DON OHLMEYER: NBC'S NEW ENTERTAINMENT CHIEF
ABC REWORKS FIVE NIGHTS IN SCHEDULE SHAKE-UP
FOX TO GO AFTER OLDER VIEWERS

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INNOVATION AT WORK.
President Clinton last Friday tapped FCC Commissioner James Quello to chair the agency until he appoints a permanent successor to Alfred Sikes, who resigned the chairmanship Jan. 19.

Quello’s interim appointment, along with Commissioner Sherrie Marshall’s recusal from all broadcasting and cable matters, radically transforms agency politics, particularly on the two issues at the top of the mass media agenda: implementation of the 1992 Cable Act reregulating cable and the rewrite of the financial interest and syndication rules.

The change is for the worse for Hollywood and other fin-syn proponents. Marshall has been their principal champion at the commission. She helped save the rules from repeal, leading the three-member coalition that adopted more moderate regulations two years ago. Quello and then-Chairman Alfred

Continues on page 16

Interim Chairman Quello wants to keep FCC on ‘stable course’

NBC PICKS OHLMUEYER TO GET IT BACK ON TRACK

As president, West Coast, in charge of entertainment programing, his mission is to ‘re-energize’ programing department and develop shows with broader appeal

By Steve McClellan

After 11 years of running his own L.A.-based production company, Don Ohlmeyer, newly appointed NBC president, West Coast, said he was getting a little too comfortable—a little bored perhaps—and was looking for a new challenge. So why not join NBC as head of entertainment-related activities, which is akin to heading up the army that found itself on the wrong side of Desert Storm?

It’s not a pretty picture, but certainly there is no lack of challenge at the network whose initials lately (but not for long) have stood for Nothing But Cheers. And, being nobody’s fool, Ohlmeyer deftly managed to avoid being held responsible for NBC’s daytime lineup, where, one station program executive observed last week, “programs go to die.” Instead, as Ohlmeyer put it, daytime will remain “in the capable hands” of John Rohrbeck.

Talking about his appointment last week, Ohlmeyer said he had talked with NBC President Robert Wright on and off for “several years” about joining the company in some capacity. He said talks regarding the post he accepted had been going on for several months.

His mandate is several-fold. An immediate priority, Ohlmeyer said, is to “re-energize” the network’s programming apparatus. After all, he noted, it wasn’t that long ago that NBC, now a distant third, was on top of the heap—a feat accomplished with many of the same executives still in place, most notably Warren Littlefield, president, NBC Entertainment, and his top lieutenant, Perry Simon, and business affairs chief John Agoglia. Ohlmeyer

Continues on page 16
FOX, EVERGREEN UP OWNERSHIP STAKES WITH BIG BUYS

By Joe Flint

The 1993 station trading season kicked off in earnest last week with Fox Television Stations Inc. spending an estimated $60 million-$80 million to acquire WATL(TV) Atlanta, while radio group owner Evergreen Media, according to the deal's broker, Media Venture Partners, paid $51 million for KTRH(AM)-KLOL(FM) Houston.

For Fox, which is acquiring the station from Renaissance Communications, which itself bought the station from Chase Communications, the acquisition gives the network seven stations in the top 10 markets and coverage of 20.225% of the nation's households. It currently owns WNYW (TV) New York, KTTV(TV) Los Angeles, WFLD(TV) Chicago, KRIV-TV Houston, WTGT(TV) Washington, KDAF(TV) Dallas and KSTU(TV) Salt Lake City.

For Evergreen, the Houston properties give the Dallas-based operator a total of eight stations—KKBT-FM Dallas, WLUP-AM-FM Chicago, KMET-FM San Francisco, WTOP(AM)-WASH(FM) Washington, and WVCG(AM) Coral Gables and WAPE-FM Jacksonville, both Florida.

Evergreen also has a contract to purchase WFYY-FM Jacksonville, Fla., and owns KSSN-FM Dallas, operated under a local market agreement with Alliance Broadcasting.

Both deals could face FCC scrutiny. Sinclair Broadcasting filed a petition with the FCC seeking denial of transfer of ownership to Renaissance because, it claimed, Renaissance had "acted in bad faith" in its acquisition of WPTT-TV Pittsburgh by programming the UHF station as a home shopping channel. The deal was subsequently approved, but the same petition to deny could resurface against the Fox sale.

Evergreen also has FCC problems, but of a different nature. Evergreen's WLUP(AM) Chicago has been fighting a $6,000 FCC indecency fine for five years, and the case is on its way to the U.S. District Court in Chicago.
CBS'S WINDING ROAD TO CLEARING LETTERMAN

Host addresses affiliate meeting; Sullivan new board chairman; retrans fees discussed

By Steve Coe and Joe Flint

CBS, whose affiliates met last week in Washington, is getting the word from many stations that it will have to offer some unique incentives to get the clearance support it expects for its upcoming David Letterman late-night show.

Clearance so far is at 83%, and Tony Malara, president, affiliate relations, says that even though the network will carry some delayed coverage—probably as much as 25% when the show debuts—Letterman's will be a successful launch given the low point from which it started.

But CBS still has a way to go to reach the "way over 90% clearance" Malara predicts: in many markets the network will have to perform some creative restructuring in either compensation or advertising time. It has already told stations it will reward live clearances with higher compensation—Malara said in some cases stations can double it—but some may require a bigger incentive to dump off-network syndicated programing, in which they hold all the ad time, in favor of the four minutes promised in each of the half hours of Letterman.

Jeff Rosser, vice president and general manager, KDKW-TV Dallas-Fort Worth, expects to delay the show a half hour unless the network comes up with more ad time, more compensation or some other kind of trade-off. "I have six-and-a-half minutes, and sometimes more, with my off-network comedy at 10:30 p.m. Central. So that additional two-and-a-half minutes I get now compared to what I would with Letterman in the first half hour really adds up five days a week, 52 weeks a year."

In other developments at the meeting, the affiliates named former CBS Affiliate Board Chairman Mick Schafbuch, executive vice president and general manager, KOIN-TV Portland, Ore., to head a committee on retransmission consent. New Affiliate Board Chairman William Sullivan, president and general manager, KPAX-TV Missoula, Mont., said the committee will begin "fact-finding" discussions with major cable system operators and affiliates to explore the possibility of a cable-affiliate negotiating group.

Questions before the committee, Sullivan said, include whether it is feasible or legal, with regard to antitrust laws, to establish such a group.

Among the options discussed at the meeting will be rates by market size. The key, one source said, is efficiency. In Schafbuch's ADI, for example, there are 115 cable systems, a number making individual negotiations within a limited time period difficult.

Affiliates also made the rounds in Congress, where they pushed for removal of the financial interest and syndication rules. Sullivan and Schafbuch, in visits with FCC Commissioners James Quello and Ervin Duggan, also pressed for action on fin-syn and implementation of the Cable Act.

ABC GETS EMMY AWARDS FOR FOUR YEARS

After a four-year run on Fox, the Emmy Awards are moving to ABC as part of a new four-year deal negotiated between the network and the Academy of Television Arts & Sciences. The decision to accept ABC's bid was made last Wednesday night after a four-hour meeting during which the Academy's Board of Governors voted down one option that would have had the awards show presented by a different network on a rotating basis.

According to a source close to the negotiations, the board was able to secure a more lucrative deal by accepting ABC's bid as opposed to the wheel format, although "that wasn't the overriding factor. The board felt they were better off finding a home. This way the network has more of a stake in the year-to-year performance."

ABC is expected to air the program in September as a lead-in to the new season rather than in August, where Fox has been scheduling it in order to avoid the chaos surrounding fall launches. There's no word yet on the length of the show, but all parties anticipate an effort to bring the production in at three hours. The Academy recently voted to reduce the categories presented during the prime time portion of the awards show, which should provide more opportunity for entertainment and a less hurried pace during the production.

---SC
Station Executives
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Across AMERICA
Just Left
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SAN FRANCISCO.
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Ricki

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NATPE 1993 - RICKI
CLINTON BYPASSES NETS FOR TOWN HALL

White House says local televised meeting is best way to keep in touch with public

By Mike Freeman

The age of the presidential electronic town hall has begun.

Arrangements were being finalized last week for the first of what the Clinton administration suggests will be many electronic town meetings, this one being set up by four ABC affiliates for broadcast this Wednesday from wxyz-TV Detroit.

With the town hall, the White House appears to be implementing a strategy to circumvent the national networks and press corps in seeking public support for its policies.

"[President Clinton] said during the campaign that he wanted to stay in touch with the people, and he obviously feels that the town hall concept is the best forum to do that," Clinton's deputy press secretary, Jeff Eller, told Broadcasting.

The President's first town meeting comes exactly one week before his scheduled State of the Union address, which will allow him to use the audience as a "sounding board for some of the new programs he may announce in his first address to Congress."

Plans for the meeting began soon after Clinton's November win, with Kraft, KOMO-TV Seattle News Director Jacques Natz and several other ABC affiliate news directors holding regular conversations with Eller.

(During the presidential campaign, Clinton held town hall meetings at KOMO and WXYZ in July and September, respectively. Kraft said that the previous Detroit town hall meeting did a 20/32 share, a level he expects WXYZ to "easily surpass" later this week.)

Following those discussions, the administration informed Kraft that President Clinton wanted to hold the meeting in Detroit, a city which has one of the highest unemployment rates in the country and is reeling from the $25 billion in 1992 losses that General Motors reported two weeks ago.

"I think we [Clinton and the White House press office] are more in touch with the state and regional coverage areas than past administrations," said Eller. "This is really part of our desire to reach out directly to people in the individual markets."

The administration seems more interested in "bypassing" than "reaching out," said David Bartlett, president of the Radio-Television News Directors Association. "They've made it very plain they prefer to deliver their message directly to the people, bypassing the national media and, to the extent possible, the local media," he said. "After the election, Clinton more or less said he'd be crazy to deliver his message through the national press."

In addition to WXYZ, which will originate the town hall meeting this Wednesday at 9-10 p.m. (ET), three other ABC affiliates—KOMO, WSB-TV Atlanta and WPLG-TV Miami—will downlink the broadcast, allowing studio audiences at those stations to participate in the question-and-answer session.

Those four ABC affiliates, which have exclusivity in their markets, will jointly pick up the tab for the satellite time. As of last Thursday, Kraft said 16 other ABC affiliates, two NBC affiliates, C-SPAN and National Public Radio had signed on to pick up the feed. CNN may also pick up portions, according to Kraft.

Stations excluded from the town meeting will have their day, promised Eller. "We've got four years," he said. "So believe me, there will be many more Clinton and [Vice President Albert] Gore town hall meetings offered to broadcasters."

TOP OF THE WEEK

STEPHANOPoulos HOUR GOES ON HIATUS

The White House last Monday pulled the plug on live coverage of its daily news briefings, disappointing a growing cadre of viewers who were tuning in via CNN and C-SPAN.

"I think the goal is to have it be a more two-way conversation," Press Secretary Dee Dee Myers told the AP in explaining why Communications Director George Stephanopoulos, who presides at the briefings, decided to cancel the show.

The White House had broken tradition by permitting live coverage of the briefings, a move made possible as part of its strategy to "reach out" directly to the people.

But occasional hostile questions from White House reporters sometimes put Stephanopoulos and administration policies on the defensive.

"It was a big mistake for Stephanopoulos to do it in the first place," said David Bartlett, president of the Radio-Television News Directors Association. "If he is going to get beaten up, it's better to do it in private," Bartlett said.

—HAJ

Feb 8 1993 Broadcasting
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TOP OF THE WEEK

SPECTRUM AUCTION ARGUMENT BEGINS AGAIN

Bill to transfer 200 mhz from government to private sector passes House Telcomsubcom; Stevens and Inouye introduce Senate version

By Randy Sukow

The House Telecommunications Subcommittee rapidly approved a bill to transfer 200 mhz of government-controlled spectrum to the private sector nearly identical to a bill passed by the full House in July 1991. The Emerging Technologies Act (H.R. 707) appears to be headed toward speedy unanimous approval by the Energy and Commerce Committee and the full House but faces conflict with the Senate over the perennial issue of spectrum auctions. House leaders continue to register resistance to auctions while a bi-partisan majority of the Senate appears ready to give them a try.

The 1991 bill failed passage in the Senate during the 102nd Congress. But at the Communications Subcommittee level, Chairman Daniel Inouye (D-Hawaii) and Ted Stevens (R-Alaska) compromised on a trial auction of 30 mhz of the 200 mhz. Inouye and Stevens reintroduced a similar plan last Thursday (Feb. 4).

Competitive bidding could cure what Stevens called "the deterioration of the spectrum auction process," which has languished under time-consuming comparative hearings and lotteries that award licenses to speculators who have no intention of using the frequencies.

Potential time-consuming debate over the auctions was averted last week's H.R. 707 subcommittee markup when Michael Oxley (R-Ohio) agreed not to offer an auction amendment but instead to introduce a stand-alone bill.

Not only are auctions the most fair and efficient way to assign frequencies, but "in a time when curative measures for the budget deficit predominate policy concerns, it seems foolish to give away a valuable resource such as the spectrum reserve," said Oxley, who estimated auctions could raise up to $2.5 billion. (Both the Inouye-Stevens and Oxley bills exempt broadcast and public safety frequencies from auctioning.)

Subcommittee Chairman Edward Markey (D-Mass.), who co-sponsors H.R. 707 with Energy and Commerce Committee Chairman John Dingell (D-Mich.), argued for immediate passage of the spectrum transfer to accommodate new technologies and dwindling public-safety spectrum users and debate over auctions later.

Witnesses at a brief hearing just before the subcommittee markup seemed to confirm Markey's view.

In many major U.S. cities, it is becoming increasingly difficult to get a cellular telephone connection, especially in high-demand situations like Washington during the recent inauguration, said Tom Wheeler, Cellular Telecommunications Industry Association president (and former National Cable Television Association president).

"There is a lot of talk about [telecommunications] infrastructure. That's what we're talking about here. The 21st century is the wireless information century. Information is going to move to people, not vice versa," Wheeler said.

WNBC FIGHTS FOR CHANNEL 3

By Rich Brown

The right of a cable system to reposition local public stations under the Cable Act is being tested in New York City, where WNBC-TV is fighting to regain its position on Time Warner Cable's Manhattan systems.

WNBC lost its last-minute effort to get an injunction against the Feb. 1 channel repositioning. But the station has not yet given up its fight to switch back from its new position—channel 31, the same as its over-the-air spot—to channel 3, its position since 1971.

Tom Morgan, WNBC-TV president, says the repositioning is in violation of the Cable Act, which includes provisions to protect positioning of non-commercial educational TV, with disputes to be settled by the FCC.

The commission, however, explained in a letter to WNBC that its hands are tied by a standstill order issued by U.S. District Court in Washington late last year, that delays the FCC's ability to act on must-carry complaints for several months.

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**ZAPNEWS LAWSUIT**

Schonfeld alleges fraud

By Geoffrey Foisie

A lawsuit over dollars small by most standards has ensnared some well-known names, including former CNN President Reese Schonfeld and radio news service Zapnews, and raised questions about the financial health of the news service, now majority-owned by Tribune Co. Tribune is not a defendant.

The suit, filed several weeks ago in U.S. District Court for the Southern District of New York, alleges that Zapnews founder James Hood, his wife and the news service's parent company, Fairfax Media, defrauded Schonfeld and one other stockholder.

Schonfeld, who declined to comment to Broadcasting, alleges that roughly two years ago, Fairfax Media provided him and other investors with a confidential business plan. The plan allegedly stated Zapnews could break even with only 100 customers and that the operation would require no more than $250,000 in capitalization.

The lawsuit claims Fairfax "failed to disclose" that some Zapnews customers were not being charged or had been given rates not subject to an increase; that a "material portion" of the company's accounts receivable were uncollectible, and that Zapnews inappropriately used CNN material. It also claims the news operation would need "a far greater number" than 100 customers to break even.

Each investor has asked for his investment, roughly $75,000, to be returned, plus damages. They also asked to be compensated for certain promised tax losses, the benefit of which they lost, they said, because Fairfax "failed to cause material expenses to be recognized for tax purposes in 1991."

Zapnews began its lower-priced radio station news service in 1990. Since then, its niche market has been invaded by other news operations, including ABC and Pat Robertson's Standard News Service. One employee put the company's total paying-customers at 360.

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**US WEST ANSWERS VIDEO DIALTONE CALL**

US West Communications last week dove into the video dialtone waters, unveiling an ambitious plan to build fiber-based broadband networks capable of delivering telephone and interactive video services throughout its 14-state region.

"We're taking the first concrete step toward being able to bring video-on-demand and other interactive video-based services to our mainstream customers," said Gary Ames, president and CEO, US West.

If all goes according to plan, the company will have about 100,000 customers on line by the end of 1994. After that, it will modernize at a rate of 500,000 customers per year. At that pace, it will take more than two decades to upgrade service to its more than 13 million customers. And at a cost of about $1,000 per customer, it will require a capital investment of $500 million a year.

"The interstate highway system began in earnest under the Eisenhower administration in 1956, and chunks of that still need to be built," said US West spokesman Jerry Brown.

Ameritech Corp., Bell Atlantic Corp., South Corp. and Nynex Corp. beat US West in announcing video dialtone or broadband network plans. But US West's are clearly the most ambitious.

To encourage telcos to build broadband networks, the FCC last year adopted its so-called video dialtone rules, under which telcos may lease capacity to programers on a common carrier-first come, first served-basis.

The rules exempt telcos and their programer-customers from cable regulations and permit a limited financial relationship between the two. The telcos are still barred by law from controlling programing on their own networks.

If US West has any programers lined up for its networks, it is keeping the names close to the vest. "That's something we are not talking about," said Brown.

US West, Tele-Communications Inc. (the nation's largest multisystem operator) and AT&T have been jointly testing a video-on-demand and multichannel pay-per-view service in suburban Denver. The companies also have a joint venture that oversees cable and telephone operations in Europe and have discussed joint ownership of network facilities in the U.S.

"This announcement has no impact on our relationship with TCI, other than we hope they'll be a customer of our new network," said a US West spokesman.

As planned, US West's new network will provide for better-quality voice communications and a multitude of interactive video services. Among the planned offerings: video-on-demand, which enables viewers to call up programing when they want it in much the same way they use videocassette recorders.

US West's proposed networks will carry signals to the curb over fiber, but use conventional telephone line or coaxial cable for the final drop. They will initially be able to carry 70-100 video channels, but may eventually be able to handle as many as 500 with the help of compression technology.

US West said it has designed its network so the consumer may receive three different TV signals simultaneously. The plans call for a host of video and information services, including full-motion point-to-point video, or "video telephony."

Other services include high-definition broadcast, selective channel scrambling and some tiered services such as targeted advertising, home shopping and interactive games.

Pricing for services received over the new network has not been set, but US West indicated the price of some services would be usage-based and others, such as video shopping catalogs, would probably be paid for by the information provider.

—RB
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Seltel invests in our success every day. They do it by providing us with the best trained, best equipped national sales force in the country. If you haven’t discovered the way to improve your national sales performance, discover Seltel.

They make the difference.”

Robert Hoffman
Vice President/General Manager
WSEE-TV, Erie
OHLMEYER  
Continued from page 4

wants to bring that winning feeling back to NBC. In the short term, he said, “there is nothing wrong with NBC that a couple of hits won’t cure.” Ohlmeyer said he’s already been given the “25-cent tour” of the network’s development slate for next season and he’s optimistic that some of the projects have the potential to be hits the network so desperately needs. “There are some very exciting things” in the works, he said.

The network also needs hits with broad audience appeal. A major part of NBC’s current prime time woes, executives inside and outside the company agree, was the network’s ill-advised attempt this season to focus too intently on bringing younger viewers to the set, at the expense of a broader audience. “It’s Warren’s line,” Ohlmeyer said last week, in total agreement, “they tried to go too young, too narrow, too fast. So there’s a little course correction that needs to be done.”

Ironically, it was advertisers that NBC thought they were appealing to with the youth strategy this season, and advertisers are the first to say the network goofed. “That strategy really did them in this year,” said veteran media buyer Paul Schulman. “Their 18-49 demographics are lower this year than they were a year ago. Two shows they gave up this year, Matlock and In the Heat of the Night, are getting higher 18-to-49 numbers now than anything on NBC.”

Schulman said he was encouraged to hear NBC officials admit they made a mistake this season going too young. “They’re right when they say they need to make the tent bigger. If they sell me an 18-49 demo and give me all this 50-plus audience for nothing, I’ll say thank you and take it. Sometimes those folks have appliances and cars that need replacing too, so count me in.”

Not unexpectedly, Ohlmeyer’s appointment has prompted questions about Littlefield’s future. Noting that he had spent exactly two days on the job when asked, Ohlmeyer said he had “all the confidence in the world” in Littlefield, Simon and Agoglia, who was promoted to president, NBC Productions, last week, from executive vice president.

Reached last week, Littlefield said that he and Wright had numerous discussions over the past several months about the need for “structural and management changes” with respect to NBC’s West Coast operations. “The gap between the West Coast and New York was slowing us down,” he said. “Bob wasn’t able to devote the time and attention that we needed to be in sync to address a number of fast and efficient decisions because of all the other activities he’s involved with. It slowed us down and made us less competitive.”

Littlefield said the reorganization was “in many ways a relief. I found myself running one of the important divisions in the company and being involved in a lot of things that weren’t program-related and frankly didn’t interest me.” So far, he said, Ohlmeyer has been “extremely supportive” of him and his development efforts for next season. Among the best prospects, he said, are four sitcoms, with former Night Court star John Larroquette, Cheers stars George Wendt and Kelsey Grammer and Henry Winkler.

Wright confirmed he’d been “struggling with the issue of whether we had the right structure in place” for months. “All I can say is that I believe Don can help us” get back on track and position the network for the future. Part of Ohlmeyer’s challenge, he said, will be to see what can be done from Hollywood to boost the network’s return on investment. “It’s become a high risk, low-reward business,” he said.

Wright predicted a modest improvement in the network’s revenue outlook for 1993, if Olympic dollars are discounted. “Revenues will be up, but not dramatically,” he said.

For More Late-Breaking News, See “In Brief,” Pages 68 and 69.
Thank You George!

In 1952, a young playwright and newspaper reporter named George E. Norford joined the broadcasting industry, a pioneer in a business which, like so much of society, did not yet reflect the ethnic diversity of the communities it served.

In 1958, George Norford became the first African-American producer of network television programs for NBC. At the network, he immediately distinguished himself as a passionate advocate for change, and a champion of responsible programming. In 1964, Donald H. McGannon, our legendary former chairman, invited George Norford to join Group W as vice president and general executive. In that position, Mr. Norford was instrumental in the establishment of the Broadcast Skills Bank, a program designed to recruit and train minorities for the industry. But that was only the beginning of George Norford’s contribution to Group W. Over the course of his nearly 30 years here, much of it as a member of our Board of Directors, his energy, determination and persuasive voice have done much to foster diversity and improve the status of minorities in all of broadcasting. On January 1, George Norford announced his retirement from our Board. At this moment, then, we would like to take this opportunity to thank this truly remarkable individual for his dedication, his leadership and his contribution to the success of our company. All of us at Westinghouse Broadcasting Company salute you, George, for your friendship, your wise counsel, and your years of distinguished service. The lessons you have taught will remain with us, and your spirit will continue, we hope, to be expressed in the way we conduct our business every day. We wish you much happiness as you begin your well-earned retirement.
NEW YORK

CNBC CHANGES

CNBC has long reported to Tom Rogers, president, NBC Cable & Business Development, but word is that NBC is looking to change that. NBC wants CNBC to report to another arm, such as news (headed by Michael Gartner) or O&O stations (John Rohrbeck). Rumor has it that Dick Ebersol, head of NBC Sports, is also a candidate to broaden his duties to oversee the cable network as well. Says Rogers: “We’re looking to integrate CNBC better with NBC, to better with the core business.” CNBC is also still looking for a new president. Al Barber had announced his resignation last September but said he would stay on until a successor was found. No new president is likely to be named until the higher change is made.

EAR OF EXPERIENCE

Among those whose advice NBC President Robert Wright sought in trying to figure out how to reorganize the network’s West Coast operation was former NBC Entertainment and Paramount Studio chief Brandon Tartikoff, Wright confirmed in an interview last week. Tartikoff’s opinion of Don Ohlmeyer? “He gave him very high marks, as did many others,” Wright said. He said he and Tartikoff have remained friends and that he seeks his advice from time to time on network matters.

WASHINGTON

VEEP FLAP

Senate Communications Subcommittee member John Breaux (D-La.) was annoyed by reports last week that Vice President Al Gore was not receptive to the Breaux plan to form a presidential commission on telecommunications policy chaired by the Vice President. Reports emanated from a statement by Gore Chief of Staff Roy Neel: “The current institutions of government simply work better, as opposed to layering on a new role for the Vice President.” Breaux, in a speech to the Interactive Services Association in Washington last week, said he immediately called Gore’s office and was assured that reports that the Breaux plan had been rejected were inaccurate.

A spokeswoman for Gore said last Friday (Feb. 5) that the administration is “open to suggestions from Congress” and that no decision had been made on Breaux’s plan. Neel could not be reached for comment.

ISSUE OF IMPORT

CBS Affiliate Board Chairman William Sullivan met with FCC interim chairman James Quello and Commissioner Ervin Duggan last week to complain about satellite operators providing distant network signals in violation of the 1988 Satellite Home Viewing Act. Sullivan, offering an example, said households with home dishes in his market receive the CBS affiliate in Denver. “I don’t think carriers are honoring the white-area restriction,” he said. The white-area provision of the act sunsets in 1994, and therefore is of paramount importance to Sullivan and affiliates in similar situations.

LOS ANGELES

SHOWTIME FOR SHELLEY

Showtime this fall will debut a new kids sitcom from MCA Family Entertainment featuring the talents of Shelley Duval, already involved in her second season of MCA’s Shelley Duvall’s Bedtime Stories on the pay TV channel. The as-yet-unnamed series will feature a number of well-known personalities as well as animation and puppets.

ATLANTA

GOING ONCE

Would-be buyers for Cox Television’s KTVU(TV) Oakland (San Francisco) and WBDB(TV) Detroit had better step up to the plate soon. According to Cox Television President Nick Trigony, the stations will be on the block for another two to three weeks, and if nothing materializes, Cox will hold on to them for the time being. Cox has had some preliminary feelers out, but according to sources, no offers acceptable to the company have surfaced.
As the broadcast television and cable industries are driven by forces almost beyond their control toward the inevitable confrontation over must carry and retransmission consent, they should seek a moment of reflection away from the powerful interests and egos that created this perilous situation, and ponder a few commonsense questions:

For the television broadcaster:
■ Would you rather have your signal on a basic cable channel and receive no retransmission fee, or on an expanded tier and receive a fee based on the number of subscribers who elect to pay for it?
■ Will your viewers pay for signals that are readily available off the air, or will they use an A/B selector switch to avoid those payments?
■ Will you still have a significant role in the video marketplace of the late 1990's when HDTV becomes available to the consumer if only your NTSC but not your HDTV signal is carried on cable?

For cable television:
■ Will subscribers accept either higher rates to pay for retransmission-consent payments or the inconvenience of an A/B selector switch?
■ Are you prepared to pay the bill to create local programs on basic cable that would be needed to replace local television fare?

With virtually no exceptions of note, cable has carried local television signals without government compulsion for the simple reason that it makes no sense to omit a service that some subscribers wish to view. But it also makes no sense to pay for a service that subscribers can easily view off the air. Thus, if the proponents of a second revenue stream force the issue, broadcast signals will continue to be available, as they always have been, off the air, but in all likelihood they will not be part of basic cable.

But the public will neither understand nor appreciate the circumstances that cause the inconvenience of switching back and forth between off-air signals and cable networks.

There is a simple solution that will benefit both broadcast television and cable—if they can take a long view of the future. It is a solution that will benefit both, irrespective of the current constitutional challenges of must carry and retransmission consent.

During the next decade, broadcast television will face competition for viewers from a number of multichannel providers such as cable, DBS, MMDS, LMDs and perhaps telcos, each with ample channels to offer both NTSC and HDTV signals. Broadcast television’s first priority should be to assure that NTSC and HDTV broadcast signals are as readily available to viewers as the services of these multichannel providers. And the best way to obtain that assurance is through long-term agreements with today’s cable industry.

While cable systems may not welcome the obligation to dedicate future channel capacity to carry both NTSC and HDTV signals from the same television station, the obligations may be tolerable in comparison to a perceived loss in the value of cable service caused by the removal of broadcast signals from the basic cable service.

The best hope to avoid self-inflicted injury is for local television stations and local cable systems to identify their own long-term interests and to seek an agreement that will address them. Assuming common sense prevails, I suspect that the resulting agreement will focus on ways to facilitate the delivery of the broadcast signals to cable subscribers, and not on creating a disincentive to such delivery.
ABC REVAMPS FIVE NIGHTS IN MARCH

Drops five series, adds three new, two returning

By Steve Coe

In a slate of schedule moves, which include bringing three new series to the prime time lineup in March, ABC reworked five nights last week. Joining the schedule for the first time are comedies Getting By and Where I Live and drama Sirens. Set to return to the schedule are Homefront and The Young Indiana Jones Chronicles. Getting pulled from the lineup to make way for the new and returning series are Camp Wilder, Civil Wars, America's Funniest People and Life Goes On.

Getting By debuts on Friday, March 5, in the 9-9:30 time slot, replacing Dinosaurs, which moves to the Sunday 7:30-8 time period. Where I Live also premiers on March 5, taking over the Camp Wilder time slot of 9:30-10. Sirens debuts on Wednesday, March 10, at 10 p.m., inheriting the Going to Extremes berth. America's Funniest Home Videos moves to its new time slot of Sunday, 7-7:30, on March 7, teaming with Dinosaurs at 7:30. The Young Indiana Jones Chronicles returns to the network on March 13 with a two-hour movie and moves into its regular Saturday, 9-10 p.m., time slot on March 20. Homefront rejoins the schedule on Tuesday, March 9, at 10 p.m.

Of the series coming off the schedule, Camp Wilder, Civil Wars and Life Goes On will have aired all of the original episodes from their season order. America's Funniest People goes on hiatus after its Feb. 28 broadcast but will return to the schedule in May with new episodes.

Getting By stars Cindy Williams and Telma Hopkins as single mothers who share the same office and decide to move their families into the same house. The half-hour comedy is a Miller-Boyett and Bickley/Warren Production in association with Lorimar Television.

Where I Live is an urban comedy starring Doug E. Doug as 17-year-old Douglas St. Martin, who sees the world from his apartment building stoop. The comedy is a Michael Jacobs Production in association with Touchstone Television.

Sirens is an hour drama that looks at the lives of three female rookie cops and how they balance their professional and private lives. Jayne Brook, Adrienne Joi Johnson and Liza Snyder star in the ABC Productions project.

'NEWS WITHOUT WALLS' IN SEATTLE

Bonneville's Seattle merged AM-FM-TV news department launches KIRO News Network

By Mike Freeman

Vertical and horizontal integration are most commonly known as euphemistic terms that executives frequently use when discussing the coordinated efforts of different operating divisions within a major corporation. And now Bonneville International Corp. is imparting that philosophy in a radically new approach by merging the editorial departments of its KIRO-AM-FM-TV combination in Seattle.

In a move that had been first anticipated by Broadcasting over seven months ago ("Closed Circuit," July 13, 1992), Bonneville had its broadcast triad take to the airwaves for the first time last Thursday under the KIRO News Network banner.

Using an inverted triangle connect-
ed by three lines (each one representing an arm of the AM-FM-TV combination) as its identifying logo, the main thrust behind the merging of the radio and TV editorial staffs is to try to establish KIRO-TV as the "dominant news presence" in a market where NBC affiliate KING-TV and ABC affiliate KOMO-TV typically hold rating advantages over the CBS affiliate.

Investing more than $3 million in the launch and promotion of KIRO-TV's "news without walls" concept, Bonneville is gambling that its approach will alter newsgathering efforts of radio and TV combinations around the country.

The newly constructed $1.5 million studio set/newsroom, housing all 160 news staffers, encompasses 9,100 square feet of floor space and includes a Puget Sound decorative motif. Pacific Northwest and Native American art, a nine-screen video wall and robotic cameras.

If the set design resembles a soundstage for "Star Wars," it is no surprise. Robert Bovill, who was a set designer for George Lucas' Industrial Light & Magic's theatrical production of "Return of the Jedi," was contracted by KIRO to build the newsroom set with the help of Pacific Northwest Ballet co-artistic director Kent Stowell, to develop a "choreographic" design.

The "news out of the box" strategy is meant to allow news anchors freedom to range among different locations in the studio and newsroom to give KIRO's newscasts more of a sense of mobility and urgency. Complementing that is the typical contingent of field news crews.

KIRO hired the 53-member ensemble of the Seattle Symphony to record the theme music for its newscasts.

If this smacks to some (particularly Seattle competitors) as a marriage of entertainment, news and gimmickry a bit heavy on the bells and whistles, even KIRO's executive vice president and general manager, Glenn Wright, concedes that "this entire cultural change has some on the news staff a little bit nervous and reticent" about the new format.

"We have been rehearsing this [new format] for the last several weeks, so I think many of our news staffers realize that the real intent behind the format change is to consolidate and better solidify the newsgathering efforts of our radio and television news departments," Wright says.

To illustrate his point, Wright points to several key philosophical and structural shifts in the editorial departments he says will serve as the "backbone" of the KIRO News Network.

First, a "KIRO News University" has been created, a continuing program in which local academics will regularly consult radio and TV reporters on stories of local, national and international significance.

"The idea is to have our reporters better prepared to do more in-depth, specialized reporting," says Wright.

"If we're going to send a reporter to Somalia, we want someone who is up to speed on how the government collapsed and why those rival gangs basically drove their own people to famine. And when I speak of specialists, we also want reporters who know every corner of the Pacific Northwest—the local cultures, customs and history."

Another major component of the physical setup, says Wright, will include the permanent positioning of cameras in the AM and FM radio station booths, where a breaking story or interview with a major newsmaker can be acquired in acquiring a new satellite uplink truck.

In contrast to KIRO's promotional blitz, KQCP opted not to do any on-air or print promotion campaign because, says Wald, he wants to "get the bugs out of the format," which could mean that a full promo campaign will not be launched until the May sweeps.

"In my opinion, if you tell everyone that the new format is the hottest thing since sliced bread, you're setting the expectation levels so high that you could be setting yourself up to become a colossal disappointment...The management here has waited 30 years for a news operation to take hold in the market, and Chris-Craft is taking a patient, long-term approach to its commitment to the station."

KQCP may have to remain patient, because L.A. viewers apparently haven't discovered the Real News format yet. With one day left in the January Nielsen book, its late newscast turned in a bottom-ranked 2.2 rating/share (NSI, Jan. 6-Feb. 2), which represents no movement from its most recent November (1992) sweeps period average at 10-11 p.m. (2/4). However, the just-launched February sweeps period will provide the first-four week test for the new format.

"You have to do some counter-programming to break out in this [seven-station] market," says Carol Martz, program director for KQCP. "And that will take some time. Possibly six to eight months."

**'REAL NEWS' FOR KQCP-TV**

By Mike Freeman

As KIRO-TV Seattle begins its mobile newsroom strategy (see story above), another independent, KQCP-TV) Los Angeles, is in the third week of its new news format.

Beginning what it coined as its Real News format at 10-11 p.m., KQCP's $10 million investment is a "cross between hard local news and 60 Minutes," says News Director Jeff Wald, who adds the emphasis is on "longer enterprise stories," featured investigative pieces of four to seven minutes, while the "standard" police and fire stories are reduced to 20 or 30 seconds in length.

"I'm trying not to sound like we're tooting our horn, but we think the format will revolutionize the television industry," Wald says. "We've really divided up the assignment desks, so we can have our reporters concentrating on the development of more in-depth investigative pieces. At the same time, that will also free them up to cover breaking news stories, because we're not chasing the same stories that the six other stations in the market already know about."

In terms of the physical expansion, Wald said parent company, Chris-Craft/United Television budgeted $3 million for a studio set/newsroom reconstruction and expansion from 2,300 square feet to 16,000 square feet. Another $5 million-$6 million has been invested in acquiring a new satellite uplink truck.

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BROADCASTING IN A BRAVE NEW WORLD

The following is an edited text of remarks by News Corp. Chairman Rupert Murdoch to Fox affiliates at the NATPE convention in San Francisco.

News Corp. is institutionally committed to the proposition that fortune favors the brave. We believe it, and we act on it, and it works for us. We have demonstrated these qualities since our start against large odds in Australia 40 years ago, and more recently with our stunning successes at B Sky B and at Fox. In fact, historically, News Corp. has achieved most of its growth through building new businesses.

Today, News Corp. is the third largest media company in the world behind Bertelsmann and Time Warner. Subtracting music revenues, we are the largest. The challenge before us now is to apply the same entrepreneurial spirit and the same daring that built our company to the unprecedented media opportunities opening up around the world.

I have watched, and participated slightly, for the last 30 years as this industry has made the world a smaller, more intimate place, and seen it transform politics and culture, and the pace of change is forever accelerating. Film audiences are expanding around the world, and movies are seen by more people than ever. The publishing and computer industries are joining forces to provide more and more resources for the dissemination of news and information.

And above all, there’s television. Today there are more than one billion television sets around the world, a 50% jump in the last five years alone.

Television’s impact on the world community cannot be overstated. Gail Neubart began discussing the format changes with Wright and the station’s president and CEO, Ken Hatch, more than eight months ago. (Several sources indicated that road to change was paved by the departure of former TV news director John Lippman for the news director post at KCBS-TV Los Angeles a year ago. At the time, some news staffers blamed Lippman for the station’s third-place ranking due to his “penchant for tabloid news.”)

While Wright said that the station has an “indirect commitment” to the new format, he declined to specify what sort of specific minimum ratings goals he or Bonneville officials have placed on the station’s 41 hours

When Lech Walesa was asked what caused the phenomenal collapse of communism in Eastern Europe, he pointed to a television set and said: “It all came from there.” The most unbelievable fact about the global expansion of television is that it has only just begun. Whether it’s in Latin America, Europe or the great population masses of Asia and Africa, television is a growth industry still in its infancy.

Even here in the U.S., television is on an exponential growth curve. This year—not a decade from now, but this year—our friends at TCI will inaugurate digital compression. Within four years, 90% of their subscribers will be connected to fiber-rich networks boasting 500 or more channels. Meanwhile, the geniuses at Microsoft, and elsewhere, are designing sophisticated viewer interface systems—like the Windows system on your office PC—to help guide the viewer through the maze to the programs they seek.

Our goal—and I mean for all of us here today—is not merely to survive in this brave new world, but to thrive. We believe that our future is to be the pre-eminent supplier of first-rate creative and editorial product to viewers around the world. And we honestly believe that we are uniquely positioned to fulfill this destiny.

As you know, I became an American citizen in part because of my dream of building an American network. Why? As an immigrant, perhaps I can observe without embarrassing you that when people around the world refer to modernization and progress, what they mean is Americanization. It is to America that this emerging world looks in many fields of endeavor including television. Pure and simple, the world wants American entertainment and the American way of life.

I believe that the realities are straightforward. If you aspire to be a leader in entertainment and information in the global marketplace, you must first be a leader here in America. That is why I staked the News Corp. assets to fund the birth of Fox, and that is why I am committed—absolutely—to doing whatever it takes to make our network a great network, an important network.

In my view, the only route to this goal is free broadcasting. Now, don’t get me wrong. I love cable. Cable has helped us tremendously, and we aspire to be a leading software supplier to the cable industry. But I believe—more strongly than anything else I believe—in the primacy of mass circulation media, and that means broadcast television.
of news coverage.

However, KING’s research department has released projections to advertisers that call for the station’s weekday 5-6 p.m. newscast to average an 11 rating/21 share (NSI)—about 4 share points (24%) ahead of its 8/17 household average over the last three major sweeps periods (NSI, February, May, November 1992). As for the 11-11:35 p.m. newscast, the CBS affiliate is shooting for an 8/22 average, roughly three share points (16%) ahead of its 7/19 average during the aforementioned sweeps periods.

“Our future is dependent on localism, especially with the proliferation of cable, DBS and interactive video technologies,” Wright says.

KING’s vice president and general manager, Tony Twibell, says he will reserve “judgment” on KING’s news reformatting until he has a chance to view it over the next few weeks, but he did say: “I have to give them credit for attempting a gutsy move, albeit a highly expensive one.”

Tony Twibell, KING-TV

Bo knows avascular necrosis

Eric Ober, president, CBS News, is said to be “recuperating nicely” from hip-replacement surgery last Thursday (Jan. 28). A CBS News spokesman said Ober was scheduled to be released from New York’s Hospital for Special Surgery Thursday (Feb. 4) and would work from home for two weeks before returning to the office. Ober got a surprise call the day before his surgery from someone who knew what to expect—Bo Jackson, who had a hip replaced last April and is currently trying to make a major-league comeback with the Chicago White Sox. Jackson, who has done some promos for CBS in the past, let Ober know what he was in for. “Eric was a little apprehensive going into it, and it was great to hear from someone who had been through it,” the spokesman said. Jackson reportedly challenged Ober to a game of racquetball after he recovers. What he didn’t know at the time, however, was that Ober was a handsball champ in his days as a Brooklyn, New York, high schooler.

Turning on tabs

Like many network television reporters, Krista Bradford, now with NBC News, came up through the local television ranks. In between, however, was a five-year odyssey through tabloid television, including stints with A Current Affair, The Reporters and Now It Can Be Told. In the Feb. 18 issue of Rolling Stone magazine, Bradford writes about experiences in the tabloid and local television wars and doesn’t have many kind words for either genre. In the story, she accuses many in the tabloid business, described generally as “awash in Australian journalists,” of being racist, sexist and homophobic. She says reporters lied to get subjects to cooperate. As for coming up through the ranks in local television (with stints at stations in Los Angeles, Denver and Boston, among others), Bradford writes: “Growing up in television is akin to prolonged high-level exposure to cultural radiation—you don’t mature, you mutate.”

The talk menagerie

In case you didn’t know the February sweeps were under way, one look at the lineup of guests and topics on the talk show circuit last Thursday would have provided plenty of clues.

Sex was the topic du jour on Oprah, Jenny, Vicki, Joan, Geraldo and Maury, with topics ranging from Oprah’s sex seminar to Jenny providing a forum for a woman accused of seducing her daughter’s boyfriend. Vicki and Joan went for a familial twist, with the former offering centerfold sisters and the latter serving up sibling strippers. Seemingly taking the relative high road was Sally, who spoke with Tom and Roseanne Arnold. Merv! offered up an hour of people who refuse to pledge allegiance to the flag. And so it goes.

‘FAMILY’ AFFAIR

While Family Feud is expected to come off CBS in June, All American Television is well on its way to clearing the Ray Combs-hosted game show for its sixth season in syndication. Company officials said the show came out of the NATPE International convention at about 50% coverage for the 1993-94 season, well ahead of last year’s clearance pace. (Currently, the show is airing in 83% of the country.) All American Vice President Richard Mann said the clearance has been helped by CBS’s decision to cancel the show, because it opens daytime clearance opportunities not previously available for syndication. Also at the show, the company had a number of inquiries from stations wondering about a possible “best of” version of Feud that could air with the first-run half-hour strip. All American is said to be looking into it.
UNIPIX RSTRUCTURES FOR DOMESTIC PUSH

Former Fox Lorber partner leads charge into program development for U.S. market and expansion of home video activities

By Steve McClellan

UniPix Entertainment (formerly Majestic Entertainment), the Greenwich, Conn., company that has focused primarily on international program distribution, is entering the domestic program development area and is expanding its home video direct marketing activity as well.

The company, which is run by former Fox Lorber Associates partner David Fox, is also exploring options for a public offering. 'It's something we are moving aggressively toward,' said Fox, which declined further comment 'because of financial regulations.' As of last Thursday, the company had not filed any public offering documents with the Securities and Exchange Commission.

UniPix is controlled by two former Telepictures executives, Herb Pearlman and David Lawi, and an American Stock Exchange company they control, Helm Resources.

The company's name change parallels a restructuring that includes four separate divisions, including a new division called UniPix North America, run by Paul Gerkin. According to Fox, the unit is developing niche programming for cable and PBS and will also develop more mainstream programs for wider audiences for syndication.

However, said Fox, the company intends to sell the rights to the mainstream programs to distributors already established in domestic syndication.

One project being pitched to both PBS and cable networks is a 13-episode series on prominent movie directors called Lights, Camera and Action, produced by L.A. Dreams in association with the Directors Guild of America. Fox said that series and others coming out of the North America unit would also be sold in both domestic and foreign home video markets and to international broadcasters.

Another division, UniPix Direct, will focus on the direct marketing of home video titles. Although no projects are currently on the table, Fox said the company would also consider producing infomercials for some of its own products. 'It's an open question right now,' he said, indicating the company is considering the production of a half-hour infomercial for a series of shark documentaries, packaged as The Shark Attack Files, for home video.

UniPix Entertainment, which Fox will oversee, will sell newly made independent feature films to worldwide buyers and oversee a joint venture with Northern Arts to distribute films and operate a video rental business in the U.S.

The expansion, said Fox, is designed to increase product flow to the company's 'original profit center,' UniPix International. 'That is and will continue to be the core division,' he said.

The company had revenues in 1992 totaling $1.5 million. 'We're looking to triple that in 1993,' Fox said.

WHDH CUSTOMIZES 'INSIDE EDITION' FOR KCAL

Boston station produces inserts for L.A. station

By Mike Freeman

In what is being billed as a 'unique collaboration between two broadcasters and a syndicator,' CBS affiliate WHDH-TV Boston is producing Inside Edition Extra, a half-hour 'best of' repackaging of King World Productions' Inside Edition, for Walt Disney-owned independent KCAL(TV) Los Angeles. The station began broadcasting the program last Monday in its 6-6:30 p.m. slot weekdays (KCAL airs the original Inside Edition at 7 p.m.).

According to Cathy Perron, program director of WHDH, executives at KCAL heard last December that the Boston affiliate had been producing its customized version of the syndicated half-hour news magazine since last September (hosted by the station's anchor, Tom Ellis) and expressed interest in using the program to fill a midseason scheduling gap. While Perron and a King World spokeswoman declined to comment on specific licensing terms (where it is believed KCAL is paying King World a straight license fee), Perron would say that the L.A. station is covering certain 'handling' and production costs.

'Tom Ellis, 'Inside Edition Extra' host

'We're just very pleased that a market the size of Los Angeles has looked to us,' said Perron, who added that KCAL is being provided a two-to-three-minute window for local news talent inserts within the program. 'It certainly seems a unique instance where a local broadcaster can customize the program for another broadcast market, so we'd be happy to make this available to other stations, which is something King World has been open to as well.'
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Ratings Week: Broadcast
The World According to Nielsen, Jan 25-31

RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE
SOURCE: Nielsen Media Research

YELLOW TINT IS WINNER OF TIME SLOT
CABLE REREG GETS UNDER WAY AT FCC

Home wiring and indecency are first Cable Act-mandated rules issued

By Joe Flint

The first set of new rules for the cable industry rolled off the FCC's presses last week with the implementation of both the home wiring and the indecent programing provisions of the Cable Act.

Under the home wiring rules, cable operators will not be allowed to remove home cable wiring when a subscriber terminates service. The operator can sell the wiring to the subscriber for the replacement cost of the wiring itself. Cable home wiring, the commission said, is defined as only the cable itself, not a decoder box or amplifier.

The commission also implemented its blocking regulations for indecent programing on commercial leased access channels. The indecency rules require operators that do not voluntarily prohibit indecent programing to place such programing—as identified by the program supplier—on a single commercial leased access channel.

Home wiring

The purchase price to the subscriber for home wiring, the commission said, may be based on a "reasonable approximation" of the length of the cable on the subscriber's premises and charged for on a cost-per-foot basis.

When the subscriber calls to terminate service, the FCC said, the operator is required to tell the subscriber that the wiring can be purchased.

If the subscriber does not want the wiring, the cable operator has 30 days to remove it or it automatically becomes the subscriber's.

Cable operators argued in comments that the threat of signal theft is such that they should be allowed to remove wiring at the termination of service.

The commission countered that a "perceived threat of theft of service is not sufficient to prevent a subscriber from benefiting from the use of his or her home wiring."

If there is theft, the FCC said the operator will not be held responsible for facilities over which the new rules provide service.

Indecency

The cable operators, under the FCC's new rules, will have to block access to a channel with indecent programs unless the subscriber provides the operator with a written request to receive the programing. The subscriber also must state that he or she is at least 18 years old. If all checks out, the operator has 30 days to unblock the channel.

The new rules also give operators a little more control over programing on commercial leased access channels. Now, a system will be able to require certification from program providers that their programing is neither obscene nor indecent and does not need to be blocked. If a programer refuses to provide certification, the operator can reject the request for use of the system's facilities.

The FCC said operators can require programers of live programing to certify that they will exercise "reasonable efforts to insure that no obscene programing or indecent programing on a non-blocked channel will be presented."

Operators can choose their mode of scrambling, the FCC said, as long as it is effective. Channels have to be blocked only while indecent programing is being shown.

While the commission gave the cable operators some control over distribution of programing content, operators, including Time Warner, had argued that carrying leased access programing was a violation of their First Amendment rights.

But if it had to be done, Time Warner said, the commission should allow for certification notices, one channel for the programing and indemnity from indecent programing.

On the issue of the First Amendment, the commission said it was obligated to execute and enforce the wishes of Congress. "Moreover, we believe the constitutional challenges raised by the commenters are without merit. In Sable Communications v. FCC, the Supreme Court, in upholding a ban on obscene telephonic communications but striking down a complete prohibition on indecent telephonic communications, expressly stated that the 'government may regulate the content of constitutionally protected [indecent] speech in order to promote a compelling interest if it chooses the least restrictive means to further the articulated interests.'"

The commission did not say what wording needs to be contained in a certificate. Advance notice for such an operator to be notified by a program provider of such programing, the commission said, is 30 days, which is 23 more than the FCC suggested in its original proposal.

"In our view, a 30-day time period appropriately balances the interests and needs of leased access users and cable operators...if we later find that this approach is too burdensome for either program providers or cable operators, we can alter it accordingly."
BATTLE LINES DRAWN, ONCE AGAIN, ON FIN-SYN

Networks say rules militate against program diversity; Hollywood wants them strengthened

By Harry A. Jessell

It was déjà vu all over again last week as the broadcast networks urged the FCC not to resurrect the financial interest and syndication rules and Hollywood and independent broadcasters argued for their preservation.

Told by a three-judge panel of the U.S. Court of Appeals that the new fin-syn rules it adopted in 1991 were "unrestrained and unreasonable," the FCC majority supporting rules launched a rulemaking to see if it can rewrite the rules or their underlying rationale in a way acceptable to the court.

The networks said the majority's effort is doomed to failure. "The voluminous record before the commission furnishes no rational basis" for the rules, CBS said.

But Hollywood disagreed. The FCC majority's decision two years ago to adopt less restrictive rules rather than simply repealing the original 1970 rules was "a prudent and rational judgment by an expert agency whose statutory mandate is to protect the public interest," said the Coalition to Preserve the Financial Interest and Syndication Rule. "That judgment is supported by the substantial record of evidence amassed during this proceeding."

If anything, the coalition said, the FCC should strengthen the 1991 rules. In addition to the cap on in-house productions (40% of the prime time schedule), the coalition said the FCC should impose a 25% subcap on in-house made-for-TV movies and miniseries. "That record shows that absent such a subcap, a network could produce or credibly threaten to produce all of its television movies, miniseries and other non-episodic programs in-house," it said.

The Association of Independent Television Stations urged the FCC "to stand its ground. No retreat is called for by the court's opinion. Indeed, the purported shortcomings in the commission's decision to maintain relaxed financial interest and syndication rules represent nothing more than immaterial lapses of explanation which may be cured easily on remand."

Although less restrictive than the 1970 rules they supplanted, the 1991 rules still restrict the networks' ability to acquire financial stakes in programs on their prime time schedules that come from outside producers. That interest could pay off big if the shows enjoy a strong network run and go into syndication.

The fin-syn majority lost one of its members when Commissioner Sherrie Marshall recused herself Jan. 29 from all broadcasting and cable matters to pursue job opportunities in those businesses. (Marshall's term expired last June, but she may serve until Presi-
It comes too late for the cable industry, but Senate Commerce Committee member John Danforth (R-Mo.) last week announced he will be calling it quits at the end of the 103rd Congress. Danforth was the driving force behind the 1992 Cable Act, which imposed heavy regulation on cable. Danforth was also Alfred Sikes’s principal patron, helping him land his jobs as head of NTIA and later as chairman of the FCC. Sikes was a cable critic, although he opposed Danforth’s cable measure as too regulatory.

“I would rather start a new phase of life when I am 58 than when I am 64,” Danforth said in explaining why he will not seek a fourth term in 1994. He said he will return to his earlier calling as an ordained minister in the Episcopal Church, spend more time with his family and perhaps return to practicing law.

“If you were looking for the true definition of a senator,” said Minority Leader Bob Dole, “it would read ‘Jack Danforth.’”

Former Congressman Tom Tauke (R-Iowa), now NYNEX vice president, government affairs, testified in favor of heavy government involvement in a telecommunications infrastructure upgrade—including some funding measures—during a House Science Subcommittee hearing last Tuesday (Feb. 2).

Tauke suggested government funds be allocated for research and development as well as deployment of some new technologies and to provide new communications technologies in schools, libraries and other government-supported facilities. But in other areas, such as the MFJ restrictions on Bell operating companies and the cable-telco crossownership ban, government is impeding progress, Tauke said: “Restrictions on telephone companies’ ability to participate in the provision of cable television services reduces the incentives for investment.”

Just before he left office last Jan. 19, FCC Chairman Alfred Sikes released a batch of items—more than 100 by one count—for voting by the other commissioners “on circulation.” Sikes dutifully voted on each, but, according to FCC lawyers, those votes no longer count. As required by the law, they say, his vote was deleted from every item that had not collected a majority by the time his resignation took effect.

The disqualification of Sikes’s vote will make no difference on most of the items, since items usually divide the commissioners equally. Indeed, most are passed unanimously.

FCC Commissioner Ervin Duggan told attendees at a computer networking convention in Washington last week he harbors lingering concerns about the agency’s ability to police the regional Bell operating companies in competitive businesses. If Congress allows them to compete, Duggan said at a panel at the ComNet show, “I would hope it would give us the wherewithal to do the job.” As things now stand, he said, the FCC “has fewer than a score” of auditors to guard against cross-subsidies and other abuses by the telcos.

The FCC is already facing heavy new regulatory burdens as a result of the new cable act, Duggan said. Nonetheless, he said, Congress has yet to appropriate extra money to hire additional staff to carry the burdens. “We are like the children of Israel who were required to make bricks without straw.”

Confused? Call 301-216-1446. That’s the Community Antenna Television Association’s new StatusFax service. At no charge, CATA will fax those lost in the cable rereg maze a brief summary of any rulemaking along with actions to date and deadlines for comments. CATA hopes the service will inspire cable operators, particularly small and rural ones, “to tell the government what they think of the new rules that are being proposed.”

Greg Chapados, who left his job as head of the National Telecommunications and Information Administration just before the Democrats took over Washington, has become a cable operator, joining Hallmark Cards’s Crown Media as senior vice president, new business development. A Hallmark Cards subsidiary, Dallas-based Crown serves 810,000 subscribers in 15 states.

“This is an excellent opportunity,” says Chapados. In his newly created post at Crown, he says he’ll be evaluating the potential of new services, everything from PCS to video-on-demand.

The “traditional” next step for someone with his background would have been a Washington law/lobbying firm, he says. But after years of talking about the telecommunications revolution, he says, he wanted to be part of it.

Nonetheless, he says, he plans to keep his Washington skills and contacts fresh for those times when the company needs help in the capital. “I’d like to continue to be involved in the policy debate.”

American Women in Radio and Television gathered more than 700 to honor new members of Congress (around 50 of the 121 neophytes showed) at a crowded reception on Capitol Hill last Tuesday evening. Among those on hand were (I-r) Cokie Roberts, ABC News and NPR; Representative Jack Quinn (R-N.Y.); Representative Paul McHale (D-Pa.) (partially blocked from view); Melodie Virtue, attorney, Haley, Bader & Potts, and co-chair of the event; Representative Charles Candy (R-Fla.), Representative Bud Grams (R-Minn.); Ellen Schned, FCC Office of Legislative Affairs and co-chair; Representative Ted Strickland (D-Ohio), and Warner Bros. TV talk show host Jenny Jones.
dent Clinton appoints a successor.)

But there are still two pro-fin-syn votes on the commission in Andrew Barrett and Ervin Duggan. And that is enough to carry the day, since one of the votes against the new rules and for total repeal was that of Chairman Alfred Sikes, who resigned Jan. 19.

As it has in the past, much of the debate in the FCC's new proceeding has centered on programing diversity, one of the cornerstones of the commission's policymaking. The networks contend that fin-syn rules hamper diversity; Hollywood says the rules are vital to it.

"We believe the restrictions harm rather than help independent program producers and diminish rather than foster the diversity which is the supposed goal of the rules," NBC said.

"In just the last 18 months, four more independent producers (New World, Imagine Entertainment, Orion and Fries Entertainment) have gone out of business or into bankruptcy, and the number of suppliers of prime time network entertainment series has fallen further—to only 26 during the 1991-92 season, from the 55 suppliers in 1970," the network said. "With the barriers the rules have imposed on independent producers, the share of network prime time entertainment series hours produced by MPAA studios had increased to 62.8% (72.8% if the networks' own production is not counted) compared to 43.5% in 1970."

The FCC "should reject the networks' patently absurd counting game once and for all," the coalition said. The networks' claims are "belied by the fact that scores of different producers compete for rights to TV movies based on real life events," it said. "At the present rate of production, they should be able to adapt to the new environment created by the technology." NBC said.

"That some producers may choose to affiliate with a time with a larger production entity for their financing and production facilities does not in any way diminish the fact that it is these individual producers who are creating the shows and that each of these individual producers is contributing to diversity.""\n
What's more, the coalition said, the networks' argument is undercut by the fact that the coalition's members include such organizations as NBC, ABC and CBS. "Neither the networks nor Chairman Sikes nor the court can explain why the very producers that they contend would benefit from the [rules'] repeal oppose such action by the commission," it said. "The only explanation is that the repeal of the [rules] would harm, not help, emerging producers."

At the urging of Commissioner Barrett, the FCC notice of rulemaking asked whether the rules should have a "sunset"—a date certain on which the rules would expire.

The networks ignored the request, and Hollywood said it was a bad idea.

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**FCC TOLD DAB THREATENS LOCAL RADIO SERVICE**

NAB says national satellite service is danger to U.S. free local radio service

By Joe Flint

Ten years ago, when the FCC started to promulgate regulations for direct broadcast satellites (DBS)—which are designed to provide programming services via satellites to the home—the television industry said it feared such a service would destroy the localism provided by broadcasters and do irrevocable damage to the industry.

Now, these arguments are being used by the radio industry against DBS's radio equivalent, Satellite Digital Audio Broadcasting (DAB), for which the FCC proposed spectrum last October.

The FCC's proposal calls for 50 mhz in the S-band (2310-2360 mhz) and, in theory, could allow a listener to drive across country without having to change the channel.

It is not the new technology that scares broadcasters—in fact, many would like the digital-audio technology to be limited to in-band use for over-the-air stations—it is the idea of scores of satellite-delivered channels on a national or regional basis competing with local stations that they fear and which they told the FCC in comments last week.

"The current number of operating FM and AM stations serving the United States public represents the highest level of audio program diversity available in the world...any continued policy of promoting more and more radio stations to the commercial radio environment will ultimately disserve the public interest," said the National Association of Broadcasters.

Ultimately, the association said, a competing satellite service "presents a potential danger to the United States' universal, free, local radio service and thus to the public interest it serves."

So how should such technology be implemented? Through over-the-air broadcasting, say the broadcasters.

The threat to localism was stressed in comments filed jointly by several radio group owners.

"National radio stations raise a troubling question of undue concentration of control of the media, an issue that has consistently been of concern to the commission. Ownership of even one station capable of reaching all markets in the country constitutes a far greater level of national ownership than the FCC now permits," the joint comments said, adding that the "erosion of audiences and advertising revenues caused by satellite radio would inevitably destroy the ability of many community stations to offer these services."

The new technology, the joint comments said, should also be made available to existing terrestrial broadcasters before the commission considers any new type of service.

Satellite CD Radio, a leading proponent of the new technology, counters that digital-audio radio services will provide multichannel CD-quality audio service to areas that "are now and are likely to remain poorly serviced by terrestrial sources."

Establishing the service, Satellite CD Radio said, will "promote the national interest by developing the nation's telecommunications infrastructure."

As for letting the service be available over the air, the company, along with other would-be DAB providers does not have a problem with that.

The providers of such a service urged the commission not to rush to judgment on any one technology for the service but did say that "multiple entry and quality of service also will be improved if all applicants make use of a frequency plan relying on spatial, frequency, time and polarization diversity," Satellite CD Radio said.
**RECENT ACTIONS:**

By the end of last week, defendants in a must-carry challenge by five cable-industry companies learned that the Justice Department will lead the defense (see "Top of the Week"), taking up the case the Bush Justice Department refused to handle. Justice Dept. Staff Attorney John Tyler will lead defense. A three-judge panel of the U.S. District Court in Washington in December delayed due date for written briefs until Feb. 12 to accommodate the Clinton Justice Department. Justice is leading the defense of all other challenges to the 1992 Cable Act, including retransmission consent, rate regulation and program access. The panel is scheduled to hear oral arguments on must carry on March 4. District Court Judge Thomas Penfield Jackson will then hear arguments on all other provisions on the same day. The FCC last week issued the first of its new cable rules (see page 26).

1. **Must carry/retransmission consent.** Broadcasters are to be given right to negotiate compensation for cable retransmission of their signals. 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 a third of capacity for broadcasters. **Final approval target: April 1. Congressional deadline for completion: April 3.**

2. **Indecency.** FCC issued new rules last week (see page 26) giving operators right to limit all indecent programming submitted for leased-access channels to one designated channel and scrambled unless specifically requested by subscriber. Programmers will also be allowed to require certification that programming being provided is or is not indecent. Indecent or obscene programs on public, educational and governmental (PEG) channels are prohibited. **Final approval target: April 1. Congressional deadline for completion: April 3.**

3. **Home wiring.** FCC issued new rules determining ownership and use of cable operator-installed wires (see page 26) requiring operators to inform subscribers that they can purchase home wiring on a cost-per-foot basis. **Final approval target: April 1. Congressional deadline for completion: April 3.**

4. **Sports migration.** Sport-by-sport study of national, regional and local programming from broadcast to basic and premium cable services and PPV. **Proceeding may be done on memorandum. 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 where commission deems rates to be excessive. In comments filed on Jan. 27, National Cable Television Association and several other organizations proposed "benchmark" formulas to compute "reasonable" charges for basic, extended basic programming, equipment rental and installation. National Association of Broadcasters proposed benchmark placing basic-tier rate at $3.48-$7.35 on 40-channel cable system. **Final approval target: April 1. Congressional deadline for completion: April 3.**

6. **Anti-buythrough.** Systems with addressable capability required to offer premium cable services without requiring purchase of extended basic tier. All systems must comply by Oct. 5, 2002. **Final approval target: April 1. Congressional deadline for completion: April 3.**

7. **Program access.** Exclusive contracts between cable program suppliers and cable operators eliminated except when commission finds them in public interest. Contracts in effect before June 1, 1990, are grandfathered. Provision expires after 10 years. Wireless Cable Association and Consumer-Fed of America, in comments filed Jan. 25, accused FCC of ignoring congressional intent by asking for public comment on aspects of program access that were not supposed to be open for interpretation. Cable industry commenters asked for as much flexibility as possible for vertically integrated companies to set prices for non-cable multichannel services and to enter into exclusive contracts, claiming that strict interpretation of Cable Act would lead to fewer new cable network launches. **Final approval target: April 1. Congressional deadline for completion: April 3.**

8. **Customer service standards.** Minimum requirements for cable system office hours, telephone operator availability, acceptable response times for service calls, billing and refund rules. **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. FCC suggested 25% national cap for cable subscribers was possibility. 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. **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. **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. **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 programs or several hours of program-length commercials and whether such stations should be eligible for must carry. **Comments due March 29. Final approval target: July 2. Congressional deadline for completion: July 2.**

13. **DBS public interest.** FCC will set public interest requirements of DBS operators, including pricing rules and minimum noncommercial and educational channel carriage. **No proceeding date yet. Congressional deadline for completion: None.**
TIME WARNER TAKES STAKE IN CABLE RADIO

Deal gives DCR funding to expand to 250 channels in exchange for license fee payments

By Rich Brown

Time Warner Cable and a joint venture of Sony Software Corporation and Warner Music Group last week paid an estimated $20 million for a stake in Digital Cable Radio (DCR), a move that cable industry executives are hoping will help accelerate the overall growth of the digital audio business.

"With the world's two largest record companies getting involved, we expect our product to be significantly enhanced," said DCR President Dave Del Beccaro.

Specifically, the deal provides DCR with funding to aid in its planned expansion abroad and its plans to expand the service from its current 28-channel lineup to 56 channels by May 1. DCR plans to further expand to 250 channels of audio programming in the next few years. In return, it will pay a licensing fee to Sony and Time Warner, an arrangement DCR does not share with other music suppliers.

The deal also gives DCR access to another 3 million homes by the end of 1994 through Time Warner Cable, the nation's second-largest multisystem operator. DCR since its launch in May 1990 has lined up about 5 million homes through agreements with cable operators, including DCR partners Adelphia Cable Communications, Comcast Cable Communications, Continental Cablevision, Cox Cable Communications, and Times Mirror Cable Television. (General Instrument Corporation's Jerrold Communications Division, the cable TV equipment manufacturer, is also a partner.)

Delivered via cable systems, the DCR services offer a variety of audio formats ranging from soft rock to classical music. Although DCR is currently available in 5 million homes, a small percentage of that number—about 50,000—actually pay about $10 a month to receive the company's digital audio services.

Meanwhile, executives at competitor Digital Music Express last week said the new DCR partners should prove helpful in expanding the total digital audio business. Digital Music Express currently reaches about 11 million basic cable households and has approximately 120,000 subscribers. Ownership in publicly traded DMX includes several cable companies such as Tele-Communications Inc., Scientific-Atlanta, Viacom, KBLCOM, Scripps Howard, Colony Communications, Crown Media Inc. and Shaw Cablesystems of Canada.

Top multisystem operators that have yet to sign agreements with either of the digital audio companies include Cablevison Systems Corp., Cablevision Industries, Century Cable, Jones Intercable and Falcon Cable TV.

SPOT CABLE AD REVENUES CONTINUE RAPID CLIMB

Political spending helped boost fourth quarter 78% over '91; monitoring still a problem

By Rich Brown

Total national spot cable television advertising reached $45.7 million for the fourth quarter of 1992, representing a 78% increase over the $25.6 million for the same period in 1991, according to industry-wide data just released by cable rep firm Cable Networks Inc. Total year 1992 spending on national spot cable totaled $111.6 million, up 36% from $81.9 million in 1991, according to company data.

Looking ahead, Cable Networks Inc. is projecting total national cable spot revenue to grow by 33% to $33.1 million in first-quarter 1993. up from $24.9 million for the same period last year.

The company reports substantial spot cable outlays so far in the first quarter from the automotive and financial services categories and expects increased activity in the retail and insurance categories. Major holdouts that continue to spend heavily on broadcast
television include package goods and supermarkets, according to CNI executives.

Cable Networks Senior Vice President Peter Moran said higher numbers during the fourth quarter were partly attributable to political ad dollars, which he said became a “major force” in spot cable advertising for the first time.

Moran said all presidential campaign dollars came from the Clinton campaign, which spent $700,000 to $800,000 on spot cable advertising. Outgoing President Bush did not put any money into spot cable, which, Moran quips, “is probably why he’s out of a job.”

Despite an influx of campaign ad dollars, Moran said the spot cable business lost a lot of business from state and legislative campaigns to broadcasters. That is because the spot cable industry, which ships ads to cable systems via videocassette, could not turn the ads around quickly enough.

Moran said another ongoing problem for spot cable continues to be the difficulty in trafficking and monitoring systems, which makes it hard for reps to find out from systems when spots are missed.

“We billed about 95.7% of the spots we ordered,” said Moran. “We need to get higher than that”.

For the year ahead, Moran said CNI is tentatively projecting industrywide spot cable growth of about 38%-40%. More immediately, Moran said the ambitious New York-area satellite-delivered interconnect system, WNYI (New York Interconnect), is still scheduled to begin testing in the first quarter of 1992. Until the participants are sure that the system is ready, he said, “we are not throwing any switches.”

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**SCI-FI CREATES HOME VIDEO DIVISION**

USA Networks’ Sci-Fi Channel is creating a home video division. Sci-Fi Channel Video Classics, which the company hopes to market through retail video stores nationally. Beginning in March Sci-Fi Channel will market its first title directly to viewers. The Baker Years Commemorative Set, a boxed set that features three hours of excerpts from the cult British TV series Dr. Who, starring Tom Baker. The two-video set, which will sell for $29.95, will be available in video retail stores through Fox Video. Future plans for the label call for Sci-Fi to use its airwaves to market additional titles featuring Other World and other short-lived TV series as well as classic sci-fi movies that air on the channel. Eventually—probably when the channel grows from its current 11 million subscriber base to about 20 million—Sci-Fi executives say they plan to offer the home video line through video retail stores. The company is currently in negotiations with programming distributor UniPix Entertainment (see story, page 24) to work with the Sci-Fi Channel on its home video plans.

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**HEAD ENDINGS**

**RECORD REACH**

National cable penetration reached an all-time high of 63.1%, representing 58.533.400 households in November 1992, according to the latest data from The Arbitron Co. The number represented a rise of 4.2% since November 1991. The number of TV households wired for cable was 56.189,000 or 61.2% nationally.

**PRIME TIME IS 24 HOURS**

Los Angeles-based regional cable sports service Prime Ticket Network will expand its programing to 24 hours, seven days a week, beginning March 1. The network’s current TV day is 24 hours on weekends and 12 hours a day Monday through Friday. Prime Ticket serves more than 4.2 million cable subscribers in Southern California, Nevada, Arizona and Hawaii.

**PICKING THE HITS**

Pay-per-view programer Viewer’s Choice launched its new Continuous Hits channel with more than 2.8 million homes, including about 1.3 million addressable subscribers. The movie-the-week service, which had been testing with 500,000 subscribers via tape delivery in eight markets, is expected to be in more than 3.5 million basic homes, including about 1.6 million addressable subscribers, by April.

Other newly launched services by the company include Continuous Hits 2 (reaching 200,000 addressable subscribers in three systems via tape delivery) and Hot Choice (formerly Viewer’s Choice 2), an action-adventure channel reaching more than 8.7 million basic homes, with about 4.5 million addressable subscribers.

**COUNTRY CLIMBING**

CMT: Country Music Television has crossed 18 million cable TV subscribers, representing 30% of all U.S. TV households and 12% growth in the past four months. CMT is also launching a new dance video series, CMT Saturday Night Dance Ranch, set to join the schedule on Feb. 13. CMT’s sister service, The Nashville Network, is adding two shows: Path to Stardom, a weekly half-hour talent show on Saturdays at 7:30 p.m. ET, and 10 Seconds, a half-hour game show airing weekdays at 3:30 p.m., beginning March 29.

**MOVIES IN MANHATTAN**

The Movie Channel launched last Monday (Feb. 1) on Time Warner New York City Cable Group’s Manhattan systems. By August, the pay TV channel hopes to penetrate 7%, or 30,500, of the 445,000 subscribers served in the area.
CAN RADIO RECAPTURE KIDS' ATTENTION?
24-hour format targets AM stations; ABC plans some kids' programing

By Peter Viles

obody is predicting that radio will relive its golden age, when parents and their children gathered around the radio to listen together to their favorite evening programs.

But more and more radio operators believe that children's radio—programming that targets both young children and their parents—is an untapped market poised for growth.

As one children's programing network launches a national, 24-hour format, and as ABC considers launching its own children's programming, the unanswered question is whether advertisers can be brought along to make the venture profitable.

After three years of programing locally over WWTC(AM) Minneapolis, Children's Satellite Network (CSN) is convinced that national advertisers will support a national children's network. The network, which uses the on-air slogan "Radio A.A.H.S." recently began 24-hour satellite distribution. By April 1, CSN will have nine affiliates, including stations in six top-25 markets.

ABC Radio, meanwhile, is said to be developing a children's format for its Satellite Music Network. An ABC spokesman said the network is moving ahead with plans to offer some children's programing in 1993, but would not comment on whether the programing will take the form of a 24-hour format or block programing.

"It is an area that we're very interested in," says ABC Radio spokesman Lesley Halpern. "We're looking at lots of different programing options."

CSN's programing, which varies by daypart, includes music targeted toward children, 15-minute and 30-minute stories, lullaby music in early evenings and "brain games" for parents to play with children. The network is sold on a barter basis, with local stations keeping eight minutes per hour of commercial time and CSN getting two minutes to sell to national advertisers.

"Quite frankly, I think the national advertising aspect of this is the easiest thing because there's so much national advertising out there targeting children," says Chris Dahl, president of Children's Broadcasting. CSN's parent company. Dahl estimates that advertisers spend $800 million per year on children's television alone, and very little on radio advertising.

CSN is basing part of its appeal to advertisers on a set of written principles in which the network pledges, and urges its advertisers, to "promote the truth, accuracy and sensitivity of programing, commercial messages and other information directed toward children." One of the company's five principles reads: "Recognizing that the broadcast media play an important part in educating children, information should be communicated in a truthful and accurate manner."

Convincing those advertisers to switch to radio will not be easy, however, especially because there is no established ratings research documenting children's use of radio. Both Arbitron and Strategic AccuRatings measure listeners ages 12 and above.

"The two biggest issues are, first, can the audience levels be documented

BILL BOARD

atching onto the theme of generational change in high places, WKLQ(FM) Grand Rapids, Mich. (Holland) inaugurated a billboard campaign featuring the new president. "Bill Clinton is the first president of the Rolling Stone generation," says Brad Brandmiller, president and general manager of the station. "We wanted to mark this historic occasion with a humorous, tongue-in-cheek-tribute." Grand Rapids is no stranger to billboard campaigns featuring the high and mighty: WLAV-FM raised eyebrows last year with a series featuring Pope John Paul II (headlined "Father knows best") and a nun ("Make it a habit") listening in on stereo headphones.

---PW
to the advertisers’ satisfaction, and then, can advertisers be convinced that you don’t need a visual element of advertising to get children to consume in a certain way,” says Gerry Boehme, senior vice president and director of research, Katz Radio Group.

He adds: “For broadcasters, the question is, do you spend the money to measure the listeners if there aren’t any advertisers who are going to want to reach them?”

WWTC has already answered that question by hiring Strategic AccuRatings to conduct a telephone survey to measure listenership. But the survey was needed because WWTC, despite its three-year run in Minneapolis, does not show up in the Arbitron surveys.

The AccuRatings survey, conducted last July, created a special demographic group, people ages 4 to 44, to measure listenership to WWTC. The results: WWTC ranks as the ninth favorite station and 11th in weekly use. And among listeners 4-9, WWTC is number one in morning drive, number one after school and number one in the “favorite station” category.

Will that kind of research convince national and local advertisers to support CSN? If WWTC is any indication, advertisers will support the format at modest levels—the station has not yet broken the $1 million barrier in annual billings. But for AM stations in today’s radio economy, modest advertiser support is better than nothing.

“It’s definitely better suited for AM stations.” Dahl says of CSN. “I don’t want to call it a savior for AM, but when I bought WWTC it was losing $60,000 a month, and we’re now at a point where the station, without the network costs, is successful. I see this as a very, very viable format for AM radio across the board.”

Radio AAHS has lined up affiliates in Denver, St. Louis, Phoenix and Salt Lake City, and will soon have a unique, three-station group of affiliates covering the Baltimore-Washington corridor.

That group, called Capital Kids’ Radio Co., was started recently by two Maryland lawyers. Larry Kessner and Virginia Carson, who have set out buying AM stations—WITH Baltimore, WPRW Manassas, Va., and WNTR Silver Spring, Md.—with the intent of linking them via Radio AAHS.

The recent enthusiasm for children’s programming is partly tempered by the failure of a similar national venture, Imagination Station, launched by an Orlando, Fla., station at roughly the same time WWTC was launched locally. Further, there is no measurable market for syndicated children’s programming, the Michigan-based Children’s Syndicated Radio Network, which broadcasts using the on-air slogan “Motivation Station,” is still searching for national advertisers one year after its launch.

“People say that all these things have failed.” observes Dahl. “Well, the only one I know of is the ‘Imagination Station,’ and I think that failed because they tried to sell it nationally from day one.

“Our position was, let’s wait and perfect it locally and then go national. What makes us different is that we’ve been in it for three years and we know how it works, and we’re ready to share that with other affiliates.”

RIDING GAIN

‘GREASEMAN’ TO GOTHAM

Doug “The Greaseman” Tracht makes his New York debut today (Feb. 8) on Infinity’s WXRK-FM New York, which is also the home of fellow shock-jock Howard Stern. The Greaseman’s new 6-10 p.m. show will also be broadcast on Infinity-owned stations in Washington and Philadelphia, and Infinity is reportedly looking for a Los Angeles outlet for the show. The show will originate from Los Angeles.

RACIAL APOLOGY

Bill Cunningham, host of an evening talk show on WLW(AM) Cincinnati, apologized recently for criticizing a black city councilman who has campaigned to have Cincinnati Reds owner Marge Schott suspended from baseball. According to Associated Press.

Cunningham had urged voters to tell Councilman Tyrome Yates they would “throw him out of office on his black ass” if he didn’t stop criticizing Schott. Three days later, on Jan. 28, Cunningham apologized for the remark on his program, saying he “felt sick to my stomach” when he realized that racists had applauded his comments.

PAXSON GRABS A NETWORK

Paxson Broadcasting has reached an agreement to buy Pat Robertson’s Florida Radio Network. The network, with 64 affiliates, broadcasts news and sports programming. The network fits well with Paxson’s strategy of concentrating his radio group in Florida, with duopolies in each of the state’s four major markets. A source familiar with the transaction estimated the price at $1.8 million.

ABC ‘Nightline’ host Ted Koppel (left) and CNN anchor Bernard Shaw (right) joined Larry King at Duke Ziebert’s restaurant in Washington for the broadcast of King’s final late-night radio show Jan. 28. King started his afternoon shift Feb. 1.
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MORE TESTING LIKELY IN HDTV’S FUTURE

While Advisory Committee has been scheduled to choose a transmission system by Feb. 24, there’s growing support for Zenith-AT&T request for retesting

By Randy Sukow

February was to be the month. It was the month many expected the FCC’s Advisory Committee on Advanced Television Service to culminate five years of work and recommend a high-definition television transmission system for commission standardization. A meeting of the full advisory committee was even scheduled for Feb. 24 to formally approve the recommendation.

It still may happen.

But a number of HDTV experts last week appeared to be resigned to the expectation that the advisory committee will approve more lab tests at the Advanced Television Test Center (ATTC) in Alexandria, Va., for some of the systems—maybe all of them. A special panel of the advisory committee is holding a week-long meeting starting today (Feb. 8) to compare the results of more than a year’s worth of laboratory tests on five proposed HDTV systems. By the end of the week it should be clear whether the near future promises a standard or more trials.

Early in the advisory committee’s life, a similar week-long meeting was held at a motel in Springfield, Va., “Hell week,” as it was later called, was convened for the daunting task of comparing 15 proposed advanced television systems and attempting to narrow the field (BROADCASTING, Nov. 21, 1988).

This time the hotel is in Tyson’s Corner, Va., and the number of systems is only five. But the task may be no less daunting. The subjective quality of the proposed systems, especially the four proposed all-digital systems, is nearly identical.

Other technical aspects of the systems—coverage area, digital modulation schemes, susceptibility to interference—can be used to narrow the proposals to one recommendation now, some proponents said.

Quincy Rogers, associate general counsel and director, government affairs, General Instrument Corp., complains that returning systems to ATTC will eventually make the job of differ-

FIRST HDTV RESULTS: MORE RESULTS NEEDED

One of the more arduous and time-consuming tasks for the Advanced Television Test Center after each proponent’s testing period was compilation of the data into a publishable report. That process will soon come to an end—for the first round of testing, at least—with the coming publication of the results of the Channel Compatible DigiCipher (CCDC) system, proposed by the American TV Alliance (ATVA), a consortium of the Massachusetts Institute of Technology and General Instrument Corp.

The CCDC tests, conducted at ATTC’s Alexandria, Va., lab Aug. 31-Oct. 20, 1992, were intended to be the last before the FCC’s Advisory Committee on Advanced Television Service recommended a system. But as with other systems, enough flaws in CCDC were found to suggest the need for further tests.

MIT and GI, in a statement included in a draft of the report, were generally satisfied with the results. “In video compression, the system demonstrated many good features, including good motion rendition,” ATVA said. “Our powerful adaptive equalizer has demonstrated excellent performance in multipath interference and airplane flutter.”

Expert witnesses used phrases like “looks like photo” to describe the CCDC pictures, but more often complained of “crawly artifacts” and a “swirly effect.” ATVA linked the flaws to “an implementation error” and a “suboptimal choice of table entries.” Both are technical glitches that the consortium claims to have corrected in the lab since the test and which could be re-examined should the advisory committee approve additional tests for some or all of the systems when it meets on Feb. 24.

CCDC is one of two digital HDTV transmissions systems proposed by ATVA. Like the Zenith-AT&T system, it employs a 787.5-line progressive scan input system, but differs significantly from the Zenith-AT&T in its digital modulation scheme. DigiCipher, ATVA’s other digital HDTV system, which uses 1,050-line interface scanning input, received generally better reviews when its results were published (BROADCASTING, Sept. 14, 1992).
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COMPLETE
AND
ACCURATE
INDUSTRY
REFERENCE...
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<table>
<thead>
<tr>
<th>Date station first went on air</th>
<th>State running head — at the top of every page for quick reference</th>
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<td>Montgomery</td>
<td>Alabama</td>
</tr>
</tbody>
</table>


Telephone number: Network, audio news service. licensed name: Licensee name: Address: Personal: Personel: Address: Licensee name: Address: Phone number: Network, audio news service. Representative, Licenser name: Address: Phone number: Network, audio news service. Representative, and Programming:

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Much of the recent improvement in the proposed digital HDTV transmission systems could not have been done without a little help from some friends. The consortium of General Instrument and the Massachusetts Institute of Technology last week demonstrated their two systems using video co-produced with Japan’s NHK featuring the inauguration of Bill Clinton last month. The video was recorded in the NHK-developed 1,125-60 high-definition video format (above). It was displayed on a 36-inch progressive-scan monitor, custom built by Mitsubishi for GI and MIT’s Channel Compatible DigiCipher system. The demonstration was also assisted by a DigiCipher consumer VCR, built by Toshiba and a ghost simulator from Hewlett-Packard.

In other HDTV news, Hewlett-Packard agreed last week to build encoders for the Zenith-A&T Digital Spectrum Compatible HDTV transmission system and Harris Allied Broadcast Division, Quincy, Ill., signed a licensing agreement to build exciters for DSC-HDTV, to be installed with its current line of UHF-TV transmitters.

entiation even harder. In the months since initial tests, most of the flaws in picture or audio quality detected have been corrected in the lab.

Features like packetized data transmission (a technique to send several streams of digital audio, video and data in the same channel with the primary HDTV signal), originally tested in only one of the digital systems, have since been added to the proposals for all of them.

GI and the Massachusetts Institute of Technology are proposing DigiCipher, one of two systems considered to have fared especially well in ATTC testing. Advanced Digital HDTV, the other highly rated system, is supported by the Advanced Television Research Consortium (ATRC), a cooperative effort of five companies and research centers including NBC and the David Sarnoff Research Center, Princeton, N.J.

“We did very well in tests. We believe we’re either first or tied for first in the various criteria,” says Sarnoff President James E. Carnes, speaking for ATRC. “We have improvements in our hardware that we’re ready to go in to retest, if that’s the decision. But the changes are in our hardware and not in the system, per se.”

The proponent leading calls for retesting is the consortium of Zenith Electronics Corp. and AT&T proposing the Digital Spectrum Compatible HDTV system. “Our reading in seeing quality tapes of all the systems was that all needed improvements, not just ours,” said Robert Graves, AT&T vice president, government affairs. “If there were one system that was three lengths ahead of the others there might be some reluctance, but my sense of things is that that is not the case.”

Zenith and AT&T conducted an over-the-air demonstration of DSC-HDTV last week in Washington to show that audio and video flaws spotted in the initial tests conducted over a year ago have been corrected. Among the flaws were artifacts created by the progressive-scan source materials that were produced with an inadequately adjusted HDTV camera, said Wayne Luplow, Zenith executive director, advanced research and development. Similar problems were detected in the other proposed progressive-scan system, the Channel Compatible DigiCipher system proposed by GI and MIT (see box, page 36).

The Zenith-A&T demonstration also served as a showcase for other features to be considered in a second round of tests, such as the Zenith’s 16-level vestigial sideband digital modulation scheme, which allows for transmission of two HDTV signals over one 6 mhz cable TV channel, which is not possible using the quadrature amplitude modulation the other digital proponents are using.

GI-MIT also held a Washington demonstration last week to show off technological features it has added to its two systems. Both now are designed to include Dolby AC-3 surround sound audio. packetized information—originally proposed by ATRC—and other features.

“The enabling technology here is the computer digital circuitry. In consumer personal computers and HDTV now there is a clear convergence and when these sets come out, they are going to be more sophisticated than we’re used to,” said Robert Rast, GI vice president, HDTV business development.

If additional ATTC testing is ordered by the advisory committee, only one week would be needed to record the improvements in the DSC-HDTV system, Graves said. But the consensus among HDTV experts is that three or four weeks will be set aside for each system selected for retesting.

“You can’t just spot check the things you’ve fixed. You’ve got to go around to all the tests to make sure you haven’t broken something” by making changes. Carnes said of the retesting process.

Retesting could delay the long-awaited recommendation of a system by about six months. That delay could be cut if sentiment at this week’s special panel meeting turns toward narrowing the field to fewer than five systems.

The most likely system facing elimination is the last analog-based transmission system, Narrow-MUSE, proposed by the Japan Broadcasting Co. (NHK). It was NHK’s over-the-air demonstration in Washington of its original MUSE system in January 1987 that jolted American industry into a race to catch up to the Japanese in HDTV development. In the months following that demonstration, the FCC froze further assignment of UHF-TV stations to save room for HDTV and formed the advisory committee.

This week’s meeting, one source said, may give NHK the opportunity to leave the field gracefully.
DUOPOLY RULES SPUR RADIO ACTIVITY

Observers see new limits producing steady increase in trading; TV sales remain sluggish

By John Gallagher

For experienced radio operators with plenty of cash in their pockets, 1992 was a good year for station trading. But for others, last year was a time to decide whether to stay in the radio game or leave it altogether.

The FCC changed the ground rules last August by loosening the duopoly restrictions, thus allowing owners to “double up” in markets where they already own property. The change created a potential market for owners struggling with overleveraged, underperforming stations, and a potential windfall for cash-rich owners able to buy at often bargain-basement prices and strengthen their market positions at the same time.

Changes in the rules may be necessary to revive television trading, which has been even slower and for which lending is even tighter than for radio. “For struggling independent television stations, I see no movement until there’s a change in duopoly,” says broker Jim Blackburn.

The list of FCC-approved acquisitions shows that radio sales were up over last year to a total of $604 million in deals, compared with 1991’s 10-year low of $534 million. Television sales dropped, however, with a total of just $124 million in standalone deals, compared with $273 million in 1991. Group sales—two or more combo or standalone radio stations and/or...
Broadcasting TV's—grew from $273 million to $318 million.

The 667 radio deals last year, comprising 208 AM's, 289 FM's and 170 combos, increased from 591 in 1991, with a rise in FM sales accounting for most of the increase. The number of television sales remained low—just 41 in 1992—but two more than in 1991. Artificial prices attached to restructurings and stations in receivership partly explain the decrease in average prices for FM's and TV's (see chart).

As the radio industry moves through its shakeout period, brokers have begun to see signs of life. “I'd say most of the bubble has passed through the industry,” says Mitt Younts of Media Services Group. “I think what you're finding now are stations probably performing at their peak, but they're just overleveraged.”

The stations that were underperforming, Younts says, for the most part are either for sale or have been sold.

“One of the things I'm sensing,” says broker Ted Hepburn, “is a realization by some broadcasters that there's a marketplace for my station, but probably only a couple of people want to buy it. If those people buy someone else, I may be waiting at the starting gate. The train is in the station, but we don't know how long it's going to be there.”

In the first quarter of 1993, according to Paul Leonard of Star Media, “you're still going to see a relatively healthy number of deals, but not nearly the number that should be happening if the market forces were left to find their own equilibrium. There are still some things that are preventing a lot of transactions from happening, and, primarily, it's still the lack of senior financing.”

Broker Gary Stevens figures that most lending institutions have had their fill, at least for now, of speculation in broadcasting. “You've got a hangover here that's going to last a long time. You still have an awful lot of companies that are being restruc-
tured, and the definition of a restructure is that somebody takes a haircut. And it ain't the borrower.”

Many observers think relaxation of the duopoly rules will have a big impact in 1993.

Group owners with deep pockets were already at the planning table in early 1992 in anticipation of the rule changes, and many deals were signed by the time the rules actually went into effect Aug. 5. For example:

- Mel Karmazin's Infinity Broadcasting reinforced its presence in Chicago and Boston with second FM purchases there.
- Bill Phalen's Prism Radio went into Tucson, Ariz., with nothing and came out owning two combos.
- John Hayes's Alliance Broadcasting and Scott Ginsburg's Evergreen Media both established themselves in San Francisco, where each anticipates building upon that presence.

“Before [the rule changes], owners were asking, ‘At what point should I get out?’” says broker Andrew McClure of William A. Ewline Inc. “Duopoly opportunities are changing their timetables. They're saying, 'Now is the time to get out.'”

And the ones getting out are doing it according to their own timetable, says Leonard. “Sellers with debt stress who are getting pressure from lenders, or who are having a difficult time making the operating equation work—they're selectively completing transactions on their terms, rather than on their lenders' terms.”

Most duopoly deals have taken place below the top 25 markets, frequently over-radioed areas where there is a lot of room for consolidation and where the advantages to duopoly—being able to offer advertisers more product while lowering overhead through economies of scale—are most apparent.

Leonard and other brokers antici-

Continues on page 43

AVERAGE STATION PRICES 1986-92

The charts represent the average price (in thousands of dollars) of standalone AM stations, standalone FM stations, co-located AM-FM combinations and television stations over the past seven years, according to sales data collected by Broadcasting. Stations sold as part of group deals are not included due to unavailability of individual prices. Percent figure indicates increase or decrease in 1992 average over 1991.

Broadcasting Feb 8 1993 Special Report 39
## 38 YEARS OF STATION TRANSACTIONS

Dollar volume of transactions approved by FCC (Number of stations changing hands)

<table>
<thead>
<tr>
<th>YEAR</th>
<th>RADIO ONLY</th>
<th>GROUPS*</th>
<th>TV ONLY</th>
<th>TOTAL</th>
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<td>1992</td>
<td>$603,192,980 (667)</td>
<td>$318,176,050 (24)</td>
<td>$124,004,000 (41)</td>
<td>$1,045,373,000</td>
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<td>1991</td>
<td>534,694,500 (793)</td>
<td>206,995,500 (61)</td>
<td>273,365,000 (38)</td>
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<td>868,636,700 (1045)</td>
<td>411,037,150 (60)</td>
<td>696,952,350 (75)</td>
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<td>1,148,524,765 (663)</td>
<td>533,599,078 (40)</td>
<td>1,541,055,033 (84)</td>
<td>3,235,436,376</td>
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<td>1988</td>
<td>1,841,630,156 (845)</td>
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<td>1,779,958,042 (70)</td>
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<td>1977</td>
<td>161,236,169 (344)</td>
<td>0 (0)</td>
<td>259,485,961</td>
<td></td>
</tr>
<tr>
<td>1976</td>
<td>180,663,820 (413)</td>
<td>1,800,000 (3)</td>
<td>289,923,477</td>
<td></td>
</tr>
<tr>
<td>1975</td>
<td>131,065,860 (363)</td>
<td>0 (0)</td>
<td>259,971,604</td>
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</tr>
<tr>
<td>1974</td>
<td>168,998,012 (369)</td>
<td>19,800,000 (5)</td>
<td>307,781,474</td>
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<tr>
<td>1973</td>
<td>160,933,557 (352)</td>
<td>2,812,444 (4)</td>
<td>230,381,145</td>
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<tr>
<td>1972</td>
<td>114,424,673 (239)</td>
<td>0 (0)</td>
<td>271,330,537</td>
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<tr>
<td>1971</td>
<td>125,501,514 (270)</td>
<td>750,000 (2)</td>
<td>393,547,924</td>
<td></td>
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<tr>
<td>1970</td>
<td>86,292,899 (266)</td>
<td>1,038,465 (3)</td>
<td>174,755,442</td>
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<tr>
<td>1969</td>
<td>108,666,538 (343)</td>
<td>35,037,000 (5)</td>
<td>231,697,570</td>
<td></td>
</tr>
<tr>
<td>1968</td>
<td>71,310,709 (316)</td>
<td>47,556,634 (9)</td>
<td>152,455,412</td>
<td></td>
</tr>
<tr>
<td>1967</td>
<td>59,670,053 (316)</td>
<td>32,086,297 (9)</td>
<td>172,072,573</td>
<td></td>
</tr>
<tr>
<td>1966</td>
<td>66,733,762 (367)</td>
<td>28,510,500 (11)</td>
<td>135,718,316</td>
<td></td>
</tr>
<tr>
<td>1965</td>
<td>55,933,300 (389)</td>
<td>49,756,993 (15)</td>
<td>135,123,766</td>
<td></td>
</tr>
<tr>
<td>1964</td>
<td>52,296,480 (430)</td>
<td>67,185,762 (20)</td>
<td>205,756,736</td>
<td></td>
</tr>
<tr>
<td>1963</td>
<td>43,457,584 (305)</td>
<td>25,045,726 (3)</td>
<td>105,303,078</td>
<td></td>
</tr>
<tr>
<td>1962</td>
<td>59,912,520 (306)</td>
<td>18,822,745 (8)</td>
<td>101,742,903</td>
<td></td>
</tr>
<tr>
<td>1961</td>
<td>55,532,516 (282)</td>
<td>42,103,708 (13)</td>
<td>128,804,167</td>
<td></td>
</tr>
<tr>
<td>1960</td>
<td>51,763,285 (345)</td>
<td>24,648,400 (10)</td>
<td>99,341,910</td>
<td></td>
</tr>
<tr>
<td>1959</td>
<td>65,544,653 (436)</td>
<td>42,724,727 (15)</td>
<td>123,496,581</td>
<td></td>
</tr>
<tr>
<td>1958</td>
<td>49,868,123 (407)</td>
<td>60,872,618 (17)</td>
<td>127,537,026</td>
<td></td>
</tr>
<tr>
<td>1957</td>
<td>48,207,470 (357)</td>
<td>47,490,884 (28)</td>
<td>124,187,660</td>
<td></td>
</tr>
<tr>
<td>1956</td>
<td>32,563,378 (316)</td>
<td>65,212,055 (24)</td>
<td>115,605,828</td>
<td></td>
</tr>
<tr>
<td>1955</td>
<td>27,333,104 (242)</td>
<td>22,351,602 (11)</td>
<td>73,079,366</td>
<td></td>
</tr>
<tr>
<td>1954</td>
<td>10,224,047 (187)</td>
<td>26,213,323 (18)</td>
<td>60,344,130</td>
<td></td>
</tr>
</tbody>
</table>

Total: $13,521,780,175 | $11,664,993,066 | $18,382,433,153 | $43,569,206,394

Note: Dollar volume figures represent total considerations reported for all transactions with exception of minority interest transfers in which control of stations did not change hands and stations sold as part of larger company transactions. Although all sales have been approved by FCC, they may not necessarily have reached final closing. Prior to 1976, combined AM-PM facility was counted as one station in computing total number of stations traded. Now AM-PM combinations are counted as two stations.

*Figures represent group deals involving combinations of radio and TV stations, multiple TV stations or multiple radio stations. In 1965, mergers of large groups with collateral interests could not be evaluated, since individual stations were not broken out of larger sales.
We've Closed the Books on $973 Million in 1992.

With transactions totalling in excess of $973 million in 1992, CEA begins its third decade of service to the industry with an accumulated record of transactions of more than $11 billion worldwide.

<table>
<thead>
<tr>
<th>1992 Partial Listing of CEA Transactions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CABLE TV</strong></td>
</tr>
<tr>
<td>Annex, Inc.</td>
</tr>
<tr>
<td>Benchmark Communications</td>
</tr>
<tr>
<td>Clearvue Cable</td>
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<tr>
<td>Coast TV Cable, Inc.</td>
</tr>
<tr>
<td>G.H. Cable of Arizona and G.H. Cable of Mississippi</td>
</tr>
<tr>
<td>G.H. Cable of Arizona and G.H. Cable of Mississippi</td>
</tr>
<tr>
<td>Greater Media</td>
</tr>
<tr>
<td>Harran Communications Corp.</td>
</tr>
<tr>
<td>Lake Tansi Cable TV, Inc.</td>
</tr>
<tr>
<td>Mountain View Enterprises, Inc.</td>
</tr>
<tr>
<td>N-COM Holdings Corp.</td>
</tr>
<tr>
<td>N-COM Holdings Corp.</td>
</tr>
<tr>
<td>New South Cable T.V., Co., Inc.</td>
</tr>
<tr>
<td>Palm Cable, Inc.</td>
</tr>
<tr>
<td>Palmetron Communications</td>
</tr>
<tr>
<td>Premier Cablecomm. Inc.</td>
</tr>
<tr>
<td>Raystty Co.</td>
</tr>
<tr>
<td>Simmons</td>
</tr>
<tr>
<td>Hershey's Mill Cable TV</td>
</tr>
<tr>
<td>Summit Cable Services of Iredell County, Inc.</td>
</tr>
<tr>
<td>Summit Cable Services of Georgia, Inc.</td>
</tr>
<tr>
<td>Specchio Pay TV, LP</td>
</tr>
<tr>
<td>Superhama Cable Co.</td>
</tr>
<tr>
<td>Tele-Media Company of Hershey</td>
</tr>
<tr>
<td>Turner Vision, Inc.</td>
</tr>
<tr>
<td>United Cable Television of Los Angeles County Ltd.</td>
</tr>
<tr>
<td><strong>BROADCASTING</strong></td>
</tr>
<tr>
<td>Channel 44 Ltd.</td>
</tr>
<tr>
<td>Citadel Communications</td>
</tr>
<tr>
<td>Clear Channel Communications</td>
</tr>
<tr>
<td>G&amp;C Broadcasting, Inc.</td>
</tr>
<tr>
<td>Price Broadcasting</td>
</tr>
<tr>
<td><strong>INTERNATIONAL</strong></td>
</tr>
<tr>
<td>Asian Business News</td>
</tr>
<tr>
<td>Australian Broadcasting Corporation</td>
</tr>
<tr>
<td>Command Video International</td>
</tr>
<tr>
<td>Communications Partnership</td>
</tr>
<tr>
<td>Independent Newspapers</td>
</tr>
<tr>
<td>Sheffield Cable Media Ltd.</td>
</tr>
<tr>
<td>Story/Unit Communication</td>
</tr>
<tr>
<td>Telegraph</td>
</tr>
<tr>
<td>Sold: Forsyth &amp; Cherokee Counties, GA Systems</td>
</tr>
<tr>
<td>Senior Debt Placement</td>
</tr>
<tr>
<td>Sold: Walton County, GA System</td>
</tr>
<tr>
<td>Sold: Long Beach and Pask Christian, Mississippi Systems</td>
</tr>
<tr>
<td>Senior Debt Placement</td>
</tr>
<tr>
<td>Subordinated Debt Placement</td>
</tr>
<tr>
<td>Sold: Oakland County, MI System</td>
</tr>
<tr>
<td>Senior Debt Placement</td>
</tr>
<tr>
<td>Sold: Lake Tansi, TN System</td>
</tr>
<tr>
<td>Sold: Clayton, GA System</td>
</tr>
<tr>
<td>Sold: Michigan Cable TV Systems</td>
</tr>
<tr>
<td>Senior Debt Placement</td>
</tr>
<tr>
<td>Sold: Talladega County, AL System</td>
</tr>
<tr>
<td>Sold: Palm Coast and Portions of Flagler County, FL System</td>
</tr>
<tr>
<td>Sold: Palm desert &amp; Naples, FL Systems</td>
</tr>
<tr>
<td>Sold: Danville, Belleville, Havana, and Yellow County Systems</td>
</tr>
<tr>
<td>Senior Debt Placement</td>
</tr>
<tr>
<td>Sold: Barre, VT et al. &amp; Hath. Havernil, NI Systems</td>
</tr>
<tr>
<td>Sold: Hershey's Mill, PA System</td>
</tr>
<tr>
<td>Sold: Stateville, Tusman &amp; Iredell County, NC System</td>
</tr>
<tr>
<td>Sold: Winder and adjacent areas of Barrow County, GA Systems</td>
</tr>
<tr>
<td>Sold: Illinois System</td>
</tr>
<tr>
<td>Sold: Centerville, Liberty, Woodville, Gister MI Systems</td>
</tr>
<tr>
<td>Sold: Hershey, Hummestown, Palmry &amp; E. Hanover PA Systems</td>
</tr>
<tr>
<td>Sold: Welch, WV System</td>
</tr>
<tr>
<td>Sold: Los Angeles County System</td>
</tr>
<tr>
<td>Sold: WJTC - Channel 44 Mobile/Pensacola</td>
</tr>
<tr>
<td>Sold: QM/PS/RSHA Redding, CA</td>
</tr>
<tr>
<td>Joint Operating Agreement</td>
</tr>
<tr>
<td>Acquired: KuKu/KuPd Phoenix, AZ</td>
</tr>
<tr>
<td>Sold: KGA/KDRK, Spokane, WA</td>
</tr>
<tr>
<td>Sold: KOOK/KBBE Modesto, CA</td>
</tr>
<tr>
<td>Sold: QMS/PS/RSHA Redding, CA</td>
</tr>
<tr>
<td>Sold: KHEZ Boise, ID</td>
</tr>
<tr>
<td>Sold: KROW, Reno NV</td>
</tr>
<tr>
<td>Senior Debt Placement</td>
</tr>
</tbody>
</table>

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CABLE SYSTEM SALES ON THE REBOUND

Trading activity picking up, with some operators opting to sell rather than upgrade

By Rich Brown

It appears the relatively quiet cable system trading business could be in for a change, with some likely catalysts being the growing cost of system upgrades, the FCC's planned ruling on cable reregulation and current proposals in Washington to revise estate taxes.

Nobody seems to be suggesting that cable system sales will grow to become anything like the booming business of the 1980's. But there are, nevertheless, some signs of growing activity.

One development that the market has seen in the past year is that some cable operators have decided to cash in their chips rather than implement costly system upgrades that may or may not pay off. Among those taking that route are the longtime owners of Indianapolis-based Cardinal Communications, a multisystem operator with 85,000 subscribers.

"We feel that the technology coming in the future is going to require deep pockets, and we have to question whether a small company can cover that," said Myron Pattison, president of Cardinal Communication, in announcing the sale of the systems to Communications Equity Associates late last year. Among others, Waller Capital Corp. was signed to find a buyer for Masada Corp., an Alabama-based operator serving 75,000 subscribers.

"There are a lot of people that don't want to spend the capital needed to comply with the law or to tap into new revenue streams," said Andrew Armstrong, president of Waller Capital Corporation. "There is an awful lot of opportunity, but there is some risk associated with that opportunity."

One catalyst for change that many industry observers tend to be overlooking is proposals by President Clinton to revise estate taxes, said Rick Michaels, chairman of Communication Equity Associates. The proposed changes could hasten seasoned system owners to sell or liquidify their assets, he said.

Summing up last year's business, CEA reported the closing of a total 22 deals representing 351,000 subscribers with an aggregate value of $654.6 million in 1992. Top deals for CEA included the sale of Palmer Communications systems in California and Florida to Colony Communications; Michigan-based N-COM Holdings Corp. to TA Communications Partners; United Cable Television of Los Angeles County Ltd. to UCTC of Los Angeles County Inc., and the purchase of Greater Media's Oakland County, Mich., operation by Tele-Communications Inc.

Daniels & Associates in 1992 brokered a total of 21 deals representing 367,773 subscribers with an aggregate value of $681 million. Some of the company's largest deals in 1992 included the sale of 75,000-subscriber East Tennessee Cablevision to Robin Cable Systems II Inc.; 44,348-subscriber Michigan-based N-Com II Inc. to N-Com LP II/N-Com Group; 43,000-subscriber California-based Community Cablevision Co. to Times Mirror Co., and 41,000-subscriber Cooke Cablevision of Syracuse (New York) to Ionian Communications LP.

Waller Capital Corp. brokered 13 deals in 1992 representing 368,000 subscribers with an aggregate value of $629 million. Top deals included the sale of CoxGilbert's 70,000-subscriber Staten Island, N.Y., system to Time WarnerCox; Viacom's 58,000-subscriber Milwaukee system to Time Warner; Vista's 44,000 subscribers in Washington, South Carolina, Texas and Idaho to Falcon Cable, and Gilbert's 40,000 subscribers in Newark, N.J., to Cablevision Systems Corp.

Currently, brokers said, entrepreneurs are still having a difficult time obtaining the financing for small market acquisitions in the tight economy. Nevertheless, brokers who spoke with BROADCASTING expressed optimism.

"If the smaller deal is the right deal, you can get it done," said Brian Deevy, president and chief operating officer of Daniels & Associates, who is responsible for managing the company's overall business, including both brokerage and investment banking services to cable and mobile communications clients.

Added CEA's Michaels, "While debt markets remain relatively tight for entrepreneurial companies and will probably remain so in the foreseeable future, there is some interest in the market. Nineteen ninety-three is going to be an exciting year. In spite of all the problems, it's going to be generally upbeat."
DUOPOLY
Continued from page 39

The first half of 1993 bringing more activity than all of last year with duopoly deals accounting for most of the transactions, according to broker Richard Forman. Forman predicts an increase in trading volume of 10% to 15% by the end of the year, directly attributed to duopoly.

As of the end of January, 175 applications had been filed seeking to take advantage of the new rules, a 35% to 40% increase in the total number of applications filed in the same period the year before, according to the FCC. So far, 90 of the duopoly applications have been approved.

Sluggish sales for TV
Brokers insist that television remains a healthy medium despite the low trading numbers, but say sales will remain sluggish until price expectations between buyer and seller converge. The ball, most agree, is in the seller's court. "The network affiliate owner, realizing that three years ago he was getting 11 and 12 and 13 times cash flow, now must accommodate himself, if he's going to sell the station, to the seven to eight times multiple," says broker Ben La Rue.

Lenders are no more anxious to lend to television than to radio, and the few that are expect much more from borrowers. Notes broker Howard Stark: "Before, if you had 20% of equity, you might be able to get 80% of senior and subordinated financing. Now it's at least 50-50, usually more."

TV owner Paul Brissette, who purchased eight TV's in 1991 from his former company, Adams Communications, agrees with that assessment. "You have to put a lot of equity in, and you have to know that you can do better than the previous owner. And the seller has to become more realistic."

Broker Jim Blackburn is convinced that what was good for radio is good for television, and that it will take some government intervention to jump-start the business. "I think we need to have, say, an ABC affiliate able to acquire an independent or UHF or some other disadvantaged facility for the health of the television industry. It's worse than people realize."

Blackburn laments, however, that with the change in the administration, the momentum that began last year toward loosening the caps on TV ownership has lost steam. "I credit Al Sikes with having more vision than the majority of broadcasters when it came to changing the radio duopoly rules, and I credit him now that he's gone with being able to see that better than the television industry as well," he says.

No matter what happens with regard to television rule changes in 1993, Frank Kalil of Kalil and Co. anticipates that technological innovations will insure that TV stations are a long way from losing their value. "HDTV is going to grow bigger and faster than anyone wants to believe," Kalil says. "The reason TV stations are promoting talk that HDTV is not coming on very fast is because it's going to cost them some money to convert. But, like most technology, it cannot be held back."

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- WKSI-AM-FM Prichard (Mobile), AL; WCAC(AM)-WVAF(FM) Charleston, WV; WRK(AM) St. Matthews (Louisville), KY. Buyer: Capitol Broadcasting. Price: $10.5 million.
- KQPL(AM) Colusa and KVOY(AM)-KTP(FM) Tehachapi, both California. Seller: Park Lane Counsa Partners Ltd. Buyer: The Park Lane Group. Price: $2.5 million.

TV'S

FLORIDA

$100M FOR COOK-INLET STATIONS: INFINITY'S DUOPOLY BARGAIN

In August, Infinity became one of the first radio groups to take advantage of new FCC rules allowing FM-FM combos in the same market. By purchasing Cook Inlet stations in Chicago, Boston and Atlanta for $100 million, Infinity created duopolies—FM-FM combos—in Chicago and Boston.

Analysts said the three Cook Inlet stations—WUSN-FM Chicago, WLZL-FM Boston and WZGC-FM Atlanta—had combined revenues of roughly $25 million, with cash flow estimated at $10.5 million. That would make the $100 million total price approximately 10 times cash flow.

In Chicago, Infinity now operates WMK-FM, an oldies station. WJJD-AM, a nostalgia station. and Cook Inlet's WUSN-FM, a country station. In Boston, Infinity added WLZL-FM, a classic rock station, to pair with its existing album-oriented rock station, WBCN-FM.

Industry analysts said both FM-FM combinations should help infinity build dominance within demographic groups, specifically 25-54, and should also allow the company to cut some costs through consolidation.

"They paid a full price based on what the stations are worth on a standalone basis, but they got a bargain when you consider what they can do with those stations now that they own them," observed Drew Marcus, a media analyst for Alex. Brown & Sons.

PV

$21M FOR WPTV(TV): CLEAR CHOICES FOR CLEAR CHANNEL

Clear Channel Communications has received favorable reviews from Wall Street lately, bolstered by numbers from Paul Kagan Associates that place it number one among all broadcast stocks with an 86.9% share increase for the year ending December 1992.

Part of that has to do with its relatively short but successful television track record, based on a strategy of acquiring struggling stations and making them successful. Last year it bought Fox affiliate WPTV(TV) Memphis from Chase Communications for $21 million cash. its sixth Fox affiliate and seventh television purchase in the five years since it started a television division. It now operates 26 radio stations. Clear Channel paid nine times cash flow for the station, and although technically not a turnaround, it is a strong component of its television stable. The deal was an exchange between the old and the new, with Chase now almost completely out of the broadcast business in the U.S. (it retains WTIC-AM-FM Hartford, Conn.), concentrating instead on cable systems in Poland, and with Clear Channel continuing to build upon an already solid base of TV's. Its television division president, Dan Sullivan, acknowledges that the company is one of a few that is in a position to hunt for more TV's. It has financing in place with which to grow, Sullivan says, adding: "Of course, we're also known for not paying retail prices either."

-JG

KENTUCKY

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MINNESOTA

MONTANA

NEW MEXICO

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OKLAHOMA

TENNESSEE

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TEXAS


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VIRGINIA


WASHINGTON


WEST VIRGINIA


FM'S


CALIFORNIA

$70 MILLION FOR WFAN: TOP-SELLING AM IS STILL GROWING

Infinity’s purchase of WFAN (AM) from Emmis Broadcasting helped prove that major-market radio hadn’t lost its shine. The price, $70 million, or roughly 10 times existing cash flow, is considered a record for an AM standalone. Further, the purchase helped Infinity engineer a successful public offering that in turn helped re-establish radio’s value on Wall Street.

Emmis had paid roughly $15 million for WFAN in 1988, and turned the station around by installing the nation’s first all-sports format. The format has thrived under Infinity, but a key element has little to do with sports: the Imus in the Morning program, hosted by morning man Don Imus.

“Thank God we’ve got Imus in the morning,” says WFAN General Manager Joel Hollander. “Imus is definitely driving the bus.” That show, with its relatively affluent, male-dominated audience, has helped WFAN increase its billings from approximately $27 million in 1991 to over $30 million in 1993.

—PV

MAXI'S

OHIO


PENNSYLVANIA


NEW JERSEY


OHIO


PENNSYLVANIA


NEW JERSEY


OHIO


PENNSYLVANIA


NEW JERSEY


OHIO


PENNSYLVANIA


NEW JERSEY


OHIO


PENNSYLVANIA


NEW JERSEY

FOX EYES OLDER VIEWERS

Network to court an older audience to tap larger pool of ad dollars

By Sharon D. Moshavi

Fox may be going gray. At least around the temples.

Aware that youth doesn’t last forever, the tot-teen-and-twenty-something network is looking to broaden its audience by appealing to older viewers and, by extension, tap into a larger pool of ad dollars.

“Inevitably as we go, we will look to age [our audience] a bit,” says Jon Nesvig, Fox senior vice president, sales. “As we grow to seven nights, you have to attract advertisers across the board.” The worry is that there may not be enough ad dollars earmarked for the younger generations to support that growth. Some ad agency executives estimate there are twice as many ad dollars targeting the 18-49 demographic group as for 18-34.

Programming six nights a week since January, the network is looking to go beyond its core 12-34 viewers to the entire 18-49 age group, and perhaps even beyond. “We don’t consider ourselves, nor do we want to be, a niche network. We want to be a broad-based focused network,” says Nesvig.

But is it possible for Fox to skew older without diluting the younger demo? Advertising executives, for the most part, say yes—as long as Fox goes slowly and does not alienate its younger viewers, the way they believe NBC alienated its older viewers by skewing too young this season. Many believe it is necessary, as does Fox, for the network to court an older audience to increase its advertising revenue. “It makes a whole lot of sense,” says Aaron Cohen, senior vice president, director of broadcast programming, N.W. Ayer, but he also points out that the audience will age naturally. “The history of TV is that the audiences grow older as programs grow older. [That will happen at Fox] unless they continuously replace programs that are long-term players."

The shows Fox most recently launched for its sixth night of programming, Class of ’96 and Key West, are starting the trend. About 45% of the audience for Key West is age 35 or over, giving it the highest concentration of the older age group among Fox shows aside from its reality-based shows, which skew older. Class of ’96 does have a high concentration of age 34 and under viewers (67%), but fewer than those for the similar-genre programs Melrose Place (70%) and Beverly Hills, 90210 (73%).

Advertisers say the shows Fox has in development, particularly Robert De Niro’s anthology series Tribeca, are well-targeted for a broader range of ages, and thus for advertisers with budgets geared to the 18-49 age group or possibly even 25-54.

Fox is no stranger to programs that skew older, and its success with them may propel them in that direction again. Its reality series on Friday and Saturday nights, America’s Most Wanted and Cops, which derive 38% and 47%, respectively, of their audience from age 34 and under, are two of the network’s most successful and longest-running programs.

But Fox, for better or for worse, still cannot shake its young image. According to Tom Winner, executive vice president, director of marketing services, Campbell-Mithun-Estly, the Fox reality shows, “compared to other network shows of the same genre, still skew about half the age. I’ve never been quite able to figure it out.”

The answer, says independent media buyer Paul Schulman, is that Fox has been able to successfully promote the brand name of the network, and, he said, “you could put Lawrence Welk on Fox and it would skew young.”

Fox is viewed by the 35-49 group, and even 50+, but not enough to attract advertisers to buy Fox to reach those groups, say media buyers. Because of its concentration of younger viewers, Fox’s cost-per-thousand prices are lower than the three networks for younger viewers, says Betsy Frank, senior vice president, Saatchi & Saatchi. But buying older viewers on Fox is actually more expensive on a CPM basis, she says.

Not all advertisers think Fox should try to age its audience. Says Campbell-Mithun-Estly’s Winner: “Fox’s niche is young, and to move away from that means it starts playing ball with ABC, NBC and CBS, and will end up with the same problems they do. I don’t think Fox can go old—younger-skewing shows will propel the network.”
HIGH CONCEPT... HIGH FINANCE

Program and distribution companies face tricky credit markets and finicky lenders; majors have few problems

By Geoffrey Foisie

As broadcasters have struggled to raise capital from banks and the public markets, their counterparts in the programming community have generally had an easier time. But some producers and syndicators, notably smaller companies without a library, have also found the reception from capital providers noticeably worse than say, five years ago. The trend to barter syndication has not helped matters, some of them say.

Most television programming is produced by the majors, who have been little affected by the prevailing credit caution. In the past few weeks. Time Warner has announced $2 billion of debt financing. Along with other studios. Time Warner has had little trouble doing what Merrill Lynch’s Greg Seibert calls “opportunistic refinancing,” using the net proceeds to pay off existing “higher coupon” debt.

Some major players such as Paramount or King World, in fact, are sitting on lots of cash. Says Oppenheimer’s Jessica Reif: “The studios have great balance sheets.”

Bank financing, as well, has been accessible to major program providers. National Westminister, for instance, provides credit to both MCA and Paramount as well as some independent companies such as New Line, Samuel Goldwyn and Republic. Bank credit is potentially available, says Bank of America Senior Vice President Gary Matus, also to companies seeking to acquire film and program libraries.

For program distributors and producers, the primary credit demands are on the theatrical film side. Says Samuel Goldwyn’s chief financial officer. Hans Turner: “Even with our limited film budgets, you can’t get away for under $10 million for theatrical. We are always searching for capital to produce films, whether through foreign joint ventures or motion picture production funds.”

By comparison, much of first-run television production is cheap—Goldwyn is able to finance continued production of American Gladiators out of the company’s operating cash flow. In addition, TV series costs are more manageable, and banks don’t have to worry about completion bonds—which are used to guarantee against cost overruns in theatrical films.

Says National Westminister’s senior vice president, Gary Miller: “Most TV fare turns around pretty fast. The studios get paid quickly whatever the network is going to pay you.” The lag time between production and payment is so short, says Miller, that it is not appropriate for bank financing, “besides which, most programers can carry the financing for that short a period anyway.”

Still, some programers have to seek bank and other financing and they, like most other U.S. companies, have noticed a less friendly reception than was the case several years ago. Says Genesis Entertainment’s president and chief operating officer, Wayne Lepoff: “...the belts have been tightened. It has made it more difficult to obtain lines of credit.”

Says Samuel Goldwyn’s Turner: “In general, we have found banks have been far less willing to lend than ever before. That has been true for everybody else in the United States. They are asking for more restrictive covenants, and want some kind of input into what you can and can’t do with the money. They are asking for more collateral; if, before, they wanted a cushion of collateral one-and-a-half times greater than the loan, now maybe they want a cushion of two times. They may also say we can’t do more than ‘y’ number of projects, or

Ads that ran early, such as this Pepsi spot, may have had more impact

SUPER BOWL VIEWING HITS HIGH AT HALFTIME

Despite a blowout game, viewership during the Super Bowl for adults 18-49 was higher in the fourth quarter of the game than the first, according to an analysis by Horizon Media. Viewing by men 18-49 started at a 41.2 rating, reached 49.4 by halftime, dropped 1% during the Michael Jackson extravaganza, and finished at a 46.9. Women 18-49 started at 28.4 rating, reaching 34.8 by halftime, grew by another 7% during halftime, and finished at 34.8.

Carl Kotheimer, Horizon executive vice president, director of marketing services, says despite higher viewing later in the game, he thinks attention wavered during the fourth quarter, and that ads aired late in the game did not have the impact they would have had if the game had been closer.

—SDM
for more than ‘x’ dollars.’

National Westminster’s Miller says changes in the syndication business itself have contributed to banks’ caution in lending for production: “It used to be you could figure out what an off-network half hour could be sold for. Nobody has those assurances anymore; even a show that will last to have enough episodes, it’s a crapshoot now.

“Financing TV production used to be an acceptable debt risk, but now I think it is equity risk, unless the show has extraordinary ratings success right away.” Banks still might be willing to fund new television production using contracts for existing syndication product as collateral, Miller adds.

Some programming financial executives think the shift to barter sales has made the financing environment more difficult. Says Genesis’s Lepoff: “The banks don’t understand barter as well.”

Smaller companies with only one or two shows are particularly at a disadvantage. says Furman Selz’s managing director, Michael Garin: “This is a business where, inevitably, not all your shows will work, and unless you are sufficiently well capitalized and have a library that’s generating cash flow to get you through the periods of disappointment, you’ll never survive to the long term. The position of smaller companies is weaker than ever, and this will only be one of several elements that will continue the trend toward consolidation and concentration of the industry.”

Bank of America’s Gary Matus agrees that firms without a library are at a disadvantage: “We rarely finance individual projects. Obviously that differs for people like Cannell, Goldwyn and New Line, people that have a library.”

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### Changing Hands

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

**WATL(TV)** Atlanta □ Sold by Renaissance Communications to Fox Broadcasting for $60 million-$80 million (see “Top of the Week”). WATL is Fox affiliate on ch. 36 with 2,682 kw visual, 402 kw aural and antenna 1,170 feet above average terrain.

**WCOA(AM)-WJLQ(FM)** Pensacola, Fla. □ Sold by BREM Broadcasting to WKRG-TV Inc. for $2.23 million.

**Seller** is headed by Edmond J. Muniz, and recently purchased WMXZ(FM) New Orleans (“Changing Hands,” Nov. 16). He also has interests in WGCX-AM-FM Gulfport, Miss., and WYAT(AM)-WLTS-FM New Orleans.

**Buyer** is headed by Kenneth R. Giddens, and is licensee of WKRG-AM-FM TV Mobile, Ala. WCOA(AM) is full-timer with AC, news format on 1370 kHz with 5 kw. WJLQ has CHR format on 100.7 mhz with 100 kw and antenna 1,555 feet.

**KHGI-TV** Kearney, KSNB-TV Superior, KWNQ-TV Hays Center, Nebraska □ Sold by Girard Communications to Fant Broadcasting for $2.05 million cash. Stations make up NTV Network, which has been under receivership since 1989. **Seller** is headed by Joseph Girard, receiver. **Buyer** is headed by Anthony J. Fant, and also owns Fox affiliate WBNL(TV) Birmingham, Ala. All stations are ABC affiliates. KHGI is on ch. ch. 13 with 316 kw visual, 31.6 kw aural and antenna 1,110 feet. KSNB-TV is on ch. 4 with 100 kw visual, 12.6 kw aural and antenna 1,131 feet above average terrain. KWNQ-TV is on ch. 10 with 100 kw visual, 21.6 kw visual and antenna 737 feet above average terrain. **Broker:** The Connelly Co.

**KMHQ-AM-FM** Marshall, Tex. □ Sold by R.W. and J.J. Inc. for $250,000. Stations sold in 1991 for $1.016 million (“For the Record,” Jan. 28, 1991). **Seller** is headed by Clint Formby and George A. Franz. Formby has interests in three AM’s and three FM’s. He and Formby have interests in KSAM(AM)-KHUN(FM) Huntsville, Texas. **Buyer** is headed by
Eli Jones III, and has no other broadcast interests. KMHT(AM) is fulltimer with oldies format on 1450 kHz with 1 kw. KMHT-FM has heart and soul format on 103.9 MHz with 3 kw and antenna 300 feet.

KHIT-AM-FM Reno • Sold by Radio Associates Inc. to Lotus Communications for $750,000. Seller is headed by Ken Miller, and is licensee of one AM and three FM’s. Buyer is headed by Howard Kalmenson, and is licensee of nine AM’s and seven FM’s, including KOZZ-AM-FM Reno. KHIT(AM) has country format on 1590 kHz with 5 kw. KHIT-FM has country format on 104.5 MHz with 25 kw and antenna 2,930 feet above average terrain. Broker: Star Media Group Inc.

WWJY(FM) Crown Point, Ind. • Sold by Meyer Broadcasting Corp. to M & M Broadcasters Inc. for $600,000. Seller is headed by John Meyer. Buyer is headed by Thomas M. McDermott, and is licensee of WIMS(AM) Michigan City, Ind. WWJY has easy AC format on 103.9 MHz with 3 kw and antenna 330 feet above average terrain. Broker: George R. Jenexon.

WRHC(AM) Coral Gables, Fla. (Miami) • Sold by Steven H. Friedman, Chapter 7 trustee for Radiocentro Broadcasting Co., to Jorge A. Rodriguez for $525,000. Principals have no other broadcast interests. WRHC has Spanish news, talk format on 1550 kHz with 10 kw day and 500 w night.

WSTI-FM Quitman, Ga. • Sold by Allen Denton, receiver, to Orb Communications Inc. for $515,215. Seller has no other broadcast interests. Buyer is headed by Robert H. Harrison, and has no other broadcast interests. WSTI-FM has AC format on 105.3 MHz with 3 kw and antenna 300 feet above average terrain. KZIA-TV Las Cruces, N.M. • Sold by Southwestern Broadcasting Co. Inc. to Lee Enterprises Inc. for $440,000. Proposed assignment of station last year for $900,000 was dismissed (“For the Record,” July 27, 1992). Seller is headed by Robert L. Munoz, and has no other broadcast interests. Buyer is headed by Richard D. Gottlieb, and is licensee of WSAZ-TV Huntington, W.Va.; KGMB(TV) Honolulu, KGMD-TV, Hilo and KGMY(TV) Waimea, all Hawaii; KGNU(TV) Tucson, Ariz., and KMTV(TV) Omaha, Neb. It also controls 100% of KON-TV Portland, Ore., and KRQE(TV) Albuquerque and KBIM-TV Roswell, both New Mexico. KZIA-TV is ABC and NBC affiliate on ch. 48 with 79.4 kw visual, 7.9 kw aural and antenna 113 ft. KXTQ(AM)-KKIK(FM) Lubbock, Tex. • Sold by Dennis Elam, Chapter 7 trustee, to Lamar Development Co. for $362,500. Seller also has interests in KMN(AM)-KNFM(FM) Midland, Tex. Buyer is headed by Ray Moran, and has interests in KRY(AM) Roswell and KASY(FM) Albuquerque, both New Mexico. KXTQ has Spanish hit radio format on 950 kHz with 5,000 w day and 500 w night. KKIK has country format on 93.7 MHz with 100 kw and antenna 740 feet above average terrain. Broker: Whitley Media.

WAJL(AM) Pine Castle-Sky Lake, Fla. • Sold by Alleluia Ministries Inc. to Daystar Ministries Inc. for $350,000. Seller is headed by Albert H. Chubb, and has no other broadcast interests. Buyer is headed by Larry W. Linkous, and has no other broadcast interests. WAJL has contemporary Christian format on 1190 kHz with 5 kw day.

WMFG-AM-FM Hibbing, Minn. • Sold by DNS Broadcasting to Al Quarstrom for $255,000. Seller is headed by Dennis Rice. Buyer has no other broadcast interests. WMFG(AM) is fulltimer with oldies format on 1240 kHz with 1 kw. WMFG-FM has oldies format on 106.3 MHz with 3 kw and antenna 200 feet above average terrain. Broker: Johnson Communication Properties Inc.
HELP WANTED ANNOUNCERS

Midwest small market, 100 kw, Country FM seeks 3-6 pm copywriter/production person capable of doing on-the-air and "behind the board" shift. $1,000 a month to start plus talent if you do sports color. Resume to Box B-13, EOE.

HELP WANTED NEWS

NPR's Performance Today announces three new staff positions that we intend to fill with resourceful, energetic people who share the spirit that classical music is a vital part of contemporary American life. Editor: BA or equivalent exp. and 4 years editorial or related exp. in classical music, editorial judgment and editing skills required. Demonstrated command of conversational writing style. Broadcast exp. extremely desirable. Production assistant: BA or equivalent exp. and 1-2 years related exp. with demonstrated ability to collect, organize and disseminate information. Experience in radio production with emphasis on writing and tape editing highly desirable. Knowledge of classical music preferred. Music acquisitions coordinator: BA or equivalent and 3 years exp. in classical music programming for radio and demonstration of awareness of recent trends in the field. Three years working with concert presenters, concert artists and artists' representatives. Demonstrated fan familiarity with prominent figures and current events in the field. Send cover letter and resume to: NPR Personnel Department, 2025 M Street, NW, Washington, DC 20036. EOE/AA.

SITUATIONS WANTED MANAGEMENT

Currently employed in Midwest: Last nine years management and seventeen years sales experience. Track record, commitment, dedication, people skills and bottom-line knowledge sufficient. Need opportunity for equity with honest, appreciative people-oriented owner/group. Furnish pertinent station information and expectations. Nothing ventured-nothing gained. Reply to Box B-14.

SITUATIONS WANTED ANNOUNCERS

Job wanted: As staff announcer in small market radio station in Midwest. Also willing to do sales, custodial engineer, and "gopher" work. Please contact: Leo Ahmann, Box 2462, Benson, AZ 85602. Phone 602-565-3185 after 6:00pm.

SITUATIONS WANTED TALENT/PERSONALITY


SITUATIONS WANTED TECHNICAL

Broadcasting

Feb 8 1993

Classifieds 53

Director, sales & marketing: Join our management team. This key position reports to the general manager, and is responsible for leading the sales and marketing effort. Salary range: $50K-$80K in Portland, OR. In addition to a proven record of success in broadcast sales management, the top candidate will have strong experience in developing people, practice goal management, design and implement innovative sales and marketing programs, and work effectively in a team environment. A bachelor’s degree in a related field and 3-5 years of sales management experience are required. Send resume to KOIN-TV, 222 S Columbia Street, Portland, OR 97201.

General sales manager: Small market. UHF-NBC affiliate seeks experienced GSM, emphasis on local sales leadership. Group owned OEW. Written application letter and resume to WMGT-TV, PO Box 4328, Macon, GA 31213.

WTNH-TV, Connecticut's ABC affiliate, is looking for a national sales manager. Candidates should have a minimum of four years national or regional experience, possess strong negotiating and people skills and be proficient in all aspects of research, including competitive media. College degree preferred. Send resume to: WTNH-TV, 8 Elm Street, New Haven, CT 06510.

Local sales manager: KUSI-TV, San Diego's fastest growing independent, has an opportunity for an experienced sales manager with proven management track record in new business development, sales promotions and vendor programs. Must have ability to work with and generate substation local sales. Send resume and optional proven successful sales promotion to Personnel Department, KUSI-TV, PO Box 719051, San Diego, CA 92117. No phone calls please.

Marketing manager: Plan, manage, and administer underwriting for public TV/Radio programming and special events. Supervise four reps. Proven successful sales management experience required. Knowledge of media, advertising, and sales and media research. Excellent communication skills. Send resume and optional proven successful sales promotion to Personnel Department, WMEF-TV, PO Box 1150 East Colonial Drive, Orlando, FL 32817. Deadline 2/15/93. EOE. Minorities and women encouraged to apply.

Marketing consultant: This could be the last slat of the year for the Great Lakes area. Experi- enced, fast-paced top market near several large central cities. If you’re frustrated in your current position and you want to live in a quality market with a great letter and resume to: Today responses to David Bradley, LSM, WHTM-TV, PO Box 5860, Harrisburg, PA 17110.

Entry-level sales: WROC-TV (CBS) is Rochester's fastest growing television station, and we’re looking for a self-motivated sales professional to gener- ate new business. If you want the job, you must sell us on why you’re the one to hire. Call Lynda Peterson, 716-288-8400. EOE M/F.

Account executive wanted: WKFE-TV, immediate opening. College and two-year broadcast experience preferred. Must have strong knowledge of local sales. Excellent communication skills. WKFE-TV, 1731 Soldiers Home Road, Dayton OH 45418. No phone calls please. EOE M/F.

Chief engineer: Vory aggressive Southern Californ- ia television station seeks individual to head growth-oriented engineering dept. Duties include supervision with technical FCC rules and license requirements, purchasing, operations, and mainte- nance of all studio and remote production equip- ment, training of new employees, monitoring and other remote control equipment, hire, train and supervise all maintenance techs and MC opera- tors, establish work schedules and assignments. Must have 3+ years of engineering television transmission systems and microwave relay equipment 2-3 years supervising technical personnel. Send resume to Box B-7 EOE.

TV transmitter maintenance engineer: Top 10 market, privately owned HS affiliate. Two-year course in TV broadcast electronics, including digi- tal and RF technology, manufacturer schools a plus. FCC General Class license or SEB/CET certi- fication or equivalent workplace experience, mini- mum 5 years. Send resumes only (no phone calls) to: Curtis Garris, Chief Engineer, WMW-TV, 14 PO Box 678, Ben Franklin Station, Washington, DC 20044. EOE/ME.

TV studio maintenance engineer: Top 10 market, privately owned HS affiliate. Minimum two-year course in TV broadcast electronics, including digi- tal and RF technology, manufacturer schools a plus. FCC General Class license or SEB/CET certi- fication or equivalent workplace experience, mini- mum 5 years. Send resumes only (no phone calls) to: Curtis Garris, Chief Engineer, WMW-TV, 14 PO Box 678, Ben Franklin Station, Washington, DC 20044. EOE/ME.

HELP WANTED NEWS

Motorsports anchors needed for live television and radio broadcasts of stock car racing for 1993 season. Experience as television and/or radio com- menter on live sporting events required. Motor- sport experience a plus. Send resume, cover letter and VHS audition tape to WATL 785 Virginia Ave, NE, Atlanta, GA 30306 EOE.


TV reporter: Aggressive general assignment report- er needed for rising CBS affiliate. Two years experience and journalism degree preferred. Must be a team player, willing to work nights and week- ends. Minorly applicants encouraged to apply. No phone calls. Send non-returnable 3-4" resumes and tapes to Scott Benjamin, News Director, WROC-TV, 201 Humboldt St., Rochester, NY 14610. EOE M/F.

Changes on the horizon: Looking for several an- chors, reporters, producers, and videographers. Also need main-line weathercaster and sports anchor. Only applications with non-returnable demo tape, resume salary requirements, references will be considered. PO Box 22607, Tampa, FL 33622-2607 EOE.

Anchor/reporter needed for one of the best capi- talized facilities on the Eastern Shore. At least one year experience. Position includes weekend anchoring (with some weathercasting), 3 to 3-4 day reporting. Ability to generate stories from an as- signed beat essential. Resume references, 3 4 inch audition tape to News Director, WMGT-TV, 202 Downtown Plaza, Salisbury, MD 21801. Women and minorities encouraged to apply. No phone calls please. EOE M/F.

Small midwestern affiliate looking for main an- chor to team with male. Not an entry level position. Send letter and resume to: Dennis Fisher, News Director, KQTV, PO Box 6247, St. Joseph, MO 64506. No phone calls please.

WYFF-TV news openings: Reporter and photog- rapher. Minimum one year experience in commer- cial television newswroom. The positions require a high degree of skill and a strong produc- ting talent to those skills to Andy Still, News Director. WYFF-TV PO Box 788, Greenville, SC 29602. No phone calls. EOE.

Sports talent: 3-5 yrs experience on-camera. voice, producing for event coverage/maazine format. Good interviewer story teller. Overall sales background, motorsports knowledge helpful. Extensive travel, relocation necessary M F EOE. Re- sume and tape to Sports. PO Box 763/ Mission Hills, CA 91346.

Meteorologist: Medium, midwest market seeking strong communicator. Prefer AMS seal. Send re- sume and statement of weather philosophy to Box B-23. No beginners EOE M/F.

Morning news anchor: Co-produce and anchor sunrise newscast in Gulf Coast market. If you have 2-3 years experience and the desire to get better every day, we want to hear from you. Send your resume and photo to Box B-24. EOE.

News director: Aggressive news department needs a leader with great people skills to continue the number one momentum. We have strong produc- ing background. Newscasts are fast paced with lots of creativity. Send news philosophy, resume and phone calls please. EOE/ME. News Manager, KRVN-TV, 1790 Vassar St., Reno, NV 89502. Send non-returnable tapes on 3 4 inch or VHS format. No phone calls! EOE.

Report/photographer WSAZ-TV, #1 rated new, Princeton, WV. General assignment reporting. 2 years commercial television experience, college degree preferred. NewsStar experience. Beneficial Ability to handle live work necessary. EOE. Non-returnable tape and phone calls, to Bill Cummings, WSAZ-TV, PO Box 2115, Huntington, WV 25721.

Top 50 market looking for a weekend anchor/reporter to compliment our female anchor. Main an-chor, backup role — plus featured live reporter position. Must be active/involved anchor and reporter. Resume to Box B-25. EOE.

HELP WANTED PRODUCING & OTHERS

Promotions manager: Top 50 CBS affiliate in the East seeks a highly creative, organized individual with excellent leadership skills to manage promo- tion department. Strong on-air and sales promotion a must. Proven potential growth opportunity. Minority company. Send resume to Box B-11 Equal op- portunity employer. M F.

News promotion producer: WTV, Chattanooga looking for creative self-starter with 1-2 years of on-air promotional experience. Must have excellent writing, editing and communication skills. Must be able to work well with people and produce quality promotion. Under pressure and tight deadlines. Shooting and directing experience a plus. Send resume, 3 4 tape and salary history to Ronnie Morton. Marketing Manager, WTV-Chattanooga 3 4, West Sixth Street, Chattanooga, TN 37402 EOE.

Producer's dream: Top 30's market seeks "Top Gun" Qualifications: 2+ years experience. knowledge of Newstar & SNQ, hot tape, coat head, Rush tape and liner, 3 4 broadcast Beka tape. Send Producer's resume to WAYV-T, 300 Wavy Street, Portsmouth, VA 23704 EOE.

Video editor: Number-one station wants creative, energetic video editor with significant broadcast experience for top-rated weekend magazine programs and other projects. Good camera skills a plus. News experience helpful. Self-motivation, enth- usiasm and teamwork a must. Send resume and non-returnable 3 4" or 1/2" broadcast Beka tape (no calls) to Linda McNish. Director of Public Affairs, WPVI-TV, Suite 400, 4100 City Line, Philadelphia, PA 19131 EOE.
**ALLIED FIELDS**

**HELP WANTED**

The Missouri School of Journalism seeks an assistant professor to teach in the broadcast news department and supervise radio feature production at the university’s NFR station. Master’s degree and significant professional experience preferred. Desire to teach, work with students and edit their scripts a must. Success with network submissions a plus. Women and men of all religions, national origins, and minorities are encouraged to apply. Send letter, resume and tape to: Cecil Hickman. KBIA News Director, UMC School of Journal- ism. 176 Gannett Hall, Columbia, MO 65211 EOE.

Buena Vista College seeks a student-centered faculty member to teach within a Mass Communication/Corporate Communication program which has as its primary objective the graduation of stu- dents who are practically and theoretically pre- pared for an ever-changing world of mediated communication. Applicants should have both aca- demic and professional credentials: willingness to reach out to students interested in communication careers; an interest in advising and teaching; ability to work closely with students in a co-curricular radio program; ad- ditional interests in such areas as communication research methods, advertising, and media management. This is a tenure-track position - MA re- quired. PhD preferred. Buena Vista College cur- rently enrolls approximately 125 Mass Communication/Corporate Communication majors and minors who study in Lage Communication Center, which is fully equipped with video, audio, and print communication technologies. Buena Vi- sta College, a comprehensive college of approxi- mately 1000 students, emphasizes career studies in communication, business, and education. Send letter of application, via, and three letters of rec- ommendation to Benjamin B. Donath, Associate Dean of Faculty, Buena Vista College, Storm Lake, IA 50588. Review of applications will begin March 15, 1993, and continue until position is filled. AA/EOE.

**HELP WANTED NEWS**

Internships: Spend six months interning with crusty professional journalists in Illinois statehouse pressroom in Sangamon State University’s one-year MA PAR program. Tuition waivers and $3,000 stipends during internship. Applications due April 15. Contact: Bill Miller, 1019 Mass Communication Center, Springfield, IL 62794-9243. 217-786-6535. EOE.


**FINANCIAL SERVICES**

Immediate financing on all broadcasting equip- ment. If you need $2,000-$50,000. Easy to qualify, fixed-rate, long term leases. Any new or used equipment & computers. 100% financing, no down payment, no credit check. Financing required under $50,000, refinancing existing equipment. Call Mark Wilson at Exchange National Funding, 800-275-8185.

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Used videotape—cash for .34” SP, M-290’s, Beta- cam SP’s. Call Carpet Video 301-694-3500.
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Broadcast equipment (used): Associates.

May ment. NO needeed. Financing.

AM and or
tivity of receiver. $15,000


anchoring/teleprompter to New York based studio crew positions, forY-asional directing, dates who want top radio applicants must

radio

HELP WANTED MANAGEMENT

NETWORK ACCOUNT EXECUTIVE

Network radio company seeks account executive to sell network radio advertising to New York based advertising agencies. Applicants must have extensive network radio sales experience. Qualified candidates who want top commissions, send resume to:

Epic Radio Networks
420 Lexington Ave, Suite #300
N.Y., N.Y. 10170

No phone calls please. EOE.

TELEVISION

HELP WANTED PROGRAMMING

TV Production Assistant II

Full-time position with benefits. Duties include: field videography, editing, various in-studio crew positions, occasional directing, and lighting. Prior experience a must. Send resume with cover letter by February 26 to Executive Secretary, WVPT, 298 Port Republic Rd., Harrisonburg, VA 22801.

Equal Opportunity Employer

HELP WANTED NEWS

NEWS TAPE EDITOR

KING 5 News has an excellent opportunity to be a part of a nationally recognized photog/editing staff. Key responsibilities include editing and producing news stories; logging and recording feeds; and preparing tape pieces for "on-air" use.

Successful candidate will have two years newstand experience editing useing Beta SP and computer editing system, ability to work independently and under deadline pressure situations, detail oriented, and creative skills. College degree preferred.

Please forward two copies of your resume and a non-returnable Beta tape to:

HUMAN RESOURCES #8043
KING 5 TV
333 DEXTER AVE N
SEATTLE, WA 98109

NO PHONE CALLS PLEASE

HELP WANTED PROMOTION & OTHERS

What promotion producer wouldn't like to move to San Diego and work for the #1 station?

But we're only looking for one. The Best Top rated ABC affiliate wants the most talented promotion producer with proven track record. Outstanding writer whose words create excitement. First rate producer who knows what pictures belong with the words. Who knows when to let the pictures say it all. A highly motivated self-starter. Minimum three years in medium or large market. Not a beginner. Not a prima donna. Someone who can join our terrific team, turn out great work, inspire others and be a key player in our future. Are you the one?

Send resume and tape to:

Creative Services Director
P.O. Box 83347
San Diego, CA 92186

No phone calls. Please. E.O.E/M/F

HELP WANTED COMMUNICATIONS

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Wade Cablevision

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1700 North 49th Street

Philadelphia, PA 19131

Wanting

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We deliver thousands of copies of national circulation magazines, direct mail pieces, and assorted other publications to 50,000 cable TV homes in the low-cost and nonsubscription areas of the Greater Philadelphia area.

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

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Rates: Classified display minimum $1.00 per word, maximum $15.00 per word. All other classifications $1.00 per word, $15.00 minimum.

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MAJOR MEETINGS

Feb. 5-12—39th Monte Carlo Television Festival. Leques Hotel, Monte Carlo. Information: (33) 93-30-49-44.


April 16-21—MIP-TV, international television program marketplace. Palais des Festivals, Cannes, France. Information: (212) 689-4220.


May 16-19—NBC affiliates meeting, Walt Disney World, Orlando, Fla. Information: (212) 664-2928.


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

June 9-10—ABC affiliates meeting. Century Plaza Hotel, Los Angeles. Information: (212) 456-7777.


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

July 31-Aug. 3—Wireless Cable Association international annual exposition and convention. Marriott Orlando World, Orlando, Fla. Information: (202) 452-7623.


For the Record

As compiled by Broadcasting from January 25 through January 29 and based on filings, authorizations and other FCC actions.

OWNERSHIP CHANGES

Applications

- KHAR(AM)-KBRJ(FM) Anchorage (AM: BAL930111EF; 1550 kHz; 1-kW; FM: BAL930111EG; 104.1 MHz; 55 kW; ant. 61 ft.)—Seeks assignment of license from Sourdough Broadcasters Inc. to Alaska Broadcast Communications Inc. for $380,000 ("Changing Hands," Jan. 11). Filed Jan. 11.


- KMTB(FM) Murfreesboro, AR (BALPH930105EG: 95.3 MHz; 3 kW; ant. 298 ft.)—Seeks assignment of CP from Mediaformations Broadcasting Inc. to Penn-Lee Broadcasting Inc. for $178,500. Seller is headed by Phillip O'Bryan. Buyer is headed by Gregory A. Bobo, and has no other broadcast interests. Filed Jan. 6.

- KTMQ(AM) Deer Trail, CO (BAL930106EA: 1370 kHz; 5-kW; 160 w-N)—Seeks assignment of license from Gold Bar Broadcasting & Communications Inc. for $150,000. Buyer is headed by Edmond A. Marshall, and has no other broadcast interests. Filed Jan. 6.

- WRHC(AM) Coral Gables, FL (Miami) (BALPS930108EF; 1550 kHz; 10-kW; 500 w-N)—Seeks assignment of CP from Steven H. Friedman, Chapter 7 trustee for Radiocenter Broadcasting Co., to Jorge A. Rodriguez for $252,000 (see "Changing Hands," p. 50). Filed Jan. 8.


- WCOA(AM)-WJLL(FM) Pensacola, FL (AM: BAL930107EA; 1370 kHz; 5-kW-U; FM: BAL930107EO; 100.7 MHz; 100 kw; ant. 1,555 ft.)—Seeks assignment of license from BCRE Broadcasting to WKRG-TV Inc. for $2.23 million (see "Changing Hands," p. 50). Filed Jan. 7.


- WSTI-FM Quitman, GA (BAL921224GI; 105.3 MHz; 3 kw; ant. 300 ft.)—Seeks assignment of license from Allen Denton, receiver, to Orb Communications Inc. for $510,000 (new "Changing Hands," p. 50). Filed Dec. 24, 1992.


- KWTM(AM) Fort Dodge, IA (BTC930108EG; 540 kHz; 5-kW-D; 200 w-N)—Seeks transfer of control of KWTM Radio Inc. for no cash consideration; John P. Jenkins is giving 40 shares each to his son and daughter-in-law Jon W. and Roma Jenkins. Filed Jan. 8.

- WKNN(FM) Edmonton, KY (BAL930108HX: 99.1 MHz; 3 kw; ant. 328 ft.)—Seeks assignment of license from Vickie K. Hatchett to Newberry Broadcasting Inc. in exchange for 10% of stock of Newberry Broadcasting, of which she is currently an officer and director. Buyer is also purchasing WLMI(FM) Horse Cave, KY (see below). Filed Jan. 8.

- WLM(K)(FM) Horse Cave, KY (BAPH930108HW: 100.3 MHz; 3 kw; ant. 328 ft.)—Seeks assignment of license from James B. Myers Jr. to Newberry Broadcasting Inc. for $300,000. Buyer is headed by Steven W. Newberry, and is purchasing WNKX(FM) Edmonton, KY (see above). It is also licensee of WHHT(FM) Cave City, KY. Filed Jan. 8.

- WWZO-AM-FM Aberdeen, MS (AM: BTC930111H; 1240 kHz; 1-kW-U; FM: BTC930111H; 105.3 MHz; 3 kw; ant. 299 ft.)—Seeks transfer of control of Tenn-Tom Broadcasting Corp. for $60,000. Donald W. Wannick is selling his 30% of license to J. D. Büffington, who currently owns 40% of stock. Principals have no other broadcast interests. Filed Jan. 11.

- WXHT(FM) Meridian, MS (BAPH921224H1; 105.1 MHz; 3 kw; ant. 328 ft.)—Seeks assignment of CP from Charisma Communications Co. to East Mississippi Broadcasters Inc. for $243,500. Seller is headed by Donald R. DePriest, and is licensee of WKIR(FM) Columbus, WZVZ(FM) New Albany, WKRK-AM-FM Starkville and WPMX(AM) Tupelo, all Mississippi. Buyer is headed by Clay E. Holladay, and is licensee of WZVP-FM Mary Esther, FL. He also is 100% stockholder of licensee of KRVF-FM Bapstop, LA, and 80% owner of licensee of WD(WRJ)(FM) Enterprise AL. Filed Dec. 24, 1992.

- KESV-AM-FM Omaha, NE (AM: BAL930111E; 1420 kHz; 1-kW-D; 330 w-N; FM: BAL930111E; 104.5 MHz; 100 kw; ant. 1,040 ft.)—Seeks assignment of license from Sungroup Broadcasting of Nebraska Inc., debtor-in-possession, to OMA Inc. for assumption of debt. Seller is also licensee of KEAN-AM-FM Ableine and KYKK(FM) Longview, both Texas, KSSS(FM) Santa Fe, NM; WOWW(AM) Pensacola, FL, and KMJJ-FM Shreveport, LA. Buyer is headed by John W. Biddinger, and has no other broadcast interests. Filed Jan. 11.

- KZIA-TV Las Cruces, NM (BALCT930111K; ch. 48; 79.4 kw-V; 7.9 kw-A; ant. 113 ft.)—Seeks assignment of license from Southwestern Broadcasting Co. Inc. to Lee Enterprises Inc. for $440,000 ("Changing Hands," p. 50). Filed Jan. 11.

- WXLL(AM) Alibemere, NC (BAL930111E; 1010 kHz)—Seeks assignment of license from

STOCK MARKET PERFORMANCE AVERAGES FROM FEB 1992 TO FEB 2,1993

NASDAQ: 705.12 (-0.29%) S&P Ind.: 511.33 (+0.20%)

ALL % CHANGES FROM PRIOR WEEK

<table>
<thead>
<tr>
<th>Feb 92</th>
<th>Mar 92</th>
<th>Apr 92</th>
<th>May 92</th>
<th>Jun 92</th>
<th>Jul 92</th>
<th>Aug 92</th>
<th>Sep 92</th>
<th>Oct 92</th>
<th>Nov 92</th>
<th>Dec 92</th>
<th>Jan 93</th>
<th>Feb 93</th>
</tr>
</thead>
<tbody>
<tr>
<td>585</td>
<td>859</td>
<td>-8.13%</td>
<td>733</td>
<td>0.47%</td>
<td>559</td>
<td>+18.43%</td>
<td>375</td>
<td>-6.25%</td>
<td>215</td>
<td>+34.32%</td>
<td>137</td>
<td>-2.84%</td>
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For the Record

Feb 8 1993 Broadcasting
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<tr>
<th>Service</th>
<th>ON AIR</th>
<th>CP's</th>
<th>TOTAL*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial AM</td>
<td>4,961</td>
<td>183</td>
<td>5,144</td>
</tr>
<tr>
<td>Commercial FM</td>
<td>4,785</td>
<td>916</td>
<td>5,701</td>
</tr>
<tr>
<td>Educational FM</td>
<td>1,588</td>
<td>304</td>
<td>1,892</td>
</tr>
<tr>
<td>Total Radio</td>
<td>11,334</td>
<td>1,403</td>
<td>12,737</td>
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<tr>
<td>Commercial VHF TV</td>
<td>558</td>
<td>13</td>
<td>571</td>
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<tr>
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<td>589</td>
<td>153</td>
<td>742</td>
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<tr>
<td>Educational VHF TV</td>
<td>124</td>
<td>5</td>
<td>129</td>
</tr>
<tr>
<td>Educational UHF TV</td>
<td>238</td>
<td>9</td>
<td>247</td>
</tr>
<tr>
<td>Total TV</td>
<td>1,509</td>
<td>180</td>
<td>1,689</td>
</tr>
<tr>
<td>VHF LPTV</td>
<td>466</td>
<td>140</td>
<td>606</td>
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<tr>
<td>UHF LPTV</td>
<td>844</td>
<td>1,004</td>
<td>1,848</td>
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<tr>
<td>Total LPTV</td>
<td>1,310</td>
<td>1,144</td>
<td>2,454</td>
</tr>
<tr>
<td>FM transmitters</td>
<td>1,954</td>
<td>393</td>
<td>2,347</td>
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<tr>
<td>VHF transmitters</td>
<td>2,529</td>
<td>87</td>
<td>2,616</td>
</tr>
<tr>
<td>UHF transmitters</td>
<td>2,431</td>
<td>417</td>
<td>2,848</td>
</tr>
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### Cable

- **Total subscribers:** 55,786,390
- **Homes served:** 89,400,000
- **Total systems:** 11,254
- **Household penetration:** 60.6%
- **Pay cable penetration/basic:** 79%

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### Actions


<table>
<thead>
<tr>
<th>Summary of Broadcasting &amp; Cable</th>
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<th>Cable</th>
</tr>
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*Includes off-air licenses. 1 Penetration percentages are of TV household universe of 92.1 million. Source: Nielsen, NCTA and Broadcasting’s own research.
**NEW STATIONS**

**Applications**

- **Crytal River, FL** (BPED930114MA)—University of Florida seeks 90.9 mhz; 2 kw; ant. 113 m. Address: 2206 Weimer Hall, Univ. of Florida, Gainesville, FL 32611. Applicant is headed by Charles R. Edwards Sr., and is licensee of noncommercial WUFT-TV/Gainesville, FL. Filed Jan. 16.

- **Pace, FL** (BPED930311MA)—Pensacola Charities Inc. seeks 88.9 mhz; 6 kw; ant. 72.3 m. Address: 400 East Government Street, Pensacola, FL 32501. Applicant is headed by Robert G. Kerrigan, who is 50% shareholder in licensee of WEBZ(FM) Mexico City Beach, FL. Filed Jan. 11.

- **Cottonwood, ID** (BPED930113MA)—Washington State University seeks 90.1 mhz; 125 kw; ant. 612 m. Address: 322 Murrow Communications Center, Pullman, WA 99164. Applicant is headed by Richard R. Abratch, and is licensee of KWIJU(FM) and KWSU-TV Pullman, WA; KFAE(FM) and KTNW(TV) Richland, WA; and KRAF(FM) Moscow, ID. It is permitted to operate K misrepresented KNVR(FM) Ellensburg and KNWY(FM) Yakima, Washington. Filed Jan. 13.

- **Palatine, IL** (BPED930111MA)—William Rainey Harper College seeks 88.3 mhz; 1 kw; ant. 24 m. Address: 1200 W. Algonquin Road, Palatine, IL 60074. Applicant is headed by Jeanne Rachbauer, and has no other broadcast interests. Filed Jan. 11.

- **Falmouth, MA** (BPED930114MC)—University of Massachusetts seeks 91.9 mhz; 654 kw; ant. 54 m. Address: 100 Morrissey Blvd., Boston, MA 02125. The station is being operated by chairmen Gordon Oakes and Patricia Montelith, and is licensee of WUMBB(FM) Boston, WAYW(FM) Worcester, and WQCFR(FM) and WMUAFM(AM) Amherst, all Massachusetts. Filed Jan. 14.

- **Iron Mountain, MI** (BPED930113MA)—Family Educational Broadcasting Corp. of Door County Wisconsin seeks 91.3 mhz; 10 kw; ant. 177 m. Address: 1715 Michigan Street, Sturgeon Bay, WI 54235. Applicant is headed by Mark R. Schwartz, and is licensee of educational WPF(PF) Sturgeon Bay, WI. Filed Jan. 13.

- **Thompson, Ont** (BPED930114MD)—Kent State University seeks 89.1 mhz; 11 kw; ant. 149 m. Address: 1613 East Summit Street, Kent, OH 44242. Applicant is headed by Carol Cartwright, and is licensee of noncommercial WKSU(FM) Kent and properties of WOR(FM) Wooster, and WKRU(FM) New Philadelphia, both Ohio. Filed Jan. 14.

- **Christiansted, VI** (BPED930114MB)—Virgin Islands Public Television System seeks 88.5 mhz; 10 kw; ant. 315 m. Address: P.O. Box 7879, Charlotte Amalie, St. Thomas, VI 00801. Applicant is headed by Calvin F. Bastian, and is licensee of noncommercial WTVJ(TV), Charlotte Amalie, VI. Filed Jan. 14.

- **Blaine, WA** (BPED930106A)—Birch Bay Broad- casting Company Inc. seeks 1600 kHz; 50 kw day, 5 kw night. Address: 4840 Lincoln Road, Blaine, WA 98230. Applicant is headed by Fred J. Wilson, and has interests in licenses of KAR(FM) Blaine and KBLE(AM) Seattle, both Washington. Filed Jan. 6.

**Facilities Changes**

- **Kerrville, TX** (KRVLFM) 94.3 mhz—Canceled app. of Griffin Broadcasting Corp. (BPH-900510F) for change to ERP 50 kw H&V ant. 150 m.; TL north of Highway 2093, 11 km E of Harper (Gil- lespie Co.); TX; class: C2 (per MMocket #68-34). Action Sept. 4, 1992.

- **Odessa, TX** (KOCV FM) 91.3 mhz—Forfeited and canceled app. of Odessa Broadcasting Co. (BPED- 870526A) for CP to TTL 165.1 College Station Blvd., Odessa: 31 51 92 - 102 22 50 Action Sept. 4, 1992.

- **Brighton, UT** (KDOE FM) 100.7 mhz—Forfeited and canceled app. of Brighton Daystar Broadcasting (BPED- 890418F) for CP to TTL 185.1 University Blvd., Odessa: 31 51 92 - 102 22 50 Action Sept. 4, 1992.

- **Logan, UT** (KFVM FM) 94.5 mhz—Forfeited and canceled app. of Reed Bulten (BPH-801020D) for CP to change TL: Cal Mountain near Logan, specificity RC 21-6593. Substituting change in 93.4 mhz (H), ant. 2,308 ft, and make changes in antenna system: 41 47 07 - 112 13 52 Action Sept. 10, 1992.

- **Longview, WA** (KZOE FM) 90.3 mhz—Granted to Columbia Heights Christian Academy (BPED-910705MA) for CP to make changes; change to ERP: 5 kw (V); ant.: 224 m. TL on Mt. Brinkman, 5 km from Longview at 85 true Action Sept. 4, 1992.

- **Wheeling, WV** (WOVK FM) 98.7 mhz—Forfeited app. of Mountain Radio Corp. (BPH-870921A) for CP to change TL: Woods Road .5 mi north of Brookside, Brookside, OH, change ERP: 15 kw H&V; ant.: 906 ft, and make changes in antenna system: 40 48 48 - 60 45 06 Action Sept. 10, 1992.

- **Antigo, WI** (WRLO FM) 104.9 mhz—Forfeited and canceled app. of Ad-Mark Communications Inc. (BPH-89051D) for CP to replace directional antenna with omnidirectional antenna. Action Sept. 10, 1992.

**TV Stations**

- **Fayetteville, AR** (KHOG TV ch. 29) Granted app. of Sigma Broadcasting Inc. (BPTC-920625K) for CP to change ERP (vis): 1410 kw Action Sept. 11, 1992.


- **Charleston, SC** (WSU(FM) 100.7 mhz—Granted app. of Southern Communications Inc. (BPH- 520001E) for CP to change ERP (vis): 1682 kw; ant.: 348 m; frequency: 100.5 mhz (per MMocket #90-32); ERP: 25 kw (H&V); ant.: 100 m; TL: Secessionville Road, Charleston, SC; class: C3 (per MMocket #90-32). Petition for reconsideration filed April 16, 1992. Action Sept. 16, 1992.

- **Katy, TX** (KNWS-TV ch. 51) Granted app. of Johnson Broadcasting Inc. (BMPCT-920121K) for MP (BPTC-840711K) to change ant. 506 m.; TL: 3.8 km north of Senior Rd. near Mustang Bayou, 21.1 km south of Houston Boundary, Fort Bend Co., TX; site is 34 km SE of Katy (29-33-40 95-30-04). Action Sept. 10, 1992.

**Allocations**

- **Crestview, FL** Amended FM Table to substitute channel 284C1 for channel 284C2 at Crestview: modified license in WADEAZ(FM) accordingly. (MMocket #90-91, by MQO [DA-92-1669] adopted December 16 by the Chief, Policy and Rules Divi- sion).

- **Stock Island, FL** Denied request of S-J Commu- nications Corp. for allotment of channel 248A to Stock Island. (MMocket 92-8, by R&O [DA-92- 1669] adopted December 11 by the Chief, Alloca- tions Branch).

- **Starbucks, MN** Proposed amending FM Table by allotting channel 248A to Starbucks Corp. March 15, replies March 30. (MMocket 92-315, by NPRM [DA-92-1735] adopted December 21 by the Chief, Allocations Branch).

- **Mexico, NY** Effective March 8, amended FM Ta- ble to channel 248A to Mexico; filing window: March 9 - May 8. (MMocket 92-123, by R&O [DA- 92-1735] adopted December 21 by the Chief, Alloca- tions Branch).

- **Iron River, WI** Proposed amending FM Table by
allotting channel 297C2 to River Iron; comments March 4, replies March 19 (MM docket 92-311, by NFRFM [DA 92-1858] adopted December 11 by the Chief, Allocations Branch).

- Rudolph, WI Effective March 8, amended FM Table to substitute Channel 260C3 for Channel 260A at Rudolph; modified license for WIZD(FM) accordingly. (MM docket 92-212, by R&O [DA 92-1736] adopted December 21 by the Chief, Allocations Branch).
- Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau, by NFRPMs adopted December 17, proposed amending the FM Table for the following communities; comments due March 5, replies March 22:
  - Central, NM Substitute channel 237C1 for channel 237C2; modification of CP for KZTT(FM) accordingly. (MM docket 92-314, DA 92-1711).
  - Walhalla, ND Allotment of channel 294C2. (MM docket 92-312, DA 92-1709).
  - Oliver, PA Substitution of channel 235B1 for channel 235A; modification of CP of WXAK(FM) accordingly. (MM docket 92-314, DA 92-1711).

Chief, Allocations Branch, by R&Os adopted December 22, changed in FM Table, effective February 26, for following communities:

- Grundy Center, IA Substituted channel 249C3 for channel 249A; modified license of KGC-FM accordingly. (MM docket 92-129, DA 92-1739).
- Copenhaghen, NV Substituted channel 294C3 for channel 294A; modified CP of WWLP-FM accordingly. (MM docket 92-131, DA 92-1738).
- Canyon City, OR Allotted channel 233A; filing window: March 1 - March 31. (MM docket 92-130, DA 92-1740).
- Chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau, by R&Os adopted December 11, made changes in FM Table of Allotments for following communities, effective February 25; filing window, where appropriate, is February 26-March 29:
  - Moose Lake, MN Allotted channel 296C3 (MM docket #92-220, DA 92-1687).
  - Canton and Louisiana, both Missouri Substituted channel 271C for channel 271A at Louisiana: modified license of KKFJ(FM) accordingly; substituted channel 265C3 for channel 272C3 at Canton; modified license of KXKB accordingly. (MM docket #92-219-12, DA 92-1686).
  - Reedsburg, WI Allotted channel 275A. (MM docket #91-164, DA 92-1694).

Amended forfeiture rules to reflect Congress's recent amendment to Communications Act which extended statute of limitation for issuing forfeitures to broadcast station licensees. (Report GN-120, General Action, by Commission January 11 by Order [FCC 93-12].)

Began inquiry to obtain information regarding means of assuring compatibility between consumer electronics and cable systems. (ET docket #93-7, Report DC-2311, action by Commission January 14, 1993. by Notice of Inquiry [FCC 93-30].)

Designated for hearing license renewals of KRGN(FM) and KLMN(FM) Amarillo and KENT-AM(FM) Odessa, all Texas; and license applications for KAMY(FM) Lubbock, TX, and KUOJO(FM) Lake Charles, LA, controlled by T. Kent Atkins; assessed forfeiture of $250,000 for unauthorized construction and other rule violations. (MM docket 93-3, Report DC-2316, action by Commission January 11 by Hearing Designation Order and NAL for Forfeiture [FCC 93-14].)


Seeking comment on implementation of provision of Cable Television Consumer Protection Act of 1992 relating to carriage of broadcast TVs that are predominantly utilized for transmission of sales presentations or program length commercials (home shopping stations). (MM docket #93-8, Report DC-2307, action by Commission January 14, 1993, by Notice of Proposed Rulemaking [FCC 93-35].)

- Beaumont and Idyllwild, both California Designated for hearing four mutually exclusive applications, three for new FM station at Beaumont and one for modification of facilities of KATY-FM Idyllwild. (MM docket #93-310, by Order [DA 92-1733] adopted December 22 by Chief, Audio Services Division, Mass Media Bureau).


- Denver, CO Terminated investigation of children's programming on KWGN-TV regarding its airing of commercials during "Dennis the Menace" and "Minnie Melodies" programs; determined incidents to be isolated and inadvertent violations of Commission's rules. (By Letter [DA 93-46] January 4 by Chief, Complaints and Investigations Branch, Enforcement Division, Mass Media Bureau).

- Destin, FL Dismissed petition filed by Florida State Conference of Branches of NAACP seeking reconsideration of Commission's decision to grant Gulfcoast Broadcasting Inc. renewal application.

### Broadcasting

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2. What best describes your title? (Check one)
   - President/Owner/CEO<br>   - Program Director<br>   - Vice President<br>   - News Director<br>   - Director/Manager<br>   - Chief Engineer<br>   - General Manager<br>   - Station Manager

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with reporting conditions and $15,000 forfeiture. (By MO &O [FCC 93-16] adopted January 11 by Commission).

Dunedin and Holiday, both Florida Denied petitions for reconsideration filed by NAACP and Pasco Pinellas Broadcasting Co.; ordered Pasco Pinellas, licensee of WLVU(AM) Dunedin and WLVU-FM Holiday to forfeit $18,000 for violation of EEO rule. (By MO &O [FCC 92-575] adopted December 30 by Commission).


Panama City Beach, FL: Designated for hearing mutually exclusive applications of Sunscreen Broadcasting Inc. and Beach TV Properties Inc. for new TV on channel 46. (MM docket 92-307 by HBO [DA 92-1860] adopted December 15 by Chief, Video Services Division, Mass Media Bureau).


Tampa, FL: Notified Tampa Bay Television Inc., licensee of WFTS-TV, that apparently liable for $10,000 for exceeding children’s TV commercial limits. (By Letter [DA 93-316] adopted January 6 by Chief, Mass Media Bureau).


Fitchburg, MA: Upheld $4,000 forfeiture imposed on Montachusett Broadcasting Inc., licensee of WXLO(FM), for violation of Section 73.1206 of Commission’s rules, which prohibits broadcasting telephone conversation without permission. (Report MM-703, action by Commission January 11 by MO &O [FCC 93-17]).

Florence, MO: Notified WPNT Inc. of its apparent liability of forfeiture in amount of $6,250 for violation of Commission rules for failing to fully disclose material terms of contest and misrepresentation of value of prize awarded to second place winner of contest. (By MO &O [DA 93-40] adopted January 7 by Chief, Mass Media Bureau).

Franklin Lakes, NJ: Denied petition by Ramapo Indian Hills Regional High School District seeking reconsideration of Commission’s earlier decision upholding Mass Media Bureau’s dismissal of Ramapo’s application to upgrade facilities of WRRH(FM) from Class D to Class A. (Report MM-702, action by Commission January 11 by MO &O [FCC 93-15]).

Jacksonville, NC: Designated for hearing four (4) mutually exclusive applications for new TV station on channel 35 at Jacksonville. (MM docket 92-309 [DA 92-1862] adopted December 15 by Chief, Video Services Division).

Cleveland: Granted renewal applications of Malrite Communications Group Inc. for WHKH(AM)-WMMS(FM) over objections of NAACP. (By MO &O [FCC 92-564] adopted December 23 by the Commission).

Barnwell, SC Notified H. Drew Wilder, licensee of WBWH(AM), of his apparent liability of forfeiture in amount of the $5,000 for broadcast of telephone conversation without having informed caller prior to recording conversation of its intended broadcast use. (By Letter [DA 93-39] adopted January 11 by Chief, Mass Media Bureau).


Bellingham and Anacortes, both Washington Denied Darlene F. Paginawan McHenry reconsideration of R&D granting reallocation of UHF channel 24 in lieu of channel 64 at Bellingham, and reallocation of channel 64 in lieu of channel 24 at Anacortes. (MM docket 92-47, by MO &O [DA 92-1746] adopted December 24 by Chief, Policy and Rules Division).

Sheridan, WY: Denied consents to assignment for unbuilt TV KRGB(TV) channel 7, Sheridan, WY, from K2 Radio, Limited Partnership to KULR Corp. KULR is licensee of station KURT(VT), channel 8, Billings, MT. Because Grade B contour of KURT(VT) overlaps that predicted for KRGB(TV), KULR requested and was granted waiver of duopoly rule and will operate KRGB(TV) at 100 percent power in Billings station. (Report MM-701, Mass Media Action, action by Commission January 12 by MO &O [FCC 93-19]).

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TELEVISION

New members of the executive committee and board of directors, NATPE International, elected during annual program conference, San Francisco: Lou Gattozzi, operations manager, WJW-TV Cleveland, elected chairman/CEO; Russ Myerson, director, programming, Media General Broadcast Group, Tampa, Fla., elected first vice chairman/treasurer; Carolyn Worford, director, program operations, WJBK-TV Detroit, elected second vice chairman-secretary; Steve Goldman, president, domestic television, Paramount Television Group, Los Angeles, continues as associate member representative; Pat Patton, program director, KMBC-TV Kansas City, Mo., serves as immediate past chairman. Elected to the board of directors, class of 1996: Matt Mixon, program director, WFSB-TV Hartford, Conn.; Craig Smith, program director, KING-TV Seattle; Lynn Stepanian, program director, WESH-TV Orlando, Fla.; John Rohr, VP/director, programming, Blair Television, New York; John Ryan, president, CEO, Worldvision Enterprises, Los Angeles. Elected to the board of directors, class of 1995: Phil Jones, president, broadcasting group, Meredith Corporation, Des Moines, Iowa; Pat Fili-Krushel, senior VP/programming, production, Lifetime Television, Astoria, N.Y.; Ed Wilson, senior VP, syndication, Columbia Pictures Television. Los Angeles: Elected to the board of directors, class of 1994: Jayne Adair, director, program strategy/executive producer, sports, KDKA-TV Pittsburgh; Philip Jones, managing director, Central Television Enterprises, London.

Edward Adler, manager, media relations, Time Warner Inc., New York, named director.

Appointments at Walt Disney Television, Burbank, Calif.: Janet Blake, executive director, special projects, network television, named VP/writer, development, special projects; Rosalind Marks, associate director, business affairs, network television, named VP, business affairs.

Appointments at ABC Entertainment, New York: Alan Sternfeld, VP, program planning, scheduling, named senior VP; Deborah Ellis Leoni, director, dramatic series development, named VP; Brian McAndrews, director, current series programs, named VP.

Richard Wald, senior VP, ABC News, New York, named senior VP, editorial quality.


Faith Daniels, host, NBC's 'Faith Daniels,' New York, named anchor, new prime time NBC News program premiering later this year.

David Verdi, deputy director, news/senior producer, special reports, NBC News, New York, named executive news director.


Appointments at WUSA-TV Washington: Samara Martin, producer, special events, named executive producer, special projects; Chris Gordon, reporter/anchor, named co-anchor.

Tom Petner, former VP, news, WWOR-TV Secaucus, N.J., joins WTAE-TV Pittsburgh as news director.

Tim Newman, VP, North Ameri-
VP, production.

Ron Merrix, computer support specialist, Public Television Center, Tallahassee, Fla., named computer support analyst.

Doreen Morgan, promotion manager, WMSN-TV Madison, Wis., joins WAWS-TV Jacksonville, Fla., in same capacity.

Martha Pell Stanville, VP, affiliate advertising, promotion, NBC, Burbank, Calif., joins Fred Hayman Beverly Hills (Calif.) as VP, public relations.

Leslie Litt, manager, casting, NBC Entertainment, Burbank, Calif., named director.

Barbara Tranchito, manager, NBC West Coast, Burbank, Calif., named senior manager.

Harrison, music director/host, assumes additional responsibilities as production director.

Bonnie Jane Saindon, account executive, Durpetti & Associates, Detroit, joins Banner Radio there in same capacity.

Rosemary Young, writer/producer, MJH Broadcasting's Ask the Stars, Milestones and Country Today, New York, named director, talent, artist relations.

Michael Hedges, program director, KVIL-FM Dallas, joins KEX(AM) Portland, Ore., in same capacity.

Jean Marie White, assistant business manager, WHL(AM)-WKJY-FM Garden City, N.Y., joins Eastman Radio, New York, as research analyst.

Gary Cassard, VP/GM, Cox Cable, Ocala, Fla., named VP/GM, Cox Cable, Gainesville, Fla.

Leonard Marsh, account executive, Jones Inter cable, Denver, joins Cable Media there as regional sales manager.

Appointments at Cox Cable Communications, Atlanta: Angelina Li, director, marketing research, named VP; John Hartman, manager, satellite services, named director.

Charles Forma, assistant counsel, Cablevision Systems Corp., Woodbury, N.Y., named VP/law, cable operations.

Appointments at Time Warner City Cable, New York: Jim McDaniels and Jan Renner, directors, sales, named VP's, sales.

Barbara Tranchito NBC West Coast
Ed Goldman WBZ(AM)-TV
Camille Bohannon Associated Press
Jim McDaniels TW CityCable
Jan Renner TW CityCable

RADIO

Ed Goldman, president, Group W Television Sales, New York, named VP/GM, WBZ(AM)-TV Boston, and VP/station manager, WBZ-TV, there.


Appointments at KLAD-FM Yucaipa, Calif.: Candace Andrews, operations manager, named VP/financial development; Noinnie Fogler, program director, named VP/corporate programming; Don Murray Carson, morning show personality, Unistar Radio Network, Los Angeles, joins in same capacity.

Appointments at WKTI-FM Milwaukee: John Reynolds, assistant program director/promotion director, WZEE-FM Madison, Wis., joins in same capacity; John "Woody"

CABLE

Anne Standish, regional director, affiliate sales, Nostalgia Television,Anaheim, Calif., named regional VP, sales, eastern region, Philadelphia.

Jodi Geiger, manager, public relations, Comedy Central, New York, named director, media relations.

Appointments at The Family Channel, Virginia Beach, Va.: Mike Gwartney and Judy Lyons, program executives, named directors, programing; William Abbott, account executive, New York office, named sales manager.

James Weiss, assistant director, publicity, public relations, Rainbow Programming Holdings, Woodbury, N.Y., joins Turner Network Television, Atlanta, as public relations director, corporate relations, non-original programming.


James Alexander, senior project manager, research department, Turner Broadcasting System, Atlanta, named associate director, audience research, CNN, there.

Joe DeBalsco, assistant director, sports media relations, Fordham University, New York, joins Empire Sports Network, West Seneca, N.Y., as director, public relations.

ADVERTISING

Zeynep Gunduz-Lindegren, account supervisor, DDB Needham Worldwide, Chicago, named VP.

Jill Dworkin, account supervisor, Griffin Bacal Inc., New York, named VP.

Carl Kotheimer, executive VP/corporate director, media market-
Harry A. Jessell, senior editor of Broadcasting magazine and its chief correspondent, has been named executive editor. He will be responsible for the editorial direction of the magazine’s headquarters and bureaus and for assisting the editor in policy formulation and execution. Jessell joined the magazine in 1978 and served in increasingly important roles as reporter/editor on key beats including the FCC and other federal agencies, cable and technology. He has been senior editor in charge of Washington coverage since December 1990. Editorial operations and production continue under the direction of Managing Editor Mark Miller.

**TECHNOLOGY**

**Denis Heimerich**, independent consultant, Albuquerque, N.M., joins EDS Cable Television Services, Freehold, N.J., as product manager.


**Denis Curtin**, president, Orion Satellite Corporation, Rockville, Md., elected as a fellow of the American Institute of Aeronautics and Astronautics.

**Timothy Hulick**, VP/engineering, Acrodyne Industries, Blue Bell, Pa., elected as a fellow of the Institute of Electrical and Electronic Engineers.

**DEATHS**

**Mike Roszman**, 48, traffic reporter, WGR-FM Buffalo, N.Y., died Jan. 11 in a helicopter crash during his afternoon traffic report. During low visibility, the helicopter hit a power line and fell into the Niagara River. Roszman had been at WGR-FM for 21 years and served in various positions including engineer, producer and talk show host. Survivors include his wife, Rebecca, and three children.

**Alan Silverman**, 58, sales manager, WOR(AM) New York, died Jan. 15 of a heart attack en route to St. Clare’s Hospital, midtown Manhattan. Silverman joined WOR(AM) in 1979 after earlier affiliations with WADO (AM) New York and several New York advertising agencies. Survivors include his wife, Eleanor, and three children.

**Ramon (Ray) Coleman**, 65, retired newscaster and broadcasting executive, died Jan. 19 of cancer at Veterans’ Medical Center, Pittsburgh. Coleman began his career in 1969, after a 24-year stint in the Army, joining WAMO(AM)-FM Pittsburgh as a newscaster and talk show host. In 1972 he joined WTAE-AM-TV Pittsburgh as a newscaster and was named community relations coordinator for the radio station in 1973. He became community and station services director for both stations in 1978 and was named personnel director of WTAE-AM-TV-WHTX-FM in 1985. Coleman retired in 1989. Survivors include his wife, Elizabeth, one son and two daughters.

**Dave Herman**, 57, president/GM, KOB-TV Albuquerque, N.M., died Jan. 22 from pancreatic cancer at Presbyterian Hospital, there. Herman started his broadcasting career as an accountant at KISD(AM) Sioux Falls, S.D., then moved to WNAX(AM) Yankton, S.D. In 1956 he moved to New Mexico and joined KQEO(AM) Albuquerque as a salesmen/auditor. Herman joined KOB-TV in 1959 as an account executive. In 1966 he was named national sales manager. A decade later he became GSM. In 1984, when Hubbard Broadcasting added its satellite stations, KOB-TV Roswell, N.M., and KOB-FM Farmington, N.M., and KOB-TV’s then-GM Jerry Danziger was named station manager for all three stations, and Herman became station manager of KOB-TV. He became president/GM of the station in 1989. Survivors include his wife, Donna, and two daughters.
When Jon Nesvig left NBC in 1989 to head sales at Fox, an ad agency client asked him: "How could you do that, how could you leave NBC for Fox?" When their paths crossed again at last year's upfront presentation, the man asked: "How did you know?"

Nesvig wishes he were prescient, but says he did not realize at the time how good a move it would be: that he would leave NBC just as it was headed for another ride down and that Fox would hold its own against the big guns. Not that all has been smooth sailing at Fox. The past year has seen some momentous change: most notably the departure of Fox Inc. Chairman Barry Diller and Lucie Salhany's replacement of Jamie Kellner as head of the network. Nesvig expects changes under Salhany, differences that may make the sales department's job tougher.

According to Nesvig, while Kellner focused more on affiliate relations and regulatory issues, "Lucie's emphasis will be more on programing, so there will probably be more responsibility on the sales department. We'll be pulling our load here."

In the four years Nesvig has spent at the network, Fox has just about doubled its programing. The advertising dollars, the "engine that fuels it all," as Nesvig puts it, have grown along with it. While some critics charge that Fox (which launched its sixth night of programing last month) is growing faster than it can handle, Nesvig disagrees, saying the company has "enormous capacity for growth." On the ad side, Fox had its biggest upfront ever this season, selling 75%-80% of its inventory and bringing in an approximately $500 million.

Fox has had its share of problems this past season, with makegoods needed for ratings shortfalls on both new and old programing. Nesvig chalks it up to the cyclical nature of television. He has seen it better and worse at Fox; the first season he joined the network, all nine new shows failed. "We'll come out of this season in good shape."

Nesvig has been on the rollercoaster ride before. He joined NBC in 1974, at a time when NBC was a strong number two to CBS. It proceeded to plummet into the ratings cellar. "If Fox was around in those days, we might have even been behind them," says Nesvig, who stayed to see the network rebound under Grant Tinker.

During his 15 years at NBC, Nesvig had both his least-liked and most favorite jobs in his pre-Fox career. Vice president of marketing sits right at the bottom, he says. "At that time, it was more of a staff job. I enjoy direct customer interaction more than the planning side of the job." Head of West Coast sales was what he liked best; being away from New York meant independence, and being in Los Angeles meant more involvement in the programing.

Nesvig quips that his job goal when he first got out of college was to avoid the army; the year was 1967. He was classified 1A in the selective service (meaning he was one step away from being drafted), and was having problems finding a job because companies simply did not want to hire a 1A. He finally managed to land a job in the media buying department at Benton & Bowles in New York. It was a good fit for Nesvig, always fascinated with advertising, and he stayed there a year before he was drafted.

He spent two years stationed at Fort Jackson, South Carolina, most of it in the personnel department, and he concedes he was lucky to stay out of Vietnam. "Luck" took the form of a bout of pneumonia, typing skills his commanding officer found invaluable, and what Nesvig terms "the inefficiency of the army bureaucracy."

Coming out of the army, he spent six none-too-happy months working at an insurance firm. He soon joined a media buying company in Los Angeles started by the former media director at Benton & Bowles. From there he went to ABC Radio Networks. His first year there, ABC broke its network into four formats, and it broke even the first year.

Breaking even is a moment Nesvig recalls with satisfaction at almost every job he's had. When he joined Fox, it was the year the fledgling network lost $100 million, but the next year it broke even. "There's a tremendous amount of excitement as you round that corner and start up," he says.

Since that first position at ABC, Nesvig says he has not had to pound the pavement to find the next job. He philosophizes: "If you worry about doing your job instead of worrying about your career, your career will take care of itself."
Ad-supported cable TV networks were a $3.5 billion industry in 1992 and are expected to grow to $4 billion in 1993 with $1 billion in cash flow, according to Paul Kagan Associates Inc. The top 10 networks in 1992 based on net revenue were ESPN ($553.3 million); CNN and Headline News ($491.4 million); TNT ($415.1 million); USA ($364 million); superstation WTBS-TV Atlanta ($256.5 million); MTV ($221.5 million); Nickelodeon ($205.1 million); Lifetime ($176.7 million); Discovery ($137.3 million); TNN ($116.0 million) and TNN ([$114.5 million]). Ad billings accounted for 57% of total revenue and license payments from cable operators accounted for 43%, according to the Kagan data.

WRRK(FM) Pittsburgh was sold to radio owner Saul Frischling for $5.5 million. Frischling also owns WLTJ(FM) Pittsburgh, with which he has entered a time brokerage agreement. He recently purchased KASP(AM)-WKBO(FM) St. Louis from Evergreen Media for $7 million; he also owns KXOK(AM)-KHTK(FM) there. Broker: Bergner & Co.

**NSS POCKETPIECE**
(Nielsen's top ranked syndicated shows for the week ending Jan. 24. Numbers represent aggregate rating average/stations/week coverage)

1. Wheel Of Fortune 13.3/221/98
2. Jeopardy! 13.3/210/97
4. Star Trek 11.0/243/99
5. Oprah Winfrey Show 10.3/231/99
7. Geraldino-Goofadoodles 8.9/133/94
8. Wheel Of Fortune-wknd 8.1/184/92
9. Married...With Children 8.4/192/96
10. Current Affairs 8.2/178/95
11. Time Trax 8.0/149/91
12. Untouchables 8.0/156/96
15. Designing Women 6.7/202/98

In Brief

**FCC HITS BROADCASTERS WITH $101,000 IN FINES**

The FCC's fine rampage continued last week with the commission issuing broadcasters forfeitures totaling $101,000. The fines were issued to 26 TV and radio operators, mostly in the Southwest and Rocky Mountain regions, and follow the FCC's latest station audit.

The highest fine—$13,150—was issued to KNUS(AM) Denver for non-compliance in areas including, but not limited to, public inspection files, the Emergency Broadcast System, station log maintenance and leaving the station unattended.

Fines were also issued for tower light malfunctions and operating with an expired license.

The FCC is also becoming more vocal about issuing fines. Normally, notices of apparent liability issued to broadcasters from field offices are not released to the general public from the commission's Washington office. Now, the commission plans on releasing public notices on every fine issued.

The NAB has expressed concern about what it says is an alarming growth in fines from the commission.

--JF
ntroduced by Commerce Committee ranking minority member John Danforth (R-Mo.), was included in last year's campaign finance legislation (S. 3), which was eventually vetoed by President Bush. The Danforth language, endorsed by NAB, limits candidates' LUR eligibility to 30 days prior to primary elections and 45 days prior to general elections and limits the cases when candidates can demand pre-emptions for their spots.

Preliminary ratings from Nielsen Syndication Service ranking report (for the week ending Jan. 24), which will officially be released later this week, have Columbia Pictures Television Distribution's sophomore off-network sitcom Married...with Children turning in a personal-best 9.8 gross aggregate average rating. Since its off-network debut, Married has exhibited 14% year-to-year growth for the January rating period over its January 1992 numbers, with a 9.3 rating average for the latest month-long measuring. Married's number is thought to be the best weekly rating for an off-network sitcom since The Cosby Show recorded a 13.3 GAA rating (NSS, week ending Jan. 15, 1989).

In related news, CPTD's Ricki Lake talk show strip, hosted by actress Ricki Lake (above), which is set to launch next fall, has been sold in 55% of the country. Major market clearances include WWOR-TV New York, KCOP(TV) Los Angeles, WPWR(TV) Chicago, KRON-TV San Francisco and KYW-TV Philadelphia.

Stock of Video Jukebox Network jumped 72% last week. The company disclosed it was in "serious negotiations" with The Island Trading Co., headed by former Island Re-

Peggy Charren, founder of Action for Children's Television, and Video Software Magazine have organized Children's VideoSwap. The program is designed to provide videos to hospital wards, inner-city crisis centers and other child-care centers to educate and entertain children. The pilot program was launched in the Boston-Cambridge area. Videos are chosen by the nonprofit Coalition for Quality Children's Videos. The program is scheduled to expand to New York, Chicago, Los Angeles and Atlanta this year. Making the announcement were (l-r): Paula Miller, coalition executive director; Charren; Ranny Levy, coalition president, and John Gaffney, editor, Video Software Magazine.

The two-hour premiere of Kung Fu: The Legend Continues, the second hour-long spoke of Warner Bros. Domestic Television Distribution's Prime Time Entertainment Network, posted a 10.2 rating (NSS, Jan. 18-24), according to preliminary A.C. Nielsen data. The double-digit Kung Fu rating follows the 8.4 national rating turned in a week earlier by companion hour Time Trax.

ABC News will do a live 90-minute call-in show with President Bill Clinton from the White House on Saturday, Feb. 20 (11:30 a.m.-1 p.m.). Peter Jennings will host the special, during which children from around the country will quiz Clinton via satellite.

NBC flagship WNBC-TV and PBS flagship WNET-TV, both New York, announced an agreement last week for several news, programing and public affairs co-ventures over the next year. WNET will carry two WNBC-TV public affairs shows, Visions and Positively Black on alternate Saturdays beginning April 3. Taking a cue from their respective networks, the two stations will also collaborate on election coverage later this year.
JUST DO IT

The Clinton administration has made an auspicious start—make that nonstart—in the communications policy area. We concede there is much on the presidential plate, but former FCC Chairman Al Sikes served notice six weeks ago and has been gone for two weeks now. The President last week named James Quello acting chairman, and the commission could hardly be in more experienced hands. But unless it plans to make the Quello posting permanent, the administration should find a candidate and put him or her forward so that the confirmation process can begin.

Two weeks ago, the White House sent two "special assistants to the chairman" to set up shop at the FCC, which led this page to believe a chairman might be forthcoming. When none was, the two were quickly withdrawn when it became public knowledge they were poking around without portfolio, so to speak. As it stands, the ranks of the FCC have thinned considerably. With Sherrie Marshall's recusal from all mass media matters, the commission can't even field a bridge game among voting members. There are too many important issues on its plate for the FCC to be running at anything but full tilt.

KILLING THE MESSENGER

A bill has been introduced in the New Mexico state senate to ban alcohol ads from TV, radio and newspapers. Such bills crop up periodically and must be snuffed out like brushfires lest they spread. The first thing wrong with these bills is they fail the legal test that says any proposed limit on commercial speech must be narrowly tailored to further its governmental interest. A total ban, as the courts have pointed out with indecency, does not qualify as narrow. At the risk of boring our regular readers with further elucidation of what has always seemed the obvious: Beer is a legal product whose use in moderation has not been found to be harmful, and may in fact be beneficial. The abuse of alcohol, particularly in concert with a set of car keys, is a real problem. The way to combat it, however, is to educate people about the effects of alcohol abuse and to stiffen the punishment for drunk driving, not cultivate ignorance and hope the problem goes away.

P.S. On the subject of advertising brushfires, we noted last week that the District of Columbia is planning a services tax on lawyers and others and we were reminded that advertising is often targeted by such taxes. Anyone with deep pockets is at risk these days from cash-starved states and municipalities. Several years ago the portents of a sales tax on services in Florida went generally unheeded until it made its way into law. It then took boycotts by major national advertisers and the lobbying of lawyers similarly taxed to overturn it. The ad associations do their best to keep track of the status of various such proposals, but all broadcasters should remain vigilant and sound the alarm at the first smell of smoke.

THERE'S A MEETIN' HERE TONIGHT

Broadcasters who have been rallying around the flag of localism lately appear to have a friend in a high place. This Wednesday evening (Feb. 10) the President will hold his first electronic town meeting from WXYZ-TV Detroit. The broadcast will be downlinked to three other ABC affiliates—which are sharing the cost of satellite time—and is being picked up in numerous markets and by C-SPAN, NPR and others. The result is that although the seed was the initiative or local broadcasters, the result will approach a national broadcast. The meeting is the first of many, according to deputy press secretary Jeff Eller, who added that the President "obviously feels that the town hall concept is the best forum to do that."

The President has pledged to remain in touch with the pulse of the nation and the will of the people. Given the demands of the office, bus tours are an impractical route to that end. The protestations of John Chancellor notwithstanding, dialogues between candidate Clinton and "ordinary folks" were among the most illuminating moments of the election process. If television can provide the new President a sort of electronic bus tour of local America, we say: "All aboard."

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