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Broadcasting Cable

The Newsweekly of Television and Radio

CABLE



Fox's price for cable carriage: a second channel **10**

PROGRAMING



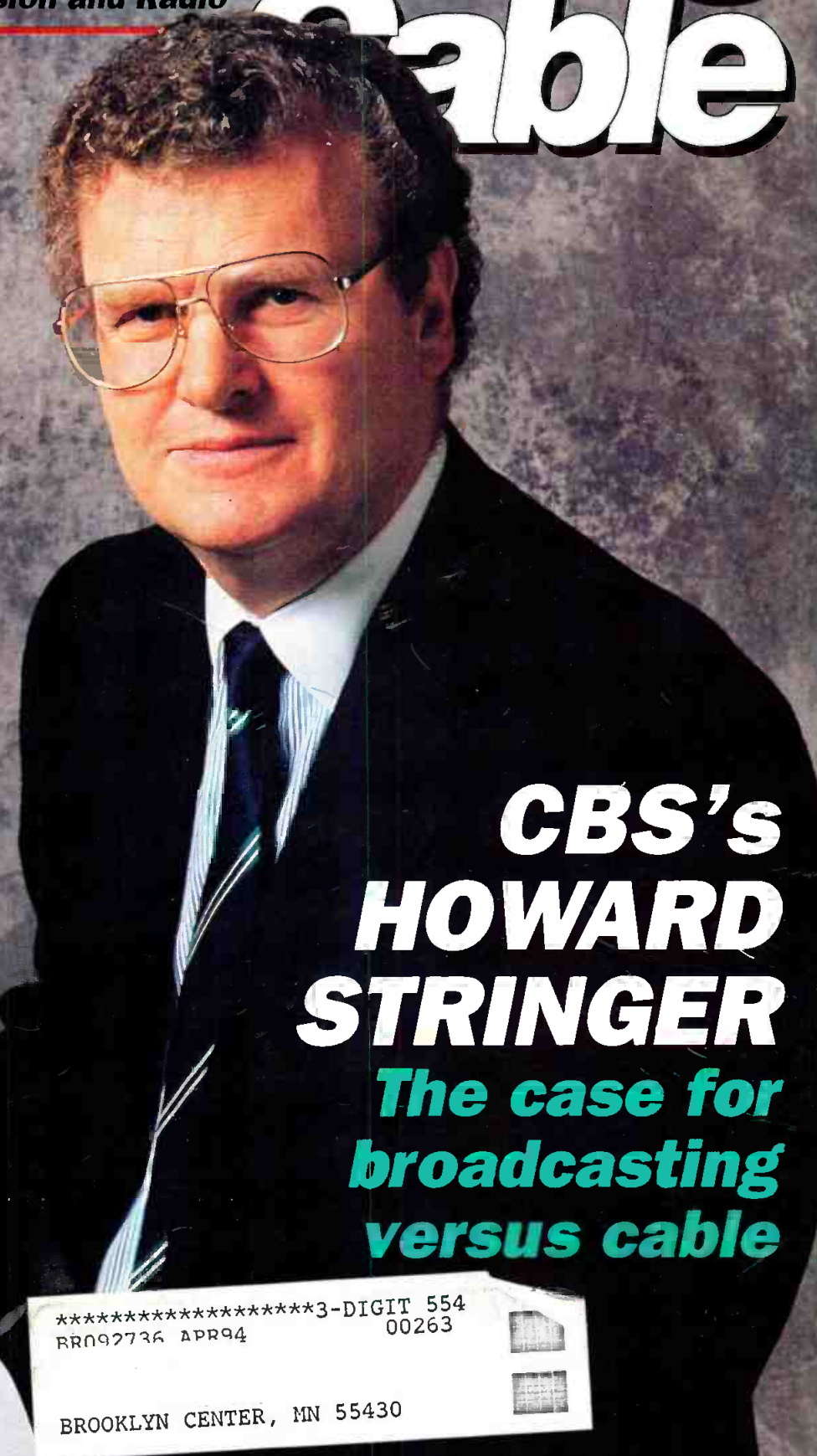
NBC's surprise pick for the late night spotlight **34**

RADIO



Liddy unleashed: another hot talker goes national **43**

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Fast Track

MUST READING FROM BROADCASTING & CABLE

FOX SEEKS CABLE CHANNEL IN LIEU OF RETRANS

Fox Broadcasting is offering to forgo cable retransmission fees for its affiliates in return for channel space for a basic network. Fox's broadcast affiliates would receive a share of the revenues. / 10

NBC, NBA SHARE THE RISK IN RIGHTS DEAL

NBC signed a deal last week with the NBA that may provide the basis for future network-sports league rights deals. In exchange for a less-than-requested fee (\$750 million for four years), the NBA will get a share of ad revenues once sales reach \$1.06 billion. / 14

Group W, Chris-Craft/United and Pulitzer are among the group owners considering joining a coalition to discuss a retransmission framework with MSO's. / 18

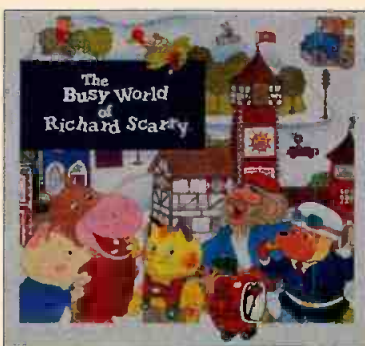
HOSTETTER: NO RETRANS MONEY FROM CONTINENTAL

Amos Hostetter, chairman/CEO of Continental Cablevision, vowed that his MSO, cable's third largest, will not pay retransmission fees to TV broadcasters. Continental will, however, enter into long-term must-carry deals regardless of how the constitutional question shakes out. / 19

TCI COO Brendan Clouston dismissed as "premature" and "alarmist" concerns by theater owners that a plan by his MSO and Carolco Pictures to give films a pre-theatrical PPV window would cut into theater and video revenues. Instead, he argues, the scheme would help promote theatrical releases. / 23



Toronto-based Skyvision hopes to duplicate Paramount's 'Star Trek' success by transforming Orion's 'RoboCop' into a syndicated series. / 22



FOR THE FAMILY: Showtime has lined up a family-oriented slate of programming for the upcoming season, including another collaboration with Shelley Duvall's Think Entertainment and an animated version of Richard Scarry's popular children's books. / 26

The day after cable giant TCI announced plans to invest \$10 million in Interactive Network Inc., NTN Communications brought suit for the same amount against the California interactive television company for making "ongoing misstatements" about NTN's capabilities. / 37

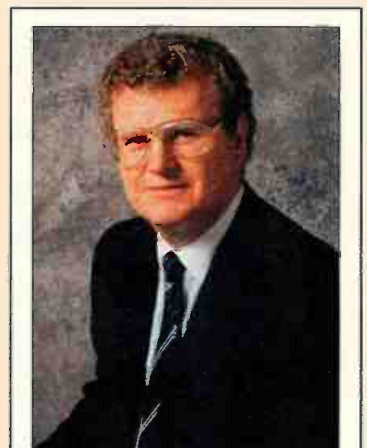
Comsat, now generating \$15 million-\$20 million from video-on-demand services in hotel rooms, expects those revenues to grow to \$300 million by 1996-97. / 38

NBC TAPS VIRTUAL UNKNOWN TO SUCCEED LETTERMAN

In a move that caught the public by surprise, NBC tapped comedy writer Conan O'Brien to succeed "Late Night" host David Letterman. Although not a household word, O'Brien has made a name for himself in the industry as a writer for "The Simpsons," "Saturday Night Live" and "Not Necessarily the News." / 24

"VICKI!" WITHOUT VICKI

Vicki Lawrence failed to show up for a taping of her "Vicki!" syndicated strip last week, apparently bringing to a climax a turbulent relationship with Group W Productions. / 24



On the Cover

"Does anybody really want 500 channels?" asks CBS's Howard Stringer. Most viewers will always be happy with a handful of choices, Stringer says, and the draw is original programming. / 27

Photo: Burk Uzzle

"Who?"—John Ruby, KVOA-TV Tucson, on the selection of Conan O'Brien to fill NBC's late-night post / 24

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MAY 3, 1993

HACKERS NABBED IN RADIO FRAUD

A group of California computer hackers pleaded guilty to fraud for using their home computers to seize control of the telephone systems at three radio stations. The booty included two Porsches, two trips to Hawaii and tens of thousands of dollars in cash. / 22

Right-wing radio host G. Gordon Liddy has turned his Watergate fame into midday success, taking his Washington radio show national via Unistar. / 43

STATIONS REPORT STRONG QUARTER

Increased local advertising and successful cost-control programs boosted TV stations to a profitable first quarter. But broadcasting stocks remain flat on Wall Street, as investors take a wait-and-see approach. / 48

High interest in retransmission consent and executive compensation has boosted registration at the annual Broadcast Cable Financial Management Association convention by 50%. / 50

PAPERS PONDER JOINT VENTURES WITH CABLE, TELCOS

At its convention last month, the Newspaper Association of America discussed ways to create joint ventures with cable and telephone companies. "Somebody is going to take classifieds electronic," says a Knight-Ridder executive. "We should be the ones to do it." / 51

Three House and Senate committees are planning new hearings on the issue of violence on television, despite a 1992 agreement by the major networks to issue voluntary standards. / 52

Community Antenna Television Association President Steve Effros advises cable operators that, if they can't come to terms with a station on retransmission fees, they ought to run a billboard in that station's channel slot telling viewers "who was restricting their ability to see so-called free TV." / 53

READY FOR NEWS UPFRONT

With a weak economic recovery and an increased number of buying options, ad agencies are taking a cautious attitude toward the network upfront news market. / 55

Cox Cable has signed on as the first customer for Arbitron's new RSVP service, which uses enlarged sample sizes to offer detailed market data to systems. / 58

COMPUTER GIANTS JOIN GI IN CONVERTER DEVELOPMENT

General Instrument, Microsoft and Intel are teaming up to create a new microprocessor-driven cable converter that will allow a viewer to access interactive services. The software will be based on Microsoft's Windows system for personal computers. / 59

Bell Atlantic will run fiber optic lines to 50,000 homes in New Jersey by this summer, allowing the residents access to a variety of interactive services. / 61

Virtual Vision of Redmond, Wash., wowed the crowd at the NAB convention with a set of goggles that let camera operators see the viewfinder image without actually having to look into the viewfinder. / 62

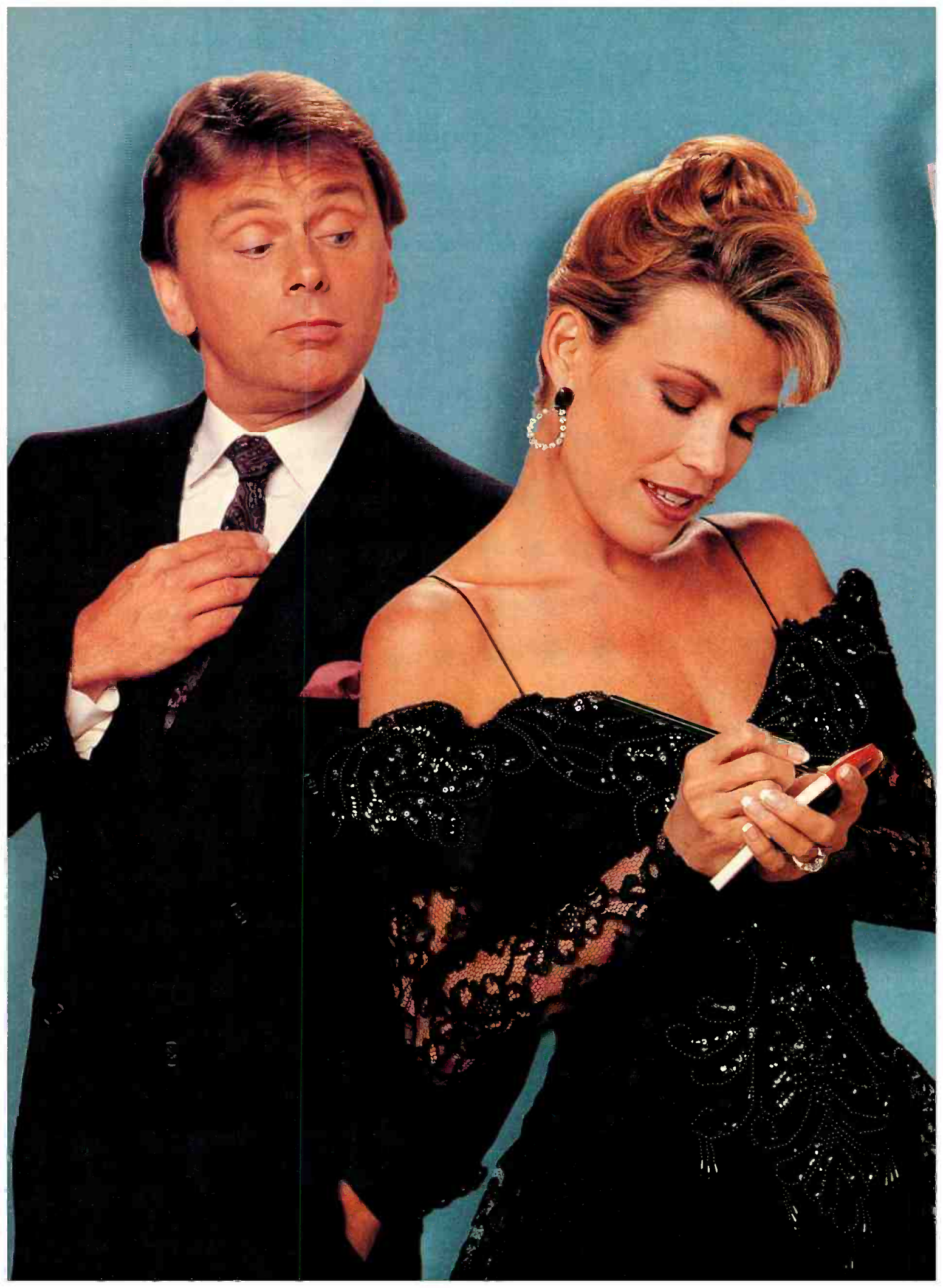
"Driving Into The Future!"
PAY PER VIEW



THE PAY'S THE THING: With reregulation of basic packages prompting operators to cast their eyes toward pay per view, PPV marketers are eagerly awaiting news of compression and the potential business boom it promises. Planners for CTAM's annual PPV conference say they'll have some answers next week. / 40



TARGETING TEENS: In an effort to create brand awareness, NBC is adopting a moniker—TNBC—and logo to market a two-hour Saturday-morning block. / 56



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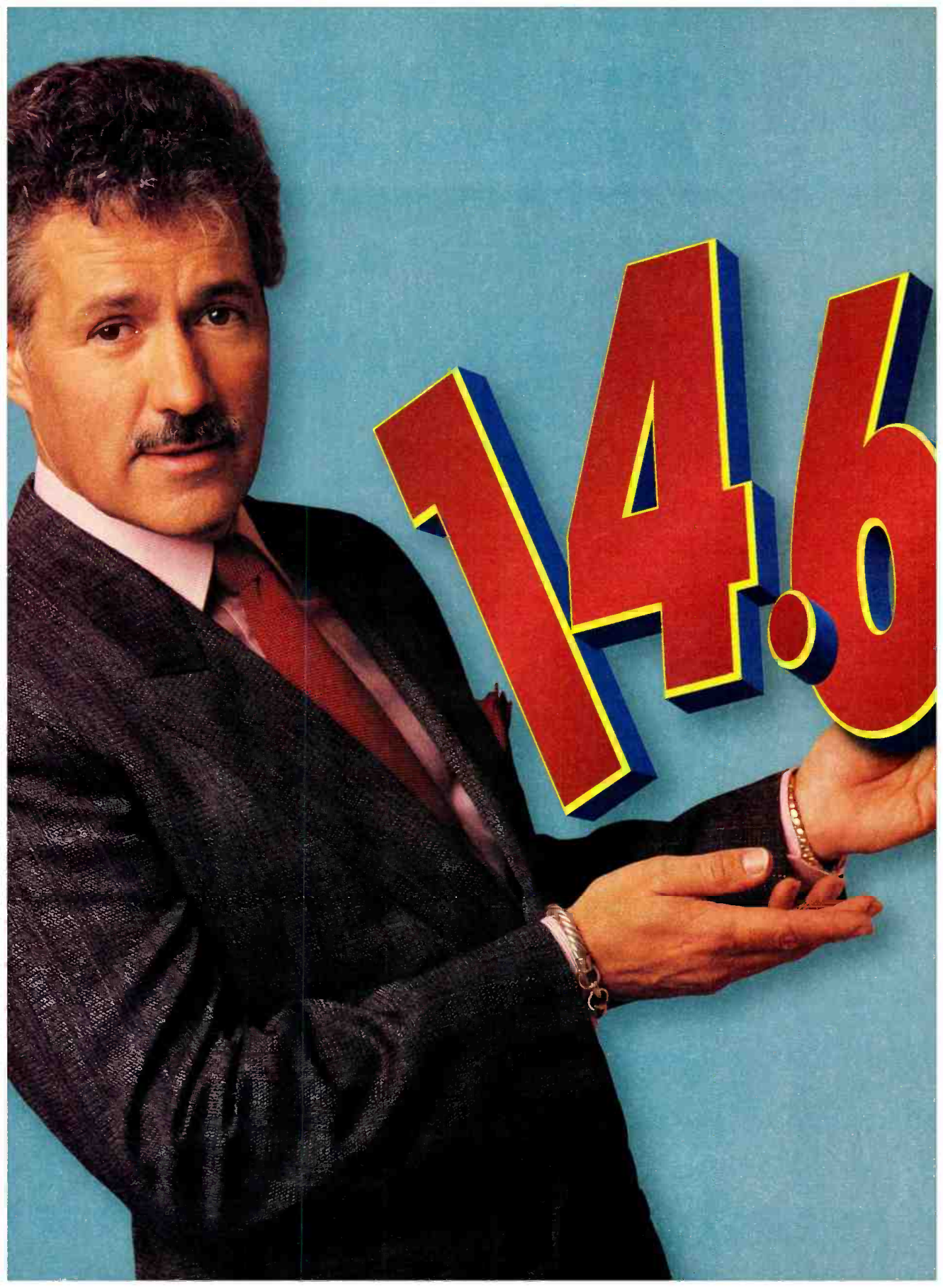
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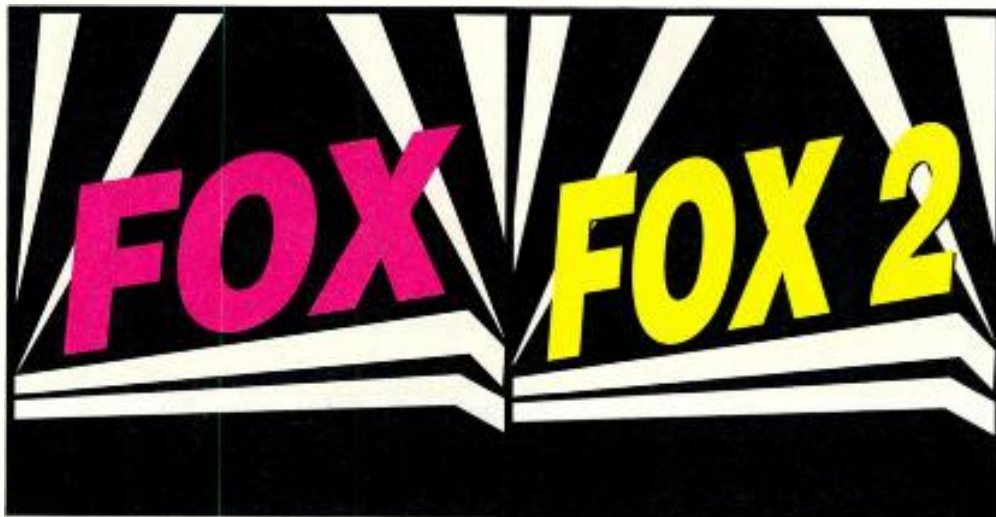
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Top of the Week



Fox's price for retrans: a cable channel

Would drop fee in exchange for spot for basic network offering 50% original, exclusive programing; would share subscriber fees with affiliates

By Joe Flint and Rich Brown

Fox Broadcasting is willing to abandon retransmission-consent fees for its affiliates, but there's a catch.

Instead of cash, the network wants a channel for a new basic cable network that, according to one top cable executive who has already gotten the pitch, would have half original and exclusive programing.

In addition to the channel, the executive said, Fox also expects subscriber fees comparable to those of other popular cable networks such as USA Network.

"They're talking about most, if not all, of the money going into the product," said the executive. "They're attempting to make a credible network."

A strong new basic cable network could help draw subscribers in much the same way TNT did when it was launched in October 1988, he said. "Did TNT help cable?" he asked.

"Damn right it did."

News of Fox's cable plan came as other broadcasters and cable operators seemed to be mobilizing for war over the upcoming retransmission-consent negotiations.

■ Top broadcast groups led by LIN Television began organizing in hope

Retrans, must-carry injunction rejected

The retransmission-consent and must-carry regime will likely go into effect as scheduled on Oct. 1, as Chief Justice William Rehnquist last Thursday refused cable's request for an injunction. The ruling also means broadcasters have just six weeks—until June 17—to choose either the potential revenues of retransmission consent or the security of must carry.

of gaining retransmission-consent leverage through unity (page 18).

■ The third-largest cable operator, Continental Cablevision, joined the largest, Tele-Communications Inc., in vowing not to pay retransmission-consent fees (page 19).

■ The Community Antenna Television Association urged operators to wage a tough public relations campaign if broadcasters insist on payments (page 53).

The new Fox network would not feature any programs from the Fox broadcast network, which should make the idea an easier sell with the network's affiliates.

To further appease affiliates, Fox would share the advertising and subscriber-fee revenues with its affiliates. Fox also hopes to win VHF cable channel positions for its affiliates in the negotiations.

Fox told some cable operators its affiliates would be cut in by selling some of the advertising time on the network, but that idea has apparently

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been excised from the plan.

"We are having discussions with numerous cable operators seeking to find a livable middle ground and make the best deal we can," said Preston Padden, senior vice president, Fox affiliates.

"We hope to present a plan to our affiliates as an option, but it will be purely voluntary on their part."

Tele-Communications Inc., which serves 10 million cable homes and has

close ties with Fox, is reportedly considering the proposal.

TCI spokesman Bob Thomson would not comment specifically, but he said the company is open to non-cash retransmission-consent deals. "If, in fact, we can find a way to deal with the local broadcaster in a way that adds legitimate, substantial value for our customers, we'd be happy to entertain those types of suggestions," said Thomson. But, he added, "we

obviously don't have unlimited channel capacity, particularly when must carry is filling us up with religious broadcast stations."

Jones Intercable Chairman and Chief Executive Officer Glenn Jones, who said he had not heard from Fox, expressed skepticism when told about the plan by a reporter. Guaranteeing an additional channel position would essentially be the same as paying cash to stations, he said. And Jones is not

NBC-NBA deal: \$750 million + revenue sharing

By Steve McClellan

NBC and the National Basketball Association announced a new four-year rights deal last week that the network hopes will be a model for major sports rights deals in the foreseeable future.

At a time when bets are being taken on just how much of a decrease Major League Baseball and the National Football League will have to swallow in the next rights go-round, NBC is paying the NBA a hefty—and minimum—25% boost over the current four-year deal, which puts the value of the new pact at \$750 million.

On top of that, the parties have agreed to share advertising revenues once NBC reaches a certain sales level (which sources confirmed was around \$1.06 billion) over the four years of the new deal.

Meanwhile, NBA Commissioner David Stern reported that talks continue with TNT about renewing their contract beyond the current four-year, \$275 million deal, which expires after the 1993-94 season. The exclusive negotiating period with TNT continues to around Oct. 1, Stern said, adding that the league and TNT are also exploring certain "risk sharing" contract components that take into consideration cable's "different sources of revenues, outlets, new technologies and the like."

In a rare bargaining move, NBC Sports executives literally opened their books to their NBA counterparts during negotiations so the league could see sales data under the current deal and also to show the basis for projected performance. According to NBC Sports President Dick Ebersol, the tactic was a way of demonstrating to the NBA that NBC simply couldn't fork over the pile of money that represented the NBA's assessment of its value as a TV property, which was significantly higher than the \$750 million agreed upon.

The tactic worked, to the extent that the NBA agreed to a smaller guaranteed rights payment than it wanted, in exchange for a piece of the gross over a certain point.

The revenue-sharing aspect is a first for a major professional sports league-TV network rights agreement. In 1986 NBC signed a \$300 million deal to cover the 1988 summer Olympic games from Seoul, South



Announcing the NBC-NBA contract (l-r): David Stern, NBA commissioner; Dick Ebersol, president, NBC Sports, and Ken Schanzer, executive vice president, NBC Sports.

Korea, that included a revenue-sharing component viewed at the time as a face-saving measure for the Koreans. In fact, NBC did not reach the sales level at which the revenue sharing would have kicked in.

But NBC executives insisted last week they believe the NBA will share in revenues from the new contract. "We wouldn't be sitting here today in this room if we didn't believe that," said Ebersol at a press conference last week announcing the deal.

NBA Commissioner David Stern said the talks leading to the deal were "difficult," but based on a "common understanding of the sports television business." He said the league felt the \$750 million represented "very modest increases" over the current deal's \$600 million.

The structure of the annual payments calls for escalated payments the first three years of the deal and a smaller payment in year four approximately along these lines: \$180 million in year one, \$190 million in year two, \$200 million in year three and \$180 million in year four.

According to Ken Schanzer, executive vice president, NBC Sports, and the network's head negotiator, by accepting a lower payment in year four, the NBA has "made a bet on their ability to share in the revenues to continue an increasing rights curve in every year of the deal."

Added Stern: "It's win-win. This insures profitability for NBC while giving the NBA a share of the revenues above a certain level, and we're certain we'll be sharing in those proceeds." ■

Q.

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interested in retransmission-consent plans that involve cash, he said.

"I don't think it would work in the world we're living in right now," said Jones, particularly as operators continue to struggle with limited channel capacity on their systems.

Newchannels Corp. spokesman Jeff Unaitis agreed the Fox plan could have problems, given limited channel capacity. But, he said, the proposal sounded like an "interesting and creative approach."

Fox's plans could be a real test of the relationship between the network and its affiliates, which has shown some strain of late.

"Affiliates are a little wary of Fox

right now," one affiliate said. "It has gone from being perceived as an affiliate-friendly network to not affiliate friendly," he said. "Most affiliates just don't trust Fox. We are a little afraid of where we stand."

Part of the fear is due to the iron grip Fox has on its affiliates. When it comes to retransmission consent, Fox's affiliate agreement gives it the right to decide whether a station can choose retransmission consent or must carry. If a station goes against Fox's wishes or negotiates an agreement unacceptable to the network, the affiliation can be terminated.

"I would prefer to do my own retransmission-consent negotiations,"

one major group owner of Fox affiliates said. However, he added, he is "open to anything that provides a second revenue stream."

Some affiliates are also concerned that a Fox cable channel could undermine the Fox broadcast network. "With any basic cable channel, Fox would have to make sure there is no long-term effect on the viability of the network," said Kevin O'Brien, vice president and general manager, KTVU(TV) San Francisco. "The success of Fox Broadcasting is Rupert Murdoch's crowning achievement," he said. "Anything that would undermine it would be foolhardy and counterproductive." ■

Ten TV groups ready to talk retrans

Led by LIN's Gary Chapman, broadcasters sending out letters to cable MSO's

By Kim McAvoy

At least 10 television group owners will ask the nation's top 10 cable MSO's this week to sit down with them and discuss a timetable and framework for paying stations a retransmission-consent fee.

The broadcasters were reviewing a letter late last week that, upon approval, will go out to cable executives early this week.

Gary Chapman, chairman of the National Association of Broadcasters and president of LIN Television Corp., who is organizing the coalition (BROADCASTING & CABLE, April 26), said the coalition comprises large and small groups. But because of potential antitrust problems, he said, none of the groups operate in the same markets. And, Chapman said, they are not going to discuss specific rates as a group.

"We've outlined our goals," said Chapman. "We're asking them how we can best do this." The broadcasters feel it's important that they establish a "working relationship" with the cable industry, he said.

Chapman would not identify the TV groups he's talked to. However, among those said to be considering signing are Group W, Chris-Craft/United Television and Pulitzer Broadcasting.

Cable has already begun balking at



Broadcasters feel it's important they establish a "working relationship" with the cable industry.

Gary Chapman

the idea of paying broadcasters a retransmission-consent fee. Three of the nation's largest cable operators, Tele-Communications Inc., Continental Cablevision and Jones Intercable, have vowed not to pay (see box, page 19).

Chapman called Continental Cablevision's Amos Hostetter's comments

at a Washington luncheon (see page 19) "a disappointment," noting that Hostetter indicated he would spend half a billion dollars on hardware this year but "not a penny to his largest and most valuable program suppliers."

Moreover, Chapman said the cable industry was going to have to do some "reconfiguration" of its programming costs. "Too much money is going to cable channels that have too little viewership," said Chapman. The broadcaster coalition will likely rely on a variety of studies to underscore the value of their signals. A Tele-Communications Inc. study released last August placed a value of \$1.67 for broadcaster signals.

"I don't think this solves the transactional problems broadcasters face," said Steve Effros, president of the Community Antenna Television Association. There are more than 13,000 cable systems, he said. "Broadcasters can't just deal with a couple of big companies," he added.

Effros warned that there were going to be some "severe dislocations" and that the public was "going to be hurt and the public is going to scream."

He thought the best thing broadcasters could do was to ask the FCC to delay the implementation of its must-carry and retransmission-consent rules "until we can figure out how this is going to work." ■

Continental won't pay retrans fees

Cable is 'a crippled animal,' says MSO's Chairman/CEO Amos Hostetter

By Harry A. Jessell

Continental Cablevision will not pay retransmission-consent fees to TV broadcasters, but the third largest operator will enter into long-term agreements to carry commercial stations with "significant local programming," Continental Chairman and Chief Executive Officer Amos Hostetter said last week.

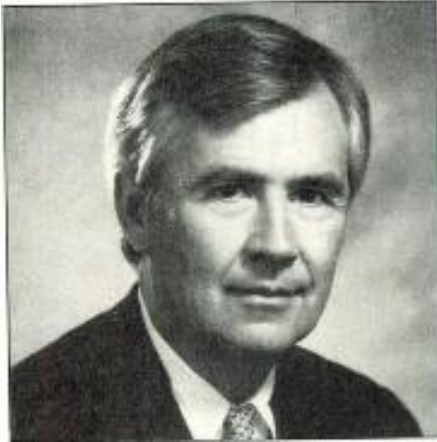
"Continental is not prepared to pay ...for signals that are otherwise available to the public free over-the-air," Hostetter told a group of communications attorneys in Washington.

Continental, which serves nearly 3 million subscribers, is following the lead of Tele-Communications Inc., the nation's largest operator (10 million subscribers), which has repeatedly said it would not pay for broadcast signals (see box). Together, they serve 23% of the 56 million cable homes, or 14% of the 92 million TV homes.

Continental and other cable operators, now facing a government-mandated rollback of cable rates of 10% or more, cannot also afford to start paying for broadcast signals, Hostetter warned. A revenue loss of 10% means a cash flow loss of 20%, he said. That alone could put some operators in technical default on their loans, he said. "This is a crippled animal."

Hostetter said Continental will consider non-cash retransmission-consent deals involving advertising, cross-promotion or co-productions. But "the macho that came out of the recent [National Association of Broadcasters] convention is not the least bit constructive," said Hostetter, referring to talk there of demanding stiff fees from operators (BROADCASTING & CABLE, April 26).

Gary Chapman, president of LIN Television Corp. and NAB chairman, who stirred up much of the convention talk, responded to Hostetter's no-fees pledge with more macho. "If that's the case, he is going to have some subscribers in Grand Rapids who won't get to see the Super Bowl," Chapman said. As an NBC affiliate, LIN's WOOD(TV) Grand Rapids will be airing the NFL championship game next January.



Bud Hostetter draws the line.

The 1992 Cable Act gives broadcasters until June 17 to demand either carriage on local cable systems (must carry) or fees—or some other form of compensation—from systems for the right to carry their signals (retransmission consent).

Hostetter urged all stations to opt for must carry, promising full-power commercial stations with "significant" local news and public affairs long-term—10 or 15 years—carriage contracts. "These broadcast stations will then be secure, regardless of whether must carry is ultimately declared unconstitutional by the U.S. Supreme Court," he said.

Continental's no-fees position was sealed when the commission decided not to allow operators to pass through initially the added cost to subscribers, Hostetter said. That the FCC may allow pass-through after one year doesn't matter, he said. Pass-through was just one of many factors that led Continental to adopt a hard line, according to Hostetter. "Why should subscriber A pay for the *Washington Post* if the *Washington Post* is being delivered free to the rest of the neighborhood?" he asked.

Retrans: 3 of top 10 MSO's say no

Continental Cablevision Chairman/CEO Amos Hostetter last week became the latest of the top 10 MSO leaders to refuse to pay retransmission-consent fees. Continental joins Tele-Communications Inc. and Jones Intercable in rejecting plans to pay television stations for signals. TCI has long said its subscribers should not be required to pay extra for over-the-air signals they would normally get for free, said spokesman Bob Thomson.

The remaining top MSO's are mum on the subject.

"We'd probably have a problem paying local broadcasters for carriage of something the public would normally get for free," said Jeff Unaitis, corporate director of public relations for Newschannels Corp. But the MSO has not publicly stated an official policy. "Ultimately, our goal is not to negotiate in the media."

Cox Cable has been hesitant to make a public statement because the MSO is very decentralized and the company is sensitive to its broadcast division, said spokeswoman Ellen East. The Cox systems' general managers are meeting on May 13 and might develop a policy, she said.

Cablevision Systems, Comcast and Time Warner last week refused to publicly state whether they would make cash payments to stations. Cablevision Industries executives did not return calls by press time last Friday.

Meanwhile, several MSO executives expressed concern that local broadcasters have not begun retransmission-consent negotiations.

"Each day that goes by is a lost opportunity," said TCI's Bob Thomson, noting that the standard program license normally takes a minimum of six months to complete. TCI's state managers were recently given two days of retransmission-consent training and hope to initiate conversations with stations over the next three weeks.

"Let's not sit around and wait," he said. "If there's a real intent to resolve conflict, we should start now."

—RB



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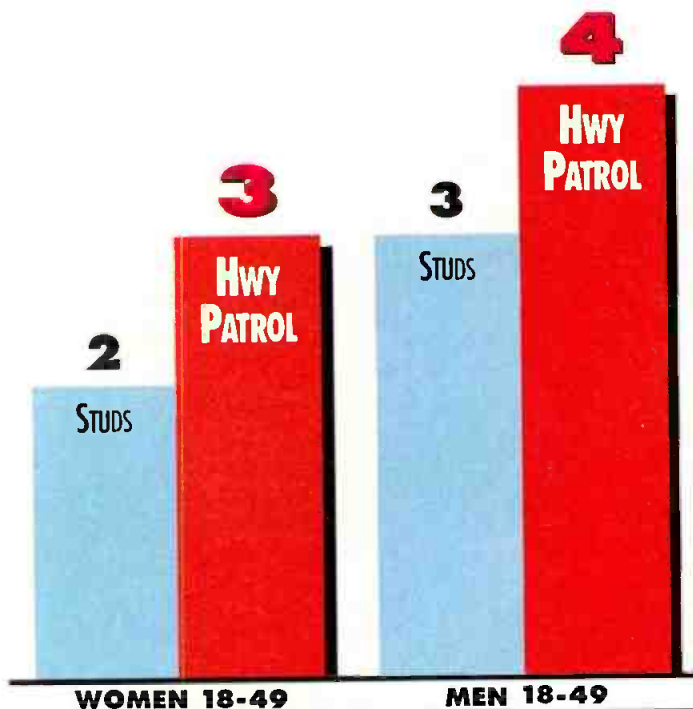
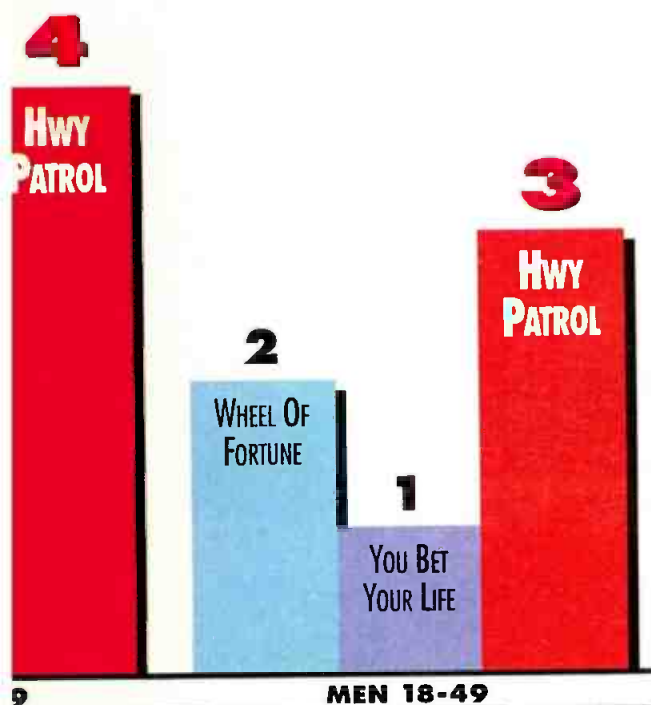
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'RoboCop' revs up for syndication entry

Skyvision acquires TV rights from Orion; hopes to emulate success of 'Star Treks'

By Mike Freeman

Brand recognition has consistently been cited as a key ingredient in the success of first-run syndicated hour series. It appears that Toronto-based newcomer Skyvision Entertainment feels it can strike gold with the U.S. and overseas television rights to the highly successful "RoboCop" theatrical series from Orion Pictures Corp.

Skyvision hopes the projected January or fall 1994 series can approach or surpass the monumental ratings and revenue success of Paramount's two *Star Trek* series (*The Next Generation* and *Deep Space Nine*). Skyvision is bankrolling the project with \$30 million-plus.

Bob Sanitsky, an agent for Hollywood-based International Creative Management, packaged the rights deal for Skyvision. The two-year-old production company reportedly put a \$500,000 upfront guarantee and a significant gross revenue participation offer to Orion, which recently went through a financial reorganization. Sanitsky, a former senior vice president of syndication development at Orion, used his longtime contacts to bring Orion Pictures President Len White and Orion Television Executive Vice President Joe Indelli into accord with the proposal laid out by Skyvision President Brian K. Ross.

Although Columbia, Twentieth and Warner Bros. were rumored to have made aggressive bids for the TV rights, and are believed still to be vying for U.S. distribution rights from Skyvision, Sanitsky declined to confirm the studios in play for *RoboCop*. The choice for domestic distributor is expected to be made later this week.

Howard Rosen, Skyvision's vice president of business affairs and finance, said the production company plans on budgeting up to \$1.5 million per episode. With a total price tag of approximately \$33 million for the first 22 original episodes, Rosen claims Skyvision has a long-term commitment for *RoboCop*'s funding from its parent company.

The "RoboCop I" and "RoboCop II" theatricals, which grossed a com-



bined \$350 million at the box office, starred Peter Weller, but Rosen could not confirm whether Weller would be in the series. A third "RoboCop" theatrical featuring a new lead is set for release in fall 1993.

Skyvision, a unit of Labatt Entertainment Group, has made its presence known in the U.S. market by produc-

ing NBC's prime time *Secret Service* and The Discovery Channel's *Heart of Courage*. (Also in development is a series called *Cold Warriors* for NBC.) But the acquisition of *RoboCop* represents Skyvision's first attempt to break into the American syndication market, something to which Rosen says parent company John Labatt Ltd. is "committing all its resources."

"What people south of the [Canadian] border may not know is that Labatt Ltd. is a diverse conglomerate which earned over \$5 billion in gross revenues last year," Rosen said, referring to such holdings as Labatt Brewing Co., the Toronto Blue Jays baseball team, video and audio production houses Dome Productions and Sounds Interchange, and Partners USA (a Santa Monica-based commercial spot production company).

Sanitsky added: "It's like Anheuser-Busch meets Time Warner. Labatt Entertainment Group is the largest communications group in Canada, and it is their intention to establish a presence in the U.S. marketplace, be it through acquiring, producing, distributing or financing series projects." ■

Conan O'Brien has tough clearance act to follow

By Steve Coe

With the announcement that Conan O'Brien will succeed David Letterman in the 12:30 a.m. time slot (see story, page 24), NBC is faced with the task of maintaining their high clearance levels in late night: the network is currently cleared in 99% of the country, with *Late Night with David Letterman* cleared live in 85%. With an untested commodity in O'Brien coming into the time slot, some may be looking to fill the time with profitable syndicated programming.

A survey of NBC affiliates in the top 20 markets shows 14 stations currently clear the Letterman show in pattern. The six affiliates delaying the

program are KRON-TV, San Francisco, KXAS-TV, Dallas-Fort Worth, KARE-TV Minneapolis-St. Paul, KSDK-TV, St. Louis, KCRA-TV Sacramento, and KPNX-TV Phoenix.

KXAS-TV, which has delayed the Letterman show for the past three years and is currently airing *Love Connection* in the post-*Tonight Show* time period, may be persuaded to carry the new *Late Night* show in pattern if the proper incentives are offered, said Doug Adams, president and general manager. "We'll probably continue to delay the half-hour, but anything is open for discussion."

Adams said that the last discussions he had with the network came before Letterman decided to move to CBS, "but we haven't heard anything since."

My expectation is that NBC should call affiliates and talk about incentives for clearances as ABC has done with *Nightline* and CBS has done for the

Letterman show."

The incentives he mentioned consist of giving more local time back to the stations. ■

Just say no in Cheyenne

Picking up the case for an FM freeze where FCC Chairman James Quello left off two weeks ago at the NAB convention in Las Vegas, two Cheyenne, Wyo., radio stations reiterated their opposition to a new allocation in the market. KMUS-FM and KLEN(FM) asked the commission to look at economic impact data, not just the technical feasibility of adding a new station, in considering allocations. The addition of a ninth station in Cheyenne, they asserted, "would cause devastating harm to an already distressed radio market." At the convention, Quello acknowledged that the FCC's "quest for competition and diversity" in the 1980's has led to a majority of stations that are unable to support themselves, and said he would soon move on the NAB's call for a nationwide freeze. —JG

TCI, Carolco say PPV deal is no threat to theaters

By Rich Brown

A breakthrough plan by top MSO Tele-Communications Inc. and Carolco Pictures to offer movies on pay per view prior to their theatrical window will not cannibalize the theatrical and home video revenue for those titles, officials at both companies said last week.

Responding to charges the plan could hurt the theater business, TCI Chief Operating Officer Brendan Clouston and Carolco board member Michael Garstin contacted a number of journalists last week to tell their side of the story. Clouston labeled as "premature" and "alarmist" some of the reactions in the press by Hollywood dealmakers. "A lot of people don't have enough facts to criticize it," he said.

Clouston said the potential audience size for each of the PPV titles would not threaten the theatrical business.

"At most, one or two or three percent of American homes are likely to participate," said Clouston. "We're talking about a very small subset."

Clouston said a pre-theatrical PPV window could actually help promote a theatrical window through various joint marketing efforts. He said customers who buy the PPV title, for example, could win free movie tickets

to the theatrical release. "The interest will raise revenues all the way down the chain," said Clouston.

"Carolco believes you can maximize or increase the total pie," said Garstin, who, in addition to his board seat, is an executive vice president at Daniels & Associates who approached TCI on investing in Carolco. "Only 20% to 25% of the population goes to the theater. The big hit pictures are seen more than once, even theatrically."

As planned, TCI will invest up to \$90 million, divided equally, in the production of up to four Carolco motion pictures over the next four years, beginning in late 1994. Up to \$50 million of TCI's investment will be spent on Carolco stock, with the balance representing nonrefundable rights payments for pre-theatrical pay-per-view rights to the four as-yet-undetermined titles. Retail pricing has not been decided, although various sources have suggested \$25 as a possibility.

TCI and Carolco plan to talk with the talent and the people involved in other aspects of distribution of the titles to "make sure their interests are listened to and taken care of," said Garstin. Clouston said TCI has not yet had talks with any other studios about similar deals. ■

Set makers, cable are incompatible

By Sean Scully

The Electronic Industries Association has harshly attacked the cable industry, accusing it of ignoring the 1992 Cable Act.

In comments filed at the FCC, the EIA said the cable industry is trying to thwart the will of Congress and mislead the FCC by placing the blame for incompatibility between television sets and cable systems at the feet of the consumer electronics industry.

"The commission must work with the statute as it was enacted into law, not as the cable industry wishes to have it rewritten," EIA wrote.

EIA accused cable operators of proposing to increase the number and complexity of set-top converter boxes, which it said will increase confusion and incompatibility rather than ease the problem. It also said the cable industry is willfully rejecting technologies that could take the place of converters, such as interdiction and broadband descrambling.

The cable industry strongly denies EIA's charges. "We think we've spoken very clearly to the Cable Act," said Wendell Bailey, vice president of science and technology for the National Cable Television Association.

The cable industry, Bailey said, has offered to make new set-top converters that would answer complaints from consumers by including bypass switches and dual descramblers allowing a viewer to watch one channel and record another, even if the channels were scrambled.

The cost of the new converters would be somewhat higher, Bailey said, but the Cable Act also regulates how much a cable operator can charge consumers to recover equipment costs.

"The electronics industry's faith in 'clear channel' technologies [such as interdiction] is both misplaced and indicative of its belief that the cable industry must shoulder the burden of finding solutions to compatibility issues," NCTA wrote. ■

For More Late-Breaking News, See "In Brief," Pages 80 and 81

Programming

NBC taps Conan O'Brien for late night

Comedian/comedy writer-producer to succeed Letterman

By Steve Coe

On a top 10 list of candidates most likely to succeed David Letterman, the names of Garry Shandling, Dennis Miller, Dana Carvey and even Fox's Ben Stiller would appear. The name Conan O'Brien probably would not.

When the search started several months ago to replace one of the most dynamic personalities in TV and certainly in late night, O'Brien's position on the probability list was somewhere between Norman Fell and *Quincy's* assistant, Sam. Nonetheless, last week NBC turned to the comedy writer and producer with little on-camera experience to inherit the late-night mantle.

"Who?" said Jon Ruby, vice president, KVOA-TV Tucson only half jokingly when asked about the announcement. "I don't know anything about Conan, but he seems like a bright and witty guy." O'Brien made his debut to viewers and NBC affiliates via a short introduction by Jay Leno during Monday's *The Tonight Show*.

Over the past couple of weeks, much of the speculation leading up to the announcement focused on the network's ongoing negotiations with Garry Shandling. O'Brien had apparently been Lorne Michaels choice for several weeks, but NBC executives were reluctant, preferring a recognizable commodity to avoid affiliate defection in the time period. But, when Shandling's manager, Brad Grey, told NBC executives last Monday to remove his client's name from consideration, the network turned to Michaels's selection.

When it was announced by NBC in January that Letterman was leaving the network, Michaels, the executive producer of *Saturday Night Live*, was pegged as the producer of the new late-night show.

Shandling's withdrawal apparently



Leno introduces Conan O'Brien

had to do with getting the show up and running in time for its proposed August debut. The comedian is currently starring in HBO's successful *The Larry Sanders Show* series, and involvement in both projects may have proven unwieldy.

HBO would not comment on the negotiations between Shandling and NBC other than to say: "We don't

think anyone can do a talk show better than Larry Sanders, not even Garry Shandling or Conan O'Brien for that matter."

"I couldn't be more pleased with the choice of Conan as host of our *Late Night* show," said Michaels. "He has three things I was looking for: vitality, wit and intelligence."

Warren Littlefield, president, NBC Entertainment, was equally enthusiastic. "Conan O'Brien represents the voice of a whole new generation for the late-night audience, and we are very excited to have him as part of our team."

Although a stranger to viewers, O'Brien faces the task at hand with credentials in the comedy world. He is currently a writer and producer for *The Simpsons*, and previous writing credits include HBO's *Not Necessarily the News* and *Saturday Night Live*, for which he won an Emmy. His performing experience includes sketch and improvisational comedy at The Groundlings Theatre and appearances as an occasional sketch player on *Saturday Night Live*. ■

Vicki takes a walk

'Wonder Years' co-star Alley Mills and talk veteran Cristina Ferrare are set as fill-in hosts

By Mike Freeman

A feud between talk show host Vicki Lawrence and distributor Group W Productions apparently reached the boiling point last Monday when Lawrence walked off the set of her freshman syndicated strip.

Several sources say the feud stems from Lawrence's desire to assume more creative control from Group W. The syndicator responded by bringing in *Wonder Years* co-star Alley Mills

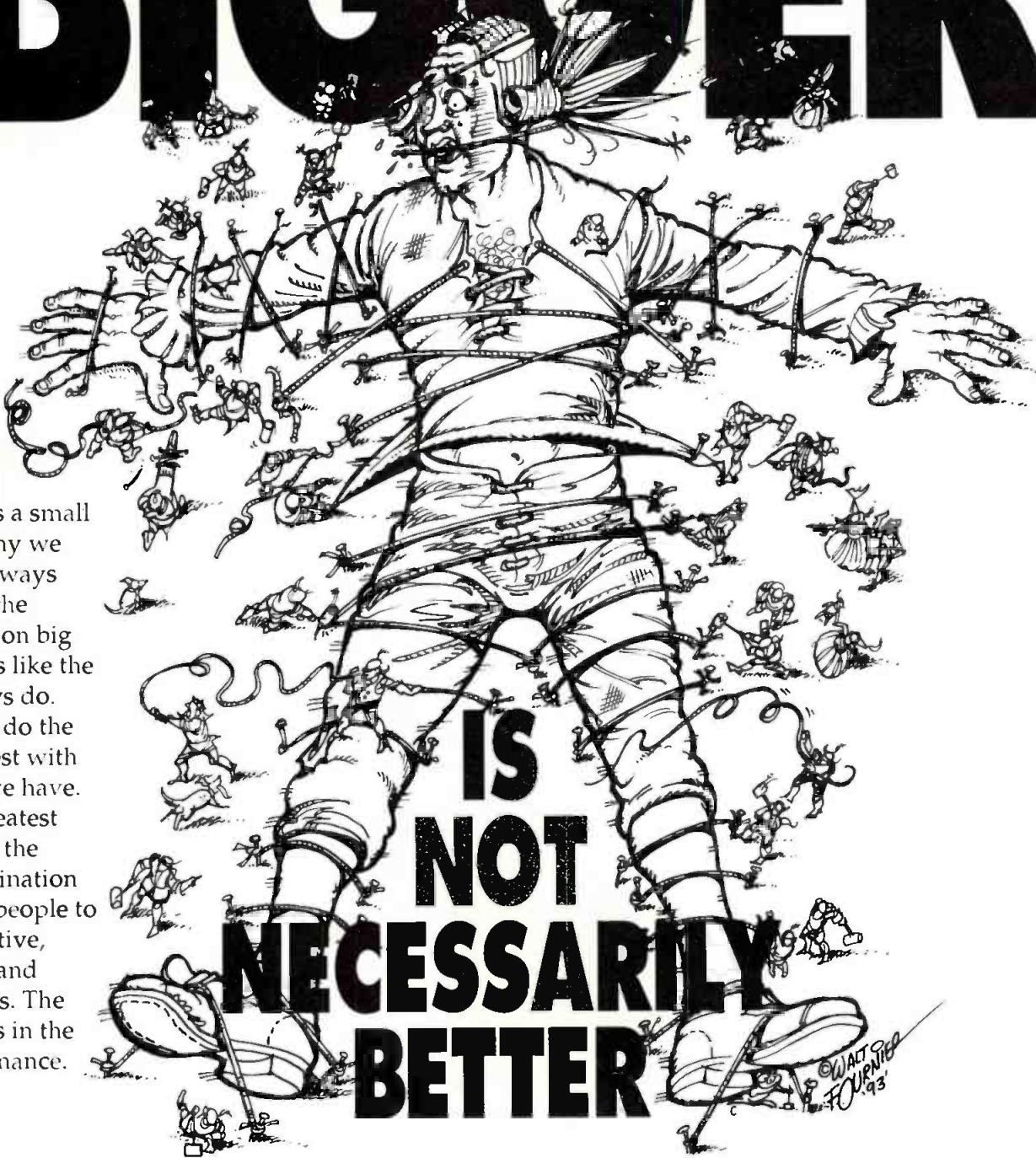
and Cristina Ferrare late last week as fill-in hosts, with sources suggesting they are being tested as permanent replacements should Lawrence extend her holdout.

The circumstances behind Lawrence's departure are somewhat puzzling, given that she emerged from the February sweeps as the highest-rated rookie talk show host, with a healthy 3.4 rating/13 share average (NSI, Casandra report).

According to a *Vicki!* production

BIGGER

As a small company we can't always spend the money on big projects like the big guys do. But we do the very best with what we have. Our greatest asset is the determination of our people to be creative, caring and winners. The proof is in the performance.



IS
NOT
NECESSARILY
BETTER

NATPE IRIS AWARDS

- 1990-WFTX-TV, Ft. Myers, "TROUBLESHOOTER"
- 1991-WOGX-TV, Ocala-Gainesville, "WELCOME HOME"
- 1992-WTHI-TV, Terre Haute, "UNITED WAY"

RATINGS

- WOGX-TV, No. 1, Fox 18-49*
 - WFTX-TV, No. 4, Fox 18-49*
- *NSI, Nov. 1992

RATINGS

- WTHI-TV, 4 NEWSCASTS EVERYDAY M-F +50 Share
 - S/O-S/O (M-Sun), Outperforms CBS 171%, HH Ratings*
- *NSI, ARB Nov. 1992

WTHI-FM

- 35.5 12+ Metroshare, No. 2 all U.S. Radio*
- *DUNCAN'S AMERICAN RADIO (ARBITRON)

WV B

Wabash Valley Broadcasting Corporation ■ Indianapolis, IN ■ Chris Duffy, President, C.E.O.

The Little Company That ~~Could~~ Does

source, Group W had held out hope that Lawrence would return for a taping last Tuesday, but when Lawrence failed to show, Group W cast temporary hosts for the remaining post-May sweeps episodes left to be produced. (First-run production for this season concludes May 14.)

By midweek, the source said, Group W was "impressed" enough with Mills's run-throughs to start taping episodes with her at press time on Thursday. A spokesman for Group W confirmed that Mills would be serving as host but, like Ferrare and other yet-to-be named hosts, would be doing so only on a temporary basis. "If things work out in the next few weeks, they will replace Vicki with Alley Mills,"

contends the show source.

Early last week, Lawrence was claiming in published accounts that Group W Productions President Derk Zimmerman had planted a spy on the show, whom she identified as accountant Dan Fletcher.

According to a *Vicki!* production source, Lawrence and her husband, Al Schultz, got into a "screaming match" with Fletcher over producers the pair wanted to hire for the show and a proposal from Group W to expand the shooting schedule from two to three episodes per day.

In recent weeks, supervising producer Ray Guiliani had been dismissed from the show, and another show source cited the "deteriorating

relationship" between Lawrence and executive producer Nancy Alspaugh, a veteran in-house Group W producer, which the source said created a "nearly intolerable atmosphere" for the remaining production staff. The show's original executive producer, David Fein, was quietly released from his contract at Lawrence's behest, according to a Hollywood agency source.

Her press representative, David Brokaw, said Lawrence had no further comment. In a prepared statement, Zimmerman said Lawrence "informed [Group W] that her personal physician has recommended several weeks of rest," which could presumably mean she won't return for season-ending production later this month. ■

Showtime thinks family time for '93-'94

Upcoming season will feature animated series and another entry from Shelley Duvall

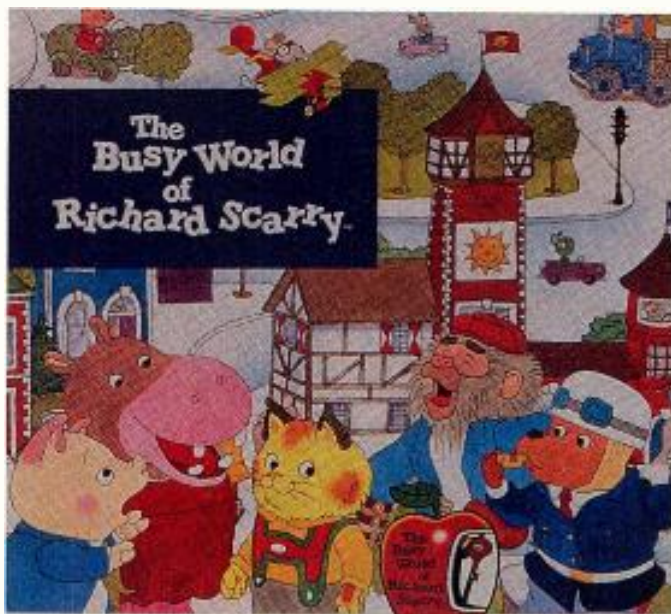
By Rich Brown

Showtime has lined up a family oriented programing slate for the 1993-94 fall season that will include the network's fifth collaborative series with Shelley Duvall's Think Entertainment and an animated series based on the popular Richard Scarry children's books.

Just as broadcast and basic cable programers are placing added emphasis on children's programing, Showtime is making sure that family programs are an important part of its mix. The pay-television network's research shows that roughly half of its subscribing households have children under the age of 18 and that parents in those households are concerned about what their kids are watching on television.

Showtime's new deal with Think Entertainment calls for 13 episodes of *Mrs. Piggle-Wiggle*, a live-action show based on the classic storybook character. The show is being produced by Think in association with Universal Family Entertainment. It marks Duvall's fifth series for the pay channel and the first 13-episode deal between the two companies. The series will debut in early 1994.

Also new to the Showtime kids lineup in 1994 will be *The Busy World of Richard Scarry*, a 13-part animated



Among Showtime's new kids offerings is *'The Busy World of Richard Scarry,'* a 13-part animated series produced by CINAR under license from Paramount.

series produced by CINAR under license from Paramount Communications Inc. The series will air as part of a one-hour floating time block launched last October by Showtime to highlight the premieres of the network's newest original children's series.

As for renewals, Think Entertainment has received an order for six additional episodes of *Shelley Duvall's Bedtime Stories*, the half-hour animated series that will feature narration by Billy Crystal, Steve Martin, Candice

Bergen, Morgan Freeman and Charles Grodin. The new episodes will begin airing weekly this fall.

Showtime has also placed orders for 10 new episodes of *OWLTV*, a science and nature series from Canada; six more episodes of *We All Have Tales*, an international storytelling series, and seven new episodes of *American Heroes & Legends*, featuring narrations by Laura Dern, Geena Davis, Graham Greene and Garrison Keillor. *Tales* and *Heroes* are both animated shows from Rabbit Ears Productions. ■



CBS's Howard Stringer

Broadcasting's Ardent Advocate

or: *Take That, John Malone*

CBS/Broadcast Group President Howard Stringer talks about the network's future—often in terms of its storied past—and characterizes cable as a clinical and cold “one-armed bandit for making money.”

We've come to you as a network broadcaster—someone who represents the once and perhaps even the future kings. With cable coming on strong—perhaps 500 channels in the wings and yet the networks still in a position of some dominance—how will it turn out? Are you riding the right horse?

I think we've been riding the right horse for the last few years in concentrating on getting broadcasting organized. I think the strategy that was ridiculed five or six years ago when Larry Tisch started it has been proved right. Concentrating on a single theme in a steadfast, single-minded fashion has meant that this company's had very few distractions. We've gone on with the business of putting good

programming on the air and putting more successful programming on the air—which is difficult enough without branching out and diversifying and chasing our tail up corridors that are pretty well regulated and controlled by the competition anyway.

So in that respect the question as to whether or not that strategy is a long-term one for CBS is a much more complicated one. And it's one the affiliates come into because we've said that we're taking our affiliates with us, that the relationship between the networks and the affiliates is a bond that has significance for the future, as it has for the past, and anything we do, we do with the affiliates

COVER STORY

"[Cable] is a brilliant system designed to make money. It is not a brilliant system designed for original programing. It makes precious little."

in mind because they brought us here and they'll take us to the next hurdle.

I've always thought there was no love lost between networks and affiliates. They always wanted more money, they wouldn't clear when you needed them and if another network got a little bit better ratings they were gone. I know the party line is that there's this great partnership between the two, but is it real?

I think you're exactly right. I don't think very many affiliates trust us, and I think the nature of the network-affiliate relationship is designed to be unhelpful; that if group owners own three separate network affiliates, then it really doesn't matter who's on first. They can play one up against another; their own bottom line is more important than the future of the network. I understand all that. I just don't think we've done a particularly good job of locking the relationship more definitively together. And, by the way, we started preaching it in earnest over the last one or two



Stringer with prize late-night catch David Letterman

years, and it's still very hard.

The fact is that group owners have no particular loyalty to any network. They have a loyalty to the system, but they have no particular loyalty to any one network.

It's not their fault: the system has been designed like everything else about American broadcasting now. There's a giant pyramid jerry-built, one layer on top, with broadcasting at the bottom and cable and DBS and digital and fiber optics all the way to the top of this pyramid. And in some ways it's crushing the life out of the process that created the world's most effective mass programing ever.

Cable is clinical and cold; it's the one-armed bandit for making money. It's a brilliant system designed to make money. It is not a brilliant system designed for original programing—it makes precious little. It is a clever system to make most people pay for more than they want. And that's what guarantees its survival: you pay for 20 channels when you want three. It's a moment in history that almost defies explanation.

The people who built broadcasting—David Sarnoff, Bill Paley, Frank Stanton, Leonard Goldenson and others—and the people in Britain, for instance, like David Plowright and Paul Fox, created programing because they were essentially

broadcasters who believed in a mission. They believed in standards; they believed in practices; they believed in the responsibilities of broadcasting. In England they've already crushed the life out of those. I mean, the government said overnight that "we don't care about that; what you've done is irrelevant. You've had a bit of a monopoly; let's get rid of it." And now all we've got running British television are people who obviously aren't interested in programing. They want to buy programing. They want to put it on because it's cheap.

Similarly, in this country, the broadcasters cared about their news divisions, cared about their standards and practices, cared about the nature of the business, and jerry-built on the top of this has been these layers of new technology. The two never meet. The greatest irony is that the two never meet.

Everyone's a programer; everybody can create programing. But this system between studios, affiliates and networks, which grew up by the complicated way of deregulation, is very good at what it does, and preserving it would seem to be the most important part. So in that sense I'm a bit of a Luddite. I want to preserve what we've got because I don't believe a 500-channel universe will reinvent the wheel.

Does anybody really want 500 channels? Most people really want only seven or nine—with 35 channels or 50 channels they only want seven or nine because except for those males who restlessly roam through their evening of the living dead in search of some kind of programing, whether it's frontal nudity or a chuckle they hadn't imagined they could get, those people are forever grazing, and with 500 channels they'll just graze longer and it will take them longer to find programing. Most people want to see something from start to finish—whether it be serious or light—and 500 channels aren't going to change that very much.

If anything, the one change about the 500-channel universe is that people are now saying, as Discovery's John Hendricks says, "Well, what we want is the opportunity to show *60 Minutes* in a different time period." Hey, we're the ones who have *60 Minutes*. Cable programing is not going to invent *60 Minutes*.

But will you let it go? Will you let it be used on a pay-per-view basis?

Anything we let go will be let go under the strictest laboratory fashion. Because if we let that go and the affiliates start letting their own programing go, it may destroy our base. The question we have to ask ourselves is, if *60 Minutes* is on Monday night, Tuesday night and Wednesday night, what is it doing to our Monday night, Tuesday night and Wednesday night lineups? The multiplex in question, which is the vogue, is something that we have to ask ourselves and we have to examine very carefully. We don't let it go in an early rush of greed—which is what it would be to sell off a *60 Minutes* multiplex to make a few extra bucks. And before you know it, we can never again launch a show on Tuesday night because the people who didn't see *60 Minutes* on Sunday are watching it Tuesday. Now, there are a

lot of people out there who haven't seen any one of our shows on any given night, so there may be a window of opportunity, but I think we have to walk very carefully into it.

It's clear, however, that a new system of broadcasting is evolving both on the cable side and on the over-the-air side. The broadcaster is desperately trying to get multiple channels for over-the-air use through the second channel of HDTV, or however that occurs. There's got to be a change, and CBS, it appears, has been the network most reluctant to get into the new cable side of technology. Can you forever pull back?

No. But again, we're constantly criticized for what we haven't done, and yet, would I have spent \$100 million on CNBC? No. But the strategy of the last three or four years has worked out. We're more profitable; we're more successful. We're likely to be more profitable for the next couple of years in the short-term. But there is no law that says this company shouldn't diversify. I don't think Larry Tisch is ever going to say no to anything that makes a lot of sense. And in the 500-channel universe, it's going to be a vacuum. Once you've gone through the 200 shopping channels and the 60 movie channels and the gardening channel and the mechanics channel and the plumbing channel, is there going to be room for another CBS channel? Maybe there is, but we have a brand identity on this single channel that—in a free market—would generate an enormous amount of money. People want to watch us. With an average of 35 to 40 cable channels, in the February sweeps, the three networks plus Fox picked up 90% of the audience on one evening.

So the question of whether you multiplex it to death and prevent it from ever becoming bigger is something we have to look at. If CBS-1 and CBS-2 is another way to make your revenues meet without destroying the distribution system, then it's always worth considering.

But what we do is difficult enough, John Malone [of TCI] notwithstanding. When somebody announces, "Hey, I'm going to do original programming!" and joins the land rush to Hollywood—as if there were more gold than is already in those hills—it's a touch laughable. Just as 25 years ago when the FCC liberated 7 to 8 p.m. for the local channels. Do you remember that glorious moment in which the word went to the land: "We want to encourage talent in the hinterland to step forward into this glorious opportunity and do the kind of programming that the networks won't do"? Well, what have we had since then? *Hard Copy*, *Wheel of Fortune* and assorted horrors that have long since vanished from the medium.

It is not easy to do original programming; it is probably harder now than it ever was because it's diluted by Fox in some ways.

Are you committed not to get into cable as a systems owner?

We're committed to anything that makes sense. We've got assets. Larry Tisch's approach is fairly single-minded and careful, and he has said on the record a number of times that we're taking our affiliates—no matter how reluctantly, no matter how suspiciously—with us.

You make a very persuasive case for sticking with the broadcast model and achieving a lot of audience popularity. But you're not making much money, essentially. Does that concern you?

It certainly ought to. We've done much better this quarter and I think we're going to do much better next quarter, but we've also come off a sports deal that might have been in the catastrophic area. So, once those slip away and presumably we're never going to do anything quite that desperate again—it bought us time in a bad period—but we don't need it now, so I can't see those kinds of losses offsetting whatever revenues we make. I think we've done a very good job in Hollywood of getting control of costs, and here in the news division and in the sports division. They're not megaprofits, but you could equally make the case in cable. The only thing driving cable right now is more and more channels. The existing cable channels are maturer. HBO hasn't gone up in some time, and there's no single program on cable demonstrating a large popular audience. I think the most successful basic cable show is *Murder, She Wrote*. I



Escorting a valuable member of CBS family, Candice Bergen

think it's a brilliant device for making money which I wish I had a piece of.

This country is fascinated by new technology. We're great at tearing down the old in the flush of excitement about the new. And if we seem like we're rather conservative in trying to preserve what it is we have, ultimately, globally, as international markets continue, software will always be needed. There'll be hardware ad nauseum—Japan will see to that. But whether it's China or India or Czechoslovakia or, God forbid, one day Bosnia, you know, they'll be sitting there watching *Medicine Woman*; they won't be sitting there watching machinery. And as long as we can produce enough good material—and we haven't done a good-enough job yet, I admit—as long as we do that we'll survive and, ultimately, we'll be profitable.

You say cable is not showing much growth, yet a number of the cable networks are continuing to report subscriber growth, and their profits and revenues are going very nicely, too.

That's not because of success in programming so much as the

"[W]e have a brand identity on this single channel that—in a free market—would generate an enormous amount of money."

"We have been narrowly regulated and narrowly confined and tied down on the beach like Gulliver..."

way the financial arrangements of cable are structured. You still need us to get the pictures. The truth is, if we did take the ultimate gamble and wander off cable, we could sink cable. If all three networks and Fox wandered off, how long would cable last?

Well, what's going to happen in June, when the retransmission-consent deadline rolls around?

Well, we're not allowed to act in concert, as you know. We're negotiating all over the place right now. But how we're doing it and how we're succeeding I'm not going to discuss.

You can label cable networks what you want, you can say it's a format game and you clearly have the bragging rights on what you're doing with your programming in terms of households, but are the dollars going to follow your bragging rights? They will follow to a certain extent, but for a network



With Mike Wallace, CBS's '60 Minute' Man

that's generating over \$2½ billion in revenue, over \$3 billion gross, the amount of profits therein really aren't that great even for 1993. So in a sense what I'm asking is: What's the big deal?

The big deal is that three networks get 60% of the American audience. Now it's structured differently because we only have a single revenue stream, which is advertising, and that revenue is certainly cut into by some others. But the fact of the matter is if it were a free market and indeed you have to pay for the network, and you had a choice of which station to pay for, the audience would end up paying for CBS, NBC, ABC and Fox.

Now, with retransmission we are making the point that cable was allowed to be created on the backs of the networks and protected in order for it to grow. Fair enough, we could have been a monopoly years ago had we been allowed to develop globally—the way Time Warner is currently developing—we would be an enormous, multinational, diversified combine. Who knows, we might have actually competed against the Japanese. But we didn't. We have been narrowly regulated and narrowly confined and tied down on the beach like Gulliver and staked in. And while Hollywood studios run around saying, "Don't let them off the beach or they'll trample the beachfront," the cable companies have grown and grown.

You say it's not a huge profit. No, it's not a huge profit. It's kind of remarkable considering the way we are so narrowly constricted and so forced into this tight little box. And goodness gracious, we still do original programming; we still serve the best wishes of the audience and we still have standards and practices and we still care about audiences.

The National Association of Broadcasters did a survey in which consumers said that CBS was worth about \$2.19 per month. In your mind, is CBS worth \$2.19 per month or is it more like 10 cents per month that a lot of people have talked about?

It's not in my interest to charge the audience a lot. It's in my interest to keep it a free, over-the-air broadcast. You're looking at a person who used to run the news division. I am by nature an egalitarian and democratic; I do not agree with Ted Turner that the only people watching the network at the turn of the century will be the poor, the minorities and the elderly—which the cable monster has threatened over the years. I mean the truth is that I don't want to charge a lot of money; I want the right to survive. I think the audience needs us to survive. So as far as I'm concerned, when we charge 10 cents a subscriber, if that keeps us going, so much the better. Are we worth \$2, \$3? Yes, but that's not the point. The point is we reach everybody. The point is it's a free, over-the-air system and it has value. It has value above and beyond the dollar you put in or even what advertisers pay for it.

So what I hear you saying is that perhaps the real amount of money you want is as much as you can get that would permit you to stay on a basic tier?

Pretty much.

I'd like to switch you over to fin-syn. Assuming that the court vacates the consent decrees and all the rest of it happens, is there going to be a new day, a new bonanza?

First of all, assuming that the consent decrees will go away is a little premature. There are more actors and producers and studio chiefs in Washington in the past month than there are pilgrimages to Mecca. And Jack Valenti [head of the Motion Picture Association of America] has been playing a degree of shuttle diplomacy that makes me extremely nervous. I don't think we've won that battle. I think logically we won the battle, but we could win that over and over again. The idea that we can be both dinosaur and monster all at the same time is now patently absurd. But Jack is enormously persuasive, and Hollywood sends compelling missionaries to Washington, perhaps better than the broadcasters.

If we're going to survive we need a measure of deregulation. We need a level playing field. It is surely absurd that a nation should be protected from a network so that Sony and Time Warner and Matsushita can survive accordingly.

So, we'll just see whether logic will prevail and we will be allowed to compete in this multi-tiered diversified world. We will make more on programming; there's no instant panacea on that. But it will be a level playing field; we'll be able to compete. At some point we won't be tortured at the end of the four-year negotiations into license fees that

Look What We Can Accomplish When We All Work Together.

At R.J. Reynolds Tobacco Company we are concerned about the environment...underage smoking...people getting along. From encouraging proper disposal of cigarettes and discouraging youth smoking, to helping create a climate where all people are treated with dignity and respect -- we're working with organizations and groups nationwide to do something about it. Here are just some examples...



Environmental Programs

Reynolds Tobacco is committed to the environment. We distribute a variety of materials -- ranging from posters to portable ashtrays -- to educate smokers about what they can do to reduce litter and keep the environment clean.

We're working with environmental organizations and local communities to communicate with consumers on how they can do their part.



"Right Decisions Right Now"

Working with educators and experts, this special program has been developed to discourage youth smoking. Used in and around schools, this program includes special outdoor advertising, in-school posters, and teacher training materials to help instruct kids on how to resist peer influence to smoke.

"Support the Law... It Works"

Most states already have laws that prohibit the sale of cigarettes to minors. Research studies show that supporting these laws will reduce minors' access to cigarettes by over 50%. And this means a significant reduction in underage smoking.

We've worked with retailers nationwide to provide a comprehensive training program to help them comply with minimum age laws on all age restricted products, including tobacco.



"How to Talk to Your Kids..."

Good communication has been shown to be an important deterrent to underage smoking. Working with parents and experts, we have developed a special parents information brochure, "How To Talk To Your Kids About Not Smoking Even If You Do." It's available free by calling 1-800-457-7200.



Peaceful Coexistence

In many public places, a wedge is being driven between smokers and non-smokers. R.J. Reynolds Tobacco's "Peaceful Coexistence" program is aimed at seeking solutions and better relations through courtesy and common sense. With the assistance of restaurant and bar owners, smokers and non-smokers, we're working to deliver this message on coasters, napkins, posters and other materials - provided free of charge. And they use a uniquely humorous approach to accomplish the serious task of building bridges instead of walls.



R.J. Reynolds
Tobacco Company

"You don't sit in this office and think about Bill Paley without thinking about all those dreams and all those visions."

guarantee no profit—which is what can happen now. We will have some share in our destiny, working it out with the studios. I think we'll do just as many relationships with the studios and independents as ever.

Will you merge with a studio?

We have no plan at the moment. People troop through here; they're always trooping. There's nothing in it; we're not allowed to at the moment, so there isn't anything being considered. But I think, in that sense, whatever gives us a better chance of making the kind of profits that you want for me, which are possibly higher than the ones I need myself, I suppose anything is possible. But at the moment, we're fairly single-minded. When the time comes, if we need to do something dramatic, we will have to do it in conjunction with our affiliates. But we're not planning any surprises.

Anybody who's been at CBS as long as I have knows



Sharing a victory laugh with Laurence Tisch

there's something worth preserving. I watched what happened to David Plowright at Granada Television. I watched what happened to Thames Television by the stroke of a pen, without a single creative thought, implicit in what was done to it. And I say that CBS still has something to offer. Do I get overly angry at cable and all the forces that rise against us? Yes, because this was more than a business for making money. It did make a lot of money, but great people around CBS were concerned with the quality of the programing and the impact on the audiences and the value of the news division.

You don't sit in this office and think about Bill Paley without thinking about all those dreams and all those visions. And so, preserving an organization is almost as much my role as taking it into the future. So if I sometimes seem like I'm being dragged kicking and screaming into the 21st century, I say, "So what?" Because I've got to drag something with me into the new media, the new technology, the digital disk. They can make and talk about people letting their fingers do the walking every night when they stagger home after a hard day and going digital and going crazy—the mother upstairs, the father downstairs, the kids playing on their screens—but I'm saying we have something to look after and something to give them.

Are we making enough money now? No. Do I feel in danger occasionally? Absolutely. Do I look like I'm fighting a real gut action against forces over which I have no control? A lot of the time. But if you work in this building, you work for this company, you don't go down without a fight.

Some people have grandiose visions, some people are into programing. There's a time and place for both, and at the moment we don't have the grandiose vision because it's not possible given regulations and stuff—in part because we feel the constraints of having to look after what we've got. TCI has done a brilliant job of blocking us; do you think it's really fair there should be only one news channel? I could do a news channel for \$10 million a year now with the amount of material I have in there. But we're blocked from that just as CNBC is blocked.

Has Larry Tisch made a decision about the upcoming baseball and football contracts?

No, but we're looking. We're not in the decision stages, we're looking at numbers and we're actively considering. Waiting to join the battle, but there's nothing on the table yet, although we expect it pretty soon.

That almost sounds like there has been at least a decision to join the battle.

That's really semantics. You don't really join the battle until you see numbers. Obviously we're proud of what we've done with baseball. We've got people who know how to do it now, we're not against the idea of continuing it, but we've made it clear where we stand financially and we haven't seen numbers yet. So if the numbers across the table are absurd, then we won't join the battle. If there's a reasonable set of negotiations and discussions to start off thoughtfully, we'll be there.

What do you think about doing a revenue-sharing arrangement with baseball?

To which I say "What revenue?" I mean, half of what we lost would have been a good idea.

You speak about a jerry-built television system in this country—and every country—which has been sort of squashed. How would you have it? How do you think it might be better, and what might we build toward?

It's very hard after the fact. I think the interesting question is what would have happened if it hadn't been regulated the way it was, if the broadcasters were allowed into cable. There's a part of me that says that the people who care about broadcasting the most might have been very helpful in designing it, designing a blueprint for the future. In a sense that's un-American; it's not the entrepreneurial way. But some kind of compromise between the two might have been appropriate. For some reason the broadcasters found themselves too often in a hostile relationship with Washington—maybe it was because of our news divisions, which by doing their job alienated successive administrations. The alternative is some kind of czar that rearranges the pieces, and I haven't seen any czars that I want to have rearrange the pieces. ■

PSYCHO

Some people think that when it comes to being a broadcast or cable promotion or marketing executive, it helps to be a little crazy.

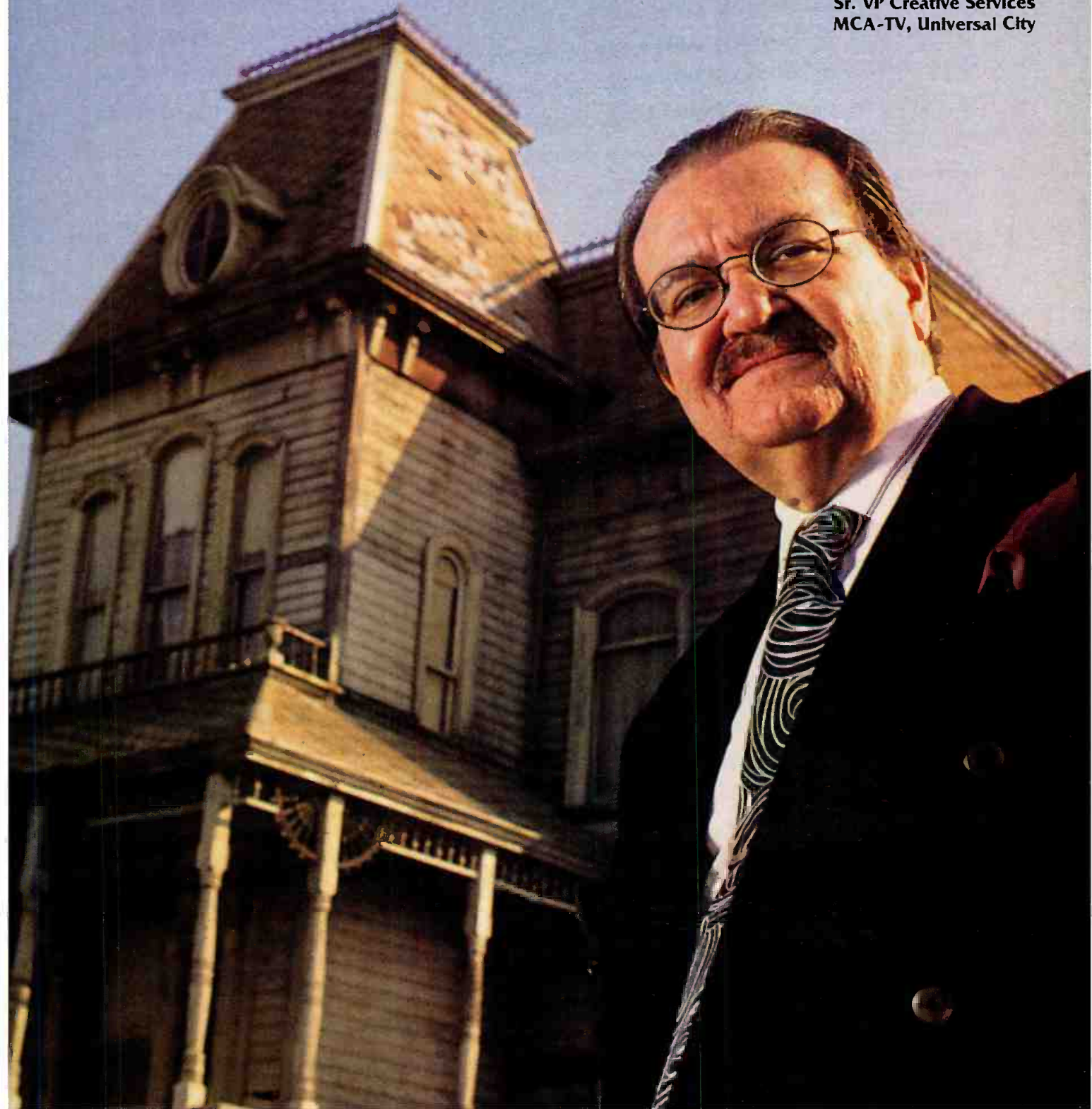
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MCA-TV, Universal City



Stock rises for FCC-friendly kids fare

FCC crackdown has syndicators, stations searching for right kids stuff

By Steve McClellan

With the FCC serious about enforcing new and stricter regulations regarding service obligations to children, many stations are contemplating producing their own programs to meet those obligations.

In addition, producers with strong reputations on the noncommercial side of the business, including the Children's Television Workshop, are aggressively exploring what they see as new opportunities on the commercial side.

These developments come in the wake of a flurry of recently announced "FCC-friendly" projects by established syndicators, driven largely by the 1990 Children's Television Act and recent press stories that the FCC will take stations to task for suggesting that they're meeting their obligations to kids with programs such as *The Jetsons* and *G.I. Joe*.

But some program analysts caution that stations be careful when evaluating the new crop of so-called FCC-friendly programs, and not just take the word of the syndicator that the shows will pass muster. "Let the buyer beware" is what I've been telling stations," said Janeen Bjork, vice president and director of programing, Seltel.

Bjork has compiled a list of 25 programs that are being touted as FCC-friendly by the distributors selling them (see chart). Her opinion is that fewer than half of those shows live up to the spirit and letter of the new regulations.

But it is a tricky process because the commission has been vague about what constitutes a program that qualifies under the rules and how much of such programing is necessary.

"If you do a science project, it's pretty clear that would qualify under the new rules as educational programing," said Bjork. "But you wonder, does a show with 25% of its content clearly educational—and then the rest of the time goes behind the scenes to watch a movie or a comic book being made—count under the new rules? I don't know the answer."

One distributor confident his new

show qualifies under the act is Dick Perin, of MG/Perin, which is trying to launch a magazine for teens, *Mental Soup*. "I've got more tape sitting at lawyers' offices," said Perin. "There's no question the stations are feeling the pressure. The biggest battle we have is that the stations tend to focus on shows for 8-year-olds, even though the act covers teens through the age of 16."

One thing seems pretty clear, said Seltel's Bjork: "As a general rule, stations ought to plan on doing more than they were before the act was passed."

FCC-friendly fare

(according to distributors)

Adventures in Wonderland.....	BVT
Captain Planet & the Planeteers	TPS
Bill Nye the Science Guy.....	BVT
The Edison Twins.....	Grove TV
Energy Express.....	Tribune
The Hallo Spencer Show.....	Saban
Kids of Courage.....	Claster
The Land of I.....	Grove TV
Mad Scientist Toon Club.....	Saban
Mental Soup.....	MG/Perin
New Adventures/Captain Planet	TPS
Nick News.....	Viacom
Not Just News.....	Twentieth
Pick Your Brain.....	Summit
Real News for Kids.....	TPS
Romper Room.....	Claster
Scramble.....	Pandora
Scratch.....	MMI
Smart Show.....	Augie Vision
Teen Seen.....	Promark/All American
Timberwood Tales.....	Dick Cignarelli
Twinkle the Dream Being.....	Zodiac
What's Up.....	Kristi Boyer
Widget.....	Zodiac
Zoo Life w/Jack Hanna.....	Litton

Source: Seltel

Station executives agreed. "It is clear the commission and Congress expect TV stations and the networks to do a better job providing for children's" programing needs, said John Sawhill, president and general manager, WJLA(TV) Washington.

Allbritton's WJLA is among a number of stations that are exploring in-house local kids program development. Others include WPIX-TV New York and WGN-TV Chicago, both owned by Tribune and Group W stations.

Sawhill said the station has developed "several pilots" for local weekly educational informational children's shows and will probably do several more before deciding which, if any, to pursue. "We believe we are fulfilling our obligations to children now," he said. "But we want to do more."

Stations may be motivated by the success that some broadcasters have had recently in developing kids shows—most notably, Belo Broadcasting. Belo's Sacramento station, KXTV, developed a local teen magazine, *Scratch*, which will enter its third year in syndication next fall. Belo also developed *Beakman's World*, with Columbia Pictures Television, which entered syndication this season and is being picked up by CBS for Saturday morning next fall.

But Sawhill and others said that finding a big syndication hit was secondary to developing shows that serve children locally, which is what the rules require stations to do.

At WPIX, Vice President and General Manager Michael Eigner said the station is exploring developing local children's programs. He also confirmed that the station would pick up *Energy Express*, a children's sports and fitness weekly to be produced at co-owned WGN-TV. Tribune is offering the show in syndication.

"I think there has been a lack of shows available to fill the needs" required by the Children's Act, said Eigner. "Most of the product that has been available has been on PBS."

But at least one heretofore non-commercial producer, CTW, is exploring opportunities to develop shows for domestic syndication. That comes from Franklin Getchell, the company's senior vice president of programing and production.

"We are thinking about development for syndication very seriously," said Getchell. "There's the issue of economics. Up to now, programs in syndication have cost less to produce than it costs to produce a show like ours," he said. "In the past there wasn't a sense of a lot of interest in shows like ours from commercial broadcasters. But clearly there's been a turn of events."

Just two weeks ago, CTW's first commercial children's series was announced—an educational cartoon, *Cro*, that will be on ABC's Saturday schedule next fall. Getchell said CTW will begin discussions with potential distributors for several proposed syndication projects shortly.

At Group W Television, one executive confirmed that several stations in the group are considering local kids programs. "The stations are looking to be responsive to the rules, and they have talented people and a record of local production," said the executive.

Meanwhile, Turner Program Services is out racking up cash sales for year two of the syndicated newscast

Geography lesson

National Geographic Television is entering the children's TV business. Andrew Carl Wilk, whose credits include *3-2-1 Contact* and *Little Muppet Monsters*, will head NGTV's new children's programing unit. First project in development is a weekly show, *What in the World*, based in part on *National Geographic World* children's magazine.

for kids, *Real News for Kids*. The first season, the show was offered for bar-

ter and didn't generate high ratings or ad revenue. But the show is clearly an example of a kids program that addresses informational needs, and TPS is hoping enough stations will pay money for the show to justify the fairly steep production cost (more than \$35,000 per week).

"In terms of the license fees, we feel we need to go ahead—we're about 75% there," said TPS Senior Vice President John Walden. "It's a slow process, in part because sometimes the stations get defensive about the rules. We're not here to suggest they aren't meeting the requirement, we just have a show we think fills a need."

Transactional TV: a piece of the action

Stations get percentage of gross from items sold in shows

By Mike Freeman

Looking to provide an alternative to infomercial programing featuring zealous fitness queens or real estate kings, a pair of San Francisco-based syndicators with "transactional" television programs are marketing two new series they insist are definitive departures from that genre, as well as from the barter ad-supported and cash-license programing historically offered in syndication.

GGP and Preview Media Inc. are marketing *Sports Snapshot* and *Preview Vacation Bargains*, respectively, as weekly syndicated series that they feel will legitimize the transactional format as a new programing form in broadcasting.

Since launching *Sports Snapshot* just before last January's NATPE convention in San Francisco (as first reported in *BROADCASTING & CABLE*, Jan. 25), GGP President Bob Horowitz claims that clearance deals have been sealed in 51 markets representing 42% U.S. coverage ("Closed Circuit," April 26).

The primary pitch behind *Sports Snapshot*, a sports trivia game show with a transactional merchandising tie-in with sports card and memorabilia merchandiser Upper Deck Authenticated, is a 10%-15% gross revenue sharing plan based on the sales of sports memorabilia in the station's ADI coverage area.

While stations retain five-and-a-half

minutes of local advertising time (GGP takes one-and-a-half minutes for national ad sales) in the half-hour series, Horowitz also disclosed that an "incentive-based" multiple-tier time period plan and a locally customized "per-inquiry" commercial spot program have been added to the marketing package.

Horowitz credited Steve Gigliotti, vice president and general manager of

KCBS-TV Los Angeles, with suggesting the tiering incentive as "another carrot" to induce stations to schedule *Sports Snapshot* adjacent to live sports event programing (local or network broadcasts) and, in certain cases, weekend prime time programing.

Initially, Horowitz says, KCBS-TV, WNBC-TV New York and KPIX-TV San Francisco are being given the opportunity to earn an additional 10%-20% of

Broadcasting & Cable

April 19-25

TOP 5 BASIC CABLE SERVICES

NETWORK—HOUSEHOLDS (THOUSANDS)—RATING/SHARE

TBS 1,474

2.4/4.0

USA 1,408

2.3/3.8

ESPN 991

1.6/2.7

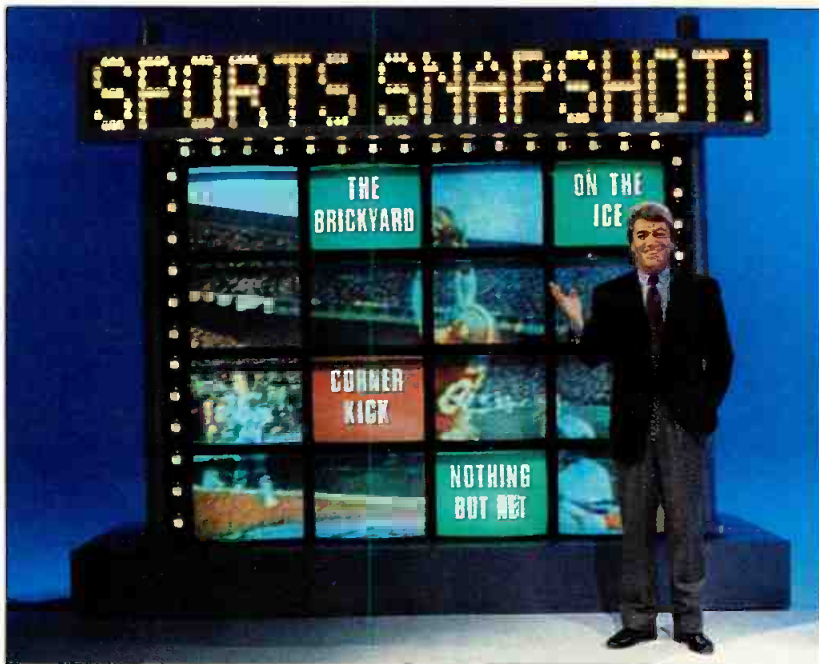
CNN 918

1.5/2.5

TNT 798

1.4/2.3

All prime time 8-11 p.m. data supplied by outside sources based on Nielsen Media Research. Ratings and shares based on coverage households of each network.



GGP hopes to attract stations to its transactional sports trivia show with a revenue sharing plan for memorabilia sold through the show.

the gross profits by providing the higher-rated, event-related clearances. If all goes well, he says, GGP plans to extend the bonus plan to all stations signed on to carry the show starting in fall 1993.

With 40 weeks of original episodes being planned for production, GGP and Upper Deck are also giving sta-

tions the option of returning portions of their local ad inventory for the per-inquiry spots. Besides selling nationally marketed sports memorabilia via an 800 phone number broadcast on the show, Upper Deck intends to use the locally customized "P.I." spots to sell merchandise specific to the professional sports franchises within each

market. Horowitz estimated that 10%-15% of the gross profits from the per-inquiry spots would be returned to stations.

"I believe stations will see more money from the shared merchandising revenues than they would make from selling advertising on the national and local spot markets," Horowitz claimed.

Preview Vacation Bargains, which began airing last March on NBC O&O's *WNBC*, *KNBC-TV* Los Angeles, *WMAQ-TV* Chicago and *WRC-TV* Washington, retains all the ad inventory and returns an unspecified percentage of its net profits from the sale of vacation travel packages featured in locally customized broadcasts.

Although he declined to discuss what kind of revenues are being returned to the NBC stations, Preview Media President and Chief Executive Officer Jim Hornthal confirmed that those stations have renewed the series and said two other NBC O&O's, *WTVJ-TV* Miami and *KCNC-TV* Denver, are also joining the station lineup this summer.

He claimed that clearance deals are close to completion with stations in Philadelphia, San Francisco, Boston, Dallas, Detroit, Houston, Minneapolis and Atlanta. ■

Associated Press plans international video service

By Steve McClellan

The board of directors of the Associated Press has given the go-ahead for the news cooperative to develop a plan to launch an international video news service. AP has been exploring the feasibility of such a service—and developing a working model for it—for close to two years. The AP board would still have to approve whatever final plan the international TV unit devises before it is launched.

AP plans to hire more than 100 new full-time TV staffers for the service. They will be placed in foreign bureaus and in Washington, where the service is to be based.

The service could be launched as early as 1994, although AP officials have stressed in the past that the timing of the launch is tied to developments in video compression technology that will enable AP to feed video

efficiently over its existing global data service network (BROADCASTING, Oct. 19, 1992).

In an AP story reporting the decision, Frank Daniels Jr., chairman of the AP board and president of the News and Observer Publishing Co., Raleigh, N.C., said: "Looking to the future, we have asked management to pursue international video as a business—as a strategic move to round out the services offered by the AP." Dan-

iels said the board's action last week signaled its understanding that "video is going to be a part of news in the future and that we want to make every effort to be a part of it."

The decision comes at a time when a number of news services, including CNN, Reuters' Visnews and the BBC, are trying to strengthen their positions as global news providers. The AP service would use Betacam and Hi-8 equipment in the field. ■

STAK stacking up in wireless

Short Takes Inc. (STAK), a Phoenix-based company that acquires wireless cable TV licenses and develops and operates wireless cable systems, has entered into a joint venture with a group of California investors to launch a wireless cable service in Minneapolis and has signed a letter of intent to develop a service in Memphis. The Minneapolis system is offering 28 TV channels, including four premium services, to subscribers. STAK operates joint venture wireless cable systems in Fort Worth, Tex. and Minneapolis-St. Paul, Minn., and has acquired licenses in Dallas and Pittsburgh. —RB

TCI invests \$10 million in interactive

That's good news for interactive network; bad news is that next day competitor files \$10 million lawsuit against it

By Rich Brown

Top MSO Tele-Communications Inc. has reached an agreement in principle to invest \$10 million in Interactive Network Inc., the Mountain View, Calif.-based company that plans to begin rolling out its subscription-based, interactive TV technology nationally this fall. If an IN competitor has its way, however, the company won't have that \$10 million for long.

Under the agreement, TCI will invest in the company in exchange for a 15% interest in the company's stock. TCI will pay \$6.65 million in cash plus \$3.35 million in advertising and promotional services to accompany the national roll-out.

Wall Street reacted favorably last week to news of the TCI investment, with IN's stock rising 30% on Tuesday to \$9.50. It was a welcome boost for the financially troubled IN, which had just withdrawn a proposed secondary public offering of 2.5 million shares. Along with the new boost from TCI, strategic investors in the company include NBC, Gannett Co., A.C.



Women in Cable co-sponsored a Women in Power symposium last Monday (April 26) on perceptions of women in their roles in front of and behind the camera. Among the participants were (l-r) symposium co-chairs Chris Sheehan, senior VP, MTV Networks, and Barbara Bellafiore Sanden, president, Bell Media; writer/activist Betty Friedan; Ruth Warren, Women in Cable president and group VP, operations, Jones Intercable, and Geraldine Laybourne, vice chairman, MTV Networks, and president, Nickelodeon/Nick at Night. The symposium was held at the Four Seasons Hotel in Hollywood.

Nielsen Co., Cablevision Systems Corp. and United Artists (TCI).

The TCI deal is particularly noteworthy because it enables the cable giant to participate in developing interactive technologies without having to compete with an outside interactive company, said Marcie Milner, a research analyst with the investment banking firm Dickinson & Co. TCI recently announced plans for a \$2 billion upgrade of its systems that will ultimately allow the MSO to offer a wide variety of interactive services.

Milner said TCI's involvement in the company also helps place IN "well ahead of the competition out there." But the competition last week

managed to make some noise of its own.

A day after the TCI/IN announcement, competing interactive company NTN Communications announced that it had filed a \$10 million lawsuit against IN charging the company with making "ongoing misstatements that NTN cannot legally deliver its game into the home." It marks the second suit brought against IN by NTN, which last June took the company to federal court in San Francisco alleging that the IN game patent had been fraudulently obtained. That case is scheduled for trial in November, according to NTN.

IN President/CEO David Lockton shot back that his company has submitted a counterclaim seeking the revocation of a patent license granted in 1987 to NTN Communications and a permanent injunction prohibiting further playing of QB1, an interactive football game. IN has also filed a motion seeking dismissal of NTN's claim that IN's patent is invalid.

Lawsuits aside, IN has been test marketing its interactive technology in San Francisco and plans to expand to three major metropolitan markets in the fall. Denver, home of TCI headquarters, will be among those areas.

The IN technology allows viewers to play along in real time with television programs, including sports events and TV shows such as *Wheel of Fortune*.



IN's wireless, hand-held control unit

Comsat's video on demand: 'an awful good business'

President/CEO Bruce Crockett says that in hotel environment, in-room entertainment is big revenue producer, generating \$15 million-\$20 million a year

By Harry A. Jessell

While the telcos and cable talk about video on demand, Comsat is doing it.

Best known for its international and mobile satellite services, the Washington-based company is now generating \$15 million-\$20 million a year from the sale of movies and other video offerings on an on-demand basis in 54,000 hotel rooms and has been turning a profit on it for the past 12 months.

Comsat expects those revenues and profits to grow rapidly over the next few years as it signs up more hotels for its On Command Video in-room video. By the end of this year, it expects to be in more than 100,000 rooms.

"It's an awful good business, at least in the hotel environment," says Comsat President and CEO Bruce Crockett, who has made in-room entertainment one of the cornerstones of his strategy to reinvigorate the telecommunications company and push annual revenues past the \$1 billion mark by 1996. "I think this can be a \$300 million business within three or four years," he says.

Comsat, offering a handful of movies via satellite at fixed times, had struggled for several years in the in-room business. But the on-demand feature, coupled with a much greater variety of offerings, has made all the difference, Crockett says. "The buy rates are triple, even higher."

The course of Comsat's in-room business changed for the better in 1991 when it bought a minority stake in On Command Video Corp., of Sunnysvale, Calif., which developed the on-demand technology. Since then, it has increased its interest to a controlling 65.7% and put On Command Video under the corporate wing of its Comsat Video Enterprises division, headed by Charlie Lyons.

On Command Video is sophisticated, but not particularly high tech.



Comsat President Bruce Crockett

In each participating hotel is a bank of 120 VCR's, each pre-armed with a movie or other feature. Popular items may be loaded into several of the machines. Using a remote control, a guest scans the menu on his TV screen and orders, triggering a VCR that begins feeding the selection.

The system cheats a little. If someone is already viewing a particular movie and no other VCR has it cued up, the selection disappears from the menu. That saves the guest the frustration of ordering something he cannot immediately receive and preserves the on-demand feature.

Experience has shown that 120 VCR's are needed for every 500 rooms. That means large hotels may be served by more than one set of recorders. The cost is about \$250 per room to install.

Comsat signs five- or seven-year contracts with hotels, which entitle it to the better end of a 90/10 split. Comsat's share amounts to about a dollar per room per day, yielding a payback in 17-22 months on a 60- or 84-month contract, according to Crockett. "The returns on an individual hotel are very, very attractive."

Of course, Comsat has to split its

revenues with movie studios and other copyright holders. "For a first run movie like 'Pretty Woman,' in the first month that it is offered in the system, you might have to pay a royalty of 40%," Crockett says. "For a lesser movie that has been around a long time, an instructional tape or something, you might not have to pay anything or very little."

On Command stays in touch with its customers. Every night, from its Sunnysvale headquarters, it conducts an electronic diagnostics and viewership check of each room. "We know what movies were watched from what time to what time. We know the demographics of the hotels. We know what tape players are broken. We know what TV's aren't working," Crockett says. "Because of that, we can maintain the system, update the movies and fix the jammed tape machines."

Comsat's original satellite-delivered in-room service, Satellite Cinema, has languished because of "ivory tower" thinking, Crockett says. The system does not even give guests a remote control, he says. "Think about that. I mean, talk about building a system that wasn't user-friendly or customer-friendly."

Plans call for migrating many of the 300,000 rooms now served by Satellite Cinema to On Command and, more important, cutting deeper into its prime competitor, Spectradyne.

"This is pure and simple blocking and tackling," Crockett says. "I've said to people here a year ago, 'We're going to take huge amounts of market share away from Spectradyne, which looks a lot like the old Comsat.... They've been out of touch with their customers. And because they've been through some leveraged buyouts, they don't have the financial wherewithal to develop the next generation of equipment.'"

Comsat scored its biggest win last February when it lured Hilton away from Spectradyne.

Who emerges number one in the market will depend in part on the courts. The companies are locked in a bitter dispute over the on-demand technology, which Spectradyne has introduced in some of its hotels.

As he goes after Spectradyne, Crockett is not spending much time looking over his shoulder, despite the eventuality of cable operators with 500 channels and video-on-demand

capability of their own.

Comsat feels safe because of the other services On Command provides to hotels. "We're integrated into the hotel property management system," Crockett says. "We provide checkout capability. We tie in to the housekeeping system. We can provide messaging-type capability. We're integrated into the phone system. We have or are developing," he says, "this whole series of products for the hospitality industry."

Comsat is also making sure it stays on the cutting edge of the technology. Last November it joined the First Cities, a consortium dedicated to developing advanced entertainment and information technologies. The group includes such heavy-hitters as Apple Computer, Bellcore, Corning, Eastman Kodak, U.S. West, Southwestern Bell and North American Philips.

Crockett has no immediate ambition to break out of the hotel business and into the home. Comsat already has its hands full, he says.

"We've got something that works, makes money. There are tremendous opportunities for us to segment this market and provide value-added ser-

vices. And because we're growing so fast, it takes all the resources we have in that business.

"Do you know how hard it is to grow a business at a couple of hundred percent a year and keep it on the tracks? It takes all our energies just to make that successful."

If Comsat is wary about the mass market, it may be due to history. In the early 1980's, it lost hundreds of millions of dollars trying to launch a direct-broadcast satellite service as the cable industry rushed to wire the country. "I think DBS is a great way to turn a large fortune into a small fortune," Crockett says.

"DBS made sense when we wanted to do it in the late 1970's and early 1980's, but the technology wasn't willing," he says. "Today, the technology is willing, but I'm not sure there's a market. Cable passes an awful lot of America today."

Crockett seems somewhat surprised that video on demand has turned out to be such a revenue producer. "A year ago, it wasn't clear that video was a business for Comsat," he says. "Today, it is not only a business, it's a locomotive." ■

Comsat: more 'com' than 'sat'

I'm not sure the people who put me in this position realized I was going to be as—I won't say anti-satellite—as anti-de novo satellite systems as I am," says Bruce Crockett, who has been downplaying Comsat's satellite roots since his installation as president two years ago.

Launching new satellite systems "makes me very nervous" because of the large amount of upfront capital required, he says.

"We are a communications, information and entertainment distribution services company," he says. "The whole notion of the conveyance vehicle—satellite or cable or either—just isn't there anymore because we really are becoming a service company. Where it makes sense to use satellites, we will. Where it doesn't, we won't."

Crockett's cavalier attitude toward the satellite technology on which the 30-year-old company is built may have surprised some board members and investors, but none are complaining.

During the past year he has re-energized and streamlined the company, solidifying its core Intelsat international satellite communications business and aggressively pursuing potentially lucrative opportunities in mobile communications and in-room entertainment and information for the hospitality industry.

Wall Street's faith in Crockett pushed the stock to an all-time high in recent weeks, closing at \$59 last Tuesday.

Trying to shake Comsat's image as a stodgy no-growth concern, he promised investors last fall to nearly double revenues to \$1 billion by 1996. "Now this billion doesn't happen to be outrageous at all," insists Crockett. "It's in the bag."

The 49-year-old Crockett grew up professionally at Comsat (he has been with the company since 1980), but he seems determined to forge a corporate mentality that relies less on raw technology than on customer service and, more important, thrives on competition.

Comsat global satellite service, built on its membership in the Intelsat and Immarsat consortia, is a near monopoly, generating more than half of Comsat's \$560 million revenue in 1992.

Its current competitive tests are in mobile communications and the in-room entertainment business, where it has one-upped the competition with its on-demand technology (see story).

So far, so good. Mobile communications, primarily telecommunications services for ships, reported \$50 million in revenues for the first quarter of 1993, up 44% from \$34.7 million in the first quarter of 1992. Comsat Video Enterprises, which handles the hospitality business, was up 23%, from \$17.7 million to \$21.7 million.

Crockett realizes the greater its success, the more aggressive the competition will become. But he remains undaunted: "All I can tell you is you've got to take advantage of your tactical opportunities and prosecute." ■

—HAJ

CTAM pegs reregulated hopes on PPV

By Rich Brown

No one knows for sure exactly when compression technology and reregulation will give the pay-per-view industry the boost it is hoping for, but PPV marketers from around the country might get a better idea during the annual CTAM National Pay Per View Conference in New Orleans next week (May 10-12).

"We've read about the electronic highway, and now we'll actually hear from the people directly involved in making it happen," says John D. Clark Jr., senior vice president, marketing and programing, Crown Media, and chairman of this year's conference. "Is this new technology one year out or five years out or 10 years out? That will be one of the key questions."

CTAM is also expecting a greater presence by cable system managers at this year's show as the newly reregulated cable industry grows increasingly interested in the promise of the unregulated PPV revenue stream.

"Pay per view has shifted in the past couple of months from nice-to-have to must-have," said Clark. He said PPV marketers are hoping reregulation and the increased channel capacity made possible by compression will help boost the PPV business past its current \$140 million a year. "When those two are married, the result is pay per view will grow geometrically, not arithmetically."

Other scheduled speakers: Robert Wussler, chairman of International TelCel; James Kahan, senior vice president, corporate development, Southwestern Bell; Hal Krisbergh, president, Jerrold Communications; Gus Hauser, chairman and chief executive officer, Hauser Communications; Lee Masters, president, E! Entertainment; Dean Gilbert, executive vice president, KBLCOM; John Hendricks, chairman and CEO, Discovery Communications; Scott Kurnit, president, SET Pay Per View, and Hugh Panero, president, Request Television. ■



Broadcasting & Cable Top Cable Programs

April 19-25

The following are the top 40 basic cable programs, ranked by total number of households tuning in. Ratings are based on each network's total coverage households at the time of the program. Data are supplied by outside sources based on Nielsen Media Research.

	HHs. (000)	Rtg.	Program	Time (ET)	Network
1.	3,252	5.3	Janet Reno Press Conference/Waco	Mon. 5:30-6p	CNN
2.	3,094	5.0	FBI Press Conference/Waco	Mon. 5-5:30p	CNN
3.	3,080	5.0	Waco Raid	Mon. 2-3p	CNN
4.	2,558	4.2	NFL Draft	Sun. 12-6:30p	ESPN
5.	2,447	4.0	International Hour	Mon. 3-4p	CNN
6.	2,210	3.6	MLB (Red Sox vs. Angels)	Sun. 8-10:30p	ESPN
7.	2,121	3.6	Ren & Stimpy	Sun. 11-11:30a	NICK
8.	2,104	3.5	Hello Again (movie)	Sun. 2-4p	USA
9.	2,095	3.4	Larry King	Mon. 9-10p	CNN
10.	2,028	3.4	Murder, She Wrote	Mon. 8-9p	USA
11.	2,019	3.3	Murder, She Wrote	Fri. 8-9p	USA
12.	2,015	3.3	Waco Raid	Mon. 1-2p	CNN
13.	2,014	3.3	World News	Mon. 10-11p	CNN
14.	1,993	3.2	Early Prime	Mon. 4-4:30p	CNN
15.	1,937	3.1	Inside Politics	Mon. 4:30-5p	CNN
16.	1,876	3.0	Larry King	Tue. 9-10p	CNN
17.	1,870	3.0	Prime News	Mon. 8-9p	CNN
18.	1,855	3.2	Rugrats	Sun. 10:30-11a	NICK
19.	1,849	3.1	Murder, She Wrote	Wed. 8-9p	USA
20.	1,835	3.0	MLB (Braves vs. Cardinals)	Sat. 8-11:15p	TBS
21.	1,802	3.0	Murder, She Wrote	Tue. 8-9p	USA
22.	1,792	3.0	Diamonds Are Forever (movie)	Wed. 8-10:30p	TBS
23.	1,775	2.9	Sportscenter	Sun. 10:30-11:30p	ESPN
24.	1,766	2.9	Adventures in Babysitting (movie)	Sat. 1-3p	USA
25.	1,755	3.0	Salute Shorts	Sun. 11:30-12n	NICK
26.	1,729	2.9	Monday Night Raw	Mon. 9-10p	USA
27.	1,699	2.8	Leviathan (movie)	Sun. 10:30a-12:30p	TBS
28.	1,679	2.8	Pro Boxing	Tue. 9-11p	USA
29.	1,646	2.7	World Today	Mon. 6-7p	CNN
30.	1,644	2.7	MLB (Braves vs. Marlins)	Tue. 7:30-10:15p	TBS
31.	1,639	2.8	Ren & Stimpy	Sat. 9-9:30p	NICK
31.	1,639	2.8	Ren & Stimpy	Sat. 3:30-4p	NICK
33.	1,632	2.7	Runaway (movie)	Sun. 7-9p	TBS
34.	1,617	2.8	Ren & Stimpy	Sat. 3-3:30p	NICK
35.	1,616	2.6	Larry King	Wed. 9-10p	CNN
36.	1,615	2.7	Hello Again (movie)	Thu. 9-11p	USA
37.	1,588	2.6	Waco Raid	Mon. 11:30-12n	CNN
38.	1,548	2.5	Sportscenter	Sun. 11:30-12n	ESPN
39.	1,543	2.6	NBA Wild Card	Fri. 8-10:45p	TNT
40.	1,528	2.5	Boxing MacGyver	Tue. 11-11:15p	USA

	ABC	CBS	NBC	FOX
MONDAY	11.4/19	11.5/18	14.4/23	NO PROGRAMING
8:00	43. FBI: Untold Stor 9.8/16	21. Evening Shade 12.1/20	14. Fresh Prince 14.1/23	
8:30		36. Bob 10.9/17	17. Blossom 13.7/21	
9:00		19. Murphy Brown 13.1/20		
9:30	26. ABC Monday Night Movie—Always 11.7/19	31. Love and War 11.2/17	10. NBC Monday Night Movies—Father & Son: Dangerous Relations 14.6/24	
10:00		37. Northern Exposure 10.8/18		
10:30				
TUESDAY	14.4/24	12.3/20	8.0/13	3.0/5
8:00	20. Full House 12.9/22	9. Rescue: 911 14.8/24	71. Quantum Leap 7.1/12	95. Class of '96 3.0/5
8:30	21. Hangin' w/Mr. C 12.1/19			
9:00	2. Roseanne 18.8/29		67. Law and Order 7.4/12	96. Tribeca 2.9/5
9:30	10. Delta 14.6/23	33. CBS Tuesday Movie—The Fire Next Time, Part 2 11.0/18		
10:00	15. ABC News Special 14.0/24		46. Dateline NBC 9.6/16	
10:30				
WEDNESDAY	10.5/17	14.1/23	11.0/18	7.6/12
8:00	60. Wonder Years 8.3/14	49. Wanna Bet? 9.3/16	12. Unsolved Mysteries 14.5/24	64. Beverly Hills, 90210 7.6/12
8:30	64. Home Free 7.6/12			
9:00	6. Home Improvmt 17.4/27		49. 1st Person with Maria Shriver 9.3/14	
9:30	16. Coach 13.9/22	7. Walker, Texas Ranger* 16.5/27		
10:00	61. Sirens 7.8/13		49. Law & Order 9.3/16	
10:30				
THURSDAY	12.8/22	6.8/11	14.1/24	9.5/16
8:00		82. Bugs Bustin' Out 6.1/11	32. Cheers 11.1/19	29. The Simpsons 11.3/20
8:30	23. Matlock 12.0/20	89. Magic Paintbrush 5.6/9	23. Wings 12.0/20	27. Martin 11.6/20
9:00		74. Street Stories 6.6/10	1. Cheers 19.2/31	56. ILC: 1st Season 8.7/14
9:30			3. Seinfeld 18.2/29	81. Down the Shore 6.2/10
10:00	13. Primetime Live 14.4/25	61. Picket Fences 7.8/14	25. L.A. Law 11.9/21	
10:30				
FRIDAY	11.7/22	7.0/13	8.4/16	6.6/12
8:00	39. Family Matters 10.7/22	69. Golden Palace 7.2/14	90. Secret Service 5.5/11	71. America's Most Wanted 7.1/14
8:30	28. Step By Step 11.4/22	66. Dudley 7.5/14		80. Sightings 6.3/12
9:00	33. Getting By 11.0/20	73. Ultimate Driving Challenge 7.0/13	43. NBC Movie of the Week—Perry Mason: The Case of the Heartbroken Bride 9.8/18	88. Sightings 2 5.8/10
9:30	45. Where I Live 9.7/17			
10:00	18. 20/20 13.6/25	75. Bodies of Evidence 6.5/12		
10:30				
SATURDAY	6.9/13	8.7/17	8.6/17	7.8/15
8:00		57. Dr. Quinn, Medicine Woman 8.6/17	87. Almost Home 5.9/12	59. Cops 8.4/17
8:30	76. ABC Movie Special—Moving 6.4/12	82. League/Thr Own 6.1/12	76. Nurses 6.4/12	53. Cops 2 9.1/18
9:00		85. Brooklyn Bridge 6.0/11	52. Empty Nest 9.2/18	69. Code 3 7.2/14
9:30		29. Walker, Texas Ranger 11.3/22	41. Mad About You 10.3/19	76. Code 3 2 6.4/12
10:00	61. The Commish 7.8/15		42. Sisters 10.0/19	
10:30				
SUNDAY	9.1/15	17.6/30	9.4/16	7.1/12
7:00	58. Am Fun Hm Video 8.5/17	3. 60 Minutes 18.2/35	82. Ross Perot 6.1/12	94. Parker Lewis 3.2/6
7:30	76. Dinosaurs 6.4/12		91. What Happened? 4.8/9	93. Shaky Ground 4.4/8
8:00	68. Day One 7.3/12	8. Murder She Wrote 15.7/26	48. I Witness Video 9.4/16	53. In Living Color 9.1/16
8:30				55. Herman's Head 8.9/14
9:00				33. Married w/Childn 11.0/17
9:30	37. ABC Sunday Night Movie—Tightrope 10.8/17	3. CBS Sunday Movie—Call of the Wild 18.2/29	40. NBC Sunday Night Movie—Born Too Soon 10.5/17	46. Herman's Head 9.6/15
10:00				85. Flying Blind 6.0/10
10:30				92. The Edge 4.6/8
WEEK'S AVGS	10.9/19	11.4/20	10.5/18	6.9/12
SSN. TO DATE	12.3/20	13.2/22	10.9/18	7.7/12

RANKING/SHOW [PROGRAM RATING/SHARE]

*PREMIERE

SOURCE: NIELSEN MEDIA RESEARCH

YELLOW TINT IS WINNER OF TIME SLOT

Radio

Hackers plead guilty in contest fraud

At least three L.A. stations were victims of computer tampering, federal probe says

By Peter Viles

Federal law enforcement officials say they have broken a sophisticated computer ring in which a group of California-based hackers allegedly rigged radio station giveaway contests.

According to the U.S. attorney in Los Angeles, the group used computers to take control of radio stations' incoming phone lines during contest giveaways several years ago—and then won two Porsche automobiles, \$22,000 in cash and two trips to Hawaii.

The contests, sponsored by KIIS-FM, KPWR-FM and KRTH-FM, all Los Angeles, awarded prizes to certain callers based on a kind of lottery. For example, KIIS awarded a Porsche to the 102nd person to call the station after three songs in a row were played.

By seizing control of the phone lines, the hackers allegedly blocked out other calls, insuring that only their calls would get through—and that they would win the car.

Federal prosecutors said the three stations involved were victims of the fraud and were never targets of the investigation. Officials at KIIS and KRTH said they were relieved at the

indictments but still puzzled as to how the FBI had caught the hackers.

"Until they release more details of their case, we really don't know," said Patrick Duffy, general manager at KRTH. "We still don't really know what these guys did. We only know that we were a victim."

The U.S. attorney in Los Angeles announced April 21 that Ronald Mark Austin, 29, and Justin Tanner Petersen, 32, both of Los Angeles, had pleaded guilty to various charges including computer fraud. A third alleged member of the ring, Kevin Lee Poulsen, 27, was charged in a 19-count indictment that included charges of computer fraud, mail fraud and money laundering.

Poulsen appears to be the most accomplished hacker of the three. He was once featured on the television show *Unsolved Mysteries* after he allegedly skipped bail following an indictment on charges of illegally retaining secret Defense Department documents.

Assistant U.S. Attorney David Schindler said the investigation is part of a special task force's ongoing investigation into computer hacking. He said the FBI has warned phone companies across the nation to take certain

precautions to prevent hackers from seizing phone lines in the manner alleged in Los Angeles, and that it is unlikely that other stations will be similarly victimized in the future. ■

Radio revenue up 9% in 1st quarter

Radio station revenue posted its second consecutive double-digit increase in March, increasing by 13% over March 1992. For first quarter 1993, station revenues paced 9% ahead of 1992.

"The March revenue numbers are right on target," said Gary Fries, president of the Radio Advertising Bureau, which releases the monthly report. "They're important because they tell us that February's phenomenal numbers [a 14% increase] were no fluke."

Network revenues also showed signs of a strong recovery, outpacing 1992 levels by 5.1% in the first quarter, according to the RAB report. Rick Devlin, president of the Radio Network Association, said network revenues were recovering in almost every category, most notably automobiles and packaged goods.

"It's pretty much right across the board, with some existing accounts coming back and some new accounts coming in," Devlin said. "We're looking for a very strong second quarter, too."

National spot revenues were also strong in March, pacing 11% ahead of March 1992 levels. For the first quarter, national spot outpaced 1992 levels by 6%. ■



TOO HOT? Emmis Broadcasting's WHTZ-FM New York, known as Hot 97, unveiled a racy campaign last week on New York buses and subways. WHTZ GM Judy Ellis says the \$300,000 effort was actually toned down slightly after the transit authority's advertising contractor, TDI Inc., rejected some photos as simply too sexy.

Only in America: Liddy goes national

Station count at 42; talk show cleared on Infinity outlets in D.C., Chicago

By Peter Viles

Radio stations searching for some way to compete against the midday rantings of right-wing populist Rush Limbaugh finally have a viable option: the midday rantings of right-wing populist G. Gordon Liddy.

The famed Watergate co-conspirator, whose 14-month-old midday show on WJFK-FM Washington has proved more successful than anyone expected, went into national syndication April 15, marking the first collaboration of Unistar Radio Networks and Infinity Broadcasting.

At presstime, Liddy's show was cleared on 33 stations, and another nine had agreed to begin airing the show in May. Those stations include Infinity's WJJD-AM Chicago, as well as WJFK-AM/FM, covering Washington

and Baltimore. While those numbers won't make Limbaugh and Larry King nervous, they represent an impressive start for someone who didn't begin his radio career until he was 60 years old.

"I know nothing about the radio business," Liddy says. "I'm the antithesis of what they call a radio guy. I always push the wrong button and grab the wrong microphone."

A youthful-sounding 62, Liddy was introduced to radio listeners as a guest on the Howard Stern show. Liddy's career as a host began in late 1991 when he did a brief fill-in slot on WABC-AM in New York, where his natural style won him an influential fan: Mel Karmazin, president of Infinity Broadcasting. Karmazin suggested that Ken Stevens, general manager of WJFK, listen to Liddy's work; before WABC could sign Liddy on permanently, Infinity had convinced him to do a midday show on WJFK beginning in February 1992.

Since then, the show has overcome early criticism that Liddy dwelled too much on Watergate issues, and has proved successful in the capital.



Liddy, now syndicated nationwide by Unistar: 'God and the American people have been damn good to me.'

Among men ages 25-54, Liddy and WJFK are number one during middays, according to the Arbitron winter survey.

When Infinity signed a management agreement to run Unistar earlier this year, Karmazin moved quickly to put Liddy into national syndication, marking Unistar's first effort at selling a national talk show to affiliates and advertisers. Karmazin has said other Infinity personalities will follow, including morning man Don Imus of WFAN-AM New York and WJFK afternoon team Don Geronimo and Mike O'Meara.

Unistar President Bill Hogan says it is too early to judge advertiser reaction to the Liddy show, but Unistar is pleased with the results so far. "We're building the affiliate list on a day-by-day basis at this point," Hogan says. "As far as advertising sales, it's very premature at this point."

The Liddy show airs from 10 a.m. to 2 p.m. ET, and affiliates are given the option of breaking away at noon to carry Limbaugh's show—but so far only a handful of Limbaugh stations

are carrying Liddy as a lead-in.

While Liddy and Limbaugh have already become rivals in many markets, Liddy makes it clear that the rivalry isn't personal. "My position is this: there are so many liberals in the media that there has got to be lots of room for a Rush Limbaugh and Gordon Liddy."

In fact, he says, Limbaugh did him a huge favor when Liddy was filling in on WABC. Liddy was battling a cold so severe he could barely talk, and was struggling through the show. Limbaugh quietly entered the studio, pretended he was Liddy's scheduled guest, and gradually took over the show so that a surprised and relieved Liddy could rest his sore throat.

"He saved me," Liddy says. "He didn't have to do that. He's just a real nice

guy."

Liddy's macho persona and his bread-and-butter issues—crime, self-defense and national security—appeal to the same younger male listeners who rarely listen to talk radio but flock to Limbaugh's show.

Liddy shows no signs of slowing down. He begins each day with 100 push-ups, runs four miles every other day, rides a Harley Davidson and brags that he recently jumped with Israeli paratroopers.

And despite his well-known conservative views, Liddy has a surprisingly polite on-air style, which may partly explain why he has a following of Washington liberals who love to disagree with him.

"I don't feel it would be proper for me to blow them off," he says. "This show is supported by the public. I don't believe in being a maid who doesn't do windows. It goes with the territory. You know, God and the American people have been damn good to me. I'm grateful. It's a good job. "It certainly beats sticking up gas stations." ■



INVEST IN FREEDOM SAVE RADIO FREE EUROPE, RADIO LIBERTY

"Democracy does not have that many weapons against its enemies. Why destroy the few that exist, especially two that have proved themselves so effective in the struggle against tyranny?"

Walter Laqueur, Wall Street Journal, March 4, 1993

"Their loss would...be inimical to the goals of American foreign policy."

Los Angeles Times Editorial, April 11, 1993

"Compared with expenditures for heavy weapons, the costs of maintaining broadcast stations is minimal; they are, indeed, a drop in the sea."

Czeslaw Milosz, New York Times, March 3, 1993

"They are central to President Clinton's promise to nourish democracy in once-Communist lands."

Washington Post Editorial, April 5, 1993

"It would...be madness to shut this down."

William Pfaff, International Herald Tribune, March 11, 1993

"...the most effective weapons in the American foreign-policy arsenal."

Eric Breindel, New York Post, March 4, 1993

"...the administration is threatening to axe one of America's most successful—and cost effective—programs...If the citizens of these ex-Communist nations are to play a role in shaping their futures, they desperately need access to accurate information..."

Trudy Rubin, Philadelphia Inquirer, March 12, 1993

"RFE/RL is a hedge against the rise of...the kind of government that we see in power in Serbia and Croatia, [where] RFE/RL never broadcast."

Dorin Tudoran, Christian Science Monitor, March 24, 1993

"Tomorrow, information will become more important to Russia than bread."

Maya Plisetskaya, former prima ballerina of the Bolshoi Ballet, Los Angeles Times, April 11, 1993

The turmoil in the former Soviet bloc proves that democracy does not come easily to peoples once ruled by tyranny. Repressive forces threaten them and our hopes for a more peaceful world.

Yet some would retire two of America's most successful, cost-effective weapons in the fight for freedom—Radio Free Europe and Radio Liberty. They say that these radios are relics of the Cold War. They are wrong.

The free radios are more important than ever. They alone broadcast in-depth, unbiased reporting on events in those troubled lands to the peoples whose fates are at stake. They have a credibility and an audience no other broadcaster has.

The free flow of information is the lifeblood of democracy. Without it, freedom perishes. What Americans fail to understand is how far these countries are from enjoying an independent media.



Silence is the ally of the demagogue. Just look at the former Yugoslavia. A brutal war, fueled by propaganda, bigotry and scare tactics. Ethnic cleansing. Recently Polish President Lech Walesa declared, "If Radio Free Europe had broadcast all these years to Yugoslavia, we would not have the bloodshed there today."

President Clinton is right in urging help for Russia's

beleaguered democrats. Yet penny-wise, pound foolish bureaucrats would sack a vital tool in the struggle to secure democracy.

Radio Free Europe/Radio Liberty helped raze the Berlin Wall. They can help keep tyranny from making a comeback. Join the impressive company working to save Radio Free Europe and Radio Liberty.

T e l e p h o n e : 1 - 8 0 0 - 2 8 9 - 8 8 8 0

Winter radio ratings

Markets 1-5

Markets 6-10

New York (1)

Arbitron

Station	Format	Fall Share	Winter Share
WRKS-FM	Urban	6.5	5.8
WLTW-FM	AC	5.2	5.3
WCBS-FM	Oldies	4.2	4.8
WBLS-FM	Urban	4.4	4.4
WINS-AM	News	3.6	4.0
WOR-AM	Talk	3.3	4.0
WABC-AM	Talk	4.2	3.8
WHTZ-FM	CHR	3.6	3.8
WXRK-FM	Clssc Rck	4.4	3.8
WCBS-AM	News	3.4	3.7
WPLJ-FM	CHR	3.4	3.7
WQHT-FM	CHR	3.6	3.7
WNEW-FM	AOR	2.9	3.5

Strategic AccuRatings

Station	Format	Recall Share	Winter Share	Partisans
WRKS-FM	Urban	7.2	7.8	984,000
WQHT-FM	CHR	5.4	5.6	706,000
WINS-AM	News	4.7	5.4	677,000
WCBS-AM	News	4.3	5.0	627,000
WBLS-FM	Urban	4.5	4.6	576,000
WHTZ-FM	CHR	4.6	4.5	564,000
WXRK-FM	Clssc Rck	4.1	4.2	430,000
WCBS-FM	Oldies	4.0	3.9	498,000
WABC-AM	Talk	3.5	3.9	491,000
WOR-AM	Talk	3.6	3.8	479,000
WLTW-FM	AC	3.4	3.7	471,000
WPLJ-FM	CHR	3.4	3.7	468,000
WFAN-AM	Sports	3.0	3.3	411,000

Los Angeles (2)

KLAX-FM	Spanish	5.3	7.2
KOST-FM	AC	5.1	5.5
KPWR-FM	CHR	5.1	5.0
KFI-AM	Talk	3.7	4.3
KIIS-AM/FM	CHR	4.1	4.3
KABC-AM	Talk	3.5	3.9
KROQ-FM	New Rck	3.8	3.9
KLOS-FM	AOR	3.2	3.8
KLSX-FM	Clssc Rck	3.6	3.8
KRTH-FM	Oldies	4.4	3.7

KLAX-FM	Spanish	3.1	7.3	637,000
KPWR-FM	CHR	6.5	7.3	630,000
KIIS-AM/FM	CHR	6.8	5.3	461,000
KFWB-AM	News	4.3	4.7	407,000
KOST-FM	AC	3.8	4.7	406,000
KROQ-FM	New Rck	4.1	4.6	397,000
KFI-AM	Talk	3.7	4.4	386,000
KABC-AM	Talk	4.3	4.3	378,000
KKBT-FM	Urban	3.9	4.1	354,000
KLSX-FM	Clssc Rck	3.4	3.8	327,000

Chicago (3)

WGCI-FM	Urban	7.6	7.4
WGN-AM	Full Serv	8.5	6.5
WUSN-FM	Country	5.7	6.2
WBBM-FM	CHR	4.6	5.0
WLIT-FM	AC	3.7	4.6
WLS-AM/FM	Talk	3.5	4.3
WBBM-AM	News	3.9	4.2
WJJD-AM	Nostalgia	3.0	3.5
WNUA-FM	Jazz	3.5	3.4
WWBZ-FM	AOR	3.4	3.3

WGCI-FM	Urban	8.0	8.6	532,000
WBBM-FM	CHR	8.6	7.6	469,000
WGN-AM	Full Serv	7.6	7.4	457,000
WBBM-AM	News	5.3	5.6	344,000
WUSN-FM	Country	4.6	5.2	322,000
WWBZ-FM	AOR	4.1	4.3	268,000
WLS-AM/FM	Talk	3.2	4.0	250,000
WXRT-FM	New Rock	4.1	3.8	232,000
WLIT-FM	AC	2.6	3.2	197,000
WNUA-FM	Jazz	3.3	3.1	192,000

San Francisco (4)

KGO-AM	News/Talk	9.6	8.5
KMEL-FM	CHR	4.9	5.3
KCBS-AM	News	5.8	4.7
KNBR-AM	Full Serv	3.6	4.5
KFRC-AM	Nostalgia	3.9	3.9
KBLX-FM	NAC	3.3	3.8
KSOL-FM	CHR	2.9	3.6
KIOI-FM	AC	3.9	3.5
KOIT-FM	AC	3.1	3.3
KSAN-FM	Country	3.6	3.2

KGO-AM	News/Talk	9.4	9.9	465,000
KCBS-AM	News	6.6	7.2	338,000
KMEL-FM	CHR	7.5	7.2	335,000
KSOL-FM	CHR	3.5	4.3	201,000
KQED-FM	Public	3.9	4.1	191,000
KIOI-FM	AC	3.6	3.9	184,000
KNBR-AM	Full Serv	3.4	3.8	176,000
KBLX-AM/FM	AC	2.9	3.7	173,000
KITS-FM	AOR	3.6	3.7	173,000
KSAN-FM	Country	2.9	3.3	155,000

Philadelphia (5)

KYW-AM	News	7.0	8.1
WWDB-FM	Talk	4.3	7.0
WIOQ-FM	CHR	6.4	6.8
WYSP-FM	Clssc Rck	7.7	6.0
WYXR-FM	AC	4.6	5.6
WPEN-AM	Nostalgia	4.8	4.8
WOGL-FM	Oldies	4.1	4.7
WEGX-FM	CHR	4.4	4.5
WUSL-FM	Urban	4.8	4.4
WEAZ-FM	AC	4.6	4.3

KYW-AM	News	9.4	11.4	439,000
WIOQ-FM	CHR	6.2	8.9	342,000
WYSP-FM	Clssc Rck	5.9	5.9	227,000
WUSL-FM	Urban	7.6	5.5	210,000
WJZ-FM	NAC	6.8	5.3	204,000
WXTU-FM	Country	5.0	5.1	196,000
WWDB-FM	Talk	4.5	5.1	195,000
WMMR-FM	AOR	6.1	4.9	186,000
WPEN-AM	Nostalgia	4.3	4.1	158,000
WIP-AM	Sports	3.8	4.1	158,000

Detroit (6)

Station	Format	Fall Share	Winter Share
WJR-AM	Talk	7.5	7.4
WJLB-FM	Urban	6.4	6.3
WWWW-FM	Country	8.7	6.3
WWJ-AM	News	5.7	5.9
WXYT-AM	Talk	5.5	5.2
WHYT-FM	CHR	5.5	5.1
WLTJ-FM	AC	3.3	4.6
WJOI-FM	AC	4.0	4.4
WKQI-FM	AC	4.2	4.0
WMXD-FM	Urban	3.4	4.0

Washington (7)

WPQG-FM	CHR/Dnce	9.3	8.6
WMZQ-FM	Country	6.2	6.6
WRQX-FM	Hot AC	4.6	5.3
WMAL-AM	News/Talk	4.3	5.3
WGAY-FM	Soft AC	3.9	4.3
WKYS-FM	Urban	5.2	4.1
WJFK-FM	Talk/NAC	4.1	4.0
WMMJ-FM	Urban AC	3.8	3.5
WHUR-FM	Urban	3.0	3.4
WWDC-FM	AOR	3.9	3.4

Dallas-Fort Worth (8)

KSCS-FM	Country	9.8	8.8
KPLX-FM	Country	6.0	5.4
KJMZ-FM	Urban	5.0	5.1
KKDA-FM	Urban	4.4	4.8
WBAP-AM	Full Serv	3.8	4.8
KVIL-FM	AC	5.6	4.6
KYNG-FM	Country	4.1	4.5
KRLD-AM	News/Spts	3.3	4.3
KTXQ-FM	AOR	4.5	4.3
KLUV-FM	Oldies	3.1	4.1

Boston (9)

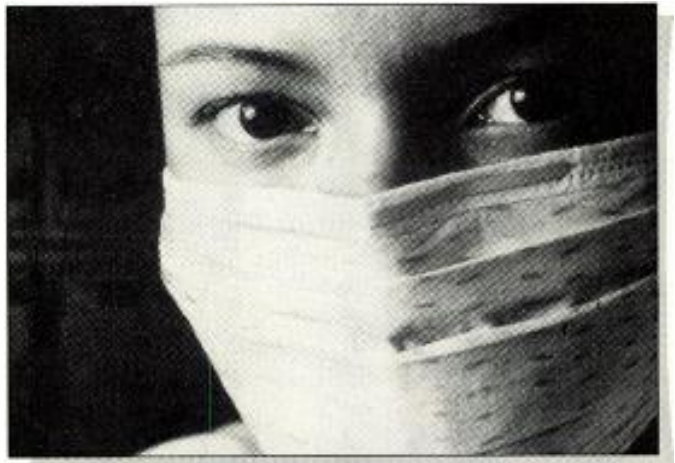
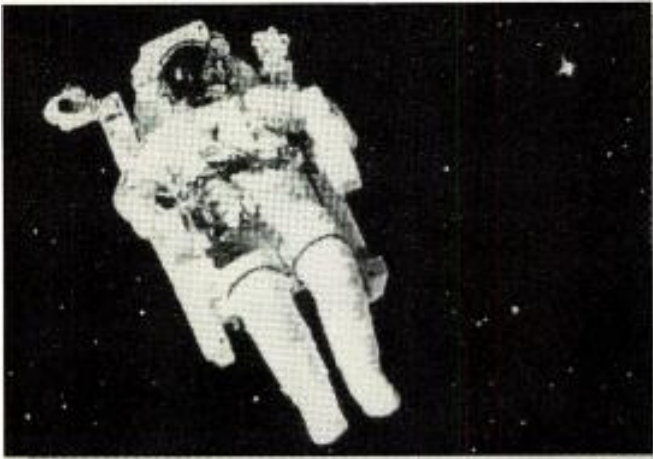
WXKS-FM	CHR/Dnce	7.0	7.8
WBZ-AM	News/Talk	7.4	7.3
WMJX-FM	AC	5.3	5.1
WBCN-FM	AOR	5.3	5.0
WRKO-AM	News/Talk	5.5	4.8
WODS-FM	Oldies	4.7	4.3
WHDH-AM	News/Talk	3.8	4.1
WZOU-FM	CHR	4.5	4.0
WSSH-FM	AC	4.2	3.9
WZLX-FM	Clssc Rck	3.6	3.8
WBMX-FM	Hot AC	3.5	3.8

Houston-Galveston (10)

KILT-FM	Country	8.8	7.4
KIKK-FM	Country	6.4	5.7
KBXX-FM	CHR/Dnce	5.2	5.0
KLOL-FM	AOR	4.5	5.0
KHMX-FM	AC	4.9	4.9
KKBQ-FM	Country	2.9	4.7
KMJQ-FM	Urban	4.2	4.6
KTRH-AM	News/Spts	4.7	4.3
KRBE-FM	CHR	4.4	4.2
KHYS-FM	Urban AC	2.7	4.1

Arbitron: total week, AQH, 12-plus share; Jan. 7-Mar. 31. Strategic AccuRatings: share of partisans; persons 12-plus; survey dates vary by market.

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TV stations rebound in first quarter

Results exceed Wall Street expectations; many stocks remain relatively flat

By Geoffrey Foisie

An improvement in local advertising and continuing cost controls helped TV station owners' operating profit in the first quarter.

The results, combined with improved newspaper profits, appear to have exceeded the expectations of securities analysts. Nonetheless, the tentative nature of the recovery left many group owner/publishing stocks little improved during the past few weeks.

In addition to the better operating results, compared with a modestly improved first quarter of 1992, lower interest rates also helped owners' bottom lines, said Barry Kaplan of Goldman Sachs: "Results were better than expected pretty much across the board—in some cases significantly better. On the whole, the advertising market seems to be picking up; the network scatter market was also quite good in the first quarter. If there is any direction for earnings estimates to go it is up, unless the economy rolls over."

The recent improved results were not uniform. Those CBS affiliates whose revenue and profit picture benefited from that network's carriage last year of both the winter Olympics and the Super Bowl found themselves struggling to stay even. By comparison, most other affiliate groups and

independents benefited in the just-completed quarter, although those groups with a heavy West Coast concentration of revenue made note of that region's economic weakness.

The following is a survey of first-quarter financial results for the broadcasting segments of most of the group owners that report publicly:

■ The Washington Post Co. said first-quarter TV station revenue rose 6.5%.

■ Viacom reported a 3.4% TV station operating cash increase to \$6 million in the first quarter on a 5.4% revenue increase to \$19.7 million.

■ Gannett reported a 5% first-quarter gain in TV revenue.

■ Granite Broadcasting's first-quarter revenue grew 7% to \$8.6 million. The company said local revenue grew 9%, while national "non-political" advertising, gained 5%, "...enhanced by a gain of more than 30% in automotive advertising which was strong at all Granite stations."

First-quarter costs grew 5% "...despite an increase of almost 25% in programming costs." As a result, Granite said, station operating cash flow was \$3.1 million, up 10.4%.

■ Heritage Media said its TV group cash flow increased 8% to \$4.3 million on revenue growth of 6% to \$8.9 million in the first quarter.

■ Lee reported that "...retailers have been reluctant to advertise in this environment of economic uncertainty." Like several other group owners, the company said its broadcast stations in the West "were most significantly impacted," causing broadcast revenue to decline \$1.1 million, or 5%.

■ McGraw-Hill said the California economy—along with CBS-related revenue declines—caused its TV station group to report a first-quarter revenue decline of 4.7%, contributing to a profit fall of 24.8%.

■ A.H. Belo's TV group, primarily dependent on CBS affiliates, showed only a 1% revenue gain for the quarter to \$44 million. On the cost side, the company cited "normal cost escalations and major news coverage of the presidential inauguration and the Branch Davidian story" to explain a 6% decline in operating earnings to \$8.3 million.

■ Multimedia said revenue for its broadcasting division, primarily reflecting TV results, increased 3.5% in the quarter to \$32.4 million. Cash flow gained 8.7% to \$8.3 million.

■ Outlet said first-quarter operating income more than doubled to \$1.7 million, on an 8% revenue increase to \$10 million.

■ At Pulitzer, cash flow for the broadcasting operations, primarily television, jumped 18% to \$6.2 million on a 4% revenue increase to \$25.5 million.

■ Tribune said that excluding the addition of WPHL-TV Philadelphia, TV station revenue was up 10%.

■ Gaylord said its broadcasting division, primarily TV, reported a 9% revenue increase to \$30.5 million due to "improved local advertising sales." Lower programming costs, the company said, helped produce operating cash flow of \$1.6 million, compared with a loss of \$584,000 in the prior year's quarter. ■

Telco to test video system in Conn.

Southern New England Telephone Co. (SNET) will conduct a trial of a video-on-demand network in 500 West Hartford, Conn., homes later this year. Ronald M. Serrano, SNET senior vice president for corporate development, said the network will offer customers services not currently available from cable TV or VCR's. "Because our trial network will be an open platform for programmers of all kinds, a wider variety of programming and informational databases will be available to customers," he said. A proposed monthly access fee of up to \$6 will be waived during the trial period, and programmers will determine prices for individual programs.

Times Mirror sells stations, part 1

Times Mirror has filed with the FCC the first of its two-part, \$335 million sale of its four television stations to Argyle Communications (BROADCASTING & CABLE, March 22). NBC affiliate WVTM-TV Birmingham, Ala., and ABC affiliate KTVI(TV) St. Louis will be purchased for \$45 million and \$35 million, respectively. Robert Marbut, who with Blake Byrne formed Argyle, said financing for the stations is through a "combination of equity and seller debt." As for the financing of the acquisition of Times Mirror's remaining stations, CBS affiliates KDFW-TV Dallas and KTBC-TV Austin, both Texas, expected to close at the end of 1993, Marbut said Argyle will "consider all resources available at that time and use the best combination."
—JG

Changing Hands

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

WHDH-TV Boston □ Sold by New England Television Corp. to Sunbeam Television Corp. for \$204 million ("Broadcasting & Cable," April 26). Seller is headed by David Wugar and has no other broadcast interests. Buyer is headed by Edmund Ansin and is also licensee of Fox affiliate WSVN(TV) Miami. WHDH-TV is CBS affiliate on ch. 7 with 316 kw visual, 63.2 kw aural and antenna 1,000 feet above average terrain.

KKRD(FM) Wichita, Kan. □ Sold by KKRD Inc. to New West Radio Inc. for \$3,798,814, assumption of debt. Seller is headed by Jay Meyers and has no other broadcast interests. Buyer is headed by Mike Cutchall and is also licensee of KNSS(AM) Wichita and KRZZ-FM Derby, both Kansas. William R. Phalen, 50% shareholder of licensee, is general partner in licensee of WOKV(AM)-WKQL(FM) Jacksonville, Fla., and KWFM-AM-FM and KNST(AM)-KRQQ(FM) Tucson, Ariz. KKRD has CHR format on 107.3 mhz with 100 kw and antenna 884 feet. Broker: Media Venture Partners.

WJRX(FM) East Ridge, Tenn. (Chattanooga) □ Sold by Sattler Broadcasting Inc. to WDOD of Chattanooga Inc. for \$1.35 million. Seller is headed by Virginia B. Sattler and has no other broadcast interests. Buyer is subsidiary of Bahakel Communications, headed by Cy N. Bahakel, and recently sold WKIN(AM)-WKOS(FM) Kingsport, Tenn. It is also licensee of six AM's, four FM's and 8 TV's. WJRX has positive hits format on 107.9

Proposed station trades

By dollar volume and number of sales

This week:

AM's □ \$1,436,544 □ 7

FM's □ \$5,296,314 □ 5

AM-FM's □ \$110,000 □ 1

TV's □ \$204,000,000 □ 1

Total □ \$210,842,858 □ 14

So far in 1993:

AM's □ \$14,871,258 □ 73

FM's □ \$195,404,344 □ 106

AM-FM's □ \$255,653,250 □ 74

TV's □ \$974,529,866 □ 24

Total □ \$1,440,458,718 □ 277

For 1992 total see Feb. 1, 1993 BROADCASTING.

mhz with 25 kw and antenna 328 feet. Broker: The Connelly Co.

KSJL(AM) San Antonio □ Sold by Inner City Broadcasting to Clear Channel Communications for \$800,000. Seller is headed by Pierre Sutton and is also licensee of KSJL-FM San Antonio and four stations in New York and San Francisco. Buyer is headed by Lowry Mays and also owns San Antonio stations WOAI(AM)-KAJA(FM) and KQXT(FM), as well as 12 AM's, 13 FM's and seven TV's. KSJL has Z-rock format on 760 khz with 50 kw day and 1 kw night. Broker: Hague & Co.

For other proposed and approved sales see "For the Record," page 70.

CLOSED!

WDZD-FM, Shallotte, North Carolina from Jennings Communications Corporation, William W. Jennings, Jr., President to Partech Communications Group, Inc., John E. Rayl, Chief Executive Officer for \$462,000.

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Burnham proposes reorganization

Group owner built during the 1980's comes up with 1990's debt slimming

By Geoffrey Foisie

Caping two years of negotiations, Burnham Broadcasting has apparently reached an agreement with its creditors. While the solution would turn the five-station TV group owner from a partnership into a corporation, the reorganization would still leave the company facing an additional debt restructuring or asset sales in the near future.

By reorganizing as a corporation, Burnham will have stock to distribute to those holding \$32 million, face value, of its debentures. In addition, for exchanging their debt, the debenture holders would also get up to \$8 million cash, which would be contributed by Burnham's existing limited partners.

After the reorganization, the current debenture owners will own 45% of the corporation's stock; another 51% will be owned by the limited partners, and the remainder will be owned by Burnham's general partner, Peter Desnoes. However, the limited partners will deposit their shares in a trust, over which Desnoes will have sole voting power, and thus majority control, for at least three years. Certain major corporate decisions, however, will require the approval of New York-based invest-

Burnham Broadcasting breakout

Station	1992 revenue (add 000)	1992 cash flow* (add 000)
WLUK-TV Green Bay, Wis.	\$9,023	\$3,030
KHON-TV Honolulu*	\$20,686	\$7,996
KBAK-TV Bakersfield, Calif.	\$4,670	\$1,017
WVUE-TV New Orleans	\$13,809	\$2,674
WALA-TV Mobile, Ala.	\$11,139	\$3,841

*Includes results of McHale Videofilm.

ment banking firm Lehman Brothers, which currently owns 40% of the debentures.

At the same time Burnham's \$175 million in long-term debt would be reduced by \$32 million, other debt holders have agreed to an interest rate reduction, which, pro forma, would have cut net interest expense from \$20 million in 1992 to \$14.8 million during the same period. The banks and other debt holders have also agreed to stretch out the repayment of their principal.

Even the reduced payment schedule will likely force Burnham to make a major decision in the next two years, since it will still be required to pay debts of \$20 million next year and \$30

million in 1995. Burnham does not anticipate being able to make those payments out of operating cash flow, and would either have to sell stations and/or refinance the debt again, possibly with the proceeds of a public or private stock offering.

Desnoes said the company's management will have a strong incentive to improve operating results, since it can receive additional equity by meeting certain "performance standards," or by implementing a sale or other transaction within the next three years that implies a value to the equity of \$32 million, \$10 million more than the reorganization would currently imply. He said Burnham's first-quarter cash flow jumped 24%. ■

The business world in Disney World

Financial executives to meet on eve of retransmission, music licensing, other decisions

By Geoffrey Foisie

Registration has jumped 50% over last year for the annual convention of the Broadcast Cable Financial Management Association. The May 16-19 meeting at Walt Disney World in Orlando, Fla., will feature discussions on a variety of current industry issues, including retransmission consent, executive compensation trends, music licensing and local cable advertising.

BCFM President Larry Marcus, chief financial officer of River City Broadcasting, called the four-day

meeting a "confluence of the best financial people in the business." Marcus also noted that several changes are going on at the association, some of them instituted by BCFM's new executive director, Bruce (Buz) Buzogany.

The Chicago-based association is currently "wiring" its membership to an on-line information system. Among the services expected to be provided are expanded credit information and continuously updated rules and regulations affecting the station and cable businesses. Marcus said that there are now several "hardware system" proposals before the BCFM board and

that a plan should be in place by the end of the year.

BCFM's vice president and conference chairman, James Strawn, executive vice president of Summit Communications, has arranged to have CNN's Larry King address the Tuesday luncheon by satellite. Also among the activities in Orlando will be a ceremony honoring the association's recently retired executive director of 20 years, Robert McAuliffe.

BCFM's 1,000-plus membership includes chief financial officers, management information systems and personnel executives and others. ■

If you can't beat 'em, join 'em

Survival of newspapers may depend on joining with cable and telcos, NAA told

By Bill Kirtz,
special correspondent

Media leaders know "the electrons are coming," as they said so often during the Newspaper Association of America convention last week. And several of them think print's best response is joint ventures with cable and telephone companies.

During four days of sessions in Boston and Cambridge, industry leaders heard about the challenges and opportunities in technology-driven changes.

David E. Easterly, president of Atlanta's Cox Newspapers, joined many speakers in pointing out that new analog technology will let consumers and advertisers bypass any medium that doesn't give them what they want.

He predicted cable-telco joint ownership will be legal within two years, triggering "enormous buying and merger activity." Publishers should "get on the train" now with joint ventures with phone and cable companies and national on-line services, he said.

Jay T. Harris, Knight-Ridder's vice president for operations, sees a new video-centered standard of consumer expectation, whether newspapers like it or not. "Somebody is going to take classifieds electronic," he gave as an example. "We should be the ones to do it."

Russell Neuman, of MIT's Media Laboratory, said no media entity will give up its fight for a place in the new media landscape. Telcos will have fiber broadband into the home, and cellular phones, television and DBS will all use that bandwidth to broadcast information digitally into the home, he said.

President Clinton, asked whether he would support limits on telephone companies' entrance into the news information industry, said, "I'm not sure I understand [the issue] well enough to give you an answer," but added that his technology study group is pondering this among other questions.

Edward J. Markey (D-Mass.) chairman of the House Telecommunications Subcommittee, predicted that a new FCC and the recommendations he

is "pushing" will produce broad legislation to insure fair media competition before Congress adjourns next year.

Saying, "I want to make sure it's as easy to become an information provider as it is to get a business line," Markey advocated legal safeguards to

prevent the Bell companies from subsidizing their information service business with revenues from their local phone service areas.

"We need to move forward on an open platform so a variety of information providers can use the telephone as they see fit." ■

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March 1993

Washington

Hill to revisit violence

Hearings planned by three House and Senate committees

By Kim McAvoy

Congress is taking a hard look at TV violence. Three key House and Senate committees are likely to convene hearings on the subject within the next two months.

The decision by ABC, NBC and CBS to issue joint standards on TV violence late last year appears to have done little to assuage congressional concerns.

Senator Paul Simon (D-Ill.), author of the TV Violence Act that provided the networks, cable and Hollywood with an antitrust exemption to establish guidelines for violent programming, plans to hold an oversight hearing on

the act this month. And Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) says he wants to hold a hearing on TV violence. House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) is also expected to convene a hearing on the matter.

In addition to the hearings, Democratic Senator Kent Conrad (N.D.) is considering holding a meeting this month in Bismarck on the issue of TV violence. Conrad will invite children's advocacy groups and others, said an aide. The aide said the senator is hearing from his constituents who feel "our society is becoming more violent, and they see violence on TV as

playing a role in that." Because domestic violence has become a serious problem in North Dakota, Conrad plans to use the meeting as a forum to ascertain whether TV violence contributes to an increase in domestic violence.

Apparently, lawmakers have become increasingly distressed by the amount of violent programming on television. A Times-Mirror survey released in March found that 80% of those interviewed believe violent television programming is harmful to society. The survey is being taken seriously on Capitol Hill.

Moreover, members are said to be alarmed by reports that network programming during the May sweeps will be particularly violent. An article in the *Los Angeles Times* by Howard Rosenberg highlighting some of the violence on those programs captured lawmakers' attention. And one Senate

Leave TV out of hate crime study, Capcities says

Capital Cities/ABC last week urged the National Telecommunications and Information Administration, in its study of the role of the media in promoting hate crimes, to distinguish between perpetrators of hate crimes who air their views via telephone and computer bulletin boards, and broadcasters and cablecasters who may present the views of such perpetrators in news or other programming.

"This distinction is paramount because the broadcaster or cablecaster is engaging in First Amendment-protected speech," Capcities/ABC said. "Whether or not a broadcaster's editorial decision concerning coverage of hate crimes is right or wrong, in our view it would raise serious First Amendment concerns for the government to attempt to influence those decisions."

Congress ordered the study as part of its effort to crack down on hate crimes—crimes of violence or vandalism against minority groups.

The Electronic Frontier Foundation Inc., a Washington-based group promoting use of computer networks for all sorts of information, argued against making any distinctions among media. All media are protected by the First Amendment, it said.

"New telecommunications technologies offer unparalleled access to all participants for engaging in vigorous debate," EFF said. "Instead of any government-

initiated scheme to control constitutionally protected, even if noxious, speech, in this new medium, government policy ought to promote broader access to the medium as the most appropriate response."

The Society for Electronic Access, New York, another proponent of computer information networks, concurred. The NTIA study is "largely an inquiry into the repression of free speech."

Sharing Capcities/ABC's concern about regulating the mass media to curtail hate crimes was the National Institute Against Prejudice and Violence, a Baltimore, Md.-based public interest group. "The explicit 'hate' programs, which are easiest to define and identify, may not contribute the most to higher levels of intergroup conflict and violence," it said.

"Similarly, such regulations, however carefully drawn, may operate to silence disproportionately the expression of minority groups who are the intended beneficiaries."

NATPE International suggested the Clinton administration encourage programmers to promote tolerance. "By becoming a catalyst for industry groups and others to do their part in the battle against hate crimes, the government can effectively advance its goal to reduce crimes of hate without compromising fundamental First Amendment values," it said.

—HAJ

source said members will be watching closely.

Broadcasters, however, do not want to be singled out. They are quick to point out that a Roper Study, which was commissioned by the National

Association of Broadcasters and the Network Television Association on public attitudes toward television, found that "Americans think cable has more violence than broadcast television." ■

Effros pitches hardball retransmission tactics

Urges operators to take fight to consumers, public officials if negotiations get difficult

By Harry A. Jessell

Cable systems that have trouble negotiating for rights to carry local TV stations should enlist the public to pressure broadcasters to grant those rights, Community Antenna Television Association President Steve Effros told a group of cable operators last week.

If retransmission-consent negotiations fail, a system should set aside a channel for the TV signal and run a message saying it is "willing and anxious to put on that 'free TV' signal for their benefit at no charge to the broadcaster as soon as the broadcaster gives consent," Effros proposed in a luncheon speech before the Washington Metropolitan Cable Club and a national C-SPAN audience.

"I'd probably add the station's telephone number just so subscribers were clear as to exactly who was restricting their ability to see so-called free TV," Effros said.

The 1992 Cable Act empowered TV stations to either demand payment—or some other form of compensation—from local systems for the right to carry their signals or opt for mandatory carriage at no charge. The FCC, in implementing the law, has given stations until June 17 to choose between retransmission consent and must carry.

As they approach the retransmission-consent negotiations, cable operators and broadcasters alike recognize the importance of winning over the public. The National Association of Broadcasters has distributed a 34-page booklet designed to help its members in the public relations battle.

"Some cable operators may in-

crease their brinkmanship tactics in an effort to intimidate broadcasters and improve their bargaining position," the booklet warns. "If you allow cable to be the sole source of information to the press, consumers and public officials, your chances of being boxed in by the local cable company are much greater."

The National Cable Television Association has been supplying cable operators with tips for mitigating the "inevitable confusion" that will arise from retransmission consent and other provisions of the Cable Act, according to NCTA spokeswoman Elise Adde. The material is not meant to increase cable's leverage in retransmission-consent negotiations, she said.

Effros urged cable operators to stay close to the public and local government officials. "As the new laws go

into effect, there are going to be a lot of dislocations," he said. "There are going to be channel shifts, pricing shifts, tiering, untiering and the like."

Effros argued the Cable Act provisions are detrimental to consumers. Must carry forces cable systems to carry all local broadcast signals, even if such carriage means bumping off popular cable services to make room for unpopular broadcast signals.

Retransmission consent means popular broadcast signals can demand payment from cable systems, but the FCC has said retransmission-consent fees cannot be passed through, Effros said. "Well, where do you think the money is going to come from?" he asked. "If new expenses are imposed, they have to be paid for, and the public is no longer fooled into thinking the money does not ultimately come out of their pockets. That's going to be the case here, no matter the bureaucratic sleight of hand."

Effros blasted broadcasters for using the Cable Act to impede cable's growth, a move that he said will diminish the quality of TV. "By cutting back on diversity through very restrictive rate regulation and strengthening the leverage of the commercial broadcast networks through a combination of the must-carry and retransmission-consent rules, the broadcasting industry efforts could produce television...that is on the cutting edge of 30 years ago," he said. "It could, in other words, be the last-gasp effort of the broadcasters to re-create the 'vast wasteland.'" ■

Hollings pushing beer-wine bill

Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) intends to move legislation requiring warnings in beer and wine advertising on radio and television. Hollings stated his plans during an appropriations subcommittee hearing for the Justice Department.

However, a Hollings aide said the senator did not indicate how fast he would move on the legislation, and no hearings have been scheduled. The bill, introduced by Senator Strom Thurmond (R-S.C.), is expected to generate strong Senate support. The recent death of Thurmond's daughter in a traffic accident involving a driver said to have been drinking may have improved the measure's chances for passage.

But one Hill source was uncertain just what impact that incident would have on the legislation's fate. "A lot of people are sympathetic," said the source, "but it is hard to say what will happen. The bill's been introduced before [in the last Congress]...members have had time to think about it." A similar measure has been offered in the House by Representative Joseph Kennedy (D-Mass.).

—KM

FCC Commissioner Andrew Barrett is sounding more the champion of minorities these days. He blasted the rules for AM service in the expanded band (1605-1705 khz) for failing to give priority to minority broadcasters, and top aide Robert Branson has made it clear his boss does not want to reduce fines for EEO violations.

Branson attributes Barrett's advocacy to the removal of former FCC Chairman Alfred Sikes and Commissioner Sherrie Marshall from the FCC mix. Reflecting Bush administration color-blind policies, both opposed special breaks for minorities. Therefore, Branson says, Barrett was often forced to argue for minorities in terms of "small businesses" or "new entrants." "You had to be more inclusive than just minorities," he says. "If we had said just minorities, where would we have gotten those other votes from?"

Branson concedes the Bush policy also caused Barrett—who like Sikes and Marshall was appointed by Bush—to downplay minority issues. Also, he says, as the FCC's only black member, Barrett has tried hard not to be pigeonholed as the "minority commission" just as Marshall eschewed the woman-commissioner mantle.

If the FCC mandates rate rollbacks greater than the 10%-15% it voted last month, says Tele-Communications Inc. CEO John Malone, it would "destroy the industry and I don't think that's what the FCC is after." Speaking on PBS's *TechnoPolitics*, Malone said the FCC rate regulation scheme is flawed because it's based on the cost of cable in communities where two cable systems compete on the basis of price. "Anyone knows that you should not judge the appropriateness of pricing in an industry by two gas stations sitting on opposite corners trying to steal business from each other," he said. "The FCC really needs to look at the sustainability of the rate structure."

Malone also said he would "like to accommodate" Ted Turner in selling his interest in Turner Broadcasting System, adding he would like a stake in all of TBS's cable networks and Time Warner would make an "ideal partner." TCI and Time Warner are minority owners in TBS. Malone also explained why a TBS-Capcities/ABC merger never transpired: "I opposed it."

Malone confirmed he has talked with Michael Milken about his interest in the cable business. Milken was released from prison last January after serving time for a securities fraud conviction. "I think to a large degree [Milken] got a bum rap," he said. "I think he did a lot of very good things. Perhaps he did step over the line inadvertently, but I think an awful lot of things Mike Milken did were very good for the country in terms of raising capital for small entrepreneurial businesses."

Time Warner's chief Washington lobbyist Tim Boggs conceded his company does not know whether consumers will pay for the video-on-demand and other interactive services it plans to offer over the advanced switched video network it's building in Orlando, Fla. "We obviously think the public is ready, but we don't know that," he said at a Media Institute luncheon. "Nobody knows that. To a certain extent, this is a 'Field of Dreams' business plan: If you build it, they will come." Boggs said Time Warner has

named suppliers for the major components of the system, the video switchers and the "video servers"—computers that store the video for on-demand retrieval. But he said he couldn't say how much the 4,000-home system would cost. "We haven't done the arithmetic yet," he said.

The services to be offered by the Orlando system and others will have an impact on established mass media such as broadcasting and publishing, he said, but not necessarily a negative one. In any case, they are not going to "shrivel and die," he said. "The need [for some advertisers] to reach the widest possible audience will always be an ingredient in the media mix."

Vice President Gore's Chief of Staff Roy Neel says cable should not expect the administration to

take steps to moderate the FCC's new cable rules, despite appeals by cable executives at a White House meeting three weeks ago that it do so (BROADCASTING & CABLE, April 19). Executives told White House Chief of Staff Mack McLarty the FCC regulations

were "going to do them great harm," said Neel, who sat in on the session. "We were pleased to hear what they had to say, but it didn't start any process to review the rules," he said. "The White House wants to see what the commission does on this. The Vice President will be following it very closely. But in terms of intervening with the FCC, there are no plans to do that."

The American Journalism Center of Budapest has set May 14 for the opening of a new library named in honor of Leonard H. Marks, former director of the United States Information Agency (1965-69), longtime Washington communications attorney (Cohn & Marks) and current chairman of the center.

The library's collection of 2,000 books and journals on journalism and mass media was compiled by Dr. Ray Hiebert, professor of journalism at the University of Maryland and director of the center, which also encompasses offices, classrooms and a computer lab. It shares a building with radio and television studios, print facilities and an independent media company.

American University President Joseph Duffey is set to become the 13th director of the United States Information Agency, the White House having announced President Clinton's intent to nominate. A USIA spokeswoman said that confirmation hearings are expected within a couple of weeks. Duffey has served as AU's president since July 1991. Previously, he spent nine years at the University of Massachusetts, first as chancellor of the Amherst campus and later as chancellor and president of the university. Duffey served as assistant secretary of state for educational and cultural affairs and as chairman of the National Endowment for the Humanities under Presidents Carter and Reagan. He has been a member of the Council on Foreign Relations since 1979. ■



Washington Watch

Edited By Harry A. Jessell

Advertising & Marketing

Advertisers, networks ready for news upfront

Unwired networks focus on providing advertisers with alternatives

By Jim Cooper

A weak economic recovery and more alternatives for buying news find agencies talking cautiously about the network upfront news market.

"Clients are being careful with their budgets," said Ginny Shields, senior vice president/associate media director, Ayer Inc.

Shields noted the networks have been "very bullish" about the upcoming news upfront market because inventory has been tight in the ongoing scatter market. Shields said, however, that the networks have not put out pricing for their news programs and does not expect the upfront market to really begin until June.

Larry Hoffner, NBC executive vice president of sales, said the network news dayparts are a reflection of demand. "News is doing well, and I have no reason to believe that it will not continue to do well next year," he said.

Hoffner said NBC has not addressed prices for next year's dayparts, but will be flexible to market demand.

Richard Kostyra, president of Media First International, a New York-based buying agency, also predicted a bullish upfront market, but noted that agencies are still coming out of the doldrums of the recession and will be guarded in their spending. Kostyra added he does not anticipate future commitments to upfront to be as heavy as in years past, pointing to the unwired networks as an alternative to any "sudden arrogance" on the part of the networks.

"The networks are just too expensive," said Shields, explaining why she feels the networks' bullish stance is unjustified. Shields also said advertisers see alternative networks as an option that did not exist four years ago.

And advertisers' willingness to consider such options is what Greg Gush, executive vice president and director of sales and marketing, Independent Television Network, believes will make a healthy upfront for the local news unwired network.

By adding more local news dayparts to their product line, which covers 85% of the country, Gush said ITN is providing national dayparts (including

early morning, noon, early evening, prime time, evening and late evening news) that were not available to advertisers before.

Gush also said the expanded news programming targets specific demographic groups that advertisers are anxious to reach, such as young adults with higher income and higher education—a group more inclined to watch late news.

Gush said network news programming does not offer as diverse a product line and is traditionally more expensive for advertisers. "Advertisers are looking for more efficient and effective ways to spend their dollars," said Gush. "We're offering a new product" that advertisers are "adding into their mix."

In response, NBC's Hoffner said network news places a premium on the high quality of the programs that viewers and buyers of time demand. "You're dealing with prestige," Hoffner said.

The upfront market for Premiere Announcement Network, another network selling local news inventory, is expected to double, said Joel A. Segall, senior vice president for sales and marketing, since the network has equaled last year's total billings in the past six months.

Segall said Premiere competes in the upfront market as a network that offers alternatives to network news programming and "over-indexing in the professionals and managerial 40's, 50's and 60's income levels.

"We position our product as a supplement to network underdelivery to affluent A and B counties," said Segall, adding, "We offer things they don't."

Mostly more in March, says TVB

Independent stations saw increases in both local and spot advertising in March, according to the Television Bureau of Advertising.

In its March monthly report, TVB reported local ad sales for independent stations rose 2.8%. Spot sales were also up (by 3.8%) and total sales for the 68 independents surveyed grew by 3.2% from March 1992.

TVB also reported an increase in total time sales for network affiliates, but their spot sales decreased. Affiliates saw a 7.7% hike in local ad sales compared with March 1992, while spot was down 3.9%. Total sales for the 234 affiliates in the survey were up by 2.4% compared with a year ago.

—JC

Teenagers the target of TNBC

Two-hour Saturday block gets separate identity as part of NBC promotion

By Christopher Stern

NBC plans to promote and market two hours of its Saturday morning schedule to consumers, affiliates and advertisers under a new logo—TNBC. The network's action follows that of ESPN, which recently announced it was revamping its look to promote brand awareness.

The logo, along with new on-air graphics, will be launched with the beginning of the new season on Saturday, Sept. 11. The TNBC brand will cover four live-action programs airing Saturdays 10 a.m.-noon ET.

TNBC "will be a branded block of television that people can start looking for," said Alan Cohen, NBC senior vice president for marketing.

The network claims an audience of 1.8 million teenagers during Saturday mornings and is the only broadcast network not airing cartoons during that time.

Currently, NBC says it has a 39% advantage over its nearest competitor during late mornings on Saturdays, and between 10 and 11:30 a.m. it claims a 50% ratings advantage with teens over competitors.

Michael Drexler, president of BJK&E Media Group, said NBC's decision to brand a daypart is a move in the right direction, and it's also a lesson the network has learned from its competition.

"I honestly think it is a concept that emerged from the cable industry, that cable networks learned early on—that they need to clearly define their market segments," said Drexler.

Drexler should know: he has just been hired by ESPN to help the cable sports channel in its recently announced campaign to expand its own brand awareness.

John Lack, NBC executive vice president for programming and marketing, said ESPN is taking its brand equity campaign seriously. The network hired the Oregon-based advertising agency that created the Nike campaign, and Lack said he hopes Wieden & Kennedy can bring the same emotional reaction it provoked for Nike shoes to ESPN brand awareness. The



sports network plans on involving Wieden & Kennedy in everything from its on-air look to its programming.

Like ESPN, NBC also plans to launch a marketing and licensing campaign for TNBC in hopes of increasing brand awareness. NBC's Cohen refused to comment on exact plans for merchandising, but items will include the TNBC logos and promotions based on the Saturday morning programs.

The network also has entered a

joint-venture publishing agreement with Hachette Magazines to begin publication of a national teen magazine in the fall.

NBC says it will use the magazine, with a planned circulation of 500,000, for cross promotion by advertisers and its own Monday night shows with teenage audiences, including *Fresh Prince of Bel Air* and *Blossom*. Those series are the highest-rate shows among teens, according to Nielsen. ■

Another satisfied QVC customer

QVC has another happy supplier in Random House. One of its authors, Barbara Taylor Bradford, appeared on the network to sell her latest novel, "Angel." During two separate appearances totaling less than 45 minutes on April 12, the author sold 4,500 autographed copies of the book.

Bradford was scheduled to appear for an hour in the morning and an hour in the afternoon. But sales were so brisk in the morning that QVC took Bradford off the air after less than half an hour. Her afternoon appearance lasted less than 15 minutes.

"In the last two months, QVC has, for the right kind of author, become a coveted place to be," said Random House Publicity Manager Peter Vertes.

When "Angel" is officially published on May 9, it will debut at number nine on the *New York Times* best-seller list. Vertes cautioned that not every author will do well on QVC. A successful appearance on the home shopping channel requires a good writer who is also a good spokesperson, said Vertes.

—CS

Avon calling, via television

After five years without a major television budget, Avon Products Inc. is returning with a \$34 million national campaign that will include broadcast, cable and print.

The campaign is being handled by FCB/Leber Katz Partners. The television campaign includes a 60-second image spot and a 30-second ad pitching Avon Color Release Long-Wearing Lipsticks. The ads are narrated by Whoopi Goldberg.



Avon says it spent \$1 million surveying 3,500 U.S. women before launching the new campaign. According to the survey, 88% of women feel "real beauty is who you are on the inside." But luckily for Avon, appearance still counts for 96% of women, according to the survey. The firm had \$1.4 billion in U.S. sales last year.

The theme of the campaign is women gaining control of their lives. It will focus on strong relationships between women and is targeting women 25-49.

TV commercials began airing yesterday (May 2) in the network premiere of "Fried Green Tomatoes" on NBC and will air on programs including *Sisters*; *Murphy Brown*; *Murder, She Wrote*, and the upcoming Kathie Lee Gifford special.

On cable, the commercials will air on Lifetime, Comedy Central and the USA Network. FCB/Leber Katz has also bought time on CNN's *Sonya Live*. -CS

Scanners pick up growing attention

By Jim Cooper

Merchandise scanners in supermarkets across the country are increasingly defining where and how advertising dollars are spent by allowing retailers and advertisers to track consumer patterns more rapidly, accurately and in greater detail.

"It's nothing short of a revolution," said Larry Gold, principal of the Center for Business Decisions in Barrington, Ill., who will be leading a panel discussion tomorrow on the results of a recent study on scanner usage. The panel is part of a workshop in New York this week sponsored by the Advertising Research Council.

About 150 marketing research exec-

Seeing (or hearing) is believing!

The deadly force of a tornado can only be experienced. But through TV and radio, people can get a feeling for what a tornado is like and an understanding of how to survive.

That's why we're offering:

- Two 30-second TV public service announcements depicting life-or-death decisions during a tornado.
- Two 30-second radio spots with a similar survival message.

Also available for TV: a 10-minute program, "Funnel Facts and Fables," produced for the National Coordinating Council on Emergency Management. This light but meaningful program dispels tornado myths while getting across a survival message.

State Farm Fire and Casualty Company, in cooperation with NCEM, developed these noncommercial announcements and offers them free as a public service. To order, simply write and specify if you want the radio PSAs, the TV PSAs or both the TV PSAs and the 10-minute video. (Specify 1/2 inch or 3/4 inch videos.)



Funnel Facts
Public Relations Department
State Farm Insurance
One State Farm Plaza
Bloomington, IL 61710

TORNADO TACTICS

utives are expected to attend the panel discussion on scanner data and its rapidly advancing importance as a marketing tool. The two-day conference will feature studies and panel discussions on the various uses of scanner data by advertisers, retailers and researchers.

The conference will also cover the expansion of scanner data into non-food outlets, the use of scanner data to properly allocate advertising versus promotional dollars and the use of scanner data by sales forces.

"Scanner data has the ability to transform data into a management

tool," said Gold. "It has the ability to microscopically examine products that move off the shelf."

The downside of scanners is organizing and understanding the large amount of data they generate. Scanning "increased data available by 15,000%," said Gold. "It was," he added, "piling up in the corners."

The next revolution of scanner data utilization will be the planning and forecasting of business systems and shipment operations, said Gold. "This raises the whole level of market research," he said. "It just can't be ignored anymore."

The future applications of scanner data have media departments of agencies scrambling to get a handle on its importance of selling a specific product and any given area.

"The whole report card has changed because of scanner data," said Alice K. Sylvester, vice president of media research, J. Walter Thompson. Sylvester said an example of the future use of the data will allow for the "micro-marketing" of goods as opposed to the mass marketing of quantity merchandise.

"We're on the tip of the iceberg," said Sylvester. ■

Cox tests Arbitron's new cable service

RSVP lets systems customize ratings data; MSO to cover cost of doubling sample sizes

By Christopher Stern

Cox Cable Communications has become the first customer for a new Arbitron data service targeted to local cable advertising sales markets. RSVP will provide a market's viewing database, including geographic, demographic, time period and other data available through Arbitron.

Cox has agreed to cover the costs for doubling the sample size in two of its markets.

The PC-based RSVP software will allow Cox systems to avoid the "clumsy" transfer of data between Arbitron's mainframe computer and their own PC's, according to Arbitron's Robert Bourquard, national manager, Cable Systems Services. The system was introduced at the recent Cabletelevision Advertising Conference after nine months in development.

Bourquard said the advantage of RSVP is that it will allow systems to customize market information, which can be looked at from the zip code level up to the largest market geographic areas, for their own use. Qualitative data will be added to the database by the end of the year, Bourquard said.

Data provided by RSVP come from Arbitron's existing research, including diaries, household meters and people-meters. Patrick Esser, vice president of advertising sales for Cox, said RSVP will give his sales staff direct access to any age group, daypart or

demographic area in an entire market. Cox will receive the database on floppy disks, which can be used on desktop computers, Esser said.

Esser acknowledged weaknesses in current research, which is widely believed to underreport cable viewers, but he said that the two companies plan to work together on possible improvements in cable data. "First you have to become a customer before you can tell someone how to run their business," Esser said.

As part of the three-year contract, Cox has agreed to spend \$550,000 to increase the sample size in two local markets, Esser said. It is the first time an MSO has agreed to cover Arbitron's cost of increasing a sample size, according to Bourquard.

Cox and Arbitron have not decided which two markets will see the increased size, but the new samples will be in place by November. "They have as much to gain as we do," said Esser.

Bourquard said that doubling sample sizes should increase reliability by 50%.

Nielsen currently has no similar agreement with an MSO to increase sample size in a particular market, according to Nielsen spokesman Jack Loftus. The company does offer a separate book for cable ratings in San Antonio—the only one of its kind in the nation. Cox's Esser said the MSO is talking with Nielsen about purchasing meter data in San Diego and Hartford.

Nielsen also announced earlier this month that it had acquired a software package, called Savie, geared toward the local cable market. However, the system is aimed at local spot availability and media planning rather than ratings.

Cox plans to put RSVP in place in 14 markets in time for May data, and in two additional markets by the end of the year. Cox has ad sales operations in 18 of the 24 markets where it owns cable systems. ■

Operators get boxing option from Showtime

Showtime Networks is giving cable operators a choice of two promotions to win subscribers who sign up for its May 8 pay-per-view boxing event.

Cable operators can offer subscribers either one free month of Showtime's regular service or six months of Showtime at half the regular price. The promotion will be offered to subscribers who sign up for the Star-Spangled Glory bout, which will feature three championship fights.

The cable systems that enroll in the promotion will get a 60-second commercial for use on their local avail or barker channels.

—CS

Technology

Preparing to convert the converter

GI joins with Microsoft, Intel to develop 'smart' box that will open door to interactivity

By Sean Scully

The simple little cable converter box on top of the television set may be about to change forever.

General Instrument last week unveiled an agreement with computer software giant Microsoft and computer hardware manufacturer Intel to create a "smart" cable converter that will allow a TV viewer to access a nearly unlimited array of channels and interactive services on a cable system.

GI's Vice President for Technology Matt Miller said this is the first step in opening a whole new phase of the cable and computer industries. Right now, he said, interactive TV is a "zero-billion-dollar-a-year industry," yet it has the potential to be worth tens of billions of dollars. All it needs is a launching point.

"We're trying to put a platform out there that will enable all sorts of ser-

vices.... We think it's important to create an environment where people feel comfortable creating applications," Miller explained.

Interactive TV has the potential to tap into the \$15 billion-per-year video rental market, the \$10 billion-per-year arcade game market and the home retail market, which may be worth hundreds of billions of dollars every year.

Unlike catalogues, interactive marketing has the potential for instant communication about the product and instant purchase. Someone viewing a music video, for example, might instantly obtain information about the album from which the song was taken and then—just as quickly—purchase a copy of that album, Miller said.

The first, and most obvious, application of the new technology is to provide an interactive program guide, Miller said. This will allow the viewer to navigate through the vast amount of

information and the large number of channels available on cable, particularly once some systems begin offering as many as 500 channels. The guide will allow a viewer to sort and select programs in almost any way—including subject, category and time.

The proposed converter will incorporate a 32-bit Intel microprocessor and some type of Windows-based Microsoft software. In practice, the viewer would use the box in much the same way as Microsoft's Windows, said Hal Krisbergh, president of Jerrold, GI's converter box division. A series of icons, or symbols, on the screen represent the various functions available to the viewer. Using a simple remote control, the viewer points to the icons and accesses those options.

"It's easy to see—you just select what you want to do and the computer takes care of the rest, getting you into those applications," Krisbergh said.

For example, a user watching a baseball game could point to an icon at the top of the screen instructing the computer to pull up a box including statistics on a player. He could point to another icon to select a ticket service and instantly purchase seats for the team's next home game. He could point to a third icon to call up a scoreboard for other games around the league or for league standings.

The trick to a system like this, Miller said, is to make sure the package is easy to use and pleasing in appearance. Intel and Microsoft know how to create user-friendly computer systems, and GI has some experience with high-quality on-screen graphics, since it was the microchip supplier for Atari video games in the early 1980's.

Krisbergh said the actual converter, when it appears in production early next year, will be similar in appearance to existing converters. Unlike

HDTV testing rescheduled

The FCC's HDTV advisory committee has pushed back testing on the four proposed systems to May 24.

The tests had been scheduled to begin the first week in May. In mid-April, however, the committee learned that test materials were not ready for the two systems that use a method called "progressive scan" to create a picture on the screen. A progressive scan system was scheduled to be tested first.

The committee tried to stay on schedule, using a machine to quickly convert testing materials to the progressive scan format. Advisory Committee Chairman Richard Wiley said the transconverter did not work, so testing had to be pushed back three weeks.

The first system tested will be General Instrument's CCDC, a progressive scan system. Next will be two traditional interlaced scan systems: the Advanced Television Research Consortium's AD-HDTV and another General Instrument system, called DigiCipher. Finally, the committee will test Zenith's progressive scan DSC-HDTV.

After testing is completed, the committee will study the results and issue a report to the FCC early next year, recommending a system to be named national HDTV broadcast standard.

—SS

current models, however, it will have jacks for televisions, stereos and even home computers. While there are no applications for the home computer jack right now, GI is committed to making the new converters as flexible as possible. There may come a day, he said, when there will be a need to connect these units to more powerful computers.

There are "a million people with ideas about what the applications could be," he explained. "The last thing we want to do is build a box that is application-specific."

Miller agreed, saying GI and the other companies envision this converter as part of a family of such products. Eventually, this kind of converter could be the nerve center of a home

network, linking TV sets, computers, stereos and communications gear into one integrated network. The first units on the market will be the test cases for a whole family of products with a range of capabilities.

"We will learn in the field what will work and what doesn't work, what is valued and what is not valued," he said.

Based on the first generation of computer-driven converters, General Instrument and the other companies will be able to create an optimized product to tap into the interactive television market.

Miller emphasized that the proposed computerized converter box will not be just some sort of hybrid made from off-the-shelf parts crammed into a sin-

gle box. The three companies will work together to create something new, designed specifically to suit the needs of viewers and the capabilities of TV sets. As receivers, viewers and applications evolve, the boxes will evolve as well.

Krisbergh said the first converter will probably come in both digital and analog configurations. The digital unit would serve large cable systems using digital compression to provide great numbers of channels. The analog unit would provide service for smaller or more traditional cable systems. While the price has not yet been set, he said, the analog version will probably cost around \$200 and the digital about \$300. Current cable boxes cost a bit more than \$100 each. ■

HDTV advisory committee to consider job creation

Will send questionnaire to system developers

By Sean Scully

The FCC's HDTV advisory committee has agreed to look at job creation when picking an HDTV broadcast standard.

Advisory Committee Chairman Richard Wiley said at the NAB convention in Las Vegas last week that he will distribute a detailed questionnaire to all three HDTV developers to assess how many American jobs each would create if its system were selected.

Wiley said the questionnaire will be distributed when testing of the various systems begins on May 24. The questionnaire will deal with the whole manufacturing process, from where components are manufactured to where the sets will be assembled. He said he has not decided whether to include subcontractors.

Some people have questioned whether the FCC even has the legal authority to consider jobs when selecting the standard. Wiley said the committee's charter includes economic issues but doesn't specifically address jobs. "That's not for me to question," Wiley said. "The FCC told me to look into it, so I'll look into it."

When the advisory committee puts out its HDTV standard report early

next year, Wiley said, he will pass on all the economic information and let the FCC decide what to do with it.

The jobs issue came up in February when Labor Secretary Robert Reich wrote to FCC Chairman Jim Quello urging him to consider which system would keep the most jobs in the United States. Several weeks later, Pennsylvania Governor Robert Casey wrote to Quello and President Bill Clinton endorsing the Advanced Television Research Consortium's HDTV system. Members of the ATRC have

manufacturing plants in Pennsylvania.

In early April, Congressman Ed Markey (D-Mass.), without endorsing a specific system, also urged Quello to consider American jobs in selecting a standard.

Of course, Wiley said, the economic impact of a standard will be less important if the three HDTV proponents can come to a voluntary agreement to create a unified system. The three proponents—Zenith, General Instrument and the ATRC—have been meeting to hash out a joint agreement since the end of last year. Wiley has set a deadline of the start of testing to come to an agreement.

The prospects of an agreement remain mixed. The three groups continue to meet, Wiley said, but it's hard to assess whether they can come to an agreement. ■

Harris names Farmer president/CEO

Phillip W. Farmer has been elected president/CEO of the Harris Corp. He joined the company in 1982 as a vice president in the Government Support Systems division in the Electronics Systems Sector, and then served in a number of senior positions, most recently company executive vice president. He spent 20 years at General Electric before coming to Harris, a worldwide company focusing on electronics, communications, semiconductors and office systems. —SS



Telco's N.J. video system will be fiber optic

Bell's rewiring will open way for cable, other companies to provide interactive services

By Sean Scully

Bell Atlantic says it is taking a major step toward creating the nation's first true information superhighway.

The Arlington, Va.-based telephone company and BroadBand Technologies of North Carolina have agreed to bring fiber optic lines directly to the curb at 50,000 homes in New Jersey, meaning that the entire telephone system, except for the last few yards of copper wire from the curb to the home, will be fiber optic. The development opens the way for cable and other companies to provide a full range of interactive video services.

Bell Atlantic Media Relations Manager Jim Carrigan said he doesn't know exactly how much the network will cost, but it is part of subsidiary New Jersey Bell's annual \$600 million construction budget. In addition, New Jersey Bell has agreed to spend \$1.2 billion over the next 10 years as part of the state's "Opportunity New Jersey" infrastructure development plan.

Although the network will link a relatively small number of homes, it is part of a plan to link all of New Jersey and eventually all of Bell Atlantic's service area. The state has a high concentration of businesses that require high-speed data transmissions.

"If we don't do it, our competitors will," Carrigan said.

As with traditional voice-only telephone service, the company is merely providing a platform: the video and interactive capabilities of the new fiber lines are open to any company interested in using them, he said.

The first users of the New Jersey network will be Sammons Communications, which provides cable service in Morris County, and FutureVision of America, which hopes to compete against Adelphia Cable in Dover Township.

"We've offered our network to every cable company in the state.... It's really up to the cable companies" whether they use the new fiber lines, Carrigan said. "That's what we're building the network for."

The network will be in place in Morris County and Dover Township

by this summer. Bell Atlantic is awaiting FCC approval to open the lines to interactive services.

Carrigan said customers will be provided with a converter box of some sort, since the system is digital and all existing televisions are analog. The introduction of digital sets will make converter boxes unnecessary.

Among the uses Bell Atlantic anticipates for the network is at-home shopping for real estate or cars. For instance, a consumer could ask for information on certain types of vehi-

cles or property, scroll through specialized information and request photos or videos of individual items.

Newspapers, which could provide detailed text and video news or offer interactive classified advertising, are also interested in using the fiber network, Carrigan said.

Since telephone companies are currently prohibited from providing cablelike services in their own service areas, New Jersey Bell will not provide any programming or services of its own beyond standard telephone signals. ■

Keeping tabs on RF

New FCC rules boost business in radiation monitors

By Sean Scully

With the FCC poised to impose stricter rules on RF radiation exposure, stations find themselves in need of new radiation monitors.

Loral Microwave-Narda of Hauppauge, N.Y., might have the answer. The company offers a wide range of RF radiation monitors, including a new personal monitor that is not much bigger than a cigarette pack.

Loral showed the new personal monitor, the 8842C, at this year's NAB convention in Las Vegas. Response to the unit has been so good, said Regional Sales Manager Robert Thorton, that the NAB has begun offering the unit for sale through its services division.

The 8842C, the latest addition to the Nardalert line of personal monitors, is a yellow box about three inches square and weighing about six ounces, with a red light at the top and an audible alarm inside. The light blinks and the alarm chirps in response to RF radiation. The repetition rate increases as exposure increases.

Thorton said originally the monitor was not designed to handle the range of RF radiation put out by broadcasting sites. However, when the FCC recently proposed the new rules, the company's engineers began reworking the unit. Now it handles radiation lev-

els of between 50 and 1,000 mhz.

Loral Microwave also offers the 8850, an induced-current monitor. Induced currents are also covered by the new FCC regulations.

The 8850 is an odd-looking device. It is a metal plate with a monitor attached—similar, in fact, to a steel bathroom scale. You place the plate on the ground, stand on it, and turn on the monitor between your feet. The monitor shows the induced current in your body.

Of course, Thorton said, if you're uncomfortable about standing that close to an RF radiation source, you could use an accessory that stands on the plate and simulates the induced current in a human body. He said Loral's engineers are working to develop the accessory, which will look somewhat like a large, free-standing dipole antenna.

Loral also offers the 8870, which monitors charges stored in metal objects. Like the 8850, the 8870 is based on a metal plate that you place on the ground. Attached to it with a network of coiled wires is what looks like a drill or staple gun. You place the monitor near metal that might be carrying an electric charge, such as a broadcast tower, and touch the gun to the object. The monitor will tell you whether the item is charged and how dangerous the charge might be. ■

Virtual Vision eyes broadcast market

Last-minute NAB exhibitor sees professional applications for goggles with built-in TV

By Sean Scully

Imagine having eyes in the back of your head. Imagine being able to see the world as it appears from three feet above your head. Imagine being able to see to the right or the left without turning your head. Imagine looking down at your feet and seeing what's going on in front of you.

At this year's National Association of Broadcasters convention, Virtual Vision of Redmond, Wash., displayed a pair of goggles that will allow you to do exactly those things. The company showed the Virtual Vision Sport, a five-ounce visor that includes a tiny color TV. The picture is projected onto the visor by a small mirror. The net effect is that the wearer sees a large TV screen projected in the air about 10 feet to his right or left, depending on which eye is dominant. Otherwise, the visor is clear, allowing the wearer to see what's going on in front of him. The visor even fits over glasses, although glasses-wearers might experience poorer resolution of the TV image.

Although it was designed to receive and project broadcast television, the unit can be hooked up to any video camera, allowing the wearer to watch the viewfinder without having to put his eyes up to the camera. By equipping a camera operator with the goggles, a station could get better spot-news coverage in tricky situations. A camera operator could hold the camera high over his head to get shots above a crowd or remain crouched behind cover while getting pictures of a dangerous situation.

Moreover, more than one visor can be connected to the same camera, allowing several people to see the viewfinder. In the studio, therefore, the director, producer and camera operator could all see exactly what was going on in front of the camera.

The item proved to be one of the most popular attractions on the NAB exhibit floor.

"We've had people lined up to try them out for the whole show," said Virtual Vision Vice President for Sales Rusty Bennett.

Virtual Vision was a last-minute en-



With Virtual Vision Sport, a camera operator can see the viewfinder, even if the camera is held up to shoot over a crowd.

Imagine being able to see right or left without turning your head.

try at the NAB and wasn't even listed in the official program. Crowds gathered strictly on the strength of some ads in the *NAB Daily* convention newspaper and lots of word-of-mouth.

Vice President for Marketing Brian Durwood said the company discovered the broadcast applications by accident. The goggles were designed strictly as a consumer product, intended as a new way for viewers to see television. A user could, for example, safely walk down the street while seeing the TV screen. A sports fan could watch a game live at a stadium while simultaneously watching the TV coverage. The goggles have tiny earphones that provide stereo sound.

At a recent consumer electronics show, a professional cameraman saw the unit and asked to borrow it, Durwood said. The cameraman was so impressed that the company began to get big ideas. On the spur of the moment, Virtual Vision decided to come to NAB and get feedback from other professionals.

If the professional world shows enough interest, Durwood said, the

company will market a more rugged outfit by late summer. Based just on the reaction at the Las Vegas show, he said, there seems to be enough interest to justify a professional version.

Durwood said the professional optics will be slightly more cumbersome than the consumer version, but the quality of the picture will be much higher. The professional version will probably do away with some or all of the audio equipment, in the interest of keeping weight to a minimum.

Because it is so small and light, the unit looks somewhat flimsy. Durwood said the components, such as the earpieces and nosepiece on the glasses, are rugged enough to withstand professional use. Moreover, every part of the unit is detachable, which means broken parts can be replaced in the field in seconds.

The cost for the consumer version, which will be in stores by early May, is about \$900. The professional unit, with improved optics, will cost about \$1,000.

There are some applications even beyond the professional camera operator, Durwood said. Since the unit will project any NTSC signal, the glasses could be used to project video games or even converted computer-monitor displays. Security guards could use the visors to monitor security cameras while still patrolling a beat. The company said it may also manufacture a medical version, which would allow surgeons to operate on a patient while being able to see a virtual representation of various monitors and readouts.

Eventually, according to a company release, the visor could be connected to a voice recognition system to create instant, real-life closed captioning for the hearing impaired or translations for travelers abroad. ■

Errata

An April 19 story on NAB's Multi-Media World stated that Videotek showed the Video Toaster several years ago. **Video Toaster is manufactured by NewTek** and is a plug-in card for the Commodore Amiga line of personal computers.

Classifieds

See last page of Classified Section for rate information and other details.

RADIO

HELP WANTED MANAGEMENT

You could end up owner and operator of an established Southwest AM/FM combo billing half a million annually. You must be honest and aggressive with an impeccable track record. This might be your chance of a lifetime. Contact owner 505-863-4444. EOE.

General manager, Northeast powerhouse. We are looking for the brightest of the bright. In return we are offering a fabulous facility with fabulous ratings and a great staff. The market offers a high quality of life and the right candidate should view this as a long term career move. Proper candidate should be a strong leader, motivator, goal setter and achiever. He/she should be organized, disciplined and driven to the highest standards of excellence. If you are chosen you will have an excellent income, stability, and community respect in this market of several hundred thousand. Stations are group owned. Your response is guaranteed confidential and even if your current situation has presented you with a level of contentment we urge you to reply. Resume to: Box L-46. EOE.

Sales manager: KFAM is a 50kw AM radio station in the Salt Lake City market. We are looking for the right person to manage our sales dept. Please send application to PO Box 700, Bountiful, UT 84010. EOE.

General manager for Missouri AM/FM. On hands professional to lead sales team in growing opportunity. Personal commitment to sales success will be your #1 priority. Qualified sales persons/sales managers may apply. All replies confidential. Resume & letter to Box C-1. EOE.

GM immediate opening: Salary, commission on gross, buy-in option. 2-station, small market group. Rush resume. WSJR-AM/WLVC-AM, 6 Tenth Ave., Madawaska, ME 04756. Great first management/ownership opportunity. EOE.

General manager for southeast Iowa market AM/FM combo. Attention to bottom line, sales promotional experience and involvement in the community a must. Salary with excellent benefit package. Fax resume to Rick Lambert 314-651-4100, or mail to: PO Box 558, Cape Girardeau, MO 63701. All resumes kept confidential. EOE.

Station manager for New England small market AM/FM. Attractive area. Strong sales management background needed. Salary and incentives. Send resume and references to Box C-2. EOE.

Want to run the show and eventually own? WMCL, McLeansboro, IL, was profitable regional stations for years. Due to competition we need a new direction. We need a high-energy, sales oriented person to lead WMCL back to success. You will work with a great staff. Earn equity in WMCL, own it eventually. Resume to: Jim Glassman, PO Box 3335, Peoria, IL 61612 or fax 309-694-2233. EOE F/M.

Liggett Broadcast Group flagship WFMK is still seeking a top notch GSM. Send resume to: VP/GM, WFMK, PO Box 991, East Lansing, MI 48826. EOE.

Sales manager with aggressive Illinois AOR group. Send resume and sales philosophy to Mark Rollings, WZNF, 400 Broadway, Urbana, IL 61801. EOE.

B-105 North Myrtle Beach accepting applications for local sales manager. We're building staff for future upgrade as well as immediate development. Adult Contemporary station with 21 year history and great facilities. We need good people to help us grow. Earnings 30,000+. If money is your only goal, no need to apply. Write me a letter describing yourself, your family, your hobbies, your goals, your needs, your ideals. We are an equal opportunity employer with a strong affirmative action plan. Applicants from Southeast region strongly encouraged. Send material immediately to Matt Sedota, WNMB, 429 Pine Avenue, North Myrtle Beach, SC 29582.

HELP WANTED SALES

Sales position: Immediate opening, broadcasting's oldest media/merchandising-sales/promotion firm (40 years). Radio sales management experience required—full-time travel (Monday/Friday). Draw against generous commission. Six figure potential. Resume and recent picture to: John Gilmore, President, CCA, PO Box 151, Westport, CT 06881. EOE.

Southeast. Sales manager for AM/FM. Must be goal oriented, experienced. Attractive single station market in desirable area. Send resume to Box L-45. EOE.

General sales manager for successful state radio news, agri-news, and sports networks. Three-five years successful track record as manager necessary to apply. Send letter and resume to Vice President/General Manager, PO Box 3691, Baton Rouge, LA 70821. EOE.

GSM: Hudson Valley NY Z Rock affiliate needs aggressive sales manager to take this very successful format to its next level of success. No caretakers, long hours, tough street fight with heritage AOR. Packaging and creative conceptualizing a must! Send resume and cover letter explaining your sales concept to: GSM Opportunity, WBWZ, PO Box 984, New Paltz, NY 12561. EOE M/F. No calls.

Dynamic sales manager for a 100,000 watt adult rock and roll station with a minimum of 4 to 5 years in radio sales. Must have a proven track record in both sales and supervision. Compensation is base plus an exciting incentive bonus. We are an equal opportunity employer. Reply to Box C-3.

KSET Country 94.7 FM El Paso: Seeking experienced and aggressive sales professional. Radio sales experience required. Strong emphasis on new business. Send resume and salary history to: KSET Country, 4105 Rio Bravo, Suite 150, El Paso, TX 79902. Attn: H. Bryson. EOE.

HELP WANTED ANNOUNCERS

Hot Country deejay: Park Broadcasting FM, Syracuse, recently changed to fast paced, contemporary, new hot Country 108. Similar sound to Park's KJJO, Minneapolis. If you have a good voice, personable and bright delivery and enjoy a, "most music", energetic country format, send tape, resume and salary history right away. Dick Carr, GM, WHEN/New Hot Country 108, PO Box 6975, Syracuse, NY 13217. EOE.

Radio talk host 9-noon: Tape and resume to WINK-AM, PO Box 331, Fort Myers, FL 33902. No calls. EOE.

HELP WANTED TECHNICAL

Radio chief engineer: Major market AM/FM combo seeks highly skilled broadcast chief engineer with top notch organizational, technical and communication skills. Individual must possess qualifications and abilities in all aspects of broadcast engineering including design, installation, maintenance and repair of studios for AM directional and FM transmission facilities. Minimum of Associates in Engineering, FCC General Telephone license, SBE certification and/or IEEE membership a plus, computer skills needed. Send letter and resume to Box L-3. EOE.

Chief operator wanted for opportunity in the Midwest. If you're a highly skilled chief operator with top notch organizational, technical and communication skills, this could be your engineering opportunity. Send resume and salary requirements to: Operations Manager, KGLO, PO Box 1300, Mason City, IA 50401. EOE.

HELP WANTED NEWS

Sports director: KDLR/KDVL, Devils Lake, North Dakota has an outstanding opportunity for a self motivated sports/news person. Requires play by play experience in football, basketball, hockey. Resume and tape to: General Manager, PO Box 190, Devils Lake, ND 58301. EOE.

Financial reporter: America's second largest stock market is seeking an experienced radio journalist to deliver live and recorded reports on trading, and to transmit trading data to the media. Salary: Mid 20's. Send cassette tape and resume to John Buergenthal, The Nasdaq Stock Market, 1735 K St. NW, Washington, DC 20006. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

KNAC looking for an experienced AOR program director. We need a proven leader with a thorough knowledge of KNAC's hard rock music and format. Resumes to: Gary Price, KNAC, 100 Oceangate, Suite P-280, Long Beach, CA 90802. No calls. EOE.

SITUATIONS WANTED MANAGEMENT

Group owners: Profit oriented GM and/or COO. Currently employed; 20+ years major market management, sales, programming, LMA, ownership experience. If you need to add leadership, stability and superior people skills to your group, let's talk. Equity participation considered. Call 1-800-723-4666.

Music licensing problems? Fees too high? Too much redtape? Call me for help. Former BMI VP. I'll save you money, time and aggravation. Bob Warner 609-395-7110.

Between GM's? LMA? Selling? You can effectively get through with a seasoned, results-oriented, temporary manager who's been there. Call Michael, 919-632-0050.

SITUATIONS WANTED SALES

FM owners: Tired of diminishing returns? Super pro with long list of #1's will jump start your station for equity and perhaps invest. Bill 303-476-8289.

SITUATIONS WANTED ANNOUNCERS

Licensed college graduate with strong work ethic, seeks an entry level employment opportunity as a disc jockey. Looking for employment opportunity in Southern California market. I'm available for immediate employment and relocation. I will be in Southern California area for the month of May and will be available for interviewing. Timothy C. King 215-759-4446, 672 Lorraine Dr., Nazareth, PA 18604.

Exciting sportscaster, talk host, 12 years experience in H.S./college football, basketball, and baseball. I'm versatile and skilled in all air work, production, news, and ready to move. All opportunities considered. Jay 304-779-9339.

SITUATIONS WANTED NEWS

Sportscaster: Like Willie, Mickey and The Duke, I can do it all. Experienced with journalism degree. Will relocate for right opportunity. Bill, 201-909-0684.

Experienced sportscaster is anxiously waiting for your call. Call Mike 618-654-5064.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Award winning copywriter and producer looking for position. Have production director experience. Prefer Midwest, will consider all. Send station and salary info to Box C-4.

MISCELLANEOUS

Radiation hazard meters: General Microwave, model 3. RF range 300 MHz to 18 GHz. \$1,195. 702-386-2844.

TELEVISION**HELP WANTED MANAGEMENT**

News director: KETV, the Pulitzer Broadcasting Co. ABC affiliate in Omaha is seeking an aggressive news director. Successful candidate must have the ability to lead and manage a staff of 39 professionals while working with a strong management team. Must have 10 years of full-time news experience and five years in news management. Knowledge of personnel administration, budgeting, research interpretation and newsroom computer systems is preferred. No phone calls. Please send resume to GM, KETV, 2665 Douglas St., Omaha, NE 68131-2699. EOE.

Traffic manager: Relocate to the great Northwest. We are looking for an experienced traffic manager. Columbine system experience a plus. Send resumes to: John R. Rowland, GSM, KAYU, PO Box 30028, Spokane, WA 99223. EOE.

HELP WANTED SALES

Account executive: Minimum three years experience. Motivated individual with proven track record. Willing to develop new business in a stable Northeast market. A Viacom owned and operated station. Qualified applicants should send their resume to Box C-5. EOE.

HELP WANTED TECHNICAL

Assistant chief engineer needed for Midwest 29th market UHF station. Must be highly motivated individual. Candidate should have at least five years experience with at least two years in a supervisory role. Must have experience with Grass switchers, computer editors, and Betacam SP. UHF transmitter experience a plus. Send resume to Chief Engineer, KSMO TV, 10 E. Cambridge Circle, Ste. 300, Kansas City, KS 66103. EOE.

Chief engineer: Southeastern, medium market, VHF affiliate, leading news, stable ownership. Send letter with resume to Bone & Associates, Inc., 6 Blackstone Valley Place, Suite 109, Lincoln, RI 02865. EOE.

Electronic technician: Experienced in repair of TV broadcasting equipment, including VTR, cameras, switchers, microwave. Must be digitally literate and able to troubleshoot to component level. Large, growing national company offers excellent salary, benefits, opportunity. Thriving economy, great quality of life, no state income tax. Resume to: Director of Engineering, KXAN-TV, PO Box 490, Austin, TX 78767. Closes April 23. EOE.

Wanted: Freelance editor for on-line Beta suite equipped with Pinnacle 2100; Dubner 10K; Grass Valley 141 controller & 100 switcher. Candidates must be experienced on each piece of equipment. Fax resume to: 212-698-2368. EOE.

Hands-on chief engineer needed for network-affiliated, group-owned station in the biggest little city in the world. Must have 5 years experience with 2 years in supervisory role. Experience with GVG, BTS and Sony tape machines a must. Transmitter microwave experience a plus. Send resume/salary requirements to Personnel Director, Sunbelt Broadcasting Company, 1500 Foremaster Lane, Las Vegas, NV 89101. No telephone calls. EOE.

If you're a creative, self directed individual and have worked in a state-of-the-art D2 digital environment, this could be the job for you! This unique position requires expertise on SONY DVS-8000, DVE, digital audio, and Chyron Infinitt. Experience on BVE 9100 a must. Candidate must have strong editing skills and produce quality work under tight deadlines. 3-5 years on line editing experience required. Send resume and salary requirements to: WPIX, 220 East 42nd Street, New York, NY 10017. Employment B. A Tribune Broadcasting station. We are an equal opportunity employer.

Chief engineer needed for upstate New York, VHF affiliate. Strong personnel, administrative and hands-on technical skills required. Send letter and resume to Bone & Associates, Inc., 6 Blackstone Valley Place, Suite 109, Lincoln, RI 02865. EOE.

HELP WANTED NEWS

Top 50 affiliate seeks anchor/reporter: We're looking for a strong on-air performer as well as a solid reporter with at least 3 years experience in news. No beginners please. An excellent opportunity for a motivated, creative professional ready to work with the best team in town. Reply to Box L-26. EOE.

Morning anchor needed: If you have the winning combination of an energetic personality and experienced reporting skills, you could be our morning anchor. You'll also report and fill in anchor other newscasts. We are an affiliate, dedicated, professional news organization on the East Coast offering an excellent working environment. Reply to Box L-27. EOE.

News producer: #1 station in market needs a take-charge news professional to produce fast-paced, well-written newscast. BA/BS and two years experience needed. Send non-returnable tape and resume to Desiree Newhart-Hill, E.P., KWTV, PO Box 14159, Oklahoma City, OK 73113; 405-841-9968. EOE M/F.

Main anchor needed for top 20 affiliate in highly desirable city. Looking for personality, experience, and ability to work with a team. Resumes and photos to Box L-41. EOE.

#1 weathercaster wanted for major market affiliate. This could be your job of a lifetime! Send resume and short description of your presentation philosophy to Box L-42. EOE.

Wanted: Freelance editorial newswriters satellite coordinators and mastercontrol operators with editing experience to work in a New York newsroom. Please fax resumes to 212-698-2368. EOE.

Live television: If you are good at it, this is your job. Anchor/reporter needed for daily, on location half hour newscast in the 36th market. Must be able to think on your feet, write to video and interest the audience in a wide range of subjects. Send tapes and resumes to Rick Gevers, WOOD-TV, 120 College Avenue SE, Grand Rapids, MI 49503. No phone calls. EOE.

Anchor/reporter: Wanted for Monday thru Friday 6 & 11pm newscast. Looking for a leader with strong reporting and writing skills. Send non-returnable tapes and references to: WSAV-TV, Attn: David Winstrom, PO Box 2429, Savannah, GA 31404. EOE.

Weekend co-anchor weather plus fill-in and reporting. At least two years experience, including weather and reporting. Degree in meteorology and AMS Seal preferred. Send your resume/tape before May 14, 1993 to Judy Baker, Administrative Assistant, WCYB-TV5, 101 Lee Street, Bristol, VA 24201. EOE/MF/HV.

WFSB TV, a Post Newsweek station, is looking for an experienced and creative producer. The producer must have strong news judgment and be able to dig out stories from a variety of sources and then be able to create dynamic, informative and interesting broadcasts. The assignment calls for a producer who will work with anchors, reporters, assignment desk editors, graphic artists and directors to produce newscasts that combine a commitment to journalism with a flair for production. Superior writing skills a must. Resume and tape to Deborah Johnson, Asst. News Director, WFSB TV 3 Constitution Plaza Hartford, CT 06103. EOE.

Top 100 Midwest network affiliate looking for a main anchor for its 6 and 10 PM newscasts. Must have at least two years main anchor or weekend anchor experience. Looking for someone who is a leader in the newsroom, is a powerful writer, able to do good live shots, has a commanding presence on the air, and can think on his/her feet. Reply to Box C-6. EOE.

Reporter: Someone who can hustle. Some experience would be nice. And, if you could handle the morning cut-ins, that would be a bonus. Send tape, resume and letter to: Gene Carlson, News Director, KTTC-TV, 601 1st Avenue SW, Rochester, MN 55902. Absolutely no phone calls. EOE.

KWTV is seeking a news photojournalist. Two years experience shooting and editing TV news. Send non-returnable tape and resume to Dave Tamez, KWTV, PO Box 14159, Oklahoma City, OK 73113. 405-841-9961. EOE/M-F.

News directors: WTXX ABC in Tallahassee, Florida is seeking a news director. Must have management experience and solid background in all facets of news. Send resume attention Lynn Fairbanks, General Manager, 8927 Thomasville Rd., Tallahassee, FL 32312. EOE.

Photojournalist: Minimum one year experience in an affiliate newsroom. Familiarity with high-eight and "live" helpful. Fourteen-five plus overtime. 3/4 tape and references to: News Director, 202 Downtown Plaza, Salisbury, MD 21801. M/F EOE.

Weekend news producer: #1 station wants aggressive producer who thinks "outside the box" and takes control of the newscast. No stackers. Minimum 3-years experience. Send resume and references to Matt Silverman, WKRC-TV, Cincinnati, OH 45219. No tapes.

Entry level reporter: Send non-returnable tape to: WOWL TV, 840 Cypress Mill Road, Florence, AL 35630. No phone calls. EOE.

WPSD news seeks applicants for two positions: Weekend weathercaster/weekday reporter. Need weathercaster for four weekend shows plus weekday fill-in. Reporting experience a plus. Reporter: Weekday general assignment reporting, strong writing a must. For both, degree and experience preferred. Send tape and resume to: Terry Reeves, WPSD, 100 Television Lane, Paducah, KY 42003-5098. M/F/EOE/ADA.

News director: KNXV, Fox 15 is looking for a creative, highly motivated individual to build and lead a news department. This individual should have 3-5 years experience as a news director or producer. This position requires experience in budgeting as well as ability to lead all kinds of people. College degree preferred. If qualified, please send resume, news philosophy and recent non-returnable tape to Raymond Hunt, General Manager, KNXV-TV, 4625 S. 33rd Place, Phoenix, AZ 85040. No phone calls accepted. EOE.

News producer we want it all. We're looking for a producer who is a newsroom leader, puts on a newscast that delivers both information and watchable television and brings fresh ideas to the table everyday. If that's you send a non-returnable tape to: WSYX-TV, PO Box 718, Columbus, OH 43216, Attn: News producer. No phone calls please. WSYX is an equal opportunity employer and does not discriminate on the basis of race, color, religion, national origin, disability, sex, age, or other factors prohibited by law. Company is especially interested in seeking qualified minority and women applicants.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

WUHF-TV, Fox 31 in Rochester is seeking a highly creative promotion producer/director with a minimum of two years experience, including editing. Send reel, resume and writing samples to Barbara Browning, WUHF-TV, 360 East Avenue, Rochester, NY 14604. Phone 716-232-3700. EOE.

Coordinating producer: C-SPAN, cable television network, is seeking a coordinating producer to plan and implement on-air program schedule from the daily events covered. Will direct work flow of producers, master control operators, production assistants, editors, and Chyron operators. Minimum 5 years relevant work experience and 1 year management experience required. Strong knowledge of public policy issues and experience with editorial decision-making. Send resume and salary requirements to C-SPAN, Human Resources/BC, 400 N. Capitol St., NW Suite 650, Washington, DC 20001. EOE.

Executive producer: Supervise work of news department staff, including reporters and anchors. Coordinate news coverage and special projects with assignment editors and producers. Supervise the production aspects of the newscast. Work with the newscast producers to maintain a consistent on-air look, including formats, graphics, writing, etc. Assist in formulating policy, evaluating personnel. Must have "people skills" to work with people and lead by example. Must be willing to perform reasonable additional duties as assigned by the news director. College degree preferred in journalism or communications. Minimum three years experience at a commercial television station as producer. Please apply to WVEC-TV, 613 Woodis Avenue, Norfolk, VA 23510 or at our Hampton Bureau, WVEC-TV, 774 Settlers Landing Road, Hampton, VA 23669. EOE.

Creative director: KERA/KDTN, public TV and radio, seeks a highly creative individual to manage award-winning design department. Sense of style and design savvy, plus exceptional leadership and management abilities essential for this fast paced environment. 5+ years experience with balanced background of video, print, and writing, including a working knowledge of Macintosh and familiarity with video equipment and editing. Ability to work with small budgets and tight deadlines. Minority candidates encouraged to apply. Send resume, salary history, non-returnable samples and reel to: Hoyt Neal, KERA, 3000 Harry Hines Blvd., Dallas TX 75201. EOE.

Paintbox artist: WLS-TV in Chicago is seeking a part-time graphic artist with experience on Quantel Paintbox. Send resume and demo reel ASAP to: Fran Preston, Director of Creative Services, WLS-TV, 190 N. State Street, Chicago, IL 60601, 312-750-7303. EOE.

WITI-TV, the CBS affiliate serving Milwaukee seeks innovative creative services producer with a minimum of 3 years experience in news and programming promotion. Strong writing and creative skills required. College degree in advertising/communication a must. If you're at the top of your game and looking to work with the best in the business, rush resume and tape to: Scott Steffey, WITI-TV, 9001 N. Green Bay Road, PO Box 17600, Milwaukee, WI 53217. Please, no phone calls! EOE.

Creative services director—KPLC-TV— an ABC affiliate in Lake Charles, LA is searching for a needle in a haystack. Qualified candidate should have a thorough working knowledge of videography, editing, and post production. Creativity, enthusiasm, and ability to lead a staff of producers are requirements. Position requires extensive client contact and excellent organizational skills. Will work closely with sales management in developing and implementing strategies to maximize production revenue. Send letter, resume and salary requirements to Veronica Bilbo, EEO Coordinator, KPLC-TV, PO Box 1488, Lake Charles, LA 70602. EOE.

SITUATIONS WANTED MANAGEMENT

Consulting, trouble shooting, training, etc. Former traffic manager with eight years experience, all aspects Columbine traffic system. Reasonable rates. Also available for temporary work. Call Flo. Compu-Con Plus. 508-673-7483.

SITUATIONS WANTED NEWS

Unique interviewer Mike Wallace said it would be "utterly fascinating" to see Jan interview the political leaders of our nation. Send for a tape of Senator Biden, Congressman Hyde, Mike Wallace or others to see for yourself. Call Jan Helfeld 809-791-5664.

Broadcaster looking for an opportunity in news and/or sports anchoring/reporting. Prefer medium to large sized markets. Very dependable, single with great voice and appearance. Over nine years of professional selling experience. Can do play-by-play. Will make your station look good. Interested in any and all opportunities. Willing to relocate. Reply to Box C-7.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Director, 5 years experience directing prime time news in top 20 market. Also, talk, variety, and remotes. Smaller markets considered. Call 209-244-7220.

MISCELLANEOUS

Public domain package: VHS 225 titles include movies, cartoons, documentaries & serials. \$1,000.00. PO Box 20596, Sarasota, FL. 813-371-0024.

Jobs nationwide! Television, radio, corporate communications. All fields. From major market to entry-level. Broadcasting's most comprehensive employment-listings service! Now in our 9th year. Media Marketing/THE HOT SHEET, PO Box 1476—PD, Palm Harbor, FL 34682-1476. 813-786-3603. Fastfax: 813-787-5808.

SATELLITE

MISCELLANEOUS

Wanted to lease: Satellite SAV/audio subcarrier(s) on full time Ku transponder. Contact Bill B. at 916-348-9510, or fax 916-348-9589.

ALLIED FIELDS

HELP WANTED ADMINISTRATION

Florida State University: Director of university communications. Florida State University seeks nominations and applications for the position of director of university communications. The chief communications officer of the university, this individual provides leadership for all major communications functions, interacts closely with senior administration to coordinate major public events on and off campus, and has administrative responsibility for the publications, media relations, radio and TV broadcast operations of the university. Reporting directly to the president, the director of university communications works with various constituencies within the university (schools and colleges, office of admissions, direct support organizations, etc.) to provide strategic communications planning, foster strong coordination of communications, and assist in making the university's research, teaching and service activities visible and compelling to its various publics. Although a doctoral degree is desirable, the minimum qualifications include a master's degree and three years of directly related professional work experience or a bachelor's degree and five years of experience. The successful candidate will exhibit strong leadership, superior writing and oral communication skills, a thorough understanding of design and editorial concepts as they relate to larger communications strategies, and knowledge of new and emerging communications technologies. Experience in a higher education setting is preferred. Florida State University is a comprehensive graduate research institution of sixteen colleges and schools with some 1,500 faculty and more than 28,000 students. A member of the State University System of Florida, FSU is located in Tallahassee, Florida's beautiful capital city with an area population of 225,000. Salary range: \$41,810 to \$75,300. Applicants should submit, by May 20, 1993, a letter of application, two resumes and three letters of reference to: Dean Elisabeth Muhlenfeld, Chair, Search Committee for the Director of University Communications, 212 Westcott R-35, Florida State University, Tallahassee, FL 32306-1045. Florida State University is an equal opportunity/affirmative action employer. Women and minorities are encouraged to apply. The "Government in the Sunshine" laws of the state of Florida require that all documents related to the search process, including letters of nominations and application, be available for public inspection.

FINANCIAL SERVICES

Immediate financing on all broadcasting equipment. If you need \$2,000-\$500,000. Easy to qualify, fixed-rate, long term leases. Any new or used equipment & computers, 100% financing, no down payment. No financials required under \$50,000, refinancing existing equipment. Call Mark Wilson at Exchange National Funding, 800-275-0185.

Lease purchase option. Refinance existing equipment. Lease purchase new equipment, no down payment. No financials up to \$70,000.00. Carpenter & Associates, Inc. Voice 501-868-5023, Fax 501-868-5401.

EDUCATIONAL SERVICES

On-camera coaching: Sharpen TV reporting and anchoring/teletypewriter skills. Produce quality demo tapes. Critiquing. Private lessons with former ABC News correspondent, 914-937-1719. Julie Eckhart, Eckhart Special Productions.

WANTED TO BUY EQUIPMENT

Used videotape: Cash for 3/4" SP, M2-90's, Beta-cam SP's. Call Carpel Video 301-694-3500.

FOR SALE EQUIPMENT

AM and FM transmitters, used, excellent condition, tuned and tested your frequency. Guaranteed. Financing available. Transcom. 800-441-8454, 215-884-0888. Fax 215-884-0738.

Harris MW50B, excellent condition, tuned and tested, lots of spares. Transcom. 800-441-8454, 215-884-0888. Fax 215-884-0738.

Broadcast equipment (used): AM/FM transmitters, RPU's, STL's, antennas, consoles, processing, turntables, automation, tape equipment, monitors, etc. Continental Communications, 3227 Magnolia, St. Louis, MO 63118. 314-664-4497. FAX 314-664-9427.

Video switches: 3M model 101 vertical switches. Ten in, one out. Audio follow video. \$185. 702-386-2844.

TV transmitter: 60KW, channel 19, RCATTU-60C, pulsar, extra exciter. Megastar 702-386-2844.

Videotape: Lowest prices, absolutely highest quality of evaluated videotape. 1", 3/4", M2, D2, Beta-cam, SP, etc. We will beat any price. Call for quote or catalog. Carpel Video 800-238-4300.

For sale: 500 foot utility tower, 11 years old, in South Texas, call Chris 210-689-3333.

RADIO

PROGRAMING SERVICES



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PUBLIC NOTICE

PUBLIC NOTICE

The Board of Directors of National Public Radio will meet in open session Sunday, May 9, 1993, beginning at 9:30 a.m. at the Washington Hilton & Towers Hotel, 1919 Connecticut Ave., N.W., Washington, D.C. 20009. Subject to amendment, the agenda includes: Chair's Report, President's Report, Committee Reports. The Board Committees will meet in the same location on Saturday, May 8.

TELEVISION

HELP WANTED SALES

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PROGRAMING SERVICES

We're Buying Program Blocks For CASH!

ValueVision, America's FRIENDLIEST cable and broadcast television home shopping network is seeking expansion of its broadcast time-buying program. We pay UP FRONT for long-term schedules of morning and/or afternoon and/or weekend blocks (2-5 hours daily). Payments are modest per-hour, but add up to SUBSTANTIAL, in-advance cash annually. Overnights O.K. if some daytime hours included. Viewers will call to say "Thanks!" Great for Indies toughing it out in rugged markets. Equity investments considered.

Fax or call:

Steve Cunningham, V.P.
ValueVision International, Inc.
DENVER OFFICE
(303) 860-1899
(303) 860-1599 FAX

Minneapolis Office
(612) 831-1407
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ALLIED FIELDS

EMPLOYMENT SERVICES

BEGINNING A TV NEWS CAREER?

Get an edge!
Offering performance coaching and demo tape production for news and sports anchors/reporters.
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Head Hunters • Programmers
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Low Cost • Tremendous Value
TALENT/INK
Call Toll Free 1-800-766-3331
Your Link To A Career

HELP WANTED MANAGEMENT

UNUSUAL OPPORTUNITY FOR RADIO OR TV MANAGER

Nationwide Communications Inc. is seeking a bright and creative general manager for its private cable system in Houston, Texas. We are looking for an individual with leadership, business and marketing skills to manage the growth of one of the largest apartment complex cable operations in the United States and are seeking radio or television management. Call Willard Hoyt 614-249-7672 or write to Nationwide Communications Inc., One Nationwide Plaza, Columbus, Ohio 43221. Nationwide Communications Inc. is an equal opportunity employer.

FOR SALE EQUIPMENT

SAVE MONEY
AND MEET THE JULY 1 STL DEADLINE WITH MARTI FCC APPROVED TRANSMITTERS. COMPOSITE STL-15C \$3500.00 MONO STL-10 \$1645.00. Guaranteed to work with your current system. Call Dan at (817) 645-9163.

WANTED TO BUY STATIONS

New radio group seeks c/f positive situations. Must be easily accessible in continental U.S.
Reply to Box L-44.

FOR SALE STATIONS

MDS STATION FOR SALE

Fully Operational 20 Watt MDS Station in La Habra, CA (Channel H-2 — 2665 Mhz). Available for an Immediate Purchase or a Lease with an Option to Purchase.

— Principals Only —

Contact: American Communication Services (r 312/472-4779).

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50KW AM AND CLASS C FM, IN SOUTHWESTERN TOP 50 MARKET. SERIOUS BUYERS ONLY PLEASE. P.O. BOX 25670, HONOLULU, HAWAII 96825.

FOR SALE

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

The Deer River Group
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Small town with new industry — No competition in local market — Studio, real estate, tower & building at one location — new transmitter — absentee owner.

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FOR LEASE

HIGHER-POWERED

NEW ENGLAND AM

Prosperous Market of 300,000. Licensed to city, not suburb.
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EARLY DEADLINE NOTICE

Due to the observation of Memorial Day, the deadline for the May 31, 1993 issue is Friday, May 21, 1993 at Noon.

BROADCASTING & CABLE'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING & CABLE, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036. For information call (202) 659-2340 and ask for Mitzi Miller.

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

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

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

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. **No** credits or make goods will be made on errors which do not materially affect the advertisement.

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

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

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. A phone number with area code and the zip code count as one word each.

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$138 per inch. Situations Wanted: \$69 per inch. All other classifications: \$138 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space. Frequency rates available.

Blind Box Service: (In addition to basic advertising costs) Situations wanted: No charge. All other classifications: \$15 per ad per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING & CABLE will not forward tapes, transcripts, portfolios, writing samples, or other oversized materials; such materials are returned to sender. Do not use folders, binders or the like. **Replies to ads with Blind Box numbers** should be addressed to: Box (letter & number), c/o BROADCASTING & CABLE, 1705 DeSales St., NW, Washington, DC 20036.

Confidential Service. To protect your identity, seal your reply in an envelope addressed to the box number. In a separate note list the companies and subsidiaries you do not want your reply to reach. Then, enclose both in a second envelope addressed to CONFIDENTIAL SERVICE, Broadcasting & Cable Magazine, at the address above.

**For subscription information
call 1-800-554-5729.**

Datebook

MAY

Now-June 13—*The Museum of Television and Radio* screens seven original *Honeymooners* sketches not seen publicly since first broadcast in 1951 and 1952. Museum, New York. Diane Lewis, (212) 621-6685 or Dana Rogers, (212) 621-6705.

May 2-5—*Women In Cable* 12th national management conference. Palmer House Hilton, Chicago. Information: Renee Kaiser, (312) 661-1700.

May 4—"Triple Demo Power," local ad sales seminar sponsored by *Arts and Entertainment, Lifetime Television and ESPN*. Omni Netherlands, Cincinnati. Information: Ann Marie Lachina, (718) 482-4264.

May 6—"Triple Demo Power," local ad sales seminar sponsored by *Arts and Entertainment, Lifetime Television and ESPN*. Ritz Carlton, Houston. Information: Kristen Slosek, (310) 286-3000.

May 6—*Federal Communication Bar Association, New York chapter*, luncheon. Speaker: FCC Commissioner Andrew Barrett. CBS, New York. Information: Andrew Siegel, (212) 975-7419.

May 7-8—Orange County Sports Careers Summit sponsored by *Sports Careers*. Attendees include *ESPN, USA Today* and *CBS Sports*. Hyatt Regency, Irvine, Calif. Information: 1-(800)-776-7877.

May 9-12—*Canadian Cable Television Association*

36th annual convention and cablexpo. Metro Toronto Convention Center, Toronto. Information: Sylvie Powell, (613) 232-2631.

May 10-12—*Cable Television Administration and Marketing Society* pay-per-view conference. Hyatt Regency, New Orleans. Information: (703) 549-4200.

May 10-12—"Learning Solutions," interactive exhibition of advanced satellite and interactive technologies sponsored by *PBS*. Rayburn House Office Building, Washington. Information: Eric Thomas, (202) 822-9491 or Robb Deigh, (703) 739-5392.

May 11—"Triple Demo Power," local ad sales seminar sponsored by *Arts and Entertainment, Lifetime Television and ESPN*. Hyatt Regency, Irvine, Calif. Information: Terry Wojahn, (212) 205-8900.

May 12—*International Radio and Television Society* Annual Meeting Luncheon honoring CBS News correspondent and *60 Minutes* co-editor, Mike Wallace with the Broadcaster of the Year Award. Waldorf-Astoria, New York. Information: Marilyn Ellis, (212) 867-6650.

May 13—The first William S. Paley lecture sponsored by *The Museum of Television and Radio*. Speaker: Don Hewitt, executive producer, *CBS News's 60 Minutes*. Museum, New York. Information: Diane Lewis, (212) 621-6685 or Dana Rogers, (212) 621-6705.

May 13—"Triple Demo Power," local ad sales seminar sponsored by *Arts and Entertainment,*

Lifetime Television and ESPN. San Francisco Airport Marriott, San Francisco. Information: Ron Davis, (310) 556-7500.

May 17-18—*National Infomercial Marketing Association* second annual mid-year meeting, Plaza Hotel, New York. Information: David Savage, (202) 962-8342.

May 18—"Triple Demo Power," local ad sales seminar sponsored by *Arts and Entertainment, Lifetime Television and ESPN*. Silver Spring Holiday Inn, Silver Spring, Md. Information: Janis Rusek, (203) 585-2251.

May 19-20—*Association of National Advertisers* magazine, newspaper and radio advertising forum. Plaza Hotel, New York. Information: Renee Paley or Roseward Sky, (212) 697-5950.

May 20—"Triple Demo Power," local ad sales seminar sponsored by *Arts and Entertainment, Lifetime Television and ESPN*. Holiday Inn Crown Plaza, Seattle. Information: Kristen Slosek, (310) 286-3000.

May 25—"Triple Demo Power," local ad sales seminar sponsored by *Arts and Entertainment, Lifetime Television and ESPN*. Sheraton Needham, Boston. Information: Shelly Hunter, (203) 585-2480.

May 26—*National Association of Minorities in Cable, Washington, D.C. chapter*, annual awards dinner honoring Gayle Greer, group VP, Time Warner Cable. Hyatt Regency, Crystal City, Va. Information: Tracey Johnson, (703) 875-0430.

MAJOR MEETINGS

May 5-9—*Public Radio* annual conference. Washington. Information: (202) 822-2000.

May 5-9—*National Association of Black Owned Broadcasters* spring management conference. Hilton Head, S.C. Information: (202) 463-8970.

May 15-19—*Radio Advertising Bureau* spring board meeting. Detroit. Information: (212) 387-2100.

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

May 16-19—*Broadcast Cable Financial Management Association* 33rd annual convention. Buena Vista Palace, Lake Buena Vista, Fla. Information: (708) 296-0200.

May 19-23—*American Women in Radio and Television* annual convention. Orlando, Fla. Information: (202) 429-5102.

May 25-27—*CBS* affiliates meeting. Waldorf Astoria Hotel, New York. Information: (212) 975-4321.

June 3-4—*Fox* affiliates meeting. Beverly Hilton Hotel, Beverly Hills, Calif. Information: (310) 203-3066.

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.

June 10-15—*18th Montreux International Television Symposium and Technical Exhibition*. Montreux Palace, Montreux, Switzerland.

June 13-16—*Broadcast Promotion and Marketing Executives & Broadcast Designers Association* annual conference and expo. Walt Disney World Dolphin and Swan Hotels, Orlando, Fla. Information: (213) 465-3777.

June 22-25—*National Association of Broadcasters* board of directors meeting. Washington.

July 15-17—*Satellite Broadcasting and Communications Association* summer trade show. Opryland Hotel, Nashville. Information: (703) 549-6990.

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: (319) 752-8336.

Aug. 25-27—Eastern Cable Show sponsored by *Southern Cable Television Association*. Atlanta. Information: (404) 255-1608.

Sept. 8-11—Radio '93 convention sponsored by *National Association of Broadcasters.*

Dallas. Information: (202) 429-5300.

Sept. 16-20—*International Broadcasting Convention*. Amsterdam. Information: 44 71 240 3839

Sept. 29-Oct. 2—*Society of Broadcast Engineers* national convention. Miami Beach. Information: (317) 253-1640.

Sept. 29-Oct. 2—*Radio-Television News Directors Association* conference and exhibition. Miami. Information: (202) 659-6510.

Oct. 5-7—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Oct. 12-17—*National Black Media Coalition* national conference. Radisson Plaza Hotel at Mark Center, Alexandria, Va. Information: (202) 387-8155.

Oct. 17-19—*Association of National Advertisers* 84th annual meeting and business conference. Naples, Fla. Information: (212) 697-5950.

Oct. 29-Nov. 2—*Society of Motion Picture and Television Engineers* 135th technical conference and equipment exhibition. Los Angeles Convention Center, Los Angeles. Information: (914) 761-1100.

Dec. 1-3—*Western Cable Show* sponsored by California Cable Television Association. Anaheim Convention Center, Anaheim, Calif. Information: (510) 428-2225.

OpenMike

Watching weather warnings

EDITOR: Dr. Neil Frank of KHOU-TV Houston sounds a warning on warnings in his Feb. 22 "Monday Memo." It would seem that no one in the meteorological or broadcast communities has the legal responsibility nor the means to warn the public of traumatic weather events but the National Weather Service (NWS).

The three groups Dr. Frank identifies are not part of a linear action group, meaning that the second has to wait for the first to act and the third has to wait for the first and second to act before they respond. Yet the scenario for warnings by NWS, local government and finally the media is what he sees as the system. That type of system is doomed to failure for exactly the reasons he states.

In many locales where professional broadcast meteorologists are employed, innovative quick response approaches have been designed and are successfully accomplished. The utilization of information from volunteer Ham Radio Operators on "SKYWARN" Networks, weather-spotter networks and good common meteorological sense has reduced this time from occurrence to "airing" to much less than Dr. Frank indicates as the norm.

In regions where a strong relationship between the NWS and professional meteorological media outlets exists, the public enjoys the fastest, most comprehensive and, most important, consistent warning services.

Convoluting, confusing and some downright silly regulatory aspects of the EBS system in the airing of those warnings also muddy the issue. Example: A station airing a warning in a rapid time could find itself in censure for not having a visual or text redundancy to a live talent on-screen, while a neighboring station that opted not to warn at all would be held blameless. That, however, is a subject for another time.

Commercially available systems for automatically airing EBS messages sound fine on the surface and do, in fact, have their place—particularly at stations that do not have a professional meteorological presence for the entire broadcast day. The likelihood of those systems being used in an automatic interruption of broadcast mode I suspect will be very few. Either master control or the news manager on duty would be an operational interface here.

A National Weather Service undergoing massive restructuring and reorganization will rely even more on the commercial media for the dissemination of their products, and a climate of cooperation and commitment serves best those we all should be most concerned with, the public.—*Ray Boylan, director of weather services, WSOC-TV, Charlotte, N.C., and chairman, board of broadcast meteorology, American Meteorological Society.*

EDITOR: I was quite pleased to see the Feb. 22 "Monday Memo" comments of KHOU's Neil Frank concerning severe weather warning procedures. However, I do wish to take exception to several points.

First, I would dispute that a visual crawl is the most effective way of giving the message to the viewer. If someone is looking away from the screen, the message is missed and the "warning is not a warning." An aural warning is much less likely to be missed.

I also disagree that investing in new technology is *essential*. Every station in the country is (or should be) equipped with the necessary devices to receive and retransmit Emergency Broadcasting System activations. Here in the Bay Area, weather warnings prompt an activation of the local-level EBS, allowing immediate aural warnings to be broadcast, regardless of whether or not news personnel are available. Computer-generated crawls would,

however, provide a useful means of *repeating* the information, after the initial alert, in a less disruptive manner. EBS is not perfect (and the industry is working on that) but, if executed properly, can be quite effective.

Most disturbing to me was the remark that a computer-generated crawl could be sent directly to air, "if you are willing to risk crawling over a commercial..." There should be no question in anyone's mind that a tornado or severe thunderstorm warning should take *absolute priority over any commercial, program, or other material*. To delay a weather warning until after a commercial break, to even consider such a policy, is to needlessly endanger the public. That's why the good Lord invented the make-good.

Finally, a warning is not a warning if the viewer is watching any cable channel other than a local broadcaster (or a local cable-news channel, in the few areas thus served). The cable industry is constantly crying about the horrible cost of installing equipment to give them EBS capability, and it is obvious that the industry will not do so unless forced by Congress or the FCC. The time has long since passed for such action.—*Alan Kline, Pacifica, Calif.*

Kudos

EDITOR: Congratulations to the architects of the magazine's new look.

The redesigned cover incorporating cable, the inside layout, use of color, the Fast Track department, make a most readable and inviting package.

You have entered the 21st century early and with flying colors! The result of the effort is impressive. It all seems so fresh and new—indeed the magazine is *the* Newsweekly of Television and Radio.—*Robert F. Blake, director, media relations, The National Academy of Television Arts and Sciences, New York.*

For the Record

Compiled by BROADCASTING & CABLE for the period of April 19-April 23 and based on filings, authorizations and other FCC actions.

OWNERSHIP CHANGES

Applications

■ **KSSN(FM) Little Rock, AR** (BALH930405GG; 95.7 mhz; 92 kw; ant. 1,663 ft.)—Seeks assignment of license from Southern Skies Corp. to H & D Entertainment Inc. Assignment represents merger between companies to form new company American Skies; no cash will be exchanged. Assignor is headed by Jerome Atchley, who will own 40% of American Skies. Southern Skies is also licensee of KZSN-AM-FM Wichita, KS (see below). Assignee is headed by Joel M. Hartstone and Barry J. Dickstein. Hartstone, Dickstein and their families will each own 12.5% of American Skies. Hartstone and Dickstein also have interests in licensees of WFPG-AM-FM Atlantic City, NJ; WKOE(FM) Ocean City, NJ; WKRS(AM)-WXLC(FM) Waukegan, IL; WBSM(AM)-WFHN(FM) New Bedford, MA; WTLB(AM)-WRCK(FM) Utica-Rome, NY; WSUB(AM)-WQGN(FM) New London, CT. Filed April 5.

■ **KZSN-AM-FM Wichita, KS** (AM: BAL930405GH; 1480 khz; 5 kw-D, 1 kw-N; FM: BALH930405GI; 102.1 mhz; 100 kw; ant. 1,032 ft.; see KSSN(FM) Little Rock, AR, above).

■ **WFTY(TV) Washington and WHLL(TV) Worcester, MA** (WFTY: BTCCT930412KH; ch. 50; 2,450 kw-V; 1,860 kw-A; ant. 570 ft.; WHLL: BTCCT930412KF; ch. 27; 1,195 kw-V; 245 kw-A; ant. 1,531 ft.)—Seeks transfer of control of Andrew Hill Trust No. 2 for no cash consideration; Peter Cantrell, trustee for licensee, is assigning station to Noland Hill as new trustee. Filed April 12.

■ **WETG(TV) Erie, PA** (BTCCT930409KF; ch. 66; 35.5 kw-V; 3.6 kw-A; ant. 886 ft.)—Seeks transfer of control of Gannon University Broadcasting Inc. University President M. Daniel Henry resigned; voting control of licensee will transfer to new president David A. Rubino. Licensee also owns WERG(FM) Erie, PA. Filed April 9.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; mod.—modification; MP—modification permit; ML—modification license; N—night; pct. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

■ **KRKD(FM) Dunsmuir, CA** (BAPED930401GF; 100.1 mhz; 3 kw; ant. 157 ft.)—Seeks assignment of CP from St. Michaels Catholic Radio to Strategic Products Corp. for \$30,000. Seller is headed by Kimberly M. Thompson and has no other broadcast interests. Buyer is headed by Keith Bussman and John K. LaRue and owns 60% of voting stock of licensee of KUKI-AM-FM Ukiah, CA. LaRue is also permittee of KSPY(FM) Quincy, CA. Filed April 1.

■ **WKMI(AM)-WKFR-FM Kalamazoo-Battle Creek, MI** (AM: BTC930315GI; 1360 khz; 5 kw-D, 1 kw-N; FM: BTCH930315GJ; 103.3 mhz; 50 kw; ant. 500 ft.)—Seeks transfer of control of Hicks Broadcasting Corp. for no cash consideration. Transfer represents merger of Hicks Broadcasting into Air-Borne Group Ltd.; earlier application to merge Air-Borne into Hicks Broadcasting was dismissed (see "For the Record," April 5). Licensee is headed by David Hicks and has no other broadcast interests. Air-Borne is headed by Edward J. Sackley III; merger will include Sackley's WRKR(FM) Portage, MI. Filed March 15.

■ **KSJL(AM) San Antonio, TX** (BAL930409EC; 760 khz; 50 kw-D, 1 kw-N)—Seeks assignment of license from Inner City Broadcasting Corp. of San Antonio to Clear Channel Radio Licenses Inc. for \$800,000 (see "Changing Hands," p. 49). Filed April 9.

■ **WAMJ(AM) South Bend, IN** (BAL930408EA;

1580 khz; 1 kw-D, 500 w-N)—Seeks assignment of license from Barrister Investment Co. to Times Communications Inc. for \$27,000. Seller is headed by Richard and Debra Van Mele, husband and wife, and has no other broadcast interests. Buyer is headed by William R. Dobslaw and has no other broadcast interests. Filed April 8.

■ **KLXR(AM) Redding, CA** (BAL930409EB; 1230 khz; 1 kw-U)—Seeks assignment of license from Eugene L. Hill and Joy D. Hill to Redding Radio Corp. for \$94,900. Sellers have no other broadcast interests. Buyer is headed by Ann E. Ridyand and has no other broadcast interests. Filed April 9.

■ **KNJM(FM) Lincoln City, OR** (BAPH930406GE; 95.1 mhz; 24.5 kw; ant. 709 ft.)—Seeks assignment of CP from Lincoln City Broadcasting Corp. to Elite Broadcasting Inc. for \$17,500. Seller is headed by Nathaniel Montague, who also has interests in permittee of KWQH(FM) San Luis Obispo, CA. Buyer is headed by Jack Schult and has no other broadcast interests. Filed April 6.

■ **KWAI(AM) Honolulu** (BTC930412EE; 1080 khz; 5 kw-U)—Seeks transfer of control of Radio Hawaii Inc. to Wagenvoerd Advertising Group Inc. Carolyn Wagenvoerd is transferring her 50% interest in licensee to David Wagenvoerd as part of result of divorce settlement. Wagenvoerd is also licensee of KLAV(AM) Las Vegas. Wagenvoerd and Lola Wagenvoerd each also owns 37.5% of stock of licensee of KNRY(AM) Monterey, CA. Filed April 12.

■ **WTYN(AM) Tryon, NC** (BAL930412ED; 1160 khz; 10 kw-D, 500 w-N)—Seeks assignment of license from Radio Hendersonville Inc. to Anchor Baptist Broadcasting Assn. for \$153,644. Seller is headed by Arthur V. Cooley and is also licensee of WHKP(AM) Hendersonville and WPNF(AM) Brevard, both North Carolina. Buyer is headed by Randy C. Barton and is licensee of WGCR(AM) Pisgah Forest and WKJV(AM) Asheville, both North Carolina. Filed April 12.

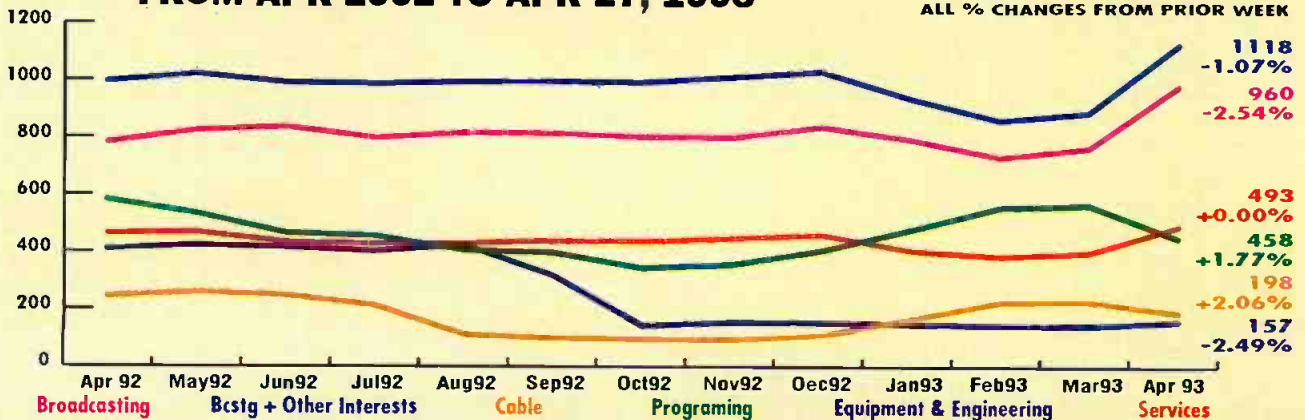
■ **KVMX(FM) Eastland, TX** (BALH930407GF; 96.7 mhz; 2.85 kw; ant. 306 ft.)—Seeks assignment of license from Eastland Broadcasting Inc. to Luck Broadcasting Co. for \$100,000. Seller is headed by John E. Conner and has no other broadcast interests. Buyer is headed by Elmer Atticus Luck and has no other broadcast interests. Filed April 7.

■ **WXYB(AM) Indian Rocks Beach, FL** (BA-

STOCK MARKET PERFORMANCE AVERAGES FROM APR 1992 TO APR 27, 1993

NASDAQ: 652.52 (-1.43%)
S&P Ind.: 501.83 (-0.83%)

ALL % CHANGES FROM PRIOR WEEK



L930409EA; 1520 khz)—Seeks assignment of license from Moody Bible Institute of Chicago to ASA Broadcasting Inc. for \$31,000. Seller is headed by Joseph M. Stowell and William F. Mitchell Sr., and is licensee of 5 AM's and 11 FM's. Buyer is headed by Sotirios Agelatos and has no other broadcast interests. Filed April 9.

■ **KTVI(TV) St. Louis and WVTM-TV Birmingham, AL** (KTVI: BALCT930409KG; ch. 2; 100 kw-V; 20 kw-A; ant. 1,085 ft.; WVTM: BALCT930409KI; ch. 13; 316 kw-V; 47.4 kw-A; ant. 1,340 ft.)—Seeks assignment of license from KTVI-TV Inc. to KTVI Argyle Inc. for \$80 million. Purchase price includes \$35 million for KTVI and \$45 million for WVTM. Sale is first of two-part transaction for four Times Mirror television stations for \$335 million ("Changing Hands," April 5). Filed April 9.

■ **WCGR(AM)-WLKA(FM) Canandaigua, NY** (AM: BAPL930301GF; 1550 khz; 250 w-D; FM: BALH930301GG; 102.3 mhz; 3.4 kw; ant. 282 ft.)—Seeks assignment of CP from Dell Broadcasting Inc. to Canandaigua Broadcasting Inc. for assumption of debt; assignor is in default of payments. Buyer is headed by George W. Kimble and has interests in licensees of permittees of WILF-TV Williamsport, WOLF-TV Scranton and WWLF-TV Hazleton, all Pennsylvania; WYLF(AM) Penn Yan, WNYR(AM) Syracuse, WNYS(AM) Canton, WTJA(TV) Jamestown and WNYR(FM) Waterloo, all New York, and WNHA(AM) Concord, NH. He also has interests in two new FM's. Filed March 1.

■ **WMLJ(FM) Summersville, WV** (BAPED930315GK; 90.5 mhz; ch. 11 kw; ant. 289 m.)—Seeks assignment of CP from Mountain State Christian Academy to Grace Missionary Baptist Church for no cash consideration; assignment is donation. Seller is headed by William Liston and has no other broadcast interests. Buyer is headed by Clyde I. Eborn and has no other broadcast interests. Filed March 15.

■ **WERQ-AM-FM Baltimore, MD** (AM: BAL930401GG; 1010 khz; 1 kw-D, 27 w-N; FM: BALH930401GH; 92.3 mhz; 37 kw; ant. 571 ft.)—Seeks assignment of license from United Broadcasting Co. to Radio One Of Maryland Inc. for \$9 million ("Changing Hands," April 5). Filed April 1.

■ **KJAZ(FM) Alameda, CA** (BTCH930408GE; 92.7 mhz; 1.8 kw; ant. 370 ft.)—Seeks transfer of control from KJAZ Inc. to Sunrise Bank of California. Seller is headed by Ronald H. Cowan, who, with KJAZ Inc., is indebted to Sunrise Bank in form of promissory note of \$2.4 million. In consideration of loan from Sunrise Bank, Cowan plans to convert station to operation in which signal is distributed through one or more stations and via satellite. Cowan has no other broadcast interests. Buyer is headed by James R. Daley and has no other broadcast interests. Filed April 8.

■ **KKRD(FM) Wichita, KS** (BALH930407GE; 107.3 mhz; 100 kw; ant. 884 ft.)—Seeks assignment of license from KKRD Inc. to New West Radio Inc. for \$3,798,814, assumption of debt (see "Changing Hands," p. 49). Seller is headed by Jay Meyers and has no other broadcast interests. Buyer is headed by Mike Cutchall and is also licensee of KNSS(AM) Wichita and KRZZ-FM Derby, both Kansas. William R. Phalen, 50% shareholder of licensee, is general partner in licensee of WOKV(AM)-WKQL(FM) Jacksonville, FL, and KWFM-AM-FM and KNST(AM)-KRQQ(FM) Tucson, AZ. Filed April 7.

■ **WAVH(FM) Mobile, AL** (BALH930401GE; 96.1 mhz; 100 kw; ant. 1,342 ft.)—Seeks assignment of license from WAVH-FM Inc. to Franklin Communications Partners Ltd. for \$2 million ("Changing Hands," March 15). Filed April 1.

■ **KQLZ(FM) Los Angeles** (BALH930405GE; 100.3 mhz; 5.3 kw; ant. 3,005 ft.)—Seeks assignment of license from Westwood One Stations - LA Inc. to Viacom International Inc. for \$40 million ("Changing Hands," April 5). Filed April 5.

■ **WYUT-AM-FM Herkimer, NY** (AM: BAL930407GH; 1420 khz; 1 kw-D; FM: BALH930407GI; 92.7 mhz; 3 kw; ant. 299 ft.)—Seeks assignment of license from Marc S. Ehrlich,

trustee, to Arhuna Broadcasting Corp. for \$118,000. Buyer is headed by Walter J. Davenport and has no other broadcast interests. Filed April 7.

■ **WEKY(AM) Richmond, KY** (BAL930414EB; 1340 khz; 1 kw-U)—Seeks assignment of license from WEKY Inc. to Berea Broadcasting Co. Inc. for \$130,000. Seller is headed by Bob Spradlin, receiver for Ronald Boyd, who has no other broadcast interests. Spradlin heads Berea Broadcasting, assignee of station. Berea is also licensee of WKXO-AM-FM Berea, KY. Filed April 14.

■ **KFMQ(AM) Lincoln, NE** (BAL930415EA; 1480 khz; 5 kw-D, 1 kw-N)—Seeks assignment of license from KLMS-KFMQ Inc. to Radio One Nebraska Inc. for \$200,000. Seller is headed by Dwey E. Wright and is subsidiary of Midwest Communications, which recently purchased WHET(FM) Sturgeon Bay and WOZZ(FM) New London, both Wisconsin ("Changing Hands," March 1). Wright also has interests in three AM's and three FM's. Buyer is headed by H. Roger Dodson and Raymond A. Lamb. Lamb is also 100% shareholder of licensees of KLDZ(FM) Lincoln and KTTT(AM)-KWMG(FM) Columbus, both Nebraska; KQAD(AM)-KLQL(FM) Luverne, MN, and KBRK-AM-FM Brookings and KIJV(AM)-KTGR(FM) Huron, both South Dakota. Filed April 15.

Actions

■ **KZMK(FM) Sierra Vista, AZ** (BALH930225GJ; 92.1 mhz; 50 w; ant. 2,220 ft.)—Granted assignment of license from Estate of Bankruptcy of Sierra Pacific Broadcasting Ltd. to G.C.S. Broadcasting Co. Inc. for \$350,000 ("Changing Hands," March 29). Action April 14.

■ **KRWA-FM Waldron, AR** (BTCH921215HP;

103.1 mhz; 3 kw; ant. 298 ft.)—Granted transfer of control from Cole Thomas Broadcasting Corp. to Marty Starkey for \$25,000 ("For the Record," Jan. 11). Action April 9.

■ **WDCF(AM) Dade City, FL** (BAL930301EA; 1350 khz; 1 kw-D, 500 w-N)—Granted assignment of license from Fletcher Broadcasting Inc. to Collins Communications Group Inc. for \$85,000 ("For the Record," March 22). Action March 14.

■ **WFXL(TV) Albany, GA** (BALCT900305LD; ch. 31; 1580 kw-V; 150 kw-A; ant. 990 ft.)—Granted assignment of license from Timothy S. Brumlik to Manuel Cantu for no cash consideration; application was filed as part of bankruptcy proceeding (see WFXL(TV) below). Action April 13.

■ **WFXL(TV) Albany, GA** (BALCT920116KG; ch. 31; 1580 kw-V; 150 kw-A; ant. 990 ft.)—Dismissed app. of assignment of license from NewSouth Broadcasting Inc. to TV 57 Live Oak - Gainesville Inc. for \$1.4 million. James C. Orr will become trustee for licensee. ("For the Record," Feb. 10, 1992). Action April 13.

■ **WAIK(AM)-WGBQ(FM) Galesburg, IL** (AM: BAL930210HO; 1590 khz; 5 kw-D, 50 w-N; FM: BALH930210HP; 92.7 mhz; 3 kw; ant. 355 ft.)—Granted assignment of license from Radio Communications Group Ltd. to Northern Broadcast Group Inc. for \$600,000 ("Changing Hands," March 15). Action April 9.

■ **WYDS(FM) Decatur, IL** (BAPH930204GR; 93.1 mhz)—Granted assignment of CP from WYDS Inc. to WEJT Inc. for \$750,000 ("Changing Hands," Feb. 22). Action April 9.

■ **KIOA-AM-FM Des Moines, IA** (AM: BAL930209EB; 940 khz; 10 kw-D, 5 kw-N; FM: BAL-

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's ¹	TOTAL*
Commercial AM	4,956	181	5,137
Commercial FM	4,836	910	5,746
Educational FM	1,605	309	1,914
Total Radio	11,397	1,400	12,797
Commercial VHF TV	558	12	570
Commercial UHF TV	592	142	734
Educational VHF TV	124	4	128
Educational UHF TV	240	9	249
Total TV	1,541	167	1,708
VHF LPTV	471	137	608
UHF LPTV	871	988	1,859
Total LPTV	1,342	1,125	2,467
FM translators	1,967	413	2,380
VHF translators	2,472	84	2,556
UHF translators	2,439	388	2,827

CABLE

Total subscribers	55,786,390
Homes passed	89,400,000
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses.

¹ Construction permit.

† Penetration percentages are of TV household universe of 92.1 million. Source: Nielsen, NCTA and Broadcasting&Cable's own research.

H930209EC; 93.3 mhz; 100 kw; ant. 1,063 ft.)—Granted assignment of license from Midwest Communications of Iowa Inc. to Saga Communications of Iowa Inc. for \$2.7 million ("Changing Hands," Feb. 15). Action April 19.

■ **KJTH(FM) Hiawatha, KS** (BALED910110HI; 91.1 mhz; 398 w; ant. 134 ft.)—Dismissed app. of assignment of license from Hiawatha Educational Broadcasting Foundation to Joy Public Broadcasting Corp. for \$5,000 ("For the Record," Feb. 4, 1991). Action April 6.

■ **WMMQ(FM) Charlotte, MI** (BALH921211GE; 92.7 mhz; 1.5 kw; ant. 466 ft.)—Granted assignment of license from Ottaway Communications Inc. to Goodrich Broadcasting Inc. for \$900,000 ("Changing Hands," Jan. 11). Action April 8.

■ **WCXI(AM) Fenton, MI** (BAL930202EK; 1160 khz; 1 kw-U)—Granted assignment of license from Deano Day Enterprises, Ltd. to GWC Inc. for \$220,000 ("For the Record," March 22). Action April 20.

■ **KLRB(FM) Aurora, NE** (BTCH920402HN; 97.3 mhz; 50 kw; ant. 354 ft.)—Granted transfer of control of licensee Wright Way Broadcasting Corp. for assumption of debt, including assumption of seller's obligation on note in principal amount of \$50,995 ("For the Record," May 4, 1992). Action April 12.

■ **KNEV(FM) Reno, NV** (BALH921231HE; 95.5 mhz; 60 kw; ant. 2,270 ft.)—Granted assignment of license from KNEV Broadcasting Co. Inc. to Citadel Communications Corp. for \$500,000 ("Changing Hands," Feb. 1). Action April 13.

■ **WLKC(FM) Henderson, NY** (BTCH921021HE; 100.7 mhz; 108 w)—Granted transfer of control of Jefferson Broadcasting Inc. Terry Owen is transferring 49% of his common voting stock to licensee and will retain 5% ("For the Record," Nov. 16, 1992). Action April 16.

■ **KAY(FM) Muskogee, OK** (BALH930202GM; 106.9 mhz; 100 kw; ant. 1,005 ft.)—Granted assignment of license from Narragansett Radio Ltd. to Renda Broadcasting Corp. for approximately \$1.6 million ("Changing Hands," March 1). Action April 15.

■ **KCIA(FM) Medford, OR** (BAPED921120HF; 91.7 mhz; 1.25 kw; ant. -508 ft.)—Granted assign-

ment of CP from Grace Christian School to Dove Bible Institute for no cash consideration, assignor is surrendering station voluntarily for financial reasons ("For the Record," Dec. 21, 1992). Action April 13.

■ **WSHG(FM) Ridgeland, SC** (BAPLH930223GE; 104.9 mhz; 3 kw; ant. 300 ft.)—Granted assignment of CP from Mattox-Guest of South Carolina Inc. to Shag Broadcasting Inc. for \$375,000 ("Changing Hands," March 15). Action April 15.

■ **WYAK-AM-FM Surfside Beach, SC** (Myrtle Beach) (AM: BAL921221HV; 1270 khz; 5 kw-D, 500 w-N; FM: BALH921221HW; 103.1 mhz; 6 kw; ant. 325 ft.)—Granted assignment of license from Jones-Eastern of the Grand Strand Inc. to Multi-Market Radio of Myrtle Beach Inc. for \$3 million; station is part of acquisition which includes WPKX(FM) Enfield, CT ("Changing Hands," Dec. 21, 1992). Action April 16.

■ **WQZZ(AM) Lawrenceburg, TN** (BAL930225EB; 910 khz; 500 w-D, 88 w-N)—Granted assignment of license from C.W. Rawdon to B & B Broadcasting for \$50,000 ("For the Record," March 15). Action April 15.

■ **WZRS(AM) Smyrna, TN** (BAL920727EA; 710 khz; 250 w-D)—Granted assignment of license from B & E Broadcasting of Rutherford County Inc. to Salvation Broadcasting Inc. for \$50,000 ("For the Record," Aug. 17, 1992). Action April 16.

■ **KJTX(FM) Jefferson, TX** (BALH921203EA; 104.5 mhz; 3 kw; ant. 450 ft.)—Granted assignment of license from DLB Broadcasting Partnership to Wisdom Ministries Inc. for \$140,000 ("For the Record," Jan. 11). Action April 16.

■ **KTXX(FM) New Boston, TX** (BALH930301GH; 103.5 mhz; 3 kw; ant. 328 ft.)—Granted assignment of license from Radio New Boston Inc. to B & H Broadcasting System Inc. for \$90,000 ("For the Record," March 22). Action April 16.

■ **WPLC(FM) Spotsylvania, VA** (BALH930216HV; 99.3 mhz; 3 kw; ant. 291 ft.)—Granted assignment of license from Paco-Jon Broadcasting Corp. to The Free Lance-Star Publishing Co. of Fredericksburg, VA, for \$200,000 ("For the Record," March 22). Action April 19.

■ **WLOG(AM) Logan, WV** (BAL930308EA; 1230 khz; 1 kw-U)—Granted assignment of license from

Southern West Virginia Community College Foundation to CD Entertainment Incorporated for \$40,000 ("For the Record," March 29). Action April 16.

■ **WWRW(TV) Mayville, WI** (BAPCT930219KT; ch. 52; 2,510 kw-V; 251 kw-A; ant. 820 ft.)—Granted assignment of CP from Estate of Wayne R. Stenz, deceased, to TV-52 Inc. for \$850. Assignor is headed by Jean L. Danor, executor. Buyer is headed by Lyle R. Evans, who is sole proprietor of permittee of WEZR(FM) Brillion, WI. Action April 15.

NEW STATIONS

Actions

■ **Panama City, FL** (BPED900112ME)—Granted app. of The Board of Regents of State of Florida for 89.1 mhz; 100 kw; ant. 123 m. Address: 2561 Pottsdamer St., Tallahassee, FL 32310. Applicant is headed by Madison Hodges, et al., and is licensee of three noncommercial FM's and five noncommercial TV's. Action April 7.

■ **Iron Mountain, MI** (BPED930113MA)—Returned app. of Family Educational Broadcasting Corp. of Door County Wisconsin for 91.3 mhz; 10 kw; ant. 177 m. Address: 1715 Michigan Street, Sturgeon Bay, WI 54235. Applicant is headed by Mark R. Schwarzbauer and is licensee of educational WFFF(FM) Sturgeon Bay, WI. Action April 8.

■ **Eagle Point, OR** (BPED930205MB)—Returned app. of Fatima Response Inc. for 106.3 mhz; 3.3 kw; ant. 260 m. Address: 2044 Beverly Plaza, Suite 281, Long Beach, CA 90815. Applicant is headed by Kimberly M. Thompson, who has interests in KRKD(FM) Dunsmuir, CA (see "Ownership Applications," above). Action April 12.

■ **Byrdstown, TN** (BPH921008MC)—Dismissed app. of Regional Broadcasting Co. for 96.7 mhz; 2.16 kw; ant. 168 m. Address: P.O. Box 427, 150 Worsham Lane, Monticello, KY 42633. Applicant is headed by Stephen W. Staples Sr. and is also licensee of WFLW(AM)-WKYM(FM) Monticello, KY. Staples is also permittee of WVFB(FM) Celina, TN. Action April 12.

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Monday Memo

"Cable ad sales is long past puberty and roaring toward adulthood."

Because they keep growing, revenues from cable ad sales are increasingly important to local cable operators and large MSO's. Therefore, MSO's and cable networks have poured significant resources over the past few years into expanding and upgrading ad sales operations.

But perception of this change hasn't quite caught up with reality. In some media sales circles, especially locally, cable advertising is sometimes portrayed as a medium that doesn't quite have its act together. That may be reinforced by past history and by the competition, which likes to tell clients they'll find cable people unsophisticated and the medium "hard to buy."

Cable operators are working hard to erase that misperception. They know, in an era of plateauing cable subscription rates, that pay per view and ad sales represent their best opportunities for expanding revenues. Here's a short course in what operators and networks have done to beef up ad sales:

■ **More experienced executives.** As the industry approaches its 12th year, the vast majority of cable ad sales operations are run by sales veterans. A good share of them came from senior jobs at other media, but many came of age professionally in cable ad sales. They know the business thoroughly and are able to help each other grow and avoid reinventing the wheel in each market. Best of all, they understand how to sell against—or in combination with—all types of media.

■ **Savvier salespeople.** As cable advertising continues to rise in stature, its reputation as a "hot" place to be grows as well. Cable now attracts the highest level of both junior and senior media talent: aggressive, dedicated sales professionals who want to be part of an expanding industry. Those people are generating personal income

comparable to their broadcast counterparts, plus getting excellent internal training and performance incentives.

■ **Solid back-shop operations.** Admittedly, some cable ad sales groups had difficulty in their early years developing smooth running insertion, traffic and billing systems. While cable operators knew how to run a one-time-sale business like cable subscriptions, they were lost when it came to the repeat-sale approach required in media sales. Couple that with the fact that, unlike broadcast affiliates or indies that had only one product to sell, cable ad sales functions often inserted commercials on up to 20 different networks.

But today, the industry is making great progress in an all-out effort to be more client-driven. Ad sales operations have radically streamlined paperwork and tape handling. And a number have added the capability to deliver commercials by satellite, vastly improving the process. To compete effectively, cable people know they have to mirror the efficiency of broadcasters who've had nearly 50 years to refine their systems.

■ **Ever-improving product.** The success of cable ad sales is driven in large measure by the integrity of its product. Everyone knows about the explosive growth of cable programming options, but there's another major change underway at the networks. In the late '80s cable networks developed sophisticated local sales staff to help operators better represent their product. In the near term, look for more ad-supported cable networks and greater tune-in promotion.

To use an overworked metaphor, cable ad sales is long past puberty and roaring toward adulthood. Sure, there are still a few adolescent blemishes to clear up. But, given how far the medium has come in such a short time, the long-term outlook is very favorable. ■



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Fifth Estater

Jeffrey Adam Zucker

The senior segment producer happened by the younger producer's office and, when queried about a particular piece for an upcoming edition of *Today*, responded that the interview subject was difficult. "She had me so confused I didn't know what she was talking about," the older producer complained. "Is this maybe because you're an insensitive geezer?" asked the younger producer.

In this case, the younger producer—much younger—was the boss: 28-year-old *Today* executive producer, Jeffrey Zucker. And his question was asked with the wink of an eye. The older producer muttered something, probably about kids and respect, and wandered off.

While it is more often the boss who is labeled "insensitive geezer," the description hardly fits Zucker. He's too young, of course. And he's far too sensitive. He cried when he failed to get into Harvard Law School. He admits to being "crushed," but in hindsight, says it's probably the best thing that ever happened to him.

After all, there aren't many 26-year-old executive producers of network news shows, which is how old Zucker was when he was named to head up *Today* in January of 1992. A little less than a year later, Zucker was named executive producer of *NBC Nightly News*. That doesn't happen to many twentysomething-types either, especially if they're already managing a two-hour daily morning news show.

"I've been very lucky," Zucker admits. But he's also a very hard worker who sleeps about five hours a night and typically puts in a 13-hour work day. The basic routine: Up at 4:30 a.m., to work by 5:30 and out after the first *Nightly News* feed at 6:30 p.m. "I've worked hard, and I don't deny I'm ambitious and driven, but I don't think those are bad things. I don't have a road map or a game plan and I never thought about what I was going to do next or where I would be when I was 28."



According to Zucker's mom, her son didn't exactly show signs of being a child prodigy. "He never spoke before the age of three. I was a nervous wreck, wondering what was wrong with this kid," By the time he reached junior high, Zucker was showing signs of having ink for blood. He was editor of both his junior high and senior high school papers. By the time he was 16 he was writing feature stories for the *Miami Herald*. At Harvard, he was elected president of the *Harvard Crimson*, the school's paper.

One of Zucker's heroes is another *Crimson* alum: journalist and author David Halberstam. Zucker's favorite book is *The Best and the Brightest*, Halberstam's take on the fabled "Camelot" administration of President Kennedy.

Several months ago, when Halberstam was a guest on *Today*, Zucker did something he rarely does—invited the guest backstage so he could meet him.

Zucker has spent his entire career—all seven years of it—at NBC. He started as an Olympic researcher for the 1988 Summer Olympic games in Seoul, South Korea. In the two years leading up to the games, he spent much of his time criss-crossing the

country in search of stories and compiling background information. He won an Emmy for his work.

He also won the respect and friendship of many of the Seoul games on-air talents, most important perhaps, then *Today* anchor and morning anchor at the games, Jane Pauley.

After the Olympics, Zucker had no job. He thought about going to law school once again. But then Pauley called. She arranged for him to meet Marty Ryan, then executive producer of *Today*. "It wasn't just that he was smart," said Pauley. "He had a natural gift for making TV." Zucker was hired as a field producer. In 1990 he became supervising producer and in January 1992 executive producer.

At the time, the program was fighting an uphill struggle against *Good Morning America*, and was still trying to readjust after all the earlier turmoil with the now infamous Gumbel memo, the departure of Pauley, rise and fall of Deborah Norville and ascent of Katie Couric. "A lot of people told him not to take it," said a Zucker confidant. "They said management just wanted him to go down with it."

In fact, just the opposite happened. The show's ratings and fortune's rose

and so did Zucker's. He became NBC News' Wonder Boy, or "Doogie," as Tom Brokaw is fond of calling him. Unfortunately, executives at NBC News came to think he had superhuman pow-

ers—late last year, they told him to produce both *Today* and *Nightly News*. It was an opportunity he couldn't refuse.

It didn't work. There weren't enough hours in the day to do both jobs. Choosing between the shows was the "toughest decision of my life." He hopes to return to *Nightly* some day. "I hope it's sooner rather than later." ■

Executive producer, *Today*, NBC, New York. B. April 9, 1965, Miami; BA, History, Harvard, 1986; writer-researcher, NBC Sports 1986-88; field producer, *Today*, 1989, supervising producer, 1990, executive producer, *NBC Nightly News*, January-March 1993, current position since January 1992.

Fates & Fortunes

TELEVISION

Frank Bennack, president/CEO, Hearst Corp., New York, selected to receive Trustees' Award from the National Academy of Television Arts and Sciences.

Michael Birnbaum, VP, corporate development, Spelling Entertainment,

Janet Zappala, general assignment reporter, KCAL-TV Los Angeles, joins WCAU-TV Philadelphia as weekend anchor/general assignment reporter.

Peter Schruth, director, sales, WLVI-TV Boston, joins WCBS-TV New York in same capacity.

Appointments at KRON-TV San Francisco: **Joe Fragola**, producer,

Steve Weiser, director, midwestern sales, Hearst Entertainment Distribution, New York, named VP.

Catherine Pompino, producer, Los Angeles, joins Tribune Entertainment's *The Joan Rivers Show*, New York, as supervising producer.

Appointments at MTM Entertainment, Studio City, Calif.: **Brian**



Frank Bennack
Hearst Corp.



Michael Birnbaum
ITC



Peggy Koenig
ABRY Communications



Vaughn Clarke
Viacom Int'l



Larry Forsdick
Paramount Domestic TV

Los Angeles, joins ITC Entertainment Group, Studio City, Calif., as senior VP.

Vaughn Clarke, assistant treasurer, Viacom International, New York, named VP/treasurer.

Peggy Koenig, president, Koenig Management Group Inc., New York, joins ABRY Communications, Boston, as CFO.

Larry Forsdick, partner, Go-For Productions, Hollywood, joins Paramount Domestic Television there as VP, programing.

Appointments at WXYZ-TV Detroit: **Grace Gilchrist**, assistant GM/GSM, named station manager; **Bob Sliva**, national sales manager, named GSM; **Tom Polk**, manager, creative services, named director.

Terry Bynum, director, research, WOI-TV Ames, Iowa, joins KDLH-TV Duluth, Minn., as news director.

Susan Mahmalji, coordinator, syndication marketing, Columbia Pictures Television Distribution, Los Angeles, named manager.

NewsCenter 4 Saturday Morning and **NewsCenter 4 Sunday Morning**, named managing producer, news, KRON Video Enterprises; **Stacy Owen**, producer, *California This Week*, named producer, **NewsCenter 4 Saturday Morning** and **NewsCenter 4 Sunday Morning**.

Jim Wagner, director, advertising, promotion, ABC's *Good Morning America*, New York, named VP.

Appointments at ABC News, New York: **Rick Mandler**, general attorney, named director, business affairs; **Liz Heiden**, associate, Cravath, Swaine & Moore, New York, joins as director, news practices.

Appointments at Fox Broadcasting, Beverly Hills, Calif.: **Charles Kennedy**, manager, program research, named VP; **Missy Birns Halperin**, publicity coordinator, named director, talent relations, special projects.

Tony Harris, weekend co-anchor/general assignment reporter, WKYC-TV Cleveland, joins Fox News, Los Angeles, as correspondent for new magazine series.

Uyeda, contract administrator, and **Rebecca Helm**, research assistant, named research analysts.

Appointments at WNET-TV New York: **Paula Arnold Kerger**, director, development, named VP; **Judy Bonfil**, media planner, Griffin Bacal, New York, joins as account director, national marketing.

Michele Liebowitz, former national sales manager, WNYW-TV New York, joins WPIX-TV there as local sales manager.

Hector Beltrán, senior VP, Venevision International, Miami, joins Univision, there, as senior VP/director, creative services.

Appointments at Cosmos Broadcasting, Greenville, S.C.: **S. Wheeler Rudd**, VP/GM, WTOL-TV Toledo, Ohio, relocates to WAVE-TV Louisville, Ky., as VP, cable relations and special projects; **Melbourne Stebbins**, VP/GM, WSFA-TV Montgomery, Ala., relocates to WTOL-TV Toledo, Ohio, in same capacity; **J. Harold Culver**, VP/GM, KAIT-TV Jonesboro, Ark., joins WSFA-TV

Montgomery, Ala., in same capacity.

Glen Hagen, former southeast division manager, Viacom, New York, joins MGM Domestic Television Distribution, New York, as VP, eastern division.

Jeff Wachtel, senior VP, drama, Columbia Pictures Television, Los Angeles, named executive VP, creative affairs.

Appointments at ABC Public Relations, Los Angeles: **Sherrie Berger**, director, publicity, advertising photography, West Coast, named VP/director, program publicity, photography; **Craig Martinelli**, manager,

KMIR-TV Palm Springs, Calif., as weathercaster/general assignment reporter.

Hal Capron, GSM, KOKI-TV Tulsa, Okla., named VP/GM.

Kim Ruane, director, human resources, Metro Mobile CTS, New York, joins Katz Corp. there as VP/director, human resources.

Appointments at Conus, Minneapolis/St. Paul: **Charlotte DeJean**, producer, All News Channel, named managing editor, regional cooperatives; **Chris Cowman**, producer, named senior producer; **Matthew Ispan**, associate producer, sports service, named producer.

cal professor, medicine, UCLA, Berkeley, Calif., and medical editor, KNBC-TV Burbank, Calif., joins KFVB(AM) Los Angeles, as medical reporter.

Paula Hunchar, campaign VP, United Way, New York, joins WGBO-FM New York as development director.

Leslye Amber, marketing director, Northgate Mall, Dayton, Ohio, joins WHIO(AM)-WHKO-FM Dayton as director, special projects.

Lisa Sirotko, account executive, Group W Radio Sales, Philadelphia, assumes similar responsibilities for Group W Radio Sales, New York.



Glen Hagen
MGM Domestic TV Dist.



Jeff Wachtel
CPT



Sherrie Berger
ABC



Eric Frankel
Warner Bros.



David Zucker
ESPN

special projects, named director, broadcast publicity, special projects; **Murray De Atley**, manager, photography, named associate director, photography; **Suzanne Gordon**, manager, program publicity, ABC Public Relations, named associate director, program publicity; **Eileen Kurtz**, national print media contact, newspapers, wires, syndicates, named manager, program publicity, West Coast.

Joanne Held, VP, sales, Pacific Arts Video, Los Angeles, joins National Geographic Home Video there as retail sales manager.

Brian Fleming, former account executive, Petry Television, Chicago, joins Group W Productions there as midwest division manager.

Tom Best, VP/GM, WKBT-TV La Crosse, Wis., named regional VP, WTVO-TV Rockford, Ill., and WKBT-TV. **Bruce Pfeiffer**, GSM, WKBT-TV, named GM.

Ronnie Loaiza, host, *Actor's Showcase*, KCEO(AM) San Diego, joins

RADIO

Alan Fuller, western regional sales/marketing manager, CBS Radio Networks, Los Angeles, joins Unistar Radio Networks there as VP, western sales.

Lynn O'Connell, GSM, WSSH(AM)-FM Boston, joins WRKO(AM)-WHDH-FM Manchester, Mass., in same capacity.

Mark O'Brien, internal broadcast specialist, PNC Bank, Cincinnati, joins BIA Consulting, Washington, as manager, publications division.

Jim Wiggins, regional sales manager, WJQI(AM)-FM Virginia Beach, Va., named national/local sales manager.

Bill Shannon, assistant program director, KIOA(AM)-FM Des Moines, Iowa, named program director.

Nancy Meyer, senior account executive, Banner Radio, San Francisco, named sales manager.

Dr. Bruce Hensel, assistant clini-

Jenny McCann, GM, WSSH-FM Boston, joins WBMX-FM Boston as VP/GM.

Jon Allen, program director/operations manager, WMKS Macon Ga., joins WGNA-FM Albany, N.Y., as program director.

Paul Nelson, news, community affairs director, KKNW Seattle, joins KMTT-FM there as public affairs coordinator and host, *The Mountain Magazine*.

Gail Ruwe, account executive, WDEA(AM)-WMJ-FM Ellsworth, Me., named sales manager.

CABLE

Eric Frankel, VP, marketing, Warner Bros. pay-TV, cable, network features, New York, named senior VP.

Appointments at ESPN, Bristol, Conn.: **David Zucker**, head of programs, Eurosport, London, joins as VP, programing; **Karl Ravech**, weekend sports anchor/reporter, WHTM-

TV Harrisburg, Pa., joins as anchor/reporter, *SportsCenter*.

Jim Smith, account executive, Arts & Entertainment Network, Chicago, joins Prevue Networks Inc., Tulsa, Okla., as VP, national advertising sales.

Mary Prodder, VP, programming, national advertising sales, Prevue Networks Inc., Tulsa, Okla., named VP, programming, production.

Nancy Anderson, VP, pay per view, Jones Intercable, Denver, joins Reiss Media Entertainment Corp. there as VP.

Appointments at Black Entertainment Television, Washington: **Maurita Coley**, partner, Cole, Raywid & Braverman, there, joins as VP, legal affairs; **Marc Edwards**, national accounts director, affiliate marketing, named VP, affiliate sales, marketing.

Appointments at Arts & Entertainment Networks, New York: **Charles Maday**, director, documentary programming, named VP, historical programming; **Michael Katz**, director, daytime, comedy programming, named VP; **Artie Scheff**, director, creative services, WTVT-TV Tampa, Fla., joins as director, on-air promotions; **Steve Goore**, account executive, named account manager, affiliate sales, western region; **Randi Crovets**, executive secretary, business development, named coordinator, new business development.

Appointments at Tele-Communications, Inc., Englewood, Colo.: **Dr. Sadie Decker**, executive, small staff member, Martin Marietta Astronautics Group, Denver, joins as VP, advanced computing systems, TCI Technology, Inc.; **Garrett Mullins**, managing director, sales, customer service, Purolator Courier Ltd., Canada, joins as corporate director, customer services.

Appointments at Crown Media Inc., Dallas: **Stephen Rabbitt**, fund VP, Jones Intercable, Denver, joins as senior VP, operations; **Pamela Sankey**, VP, corporate communications, Cencom Cable Associates Inc., St. Louis, named VP, corporate communications, investor relations; **Jerry Roth**, VP, human resources, risk management, Cencom Cable Associates, St. Louis, named senior VP, human resources/risk management.

ADVERTISING

Appointments at Backer Spielvogel Bates Worldwide, New York: **Michael Bungey**, president/COO, BSB Worldwide, London, assumes additional responsibilities as chairman/CEO, BSB Americas region, and chairman/CEO, BSB, New York; **Kenneth Rogers**, chairman/CEO, BSB, and chairman/CEO, BSB Americas region, named vice chairman, BSB Worldwide; **Frank Assumma**, executive VP/managing director/group executive, BSB, named president, BSB, New York office; **Timothy Corrigan**, former executive VP, BSB Europe, named executive VP, Worldwide client services.

Ned Clausen, senior VP/group director, Griffin Bacal Inc., New York, elected president, Business/Professional Advertising Association, there.

Kelly McClure Karr, senior art director, Bigelow & Eigel Inc., Atlanta, named associate creative director.

Kiki Kendrick senior art director, Chiat Day, London, joins Kirshenbaum & Bond, New York, as associate creative director.

Jeffrey Voice, executive producer/assistant director, Phil Shulman Studios, Rosemont, Pa., joins Letven/Diccico Inc., Horsham, Pa., as agency producer/assistant account executive.

TECHNOLOGY

Michael Feinner, senior VP, affiliate sales, Avalon Communications, Action Pay-Per-View Service, Santa Monica, Calif., joins Trakker Interactive Services, Tulsa, Okla., as VP, sales.

Ken Ontko, director, systems planning, United Video Satellite Group, Tulsa, Okla., named director, information technology services.

INTERNATIONAL

Appointments at Twentieth Century Fox International Television, Beverly Hills: **Michael Pausic**, director, business development, Twentieth Television, named VP, market development, strategic planning, international television; **Suzanne Krajewski**, manager, advertising, promotion, domestic television,

named director, publicity, promotion, marketing, international television; **Peter Levinson**, manager, worldwide pay television, named director, international pay television.

Appointments at Star TV, Hong Kong: **Ross Plapp**, director, programming, named executive VP, programs, program provision division; **George Chan**, director, sales, marketing, named executive VP, Chinese affairs.

DEATHS

Julian Sinclair Smith, 72, pioneer of UHF television and founder of Sinclair Broadcast Group, Baltimore, died April 19 of Parkinson's disease at his home in Roland Park, Md. Following World War II, Smith studied electrical engineering at Johns Hopkins University. After graduating in 1952, he bought an electronic trade school that remained in operation until 1979, and began a series of aerospace engineering jobs with the Hopkins Applied Physics Laboratory, Martin Marietta and Fairchild-Hiller. Smith entered broadcasting in 1958 when he applied for an FM license, and two years later WFMM-FM Baltimore went on the air as a classical station. A year after the FCC's 1964 requirement that all new TV sets be able to receive UHF signals, Smith and several engineer friends applied for a UHF license. WBBF-TV Baltimore went on the air in April 1971. In 1974 Smith sold WFMM-FM to Nationwide Communications, which changed the call letters to WPOC and its format to country. Money from the sale of WBBF-FM was used to launch WPGH-TV Pittsburgh, leading the way for expansion of the family's holdings, which include WTTE-TV Columbus, Ohio, WIIB-TV Bloomington and WTTA-TV Tampa-St. Petersburg, Fla. Survivors include his wife, Carolyn, and four sons.

Jim Valvano, 47 former basketball coach at North Carolina State University, who had a successful career as a sports commentator for ABC and ESPN, died April 28 of cancer at the Duke University Medical Center, Durham, N.C. Valvano led the N.C. State Wolfpack to the National Collegiate Athletic Association championship in 1983. Survivors include his wife, Pam, and three daughters.

Closed Circuit

LONDON

BET in Britain

Black Entertainment Television is said to be planning to back a cable-only service in the UK—the Identity Channel. One possible partner for the eight-hour daily service is London-based Star Television, a division of publisher Voice Communications Group, one of the UK's leading black publishing companies.

Formed 18 months ago with the intention of launching a cable satellite channel serving Britain's Afro-Caribbean market, Star says it would be interested in doing a joint venture with BET. "There's enormous scope for black entertainment in this country, but no one party can do it properly on their own," says Viv Broughton, Voice Communications' marketing director. Such an undertaking for a national channel on satellite—likely Astra 1C—would require not less than £10 million (\$15.7 million), says Broughton.

NEW YORK

No sharing

CBS/Broadcast Group President Howard Stringer does not expect that revenue sharing would be part of a new baseball TV contract if CBS were to retain it. He characterized the arrangement, in which MLB would be able to participate in any advertising upside in return for accepting a lower guaranteed rights fee, as extremely "complicated.... In the short time we have left, I can't imagine we would do something like that." Stringer's remark came one day before NBC announced a new revenue-sharing contract with the National Basketball Association.

Cable dealmaking

Lifetime is talking with Warner Bros. Domestic Television Distribution about an off-network deal that could bring Lorimar's NBC series *Sis-*

Consortium eyes series buy

In a first, the program-buying consortium of the Tribune and Gaylord station groups and superstation WTBS(TV) Atlanta is contemplating a bid on two of the most anticipated off-net series—Buena Vista Television's *Home Improvement* and Columbia Pictures Television's *Seinfeld*. The consortium was formed several years ago to acquire A-title movie packages, which were increasingly going to cable. If the troika makes a successful bid on either show, it would be the first series buy. Word comes at a time when BVT says it has strong interest from affiliates in picking up *Improvement* for access, assuming a revision in PTAR. BVT President Bob Jacquemin said several marketing plans are being floated, including pitches to affiliates. "We find both sitcoms very attractive," said Bob Levi, executive VP, Turner Entertainment Networks. Levi said WTBS would be interested in picking up *Improvement* starting in year four of a standard six-year syndication agreement, similar to the deal it struck independently for *Empty Nest* last year. No launch date has been set for the shows, but both are expected to be available in 1995. —SM, MF

ters to the female-skewing cable channel. In other cable network dealmaking, USA Network is apparently eyeing an off-network deal with Columbia Pictures Television Distribution to bring *Facts of Life* and *Silver Spoons* to the channel.

WASHINGTON

Word of advice

FCC Acting Chairman James Quello should probably think twice before he initiates a review of the FCC's TV ownership rules. That was the message from a key Senate staffer, who said the FCC had better "proceed cautiously." (During the NAB convention two weeks ago, Quello aide Brian Fontes indicated the chairman was interested in looking at the rules.) The Hill took a dim view of the commission decision to revise its multiple radio ownership rules.

Incompatibility

At its annual convention in June, the National Cable Television Association will host a debate on the acrimonious compatibility issue currently dividing cable systems and consumer electronics companies, accord-

ing to NCTA vice president of science and technology, Wendell Bailey. The electronics industry will be represented by Gary Shapiro of the Electronic Industries Association and Joe Donahue of Thomson. The cable industry will be represented by Time Warner Cable's vice president of science and technology, Walt Ciccora, and New York cable operator Bill Bresnan. The debate will be moderated by Bailey.

HOLLYWOOD

FYI

Kathy Montgomery, co-director of the Center for Media Education—which released the study that chastised broadcasters for not serving the programing needs of children—was in Hollywood last week on a fact-finding trip. Besides meeting with public interest and advocacy groups, Montgomery met with Mark Waxman, executive producer of Columbia's *Beakman's World*, to discuss children's programing. "We need to be in touch with the industry," said Jeff Chester, another Center co-director. The visit was well timed, considering that comments on the kids TV rules are due this Friday at the FCC.

In Brief

R. Perry Kidder has been named VP-GM of CBS-owned WFRV-TV Green Bay, Wis., replacing Bob Farrow, who is putting together a group of investors to buy WHP-TV Harrisburg, Pa. Kidder has been the station's sales director. The network's television station group also said it appointed **Jay Newman** to the new post of VP, operations and station services. Newman, formerly VP/station manager at the group's WCAU-TV Philadelphia, will be responsible for technical operations, engineering, industrial relations and policy implementation for the seven CBS stations.

Paramount Domestic Television has renewed *Star Trek: Deep Space Nine* and *Star Trek: The Next Generation* for the 1993-94 season. It also renewed ***The Un-***

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending April 18. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	13.5/222/98
2. Star Trek	12.2/243/99
3. Jeopardy!	11.9/212/98
4. Oprah Winfrey Show	9.3/226/97
5. Star Trek: Deep Space	8.2/233/99
6. Entertainment Tonight	7.9/183/96
7. Married...With Children	7.6/192/96
8. Inside Edition	7.2/170/93
9. Wheel Of Fortune-wknd	6.9/182/82
10. Roseanne	6.7/138/87
11. Current Affair	6.6/180/95
11. Kung Fu	6.6/164/92
13. Designing Women	6.0/207/98
13. Time Trax	6.0/166/93
15. Donahue	5.5/211/97

touchables. *TNG* and *DSN* finished the most recent February Nielsen Cassandra sweeps as the top-ranked action-adventure dramas with

13.3/14 share and 11.7/12 household averages, respectively. *The Untouchables* finished third among syndicated first-run hours with a 5.8/6 average.

Infinity Broadcasting last week reported record net revenues, cash flow and operating income for the quarter ending March 31. Revenues were \$35.2 million, up from \$23.4 million in 1992; cash flow was \$12.4 million, up from \$7.7 million, and operating income was \$3.0 million, up from \$1.7 million. Because of \$9.5 million in interest expenses, the company reported a net loss of \$6.4 million (44¢ per share), down from a loss of \$22.8 million (\$1.67 per share) in 1992.

Southern New England Bell will conduct a video-on-demand trial later this year in 500 homes in West

International Wire

In a busy month for UK cable investment and franchise consolidation, **NYNEX CableComms** (a subsidiary of NYNEX Corp.) has acquired three additional cable franchises in Northwest England previously held by Maclean Hunter Cablevision. The three broadband franchises add nearly 500,000 homes to NYNEX's holdings and bring its total to 17 franchises, making it the UK's largest cable company with 2.57 million homes and businesses. The move is part of a wave of consolidation in the emergent UK cable industry, which is currently 90% controlled by North American cable and telecommunications companies.

UK pay service **BSkyB** scored another programing coup, acquiring *Paradise Beach* from New World Entertainment. Continuing its pursuit of glossy programing for its general entertainment channel Sky One, the pay-TV service also secured exclusive UK broadcast rights for pending miniseries *Scarlett*, *Alex Haley's Queen* and *Stalin*.

E! Entertainment Television finished its second pilgrimage to MIP-TV in Cannes with a major deal with Pan-Asian satellite service Star TV. Starting in July, E! will provide a minimum of two hours of weekly programing for the Star TV service, including international programs such as *Behind the Scenes*, *Extremely*

Close-Up and *E! Week in Review*. The Hong Kong-based five-channel free service currently reaches roughly 50 million people in 38 countries. Star plans to launch up to six encrypted pay channels later this year, with several possible U.S. partners.

CNN International has pushed its coverage further around the world, concluding new distribution agreements with broadcasters in Nigeria, Ghana, Kenya and Uganda, bringing its total reach in sub-Saharan Africa to more than 2.5 million homes.

Spain's two leading program ratings services, Ecotel and Media Control, have merged to form **Sofres Audiencia de Medios**.

UK publisher **Pearson** completed its deal to acquire Thorn EMI's 58.8% share in **Thames Television**, the country's leading independent producer and former ITV broadcaster. Pearson paid £99 million (\$156 million) for its majority stake and has ambitions to acquire the remaining shares. Thames, with its shareholdings in satellite channel UK Gold and a 9.7% of Astra satellite operator SES, would form the backbone of Pearson's expanded television division. Pearson already holds a 17% stake in BSkyB as well as 14% of ITV broadcaster Yorkshire-Tyne Tees. —MA

Hartford, Conn. Viewers will use a hand-held remote control to select films and other video programming from an on-screen menu. A set-top decoder will send the order to a video server, which will call up the digitally-stored selection and send it to a local office for distribution. If the test is successful and the company launches regular video-on-demand service, it will charge users a base fee of up to \$6 per month, plus the cost of individual programs and services.

In an unusual shared licensing arrangement, **KICU-TV San Jose, Calif., has reached an agreement with KTVU(TV) San Francisco and the San Francisco Giants** to televise 15 games this season, effective May 14. No confirmation was available on how much KICU-TV paid KTVU, which will air 50 Giants games this season.

"Inside Jeopardy!: What Really Goes On at TV's Top Quiz Show," an upcoming book by Harry Eisenberg, a former writer and editorial associate producer on the top-rated syndicated game show, alleges the show's executive producer, George Vosburgh, ordered question categories changed during tapings to assist female contestants. Northwest Publications of Salt Lake City says it has agreed to publish the book, despite reportedly being threatened with legal action by Sony Pictures Entertainment and its production subsidiary Merv Griffin Enterprises. Northwest says the author has affidavits from a dozen former *Jeopardy!* production staffers and other documentation to support his claims. Sony Pictures Entertainment would not comment on the allegations.

Representative **Barney Frank** (D-Mass.) introduced legislation last week that would require film distributors and **TV networks to include a disclaimer** indicating a movie has been materially altered.

MTM Television Distribution has given its new fall 1993 children's TV strip, **Xuxa, a firm production commitment** with sales of the half-hour completed in more than 100 markets representing 80% of the U.S. The anticipated five-week shooting schedule begins July 5. MTM also has named two executive producers: Tom Lynch, who produced The Disney Channel's *Kids Inc.* and *Riders in the Sky*, and Marlene Mattos, who produced the original version of *Xuxa* for Brazil's Globo TV.

President Clinton last week nominated Anne Bingaman to head the Justice Department's anti-trust division as assistant attorney general. Upon Senate confirmation, Bingaman will join Justice from the Washington law firm of Powell, Goldstein, Frazer & Murphy. She is married to Democratic Senator Jeff Bingaman of New Mexico.

An animated series based on the Marvel Comic Spiderman will debut on the Fox Children's Network's 1994-95 schedule. Fox has ordered 65 episodes and will begin airing episodes on Saturday before the show debuts in its weekday schedule.

The NCTA board is scheduled to meet in Washington this Wednesday to discuss the FCC's new cable regulations, particularly the rate regulations due out today (May 3).

ABC News's **PrimeTime Live aired a piece last week on members of Congress attending a Florida meeting of the Electronic Industries Association.** "All expenses for four days and three nights—plane fare, rooms, food, even greens fees—were picked up by lobbyists for the electronics industry who, at the same time, were seeking tax breaks and other legislation for some of America's biggest companies," re-

ported Chris Wallace. Wallace also noted that the congressmen pointed out the NAB does the same thing—"taking members of Congress to play golf in Florida or see the shows in Las Vegas while at the same time seeking tax breaks and opposing new regulations."

No one at Macy's or CBS is talking publicly about a Friday **New York Post story stating that 60 Minutes producer Don Hewitt is working on a home shopping channel** for the New York retailer. According to the *Post*, Hewitt would work as a consultant for Macy's shopping channel. The story said former CBS executive Tom Leahy was also working on the project. Both Leahy and Hewitt were unavailable for comment.

The National Radio Systems Committee will begin voluntary standards-setting for in-band, on-channel digital audio broadcasting. The NRSC DAB Subcommittee will be co-chaired by Al Resnick of Capital Cities/ABC and Randall Brunts of Delco Electronics. The subcommittee will meet May 3 in Washington.

The U.S. Court of Appeals in New York last week reversed an FCC decision vacating a Deerfield, N.Y., zoning ordinance prohibiting home satellite dishes, but not other types of antennas. Without touching on the case's merits, the court said FCC procedures for pre-empting local ordinances were flawed. The FCC required challengers of ordinances to go to court first, then to the FCC second. The appeals court said it should be the other way around.

Since debuting in WCBS-TV New York's 9-10 a.m. slot last October with a 1.9 rating/8 share (NSI, week of Oct. 5), **the ratings for talk strip The Jane Whitney Show have grown 111%** to a 4.0/17 average during the first three days of last week (NSI, April 26-28).

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Editorials

Tough talk

There were more lines being drawn in the sand last week than at a beach volleyball tournament. Every shoulder seemed to have a chip on it and every eye a flinty resolve. From the cable side, there were threats and promises. We won't pay, said Continental's Amos Hostetter, echoing the sentiments of TCI and Jones Intercable. Meanwhile, CBS/Broadcast Group President Howard Stringer was characterizing cable as a cold and clinical profit machine: a one-armed bandit with pictures.

By all accounts, broadcasters are in no hurry to come to the table on must carry/retransmission consent, and as the days dwindle to a precious few (June 17 is the deadline for striking deals), the war of words escalates.

This shotgun wedding is getting off to a particularly contentious start. We have long argued that it is in the best and vested interests of both industries to work together. The vast majority of viewers are watching the broadcast networks and stations, but increasingly that viewing is over cable. It doesn't take a rocket scientist to see the interdependence there.

One concession to that interdependence last week appeared to be Fox's proposed barter quid pro quo for carriage: a second channel to program. Cable systems would be spared the cash outlay—that industry is currently pleading penury given the rate rollbacks and its inability to pass along retrans costs to customers—while broadcasters would have a crack at that grail-like dual-revenue stream.

For good or ill, broadcasting and cable are joined at the hip. We hope the current tough talk is bargaining table rhetoric to be abandoned when the dealing's done. If both industries are to prosper, cooperation and compromise must carry the day.

Get real

Unable to control the violence that surrounds it in the nation's capital and elsewhere, Congress has turned to an easier target, the bogeyman of television violence. Perhaps the legislators feel that by corraling pretend offenders they will leave the impression they have done something about the problem of actual violence. If that's their goal, we've got a better solution. Let's send Congress en masse to one of those boardwalk novelty photo shops. They can stick their heads through a cutout of a "Mountie getting his man" and send the picture to the folks back home.

It is easy to oppose violence. Just about everybody does. The problem is that Congress has the annoying habit of converting concern over a legitimate issue into an implied invitation to regulate content. Although opposing

violence is easy, regulating it off the airwaves is anything but, which is as it should be.

Is violent programming a spur or a kind of safety valve? There are arguments on both sides. When is violence gratuitous and when does it have a purpose? Is the problem the degree of violence or the type? And who will be the arbiter? Just how violent is television these days? The answers are not simple, and they are not arrived at by governmental threats and pressure. It is always easier to kill—or cripple—the messenger. But it is an act that plays to the fears of the crowd rather than gets to the roots of the problem.

Targeting the media diverts attention from the real social problems with which Congress ought to be wrestling.

Good news

A tip of the editorial visor to the staff of ABC's *Nightline*. As the first recipient of an award created by Brown University "in recognition of the role television can play in raising awareness and empathy" over the plight of world hunger, the show set a praiseworthy precedent. The *Nightline* crew donated the \$10,000 cash prize to Concern Worldwide, one of the Somalian relief organizations it profiled for the broadcasts that earned the prize (part of the Alan Shawn Feinstein Awards for the Prevention and Reduction of World Hunger). It was a classy and appropriate gesture, and one we hope will set the standard for future winners.

While we have the visor out, we also join Ohio Governor George Voinovich in congratulating WLWT(TV) Cleveland for its part in the peaceful resolution of the Lucasville prison stand-off. For more than seven hours, the station televised the prisoner surrender as part of a request by the Ohio Department of Rehabilitation and Corrections (it had been one of the prisoners' terms for ending the stand-off). Well done.

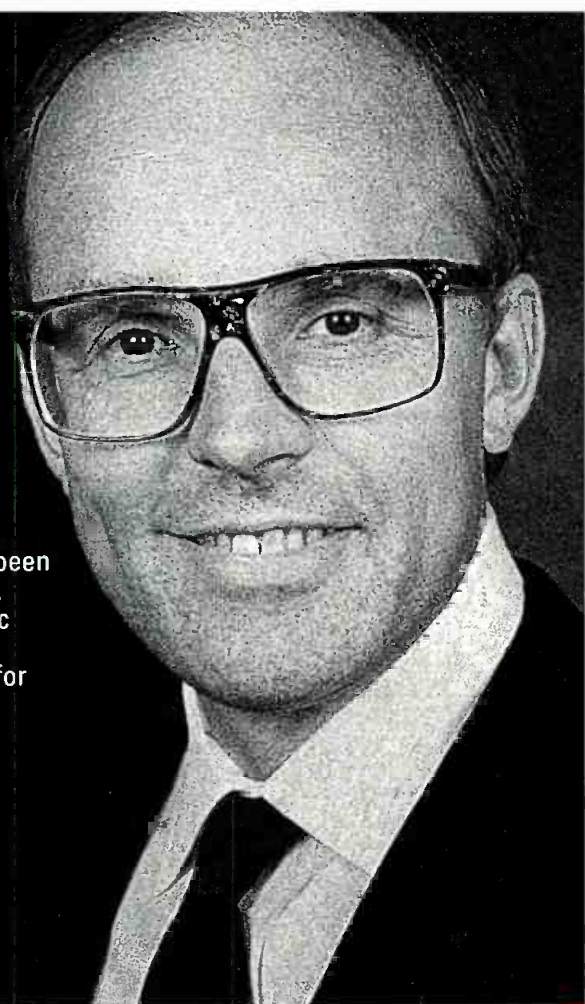


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THE MEDIA GETS THE MESSAGE

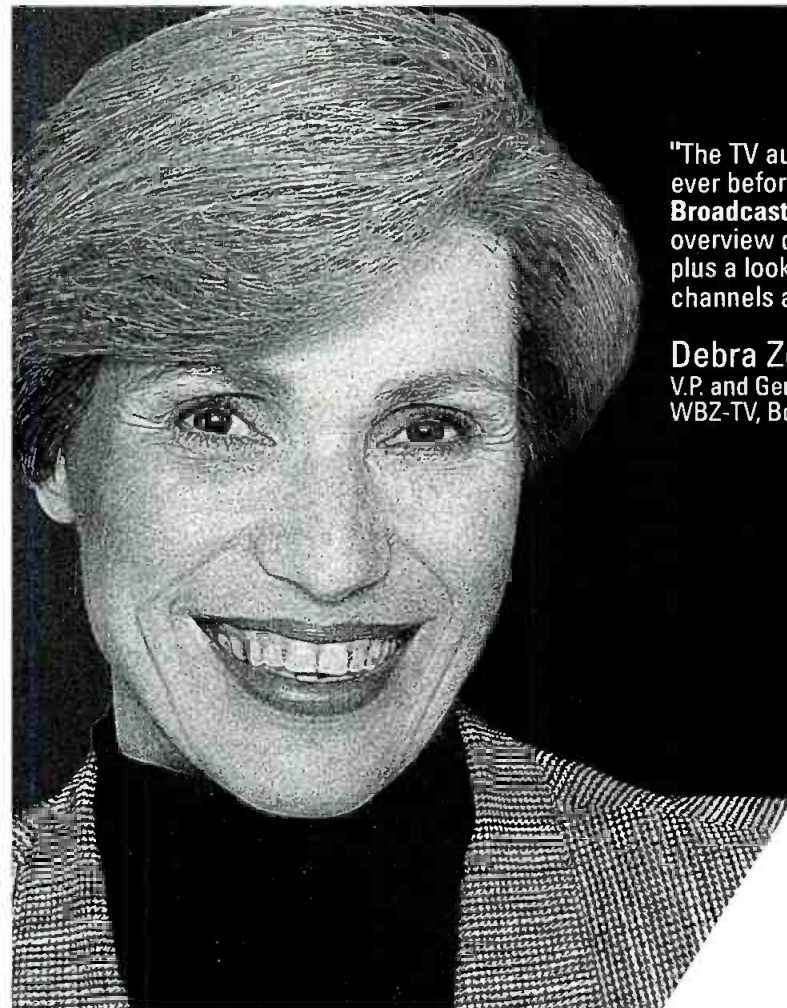
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