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- **AMAZING INFINITY: A WINNER FIGHTS FOR THE FIRST / 4**
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 - **IT'S IGER IN FOR SIAS AS ABC TELEVISION CHIEF / 12**



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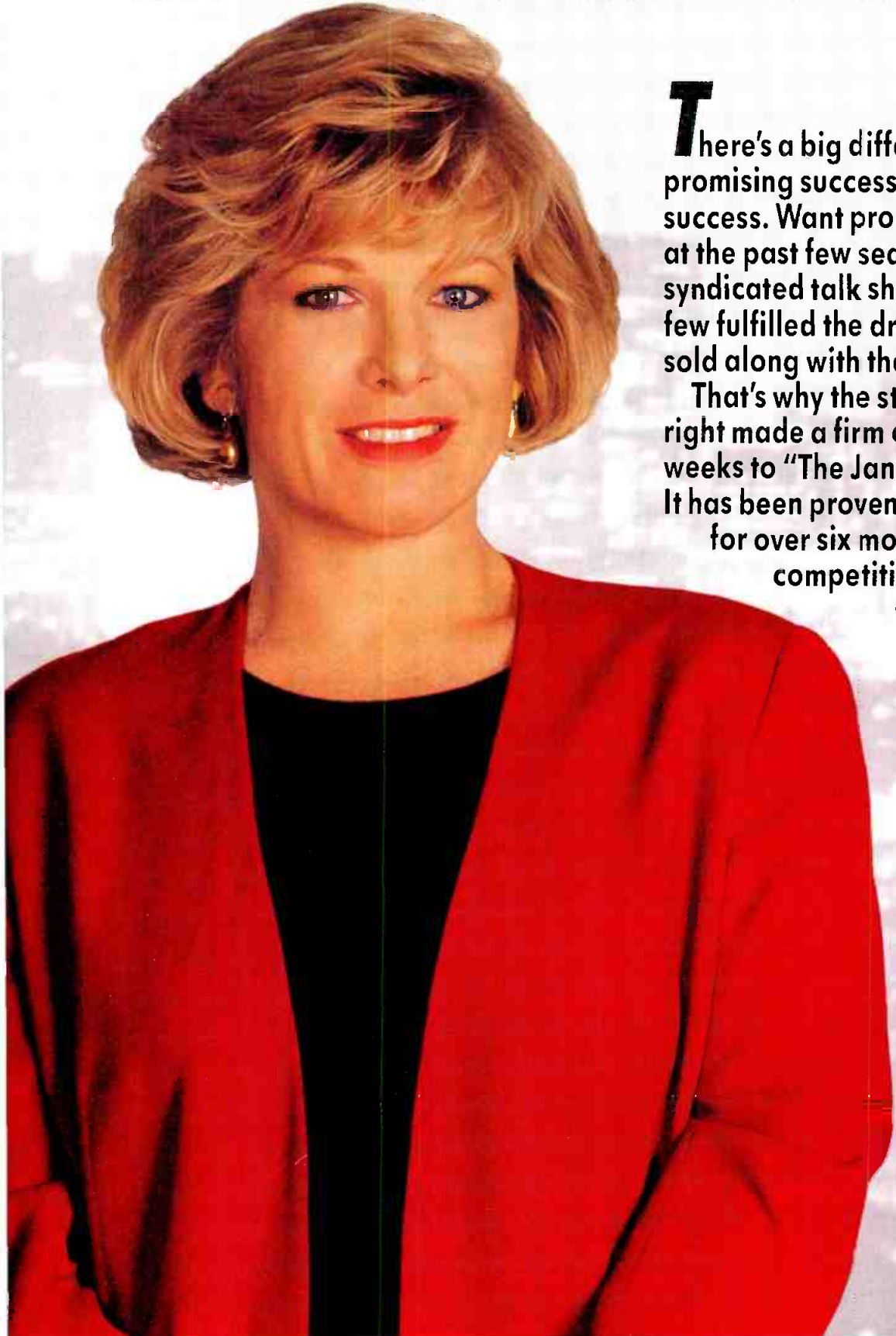
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 Vol. 122 No. 49

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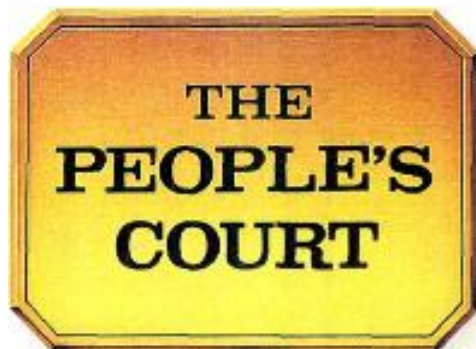
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Philadelphia	WTFX	Retains 100%
San Francisco	KTVU	Retains 100%
Cleveland	WUAB	Retains 100%
Tampa	WTOG	Builds To 125%
Miami	WDZL	Retains 100%
Portland	KPDX	Retains 100%
Milwaukee	WVTV	Builds To 122%

SOURCE: NSI/SNAP and NSI Overights (10/92 sweep)



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ties/ABC and Infinity—only Infinity has taken advantage of new duopoly rules allowing expanded ownership.

Over the past year, Infinity's growth has been remarkable. It went public for the second time—raising \$100 million through a stock offering—and arranged a new \$320 million credit agreement with 18 banks. Those deals enabled Infinity to spend \$183 million on five stations (four deals await FCC approval) and to put aside \$197 million to refinance its debt.

While Infinity's bottom line success is remarkable because it comes when many other broadcasters are struggling, what truly sets the company apart is its willingness, even eagerness, to air controversial programming, despite government pressure.

Infinity President Mel Karmazin says he has little interest in fighting a First Amendment crusade on behalf of other broadcasters, but to many in the industry, that's what he's doing.

"The government's on a vendetta here, and Mel's fighting them all by himself," says Herb McCord, president of Granum Communications. "There aren't a lot of broadcasters who would have the courage to do what Mel's doing."

"I've always had the notion that his activities weren't designed just to save Howard Stern's ass, but were really motivated by a philosophical desire to protect our entire tribe from government intrusion," says William O'Shaughnessy, president, WRTN(FM)-WVOX(AM) New Rochelle, N.Y.

Karmazin, who has come under fire from many broadcasters, rejects the role of lonely crusader. "We're not looking to prove something. We're not the American Civil Liberties Union."

But at the same time, he doesn't shy from the controversy.

"I know that there are some broadcasters who believe that radio's role is to play the same songs over and over again or to just put on noncontroversial programming," he says. "The whole purpose of the Communications Act is to service the public. And if the public is choosing Howard Stern, then why would these broadcasters say we're doing the public a disservice?"

The company's most widely scrutinized acquisition, its \$70 million purchase of all-sports WFAN(AM) New York, has proven wrong skeptics who said \$70 million was too much for any AM station, especially one that doesn't even crack the top 10 in local

ratings. Ratings haven't increased markedly, but WFAN's revenues are up—it says it will top \$30 million in 1992, up from \$24.3 million in 1990.

Alex. Brown & Sons, which recently began covering Infinity with a "strong buy" recommendation, projects Infinity's gross revenues to reach \$167 million in 1992, up 23.5% from 1991, with operating cash flow of \$70 million, a healthy margin of 48%.

And the company's stock, which initially traded at \$17.50 earlier this year, has risen steadily to \$25 despite a generally lackluster radio advertising market. So far, the stock is outperforming the estimates made in June by Shearson Lehman Brothers, which, through Shearson Lehman Brothers Holdings, owns 41% of Infinity stock on a fully diluted basis.

"I think Infinity is perhaps the best-positioned company to benefit from duopoly," says Alex. Brown analyst Andrew Marcus. "They have strong stations in big markets, and they have the financial resources to double up."

All this could change if the FCC blocks Infinity's \$100 million purchase of FM stations in Atlanta, Boston and Chicago. But there is no strong indication the commission is seriously considering such an action, and Stern still appears to be helping, not hurting, Infinity's bottom line.

"Howard Stern has obviously add-

ed a lot to the value of the company," says Raymond Katz, an analyst for Shearson Lehman Brothers. "But Infinity is not dependent on Howard Stern. If Stern were not there, the company would still be generating cash flow."

Beyond Infinity's plans to take advantage of duopoly, analysts and other industry observers praise the company for its huge margins and its streamlined corporate structure.

By design, Infinity operates only in large markets, using the same logic that bank robbers employ when knocking off banks—that's where the money is.

"We don't like being at the mercy of these smaller markets where you always have to be number one to make money," says Karmazin.

Further, Infinity has a simple and somewhat unique programming strategy: to pay top dollar for on-air talent and sports rights, seeking to dominate lucrative drive-time dayparts and to carve out local franchises that are somewhat safe in radio's never-ending ratings wars.

Whether it's Stern and Don Imus in New York or the Dallas Cowboys on KVIL-FM in Dallas, Infinity stations usually offer something other stations can't match. It is an expensive strate-

Continues on page 35

MORE TALK FOR FOX STATIONS

By Steve McClellan

After years of spending little in the syndication marketplace, Fox-owned stations appear to be loosening their purse strings, to pursue a group strategy of developing talk and information program blocks.

The strategy conforms to Fox Inc. Chairman Rupert Murdoch's philosophy that the way to boost local market share is to strengthen the stations' news image. Talk/information programming are often the best vehicles to boost and retain news audiences.

The group has acquired co-owned Twentieth Television's *Bertice Berry* talk show scheduled to debut in fall 1993. And syndicators and station executives said Fox-owned stations are looking for compatible shows to program with *Berry*. After several years of aggressive in-house program de-

velopment, largely to the exclusion of the syndication market, Fox station executives have realized it may be more efficient to acquire some programs from the outside.

Last spring's experiment in New York is one example. Fox flagship station WNYW(TV) financed a young-adult talk show hosted by *Sassy* magazine editor Jane Pratt. The show was



Fox station group acquires Bertice Berry talk show for fall '93; looks for more

somewhat controversial and generated a lot of publicity for the station and attracted strong young-adult demographics. But the cost structure was such that Fox pulled the plug before it was able to convince enough advertisers to support the show.

Last month, Fox-owned KTTV(TV) Los Angeles tested a new early fringe show produced in-house called *Busted*. The program attracted a small audience and the show was pulled.

WNYW has taken the lead in tapping new syndicated reality shows. Since joining the station in August, vice president and general manager Hilary Hendler has picked up, in addition to *Bertice*, *Rush Limbaugh* and *Rescue 911*. And Hendler says she will leave in place *Montel Williams*, which debuted on the station at 5 p.m. last summer, shortly before her arrival. Plans for a new 5 p.m. newscast have been postponed, she said.

Hendler acknowledged last week that she had hoped to pick up the new talk show from Paramount, with John Tesh and Leeza Gibbons, for morning air, possibly in combination with *Bertice*. That opportunity evaporated when Paramount opted to put the show on NBC instead of in syndication. And word last week was that Hendler has taken a serious look at the new Ricki Lake talk project from Columbia Pictures Television.

"She is moving in lockstep with Murdoch's philosophy," said one market observer. "She won't get resistance no matter what she does in the news, talk and information area."

Other Fox stations are said to be looking at potential *Bertice* companion shows. Said Jerry Marcus, VP-general manager of Fox-owned KRIV-TV Houston. "We haven't made any decisions, but *Bertice* is not an island and ought to be part of a block."

The strategic forays into syndication by the Fox stations are designed to parallel expanding news operations. "We do 90 minutes a day [9-10 p.m.; 12:30-1 p.m.] and we're looking at another daypart opportunity right now," said Marcus. KTTV is considering a new local morning news program, along the lines of WNYW's successful *Good Day New York*, although KTLA(TV) beat the station to air with a similar show that is doing well in the ratings.

"We all know the mandate," Marcus said of Murdoch's demand for strong news stations. ■

INFINITY'S DOUBLE PLAY / 4

Noted of late for its staunch defense of its First Amendment rights, the Infinity radio group, with a strong programming bench and solid cash position, is also a favorite of Wall Street.

IGER UPPED AT ABC / 12

ABC Entertainment President Bob Iger has been named president of the Television Network Group, making him a top contender to eventually head Capcities/ABC.

PROGRAMING THAW FOR DBS / 13

Hughes Communications' DirecTV expects to close deals with 20 top cable services next week, one of the first of a series of post-cable act deals by noncable multichannel services to obtain programming.

TELCO-STATION PARTNERSHIP / 26

Pacific Bell is teaming with KRON-TV San Francisco to form BayVision, a closed-circuit traffic and weather information network for airports and other public locations in the bay area.

ALL-NEWS IN HOUSTON / 28

The highly competitive Houston TV market may soon be home to the nation's first all-news-and-information broadcast channel.

COOKING SHOW ON FRONT BURNER / 30

The Clever Cleaver

Sci-Fi founders Laurie Silvers and Mitchell Rubenstein, two cable entrepreneurs who teamed up with an established programmer to secure a network launch (p. 28)



Brothers, from syndicator MG/Perrin, features beefcake chefs mixing cooking tips with an exercise regimen.

MUST-CARRY ARGUMENTS POSTPONED / 32

A panel of the U.S. District Court in Washington put off oral arguments scheduled for Dec. 7 on must carry and retransmission consent, opting instead for a "status and scheduling conference" on that day.

SPECIAL REPORT: WESTERN SHOW / 38

With limited channel capacity continuing to dampen their prospects, many cable entrepreneurs are turning to established programmers for entree into the tight market. Also, cable companies investing in distance learning worry about competition from government-subsidized efforts by PBS (p. 42).

MORE TIME FOR HDTV DEMOS? / 50

High-definition television proponents, having submitted proposals for conducting supplemental tests to their systems, await a decision from the Advisory Committee on

Advanced Television Services about whether the manufacturers will have a chance to demonstrate the improvements.

STATIONS SEEK FAIR VALUE / 52

TV stations are turning in greater numbers to sponsorship of fairs as a way to woo new-to-television advertisers to the medium.

NETWORK REACH STILL STRONG / 53

Even in the face of declining overall ratings, the big three networks still have extensive reach in key demographic groups, a Network Television Association study shows.

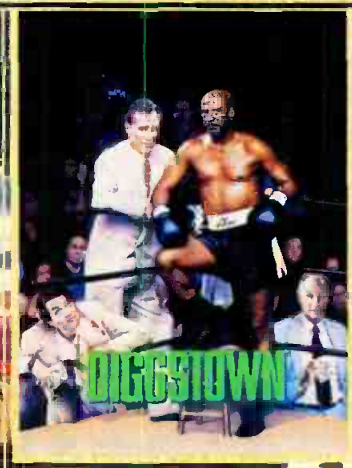
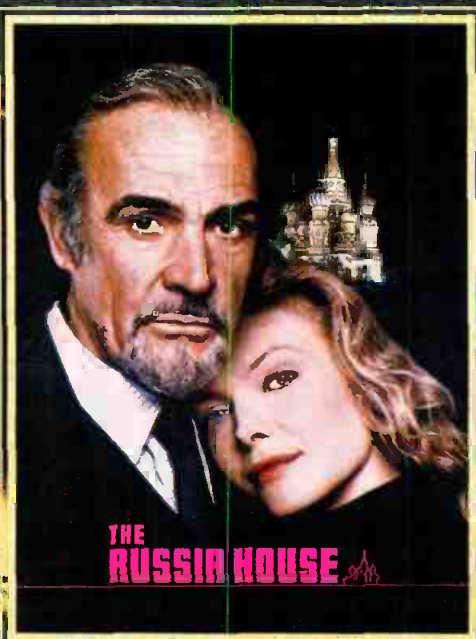
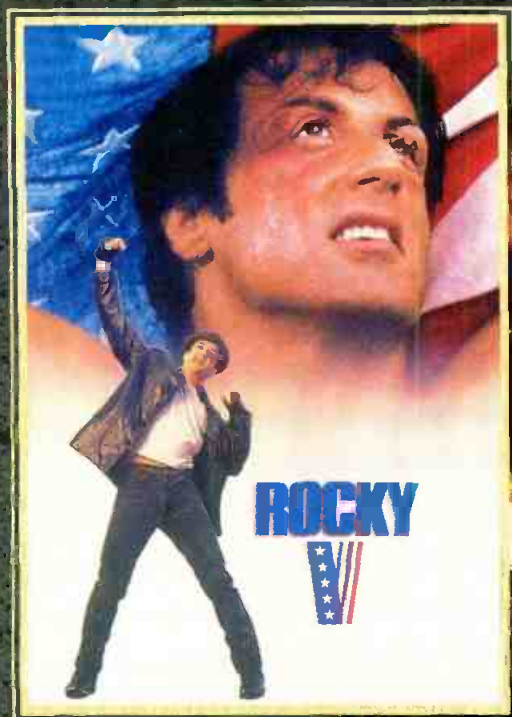
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IGER TO HEAD ABC NETWORK

Speculation centers on his replacement; position makes him likely contender to succeed Burke

By Steve Coe

After three years and eight months as president of ABC Entertainment, Bob Iger has been named president of the ABC Television Network Group, succeeding John Sias, who is retiring.

Although his appointment is not effective until Jan. 1, 1993, Iger will undertake his first order of business—finding his successor in the entertainment division—immediately.

The length of Iger's service in his new position will be open-ended: he will be working without a contract, as he did while heading the network's entertainment activities.

Iger called the promotion "a fulfillment of a dream for me, and I'm thrilled that the goal of being able to remain at ABC has been fulfilled." He said the responsibility of finding a successor to oversee entertainment activities will be "the first and possibly the most important decision" he will make, noting that the entertainment division is the biggest revenue earner in the network group as well as its biggest spender.

As for the absence of a contract, Dan Burke, Capital Cities/ABC president, said: "He wouldn't be coming here with a contract. I've always taken the position that a contract always protects individuals, not companies. It doesn't pay to keep someone here when they don't want to be here. His contract runs as long as mine does," he added, a reference to his own lack of a contract.

Last week's announcement had been anticipated since last December, when Sias announced he was postponing his retirement. Iger has made no secret of his desire that the entertainment post not be the end of his career track at ABC, and he has also been looking for a way to move back to New York, a relocation the new job provides.

Iger said there is no timetable for naming his replacement, and he would not say whether candidates would be limited to the ABC ranks. Asked at a press conference last Monday whether the decision could

linger beyond the end of the year, Iger said "I hope not," adding "I don't intend to drag the process out."

"My suspicion is that he'll do it within a month to six weeks," said Burke.

The leading candidates at ABC appear to be executive vice presidents Ted Harbert, responsible for current programming and scheduling, and Stu Bloomberg, responsible for development.

Among the possible candidates from outside the network, speculation has centered on Leslie Moonves, president of Lorimar Television; Bob Crestani, senior vice president, head of television on the West Coast at the William Morris Agency, and Joe Ahern, general manager of ABC's owned-and-operated WLS-TV Chicago. Crestani was out

Iger said there is no timetable for naming his replacement.

of town last week, the usually press-friendly Moonves did not return phone calls and Ahern was unavailable for comment.

A joint-presidency between Harbert and Bloomberg, an arrangement about which some have speculated, is not likely. "It will ultimately be Bob's call," said Burke. "But I'd hope he'd listen to my input. The one time that I've had experience in a situation such as that it didn't work out very well," he said regarding a joint-presidency scenario.

Iger, who served as Sias's deputy as executive vice president, ABC Television Network Group prior to taking the entertainment position, will likely be considered for Burke's spot when the Capcities/ABC president reaches 65 just over a year from now. "My plan and full intention is to retire on schedule. Tom Murphy [former



With his promotion to head of network, Iger is considered likely candidate for president of company

CapCities/ABC chief executive officer) and I were together for a long time, and he gave up the CEO title at 65 and so will I," said Burke.

Iger, who said he learned of his new appointment two weeks ago, said there are aspects of the entertainment job he will miss. "There's nothing like it in terms of action," he said. The 41-year old Iger, who came to Hollywood as an outsider—his main experience was in ABC's sports and news divisions—said he brings almost 19 years of experience to the new job and a "keen awareness of the operation as well as the people involved."

In his new post, Iger will have two former superiors reporting to him—Roone Arledge, president, ABC News, and Dennis Swanson, president, ABC Sports. He said he received congratulatory calls from each, "and they both reacted positively, as I expected."

At the press conference last week, which was called originally to discuss the network's performance in the November sweeps, Iger essentially ruled out the possibility that David Letterman would fill a late-night slot at ABC.

"We did express strong interest in Letterman back in the late summer. However, we have a franchise in *Nightline* and we intend to keep it at 11:30 p.m. As a result, he took himself out of consideration because he expressed an absolute desire to be at 11:30 p.m. If he's interested in a post-*Nightline* slot we'd be very interested in him," Iger said. ■

PROGRAMMERS ENDING DBS BOYCOTT

DirectTv expected to sign deals with number of cable services; other programmers and studios projected to slowly begin supplying noncable multichannel operators

By Peter Lambert

Prominent cable programmers are preparing to follow, in one programmer's words, "the spirit" of the 1992 Cable Act and pursue distribution deals with direct broadcast satellite and other noncable multichannel services. But most insiders believe programmer and Hollywood studio commitments to DBS will come in fits and starts over the next year, as those software providers jockey for position in a new small-dish home satellite market.

Hughes Communications subsidiary DirecTv says it will punch a hole in the dike next week, closing deals with an initial handful of the 20 top cable services it is obligated to sign in exchange for a \$250 million investment from the National Rural Telecommunications Cooperative. By Dec. 4, DirecTv is to close contracts with four or five programmers; by Dec. 11, NRTC is to transfer a certain dollar amount (said to approach \$100 million) into escrow.

Despite reports from programmers that negotiations are on a slow track—and denying rumors that NRTC is far behind in raising its downpayment—NRTC and DirecTv say they are on target to meet those good faith deadlines. And cable services appear poised to do business in time for DirecTv's 150-channel debut in 1994.

"I don't think anybody is pursuing this aggressively right now," said an executive for one major programmer. "But we are evaluating it internally, drawing up strategic models. I would assume at some point, deals are going to get done."

"I sense no fear among cable operators that DBS is going to bury their businesses," he added. "I think the playing field has been set to deal with DBS, and in the spirit of the [cable] bill, I assume we'll pursue agreements," once remaining issues, including pricing and exclusive rural distribution rights for NRTC, are settled to the programming community's satisfaction.

"We're where we should be right

now," said Jeff Almen, NRTC director of business development, who disputed applying the term "exclusivity" to the NRTC-DirecTv contract. "We're putting a lot of money into buying a distribution system, just like a cable plant. We'll market that distribution service. But we are not going to stop any MMDS or C-band or other DBS operator from selling the same programming in the same area where we sell. Is that exclusivity?"

Whatever the remaining issues, said one satellite programming insider, "that across-the-board resistance [to dealing with DBS] is dead. As soon as somebody comes out of the box, others will follow."

Several programmer and studio executives noted that Viacom International has been among the most aggressive in the C-band home dish market and that its third-place status behind HBO and Cinemax in the cable world gives it "the least to lose" by dealing with non-cable distributors.

Viacom executives could not be reached for comment last week, but Viacom President Frank Biondi said at last month's Broadcasting/Cable Interface that his company can strengthen its reach through cable-

competitive media (BROADCASTING, Oct. 26).

And cable MSO-owned Primestar continues to negotiate its final barrier to a national mid-power DBS rollout—the threat of antitrust action at the state level. Joe Opper, assistant attorney general for New York State, said National Association of Attorneys General discussions with Primestar are continuing. But he added, "passage of the cable act is not sufficient to allay our concerns about competitive issues."

Mid-power DBS could also rise on another front. In a restructuring proposal submitted to U.S. Bankruptcy Court in Seattle, billionaire Microsoft Corp. co-founder Paul Allen and his Sky King Investment Corp. say they would invest up to \$150 million to launch a 72-channel version of Sky-Pix to three-foot home dishes nationally by the fall of 1993.

Asked why Allen would not want to wait a year for high-power DBS, Sky King President William Savoy said: "It doesn't make a lot of sense to keep a product in the warehouse just because there isn't a satellite in the sky yet." Sky King projects one million subscribers by the end of 1994. ■

ANATOMY OF A WIN

ABC accented its first November Nielsen sweeps victory in more than 14 years by winning the week of Nov. 16-22, its fourth consecutive weekly win, powered by the second part of *The Jacksons* miniseries. Based on projections, ABC is expected to end the Nielsen-measured sweeps, which concluded on Nov. 25, with a five-tenths-of-a-rating-point lead over second place CBS. NBC was third and Fox finished fourth. ABC and Fox, however, were the only networks to show growth in households and among adults 18-49 this November versus last year. In household numbers, ABC was up 6% from last year and Fox showed a 5% bump while CBS and NBC were down 2% and 10%, respectively.



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FIN-SYN JUDGE REJECTS RECUSAL

Posner says Hollywood motion for his removal made 'too late'; appeals court panel expected to act quickly on rules

By Harry A. Jessell

Circuit Judge Richard Posner, author of the Nov. 5 appeals court opinion striking down the FCC's new fin-syn rules, on Monday declined to disqualify himself from the case as Hollywood and independent broadcasters had requested.

Undaunted, the pro-fin-syn producers and broadcasters informed the U.S. Court of Appeals in Chicago on Wednesday they intend to seek a rehearing on the recusal question and ask the court not to finalize its fin-syn ruling until after the rehearing. The groups are expected to seek the rehearing before Posner and the other two members of the panel that unanimously issued the fin-syn ruling.

Stung by the ruling that found the 1991 rules "unreasoned and unreasonable," the pro-fin-syn forces argued that Posner should disqualify himself because of a 1977 affidavit he wrote for CBS in which he argued against consent decrees similar to the rules. Ethics law requires him to step aside, they said.

The request came "too late,"

Posner said in an eight-page opinion. Those wanting him out should have mounted their challenge before the Oct. 2 oral arguments or at least before the Nov. 5 ruling. "Litigants cannot take the heads-I-win-tails-you-lose position of waiting to see whether they win, and, if they lose, moving to disqualify a judge who voted against them," he said.

Timing aside, Posner said, the 1977 affidavit is not disqualifying unless the conflict-of-interest prohibitions are read so broadly as to bar him from any "related case." "So interpreted I would be eternally disqualified from participating in antitrust or regulatory cases because when I was a law professor I acted frequently as a consultant and...expert witness...in matters that presented the same types of issues," he said.

Although Posner acknowledged the consent decrees and the fin-syn rules respond to the same "general question" of restrictions on network participation in production and syndication, he said nothing precluded him from making an impartial decision. "Would a realistic observer think that an affi-

davit filed so many years ago...had cut such a deep groove in my thinking that I could not make an unbiased judgment in a different case, involving a different tribunal, a different statute, different facts and different issues, in an industry much changed from the 1970's?" he asked.

Assuming the panel does not get hung up on the recusal question, most believe it will render a final verdict on the fin-syn rules in short order. Although it vacated the rules adopted in 1991, it has to decide whether to keep them in place while the FCC proceeds with a new rulemaking to rewrite them in a way acceptable to the courts. It could opt for no rules or permit the more restrictive 1970 rules, which the 1991 rules were meant to supplant, to come back into effect.

Even if the court were to knock out all rules, the networks would still be bound by the consent decrees—the very same ones Posner argued against in 1977. However, a U.S. District Court judge in Los Angeles is considering eliminating the decrees' fin-syn restrictions at the request of the networks and the Justice Department. And the networks are optimistic he eventually will. ■

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

WESTINGHOUSE HOLDS ON TO BROADCASTING, FOR NOW

Westinghouse Electric quieted much of the talk that its broadcasting properties will be sold by announcing last week it will sell four other businesses to meet the company's cash needs brought on by the losses incurred from its financial services unit.

The company also said it will focus on five core businesses, including broadcasting. But is that only temporary? Some analysts and investors do not think the company is finished picking off assets to sell.

The proposed sales are to cover a fourth-quarter \$1.13 billion after-tax charge (\$2.35 billion pre-tax) stemming from losses on Westinghouse's financial services unit, whose assets will also be sold. The selling of these units should cut Westinghouse's debt by more than \$5 billion in two years. According to the company, its debt load exceeds \$6 billion.

In a letter to Westinghouse Broadcasting (Group W) employees, the group's chairman and CEO, Burt Staniar, said: "We will not be sold. Group W will remain a part of Westinghouse." Staniar will also be part of the newly created four-member Presidents' Office, set up to coordinate activities of the remaining business units.

With Staniar taking on the added duties, speculation is running rampant throughout Group W that he

will appoint someone to take over day-to-day responsibilities for the broadcast unit. Staniar alluded to a possible management shift within Group W, saying in the letter "there will be some changes resulting from our new organizational position within Westinghouse."

In a separate letter to all employees, Chairman Paul Lego said selling the five units will enable Westinghouse to "be focused on the core businesses that have the best chance of providing significant growth."

But some who know the company well do think that Westinghouse needs to sell more assets for the cash they need to grow other areas. "I've had a strong sense that this was the first step," says Nell Minow, a principal in Lens Inc., which is a Westinghouse shareholder. Minow says Lens and other shareholders "have encouraged Westinghouse to sell broadcasting. It's not what we see as their core business."

Said Anne Hansen, deputy director, Council of Institutional Investors, whose members own 5% of Westinghouse shares: Westinghouse "implied that this was a continuing process. They may not be done [in terms of changing] corporate governance and also selling things off."

—SDM

Broadcasting's Ratings Week Nov 16-22

	ABC	CBS	NBC	FOX
MONDAY	15.3/23	15.3/23	15.0/22	8.4/12
8:00	67. FBI: Untold St 9.8/15	18. Evening Shade 14.7/22	19. Fresh Prince 14.6/22	74. Fox Night at the Movies—Die Hard 8.4/12
8:30	64. American Det. 10.1/16	22. Hearts Afire 14.4/21	27. Blossom 13.6/20	
9:00	7. NFL Monday Night Football—Buffalo Bills vs. Miami Dolphins 17.5/29	6. Murphy Brown 18.2/26	14. NBC Monday Night Movies—A Child Lost Forever 15.4/23	
9:30		24. Love and War 14.2/21		
10:00		17. Northern Exposure 15.1/24		
10:30				
TUESDAY	15.3/24	15.3/24	9.5/15	NO PROGRAMING
8:00	9. Full House 16.7/26	16. Rescue: 911 15.2/23	73. Quantum Leap 8.9/14	
8:30	13. Hangin w/Mr. C 15.5/23	14. CBS Tuesday Movie—Overkill 15.4/25	76. Reasonable Doubts 8.0/12	
9:00	3. Roseanne 22.4/33		41. Dateline NBC 11.7/20	
9:30	5. Coach 19.3/29			
10:00	71. Going to Extremes 9.0/15			
10:30				
WEDNESDAY	21.1/32	12.6/19	11.5/17	8.8/13
8:00	8. Home Improvmt 17.4/27	29. In the Heat of the Night 13.1/19	36. Unsolved Mysteries 12.2/18	52. Beverly Hills, 90210 11.0/17
8:30	26. Doogie Howser 13.7/20		30. Seinfeld 13.0/19	80. Melrose Place 6.6/10
9:00	1. The Jacksons: An American Dream 23.9/36		59. Mad About You 10.3/15	55. Law and Order 10.6/17
9:30			43. 48 Hours 11.6/19	
10:00				
10:30				
THURSDAY	13.4/22	11.2/18	12.4/20	9.4/15
8:00	39. ABC Movie Special—Matlock: The Legacy 11.8/19	54. Top Cops 10.9/17	71. Out All Night 9.0/14	19. Simpsons 14.6/23
8:30		52. Street Stories 11.0/17	56. A Different Wld 10.5/17	51. Martin 11.1/18
9:00		43. Knots Landing 11.6/19	10. Cheers 16.6/26	86. The Heights 5.9/9
9:30			23. Wings 14.3/22	
10:00	10. Primetime Live 16.6/28		38. L.A. Law 12.0/20	
10:30				
FRIDAY	12.6/23	9.6/17	8.9/16	6.2/11
8:00	28. Family Matters 13.2/24	49. Golden Palace 11.2/20	82. I'll Fly Away 6.2/11	79. America's Most Wanted 7.5/13
8:30	31. Step By Step 12.7/22	59. Major Dad 10.3/18	61. NBC Movie of the Week—Perry Mason: The Case of the Ruthless Reporter 10.2/19	85. Sightings 6.1/11
9:00	48. Dinosaurs 11.3/20	58. Designing Wmn 10.4/18		90. Likely Suspects 3.8/7
9:30	66. Camp Wilder 10.0/18	70. Bob 9.4/17		
10:00	24. 20/20 14.2/27	76. Northern Exposure 8.0/15		
10:30				
SATURDAY	10.2/18	6.2/11	10.4/19	9.6/17
8:00	68. ABC Movie Special—Columbo: Rest in Peace 9.6/17	82. CBS Saturday Movie—Dead Poets Society 6.2/11	75. Here and Now 8.1/14	56. Cops 10.5/19
8:30			78. Powers That Be 7.8/14	39. Cops 2 11.8/21
9:00			47. Empty Nest 11.4/20	61. Code 3 10.2/18
9:30		45. Nurses 11.5/20	86. Edge 5.9/10	
10:00	45. The Commish 11.5/21		41. Sisters 11.7/22	
10:30				
SUNDAY	11.6/18	18.0/28	12.0/18	8.8/13
7:00	64. Life Goes On 10.1/16	2. 60 Minutes 23.7/37	81. Secret Service 6.3/10	86. Stuntwomen: World Tour '92 5.9/9
7:30		4. Murder, She Wrote 19.4/28	69. I Witness Video 9.5/14	35. In Living Color 12.4/18
8:00	33. Am Fun Home Vid 12.6/18	21. CBS Sunday Movie—Nightmare in the Daylight 14.5/23	12. NBC Sunday Night Movie—Deadly Matrimony, Pt. 1 16.1/25	34. In Living Color 12.5/18
8:30	49. Am Fun People 11.2/16			31. Married w/Childn 12.7/19
9:00	36. ABC Sunday Night Movie—Columbo: A Bird in the Hand 12.2/19			61. Herman's Head 10.2/15
9:30			82. Flying Blind 6.2/10	
10:00			89. Woops! 4.9/8	
10:30				
WEEK'S AVGS	14.1/23	12.8/21	11.4/18	8.6/14
SSN. TO DATE	12.6/20	13.4/21	11.3/19	7.8/13

RANKING/SHOW [PROGRAM RATING/SHARE]

*PREMIERE

SOURCE: NIELSEN MEDIA RESEARCH

YELLOW TINT IS WINNER OF TIME SLOT

Closed Circuit

BEHIND THE SCENES, BEFORE THE FACT

LOS ANGELES

'EXPOSURE' OPTIONS

MCA hasn't made a decision on the marketing plan for the quirky CBS hit, *Northern Exposure*, but several alternatives are being discussed. One proposal would place the show on Lifetime as a weekday strip (starting in 1994) with a simultaneous weekend barter run in broadcast syndication. According to one source, one version of that plan would also have Lifetime selling all the cable and barter time in the show on a cume basis and guaranteeing MCA a per-episode license fee. But sources on both sides stressed no deal was imminent and that MCA was also holding serious talks with broadcast group owners and other cable networks, including USA and Arts and Entertainment.

FAYE NOT YET ACCOMPLI

Having already abandoned its January 1993 launch date for *The Faye Wattleton Show* after producing five pilot episodes and conducting focus group testing in several major cities, Tribune Entertainment's VP of programing, George Paris, says the syndication division is going to wait until the end of the current November sweeps before deciding whether or not to put the talk strip in the market for fall 1993. "We're waiting to see how the other shows perform during the November sweeps to evaluate if there will be some fallout in the market," Paris said.

NEW YORK

HIGH PRICE HANGUP

Radio station brokers and group operators are beginning to grumble because station trading activity hasn't picked up as quickly as many had expected under the new ownership rules. The main culprits are lack of capital and, according to several group heads, station prices that remain



Actress Glenn Close came to Capitol Hill for a special screening of "Broken Hearts, Broken Homes," a documentary she hosted and co-produced that will debut Dec. 2 on Lifetime. L-r: Senator Nancy L. Kassebaum, (R.-Kan.) and member of Senate Subcommittee on Children, Family, Drugs and Alcoholism; Glenn Close, co-executive producer and host of documentary; Pat Schroeder, (D-Colo.) Congresswoman and chair, House Select Committee on Children, Youth and Families; Beverly Hermann, VP, Eastern region, affiliate relations, Lifetime; Mel Hopkins, VP, director of marketing, Cable TV Arlington, and VP, Metro Washington Cable Council.

stubbornly high, partly because of debt hangovers from the 1980s. Says one group owner who has money to spend, "The fundamental problem is that a lot of people can't afford to sell their stations for what they're really worth."

HIGHER VISIBILITY

The Cabletelevision Advertising Bureau is expected to announce plans for a \$250,000 marketing campaign at this week's Western Cable Show in Anaheim. The new campaign, which the CAB board approved in October, is designed to promote the organization, its programs and studies.

COPA FAREWELL

The New York chapter of the National Academy of Television Arts and Sciences plans to hold its last "Drop-In" luncheon at the Copacabana Dec. 1 with guest speaker Neil Braun of Viacom. The academy, which hopes to continue the weekly luncheons at a new location, is ending its 20-year relationship with the Copa because the famed nightclub is

relocating to a site without a kitchen.

WASHINGTON

OUT OF LINE

FCC Commissioner Ervin Duggan thinks Howard Stern was "misusing his First Amendment freedom to speak" when he wished FCC Chairman Alfred Sikes's cancer would spread. Duggan made the comments in a letter to Tom Davidson, attorney for Woody Tanger, the Marlin Broadcasting president who is trying to lead an industry revolt against Stern.

MORE TIME, PLEASE

The Turner Broadcasting System has petitioned the U.S. District Court panel in Washington that is handling cable act challenges to postpone for 10 days the Dec. 4 effective date of the cable act's provision mandating must carriage for public broadcasting. A temporary restraining order would give the panel time to decide how it wants to proceed on challenges of must carry filed by Turner and others before the rules go into effect, Turner argues.

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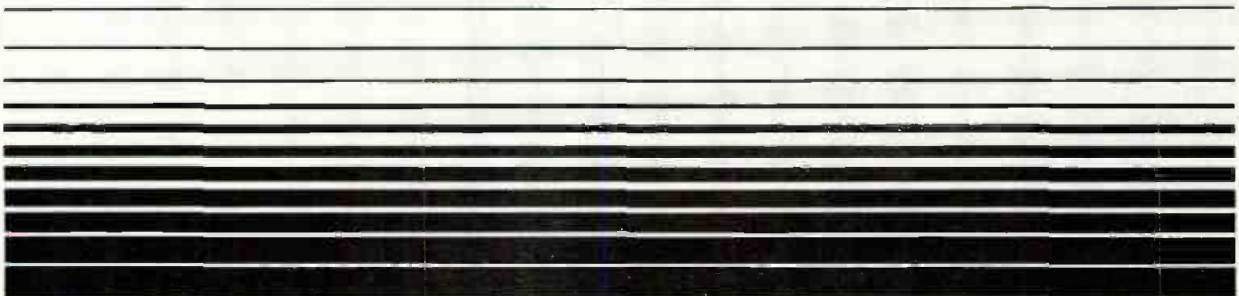
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ENTERTAINMENT
TONIGHT



A Paramount Communications Company

Monday Memo

"The modest price of retransmission consent would not be harmful to cable."

Through their strong grassroots support of the new cable law, broadcasters have made a tremendous contribution toward their industry's long-term success.

Make no mistake. From our perspective, broadcasting's future is what the battle was all about. The provisions broadcasters sought established the framework for policies that will govern tomorrow's marketplace—a marketplace that undoubtedly will encompass much more than broadcast and cable TV.

Now it's time to take that political victory and begin translating it into reality. For our industry to thrive, we must take advantage of the new opportunities available to us.

In the months ahead, broadcasters will face challenges at least as difficult as the ones faced during the legislative fight.

We are in a transition period where both broadcasters and cable operators are trying to assess how to deal with the retransmission-consent/must-carry option. We are already heavily engaged in a major court battle.

Throughout this period, broadcasters must keep one point foremost in mind: broadcast signals are very valuable to television viewers—both in cable and non-cable households.

There's no question cable has dramatically increased programming over the past 15 years. But consider this:

- In the 1991 Roper Study on TV, two-thirds of the respondents said they would drop cable if their cable operator dropped major TV signals.

- Eighty-four percent felt they should pay substantially less if the broadcast networks were replaced by cable-only channels.

- In 1992, Opinion Research Corp. found that nearly two-thirds surveyed agreed that stations should be paid by cable in the same manner that cable operators pay basic cable networks.

- Ratings continue to demonstrate

that the viewing of TV stations far outpaces any other channels. Since 1988, prime time ratings for over-the-air signals have been stabilizing, and, in fact, the four networks experienced modest growth in 1992.

Thus, as broadcasters begin to analyze whether to seek retransmission consent or must carry, they should do so with the confidence that they bring significant value to the table.

There are many legal, regulatory and marketplace factors that stations should consider before making any decision, and broadcasters should conduct in-depth analyses of each cable system in their ADI. This is not a simple task, and NAB is helping broadcasters with seminars and research and other materials.

Notwithstanding the public comments of a few outspoken cable executives, I submit that the modest price of retransmission consent would not be harmful to cable, but rather would stabilize costs and foster positive working relationships.

The most successful negotiations will come through private, cooperative business discussions, and I believe that neither of our industries wants nor can afford to continue at war.

Common interests are growing between our industries. Telco issues offer many complexities, and each industry will have to decide how best to respond to matters involving telephone company distribution. We also see increasing attention to copyright, advertising, tax and finance matters.

Put in the proper context, the smart choice is mutually beneficial cooperation. As long as broadcasters continue to serve their local communities, local audiences will be broadcasting's greatest source of strength in future discussions with cable or media on the horizon. We should not underestimate that strength or the value our signals bring to those communities. ■



By **Eddie Fritts**, president, NAB, Washington

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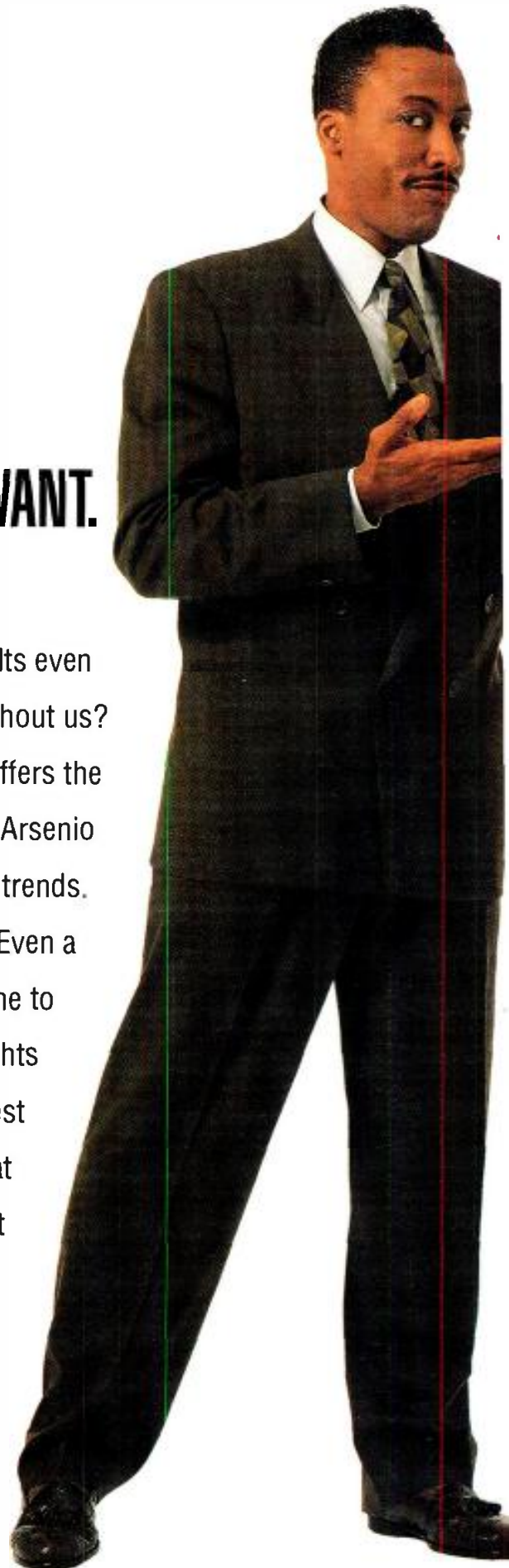
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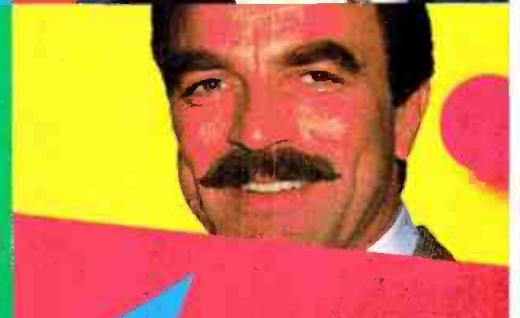


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Television

KRON-TV, PACIFIC BELL MAKE CONNECTION

Telco, broadcaster to study interactive closed-circuit partnership

By Mike Freeman

In what the parties are billing as the first partnership between a telephone company and a local broadcaster, California telco giant Pacific Bell and Chronicle Broadcasting's KRON-TV San Francisco have banded together to form BayVision, a proposed closed-circuit weather and traffic information network distributed to public commuter venues in the Bay area. The two companies plan to study the feasibility of the project over the next six months.

The first service to be studied will be a traffic information report in which permanently stationed cameras will provide live pictures from major freeway intersections. The service will be an expanded 24-hour version of the limited spots KRON already provides in its morning newscasts. In the first phase, monitors are likely to be installed in airports, office lobbies, shopping centers and other public locations.

Richard Fisher, director of KRON Enterprises, a year-old division set up to develop new business opportunities, said that Pacific Bell (a subsidiary of

San Francisco-based Pacific Telesis Group) will be an equal financing partner in BayVision.

Fisher said the partnership is also studying the feasibility of an interactive information network allowing subscribers to downlink specific community news or traffic information at their discretion. Fisher says it is highly possible the partnership will utilize an ITCS microwave delivery system, one which KRON currently subleases from The Catholic Television Network to provide news inserts for some Bay-area cable systems that carry Turner's Headline News.

Although Fisher said it is likely that revenue from the venture would be derived from selling advertising sponsorships, he said a subscription fee for an interactive network is a possibility.

"The intention is to use each company's expertise to provide the technology and other resources which, in a number of cases, is already at our disposal," Fisher said. Amy McCombs, vice president and general manager of KRON, said the joint venture has the "potential to truly provide something of value to the community."

Lee G. Camp, vice president of Pacific Bell's Information Services Group, responsible for handling the telco's expansion into the cellular phone market and audio (voice-mail) business news arena (with Dow Jones Co.), said the partnership "would not have been possible before the court ban on our involvement in information services was lifted late last year [BROADCASTING, Oct. 14, 1991]."

"Clearly the [fiber optic] interactive technology is down the road. What we're looking at is providing a community information interactive service. What that will evolve into is still unknown," said Himanshu Choksi, director of new business development, Pacific Bell's information group. ■

LAWRENCE, KANSAS...

“Subscribers love the Sci-Fi Channel. Since the announcement that the Sci-Fi Channel would launch at the Kansas University vs. California football game, we have received more unsolicited positive comments from our subscribers than from any other service launch.”

Dennis Knipfer
General Manager, The World Company
Sunflower Cablevision

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SCI-FI
CHANNEL

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Of course, some people were surprised. They didn't think we covered stories like that.



ALL-NEWS STATION PLANNED FOR HOUSTON

New independent hires veteran Mike Crew as news director

By Steve McClellan

Doug Johnson is launching what is believed to be the first over-the-air, all-news-and-information television station in the country next spring. And a lot of doubters in the industry are wondering why.

The station, a new start-up on channel 51 in Houston, has the call letters KNWS-TV. Johnson, who manages (and whose family owns) WXON-TV Detroit, just signed a lease for the building in Houston where the station is to be housed, and construction is just getting under way.

KNWS-TV will be the 14th TV station to join the battle in Houston, which sales reps call one of the most competitive markets in the country. The market has stations operated by the biggest names in broadcasting, including affiliates operated by Belo (CBS), H&C (NBC); ABC and Fox, and Gaylord and Paramount independents.

Johnson has hired television news

veteran Mike Crew as news director for the station, which will combine a local headline newswheel format with more targeted and in-depth information programs for audiences throughout the day.

The concept is not new. Several broadcasters and cable MSO's have launched or are planning to launch regional all-news channels on cable systems in five markets—New York, Orange County, Calif., Boston, Chicago and Washington. And all-news radio is probably older than television itself.

Johnson may be the first to launch a local news information television station, but others have also considered and passed on such projects. An independent station in San Francisco, KCNS-TV (ch. 38), gave serious consideration to going that route last year, but decided the costs involved made it a financially unrealistic venture.

"We had thought about it," said Jim Peymar, general manager, KCNS(TV). "But the cost was just too

intense for us to bear." Instead, the station dropped its traditional independent format to target the 1-million-strong Asian American audience in the San Francisco market.

Most contacted last week had a different estimate of the money it would take to launch and sustain a news information operation of the kind Johnson envisions. Estimates varied from \$5 million a year to \$30 million.

But most agreed with Peymar that "it will take real deep pockets, or they'll have to do it real cheap—otherwise it's going to be difficult." And an on-the-cheap operation probably isn't sustainable over time, with all the other news options out there, Peymar and others said.

But the way Johnson sees it, the kind of over-the-air format he's planning, local news and information shows targeted to narrowly defined audiences, is "what the future of television is going to be."

Johnson declined to talk specifically about what the costs of the start-up operation are. "It's several million dollars, primarily in equipment and personnel," he said. News director Crew said the station planned to have a news staff of 70 in place at launch this spring. Crew started Gaylord's fulltime news operation on KHTV(TV) Houston three years ago. Gaylord scrapped the operation earlier this year, after Crew departed.

Before that he was news director at WJKS(TV) Jacksonville, Fla., the ABC affiliate there, and before that managing editor at KPIX-TV San Francisco and executive producer at both WNBC-TV New York and WRC-TV Washington. In Houston, Crew is well respected by competitors, including one who tried to hire him. "He's bright and knows the television business inside out," said the competitor.

In addition to a live local newscast that will be updated continuously throughout the day, Johnson said the station will acquire and produce programs aimed at businessmen, investors, working women, the health-conscious and others. "We're really targeting a niche here, and we'll have to sell things a little differently," said Johnson.

Added Crew: "The fundamental vehicle will be a half-hour newscast that

LONGVIEW, TEXAS...

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Sandra Glover

*Director of Marketing and Community Relations
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CHANNEL**

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**SOFT
COPY**

is continually updated throughout the day. It's a local news headline service. That's the building block. In some dayparts we think we can serve the audience with specialized information programing."

A key question is the station's ability to get on cable systems. Houston is a little over 50% wired, and most of the cable systems are filled to channel capacity.

Several broadcast executives and media buyers noted that a third Hispanic station in the market hasn't been able to get cable carriage because there is no room.

Whether Johnson can convince cable operators to carry his station at the expense of other outlets remains to be seen. "There is a waiting list for carriage," said Allen Brivic, president of Taylor-Brivic, a Houston-based advertising agency.

Brivic said that he wasn't sure there was a "crying need" for the type of service KNWS will provide. "Local news pulls real big numbers here, both early and late," he said. In addition to the four over-the-air stations currently offering news, other options include CNN, Headline

News and CNBC.

"I can't see them being a major factor," said Brivic. "If I were selling their service, I would go for the corporate underwriter-type account, almost like a PBS sponsorship." But he also said the station might get some busi-

ness by offering advertisers ownership positions in locally created shows.

Others believe Johnson has a good shot at success—if he can weather two or three years of losses. "I think it's a player," said one Houston-based sales representative. ■

IT'S HUNK CUISINE FOR MG/PERIN

Syndicator takes its first stab at strip syndication

By Mike Freeman

In what is one of the more irreverent, off-beat series to emerge out of this development season, New York-based syndicator MG/Perin has officially launched *The Clever Cleaver Brothers* (no, not Wally and the Beaver), a half-hour physical fitness/cooking/home shopping strip for daytime TV starting in fall 1993.

Describing hosts Lee Gerovitz and Stephen Cassarino as "muscle-bound versions of Julia Child," executive producer Susan Winston believes daytime female and male viewers will "embrace a program that provides in-

depth cooking tips on how to develop a nutritional diet, balanced with a healthy aerobic exercise regimen."

Citing the bloated diet of daytime talk shows in syndication this season and next, the company's executive vice president, Dick Perin, suggests that *The Clever Cleaver Brothers* can be strong counterprogramming for independents as well as affiliates, and is targeting 9 a.m.-1 p.m. time periods. The last cooking show to enter syndication was MTM Television's *Graham Kerr* strip, which was canceled the same season of its launch (1990-91) because it never broke much higher than a 1 rating.

Perin rebuts that *Kerr* had a "much slower paced" program that centered solely on cooking, whereas *The Cleaver Brothers* are a comedic team who combine body-building and cooking elements into each episode.

"These guys have a likable, infectious sense of humor that will turn on men and women alike," says Winston, who completed production on a pilot last week. "These are not Adonis-looking guys who know only about bodybuilding...they can wield a garlic press as well as the finest chefs in this country and Europe."

MG/Perin, best known for distributing the off-cable weekly *Night Flight* and annual special *Heartstoppers...Horror at the Movies*, is making its first stab at strip syndication by offering 26 weeks of original episodes (and 26 weeks of repeats) of the *Cleaver Brothers* on a three-minute national/four-minute local straight barter basis. The show's budget is estimated at \$50,000-\$70,000 per week.

Originally, Gerovitz and Cassarino appeared locally in a cooking show on KITY(TV) San Diego, and have also done guest stints on *Vicki* and *Live with Regis & Kathie Lee*. Winston formerly served as senior producer for the latter. ■

ARDMORE, OKLAHOMA...

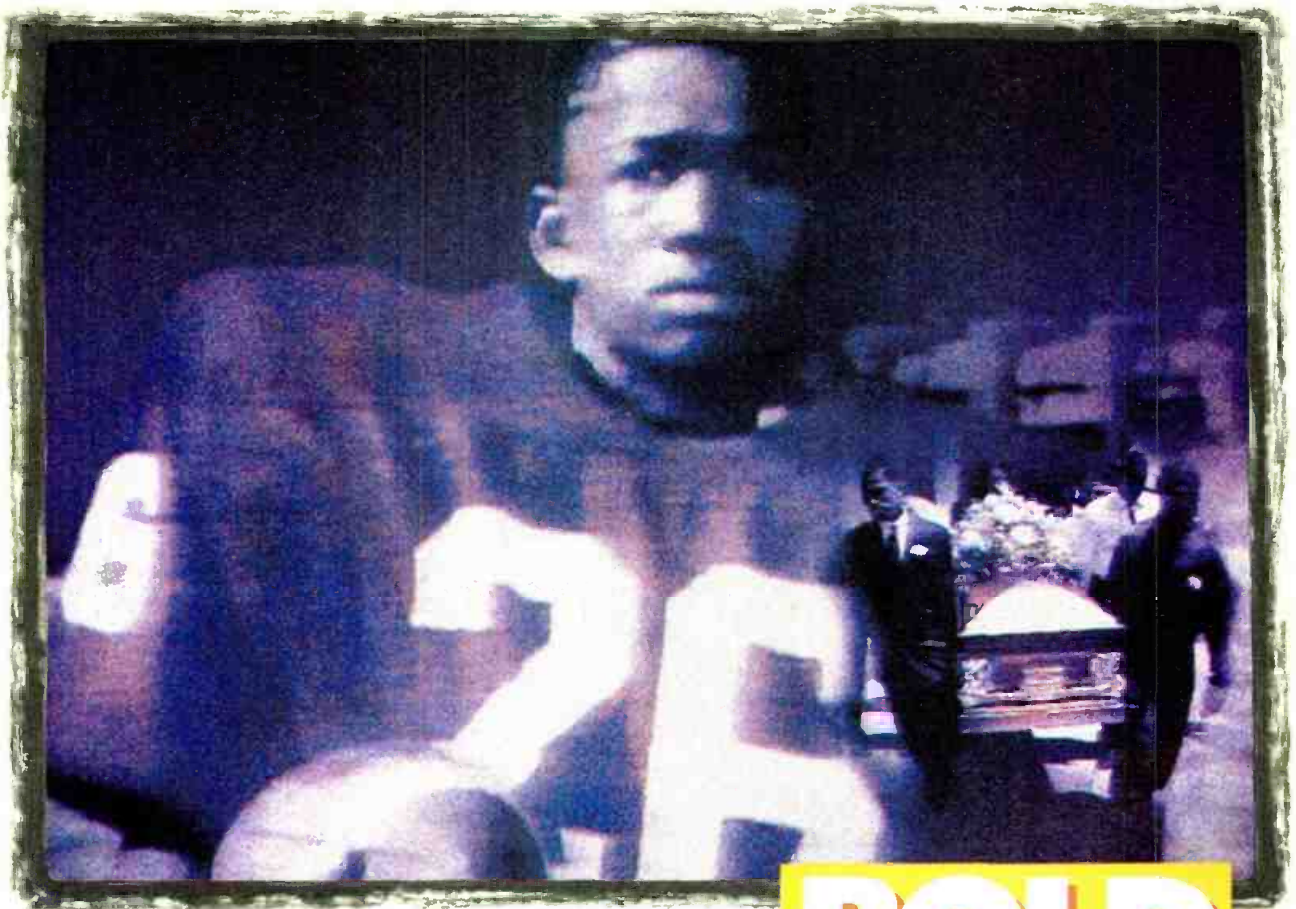
“ Our subscribers could not be more pleased with the Sci-Fi Channel. Some examples of responses I've received from subscribers confirm their pleasure: 'I haven't turned off the service since you turned it on.' 'The Sci-Fi Channel is my new favorite channel' ”

David Wall
General Manager, Post Newsweek
Cablecom of Ardmore

SCI-FI
CHANNEL

...TAKEN OVER!

It could have been just another story about crime and violence in America's inner cities. But to *Hard Copy*, the murder of Lamoun Thames, a South Central L.A. teenager, deserved more than just a passing mention. A model student and gifted athlete, his death might have just been another statistic. But not to us. By bringing our cameras to the streets where Lamoun lived, we showed America a different community. One that abhors violence and reaches out to those in need.



Of course, some people were still surprised. They didn't think we covered stories like that.

**BOLD
COPY**

Washington

COURT POSTPONES MUST-CARRY ORAL ARGUMENTS

Invites parties in cable act challenges to 'scheduling conference' Dec. 7

By Randy Sukow

The three-judge panel of the U.S. District Court in Washington established to hear challenges to the 1992 Cable Act has put off oral arguments on must-carry and retransmission-consent suits that had been set for next Monday (Dec. 7).

Instead of oral arguments, the panel last week invited all parties and counsel for the House and Senate to a "status and scheduling conference" on Dec. 7, after which it will decide which of the growing number of cases it will hear and set a new briefing and hearing schedule.

"They are getting paper from every which way," says Bruce Sokler, the attorney for Turner Broadcasting Sys-

tem, which filed the first complaint against must carry and retransmission consent.

At the conference, says Sokler, the panel will be able "to test the intensity of everybody's position, try to figure out where Congress is and decide where to go next."

Also, by not postponing last Tuesday's deadline for briefs in opposition to the complaints, Sokler says the panel has preserved its ability to proceed as rapidly as it wants, "regardless of what track it decides to go down."

Acting on an expedited basis as mandated by the cable law, the panel had set Dec. 7 for arguments on First Amendment challenges of the act's must-carry and retransmission-consent provisions brought by Turner and

Daniels Cablevision.

The Justice Department asked for the postponement until next March after informing Congress it could not defend the provisions due to its opposition to the bill's passage. A delay would, in effect, transfer responsibility for defending must carry to the Clinton administration's Justice Department or counsel for the Senate.

The Dec. 7 date became increasingly untenable as the National Cable Television Association weighed in with its own must carry/retransmission complaints, and Time Warner and The Discovery Channel filed broad complaints challenging not only must carry/retransmission consent, but also rate regulation, program access and other provisions. All were based primarily on First Amendment arguments.

The delay of the oral arguments did not save proponents of the cable act from having to file briefs opposing Daniels's motion for summary judgment and Time Warner's and Turner's motions for preliminary injunctions against rules going into effect while their complaints worked their way through the courts.

The National Association of Broadcasters was among those hustling to file oppositions last week. The NAB believes the court can uphold must carry if it analyzes it on a broad "rational basis" First Amendment standard rather than the "strict scrutiny" test requested by Turner.

"The heart of our argument," says NAB counsel Jack Goodman, is that unlike the earlier *Quincy* and *Century* cases, in which the Supreme Court found must carry unconstitutional on First Amendment grounds, must carry will also be argued on antitrust grounds in this case. "We think this is absolutely crucial," he says. ■

HOWARD STERN STANDS BY SIKES REMARKS

Radio personality Howard Stern passed on an opportunity to join his boss—Infinity President Mel Karmazin—in apologizing for remarks Stern made about FCC Chairman Alfred Sikes's cancer surgery.

"I don't apologize to anybody for anything I ever say. I don't understand all the sensitivities. I said what I said and no one has to apologize for me," Stern said last week at a press conference before his celebration bash for becoming the number-one morning personality in Los Angeles.

As reported in BROADCASTING last week, Karmazin sent Sikes a letter of apology for Stern's remarks following Sikes's successful operation for prostate cancer. Stern said he prayed the cancer would spread throughout Sikes and the rest of the FCC.

In other Stern news, Infinity filed a petition for reconsideration and request for stay of further action on the commission's \$6,000 indecency fine against three Infinity stations for a 1988 Stern broadcast.

The indecency fine order, Infinity said, "has effectively eliminated 'description' as a key element of the generic indecency definition and has further confused what was already an exceedingly difficult area of day-to-day interpretation...."

Infinity also took issue with the FCC relying on its "grazing" theory and its decision to fine Infinity stations in markets in which the broadcasts aired, but no complaints were lodged.

Separately, last week the FCC granted Greater Media Inc. a three-week extension to file its response to the commission's \$105,000 fine against its KLSX(FM) Los Angeles for several Stern broadcasts.

—JF

At Hard Copy, we're not afraid to tackle tough issues. We're not afraid to uncover scandal. We're not afraid to take reality head on. But we're also not afraid to let our feelings show. The fact is, there's a new sensibility in America today. And with stories like the ones you've been reading about, we're committed to staying in touch with it. That's why, now in our fourth season, we've introduced new weekly segments like "Somewhere In America" and "The Hard Copy Poll."



Segments that get to the heart of the matter. And the heart of *what* matters. And why, in the months to come, we'll continue to reach out to our viewers with stories that inform them, touch them, and yes, surprise them.

**HARD
COPY**

One of the heavy-weight lawyers vying to be the Clinton administration's solicitor general (the Justice

Department attorney who represents the government before the Supreme Court) is Laurence H. Tribe, a well-known constitutional scholar now at Harvard who has staked out some strong positions on communication policy and the First Amendment.

On behalf of Time Warner, he co-authored (with one-time Supreme Court nominee Robert Bork) in May 1990, a paper arguing that regulation of cable rates and programing access violated cable's First Amendment rights. For the Bell operating companies, he made a similar case against proposed regulation of information services provided by telcos in November 1991.

FCC Chairman Alfred Sikes is doing his bit to make sure the presidential transition is a smooth one, assigning Linda Solheim, director of the Office of Legislative Affairs, to assemble a "transition briefing book"

Washington Watch

Edited By Harry A. Jessell

with the help of all the agency's offices and bureaus. The book will review the major issues, what's been done and what's in the pipeline.

With the FCC already struggling to deal with cable rereg deadline and a possible new fin-syn rulemaking amid all the uncertainty wrought by the coming change of administration, the agency is unlikely to launch the long-anticipated rulemaking on reforming the prime time access rule anytime soon, according to agency officials. It now looks as if the proceeding will not get underway until January or February at the earliest, they said.

The target of the proceeding would be the prohibition against network affiliates in the top 50 markets airing off-network programs during access. At the urging of Disney and affiliate groups, a majority of the commissioners, led by FCC Chairman Alfred Sikes, had been prepared to move on PTAR early last summer, but Commissioner James Quello and Ervin Duggan called for a delay until after the November elections.

Members of Congress and women's rights activists last week called on the Senate Ethics Committee to investigate allegations that Senator Bob Packwood (R-Ore.) has made unwanted sexual advances toward former female staffers and lobbyists. Packwood, who survived a re-election challenge by Representative Les AuCoin (D), has been active in forging communications law as the ranking member of the Senate Commerce Committee.

"As a woman and a newly elected member of Congress, I am shocked and appalled at recent stories documenting Senator Packwood's behavior toward women," said Elizabeth Furse, a newly elected Democratic congresswoman from Oregon, demanding action by the ethics panel.

According to a Nov. 22 *Washington Post* story, Packwood allegedly grabbed or forcefully kissed at least 10 women. Without commenting on specific allegations, Packwood, through a spokesman, apologized for any behavior that has caused "discomfort or embarrassment."

The Howard Stern-FCC battle touched off a sharp exchange of letters between Woody Tanger, the broadcaster (three FM's) who has made it his mission to rally the industry against Stern, and NAB President Eddie Fritts. In response to a Tanger letter asking the NAB to help drive Stern off the air, Fritts said it was not the association's job to act as "industry programing critic." A disappointed Tanger fired back a letter wondering whether NAB's silence was due to the fact that Infinity might pull its membership. Fritts denied Tanger's implication and hoped the issue was dead. No such luck. Tanger wrote back asking whether NAB even considered censuring Stern. Tired of the back-and-forth, NAB declined to reply. ■

ANN ARBOR, MICHIGAN ...

“ Our phones lit up from the moment we launched the Sci-Fi Channel. We've received hundreds of calls from subscribers anxious to get more programming information. New subscriber acquisition has been higher than expected and has sustained momentum since launch. ”

*Richard Allen
Director of Marketing, Columbia Cable
International, Columbia Cable*

... TAKEN OVER!

SCI-FI
CHANNEL

Broadcasting

Radio

TOP-DOLLAR ACTS POWER INFINITY STATIONS

Leading radio group is successful mixture of enterprising business, adventurous programming

Continued from page 8

gy—Infinity pays a reported \$3.5 million for Cowboys rights, and reportedly pays Imus \$2.4 million per year—but it appears to work.

“Mel really seems to understand that in order for a radio station to succeed in these times, you need to differentiate yourself with something listeners cannot get anywhere else on the dial,” says programming consultant Jay Mitchell. “He knows that this is one good way—perhaps the best way—of making sure that your radio station is not lost in the shuffle.”

There is no question that Karmazin runs the company with a style that most executives would call pro-active, if not “hands-on.” He speaks several times a week with his general managers, personally negotiates large deals such as sports rights fees, and has been known to check up on local advertising accounts. “Our stations hear from me a lot,” Karmazin says.

But at the same time, Infinity is a remarkably decentralized company, held together partly by a company-wide system of performance-based financial incentives. Its corporate staff consists of six people: Karmazin, a chief financial officer, an administrative assistant and a three-person accounting office.

“It’s very efficiently managed,” says Harvey Pearlman, general manager of Infinity’s Chicago stations and an 11-year veteran of the company. “We have direct access to the president of the company—we don’t have to go through a bunch of middle management people.”

Most Infinity stations operate under a similar system of performance-based stock options and bonuses for manag-

ers and salespeople. Each executive has a goal: for general managers it is increasing station cash flow; for program directors it is increasing ratings within a station’s target demographic, and for sales managers it is outselling the ratings.

“So if you’re a station that has a 6 share of audience, we would fully expect that you would maybe get a 12 share of revenue,” says Karmazin.

A former salesman, Karmazin takes pride in paying his salespeople straight 6% commission, with no limit on earnings. The top salesperson in the company makes roughly \$300,000, he says, and many more earn \$100,000 or more.

Says Karmazin: “If a salesperson is going to get rich on a 6% commission, Infinity is going to get very rich on the other 94%.”

Founded in 1972 by Michael Wiener and Gerald Carrus, who now serve on Infinity’s board, Infinity is now clearly Karmazin’s company, built under his stewardship and run by his rules. Karmazin was the sweat equity when he joined Infinity in 1981 for \$125,000 per year plus a chance to own part of the company as he grew it.

“You can’t have three people run a company,” Karmazin says, explaining his relationship with the founders. “I agreed to join Infinity so long as I

WESTFORD, MASSACHUSETTS...

“The Sci-Fi Channel has already provided a tremendous boost to the penetration of our people’s choice here. In only three days since we announced that Sci-Fi would be added, over 400 new subscribers have signed up.”

Alan S. Davis
General Partner, Nashoba Cable

...TAKEN OVER!

SCI-FI
CHANNEL

INFINITY EYES SYNDICATION BUSINESS

Infinity Broadcasting, which has amassed what is arguably the radio industry's most impressive stable of high-profile talent, is considering making a major expansion into the syndication business.

And if Infinity does enter the syndication business, it may start by buying an existing program supplier, says President Mel Karmazin. "There's always the opportunity of acquiring a business that's in the field," Karmazin told BROADCASTING. "The sense is that we'd like to be in that business. It's a good business."

Karmazin says he will likely come to a decision by year's end on whether to form a national syndication arm or to buy an existing company.

Infinity is already in the syndication business with Howard Stern, whose program airs on non-Infinity stations in several markets, including Los Angeles, Dallas and Cleveland.

Infinity's lineup would make most syndicators drool. In addition to Stern, it would likely include:

- WFAN morning man Don Imus.
 - Doug "The Greaseman" Tracht, recently lured away from WWDC-FM Washington. Infinity has already announced plans to try to syndicate his show.
 - Midday talk show host G. Gordon Liddy, now heard on WJFK-FM Washington.
 - WFAN sports personality Mike Francesa, nationally known through his work for CBS-TV.
 - A host of other sports possibilities. Infinity owns the rights to NFL teams in New York, Tampa Bay, Dallas and Philadelphia, so it could offer live play-by-play for eight of the 26 NFL teams on some Sundays.
- "We're trying to sort this out," Karmazin says, adding, "It seems foolish that we are not exploiting the programing that we have."

—PV

would be the person running the company."

On Wall Street, Karmazin has built a reputation as a dependable money-maker, the closest thing radio has to Sam Walton. He first took Infinity public in 1986 at \$12.50 a share, then helped engineer a leveraged buyout in 1988 at \$31 per share.

To some of his colleagues, especially small-market broadcasters who know Karmazin only from Howard Stern's bluest moments, Karmazin hardly fills the role of an industry leader. An increasingly vocal minority of broadcasters have criticized Infinity lately, warning that Stern's show is cheapening the medium. But to at

least as many radio executives, Karmazin is respected and admired for doing something almost no one else has done recently: convincing Wall Street that radio is a good business.

"I think Mel has done a great deal for the radio business," says Herb McCord, president of Granum Communications. "The Infinity stock offering was brilliantly marketed, and it came at just the right time. And it helped re-establish the value of the entire radio industry. These days I like having Mel's numbers printed every three months."

One radio group owner, who asked not to be quoted by name but effusively praised Karmazin's record at Infinity, observes: "Mel is as close to the pulse of today's radio as William S. Paley was in the heyday of CBS Radio."

Karmazin, 49, has lived in the same New Jersey house since the 1970's, and is rarely seen on the New York social circuit. A recent *Newsday* profile was aptly headlined "Mel Who?"

It has been reported that Infinity's contracts with Imus and Stern forbid them from mentioning Karmazin's name on the air, a suggestion Karmazin dismisses but does not deny.

"We tend to shy away from publicity," says Karmazin, who declined to pose for a photographer for this story. "I like our stations to get the recognition they deserve, but we don't have any public relations firm representing Infinity. You've never seen a trade ad that has run on Infinity. We certainly aren't interested in the ego gratification as much as we are interested in the cash-flow gratification."

CLEVELAND, OHIO...

“ We gained 1,000 new subscribers in September and attribute this to the heavy promotion we did on Sci-Fi in our sales pitch. ”

Victoria Green
Director of Marketing and Customer Service,
North Coast Cable

...TAKEN OVER!

SCI-FI
CHANNEL

Radio Extra

EXPANDING THE HORIZONS OF REPORTING ABOUT RADIO □ NOVEMBER '92

On the laugh track to success

Commercial producer Harley Flaum talks about writing comedy for radio and TV

By Peter Viles

For 20 years, the Radio Band of America has been writing comedy radio commercials, producing them and creating and producing original music for TV and radio commercials. To commemorate the anniversary, Radio Band founder Harley Flaum took time out from his work on a new Xerox spot (featuring a man who raises elephants in his apartment and wants to lease a copier) to talk to BROADCASTING about his business.

Does Radio Band produce only humorous commercials?

They're not all humorous; some of them fail. Seriously, most of our work in radio is humorous. It takes kind of a different attitude to write a comedy commercial that works. There's nothing funny about a humorous commercial that doesn't work.

What makes a humorous radio commercial work?

The first thing is timing [he pauses a second and, over the telephone, inserts sound effect of a rimshot]. Or lack of timing [same sound effect, but inserted a beat too soon]. There are a number of ways for a funny commercial not to work. But foremost among those is for the humor and comedy not to build on the message you wish to convey. If the message that the advertiser wishes to convey isn't supported by the humor in a strong, significant fashion, then the commercial is going to fail. Within 30 or 60 seconds, we're very fortunate to have a radio listener take away one message or one impression. That's about all you can expect of the listener. If the humor is overwhelmingly funny but talks about spaghetti and your product is potatoes, you can very easily miss the point and miss the market.



Radio Band founder Harley Flaum: "No headhunter, or damn few of them, will listen to a radio reel from a creative person. They want to see a television reel."

Do you believe conventional wisdom that a listener has to hear a spot three times for it to be effective?

Frequency doesn't hurt. As a matter of fact, a really good radio commercial will not suffer from a great deal of frequency and repeated exposure. There should be a number of different elements in the commercial for people to enjoy on repeated listenings.

Is there such a thing as having too many humorous commercials on a station?

It's possible to have too many commercials that try to be funny. We have too many commercials, actually, that try to be funny and sound pompous. The reason people like myself stay in business is: number one, we're stubborn and continue to believe in radio and its power, and number two, there's a built-in prejudice at ad agencies against radio. The prejudice at agencies is really career-driven. Radio

assignments at the big agencies are normally given to junior writers. Once the junior writer scores big with a good radio advertising idea, that person is on to building himself or herself a video reel. There's a motivation to get as many great TV spots on your reel as you can to get a great job. No headhunter, or damn few of them, will listen to a radio reel from a creative person. They want to see a television reel. So as soon as somebody becomes successful or really good at writing radio, they're on to TV. Agencies can't afford to have a \$500,000-a-year creative person on staff dedicated to writing funny or affordable radio. Thank goodness they can't. That's why people like me and Dick Orkin are around. We'll gladly take the work.

What advice do you have for small stations trying to produce humorous ads on a limited budget?

Humor depends largely on the quality of production and on timing as well as the most important thing: the idea. If I were in a small market and had limited resources, I'd look for something I could pull off with limited resources and limited talent. One thing a small station can do is look for a level playing field—and one area in which the field is level is in listeners—people on the street. Those people say amusing things in Des Moines and Sheboygan, just as they say interesting things in Los Angeles or New York. If you ask them interesting questions, people will say some funny things—especially if you edit them well. In some cases, it's as easy as asking people on the street to sing an advertiser's jingle. People will sing those jingles in a very funny way. The point is, those resources—interesting human beings—are available in small towns as well as big towns. It makes for interesting fodder.

What comedians do you respect?

George Carlin. He dares to cross the line and keeps pushing the envelope. He's a super guy. So is Billy Crystal. Stiller and Meara I still respect. Don Novello [formerly Father Guido Sarducci on *Saturday Night Live*] is an old friend of mine. Anyone who has been arrested at the Vatican for impersonating a priest gets my vote.

Are some products better suited to be sold via humorous ads?

Let me put it this way: there are some spots that are not suited for humor, at least in good taste. Feminine hygiene sprays pop to mind. Birth control devices, some PSA's, some over-the-counter drugs.

Is radio better suited than other medi-

ums for humorous commercials?

Radio is probably the most challenging medium of all for humor, the most difficult medium. We have the human voice, we have sound effects and, most important, we have the idea. But we don't have pictures to work with. It's a challenge to make something that's funny and can take the frequency of radio without that picture. ■

RADIO WRITINGS

Attention high-brow consultants, radio scholars and others who believe their thoughts on radio worth preserving: a new journal devoted exclusively to the study of radio is seeking manuscripts for its second issue. The *Journal of Radio Studies* is looking for scholarly articles on radio history and current trends. The deadline is Jan. 1, 1993; the manuscript editor, Frank J. Chorba, can be reached at (913) 231-1010, ext. 1380.

NEW NOSTALGIA DEBUTS

WQEW-AM, the New York Times Co.-owned station that will adopt the



nostalgia/popular standards format made famous by WNEW(AM), will make the switch during a sign-on ceremony at 10 a.m. on Wednesday Dec. 2.

SECOND MERCURY AWARDS SET FOR JUNE 9

The Radio Creative Fund is gearing up for the second annual edition of the Mercury Awards, the \$200,000 prize competition awarding radio creativity. Billed as advertising's largest cash prize, the 1993 ceremony is scheduled for Wednesday, June 9, at the Waldorf Astoria Grand Ballroom in New York; Katz Radio Group President Gordon Hastings (who vowed at the inaugural Mercury Awards that the 1993 event would move from the Hilton to the Waldorf) is serving as event chairman; Dick Clark of Unistar Radio Networks will return as host.

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



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

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

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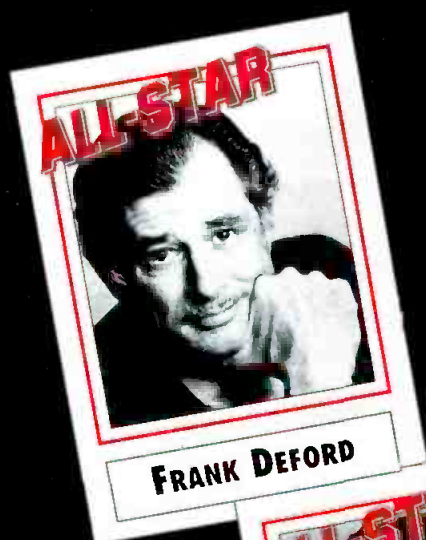


SAINT LOUIS UNIVERSITY
MEDICAL CENTER

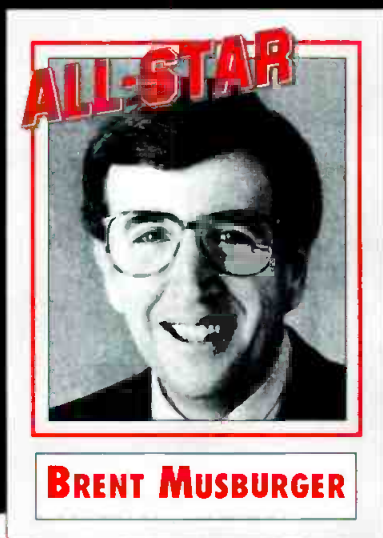


In an interview with New York City Marathon Director Fred Lebow, WINS-AM reporter John Russell recreates a pose that had earlier caught the eye of a portrait painter. Russell is the dean of broadcast coverage of the race—he has covered the marathon for 15 consecutive years. Lebow, who recently recovered from a brain tumor, ran the race for the first time this year.

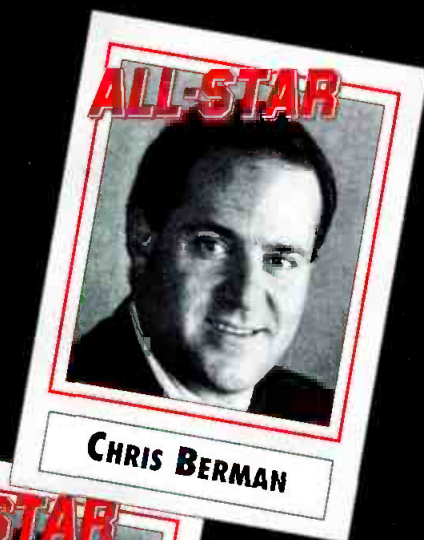
BRENT MUSBURGER JOINS THE ESPN RADIO "ALL-STAR TEAM"



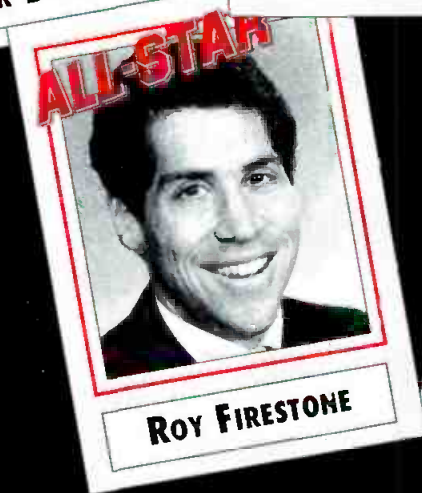
FRANK DEFORD



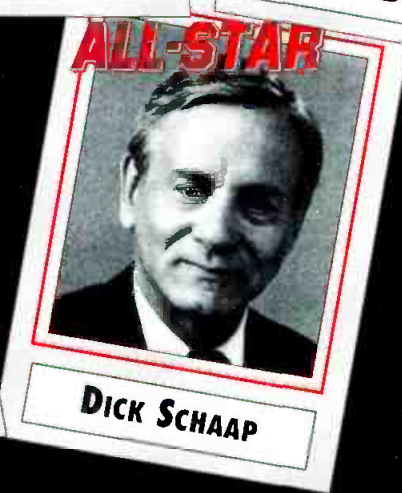
BRENT MUSBURGER



CHRIS BERMAN



ROY FIRESTONE



DICK SCHAAP

In 1993 the ESPN Radio Network will deliver a one-two punch:
ESPN Radio with Brent Musburger and **ESPN SportsBreak™**.

ESPN Radio with Brent Musburger, a fast-paced five minute sports show focusing on the news of the day, will score points with your listeners. Immediately following **Brent Musburger** is an all new five minute preview of the sports night ahead.

ESPN SportsBreak™ will take you to 30 of the year's biggest sporting events -- from center court at the NBA Finals to the final inning of the World Series, from the Super Bowl kick-off to the "Run For The Roses".

The addition of Brent Musburger to the All-Star ESPN lineup solidifies ESPN's position as the leader in sports radio.

Go the distance with ESPN Radio.
Call Frank McKenna at 212-456-5688 today!

ESPN®
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Good News for Radio Networks

Increase Affiliate Services . . . Without Spending a Dime

No matter what your format, we have news for you! And it's the news your client stations' listeners want to hear. It's news about the economy in a form they understand. How do we know? Simple, we asked them! In a national survey more than 60% of the respondents told us they are paying more attention to business news now than they were six months ago. We also learned that a majority of them use the stock market as an indication of the health of the national economy.

And where are they turning for this information? One place is radio. More than a quarter of the respondents say they turn to radio as a viable source of business and economic news -- making stock market information a key way to reach listeners, particularly the much sought after high SES listener.

So who can give you the most complete stock market information available to radio networks? We can. We're the Nasdaq Stock Market, the second largest stock market in America. For years, we have been providing television networks and stations with daily customized stock market reports. Now Nasdaq has developed a variety of services designed to provide radio networks with this same type of custom, quality information.

And best of all, all of our services are free! Just call Craig Thompson at (202) 728-8268, and let Nasdaq develop a custom, daily stock market report to fit your network's needs. It's a unique way to add to the services you provide your stations without spending a dime.

THE NASDAQ STOCK MARKET
NASDAQ

Because Your Business News Is On Main Street, Not Wall Street

INFINITY NO STRANGER TO FCC COMPLAINTS

DJ's aside, company has clean record in routine violations that usually beset stations

By Joe Flint

Although Howard Stern is Infinity's highest-profile FCC problem, he is by no means the group's only one.

The FCC admonished Infinity last December for a 1990 murder hoax broadcast on KROQ(FM) Los Angeles. It is investigating more indecency complaints not only against Stern but against a disk jockey at WBCN(FM) Boston as well, and it is checking out a complaint against two personalities at WJFK(FM) for putting a woman on the air without her permission.

Infinity may have bought itself some more trouble last month when it signed Doug "The Greaseman" Tracht, whose current station, WWDC-FM Washington, is under investigation for indecency over the morning man's broadcasts.

The KROQ murder hoax was so severe in the FCC's eyes that it asked an administrative law judge to determine how the hoax broadcast reflected on Infinity's qualifications to continue as an FCC licensee.

The commission concluded that, while Infinity management did not know the broadcast was a hoax and did not participate in the coverup, as licensee it was ultimately responsible.

But in the end there was no fine and the two air personalities—Kevin Ryder and Gene Baxter—are still on the air. Infinity is in the process of finalizing a booklet, which will be issued by the National Association of Broadcasters, on compliance with the new hoax rules. The booklet was something Infinity told the commission it was willing to do during the proceeding against KROQ-FM.

The commission is also in the process of investigating a complaint against Infinity's WBCN(FM) Boston for a joke about incest allegedly told by air personality Charles Laquidara. Earlier this year the commission almost fined the station for another Laquidara broadcast but decided against it after meeting with the group owner.

Still, it is Stern that draws the bulk of listener letters, and the FCC is currently looking into four other complaints against him, two for broadcasts on Greater Media's KLSX(FM) Los An-

geles and one each on Infinity's WJFK and WYSP(FM) Philadelphia.

Despite the FCC attention, Infinity has only been issued one notice of apparent liability in 19 years of business, for a 1988 Stern broadcast the commission said was indecent. Infinity is fighting the \$6,000 fine and asked the FCC to reconsider its action last week.

Infinity has never been cited for equal employment opportunity violations or other routine violations for which the commission often flags stations. "It is a remarkably clean record, considering Infinity has owned stations in the largest markets for 20 years," said Infinity's counsel and board member Steven Lerman, partner, Leventhal, Senter & Lerman.

Infinity would be even cleaner, President and Chief Executive Officer Mel Karmazin argues, if the FCC would just say what it is Stern can't say.

Said Karmazin: "I know the commission believes the rules on indecency are clear. But when the rules are clear we don't violate them. Clearly, the seven dirty words are clear. I understand what those seven dirty words are. Howard understands what they are, and we've never said them. We don't say those words because we're not supposed to. We're not looking to push it, we're looking to follow the rules."

Lerman does not look for Infinity's problems to go away when FCC Chairman Alfred Sikes leaves office.

"The problems are generated by a vocal minority outside the FCC which will likely not go away and is likely to keep the issues before the commission," Lerman said.

Does Stern ever go too far for Karmazin? "I cringed when he discussed Al Sikes's health. But I don't cringe about the things that the commission currently is cringing over." ■

ROSEMOUNT, MINNESOTA...

“ At one of the local franchise cable board meetings, we were praised for adding the network. The initial response for adding Sci-Fi Channel has been positive for us as an operator and for our customers as viewers. ”

Lisa Washa
General Manager, Star Cablevision

...TAKEN OVER!

SCI-FI
CHANNEL

WESTERN CABLE SHOW 1992

A central theme for the 10,000 cable executives gathering in Anaheim, Calif., will be how life under reregulation is affecting the business. One area is programing, with many operators reluctant to commit to new networks. The following story looks at how entrepreneurs with ideas for new networks are facing a longer and tougher haul than they've faced before, and how many are looking to well-established partners to help them carry the load.

STARTUPS SEEK ESTABLISHED PARTNERS

Fledgling networks have a tough time getting off the ground without distribution access, deep pockets of existing programers; some still hope compression will help the little guy

By Rich Brown

It might still be possible for entrepreneurs to start up cable networks on their own, but in these days of limited channel capacity many are finding it much easier to team up with established programers.

Earlier this year, the founders of the Sci-Fi Channel managed to finally launch the service by selling it to USA Networks. More recently, the entrepreneurs behind Americana Television teamed up with Nostalgia Television to help launch that music/lifestyle channel. Among others in the wings is the Cowboy Channel, a long-struggling independent project now owned by International Family Entertainment, parent company of the Family Channel.

The advantages of working with an established programer are many, according to Jessica Reif, an analyst with Oppenheimer & Co. Established programers, she says, provide new cable networks with stable management, startup experience, a proven ability to get distribution and deep pockets.

"There are so many ingredients that require not so much experience but massive amounts of capital and massive amounts of infrastructure," says Mitch Rubenstein, a former cable operator who co-founded the Sci-Fi Channel. Rubenstein and his partner Laurie Silvers shopped the channel to operators for three years before eventually selling the service to USA. During that period, they created a board of advisers to give the service credibility; brought in Waller Capital to help sign carriage commitments with 50 top MSO's; hired a director of fan relations to build grassroots interest in the channel, and spent more than \$10 million in program acquisitions.



Mitchell Rubenstein and Laurie Silvers, founders of the Sci-Fi Channel

"A lot of cable operators liked that we were just a couple of people selling this without any political baggage," says Rubenstein. But as interest in the project grew, their 10-person staff and budget were not enough to handle the growth. They turned to USA, which purchased Sci-Fi and committed up to \$100 million to the launch.

Rubenstein, now a co-chairman of the channel, says the best ideas for new networks are likely to continue to come from individual entrepreneurs and not from the existing program services themselves.

International Family Entertainment got the idea for its upcoming network, the Game Channel, from Games Technology, a small interactive technology company that needed a partner to help develop its idea for a game-based

channel. IFE has been able to offer 10 years of experience in ad sales, uplinking, marketing, public relations and other areas that are important to a startup, says Ron Harris, vice president of new business ventures for IFE.

"The major networks will listen to a good idea," says Harris. Like many others in the business, Harris says entrepreneurs will have a better chance of launching cable networks on their own once compression technology develops.

Many of those entrepreneurs who have not teamed with established programers instead play an optimistic waiting game and hold out hopes that compression technology will create great demand for new programing. One such player is Arnie Frank, president of the Crime Channel, a proposed 24-hour service featuring crime-related programing.

It is also a hope shared by Paul Salerno, president of ATV: Advertising Television, an all-advertising network that would feature 5- to 10-minute advertisements. The entrepreneur calls the acquisition of startup networks by major programers these days a case of "the big guys taking advantage of the situation."

While many services remain in a holding pattern, some independent launches can still be found. MOR Music TV, a sort of direct-response music video network that allows viewers to order albums by the artists they're watching on the channel, launched Sept. 1 without the backing of a major programer.

"We didn't know any better, so we just went ahead and did it," says MOR Music TV cofounder Edward M. Sherman, senior vice president of the St. Petersburg, Fla.-based channel. Sherman declined to place an esti-

A SAMPLING OF PROPOSED BASIC CABLE NETWORKS

<i>Americana Television</i>	Privately funded music and lifestyle channel scheduled to launch part-time on Nostalgia Television in March 1993.	<i>Global Village Network</i>	Washington-based international business channel, testing on two systems, plans to expand and continue test through May 1993. No word yet on a targeted launch date.
<i>ATV: Advertising Television</i>	Privately funded music and lifestyle channel, with 5-10 minute infomercials, hopes to launch by second-quarter 1993.	<i>How-To Channel</i>	Privately funded channel featuring 30-minute "how-to" programs is targeting a first-quarter 1994 launch.
<i>Caribbean Satellite Network</i>	Privately funded MTV-type channel featuring Caribbean music and cultural programming is set to launch tomorrow (Dec. 1).	<i>Various unnamed MTV networks</i>	MTV Networks plans to expand their lineup beginning with tests in 1993 of several new services owned by parent company Viacom. A 24-hour version of the Nick at Nite sitcom block or an expanded version of Nick Jr. could be up and running by late 1993. MTV music video network spinoffs are also in the works.
<i>Cowboy Channel</i>	Long-awaited channel, started by private investors but now owned by Family Channel parent company International Family Entertainment, remains a back-burner project.	<i>Prime Plus</i>	Affiliated Regional Communications plans to launch 24-hour sports news and information service Jan. 1 as a Prime Network complement.
<i>Crime Channel</i>	Privately funded crime-related channel looks to launch in February 1993 to dish owners.	<i>Unnamed soap channel</i>	Among a number of new network projects in development at Sony Corp. of America.
<i>Game Channel</i>	Owned by Family Channel parent company IFE and targeting a launch sometime in 1993.		
<i>Game Show Channel</i>	Owned by Chicago-based United Video Satellite Group and Sony Corp. of America, channel is looking toward launching sometime in 1993.		

Note: Chart does not include upcoming services from Turner Broadcasting System, USA Networks, and other major programmers who say they are developing new networks but have not yet provided details. Chart also does not include status reports on those proposed services that did not return calls by press time, including FYI: The Consumer Channel, Golden American Network, Musivision, Talk TV Network, Viva Television Network and ZTV Music Network.

mate on startup costs for the new services but did say the cost was "in the millions."

A top executive at one major cable programming service estimates the start-up costs for a new cable network that is not reliant on major programming acquisitions would probably be upwards of \$30 million.

At least one major advantage that MOR Music TV has over other new networks is that the channel, like other home-shopping networks, offers cable operators a share of the revenue garnered in their areas. The channel also has minimal programming costs because it uses music videos supplied by the record companies. And even without cable carriage, the service is available to satellite dish owners and more than 740,000 hotel rooms via Spectravision.

Sherman declined to offer a current subscriber count for MOR. The company's strategy lately as an independent channel has been to target smaller operators with a trade-ad campaign reading, "To: Mom-and-Pop Cable Operators; You Are Important to Us."

Whatever the level of success, MOR Music TV has managed to launch the service. Another music video channel, ZTV Music Network, offering a contemporary Christian mu-

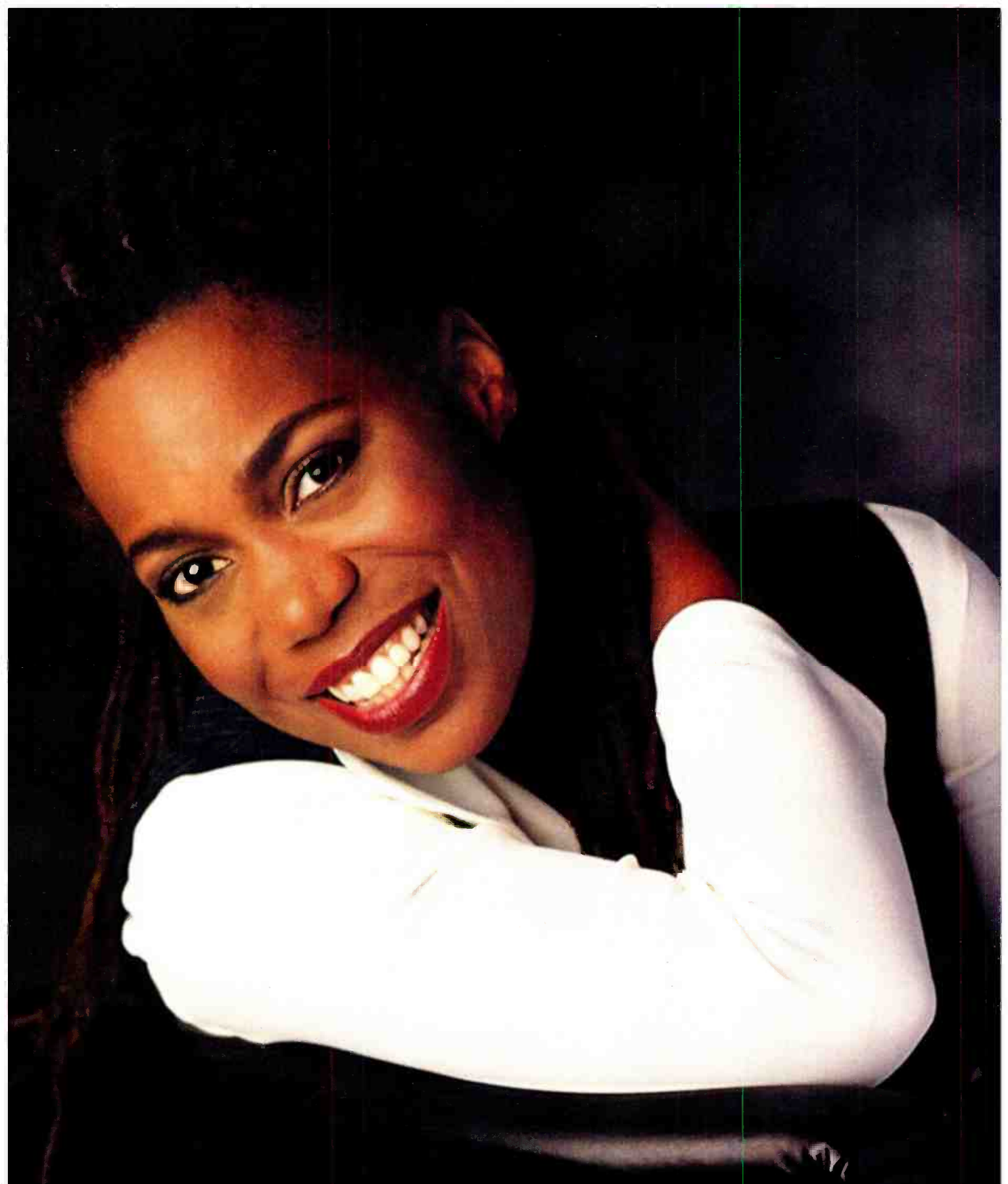
SPOKANE, WASHINGTON...

“The telephones were ringing on September 24th, both with customers thanking us for adding Sci-Fi to their channel lineup and others inquiring about our system rebuild timetable so that they too would be able to enjoy the new service. We increased the value of our product by providing our customers with a service that they had been requesting.”

Dale Tapley
Marketing Manager, Cox Cable

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SCI-FI CHANNEL



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Talk with something to say.

sic-video format, found the going tough and missed its scheduled launch last October.

Some programmers think the way to go today is to "incubate" new services on existing channels, an idea that appears to be taking hold. The Learning Channel is offering as part of its weekday schedule a four-hour block of preschool programing, "Ready, Set, Learn," which the company hopes to someday spin off into its own channel. Americana Television's deal with Nostalgia will allow the channel to debut part-time on the latter's airwaves beginning in March 1993.

Americana and Nostalgia made their marketing agreement without taking equity in one another's company. The arrangement will give Americana a no-strings-attached way to introduce its programing on-air to operators and to get ratings data at the same time, says Stan Hitchcock,

Americana's chief executive officer and chairman of the board.

"If new services want instant access, I don't know any other way to go," says Hitchcock. As one of the executives involved in the earlier launch of Country Music Television, Hitchcock says he knows the difficulties faced by entrepreneurs.

CMT is one of a number of services that managed to launch through entrepreneurs but was later sold to bigger programmers who relaunched the service to more subscribers. CMT's relaunch is being handled by Group W Satellite Communications, parent company of the Nashville Network. Discovery Networks, parent company of Discovery Channel, is doing the same with The Learning Channel. And Landmark Communications, parent company of The Weather Channel, is doing it with The Travel Channel.

Landmark executive Michael Eckert says it is "enormously risky" for en-

trepreneurs to enter the cable network business on their own today, particularly those players who do not already have relationships with the nation's MSO's.

Given the current environment of reregulation, limited channel capacity and limited ad dollars, even the established programmers are having more difficulty launching new networks today than they did several years ago. Turner Broadcasting, with all of its marketing strength, has managed to round up just a few million subscribers for its new Cartoon Network.

"There's no space out there, believe me," says Mike Hale, senior partner in the How-To Channel, a proposed service featuring 30-minute how-to shows. "You can get up to 10 million subscribers, and there's not much more.

"Right now, unless you've got the cure for cancer, they really don't care who it's coming from." ■

GOVERNMENT OR BUSINESS: THE DEVELOPING BATTLE OVER WHO TAKES THE LEAD IN DISTANCE LEARNING

ME/U's Glenn Jones voices concern over federal government's role in burgeoning business; PBS insists there will be no programing conflicts

By Randy Sukow

The sustained commitment of time and resources needed to restore the American educational system can be likened to the effort needed to



Jones International's Glenn Jones: "We need government to be broad-minded about who can really help. They need to reach out and allow the private sector and the public to bring their skills."

prevail in the Cold War, says Glenn R. Jones, chairman and chief executive officer of Jones International Ltd., Denver.

"It is necessary to survive, unless we want to be peasants in an information culture," Jones says. "The big race in the world today is the education race, not the arms race."

But unlike the Cold War effort, Jones worries that the federal government may not be willing to use the energy of private enterprise as a weapon. The danger: that pressure from the established governmental and educational bodies will use increased funding in education and new technologies to solidify the status quo rather than promote new forms of learning.

"We simply can't afford to exclude the private sector.... The private sector is the creative sector," he says.

Jones is one of several pioneers in the ICBM of the education ignorance arsenal, distance learning. His five-year-old Mind Extension University (ME/U) cable network reaches 21 million subscribers with graduate or

post-graduate college degree programs (with the cooperation of 23 different universities nationwide) and hard-to-find courses in foreign languages and other disciplines to fill in gaps in many elementary- and sec-



PBS's Sandra Welch: "I think, as we always have in public television, we will look at those needs that seem to be most critical and which no one else seems to be serving."

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Distance learning is not a new concept. Telephone companies, public broadcasters and cable companies have participated in small projects to deliver educational programming to remote and underpopulated parts of the U.S. But the term "distance learning" is broadening as new technologies and new players enter the business.

ME/U shares the marketplace today with companies such as Whittle Communications, which delivers Channel One, a 12-minute commercial news program, via satellite to 50,000 classrooms daily; the regional Bell operating companies, GTE, small local exchange carriers and long-distance companies, which are testing ways to integrate fiber optic networks into interactive distance learning systems; cable system operators, working with networks such as Arts & Entertainment and Discovery's The Learning Channel, are promoting "Cable in the Classroom."

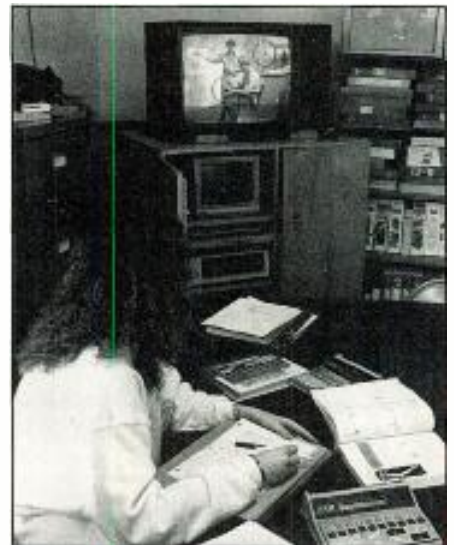
In less than a year, the government-subsidized Public Broadcasting Service will be a prominent part of that marketplace. PBS, in a co-venture with AT&T, will launch the Telstar 401 satellite late next year. Using current digital compression technology, PBS plans continuous transmission of about 40 channels of educational programming to homes and schools—formidable competition to already-established private education networks. Highest-priority access to the satellite will be to government-supported and nonprofit organizations.

Sandra Welch, PBS executive vice president for education, says it is hard for her to think of public television's involvement as "competition."

"I think so far what we're doing is considerably different [from ME/U]," Welch says. "Our interest will be in getting programs to those schools that are the poorest, most isolated and most disadvantaged."

Commercial distance learning will be successful, Welch predicts. But such programs will always be limited by the need to turn a profit. PBS is under no such constraint.

"If I put myself in a businessman's shoes and had considerable investment in a cable program service that hoped to make money on education, then I could understand his point of view... but there are tremendous needs in education today. There is not going to be just one or two providers of these telecommunications services. There will



Rural high school student learns physics over Kentucky Educational Television's network.

be dozens, perhaps hundreds," Welch says.

Jones agrees that there is no reason public broadcasting and private distance learning cannot coexist—as long as the federal government does not play favorites. "I would hope Congress would not pass legislation that makes any one organization the educational bottleneck," he says. "There is always a constituency for the status quo."

No private-sector consensus

Some private distance learning companies do not foresee any conflict with the government. Jim Ritts, head of communications for Whittle's Channel One network, Nashville, says he cannot envision anything but positive effects from heavy government involvement in programming. All new educational program providers enhance the value of their system, whether they are government or private, he says.

Whittle provides free use of satellite decoders and video equipment to schools in exchange for the school's guarantee to show students the Channel One newscast. Schools are free to use the equipment for any other distance learning application. "Some of the others that would be more vulnerable are those that deal solely in programming and software [like Jones], not in both hardware and software," Ritts says.

"At some point the transition should be toward letting the private sector do what the private sector does

well and that government involvement in the main should be either as seed money to give a good idea a try or to correct any inequities that creep into the marketplace," says Alan Daley, director, health care and education relations, Bell Atlantic, Washington.

There is comparatively little danger of excessive government involvement blocking out private-sector educational TV, argues Peter Grunwald, vice president, Issue Dynamics Inc., a Washington consulting firm, which has served telephone-industry distance learning clients as well as Turner Broadcasting System and PBS. But to the extent the cable industry chooses to enter the data transmission business, there is a greater chance of near-term government conflict.

What is possible?

Welch, Jones and other distance learning providers contacted by BROADCASTING agreed that potential conflict is in the future. The immediate goal is establishment of the fiber and satellite networks and programing needed to make the still young distance learning market grow.

Some form of federal assistance will be needed. There is a "the more the merrier" sense among the current players. "We need to get this country wired and communicating," Jones says, and many voices from a broad range of industries are most likely to capture Capitol Hill's attention.

Several powerful legislators have made statements in support of distance learning, but most in Congress are said to be ill-informed on distance learning issues and the market's potential.

Even those now involved in distance learning find it hard to put a dollar estimate on the eventual size of the distance learning business. "I wouldn't know how to describe it," Welch says. "There are around 100,000 schools in this country. There is a growing belief that educational technology should be in every one of those classrooms."

"If it becomes a proper marketplace," these technologies could be an absorbing approach to education, delivered more efficiently than other current educational techniques, says Bell Atlantic's Daley. "One percent of the \$450 billion a year spent on education goes to educational materials.... My suspicion is that 1% is too small."

Predicting the future is difficult, in part, because the term is difficult to

define. The meaning of "distance learning" tends to change radically, depending on which company or government organization is approached and the technology employed.

Distance learning today ranges from ME/U-like home degree programs to closed-circuit TV training for teachers to simple electronic mail programs in public-school computer rooms. Some futurists see the day when computer terminals with full-motion, color monitors and linked to national educational databases will sit on every student's desk.

"All technologies work," said Harry R. Miller of New England Telephone Co. and president of the United States Distance Learning Association in written testimony to the Senate Communications Subcommittee last summer (BROADCASTING, Aug. 3). "Distance learning today takes successful advantage of POTS [plain old telephone service] lines, satellite transmission, compression algorithms, computers, fiber optics, television and text."

Ironically, the most expensive and

sophisticated distance learning networks now in place are not utilized to their best potential, Grunwald says. Satellite and fiber-delivered programs employ passive video programs without any interactive application. The most impressive programs have been those "where kids get to collaborate with each other and they get to be much more active participants in the learning process," Grunwald says.

In Bergen County, N.J., for example, Bell Atlantic is participating in a distance learning project linking about 50 schools over a two-way interactive, fiber optic network, says Bell Atlantic's Daley. The program's goal was to extend the county's foreign-language, shorthand and other courses to all of its students. "What they have found is that it also has influenced how the students behave in the class. They're more attentive, they're better prepared, they're more articulate than they used to be. The ways students are allowed to participate has a very beneficial influence on what they learn and the way they behave when they're learning," Daley says. ■

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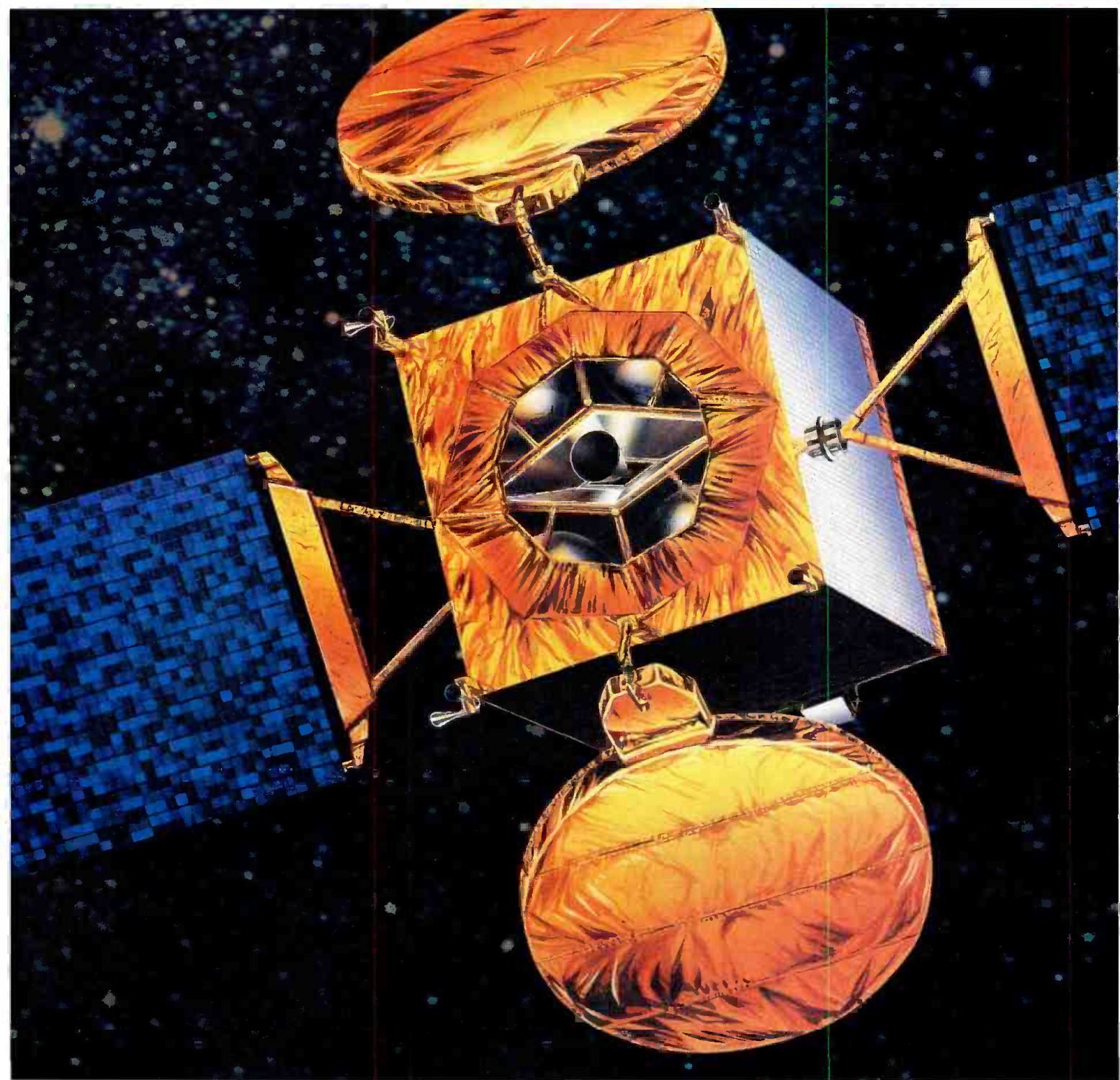
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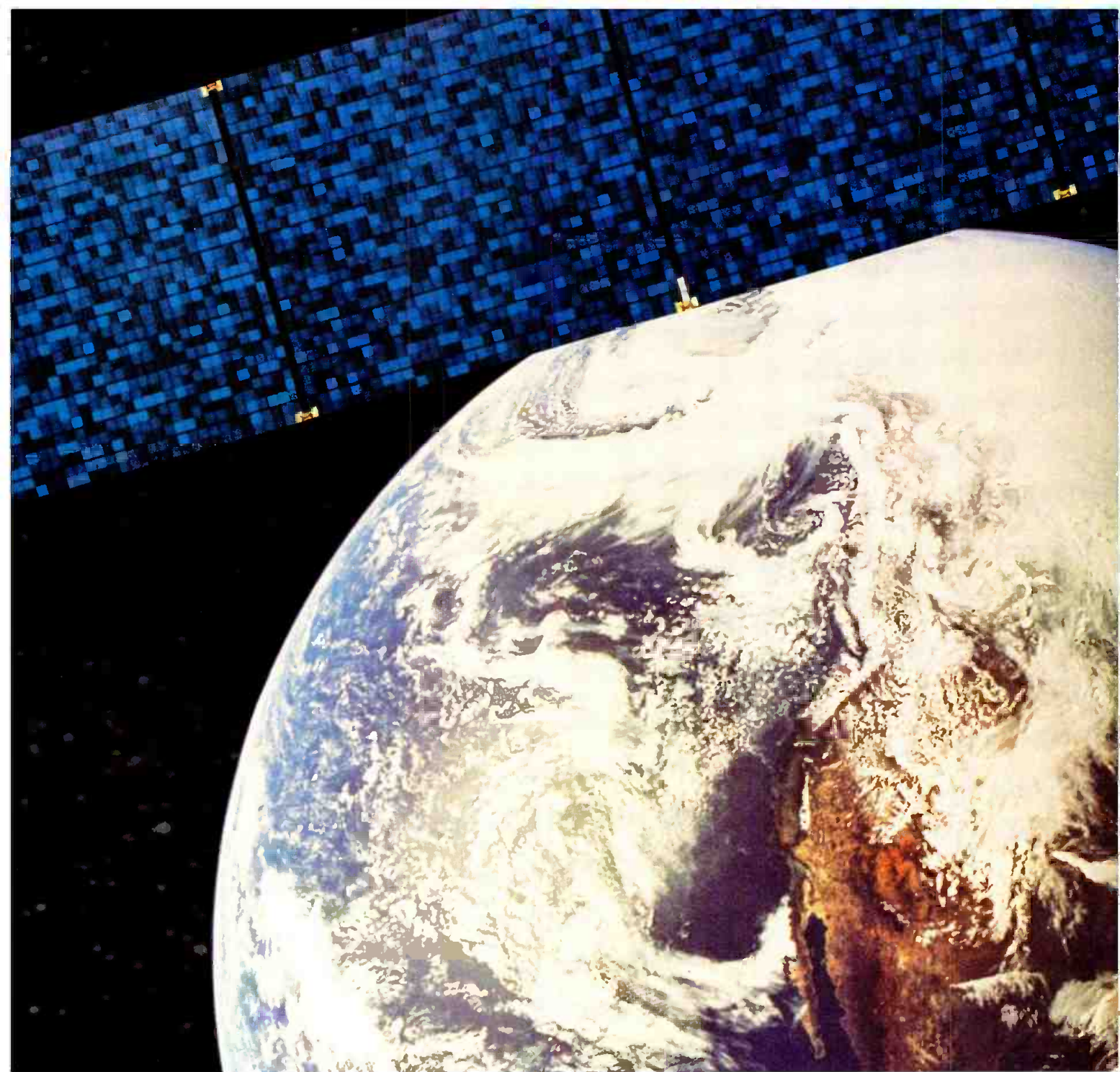
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Technology

HDTV TESTS: NOT NEW, BUT IMPROVED?

Advisory committee considers chances to improve, redeem lab performances

By Peter Lambert

Will digital high-definition television proponents get one more chance to show how they have tweaked their systems before the Advisory Committee on Advanced Television Services (ACATS) recommends a winner of lab tests next Feb. 24?

ACATS Chairman Richard Wiley is expected to answer that question any day now, following a three-day meeting in Washington Nov. 18-20, during which all four digital system propo-

nents were given chances to propose supplemental tests to a special technical panel.

At press time, Wiley still awaited estimates from one committee working party on how many days supplemental tests would take—tests that would have to document not only the alleged improvements, but also that the improvements were not gained at the cost of diminished performance in other areas already tested at the Advanced Television Test Center.

Wiley also awaited a final report from the technical panel, which ap-

proved virtually all the modifications proposed by the system designers. That approval tacitly acknowledged that a modification did not constitute a fundamental change in the system—a subject of controversy in at least one case.

The Advanced Television Resources Consortium (ATRC) protested the panel's approval of the General Instrument/MIT adoption of a "packitized" transport layer similar to one used by ATRC and Zenith/AT&T. The consortium (Thomson, Philips, Sarnoff and NBC) argued the proposed change would be a significant one from GUMIT's originally certified system.

With that and other improvements (most related to picture quality) approved, Wiley and the full committee face their toughest decision yet. They could try to squeeze the improvement documentation tests in before Feb. 8, when a special panel of ACATS is scheduled to review lab results and recommend a winner to the committee for selection Feb. 24. That tack would give some proponents a chance to redeem poor performance in the lab earlier this year. But Wiley could let lab tests stand, recommending "improvement" tests be conducted only on the winner before field tests begin next spring.

Meanwhile, ATRC touted its U.S.-based TV manufacturing as one reason to adopt its Advanced Digital HDTV system as the U.S. standard. "Philips and Thomson will manufacture HDTV receivers and picture tubes in this country," Thomson Senior Vice President D. Joseph Donahue told a convention of the International Union of Electronics Workers. "We're the only HDTV proponent able to make that promise to the American worker." ■

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2. What best describes your title? (Check one)

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DIGITAL DBS TEST

DirecTv, Hughes Communications' direct broadcast satellite subsidiary, says it successfully delivered compressed digital video and audio signals over Hughes's SBS 6 satellite using prototype hardware. Thomson Consumer Electronics has committed \$50 million to develop consumer equipment for the 150-channel service by early 1994.

Held at David Sarnoff Research Center (a partner with Thomson in developing digital high-definition TV), the test "achieved real-time MPEG digital compression and decompression using practical bit rates for multi-program delivery per channel," says DirecTv. Thomson and Sarnoff displayed video in a variety of sizes, resolutions and aspect ratios.

TRANSATLANTIC DIGITAL NEWS

NBC and IDB Communications have committed to seven-year leases aboard Intelsat VI (332.5°). The

leases, through Comsat, will allow conversion from analog to multichannel digital transmissions over the next three years. Like ABC and CBS, which signed on for the same tariff two months ago, NBC and IDB will use the capacity to backhaul news from Europe. The "cross-strapped" 36 mhz transponders provide onboard switching from Ku- (dominant in Europe) to C-band frequencies (dominant in the U.S.).

PAN AMERICAN DIGITAL

Quebec-based, French-language network TV-5 (La Television International) has launched digital video service to cable and MMDS affiliates in Latin America via PanAmSat. Uplinking the service from Homestead, Fla. (after pulling the signals down from Canadian satellites Anik E-1 and E-2), PanAmSat is providing TV-5 with one video and two audio channels, using Compression Labs Inc.'s 6.6 megabits-per-second SpectrumSaver compression system.

ONE DISH SEES ALL

Australia's Commonwealth Scientific and Industrial Research Organization has developed and is now marketing a satellite earth station it says can access up to 20 satellites over multiple frequency bands. Employing static reflectors and multiple movable feed horns, the Multibeam Antenna is "available for joint venture" through the State of Victoria Government Business Office in Los Angeles.

NON-CABLE COALITION

Wireless Cable Association President Robert Schmidt and National Satellite Programing Network President Robert Vogelsang are urging formation of a coalition to "bring home satellite, private cable, wireless cable and direct broadcast satellite representatives together in unified response to the Time Warner lawsuit and other legal obstacles" to implementing program access language in the 1992 Cable Act, said Vogelsang. **-PDL**

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Business

TV SHOWING SIGNS OF 'EXHIBITIONISM'

Stations attracting advertisers through sponsorship of fairs and other special events

By Geoffrey Foisie

TV station sponsorship of fairs and other events is not new. WBIR-TV Knoxville, for instance, has sponsored a bridal show for at least 23 years. But with advertising both weak and uncertain, more stations now use fairs to attract local advertisers. Whether tied to the environment, health, cars, kids, senior citizens or brides-to-be, fairs help stations locate new-to-television advertisers, as well as increasing the schedules of those already advertising.

The recent history of many stations' involvement with fairs dates back to about 10 years ago, said Barbara Zeiger, partner in New York-based sales consulting firm The Media-Center: "In the mid-'80s, the warehouse became popular. A station rented a convention hall and gave their advertisers an opportunity to be part of a weekend expo, somewhere between a large flea market and distribution center. Items on display were supposed to be on sale."

Now stations have started to "theme," said Zeiger, and no longer call the two- to three-day events a warehouse event: "Some charge admission fees, some don't; some are indoors and some outdoors."

An Omaha-based company that produces many of the bridal fairs has noticed a definite increase in TV station clients over recent years. Bruce E. Thiebauth, president of Bridal Fair, said that almost half of the 50 station clients it has are now TV. The others are radio.

Started in the late 1960's by former broadcaster Don Burton and former Radio Advertising Bureau President Keven Sweeny, Bridal Fair, said Thiebauth, licenses its name, along with



There are said to be about 80 categories of potential advertisers that could be attracted by a bridal fair, a common event sponsored by stations.

"our expertise. We provide a complete manual on running the fair, along with collateral support and a magazine." Broadcasters can sell space in the magazine to those advertisers taking booths.

Typically, said Thiebauth, bridal fairs run in the first quarter because that is when wedding engagements are popular. That timing fortuitously helps offset stations' typically weaker first quarter. Potential advertisers, said Thiebauth, "extend to about 80 categories" and not just among typical wedding providers such as formal wear and caterers. Others that take booths and work with stations include banks, department stores, food stores and car dealers. Some national advertisers participate, he said, including JC Penney and Samsonite luggage.

Most fairs are said to be profitable, judged as standalone events, especially since many stations now often charge admission. Besides increasing revenue, said those commenting, charging admission attracts a better-profile consumer.

But some stations are still reluctant

to use fairs because of the time and effort required from sales and other station staff. Partly for that reason, many stations hire a consultant to take care of management details. Also, said Reynard Corley, general manager of WXII(TV) Winston-Salem, N.C., practice makes perfect: "These things kind of build, if you take your lumps the first year."

Whether using consulting help or not, there is pressure to run the event professionally, said Larry Marcus, chief financial officer of River City Broadcasting and president of the Broadcast Cable Financial Management Association. Marcus said River City's stations will start holding kids fairs, with the first to begin in March: "You have to do it right. This is not just some fair coming through town; this is the 'Fox 30 Kids Fair.'"

In return for participating, advertisers get the opportunity to "sell one-on-one to clients," said Frank Seymour, general sales manager of KDVR-TV Denver. After a bridal fair, said Seymour, the station can provide advertisers with a computerized booklet

that tells them all of the consumers who attended: "If they are good telemarketers, they can make a fortune."

Although not every station makes exhibitors buy a schedule as well, attracting retailers and others to TV is a key reason for sponsoring fairs in the first place. WXII, for instance, is hoping to attract attorneys and hospitals to spend more money on the station by including them in "Today's Woman," a fair it will sponsor in February.

Anne Mahood, director of market development, WXII, said the new fair will include "everything from finance and healthcare to automobile maintenance."

Fairs tend to be more common outside the top-25 markets, although even large-market affiliates use event sponsorship. WCVB-TV Boston provides limited promotion spots for the "New England Business Fair" sponsored by the Worcester (Mass.) Chamber of Commerce. The station also throws a pre-fair party, bringing in Phil Donahue as a promotional speaker. Said one station executive: "It allows us to craft an image that 'we care the most.' It is something we wouldn't have done five years ago." ■

STUDY SHOWS NETWORKS' DEMOGRAPHIC STRENGTHS

By Sharon D. Moshavi

At a time when the three broadcast networks as a whole are seeing a ratings drop in virtually every demographic group, the Network Television Association has come out with a study designed to show how extensive a reach the networks have in more than 20 different demographic groups.

The study measures on a cumulative, weekly basis and is based on ratings from fourth-quarter 1991. For example, the study says that the three networks on a weekly basis reach nine of 10 women in the 18-34 and 18-49 demographic groups. But season-to-date (through Nov. 15, for regularly scheduled programming only) CBS and NBC are down in those audience groups—and most others—compared with last year. CBS has lost 14% of its women 18-34 and 7% of women 18-49; NBC is down 11% in women 18-


34 and down 10% in women 18-49. Only ABC is up slightly in those audience groups and most others; the network is up just 1% with women 18-34, and up 2% with women 18-49.

The NTA guide also points out that the three networks cumulatively reach more than 8 of 10 men in both the 18-34 and 18-49 categories each week. The one network average is a reach of 7 of 10 men in both categories. Season-to-date, though, CBS is down 13% in men 18-34, NBC is down 3% and ABC is up slightly (2%); in men 18-49, CBS is down 5%, NBC is down 3% and ABC is up 3%.

Reaching adults 18-49, CBS and NBC are both down 7%, and ABC is up 4%. For adults 18-34, CBS is down 14%, NBC is down 7% and ABC is up just 1%. Even in the older category of adults 25-54, CBS is down 4%, NBC is down 9% and ABC is up 4%. For women 25-54, CBS is down 3%, NBC is down 11% and ABC is up 2%; for

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The proceeds in this offering will be used for the following:

KYWK-AM KHEE-FM Birmingham, AL	KBIZ-AM/KBOZ-FM Birmingham, AL
KQMS-AM KMTA-FM Birmingham, AL	KRWA-AM KBLI-FM KNEV-LMA Las Vegas, NV
KKPM-FM KKMJ-LMA Louisville, KY	KCSM-AM KJZZ-FM KCPN-LMA Nashville, TN
KHEZ-FM Birmingham, AL	KGA-AM/KDRK-FM Nashville, TN
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These recent transactions are representative of Oppenheimer's investment banking services to the broadcast industry. Our focused approach coordinates investment banking, sales, trading and research expertise to serve a broad range of media clients. For inquiries contact Mark Leavitt, Managing Director, (212) 667-5028 or Rosanne Aresty, Vice President, (212) 667-5312.

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men 25-54, CBS is down 4%, NBC is down 6% and ABC is showing gains of 5%.

According to Peter Chrisanthopoulos, NTA president, the guide was not created as a response to concerns about lower network demographic reaches and ratings. Targeted to media buyers, the guide shows that "the net-

works maintain the significant reach advantage that they've had before," he says. As for concern about lower viewing levels this season, Chrisanthopoulos says, based on the NTA's research after the first six weeks of the season, that homes using television (HUT) levels for new programs are 1% higher than for the new programs

during the same period last year.

That would point to the problem as being returning shows. But Chrisanthopoulos maintains that the high-profile election skewed viewing. "We need to look at [viewing] from the election point before we make any long-term judgments about how the season is doing." ■

Changing Hands

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

KASP(AM)-WKBQ(FM) St. Louis □ Sold by Evergreen Media to Saul Frischling for \$7 million. **Seller** is headed by Scott Ginsburg, and also owns KKBT(FM) Los Angeles; KMEL(FM) San Francisco; WLUP-AM-FM Chicago; WTOP(AM)-WASH(FM) Washington; KODZ(FM) Dallas; WVCG(AM) Miami, and WAPE-FM Jacksonville, Fla. It also has contract to purchase WFYV(FM) Jacksonville, Fla. Frischling also

owns KHTK(FM) St. Louis and WLTJ(FM) Pittsburgh. KASP has oldies format on 1380 khz with 5 kw day and 1 kw night. WKBQ has CHR format on 106.5 mhz with 90 kw and antenna 1,120 feet above average terrain. **Broker: Blackburn & Co.**

KDHT(FM) Greeley, Colo. (Denver) □ Sold by APB Broadcasting Inc. to Premiere Radio Networks Inc. for \$3.55

million. **Seller** is subsidiary of All Pro Broadcasting Inc., headed by Willie D. Davis, and is licensee of KACE(FM) Inglewood, Calif. (Los Angeles), and WMVP(AM)-WLUM-FM Milwaukee. **Buyer** is music and entertainment radio syndication company based in Sherman Oaks, Calif., and is headed by Steve Lehman. KDHT has rock format on 92.5 mhz with 57 kw and antenna 1,237 feet above average terrain. **Brokers: Roy Rowan & Associates and Cliff Gill Enterprises.**

WIBM-AM-FM Jackson, Mich. □ Sold by MetroCities Communications Inc. to Regional Hit Radio Inc. for \$2.5 million. **Seller** is headed by Albert M. Holtz and is licensee of WKYD(AM)-WWSF(FM) Andalusia, Ala. Holtz also has interest in WKWK-AM-FM Wheeling, W.Va. **Buyer** is headed by Myron P. Patten, who holds 45% of stock in licensee of WMPX(AM) Midland and WMRX-FM Beaverton, both Michigan. WIBM(AM) is fulltimer with oldies format on 1450 khz with 1 kw. WIBM-FM has oldies format on 94.1 mhz with 50 kw and antenna 500 feet above average terrain.

WXGL-FM Lewiston, Maine □ Sold by Airborne Broadcasting Company Inc. to Stephen E. Powell for \$700,000. **Seller** is headed by Harvey DeVane, receiver, and has no other broadcast interests. **Buyer** has 45% interest in licensee of WMOU(AM)-WZPK(FM) Berlin, N.H. WXGL-FM has oldies format on 93.9 mhz with 27.5 kw and antenna 640 feet above average terrain.

WTSL-AM-FM Hanover, N.H. □ Sold by CM Communications Corporation to RJ Communications Inc. for \$665,000. **Seller** is headed by Darrell

DJA MEDIA, INC.

David J. Arcara, President

has acquired

WZRQ/FM

Albany, NY

From

SARATOGA RADIO CORP.

Robert Putman & Paul Raeder, Principals

Closed November 6, 1992

We initiated and assisted both parties in this transaction.

Frank Boyle Co.

Stamford, CT (203) 969-2020; Fax (203) 969-3498

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ \$1,594,900 □ 9
FM's □ \$4,460,000 □ 7
AM-FM's □ \$9,500,000 □ 2
TV's □ \$0 □ 0
Total □ \$15,554,900 □ 18

1992 to Date:

AM's □ \$187,559,684 □ 222
FM's □ \$413,833,254 □ 273
AM-FM's □ \$291,750,604 □ 160
TV's □ \$1,394,888,087 □ 53
Total □ \$2,288,031,629 □ 708

For 1991 total see Jan. 27, 1992 BROADCASTING.

Clark and has no other broadcast interests. **Buyer** is headed by Scott Roberts and has interest in licensee of WKBK (AM)-WXOD(FM) Keene-Winchester, N.H. WTSL(AM) is fulltimer with AC, news-talk format on 1400 khz with 1 kw. WTSL-FM has AC format on 92.3 mhz with 3 kw and antenna 326 feet above average terrain.

WNVR(AM) Vernon Hills, Ill. □ Sold by Midwest Radio Associates Ltd. to Polnet Communications Ltd. for \$495,000. **Seller** is headed by Frank E. Kavenik and has no other broadcast interests. **Buyer** is headed by Walter Kotaba and is also licensee of WKTA(AM) Evanston, Ill. WNVR has news-talk format on 1030 khz with 500 w day. *Broker: David Oakley.*

WDXI(AM)-WMXX-FM Jackson, Tenn. □ Sold by Liberty Radio II Inc. to Gerald W. Hunt for approximately \$480,000. **Seller** is headed by James D. Glassman. **Buyer** owns WORM-AM-FM Savannah, Tenn., and has interests in one AM and two FM's. WDXI has C&W format on 1310 khz with 5 kw day and 1 kw night. WMXX has AC format on 103.1 mhz with 3 kw and antenna 262 feet above average terrain.

KZKZ(FM) Greenwood, Ark. □ Sold by KZ Radio Ltd., debtor-in-possession, to GMX Communications Inc. for \$326,000. **Seller** is headed by Louis E. Schaaf and is last broadcast property held by licensee; it recently sold WXLS-AM-FM Gulfport-Biloxi, Miss. ("For the Record," Sept. 7), KLAA(FM) Tiogo, La. ("For the Record," Sept. 14), and WJKX(FM) Ellis-

ville, Miss. ("For the Record," Oct. 26). **Buyer** is headed by Joe K. Shaw and Jack M. Norman. GMX Communications was parent company of four AM's and four FM's, which were sold out of receivership this year; it has no other broadcast interests. KZKZ has classic rock format on 106.3 mhz with 1.7 kw and antenna 433 feet above average terrain.

WUBU(FM) South Bend, Ind. □ CP sold by Goodrich Broadcasting Inc. to Focus Radio Inc. for \$300,000. **Seller** is headed by Robert E. Goodrich and is licensee of WVIC(AM)-WVFN(FM) East Lansing, WSNF(AM)-WSNX(FM) Muskegon and WODJ(FM) Greenville, all Michigan; KSTT(AM) Davenport, Iowa, and WXLPM(FM) Moline, Ill. It also has interests in WMRR(FM) Muskegon Heights and WMMQ(FM) Charlotte, both Michigan. **Buyer** is headed by Abraham Thompson Jr. and Larry Langford Jr. Langford is licensee of WLLJ(AM) Cassopolis, Mich. WUBU is on 106.3 mhz with 3 kw.

KKND(FM) Stillwater, Okla. □ Sold by KVRO Inc. & KKND to Gentry Media for \$275,000. **Seller** is headed by James U. White Jr., receiver, and has no other broadcast interests. **Buyer** is headed by Frank Gentry and has no other broadcast interests. KKND has CHR format on 105.5 mhz with 4.9 kw and antenna 400 feet above average terrain.

WILA(AM) Danville, Va. □ Sold by WILA Inc. to Tol-Tol Communications Inc. for \$250,000. **Seller** is headed by Frances R. McMillan, and has no other broadcast interests. **Buyer** is headed by Lawrence A. Toller, and has no other broadcast interests. WILA has contemporary format on 1580 khz with 1 kw day.

STATION SWAP

Group owners Viacom Broadcasting Inc. and Noble Broadcast Group exchanged radio stations in the Seattle and Denver markets, ranked 13th and 24th, respectively, by Arbitron. Viacom will get Noble's KNDD(FM) Seattle and Noble will get Viacom's KHOW-AM-FM Denver. The cashless transaction creates duopoly operations for both companies; Viacom also owns KBSG-AM-FM Tacoma, Wash; Noble owns KBCO-AM-FM Boulder, Colo.

SOLD!

KHDL(AM)/KKPL(FM), Spokane, Washington have been sold by Alpha Radio, Inc., Garry Munson, Principal, to Silverado Broadcasting Corporation, Ron Miller and John Winkel, Principals for \$1,000,000.

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RADIO

HELP WANTED MANAGEMENT

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

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

Business manager, full-time: AM/FM station has an opening for a business manager. Requirements include a minimum of 5 years experience primarily in broadcasting, a degree in accounting and knowledge of EEO and FCC filing requirements. Computer literate, must know Lotus 123. Responsibilities include accounting, payroll, personnel, office administration and traffic. You will also be required to prepare and review financial statements. Salary plus incentive bonus based on experience. Please send resume (no phone calls) to: Alfred J. Russo, WMTR AM/WDHA FM, 55 Horsehill Road, Cedar Knolls, NJ 07927. Resumes must be received by Monday, December 7, 1992. EOE.

HELP WANTED SALES

Sand, sun, surf Virgin Islands. Account executive/GSM, 3 FMs, 100 KW each. "No beach bums please." Minorities and women encouraged. Send detailed resume, basic salary needs, over-ride desires, bonus goals. Priority Mail to Z RADIOS, PO Box 333, Miami, FL 33280. EOE.

HELP WANTED TECHNICAL

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

SITUATIONS WANTED MANAGEMENT

Get somebody good! Successful, CRMC/AE in top 25 market, seeks mgmt. opportunity. Currently earning 6 figures. Particulars to Box R-22.

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

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

Take charge, relentless, resourceful GM with great track record in medium to major market. Increased sales by \$2 mil last year. Startups and turnarounds. Reply to Box R-41.

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, 914-634-6630.

Million dollar sales producer offers innovative sales, management and consulting services. CRMC. Call Calvin at 214-316-0288.

SITUATIONS WANTED SALES

Proven veteran seeks sales position with solid organization. Background includes sales, sales management & ownership in radio, TV & agency. Call 813-788-2766!

SITUATIONS WANTED NEWS

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

TELEVISION

HELP WANTED MANAGEMENT

KMPH Fox 26, a powerhouse Fox affiliate, is seeking to fill the position of general sales manager. Applicant should have a minimum of five years GSM experience, with independent or Fox affiliate experience preferred. Thorough knowledge of local and national sales mandatory, with hands-on experience in research software (BMP, NAR, SCARBOROUGH). Must possess marketing skills and ability to create and implement station, value-added concepts with creative services director. Please send resume to: Linda Brighton, Personnel Director, KMPH Fox 26, 5111 E. McKinley Ave., Fresno, CA 93727. Applications will be accepted until 12/14/92. You may call Mr. Howard Lipson of Lipson & Company at 310-277-4646. No phone calls to the station please. AN EOE-M/FH.

Local sales manager for Fox affiliate in top 50 market. Convince me why you should be a member of our team... show me... tell me!! All buzz words a given! Must have experience. Send resume and salary requirements to Harlan Reams, GM, GSM, NSM, KOKH Fox 25, PO Box 14925, Oklahoma City, OK 73113. Fax #405-478-4343. No phone calls please. EOE.

Local sales manager for medium market Fox affiliate in the Southeast. Must have extensive sales management experience and marketing skills. Send letter with resume and salary requirements to Box R-37. All replies held in confidence. EOE.

Local sales manager: Fox affiliate of the year seeks motivated individual to join sales team. Minimum 4 years television sales experience. Television sales management preferred. Experience in negotiations, research, business development and sales promotion required. Must possess strong leadership, training and people skills. Send resume: Dennis Christine, General Sales Manager, WXIN-TV, 1440 N. Meridian St., Indianapolis, IN 46202 by 12/15/92. No calls please. EOE.

HELP WANTED SALES

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

TV account executive: Top 25 market Fox affiliate seeking salesperson with minimum of 3-4 years experience in TV sales. Must be creative and experienced in promotional and value added opportunities. Sports sales background necessary. Qualitative research and computer software knowledge helpful. Send resume and references to Box R-42. EOE.

Small market affiliate seeking aggressive local/national sales manager. Must have excellent organizational and motivational skills, strong personal sales ability, a proven track record in small market sales management and desire for future promotion to station manager. Reply to Box R-43. EOE.

Business development coordinator: Strong group-owned NBC affiliate in small market is looking for a dynamic person to coordinate all phases of sales marketing. Position will involve sales research, creative, retail development, and working closely with our corporate services department in the development of long form videos. We are looking for someone who is energetic and creative, and who has good communication skills. Bachelor's degree preferred. No phone calls. Send resume to Veronica Bilbo, EEO Coordinator, KPLC-TV, PO Box 1488, Lake Charles, LA 70602. EOE.

HELP WANTED MARKETING

Director of marketing: Houston Public Television, KUHT seeks a director of marketing to administer and lead the marketing department within the KUHT marketing and development division. The director of marketing assists the executive director of marketing and development in the planning and implementation of strategies designed to achieve fund-raising and marketing success for the division. This is a full-time permanent position with a starting date of January 1, 1993. BA, in Marketing, Public Relations, Development and/or Fund-raising with emphasis on sales required. MA, desirable. Eight years successful sales and/or fund-raising experience mandatory. Five years management experience with strong supervisory and interpersonal skills required. Excellent oral and written communications skills that include the ability to make convincing presentations to the corporate and foundation community required. Strong ties to Houston and area business communities and foundations desirable. Salary range is competitive and will be commensurate with background and experience. Excellent fringe benefits. Interested parties should send a cover letter outlining qualifications; resume; and a list of five professional references postmarked by December 18, 1992 to: Ms. Laura Gonzales, Houston Public Television, 4513 Cullen Boulevard, Houston, Texas 77004. KUHT is licensed to the University of Houston System and is an equal opportunity employer. Women and multicultural candidates encouraged to apply. No phone calls please.

HELP WANTED TECHNICAL

Chief engineer for VHF network affiliate in Mid-Michigan. Must have 5 years experience, 3 of which were in supervisory role. General Class FCC license required. SBE certification and VHF transmitter maintenance experience preferred. Send resume and salary requirements to WILX-TV, ATT: Bill Snider, PO Box 30380, Lansing, MI 48909. WILX-TV is an equal opportunity employer.

Trans/studio maint. experience on UHF transmitters and VCR's. Send resume to General Manager, PO Box 121569, San Diego, CA 92112. EOE.

Engineer for TV station maintenance on Sony 3/4", 1/2" Beta and 1" format VCR's. Must have Sony training. Send resume to General Manager, PO Box 121569, San Diego, CA 92112. EOE.

Engineer, assistant chief: Southwest UHF, minimum 5 years experience. Send resume to: General Manager, PO Box 121569, San Diego, CA 92112. EOE.

Broadcast maintenance technician: New TV station in New York, Newton, NJ is seeking applicant with broadcast maintenance experience (prefer 3 years) with strengths in all areas including multi-format video tape, EJ/SNG, Studio systems, UHF RF systems and component analog. General license preferred. Please send resume and other pertinent information to: Personnel, WMBC-TV 63, Six Sparrow Circle, Newton, NJ 07860. EOE.

Studio engineer position available at CBS affiliate in 35 ADI. Ideal candidate will be career-oriented with at least Associate degree in Electronics, FCC General Radiotelephone License, SBE and/or NARTE certification and experience maintaining state-of-the-art studio, microwave and satellite equipment. Forward resume and wage requirements to: Bob Richardson, CE, WSPA-TV7, PO Box 1717, Spartanburg, SC 29304. No phone calls. EOE.

Assistant director of engineering: Salaried management position with major market VHF affiliate. Qualified applicants will have demonstrated a strong management orientation and work ethic, departmental budgeting experience, outstanding studio technical skills including facilities design and planning, effective supervision of maintenance technicians and procedures and an appreciation for the role of engineering in supporting news and the creative process. Computer literacy required; programing and LAN management skills highly desirable. The successful candidate for this position will manage the department in the D/E's absence and must demonstrate the potential for promotion. EOE M/F. Resume to Box R-44.

South Florida, chief engineer: Trinity Broadcasting station in Miami area. Experienced in maintenance of UHF transmitter, studio systems as well as personnel supervision and training. SBE certification a plus. Low cost housing available. Send resumes to Ben Miller, 2442 Michelle Dr., Tustin, CA 92680. M/F EOE.

Television maintenance engineer wanted. FT/PT service and repair of analog, digital and RF station equipment. Minimum 4 years "hands-on" experience in broadcast TV or related field, plus 2 years technical school or military training required. SBE certification a plus. FCC license required. Send resume to: Director of Engineering; PO Box 35367; Canton, OH 44735. EOE.

HELP WANTED NEWS

News anchor/producer/reporter: "Channel 6 for the Heartland" is seeking an anchor/producer/reporter with 2-3 years experience in same to join our #1 team. Candidate should possess good writing and clear, verbal communication skills as well as be able to work and make decisions independently. Send resume and tape to News Director, WQWT-TV, 3501 Farnam St., Omaha, NE 68131-3356. No phone calls. Equal opportunity employer.

Meteorologist with reporter experience to be part of strong number one news team. Mail resume and tape to Neil Goldstein, News Director, WRGB-TV, 1400 Balltown Rd., Niskayuna, NY 12309. EOE.

News writer: Major market East Coast station seeks experienced news writer. Ideal candidate must have extensive experience writing news, cutting reporter packages, VO's and VO-SOT's. Familiarity with NewStar computer packages a plus. Send resume and writing sample to: David Friend, WABC-TV, 7 Lincoln Square, New York, NY 10023. No phone calls or faxes please. We are an equal opportunity employer.

Chief photographer: KTUU-TV is seeking a leader for our Emmy Award winning photography staff. Staff of 8 photojournalists with strong NPPA philosophy. Only experienced photographers with solid teaching and management skills need apply. Progressive newsroom with the most visual stories around. Non-returnable tapes to John Tracy, KTUU-TV, 630 West 4th Avenue, Anchorage, AK 99501. EOE.

News director: Should have a minimum of five years experience in broadcast journalism. Management experience necessary. Send resume and /or tape to: Personnel Director, WTRF-TV, 96 16th Street, Wheeling, WV 26003. EOE.

News director and news producer: Two rare openings with highly competitive ABC news leader. Stable group owner. Beautiful Great Lakes area. Medium market. EOE/AA. Send resume to: Box R-45.

Non-traditional sports. I'm tired of highlights and scores. I'm looking for someone who is willing to do sports as it relates to people, an emphasis on non-spectator sports and be part of an overall team, not a separate entity. We are a midsized market network affiliate. If you're not part of the mold, send a resume, salary requirements and references to Box R-46. EOE.

Photojournalist: Are you more than just a shooter? Can you go out on your own and get both the pictures and the story? Can you create excellent photo essays? Can you edit your material? Can you "be all that you can be" as a photographer? Have you been shooting for more than six years? Are you looking for challenges in a positive environment with the best equipment? Want to move up to a 40's market? Why not send salary needs, references and a resume to Box R-47. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

WNRW Fox 45, the Piedmont Superstation, is seeking a creative services director. Responsibilities include direction of on-air promotion, commercial production, and interfacing with marketing staff to provide value-added promotions, on-air contesting, and kids club efforts. Minimum of 3-5 years hands-on experience in promotion/production required. If you are a creative, motivated over-achiever, send your resume and reel to: Frank Armstrong, WNRW Fox 45, 3500 Myer Lee Dr., Winston-Salem, NC 27101. No phone calls please. WNRW is an EOE-M/F.

Hurry, this is a limited-time offer. Washington's #1 station needs top-notch promotion producer. If you have 3-5 years producing experience and a great reel w/emphasis on cutting-edge news promotion, send resume & tape immediately to: Dawn Rodney, Promotion Manager, W*USA-TV, 4100 Wisconsin Ave., NW Washington, DC 20016. No phone calls please. EOE.

Promotion assistant/project coordinator at WTVM, Channel 9, Columbus. Job description: Write, edit and produce promotion and Public Service Television announcements. Coordinate station projects. Prepare station newsletter. Coordinate external advertising. Job requirements: College course work or degree in subject relating to industry. Creativity is most important. Graphics experience helpful. Must have valid drivers license. Please submit resume or application and tape if available to Carroll Ward, WTVM, PO Box 1848, Columbus, GA 31902. WTVM Television is an equal opportunity employer.

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

Graphic artist: WABC-TV, NY seeks highly qualified full-time computer graphic artist. Experience with Quantel Paintbox, Digital F/X, AVA and Harris Still Store is required. News graphics experience and ability to handle tight deadlines is required. Send resume and reel to: Karl Hassenfratz, WABC-TV, 7 Lincoln Square, New York, NY 10023. No phone calls or faxes please. We are an equal opportunity employer.

WRAL-TV5 in Raleigh, North Carolina is seeking an art director to oversee all graphics production including electronic on-air, print, billboard, sets and signage. Must be proficient on Paintbox and in MacIntosh desk top publishing. Familiarity with animation technology, including 3-D, a plus. Will supervise two graphic designers. Must have design degree, print and broadcast experience, strong organizational skills and be a team motivator. EOE M/F. Please send resume and tape to: Human Resources Department, Capitol Broadcasting Co., Inc. 711 Hillsborough Street, Raleigh, NC 27603. Attention: WRAL-TV5 Promotion.

WRAL-TV5 in Raleigh, North Carolina, is seeking a news promotion producer. Must be able to write and produce promos that sell and touch emotion. Must be proficient in all aspects of television production with an eye for visuals that cut through the clutter. Prefer 1-3 years experience in news promotion and an academic background in creative writing or visual arts. EOE M/F. Please send resume and tape to: Human Resources Department, Capitol Broadcasting Co., Inc. 711 Hillsborough Street, Raleigh, NC 27603. Attention: WRAL-TV5 Promotion.

SITUATIONS WANTED MANAGEMENT

With the recession winding down, you're still going to need a general manager with a strong eye toward holding the line on expenses, yet looking for new growth opportunities. I'm a real "people person" with the belief that a good looking bottom line is the prettiest sight at the station. Budget minded, upbeat management style builds staff morale and profits. Prefer Southeast. Reply to Box R-29.

SITUATIONS WANTED TECHNICAL

25 years broadcast engineering: 14 years as hands-on television chief engineer. Experienced people management and departmental budgeting. Extensive technical and construction experience both studios and transmitters. Please reply to Box R-40.

Technical director. 12 years experience in live national and local news, industrial, sports, large productions and really large productions. Experience with INFINITI and Robocams (made 'em look so good, it's costing me my job!). Let my fingers do your talking. Reply Box R-48. EOE.

SITUATIONS WANTED NEWS

Reporter: Aggressive reporter looking for an entry level TV reporter's job. 3½ years radio news experience and TV news internship. Will go anywhere, now! Tim 216-888-4493.

Young. Experienced sports producer. Top 25 market. Seeking sports anchor slot. On-air cable TV and radio experience. Willing to relocate. 203-645-9238.

**SITUATIONS WANTED PROGRAMING
PRODUCTION & OTHERS**

Recent MS educational technology grad: BA in Broadcast Journalism. Looking for a challenge in long distance learning, business TV, or programing with educational value. Network production, industrials, and market research experience. Jay 401-377-4758. Relocation is not a problem.

MISCELLANEOUS

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

anchors, reporters, sports & weather! Let our 30 years of network and affiliate experience guide you on the road to success. For your personalized talent evaluation and tips for improvement, send your tape and \$24.95 to TALENT ASSOCIATES, 3463 State Street, PO 3000, #524, Santa Barbara, CA 93130. (For return postage include \$4.00). Quality feed back is worth the investment!

CABLE

HELP WANTED SALES

Account executive/advertising sales: National entertainment medium seeking qualified, energetic self-starter to sell local and regional advertising in Atlanta, Boston and Indianapolis. 1 to 2 years advertising sales experience (cable or radio preferred). Base plus commission. Great benefits package. Comprehensive training program. EOE. Please send resumes to: National Cinema Network, 5109 Leesburg Pike, Suite 912, Falls Church, VA 22041. Attn: Stuart Hoffman.

ALLIED FIELDS

EMPLOYMENT SERVICES

Government jobs \$16,040-\$59,230/yr. Now hiring. Call 1-805-962-8000 ext. R-7833 for current federal list.

Bonneville Broadcasting System is establishing a talent bank! in order to better serve our clients in numerous markets coast-to-coast. The BBS Talent Bank will enhance capable broadcast professionals' opportunity for consideration for broadcast openings across the nation in the following job categories: Personalities, announcers, and voice talent; Writers and producers; Newsmen and newswomen; Promotion and marketing professionals; Sales talent; Management talent. If you wish to be included in the BBS Talent Bank, send your name and address to: BBS Talent Bank, 4080 Commercial Avenue, Northbrook, IL 60062. BBS will then send you a formal Talent Bank registration form.

EDUCATIONAL SERVICES

On-camera coaching: Sharpen TV reporting and anchoring/teleprompter 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

Used/new TV transmitters, full power-LPTV, antennas, cable, connectors, STL's etc. Save thousands. Broadcasting System 602-582-6550.

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.

Lease-purchase option. Need equipment for your radio, television or cable operation? NO down payment. NO financials up to \$70,000. Carpenter & Associates, Inc. Voice: 504-764-6610. Fax: 504-764-7170.

**RADIO
SITUATIONS WANTED TECHNICAL**

**CORPORATE
RADIO ENGINEER
SEEKS POSITION WITH BROADCAST
GROUP**

20+ YEARS EXPERIENCE
FCC APPLICATIONS, CONSTRUCTION, MAINTENANCE
AND ENGINEERING MANAGEMENT

REPLY TO BOX R-17

HELP WANTED NEWS

StandardNews

The *StandardNews Wire* is looking for broadcast news writers with demonstrated economy of style, and a strong sense of how radio news should hit the listener's ear. This is an opportunity for both hard news and feature writers to grow, and assume responsibility in a challenging radio news environment. You will be working with the Reuters wire and serving some of the best radio stations in the country. Resume, writing sample, and references to John Rodman, *StandardNews Wire*, 1301 Pennsylvania Ave. NW, Suite 402, Washington, DC 20004. EOE.

TELEVISION

**HELP WANTED PROGRAMING
PROMOTION & OTHERS**

PUBLIC AFFAIRS DIRECTOR

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

SITUATIONS WANTED TALENT

**YOUR NEXT MORNING
ACE IS RIGHT HERE!**

Veteran personality & talk show host (miscast in current role) seeks full-service style morning show with phones, facts, and fun. Creative talent, superb interviewer, and a good guy, too! Don't let your competition grab him first!

Write Box R-31

**ALLIED FIELDS
EMPLOYMENT SERVICES**

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RTNDA Job Service

75 cents a minute. Job openings listed free. Call 202-659-6510 (Fax 202-223-4007).



Radio-Television News Directors Association
1000 Connecticut Ave., N.W., Suite 515
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FOR SALE

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

READY FOR JULY 1, 1993?
That's the deadline for all aural STL's to be FCC approved. If your STL doesn't have an FCC ID # call MARTI at 817-645-9163, we can help.

WANTED TO BUY STATIONS

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

FOR SALE STATIONS

FOR SALE
FULL TIME AM RADIO STATION,
FAST GROWING MID ATLANTIC
MARKET. ONLY STATION IN
COUNTY OVER 35,000 WITH
LOCAL PROGRAMING.
(513) 592-8606 or (419) 228-0029

FOR SALE STATIONS CONTINUED

S. FLA FULL C FM
HADDEN and Associates
Orlando
407-365-7832

The Stockholders of
**KGRB-900 AM
Los Angeles**
are seeking qualified offers for the
sale of this outstanding property.
Buddy McGregor (310) 821-8463

FOR SALE
FM radio station silent and in bankruptcy,
Marshall, Illinois. 5000 watt transmitter, CCA
Type FM 10 watt exciter, satellite receiving
station, 290 foot Rohn tower, real estate and
other equipment required for operations.
Contact Don Hoagland, Bankruptcy Trustee,
PO Box 661, Robinson, IL 62454. Phone
(618) 546-5441 for additional details. Auction
sale to be completed 2 p.m. December
9, 1992. Notice of intent to bid should be
received by the Trustee by that date.

FINANCIAL SERVICES

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- Easy to qualify
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IMMEDIATE

Call Mark Wilson
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If You Need \$2,000 - \$500,000

ENF EXCHANGE NATIONAL FUNDING
Use Our Experience For Your Business

Blind Box Response???
Box Letter-Number
1705 DeSales St., NW
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Please Do Not Send Tapes!

**BROADCASTING'S
CLASSIFIED RATES**

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036. For information call (202) 659-2340 and ask for Mitz Miller.

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

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

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

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

Word count: Count each abbreviation, initial, single figure or group of figures or letters 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 will not forward tapes, transcripts, portfolios, writing samples, or other oversized materials; such materials are returned to sender. Do not use folders, binders or the like.

Replies to ads with Blind Box numbers should be addressed to: Box (letter & number), c/o BROADCASTING, 1705 DeSales St., NW, Washington, DC 20036

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

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

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

Date Book

NOVEMBER

Nov. 30-Dec. 1—*Cable Television Administration and Marketing Society* fourth annual western regional pay-per-view conference. Hyatt Regency Alicante, Anaheim, Calif. Information: Kirsten McConnell, (703)549-4200.

DECEMBER

Dec. 1—*National Academy of Television Arts and Sciences*, New York chapter, drop-in luncheon. Speaker: Neil Braun, senior vice president, Viacom International, Inc., and chairman and CEO, Viacom Entertainment Group. Copacabana, New York. Information: (212) 768-7050.

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

Dec. 1—"Look Who's Talking—Everybody," Q&A seminar sponsored by *International Radio and Television Society*. Time-Life Auditorium, New York. Information: (212) 867-6650.

Dec. 3—*Ohio Association of Broadcasters* sales workshop. Embassy Suites Hotel, Colum-

bus, Ohio. Information: (614) 228-4052.

Dec. 3—*American Sportscasters Association* eighth annual Hall of Fame Awards dinner. Honorees: Vin Scully, veteran sports announcer and voice of the Los Angeles Raiders; Bob Costas, sportscaster, NBC Sports; Bud Greenspan, sports film writer, producer and director; John Madden, sportscaster, CBS sports and former head coach, Los Angeles Raiders and tennis great, Arthur Ashe. Marriott Marquis, New York. Information: Louis Schwartz, (212) 227-8080.

Dec. 3—*National Academy of Television Arts and Sciences*, New York chapter, drop-in breakfast. Speaker: Alexander Quinn, executive director, Manhattan Neighborhood Network. Copacabana, New York. Information: (212) 768-7050.

Dec. 4—*Broadcast Pioneers of America*, Washington area chapter, awards banquet. Kenwood Country Club, Bethesda, Md. Information: Wally Johnson, (703) 824-5660 or Harry Ocker-shausen, (301) 320-4110.

Dec. 7—"Crossroads for College Football: What Will It Look Like in 2000?" seminar sponsored by *International Radio and Television Society, Sports Division*. Time-Life Building, New York. Information: Julie Furman, (212) 867-6650.

Dec. 7—*Advertising Club of Metropolitan Washington Foundation* screening of 1992 Cannes Film Festival for Advertising. Carlton Hotel, Washington. Information: (301) 656-2582.

Dec. 7-9—*Women in Cable* presents the Women in Cable Betsy Magness executive development seminar. Denver. Information: Pam Williams, (312) 661-1700.

Dec. 8—*Radio Television News Directors Association* region 13 meeting. George Washington University, Washington, D.C. Information: Debbl Sabel, (202) 659-6510.

Dec. 8—"The First Battle of the Bands," holiday event co-sponsored by *New York chapters of Cable Television Administration and Marketing Society and Women in Cable*. Lone Star Roadhouse, New York. Information: Tracy Murdoch, (212) 697-3335 or Monica Lyons, (718) 706-3607.

Dec. 14-15—"Economic Outlook for 1993: Will There Be a Lasting Recovery?" conference for journalists sponsored by *The Washington Journalism Center*. Freedom Forum World Center, Rosslyn, Va. Information: (202) 337-3603.

Dec. 15—*Hollywood Radio and Television Society* Holidays party. Century Plaza Hotel, Hollywood. Information: Gene Herd, (818) 769-4313.

MAJOR MEETINGS

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

Jan. 14-16—*Satellite Broadcasting and Communications Association* winter trade show. San Diego. Information: (703) 549-6990.

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

Jan. 24-28—*NATPE International/Association of Independent Television Stations*. NATPE's 30th annual program conference and exhibition and INTV conference. Moscone Convention Center, San Francisco. Information: Nick Orfanopoulos, for NATPE, (310) 453-4440, and Angela Giroux, for INTV, (202) 997-1970.

Feb. 4-7—*Radio Advertising Bureau* managing sales conference. Loews Anatole Hotel, Dallas. Information: Gail Steffens, (800) 722-7355.

Feb. 5-6—*Society of Motion Picture and Television Engineers* 27th annual Advanced Television and Electronic Imaging conference. Sheraton Hotel and Towers, New York. Information: (914) 761-1100.

Feb. 8-12—*15th International Market of Cinema TV and Video*. Loews Hotel, Monte Carlo. Information: (33) 93-30-49-44.

Feb. 13-16—50th annual *National Religious Broadcasters* convention. Washington. Information: (201) 428-5400.

Feb. 24-26—Texas Cable Show sponsored by *Texas Cable TV Association*. San Antonio

Convention Center, San Antonio. Information: (512) 474-2082.

March 3-6—24th Country Radio seminar sponsored by *Country Radio Broadcasters*. Opryland Hotel, Nashville. Information: (615) 327-4487.

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

April 16-19—*Broadcast Education Association* 38th annual convention. Las Vegas. Information: Louisa Nielsen, (202) 429-5354.

April 18-20—*Cabletelevision Advertising Bureau* 12th annual conference. New York Marriott Marquis, New York. Information: (212) 751-7770.

April 18-20—*Television Bureau of Advertising* annual marketing conference. Las Vegas Convention Center, Las Vegas. Information: Lynn McIntyre, (212) 486-1111.

April 19-22—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Information: (202) 429-5300. Future convention: March 21-24, 1994, Las Vegas.

April 21-24—*American Association of Advertising Agencies* annual convention. Ritz-Carlton, Laguna Niguel, Calif. Information: (212) 682-2500.

May 5-9—*Public Radio* annual conference. Washington. Information: (202) 822-2000.

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.

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

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. Orlando, Fla. Information: (213) 465-3777.

June 22-25—*National Association of Broadcasters* board of directors meeting. Washington.

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

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.

Sept. 29-Oct. 2—*Radio-Television News Directors Association* conference and exhibition. Miami. Information: (202) 659-6510.

For the Record

As compiled by BROADCASTING from November 16 through November 20 and based on filings, authorizations and other FCC actions.

OWNERSHIP CHANGES

Applications

■ **KHPY(AM) Moreno Valley, CA** (BTC921109EA; 1530 khz; 10 kw)—Seeks transfer of control of KHPY Hispanic Radio Inc. for \$60,000. Ruben O. Chavez, Sr. is transferring his 50% of licensee to Humberto Luna, et al. Principals have no other broadcast interests. Filed Nov. 9.

■ **KBOB(FM) West Covina, CA (Los Angeles)** (BALH921102GR; 98.3 mhz; 810 w; ant. -265 ft.)—Seeks assignment of license from Robert Burdette Investments Inc. to Westcom Media California Inc. for \$3.25 million ("Changing Hands," Nov. 16).

■ **KSSS(AM)-KVUU(FM) Colorado Springs, CO** (AM: BAL921029EH; 740 khz; 3.3 kw-D, 1.5 kw-N; FM: BALH921029EI; 99.9 mhz; 87.4 kw; ant. 2,200 ft.)—Seeks assignment of license from Dick Broadcasting Co. Inc. of Colorado to KVUU-KSSS Inc.; asset purchase agreement to be filed as amendment. Stations were purchased in January for \$1.275 million. Seller is headed by James A. Dick, and recently purchased WKZL(FM) Winston-Salem, NC, and WGFY(FM) Gallatin, TN (see "For the Record," Oct. 12). Buyer is headed by Carl T. Robinson, who recently purchased KZKX(FM) Lincoln, NE, and WAVH(FM) Mobile, AL (see "Changing Hands," Aug. 31). He has interests in two other AM's and FM's. Filed Oct. 29.

■ **KHOW-AM-FM Denver** (AM: BAL921109HH; 630 khz; 5 kw-U; FM: BALH921109HI; 95.7 mhz; 100 kw; ant. 725 ft.; see KNDD(FM) Seattle, below). Filed Nov. 9.

■ **KDZA(AM) Pueblo, CO** (BAL921105EB; 1230 khz; 1 kw-U)—Seeks assignment of license from Surrey Front Range Ltd. to Pueblo Community College for \$120,000. Seller is headed by J. Kent Nichols, and recently sold KATM(FM) Pueblo, CO (see "For the Record," Aug. 17). It is parent of licensee of KPRW(AM)-KATT-FM Oklahoma City. Buyer is headed by Tony Zeiss, and has no other broadcast interests. Filed Nov. 5.

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; pet. 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.

■ **KLIX-AM-FM Twin Falls, ID** (AM: BAL921109EE; 1310 khz; 5 kw-D, 2.5 kw-N; FM: BALH921109EF; 96.5 mhz; 100 kw; ant. 130 ft.)—Seeks assignment of license from Sawtooth Radio Corp. to B & B Broadcasting Inc. for \$652,000 ("Changing Hands," Nov. 16). Filed Nov. 9.

■ **WNVR(AM) Vernon Hills, IL** (BAL921104EA; 1030 khz; 500 w-D)—Seeks assignment of license from Midwest Radio Associates Ltd. to Polinet Communications Ltd. for \$495,000 (see "Changing Hands," p. 54). Filed Nov. 4.

■ **KTVW(TV) Evansville, IN** (BALCT921110KK; ch. 7; 316 kw-V; 63.2 kw-A; ant. 1,013 ft.; see KDEB(TV) Springfield, MO, below). Filed Nov. 10.

■ **WUBU(FM) South Bend, IN** (BAPH921106HG; 106.3 mhz; 3 kw)—Seeks assignment of CP from Goodrich Broadcasting Inc. to Focus Radio Inc. for \$300,000. (see "Changing Hands," p. 54). Filed Nov. 6.

■ **KARD(TV) West Monroe, LA** (BALCT921110KF; ch. 14; 5,000 kw-V; 500 kw-A; ant. 2,049 ft.; see KDEB(TV) Springfield, MO, below). Filed Nov. 10.

■ **WINX(AM) Rockville, MD (Washington)** (BAL921109EB; 1600 khz; 1 kw-D, 500 w-N)—Seeks assignment of license from Montgomery County Broadcasting Co. Inc. to Radio Broadcast Communications Inc. for \$150,000. Seller is subsidiary of United Broadcasting Co., headed by Gerald Hrobak, and is licensee of three AM's and five FM's.

Buyer is executive vice president of United Broadcasting; he has no other broadcast interests. Filed Nov. 9.

■ **WXTR-FM Waldorf, MD (Washington)** (BTCH921106GV; 104.1 mhz; 50 kw ant. 500 ft.; see WAFX(FM) Suffolk, VA, below). Filed Nov. 6.

■ **WIBM-AM-FM Jackson, MI** (AM: BAL921102GY; 1450 khz; 1 kw-U; FM: BALH921102GZ; 94.1 mhz; 50 kw; ant. 500 ft.)—Seeks assignment of license from MetroCities Communications Inc. to Regional Hit Radio Inc. for \$2.5 million (see "Changing Hands," p. 55). Filed Nov. 2.

■ **KMRF(AM) Marshfield, MO** (BAL921106EA; 1510 khz; 250 w-D)—Seeks assignment of license from Goode Music Inc. to James R. and Mary Catherine Cooper for \$34,900. Seller is headed by Denny Goode, and has no other broadcast interests. Buyers have no other broadcast interests. Filed Nov. 6.

■ **KDEB(TV) Springfield, MO** (BALCT921116KI; ch. 27; 5,000 kw-V; 500 kw-A; ant. 1,690 ft.)—Seeks assignment of license from Woods Communications Group Inc. to BANAM Broadcasting Inc. for assumption of debt. Assignor will be released from all liabilities and obligations to Bank of America NT&SA. Assignment includes KARD(TV) West Monroe, LA; WTVW(TV) Evansville, IN, and KLBK-TV Lubbock, TX (see stations). Seller is headed by Charles Woods, and is also licensee of WTVY-FM-TV Dothan and WACV(AM) Montgomery, both Alabama. Buyer is headed by Gerald H. Turner and Paula Garrett, and has no other broadcast interests. Filed Nov. 16.

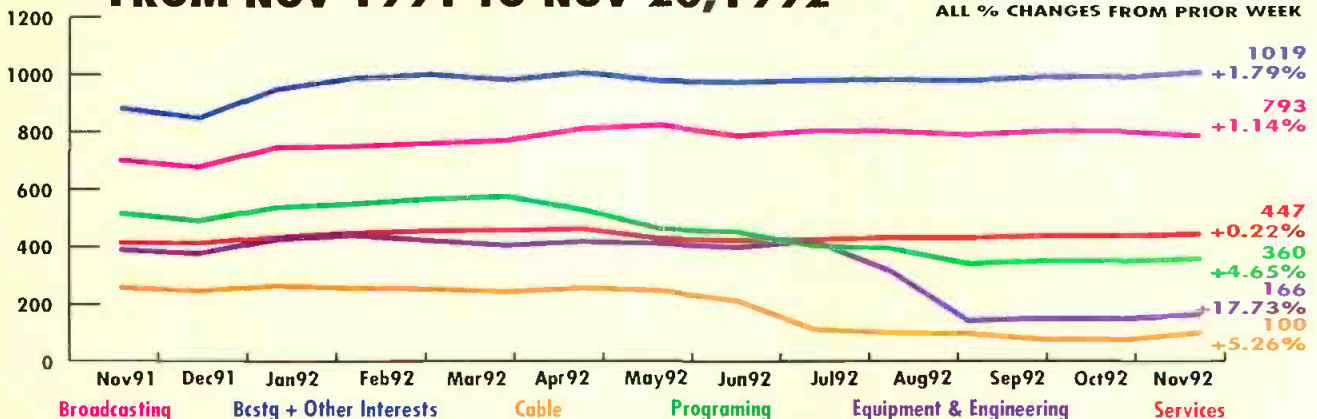
■ **KJLF(FM) Butte, MT** (BALH921109GE; 92.7 mhz; 3 kw; ant. 24 ft.)—Seeks assignment of license from Maranatha Broadcasting Inc. to Sunbrook Communications Ltd. for \$90,000. Seller is headed by Dave Jacobs, and has no other broadcast interests. Buyer is headed by Larry Roberts, and recently sold KCSJ(AM) Pueblo, CO, and KAAR(FM) Medical Lake, WA (see "Changing Hands," July 27). It is licensee of four AM's and four FM's. Filed Nov. 9.

■ **KGVO(AM) Missoula, MT** (BAL921008EA; 1290 khz; 5 kw-U)—Seeks assignment of license from KGVO Broadcasters Inc. to Western Broadcasting Co. for \$200,000. Seller is headed by Robert C. Massey, who has 16.5% interest in KLYQ(AM)-KBMG(FM) Hamilton, MT. Buyer is headed by Mark E. Ward, and is also licensee of KLCY(AM)-

STOCK MARKET PERFORMANCE AVERAGES FROM NOV 1991 TO NOV 20, 1992

NASDAQ: 642.60 (+2.47%)
S&P Ind.: 500.68 (+1.80%)

ALL % CHANGES FROM PRIOR WEEK



KYSS-FM Missoula, MT. Filed Oct. 8.

■ **WMYI(FM) Hendersonville, NC (Greenville, SC)** (BALH921105HA; 102.5 mhz; 35 kw; ant. 3,117 ft.)—Seeks assignment of license from AmCom Radio of the Carolinas Inc. to Capstar Communications of South Carolina (WMYI) Inc. for \$10.25 million ("Changing Hands," Nov. 9). Filed Nov. 5.

■ **WTOW(AM) Washington, NC** (BAL921109ED; 1320 khz; 500 w-D)—Seeks assignment of license from Johnny C. Bryant to James Rouse for \$75,000. Seller has no other broadcast interests. Buyer is president of licensee of WOOW(AM) Greenville, NC. Filed Nov. 9.

■ **WENC(AM) Whiteville, NC** (BAL921109EC; 1220 khz; 5 kw-D, 152 w-N)—Seeks assignment of license from Whiteville Communications Inc. to Second Wind Pictures Inc. for \$210,000. Seller is headed by Robert B. Leder, and has no other broadcast interests. Buyer is headed by Raymond C. Crew, and has no other broadcast interests. Filed Nov. 9.

■ **WCIN(AM) Cincinnati** (BAPL921103EC; 1480 khz; 5 kw-D, 500 w-N)—Seeks assignment of CP from Carl W. Shye Jr. to Junior Broadcasting Co.; asset purchase agreement to be filed as amendment. Seller is interim manager of station, will become vice president and 50% owner of station. Buyer is headed by John C. Thomas Jr., general manager of station; he has no other broadcast interests. Filed Nov. 3.

■ **WOHO(FM) Mt. Gilead, OH** (BAPED921026HL; 95.1 mhz; 3 kw; ant. 100 ft.)—Seeks assignment of CP from Gourd City Broadcasting to Xavier University for \$51,000. Seller is headed by general partners John Allen, William Allonas III and James W. Pry II, and has no other broadcast interests. Buyer is headed by James King, and is permittee of four noncommercial educational FM's in Ohio. Filed Oct. 26.

■ **KKND(FM) Stillwater, OK** (BALH921029HF; 105.5 mhz; 4.9 kw; ant. 400 ft.)—Seeks assignment of license from KVRO Inc. & KKND to Gentry Media for \$275,000 (see "Changing Hands," p. 54). Filed Oct. 29.

■ **WXMH(FM) Mount Carmel, PA** (BAPH921110HZ; 99.7 mhz; 1 kw; ant. 646 ft.)—

Seeks assignment of CP from David A. Donlin, receiver, to H & P Communications Ltd. for \$24,000. Buyer has no other broadcast interests. Filed Nov. 10.

■ **KIKN(FM) Salem, SD** (BAPH921112GH; 100.5 mhz; 50 kw; ant. 492 ft.)—Seeks assignment of CP from Big Sioux Broadcasting Co. Inc. to Southern Minnesota Broadcasting Co. for \$150,000. Seller is headed by George Hochman, who has 14.4% interest in licensee of KTXF(FM) Brownsville, TX. Buyer is headed by Gregory D. Gentling Jr., and is licensee of three AM's and three FM's. Filed Nov. 12.

■ **KLBK-TV Lubbock, TX** (BALCT921110KL; ch. 13; 316 kw-V; 25.1 kw-A; ant. 880 ft.; see KDEB[TV] Springfield, MO, above). Filed Nov. 10.

■ **WILA(AM) Danville, VA** (BAL921102EG; 1580 khz; 1 kw-D)—Seeks assignment of license from WILA Inc. to Tol-Tol Communications Inc. for \$250,000 (see "Changing Hands," p. 54). Filed Nov. 2.

■ **WMXB(FM) Richmond, VA** (BTCH921106GU; 103.7 mhz; 18.5 kw; ant. 750 ft.; see WAFX(FM) Suffolk, VA, below). Filed Nov. 6.

■ **WAFX(FM) Suffolk, VA (Norfolk-Virginia Beach-Newport News)** (BTCH921106GT; 106.9 mhz; 100 kw; ant. 938 ft.)—Seeks transfer of control from Lyman Radio Corp. to TWC II Corp. for \$460,000; transferor is assigning its 50% interest in general partner of licensee Radio Ventures I to TWC III Corp., principals of which are same as general partner TWC II Corp. Assignment includes licensee stations WMXB(FM) Richmond, VA, and WXTR-FM Waldorf, MD (Washington) (see above). Seller is headed by Jerry R. Lyman, and has no other broadcast interests. Licensee is headed by Stephen L. Norris. Filed Nov. 6.

■ **KNDD(FM) Seattle** (BALH921109HD; 107.7 mhz; 100 kw; ant. 1,194 ft.)—Seeks assignment of license from Noble Broadcast of Seattle Inc. to subsidiary of Viacom International in exchange for KHOW-AM-FM Denver (see above); no other consideration will be included in exchange. Assignor is subsidiary of Noble Broadcast Group, headed by John Lynch, and is licensee of eight AM's and 10 FM's. Assignee is subsidiary of Viacom Inc., headed by Sumner Redstone and Frank Biondi Jr., and is

ultimate licensee of three AM's, 10 FM's and five TV's. Filed Nov. 9.

■ **KLGT(FM) Buffalo, WY** (BTCH921102GS; 92.7 mhz; 3 kw ant. 26 ft.)—Seeks transfer of control of Communications Systems III for \$20,000. Transferors, Raymond and Karen McLean, husband and wife, are transferring their 60% interest in licensee to Albert Wildeman and Judy Wildeman. Principals have no other broadcast interests. Filed Nov. 2.

Actions

■ **WENR(AM) Englewood, TN** (BAL920916EB; 1090 khz; 1 kw-D)—Granted assignment of license from Middle Tennessee Radio to M & H Broadcasting Inc. for \$75,000. Seller is headed by John Roberson, and has no other broadcast interests. Buyer is headed by J. Bazell Mull, and owns WJBZ(FM) Seymour and WDEH-AM-FM Sweetwater, both Tennessee. Action Oct. 27.

■ **WAMG(AM) Gallatin, TN** (BAL910710ED; 1130 khz; 2.5 kw-D)—Granted assignment of license from Southern Broadcasters Inc. to B & E Broadcasting of Sumner County Inc. for \$40,000 (see "For the Record," Aug. 5, 1991). Action Oct. 27.

■ **KQST(FM) Sedona, AZ** (BAPLH920821HQ; 100.1 mhz; 500 w; ant. 751 ft.)—Granted assignment of CP from American Aircasting Corp. to Linda M. Melton for \$500,000 (see "For the Record," Sept. 7). Action Oct. 28.

■ **KABK-FM Augusta, AR** (BALH920922HL; 97.7 mhz; 3 kw; ant. 298 ft.)—Granted assignment of license from Harvey Fritts, receiver, to Good News Network Inc. for \$150,000 (see "For the Record," Oct. 26). Action Nov. 5.

■ **KBCD(FM) Imperial, CA** (BALH920917GQ; 99.3 mhz; 3 kw; ant. 200 ft.)—Granted assignment of license from Acacia Amusement Corp. to Brawley Broadcasting Co. for \$400,000 (see "For the Record," Oct. 19). Action Nov. 5.

■ **KKUR(FM) Ojai (Oxnard-Ventura), CA** (BAPLH920921HT; 105.5 mhz; 100 w; ant. 1,358 ft.)—Granted assignment of CP from Eric-Chandler Communications of Ventura Inc. to Buena Ventura Inc. for \$725,000 (see "For the Record," Oct. 12). Action Nov. 3.

■ **WHVE(FM) Cocoa Beach, FL** (BALH920910HE;

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104.1 mhz; 100 kw; ant. 1,609 ft.)—Granted assignment of license from Paxson Broadcasting of Orlando Ltd. to Hoker Broadcasting Inc. for \$5.5 million (see "For the Record," Sept. 28). Action Nov. 4.

■ **WKIQ(AM)** Eustis, FL (BAL920923EC; 1240 khz; 1 kw-U)—Granted assignment of license from Starship Communications Inc. to J & V Communications Co. for \$75,000 (see "For the Record," Oct. 26). Action Nov. 6.

■ **WMTZ(FM)** Martinez, GA (BAPLH920925GX; 94.3 mhz; 3 kw; ant. 300 ft.)—Granted assignment of CP from Columbia County Broadcasters Inc. to CSRA Broadcasters Inc. for \$810,000 (see "For the Record," Oct. 19). Action Nov. 10.

■ **WIXY(FM)** Champaign, IL (BAPH920921HF; 100.3 mhz; 12.9 kw; ant. 138 m.)—Granted assignment of CP from Holiday Broadcasting Inc. to Saga Communications of Illinois Inc. for \$250,000 (see "For the Record," Oct. 12). Action Nov. 4.

■ **KLPL-AM-FM** Lake Providence, LA (AM: BAL920930EA 1050 khz; 250 w-D; FM: BALH920930EB; 92.7 mhz; 2 kw; ant. 145 ft.)—Granted assignment of license from Dixie Business Investment Co. to Arthur L. Thomas for \$30,000 (see "For the Record," Oct. 26). Action Nov. 13.

■ **KLAA(FM)** Tlaga, LA (BALH920825GJ; 98.3 mhz; 50 kw; ant. 550 ft.)—Granted assignment of license from KZ Radio Ltd., debtor-in-possession, to Cajun Communications Inc. for \$6,928 (see "For the Record," Sept. 14). Action Nov. 5.

■ **WQMA(AM)** Marks, MS (BAL920803EC; 1520 khz; 250 w-D)—Granted assignment of license from United Southern Bank to CK Broadcasting Inc.; assignor is obtaining WQMA license via invol-

untary assignment from WQMA Inc. and will simultaneously assign license to CK Broadcasting (see "For the Record," Aug. 24). Action Nov. 5.

■ **KKPR-AM-FM** Kearney, NE (AM: BAL920928ED; 1460 khz; 5 kw-D, 56 w-N; FM: BALH920928EE; 98.9 mhz; 100 kw; ant. 700 ft.)—Granted assignment of license from Radio Ingstad Nebraska Inc. to Koehn Radio Inc. for \$600,000 (see "For the Record," Oct. 19). Action Nov. 13.

■ **KJUL(FM)** North Las Vegas, NV (BALH920710HF; 104.3 mhz; 100 kw; ant. 1,181 ft.)—Granted assignment of license from Carrigan Communications Inc., debtor-in-possession, to Clary Broadcasting Group Inc. for \$50,000 (see "For the Record," Aug. 3). Action Nov. 2.

■ **WVNU(AM)** Oakland, NJ (BAP920807EA; 1160 khz; 10 kw-D, 2.5 kw-N)—Granted assignment of CP from Rama Communications Group Inc. to Bursam Communications Corp. for \$350,000 (see "For the Record," Aug. 31). Action Nov. 9.

■ **KWQQ(FM)** Hatch, NM (BAPH920803HN; 101.1 mhz; 98 kw; ant. 1,122 ft.)—Dismissed app. of assignment of CP from Turquesa Corp. Inc. to John E. Daniels for \$50,000 (see "For the Record," Aug. 24). Action Oct. 26.

■ **KVIN(AM)** Vinita, OK (BAL920826EA; 1470 khz; 500 w-D, 88 w-N)—Granted assignment of license from Leemay Broadcasting Services Inc. to DLB Broadcasting Corp. for \$70,000 (see "For the Record," Sept. 14). Action Nov. 6.

■ **WBCB(AM)** Levittown-Fairless Hills, PA (BAL920929EC; 1490 khz; 1 kw-U)—Granted assignment of license from Bucks Broadcasting Co., debtor-in-possession, to Progressive Broadcasting Co.

Inc. for \$550,000 (see "For the Record," Oct. 19). Action Nov. 13.

■ **WKEG(AM)** Washington, PA (BAL920923EB; 1110 khz; 1 kw-D)—Granted assignment of license from JGG Communications Inc. to U.S. North Broadcasting Inc. for \$100,000 (see "For the Record," Oct. 26). Action Nov. 9.

■ **KCBI(FM)** Dallas (BALIB920810OM; 90.9 mhz; 100 kw; ant. 1,508 ft.)—Granted assignment of license from Criswell Center for Biblical Studies to Two If By Sea Broadcasting Corp. for \$1,000 (see "For the Record," Nov. 23). Action Oct. 30.

■ **WWDE-FM** Hampton, VA (BALH920925GW; 101.3 mhz; 50 kw; ant. 505 ft.)—Granted assignment of license from Edens Broadcasting Inc. to Max Radio of Hampton Inc. for \$5 million, plus accounts receivable (see "For the Record," Oct. 26). Action Nov. 18.

■ **WMMN(AM)** Fairmont, WV (BAL920417EA; 920 khz; 5 kw-U)—Granted assignment of license from The Buffalo Bank to Fantasia Broadcasting Inc. for \$80,000 (see "For the Record," May 4). Action Nov. 6.

NEW STATIONS

Applications

■ **Eva, AL** (BPH921113MA)—Eva Broadcasters seeks 99.9 mhz; 6 kw; ant. 100 m. Address: Rte. 3, Box 587C, Falkville, AL 35622. Applicant is headed by general partners Shirley Ludlow and Dorsey E. Newman. Newman has interests in one AM and two FM's. Filed Nov. 13.

■ **Teutopolis, IL** (BPH921102MC)—John W. Kirby seeks 102.3 mhz; 6 kw; ant. 100 m. Address: P.O. Box 566, Effingham, IL 62401. Applicant has no other broadcast interests. Filed Nov. 2.

■ **Teutopolis, IL** (BPED921102MD)—Sabbath Inc. seeks 102.3 mhz; 6 kw; ant. 100 m. Address: P.O. Box 371, Indianapolis, IN 46206. Applicant is headed by Craig S. Gill, and has no other broadcast interests. Filed Nov. 2.

■ **Clinton, IN** (BPH921112MG)—Contemporary Media Inc. seeks 93.9 mhz; 2.2 kw; ant. 165 m.; see Bourbon, MO, below). Filed Nov. 12.

■ **Hibbing, MN** (BPED921112MC)—JPI Radio Inc. seeks 90.1 mhz; .1 kw; ant. 67 m. Address: 12104 Old Highway 169, Hibbing, MN 55746. Applicant is headed by Jarel Pittman, and has no other broadcast interests. Filed Nov. 12.

■ **St. Joseph, MN** (BPH921112ME)—Paula Cox seeks 92.9 mhz; 25 kw; ant. 100 m. Address: 12400 Ventura Blvd. #205, Studio City, CA 91604. Applicant has no other broadcast interests. Filed Nov. 12.

■ **St. Joseph, MN** (BPH921112MD)—St. Joseph Broadcasters seeks 92.9 mhz; 25 kw; ant. 100 m. Address: P.O. Box 68, St. Joseph, MN 56374. Applicant is headed by general partner Molly Hilger, and has no other broadcast interests. Filed Nov. 12.

■ **Bourbon, MO** (BPH921112MH)—Lake Broadcasting Inc. seeks 96.7 mhz; 3 kw; ant. 100 m. Address: 222 Indacom Drive, St. Peters, MO 63376. Applicant is headed by Michael S. Rice, who is also seeking FM at Clinton, IN (see above). Rice is licensee of two FM's and permittee of one AM and two FM's. Filed Nov. 12.

■ **Elk City, OK** (BPH921026MI)—Denero Dimensions seeks 94.3 mhz; 1.55 kw; ant. 134 m. Address: 6963 Payte, Fort Worth, TX 76180. Applicant is headed by Joseph W. Tilton, and has no other broadcast interests. Filed Oct. 26.

■ **Rogue River, OR** (BPH921105MC)—Esty-Grossman Broadcasters seeks 94.7 mhz; 2.42 kw; ant. 317 m. Address: 1207 East 9th, Albany, OR 97321. Applicant is headed by partners Marlee Esty, Robert Esty and Gary M. Grossman. Robert Esty and Grossman have interests in licensee of KRKT-AM-FM Albany, OR. Esty also has interests in licensee of KRVC(AM)-KBOY-FM Medford, OR. Filed Nov. 5.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's ¹	TOTAL*
Commercial AM	4,963	184	5,147
Commercial FM	4,742	927	5,669
Educational FM	1,570	299	1,869
Total Radio	11,275	1,410	12,685
Commercial VHF TV	557	13	570
Commercial UHF TV	587	157	744
Educational VHF TV	124	5	129
Educational UHF TV	237	8	245
Total TV	1,505	183	1,688
VHF LPTV	466	139	605
UHF LPTV	825	922	1,747
Total LPTV	1,291	1,061	2,352
FM translators	1,923	386	2,309
VHF translators	2,517	81	2,598
UHF translators	2,426	433	2,859

CABLE

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

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

Fates Fortunes

TELEVISION

Appointments at Hanna-Barbera Inc., Los Angeles: **Sally Prendergast**, director, marketing, Turner Home Entertainment, there, joins in same capacity; **Buzz Potamkin**, founder, Southern Star Productions, there, joins as executive producer; **Amanda Seward**, assistant general counsel, Turner Broadcasting Sys-

Burbank, Calif.: **Winifred White**, director, motion pictures for television, NBC Entertainment, named VP, movies and miniseries, NBC Productions; **Janine Jones**, program publicist, Fox Broadcasting Company, Beverly Hills, Calif., joins as press manager, series programs, media relations, NBC West Coast; **Eric van der Werff**, photo editor, NBC Media Relations, named manager, photography, NBC corporate, media

Renee Poussaint, anchor/reporter, WJLA-TV Washington, joins ABC News's *PrimeTime Live*, New York, as correspondent.

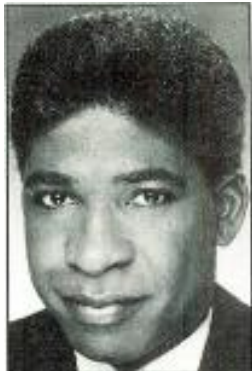
John Rahmann, executive VP, WTTW-TV Chicago, retires.

Jim Beloyianis, senior VP, Katz Television Group, New York, named executive VP.

Hugh Hickerson, director, broadcast engineering, Gaylord Entertain-



Jed Simmons
Hanna Barbera



Dan Gasby
Camelot Ent. Sales



Tony Jonas
Lorimar



Winifred White
NBC Productions



Renee Poussaint
ABC News

tem, there, joins as VP, business and legal affairs; **Julie Kane-Ritsch**, director, business affairs, named assistant VP, business and legal affairs; **Paul Gertz**, senior VP, business and legal affairs, named senior VP, production and executive producer, features; **Jed Simmons**, senior VP, named senior VP, distribution, operations.

Stuart Powell, VP/GM, WFLD-TV Chicago, joins WXIX-TV Cincinnati as GM.

Dan Gasby, co-creator/co-executive producer, Multimedia Entertainment's *Big Break*, New York, joins Camelot Entertainment Sales, New York, as senior VP, television marketing.

Karen Vinocor, director, contract administration, Genesis Entertainment, Agoura Hills, Calif., named VP, contract administration.

Tony Jonas, senior VP, creative affairs, Lorimar Television, Burbank, Calif., named executive VP, creative affairs.

Appointments at NBC Television,

relations; **Dawn Dubovsky**, independent marketing, publicity consultant, Los Angeles, joins as director, series programs, media relations, NBC West Coast.

Appointments at WUSA-TV Washington: **Colette Free**, credit, collections manager, named human resources manager; **Dawn Rodney**, senior promotion producer, named promotion manager; **Paige Canady**, promotion producer, named senior promotion producer.

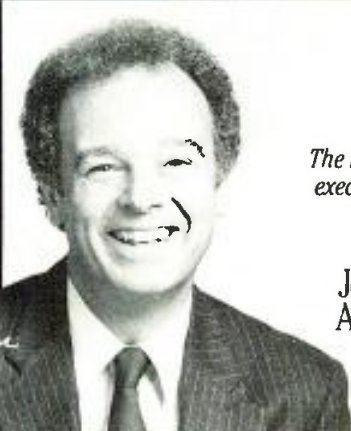
ment Company, Nashville, named group director, broadcast engineering there.

RADIO

Appointments at NSE Radio Network, Penfield, N.Y.: **Chris Petersen**, director, broadcast operations, named president/GM; **Kenneth Unger**, VP, finance, named VP, affiliate manager; **Lynn Woolf**, ac-

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count executive, New England region, named general sales manager; **David Roberts**, creative services director, WHAM(AM) WVOR-FM Rochester, N.Y., joins in same capacity; named air personalities: **Bob Savage**, air personality, WHTX-FM Pittsburgh; **George Hamberger**, air personality, WGR-FM Buffalo, N.Y.; **Don Michael Garrard**, air personality, WWMG-FM Charlotte, N.C.; **Jack Mindy**, air personality, WHAM(AM) Rochester, N.Y.; **Stevie Brooks**, air personality, WMBX-FM Richmond, Va., and **Mike Esparza**, air personality, KWAV-FM Monterey, Calif.

Karen Burdette, senior VP, director, client services, Robinson & St. John Advertising and Public Relations, Jacksonville, Fla., named executive VP, COO.

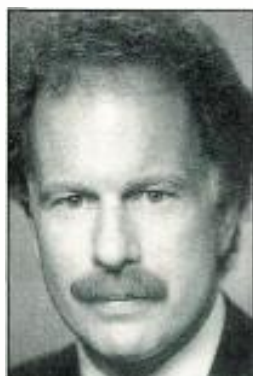
TECHNOLOGY

Linda Stauffer, former assistant to the president and senior VP, Satellite Broadcasting and Communications Association, Alexandria, Va., named retail council coordinator.

Donna Rotunno-Sherman, former director, broadcast, IDB Communications Group, New York, joins

worked in eastern Kentucky as program director of WBKY Beattyville, Ky. In 1946, while working at WFIL (AM) Philadelphia, she wrote her first educational television program under the auspices of New York University and aired over Allen B. DuMont's WABD-TV New York. In 1958, broadcasting under the name of Ruth Allen, she received the Golden Mike award from *McCall's* magazine for her 13-week series *Health and the Modern Woman* over WGAR-FM Cleveland. Survivors include her husband, David, and two sons.

Marty Walker, 38, former chief



Jim Beloyianis
Katz Television



Hugh Hickerson
Gaylord Entertainment



George Bodenheimer
ESPN



Jennifer Young
Lifetime



Meredith Wagner
Lifetime

CABLE

George Bodenheimer, VP, national affiliate sales, ESPN, Bristol, Conn., named VP, affiliate sales and marketing.

Appointments at Lifetime Television, Astoria, N.Y.: **Jennifer Young**, VP, Foote, Cone & Belding, New York, joins as senior VP, marketing; **Meredith Wagner**, VP, public affairs, named senior VP, public affairs, Hearst/ABC-Viacom Entertainment Services.

ADVERTISING

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

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

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

COMSAT Mobile Communications, Short Hills, N.J., as major accounts manager.

DEATHS

Sterling Holloway, 87, veteran character actor with the distinctive, raspy tenor voice, whose many voiceovers included Pooh for Disney's "Winnie the Pooh" and the snake in "The Jungle Book," died Nov. 22, of cardiac arrest, at Good Samaritan Hospital, Los Angeles. His voice was used in many Walt Disney cartoons, also including "Alice in Wonderland" and "Dumbo." His continuing television roles included NBC's *The Life of Riley* in 1953-58, where he played Waldo, an amateur inventor and Riley's friend, and CBS's *The Baileys of Balboa* in 1964-65. He is survived by his son, Richard.

Ruth Foxx Newborg, 74, radio and TV writer and producer, died Nov. 4 of colon cancer at her home in Medford, N.J. Newborg graduated from the University of Louisville (Ky.) in 1940. After graduation, she

engineer, KTRO(AM)-KCAQ-FM Ventura, Calif., died Oct. 23 of complications from AIDS in Eureka, Calif. Walker began his career at the age of 18 at KIOI-FM San Francisco. He moved on to become assistant chief engineer at KKIS-FM Walnut Creek, Calif. He also held positions as chief engineer at KMEL-FM San Francisco; KDFC-FM San Francisco, and as a maintenance engineer for Transstar, Los Angeles. Survivors include his mother and two sisters.

Roy Giles, 62, former owner, WTTX(AM)-FM Appomattox, Va., died Oct. 13, of lung cancer, at his home in West Palm Beach, Fla. Giles's interest in broadcasting began with a ham license in 1949. From 1953 to 1960, he worked his way from engineer to technical director for Cy N. Bahakel stations. He joined RCA as a broadcast salesman for Florida and Puerto Rico from 1960 to 1982. From 1983 until his retirement in 1986, he worked in broadcast sales for the Harris Corporation in West Palm Beach, Fla. He was owner of WTTX-FM from 1980-89. Survivors include his wife, Phyllis, three sons and one daughter.

JOHN WICKLIFFE WALLER III

John W. Waller III is a man of many enthusiasms, not the least of them a taste for pop culture pleasures. A collector of comic books and James Bond movie memorabilia, Waller programs the doorbell to his Park Avenue penthouse with movie soundbites such as "...to the Batmobile, Robin." But insistence on having fun is only one part of an equally cool persona that most days is putting together high-priced cable deals.

Waller Capital, 10 years old this year, is one of three dominant cable brokerage firms. With only five professionals, it is the smallest of the three but may well handle the most dollar volume this year, just shy of \$1 billion, close to its average for each of the last five years. Charging between 1% and 1.5% of the deal price enables the firm to pay its Rockefeller Center rent and then some.

Waller's business is almost entirely representing sellers. Although the goal is clear—getting them the highest price for their cable systems—the task is not always simple.

Falcon Cable Chairman Marc Nathanson describes how several years ago a Falcon partnership was trying to sell some California systems with 170,000 subscribers. Just as the deal was about to close, it fell apart and Nathanson told Waller that unless he could find another buyer in a week the systems were going to be pulled off the market: "In my mind, I had canceled the sale." But Waller, remembering that Gaylord Broadcasting had a sizable tax certificate that had to be reinvested in a communications property, convinced Gaylord to get into cable in partnership with Cencom. He had a deal by week's end.

Another example of Waller's capacity for action was when, within the space of an hour, he put together Sci-Fi channel founder and Vice Chairman Mitchell Rubenstein and USA Network President and CEO Kay Koplovitz for discussions that would lead to a merger. Says Rubenstein, "John is a doer. He doesn't analyze things to death; he moves on them rapidly."

Making things happen, says Waller,



is a necessity, since on some days hours can go by without the phone ringing. Taking the initiative and finding unusual ways to do a deal also satisfy Waller's creative side, which dates back at least to the thespian days in high school and film studies at the University of Virginia.

After college, where he majored in history, Waller found a job proximate to his interests at the Smithsonian Institution in Washington, where he was controller at the museum shops. But the work made him more interested in business than history, so he returned to Charlottesville for an MBA.

Even after business school, however, Waller was interested in media and purposely sought out Time Inc. His second job at Time was managing HBO's relations with 300 cable operators in Ohio, Pennsylvania and West Virginia. During that time, he formed relationships that led him to launch the brokerage in the spring of 1982: "I knew when their wives' birthdays were, and I was naive enough to think I could start to deal with them because I built up their trust."

After brokering for a while, Waller realized the need for providing finan-

cial expertise to sellers: "In the early '80s so many of these deals were getting done with outside capital and with different layers of debt and equity. There were a lot of buyers you needed to evaluate for the seller. Understanding this new environment also helped us to uncover new buyers."

Waller's first hire, in 1985, and now president of the firm, Andy Armstrong, came from a commercial bank, as did his second hire, Rick Patterson. Cable operators such as Gus Hauser, Bill Ingram and Martin Pompadur say that another advantage the firm has is that it "hustles" and that people trust Waller personally.

Numerous cable operators consider Waller a friend as well as a broker, and Waller returns the favor, often having industry people at gatherings peopled with friends from other parts of his life. Waller entertains often, at

venues such as his penthouse, New Jersey shore home or Waller Capital's annual financial dinner, complete with panel discussion.

One distinction of Waller Capital is that the firm has stayed focused on cable brokerage, while other firms have diversified into system ownership, broadcast station brokerage or oth-

er businesses.

But that doesn't mean that Waller isn't thinking about how the firm can respond to change, which he thinks over the next five years will be more fundamental than over the last 15: "All of this new technology requires capital, and will probably force some mergers." To help raise that capital, Waller says the firm might add to its capacity to do more private debt and equity placements, and consider setting up ties to one or more Wall Street firms. Long term, he sees the firm doing intermediary work between cable and others, such as entertainment or telephone companies. ■

Chairman and chief executive officer, Waller Capital Corp., New York; b. Sept. 2, 1951, Alexandria, Va.; BA, history, University of Virginia, Charlottesville, 1973; assistant controller, museum shops, Smithsonian Institution, Washington, 1974-76; MBA, University of Virginia, 1978; financial analyst, Time Inc. treasury department, New York, 1978-80; northeast regional manager, HBO, New York, 1980-82; present position since April 1982.

In Brief

FCC hopefuls now have another place to send their resumes. **The Clinton transition office last Wednesday named former astronaut Sally Ride to head the "cluster" that will oversee the transition for the FCC** and other areas of the federal government involved in science, space and technology. Ride's cluster is one of nine covering the entire federal government. Among her first duties will be to assign individuals to report on (and possibly make personnel recommendations for) each of the departments and agencies under her purview.

Advertising on television stations in October was up 6.3% over the same period the previous year, according to the Television Bureau of Advertising. Local spending was up 3.9%, while spot was up 9.3%. Independents saw a bigger increase from October 1991 than network affiliates in local spending, up 5.8% compared with 3.5%. But network affiliates saw a bigger increase than in-

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Nov. 15. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	14.4/221/98
2. Star Trek	13.5/244/99
3. Jeopardy!	12.4/211/98
4. Oprah Winfrey Show	11.7/235/99
5. Entertainment Tonight	9.2/179/95
6. Married...With Children	8.4/187/96
7. Inside Edition	8.0/166/92
8. Wheel Of Fortune-wknd	7.9/188/80
9. Current Affair	7.8/179/95
10. Designing Women	6.9/206/99
11. Roseanne (M-F)	6.8/130/85
12. Donahue	6.6/218/99
13. Baywatch	6.0/169/93
13. Hard Copy	6.0/152/92
15. Cosby Show	5.9/198/96
15. Imagination!	5.9/186/97

dependents in spot dollars; advertising for the former was up 10.1% over October 1991, compared with a rise of 6.6% for independent stations.

The Christian Science Church is selling, among other assets, its Boston UHF station, WQTV. The church is said to have a letter of in-

tent, but would not reveal the purchaser or the price. Additionally, an auction has been set for Dec. 8 in Boston to sell \$8 million worth of equipment left over from the church's cable venture, The Monitor Channel, which the church folded in June.

General Electric Chairman Jack Welch said the company's "current plans are not to sell NBC." In an interview appearing in today's issue of *Newsweek*, Welch claimed NBC's cash flow is "very good," and that "in earnings, it has reached its bottom and is having a comeback."

Basic cable network advertising grew by more than 17% in the third quarter of 1992, according to Broadcast Cable Financial Management Association data provided by the Cabletelevision Advertising Bureau. Gross ad revenue for 19 participating networks was \$509 million, up from \$435 million in the third quarter of 1991. Year-to-date, gross ad revenue has grown from \$1.32 billion to \$1.52 billion, up more than 15%.

With one day left in the Nielsen November sweeps in New York, WABC-TV seems to again have a solid hold on first with a 7.5 rating/18 share sign-on/sign-off average (NSI, Oct. 29-Nov. 25), but was down 6% in rating from the year-ago sweeps period. WNBC-TV was the only station in the market to post a gain, albeit a modest 2% rise with a 5.8/14 average, followed by WCBS-TV's 5.4/13, a 9% drop. WNBC-TV's 7 p.m. access slot improved 38% with the insertion of the off-Fox *COPS* (7.8/11), while WCBS-TV's *You Bet Your Life* (4.0/7) took a 57% share nosedive (the station is rumored to be considering reinserting *Hard Copy* in the access slot where it averaged an 8.6/15 last year). Tribune-owned WPIX-TV came out on top of

CHANCELLOR TO RECEIVE ZEIDENBERG AWARD

NBC News senior commentator John Chancellor will be honored by the Radio and Television News Directors Foundation with the group's Leonard Zeidenberg First Amendment Award. The award, named for the late Len Zeidenberg, BROADCASTING's long-time chief correspondent, is presented annually to a radio or television journalist who has made an exemplary contribution toward the protection of First Amendment freedoms.

Chancellor serves as NBC's senior analyst and commentator for such major events as political conventions and election nights, and has covered every presidential election since Eisenhower-Stevenson. During his tenure at NBC he has been midwestern correspondent, a foreign correspondent, host of *Today*, chief White House correspondent during the Johnson administration and host of *NBC Nightly News* for 12 years.

He will be honored at the annual RTNDF banquet on March 24, 1993, at Washington's Mayflower Hotel.





"Private Matters, Public Disclosures," a colloquium cosponsored by the Playboy Foundation and The Nation Institute in New York addressed issues including a person's right to privacy versus the public's right to know, and the media's involvement. Among those participating were (l-r): Christie Hefner, Playboy chairman-CEO; John Scagliotti, creator-producer of *In the Life*, a gay and lesbian variety program created for public television, and Marlene Sanders, former ABC and CBS correspondent, now visiting professor of journalism at New York University.



NBC celebrated the 27th anniversary of *Days of Our Lives* and the reaching of an agreement that will keep the serial on the network for at least another three years with a total of 780 new episodes. The agreement also guarantees a minimum of two prime time specials that will be aired in conjunction with NBC's telecast of the Soap Opera Digest Awards each year. Shown at the celebration at the Regent Beverly Wilshire Hotel in Beverly Hills are the show's three remaining original cast members (l-r): John Clarke, Frances Reid and Macdonald Carey.

the indies with a 4.8/12 sign-on to sign-off average, down 2% in rating from November 1991. Fox O&O WNYW-TV followed with a 4.2/10, dropping 7% in rating. Pinelands' WWOR-TV fell 14% with a 3.2/8.

In Los Angeles, with two days left in Nielsen's sweeps, it appeared that KNBC-TV made inroads on KABC-TV's grasp on first place. KNBC was up 16% in rating with a 5.9/15 average (NSI, Oct. 29-Nov. 23), just two-tenths of a rating point behind KABC's 6.1/15, which dropped 8% from year-ago sweeps levels. KCBS-TV moved up 6% with a 5.1/13 average. Among independents, Tribune's KTLA (4.0/10), Fox O&O KTTV (3.8/10) and Disney-owned KCAL (12.8/7) held even in the sign-on to sign-off ratings, while Chris-Craft's KCOP posted an 8% gain with a 3.2/8.

Fox has dumped *Great Scott and Woops!* from its Sunday lineup and filled the open spots with *Batman: The Animated Series* at 7-7:30 p.m. and *Shaky Ground* at 7:30-8. *The Ben Stiller Show*, currently seen at 7:30, will move to 10:30, which had been home to *Woops!* *Batman* will continue to air Monday-Friday as part of the Fox Children's Network, with selected episodes to air Sunday in prime time. *Shaky Ground*, a comedy starring Matt Frewer, and *Batman* will debut on Dec. 13. Fox is

claiming that because *Batman* will air in prime time and because the series was originally designed for older children and young adults and 60% of its audience is made up of teens and older viewers, the show will not be bound by FCC guidelines that limit the amount of advertising in children's series. FCC Video Services Chief Barbara Kriesman said Fox is correct if station licensees carrying the show don't use that program to show the commission they're meeting the programming needs of children under 12.

A federal judge in New York has dismissed a \$26.5 million lawsuit against MSO Tele-Communications, Inc. that had charged the company with antitrust violations in connection with the 1991 sale of The Learning Channel. Plaintiff Data Broadcasting Corp., the company formed by the Chapter 11 reorganization of Financial News Network, is said to be planning an appeal.

Walt Disney Television and McDonald's are teaming up in a multi-million dollar national promotion campaign that links Disney's *Dinosaurs* with the national fast-food chain. According to Disney, the agreement marks the first time McDonald's has tied in with a network prime time series. The four-week campaign begins the week of Feb. 5 with 15- and 30-second national television buys covering the networks.

As first reported in BROADCASTING ("Closed Circuit," Oct. 26), **MGM Television has officially launched its first major syndicated film package** since Bank Credit Lyonnais of France took over the studio from embattled Italian financier Giancarlo Parretti.

The Family Channel will discontinue VideoCipher II encryption on Dec. 3, switching to VC-II Plus and VC-RS delivery, beginning Dec. 2.

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Editorials

PUBLIC SERVANTS

We lead the book this week with a remarkable story about good guys who win. That may not be the final outcome of Infinity Broadcasting v. the FCC, but it's how it stands at the moment. No matter what umbrage the government has heaped on this unique licensee, it remains unscathed as one of the most successful radio broadcasters of all. Even more important for our purposes, it's a success that hasn't been bred out of—or into—timidity.

Nor is this a company tilting at windmills. Mel Karmazin and his principals aren't out to tweak Al Sikes et al. by their collective noses; they're just out to serve the public. And that, after all, is what the First Amendment's all about: to make it possible to serve all the publics, and service all the ideas, that populate our body politic.

Many of their radio colleagues would disagree—not only with the company that so unblushingly opens a mike to Howard Stern but with the defense mounted by this page in his behalf. They find both personally offensive, and feel that their sensitivity should be the gauge by which all broadcasters are measured. We feel, with Infinity, that the public—or the courts—should judge, either by tuning in or tuning out.

We can't stress enough our alarm at the FCC's current indecency actions. Because the Stern broadcasts aired on three of Infinity's stations, some FCC watchers estimate the eventual fine could top \$300,000 (Greater Media was fined \$105,000 for carrying the broadcast on one station). As a "repeat offender," Infinity is concerned both about the enormity of the fine and about any possible repercussions to its pending purchase of three radio stations from Cook Inlet.

In one sense, a \$300,000-plus fine may be the best thing the FCC could do. Not, of course, because Infinity should be hammered with a huge fine, but because the amount might finally raise some eyebrows in an industry that has not rushed eagerly to the defense of the targets of indecency fines. Infinity will most certainly refuse to pay and, along with Evergreen and Greater Media, help move this mess into the courts, where the current indecency rules deserve the kind of disdain recently heaped upon the fin-syn rules.

If there were ever an example of the insidiousness of content regulation, this one qualifies. Editorial control has been taken from the press and put into the hands of political appointees. Small indecency fines have grown larger, and threaten to grow larger still; a chill has become an arctic blast, and the community standards test, which is at the heart of the *Miller* test for obscenity (of which indecency powers are an unconstitutional extrusion) has been summarily dispensed with. The fact that without a single complaint from the market, the FCC can hit a station with a huge fine, jeopardize an owner's financial

position or even licensee status, is arbitrary to the point of absurdity. And all because a broadcast failed to meet a standard for indecency that the FCC has refused to define.

Broadcast programing is a daily trip through a minefield. The options: stay on the safe path or stray at your peril. It is a choice that a free press would not have to make.

THE NEW WORLD

Alvin Toffler's *Future Shock* has become Present Shock for today's broadcaster. The industry is changing as it has never before. Each week seems to bring new stories about advanced TV, digital compression or the melding of computers and telecommunications into a "seamless world of digital images," as Colin Davis put it at SMPTE two weeks ago (*BROADCASTING*, Nov. 16).

The trend, as *BROADCASTING* noted last week, is "broad and accelerating" (witness the forming by Viacom of a new division to program for interactive, multimedia discs and the creation by a group of television, telephone and computer companies of First Cities, a co-venture to design the multimedia networks of the future).

The more we see and hear about this new world coming, the more we are persuaded that it is of great importance to broadcasters that scalability and multichannel potential be options for a new broadcasting service. Will Stackhouse, from NASA's Jet Propulsion Laboratory, had this message for the SMPTE conference on any new transmission standard: "Interoperability, scalability and extensibility are more than words. They must be mandates. If standards don't include flexibility, they will not last, and what we do must last 50 to 60 years."

We want broadcasters to share in that future.



Drawn for *BROADCASTING* by Jack Schmidt

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C-SPAN 1	7
DIGITAL CABLE RADIO	9
E! ENTERTAINMENT	23
THE FAMILY CHANNEL	1
HOME SHOPPING NETWORK 2	10
THE LEARNING CHANNEL	2
LIFETIME (W)	4
THE MOVIE CHANNEL (E)	17
MTV (W)	16
NESN	14
NICKELODEON (W)	18
PRIME NETWORK	11
QVC FASHION	8
SHOWTIME (E)	15
VIEWER'S CHOICE 1	3
VISN/ACTS	5
THE WEATHER CHANNEL	13
VIACOM-TBA	19
JONES INTERCABLE-TBA	20
TBA	22
TBA	24

SATCOM C-4 135° WL

TRANSPONDER

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AMC	1
BRAVO	7
C-SPAN 2	19
THE DISCOVERY CHANNEL	21
THE FAMILY CHANNEL	14
HOME SHOPPING NETWORK 1	10
LIFETIME (E)	4
THE MOVIE CHANNEL (W)	22
MSG	6
MTV(E)	17
NICKELODEON (E)	3
NUSTAR	12
PREVUE GUIDE	8
QVC NETWORK	9
REQUEST TV 1	16
REQUEST TV 2	2
SHOWTIME (W)	20
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VH-1	23
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TBA	24



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