

ally in digital form. The FCC asked for comments on the pioneer technology and on a proposal to license two 1,000 mhz operators in each of 489 service areas by lottery or auction. It initially proposes that existing cable TV and local exchange carriers be eligible licensees. Licensees would be required to reach 90% of a service area's residents within three years.

ABC and NBC affiliates generated higher average cash flow than CBS affiliates in 1991, according to the NAB's analysis of its annual TV station financial survey. Average cash flow for ABC and NBC affiliates in the top 25 markets was over \$22 million, while for CBS affiliates it was \$15 million and for Fox stations, just over \$11 million. In markets 26-50, cash flow for ABC and NBC stations averaged \$5.3 million, while CBS affiliates averaged \$4.3 million and Fox affiliates \$2.7 million.

Fox acknowledged last week that Keenan Ivory Wayans has left 'In Living Color,' which he created and executive produced, and has terminated his exclusive television and feature film deal with the studio.

Cluster Television formally rolled out its production slate for the 1993-94 season: *Conan the Adventurer*, currently a weekly animated action cartoon, will expand as a half-hour strip with the production of 65 new episodes; an updated *Transformers Generation 2*, 13 newly produced computer-generated half-hour episodes; and 40 half-hour episodes of *The Pink Panther*.

Saban Entertainment made the formation of Saban Domestic Distribution official last week with the unveiling of a \$50 million programming slate. Heading up Saban's domestic syndication arm is senior vice president David Goodman, who joined the company earlier this year after closing the doors on Goodman Entertainment Group. Saban's slate of first-run syndicated children's series for fall 1993 are *The Hallo Spencer Show*, *The Mad Scientist Toon Club* and *Saban's Toon of the Month*. SDD has also cleared its first movie package, *Saban Movie Network*, in 130 markets representing more than 80% of the U.S.



The Washington area chapter of the Broadcast Pioneers honored veteran professionals from a number of disciplines during its annual banquet Dec. 4. L to r: Ted Dorf, honored for his long association with WWRC(AM) and WGAY-FM Washington; Laurence E. Richardson of honored radio stations WINA(AM) and WQWZ(FM) Charlottesville, Va.; Peter Hackes, longtime broadcast newsman and latter-day movie personality ("Broadcast News"); Jane Cohen, Allbritton Communications (a former executive of the National Association of Broadcasters and president of American Women in Radio and Television); Paul Duke, host of public broadcasting's Washington Week; Mac McGarry, master of ceremonies for the dinner and host of It's Academic; Wallace E. Johnson, president of the Washington chapter; Harold Kassens, veteran broadcast engineer; Tom Draper, president of honored television station WBOC-TV Salisbury, Md. Not pictured: honoree Tom Puro, longtime broadcasting executive and former president of the Association of Maximum Service Telecasters.

COEN PREDICTS AD SPENDING GAINS FOR MEDIA

Advertising revenue for national broadcast will grow 5.7% (up \$24.1 million) in 1993, according to the semiannual forecast McCann-Erickson's senior vice president, Robert Coen, presented last week.

Cable TV networks, Fox, and spot radio are expected to exceed that rate of growth, he said, and the three broadcast networks will fall a bit below the 5.7% mark. Coen also predicted local broadcast would gain 7.8%, or \$16.1 million, in ad revenues for 1993.

One area that will help the advertising business in 1993, Coen believes, is a decreasing reliance by companies on promotion, both trade and consumer.

Coen predicts total advertising will be up 6.9% for 1993. Total advertising expenditures for 1992 came quite close to the prediction Coen made back in June (when he lowered his initial prediction, in December 1991): spending will be up 5% for the year—Coen had predicted 5.3%.

Usually noted for his optimism, Coen actually underestimated growth in many television categories for 1992. According to his figures released last week, network television growth (which Coen predicted would grow 4.5%) was up 7.5% this year, buoyed by the Olympics and the elections—without those, network revenues would have been up 6%. Cable and syndicated TV ad revenues, which rose by 8% and 10%, respectively, also exceeded Coen's forecasts six months earlier of 6% and 9%, respectively. Spot TV grew by 7.5% in 1992, even with what Coen had predicted for the category.

—SDM

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