

AUG 1

# Broadcasting & Cable

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“The time has come to reexamine, redefine, restate and renew the social compact between the public and the broadcasting industry.”



—FCC Chairman Reed Hundt

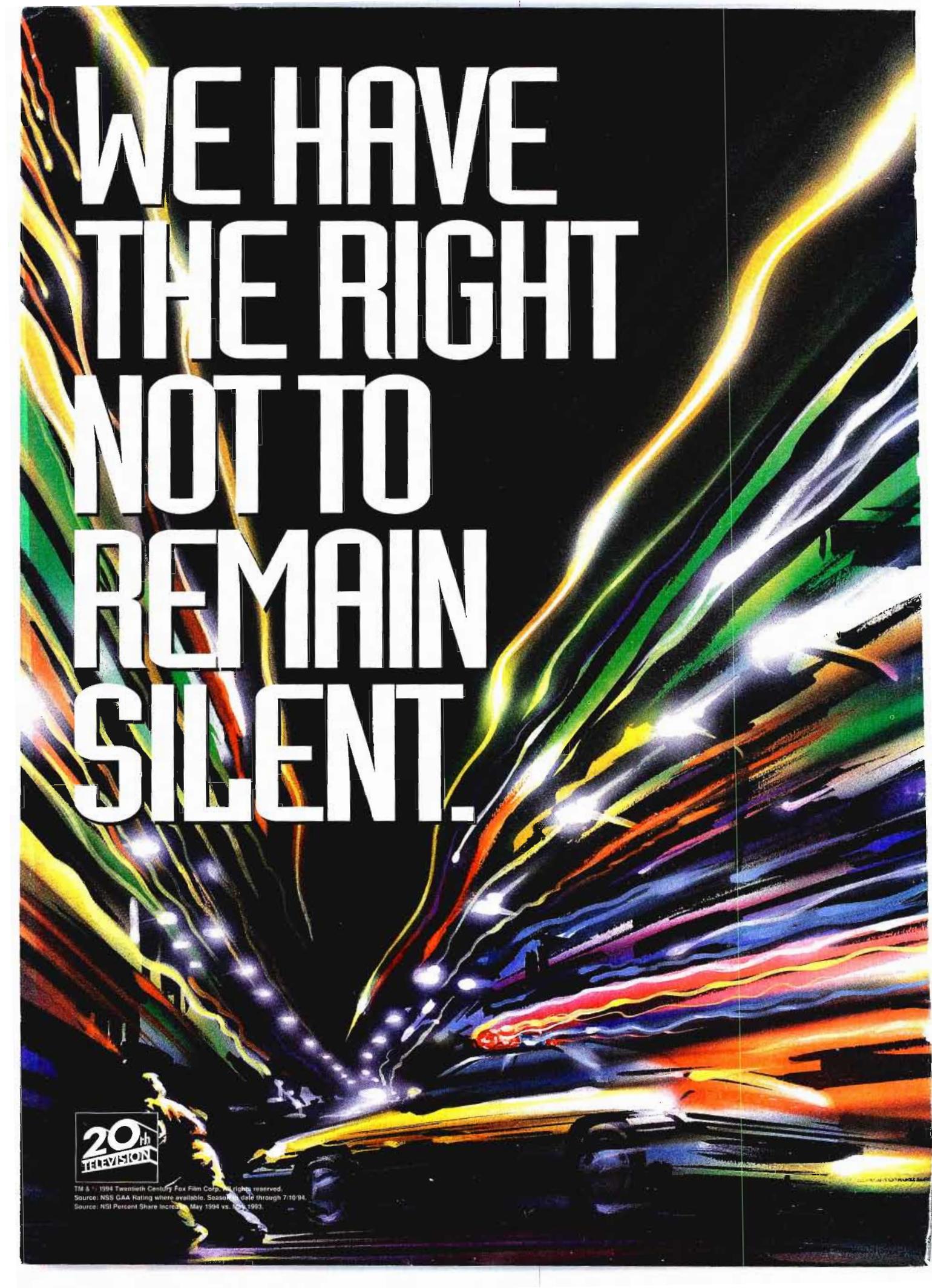
**Prime Time '94  
Agency Picks  
and Pans**

**PCS Auction:  
Narrowband Goes  
Through the Roof**

**IVDS Auction:  
Interactive  
Follows Suit**

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**Telemedia  
Week**  
Page 34

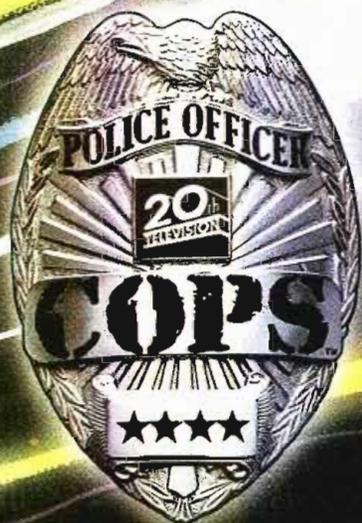


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Source: NIS GAA Rating where available. Season finale through 7/10/94.  
Source: NIS Percent Share Increase May 1994 vs. May 1993.

# COPS



**THE #1 NEW STRIP IN SYNDICATION.**

**MAY '93 vs. MAY '94 SHARE**

<b>MARKET</b>	<b>STATION</b>	<b>ADULTS 18-34</b>	<b>ADULTS 18-49</b>	<b>ADULTS 25-54</b>
LOS ANGELES	KTTV	+7%	+42%	+78%
CHICAGO	WFLD	+43%	+17%	+40%
PHILADELPHIA	WCAU	+100%	+50%	+56%
SAN FRANCISCO	KBHK	+20%	+25%	+25%
BOSTON	WFXT	+44%	+14%	+20%
DETROIT	WXON	+75%	+50%	+67%
ATLANTA	WATL	+113%	+57%	+33%
CLEVELAND	WUAB	+27%	+22%	+71%
SEATTLE	KCPQ	+55%	+18%	+18%
TAMPA	WTOG	+50%	+14%	+27%
PITTSBURGH	WPXI	+120%	+50%	+65%
DENVER	KDVR	+43%	+60%	+40%
BALTIMORE	WJZ	+138%	+44%	+25%
PORTLAND	KOIN	+100%	+78%	+30%
MILWAUKEE	WVTV	+100%	+40%	+25%
NASHVILLE	WXMT	+180%	+100%	+125%
BUFFALO	WJTV	+100%	+100%	+250%
NEW ORLEANS	WVUE	+88%	+125%	+111%

# Fast Track

MUST READING FROM BROADCASTING & CABLE

## TOP OF THE WEEK

**Hundt wants to revisit "social compact"** The time is ripe for broadcasters to distinguish themselves from other media, FCC Chairman Reed Hundt says. He wants to add "vitality" to broadcasters' commitment to women and minorities, children and localism. Hundt also promises a review of the FCC's broadcast ownership restrictions. / 6

**PCS through the roof** The FCC's first-ever auctions of radio spectrum have resulted in a completely unexpected bonanza for the U.S. Treasury. Broadcasters now are nervous about the prospect of future fees for their own use of the airwaves. / 8

**NBC makes affiliation agreements** NBC made most of the news on the affiliate front last week, announcing seven new long-term affiliation agreements—all but one in the top 50 markets. And Fox struck again with an agreement to buy NBC affiliate WLUK-TV Green Bay, Wis. / 10

**'Dateline' goes for threeppeat** The rebound of *Dateline NBC* was marked last week by the news that it is expanding to three nights per week this fall. / 11

**CBS+Group W radio group=beautiful music** If the Group W and CBS radio groups were to merge, they would create the largest radio group on the national map, with estimated revenues of more than \$450 million. / 14

**Bill still doesn't ring RBOCs' chimes** Commerce Secretary Ron Brown and many others last week insisted that negotiations are continuing over a Senate superhighway bill. But even sponsor Senator Ernest Hollings acknowledges that he doesn't have a bill "that we can get done." / 15

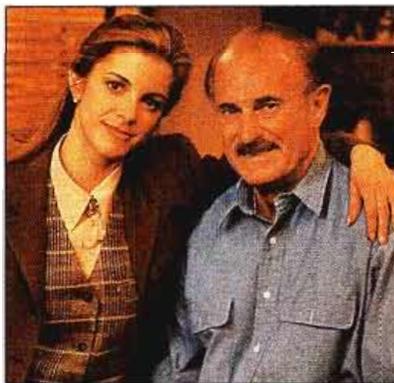


FCC brings the gavel down in its first spectrum auction. / 8

## COVER STORY/SPECIAL REPORT

### Agencies pick ABC for fall

ABC is expected to dethrone CBS as king of prime time this fall. However, fall could be the season of the "maybe" hit. Of the 30 new series for 1994-95, not one has been chosen an out-and-out hit, according to BROADCASTING & CABLE's exclusive forecasts from eight ad agencies and the four networks. / 19



'Madman of the People' closest to hit? / 19

## PROGRAMMING

### NBC jabs competitors

NBC is sticking with its Tuesday night lineup for fall, with *Frasier* in the 9 p.m. anchor position regardless of any programming gambits by ABC. / 24

### Goodson Productions on block

Hefty taxes on \$450 million in assets in Mark Goodson's estate have led to a decision to put Mark Goodson Productions up for sale. Company president Jonathan Goodson pegs the value of the company at more than \$200 million. / 26

### Critics assail PBS policy

Television critics assailed the Public Broadcasting Service for not ordering the sequel to Armistead Maupin's Emmy-nominated *Tales of the City*. They suggested the network was making programming choices based on appeasing conservative special interest groups. / 26

### Brand-new ballgame for CBS

Without the National Football League or the National Basketball

Association, CBS Sports President David Kenin will have to work with what he has: golf, tennis, college basketball and car racing. He's also creating events, including a series of ice skating competitions and a golf tournament. / 27

### Reuters eyes growing TV presence

Reuters is interested in the TV medium and expanding its holdings. Its most recent foray: Reuters Financial Television, a niche service targeted to European currency traders. / 28

**"I've never met a broadcaster who didn't want to be a public trustee, who didn't want to be different from everyone else."**—FCC Chairman Reed Hundt on working out a new social compact between broadcasters and the public.

**AUGUST 1, 1994**

**ADVERTISING & MARKETING**

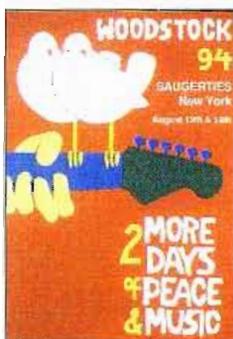
**Cable marketers face crowded future**

Telco, wireless cable, direct broadcast satellite and advertising executives at last week's CTAM Society convention were told to wake up. Faced with competition, cable system operators will have to find ways other than lowering prices to hold on to subscribers, they were told. / 32

**RADIO**

**The Woodstock generation revisited**

Media America Inc. has secured exclusive radio broadcast and promotional rights to Woodstock '94 and plans to broadcast 10 hours of live and taped concert highlights to more than 200 affiliate stations. No simulcast is planned. / 38



No two-day simulcast for Woodstock '94. / 38

**NPR budgets for slight increase**

NPR stations will pay a flat 10.2% of revenues for NPR's full news package next year. Station fees account for the biggest chunk of revenue in NPR's 1995 budget, which totals \$47.6 million. / 38

**BUSINESS**

**Station revenue growth continues**

For the second year, group owners are reporting strong improvements in second-quarter finances. Jumps range from 26% at Capital Cities/ABC to 5.2% at Multimedia. / 40

**WASHINGTON**

**Hundt pledges gains for minorities**

FCC Chairman Reed Hundt told the National Urban League that his agency has stepped up efforts to monitor minority hiring by broadcasters and cable systems and it will work hard to increase opportunities for minorities on the information superhighway. / 44

**Politics may boost RBOCs' case**

If Congress punts action on an information superhighway bill until its next session begins in January, a far more deregulatory telecommunications measure might emerge. / 45

**TECHNOLOGY**

**FCC to get HD eyeful**

With the new HDTV system en route to testing, participants in the Grand Alliance say the time is approaching for the FCC to address issues of implementing the new TV standard. / 47



Testing an HDTV test pattern / 47

**CNN upgrades graphics**

CNN is outfitting its Atlanta headquarters with a new set of graphics tools, including hardware from Chyron, BTS, Accom and Abekas, and is giving the graphics department its own space. / 48

**US West building interactive mall**

A US West subsidiary will offer an interactive home shopping service that it claims will differ greatly from QVC and the Home Shopping Network. The merchants along "US Avenue" will include Ford Motor Co., Hallmark Cards, Virgin Records, FTD, Nordstrom and J.C. Penney. / 34



**Twentieth TV brings shows online**

Starting with Twentieth Network Television's *The X-Files*, News Corp. is establishing a link between TV personalities and Rupert Murdoch's Delphi Internet online service. / 34

**Image premieres films on CD-ROM**

Image Entertainment soon will offer "The Computer Theater"—motion pictures and other full-motion video programming on CD-ROM for the multimedia personal computer market. / 35



Superman' video on Image's CD-ROM / 35

**Cable urged to look outside for execs**

With competition coming, cable companies should recruit marketing executives from competitive businesses, not from other cable companies, Ameritech Chairman Richard Notebaert says. / 37

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## Hundt's New Deal

*FCC chairman says it's time to revisit 'social compact' between broadcasting and public; to be or not to be public trustee is the threshold issue*

By Kim McAvoy

The stage is set in Washington for a historic reevaluation of the government's approach to broadcast regulation. At minimum, it will impact a number of regulatory initiatives now on the FCC's policy horizon. At maximum, it could affect relationships going back to the Communications Act.

The prime mover: FCC Chairman Reed Hundt, who told *BROADCASTING & CABLE* last week, "The time has come to reexamine, redefine, restate and renew the social compact between the public and the broadcasting industry."

The chairman does not intend the search for a new "social compact" to be confined to a specific inquiry or rulemaking. Rather, it will weave through all the broadcast issues before the FCC, such as multiple ownership, minority ownership and employment, HDTV and children's TV.

Hundt also told *BROADCASTING & CABLE* that this new compact would not apply to cable, but to only those media that have been given free spectrum in return for their obligation to serve as public trustees.

"This is the right time to have this debate," Hundt said. "As far as broadcasters are concerned, they have everything to gain. I've never met a broadcaster who didn't want to be a public trustee, who didn't want to be different from everyone else."

The time is ripe for broadcasters to distinguish themselves from other media, he argues, especially when "the telecommunications revolution is dealing out new cards to everyone. If they don't want the distinction, they should tell us."

The way Hundt sees it, there are "really two big concerns that jeopardize the continued hope for a system of free, over-the-air TV. Will wire frustrate the inherent capability of the medium, or will the competition for advertising support weaken its viability?"

The first question that has to be asked, says Hundt, is what are the elements of this "quid pro quo" between broadcasters and the public? He says they include a commitment to women and minorities, to children, to localism and to a diversity of programming.

"We need to take a fresh look at how this commitment to be inclusive is, in fact, working and how it might be given more vitality," says Hundt.

However, the chairman emphasizes that broadcasters will not hear an edict on this subject from the FCC. Rather, he says, "What you are going to hear is a very serious forceful request that broadcasters come to us with some

thoughts and suggestions."

"I am not trying to tell anybody what all the elements (of the social compact) must be. I am trying to have a dialogue in which anyone who wishes to suggest an element has a chance to do so. I am coming in, to some degree, with my mouth closed and my ears open."

Hundt says he wants to hear from everyone: "I think the senior executives in the broadcasting industry, public interest groups and others should all offer their views."

The chairman does, however, believe TV offers a "tremendous amount to our country." He has been impressed by comments from Russian President Boris Yeltsin that TV "saved democracy in Russia." And people also have attributed the fall of the Berlin wall to TV, says Hundt. He's heard repeatedly from foreign officials about the social benefits TV has brought to their countries.

And it is all for "one simple reason," the FCC chairman says. "TV is the way that we all get bonded together. You can also say similar things about radio.

"So you start with something of great value to the country. You don't start thinking with a negative attitude. And you also absolutely have to have as part of this compact the economic viability of this industry."

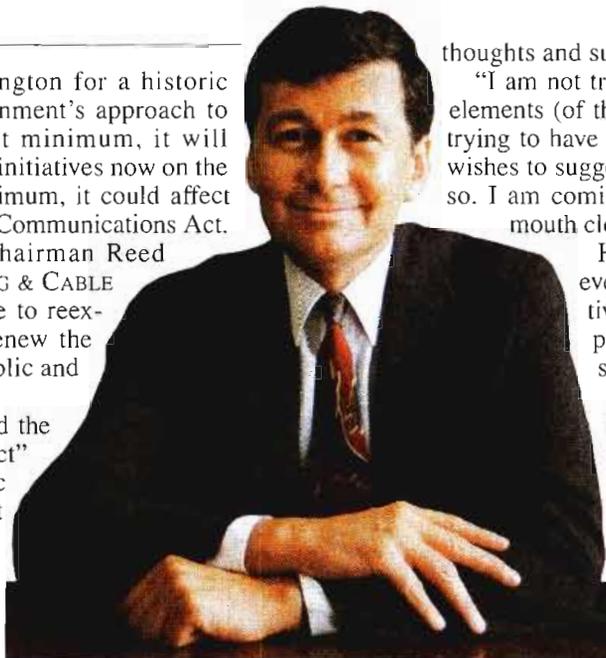
It is Hundt's proposal for a new "social compact" that likely will serve as a vehicle to achieve some of the goals he has articulated thus far. His broadcast agenda calls for increased minority employment and minority ownership, an increase in educational programming for children and a decrease in violent TV programming.

Hundt also has promised a review of the FCC's broadcast ownership restrictions. The commission will look at how changes to the rules would affect diversity of viewpoints and economic competition. Hundt wants to deal comprehensively with the ownership rules in one omnibus proceeding.

In past weeks, Hundt has been especially vocal about the FCC's commitment to increase opportunities for minorities and women on the information superhighway. He also has stepped up the agency's efforts to monitor minority hiring by broadcasters.

"We want to have the ownership and management ranks in this sector look more like the people they serve," Hundt told members of the National Urban League last week (see story, page 44).

The chairman repeatedly has stated his desire to see broadcasters use the "power of TV" to help "educate and instruct"



FCC Chairman Reed Hundt

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children in school. He has urged the industry to help link the nation's schools to the information superhighway.

At the FCC's en banc hearing on children's TV, he conveyed a similar message. During the hearing he said television has the potential to "reach children beyond the schoolhouse door—to be the nation's educator by bringing to our homes shows that inspire our children's intellects and animate their imaginations."

Hundt chose the issue of TV violence as the topic of his first major industry address after becoming chairman. In a

speech last January to the Association of Independent TV Stations in Miami, he warned broadcasters that he was prepared to aggressively enforce and defend laws aimed at curbing violence on TV. Hundt told the broadcasters that the violence kids see on TV affects their behavior negatively "to some measurable and meaningful degree."

Hundt likely will say more about TV violence and kids TV issues next week (Aug. 13) at the annual convention of the American Psychological Association in Los Angeles (see "Washington Watch" page 46). ■

## FCC spectrum auctions hit pay dirt

By Christopher Stern

**T**he FCC's first-ever auctions of radio spectrum resulted in a bonanza for the U.S. Treasury, raising more than \$800 million in a week of high-stakes bidding.

The auction took the telecommunications industry by surprise from the first round when the narrowband personal communication service licenses attracted more than \$100 million. Original estimates predicted that when the final gavel fell, the 10 nationwide licenses for sale would bring in approximately \$60 million. When that moment came, after 47 rounds of bidding, last Friday, the money on the table for PCS licenses totaled \$617,006,674.

Although the auction was held by the FCC, all the proceeds will go to the U.S. Treasury and will be allotted to reduction of the national debt.

The astronomical sums brought by the spectrum sale made broadcasters nervous about the prospect of future fees for their own use of the airwaves. "It's going to add significant pressure in favor of those [in Congress] already advocating spectrum fees," said the National Association of Broadcasters' Jim May, executive vice president for government relations. "We told our members before the auction that this is not going to go away."

"Of course they are worried about [fees]. That's understandable," said Commissioner Andrew Barrett. However, Barrett emphasized that the FCC is not discussing spectrum fees for broadcasters. FCC Chairman Reed Hundt and Commissioner James Quello also said last week that spectrum fees are not an issue at the FCC. Congress limited the FCC's authority to auction spectrum to new subscription-oriented services.



Annie Laurie Smith, auction bidding assistant, signals raised ante for IVDS license. Screen showing high stakes bidding for narrowband PCS.



Eight of the 10 narrowband PCS licenses will allow companies to develop two-way paging systems with the possibility of some limited voice transmissions.

Also on the block last week were 594 interactive video data service licenses, which went for a total of \$251 million. When bidding credits for small businesses, minorities and women are taken into account, the U.S. Treasury will net \$216 million from the IVDS auctions. Small businesses, including those owned by women and minorities, accounted for approximately 94% of the successful bids.

Unlike the nationwide narrowband PCS licenses, the IVDS licenses were auctioned on a market-by-market basis. Two licenses were sold for each market. Bidding for markets varied widely, with a license in Miami going for \$4.2 million, while a license for a small market in Texas went for \$15,000.

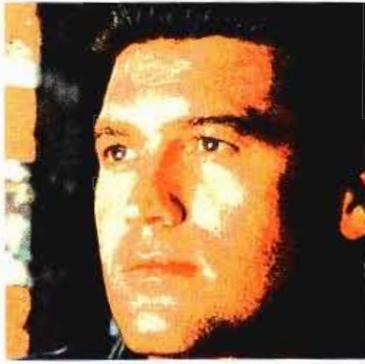
Although some markets proved more valuable than others, one industry observer said that the successful bids were two-to-five times higher than he originally predicted. The federal government did not issue any predictions for IVDS because it is a nascent industry with no objective standard by which its value can be predicted. "IVDS is a totally new service, so there is no

basis [by which] to judge it," said the FCC's Ralph Haller, private radio bureau chief. Original estimates for the narrowband PCS were based on the economics of the paging and cellular telephone industry.

Broadcasters and cable operators may hear from the successful IVDS bidders in the coming months. The spectrum auctioned by the FCC last week will give broadcasters and cable operators the ability to provide interactive services through a settop box.

Henry Riggins, who owns a wireless cable system in Dayton, Ohio, bid \$250,000 for an IVDS license in Grand Rapids, Mich. "I want to work with a cable operator, wireless cable operator, broadcaster, whatever," he said. Riggins, who is African American, will pay only \$187,000 for the license because of the 25% bidding credit his company will receive as a minority-owned business.

Both FCC officials and bidders said last week the soaring prices in narrowband PCS did not necessarily mean that the federal government undervalued the broadband PCS. The OMB has predicted the FCC will raise



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as much as \$12.5 billion by auctioning the broadband PCS spectrum.

One surprise among the top winners at the narrowband PCS auction was Mtel, based in Jackson, Miss., which was among five winners for the 50/50 khz licenses. In addition to the \$80 million that Mtel successfully bid for the large license, it also won a 50/12.5 khz license for \$47.5 million. Mtel

also has been awarded pioneer preference for a license for a one-way 50khz national license.

Until two weeks ago, Mtel was set to receive the pioneer preference license at no cost, but now must pay \$33.3 million for the spectrum. The FCC reversed its decision to give Mtel the license free after objections were raised in Congress and the courts to

the FCC's pioneer preference policy.

Under the revised rules, Mtel must pay 90% of the lowest bid or \$3 million less than the lowest bid, whichever is less. The FCC awarded the free license because it was believed Mtel's technological innovations would speed services to market. Mtel already has announced plans to appeal the decision. ■

## 'Dateline' goes for threeppeat

*NBC says later to 'Now'; Zucker replaces Friedman at 'Today'*

By Steve McClellan

**D**ateline NBC's phoenix-like rise from the ashes of the infamous General Motors-exploding-truck story continued last week.

From its low point 18 months ago, after producers faked explosive footage on the the crashworthiness of the trucks, the prime time magazine's rebound was marked last week by the news that it is expanding to three nights per week next fall.

The broadcast, which has been airing on Tuesdays and Thursdays this summer, will absorb the Wednesday 9-10 p.m. slot occupied by *Now with Tom Brokaw and Katie Couric*.

With the cancellation of *Now*, that program's executive producer, Jeff Zucker, will rejoin *Today* as executive producer, replacing Steve Friedman. Fifteen months into his second stint at the helm of the show, Friedman has opted to step down.

The expansion of *Dateline* reflects the news division's strategy to develop a news magazine strip across prime



Steve Friedman Jeff Zucker

time. A key benefit, according to *Dateline* Executive Producer Neal Shapiro, is that the news division will avoid the "incredible destructiveness" that can occur when magazines in the same division compete for stories.

In the fall, *Dateline* will retain its Tuesday 10 p.m. slot and will shift from Thursdays to Fridays at 9 p.m. Shapiro reports that Jane Pauley and Stone Phillips will continue as the primary anchor team for the program, including the new Wednesday edition. Shapiro also confirms that Brokaw

and Couric will have roles in *Dateline* that still are being worked out.

Under Shapiro's watch, the program has continued to do aggressive investigative pieces. The show usually is No. 1 on Tuesday nights and gives as good as it gets against *Prime-time Live* on Thursdays.

At the same time, the *Today* show has closed the gap with *Good Morning America*, winning two of the last three weeks. "When I agreed to come back to *Today*, it was understood that it would not be a long-term assignment like my first stint, which lasted eight years," Friedman says. He will take a couple of months to decide what to do next, inside or outside NBC News, where he has served for 25 years.

Friedman has ruled out producing the new post-*David Letterman* late-night show on CBS with Tom Synder, which is to be based on the West Coast.

Meanwhile, Zucker had some job opportunities of his own, including overtures from ABC News. But he has opted to stay at NBC News for a second stint at *Today* and as executive producer of prime time specials.

"If you love live, hard news like I do, there's no better job in television than *Today*," Zucker says. ■

## 'Extra' gets late-night slot in eight of top 15

A check of the top 15 markets found that Warner Bros. Domestic Television Distribution's *Extra—The Entertainment Magazine* will be cleared in late night in eight of those markets, with the rest carrying the show in access.

In addition to Chicago, which has scheduled *Extra* at 1 a.m. (BROADCASTING & CABLE, July 18), markets with late-night clearances are WCVB-TV Boston (midnight), WJLA-TV Washington (midnight), KTVT-TV Dallas (10 p.m.), KPRC-TV Houston (12:30 a.m.), KSTW-TV Seattle (11 p.m.) and WFTS-TV Tampa-St. Petersburg (11 p.m.). KMSP-TV Minneapolis-St. Paul is double-running the show at 2 p.m. and 1 a.m. during the week. However, some of the stations running *Extra* in late night have cleared the series in access for weekends. The show, which will debut on Sept. 5, has been cleared in 121 markets representing

89% of the country. Warner Bros. executives have said they expect 60% of the show's ratings to come from access time periods. Generally, most new strips do not debut with a high concentration of access clearances. However, with the \$40 million cost attached to the launch of the show, expectations are high.

In markets where *Extra* is cleared in access, its presence is being felt most by tabloid shows. Warner Bros. has been pitching the show as an advertiser-friendly alternative to tabloid strips. The strategy apparently is working. In most of its top-market access clearances, *Extra* is replacing a tabloid. At KPX(TV) San Francisco, for example, it will replace *A Current Affair* at 6:30 p.m., according to Rosemary Roach, the station's program director. —SC

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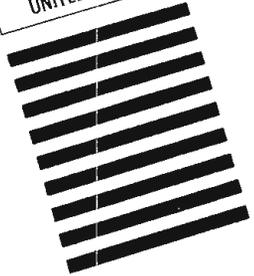
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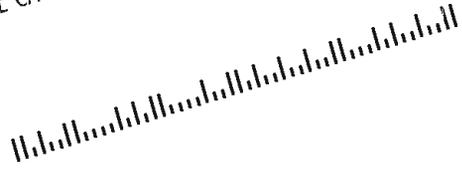
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# Keeping up with the affiliates

NBC signs with seven; Fox buys Green Bay for \$38 million

By Steve McClellan

**N**BC made most of the news on the affiliate front last week, announcing seven new long-term affiliation agreements—all but one in the top 50 markets. And Fox struck again as well, with an agreement to buy NBC affiliate WLUK-TV Green Bay, Wis., for \$38 million through its station-buying venture with Savoy Pictures, SF Broadcasting.

As a result of the purchase from Burnham Broadcasting, the Fox affiliation in 72nd-ranked Green Bay will switch from WGBA-TV to WLUK-TV. That's the word from Fox officials, confirmed last week by WGBA-TV General Manager Jay Zollar.

After the acquisition, Savoy executives Victor Kaufman and Lewis Korman will control all the voting stock in the station. Fox will own 25%, with options to acquire more of the station.

NBC's affiliate deals last week: a renewal of Cox Broadcasting's WPXI-TV Pittsburgh; a pickup of Hearst's lame duck CBS affiliate WBAL-TV Baltimore; renewals of Outlet Communications' WJAR-TV Providence and

Green Bay	Ch.	Now	To Be
WBAY	2	ABC	ABC
WFRV	5	CBS	CBS
WGBA	26	FOX	???
WLUK	11	NBC	FOX

WCMH-TV Columbus, Ohio; renewals of two Scripps Howard stations, WPTV(TV) West Palm Beach and KJRH-TV Tulsa, and the pickup of a third SHB station, KSHB-TV, which is losing its Fox affiliation in Kansas City to New World's WDAF-TV.

Sources with knowledge of the deals say NBC is paying more in compensation in each case. "The leverage has shifted," says one affiliate executive. "It's just a fact [that] the networks are going to pay more for circulation."

NBC still has two holes in the top 10 to fill: Boston and Philadelphia. In Boston, the pivotal station is WHDH-TV, which became a lame duck CBS affiliate with the CBS-

Westinghouse alliance. The Sunbeam-owned station is talking to both NBC and Fox. Past history would seem to favor Fox—NBC dumped Sunbeam's WSVN-TV Miami six years ago. The station became a Fox affiliate and now is said to control the largest share of revenue in the Miami market. But the fact that no WHDH-Fox deal has been announced, sources say, suggests NBC is making an aggressive pitch.

In Philadelphia, there's talk that both NBC and New World are interested in acquiring WCAU-TV, which CBS is spinning off. One rumor has New World offering a station swap involving one or more of the following: WJBK-TV Detroit, WAGA-TV Atlanta and WITI-TV Milwaukee, all CBS affiliates jumping to Fox. At Cox, broadcasting division president Nick Trigony said he still is talking with CBS and ABC about renewals with Cox's other stations. "Our particular concern is San Francisco," he says, where Fox chief Rupert Murdoch publicly has said he wants to buy his own station. Cox's KTVU is the current Fox affiliate there. ■

## Affiliation deal will cost ABC millions

ABC will pay at least \$10 million per year for 10 years to Scripps Howard Broadcasting as part of the five-station affiliation agreement between the companies.

The exact amount of compensation ABC pays will depend on the amount of network programming the stations clear, according to a "master agreement" ABC filed last week with the FCC.

ABC also agreed to provide as much as \$5 million during the course of the first two years of the agreement to reimburse Scripps Howard for certain promotional expenditures.

Scripps Howard's five stations agreed to clear *Nightline* live. The stations involved in the deal: Wews Cleveland, WXYZ-TV Detroit, KNXV-TV Phoenix, WFTS Tampa, Fla., and WMAR-TV Baltimore (BROADCASTING & CABLE, June 20).

Also recently filed with the FCC was Fox's affiliation agreement with 12 New World VHF stations. Especially striking is a provision that appears to set limits on New World's ability to pre-empt Fox programming.

While acknowledging that a station has the ultimate responsibility for deciding whether network programming is

in the public interest, the contract outlines some guidelines: "The licensee confirms that no programming will be deemed to be unsatisfactory, unsuitable or contrary to the public interest based on programming performance or ratings, advertiser reactions or the availability of alternative programming (including sporting events), which the licensee believes to be more profitable or more attractive."

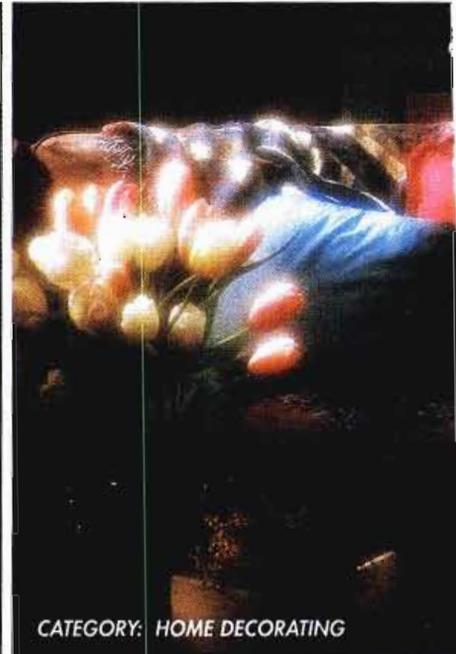
The contract adds that the "licensee does not foresee any need to substitute programming of greater local or national importance for Fox programming, except to present locally originated non-entertainment, non-religious timely public-interest programming such as election coverage, live coverage of fast-breaking news events, political debates, town hall-type meetings...and telethons, which serve the public interest and which are approved by Fox."

New World stations also agreed to carry Fox programming during prime time, an hour of late night and a half-hour of prime time access. The agreement raises the possibility that Fox might choose to run programming from its cable network, Fox Net, during those time periods, but the New World stations are not obligated to carry it. —GF

# WHAT AMERICA



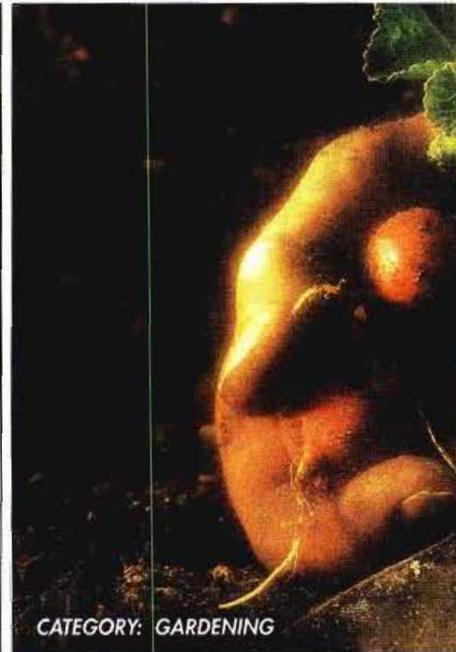
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\*Research Communications Ltd. – 3/94. \*\*Beta Research – March '94 Non-Sub Study. †Warren Publishing Survey.



HGTV DEBUTS NATIONWIDE IN NOVEMBER

# CBS, Group W radio merger would make beautiful music

*Industry's largest group would emerge if companies join forces*

By Donna Petrozzello

If the Group W and CBS radio groups were to merge, they would create the largest radio group on the national map, with estimated revenues of more than \$450 million.

When CBS and Group W television allied last month, a Group W source said a radio agreement "looks promising." But last week, both companies continued to decline comment on reports that the deal was imminent. Speculation varied as to which group executives might head a consolidated radio group. But an agreement could lead to outcomes other than a merger, such as a combination of sales, news-gathering or other efforts.

"People tend to believe it's going to happen. They feel that it's logical and it makes sense," broker James Blackburn, chairman, Blackburn & Co., says of a CBS-Group W radio agreement.

According to figures compiled by



"Duncan's Radio Market Guide," CBS radio revenues totaled \$242.6 million in 1993, and Group W radio revenues totaled \$212.2 million, making for combined revenues of \$454.8 million.

One reason a consolidation has captured observers' interest is that both companies are heavily concentrated in the top 10 markets. CBS Radio owns 13 FMs and eight AMs, with all but four stations in the top 10 markets. Group W owns nine AMs and seven FMs, with all but one in the top 10.

Then there's station formats. Each company has an all-news station in the top four markets, including Group W's WINS(AM) and CBS's WCBS(AM) New York, and CBS's KNX(AM) and

Group W's KFWB(AM) Los Angeles.

With news and talk radio the fastest-growing format—but also one of the most expensive—combining the groups could help to cut costs. Group W could use CBS's news service, for example. Currently, Group W uses news feeds from ABC, CNN, NBC and The AP at its all-news stations in New York, Los Angeles, Chicago, San Francisco and Philadelphia.

Group W has six all-news stations, each in top 10 markets, and a news/talk in Pittsburgh. CBS has five all-news stations and two news/talk stations. Also, CBS News Radio produces news reports for 475 affiliates.

CBS's other strong format is oldies. In Philadelphia, a merger would consolidate CBS's oldies WOGL-AM-FM with Group W's album rock WMMR-FM and news KYW(AM). In Houston, a merger would join CBS's rock oldies KKRW-FM and Group W's four country stations, KILT-AM-FM and KIKK-AM-FM.

Merging strong formats in a single market could benefit both groups, brokers say. "When you look at selling the stations together, they're really formidable as a competitor because you could sell four products with 15 or 20 share points in a market," Blackburn says. "It could be one-stop shopping for advertisers who could accomplish 80% of their buys in that market."

Nor, apparently, would holdings in most mutual markets violate the FCC's duopoly rules that limit broadcasters to owning no more than two AMs and two FMs in a single market. However, a merger would create three FMs in Houston: Group W's KILT-FM and KIKK-FM and CBS's KKRW-FM. If a merger takes place and the groups are forced to sell one of the Houston FMs, they would not lose out, because most investors agree Houston is a healthy market for station sales and trading.

Both groups also own television stations in some of the markets, particularly Philadelphia and Boston. Group W and CBS might be required to get a waiver of FCC rules prohibiting concentration in a single market. Brokers agree these waivers generally are looked upon favorably, especially in large markets, because of the large number of media properties available.

While a CBS-Group W merger could be a boon to radio in the top 10 markets, the deal is solely speculative, says Fred Kalil, vice president, Kalil & Co. Inc. "Until it's done, it's never done. It's all very delicate." ■

## Privatizing Intelsat pondered

The government hopes to decide by year's end whether to support the privatization of international satellite organizations, although Comsat executives would like to see a decision made earlier.

An interagency task force has met twice to discuss the future structure of Intelsat and Inmarsat, said Vonya McCann, international communications and information policy coordinator for the State Department. McCann testified last week before the House Telecommunications Subcommittee, which held a hearing on competition in the global satellite industry.

The task force, which includes the Commerce Department and the FCC, plans to reach a consensus on the subject before the end of the year.

Comsat President/Chief Executive Officer Bruce Crockett, Intelsat's and Inmarsat's U.S. signatory, urged the government to voice its support for privatizing Intelsat in time for the organization's Assembly of Parties gathering in October.

"Intelsat and Inmarsat cannot survive under their current structure in the face of intense competitive pressure from fiber-optic cables, separate satellite systems, [high-frequency] radio [and] regional cellular as well as planned mobile satellite systems," Crockett said. It is important to start convincing other Intelsat signatories, which number more than 130 countries, to sign off on the privatization campaign, he said.

On the same day as last week's hearing, Hughes Communications said it was amending its FCC application to provide satellite service in the Ka-band in order to provide a global "Spaceway" service. Hughes last December proposed launching two satellites to provide domestic data and video telephony services in the Ka-band.

—CM

# Lights dim for highway bill

*Discussions in Senate continue*

By Kim McAvoy

**T**he prospects for Senate passage of an information superhighway bill remain dim.

Reports last week indicated that Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) and committee member John Breaux (D-La.) were still far apart on the bill, S. 1822, which is sponsored by Hollings.

The two are discussing provisions that would permit regional Bell operating companies to enter the long-distance telephone business. Breaux has been negotiating on behalf of the RBOCs.

According to sources, Breaux last week offered some new language on the long-distance issue. But one source says Hollings considers it a "retreat in some areas" where he thought they had a deal. During a sub-

committee hearing last Friday, Hollings acknowledged that he doesn't have a bill "that we can get done."

Two weeks ago, negotiations between Hollings and Breaux broke off after the RBOCs rejected Hollings's latest proposal that would have affected their entry into the long-distance telephone business.

The RBOCs want immediate entry with few restrictions. Originally, Hollings's bill would have kept the local telcos from offering long-distance telephone service for years. He revised that to make it much easier for the RBOCs to get into the business, but he included certain preconditions. It was those preconditions that the Baby Bells opposed. And without RBOC support, passage of an info-highway bill is highly unlikely.

But also last week, Commerce Sec-

retary Ron Brown said he is confident that an infohighway bill will pass the Senate. Brown predicted that the Senate Commerce Committee will mark up a bill soon.

Brown and many others last week insisted that negotiations are continuing. "We wouldn't be talking about a markup if negotiations had stalled," Brown said.

Even the RBOCs were trying to convince the press that they want to work out a deal with Hollings (see "Washington Watch," page 46).

Meanwhile, some think the administration might weigh in on the Senate debate to help break the apparent impasse.

An administration source said the White House is not lobbying the Commerce Committee. However, officials have been talking to the RBOCs and their potential competitors, the long-distance telephone companies.

And the source emphasized, the White House has "assiduously avoided choosing sides and would continue to avoid it."

## Paramount adds, Warner fights for affils

The established networks are not the only ones making news with affiliate shuffles. There has been a flurry of activity among the Warner Bros. and Paramount network aspirants in the past two weeks, with Warner fighting to hold on to some affiliates and Paramount adding some new ones.

Warner Bros. is not going to release affiliates from their agreements without a fight, according to WB Network head Jamie Kellner. At a press conference last Thursday, Kellner said the network will hold its stations to their agreements. His comments came in response to Gaylord Broadcasting's July 22 request that a court find that three of its stations are not legally affiliated with the WB Network. Speculation has centered on Gaylord's being courted by CBS.

In a statement, Gaylord said none of the stations had signed an affiliation agreement, but "Warner has recently asserted that our stations are legally bound to Warner on the very drafts being negotiated, thereby attempting to short-circuit our normal contract negotiation and approval processes. Since we have not even signed preliminary agreements, much less agreed to or signed any affiliation contract with Warner Bros., we felt compelled to bring this action to resolve the uncertainty created by their assertions and threat of litigation."

"We had an agreement with Gaylord, and now they apparently have an interest in an old-fashioned network,"



**WB Network execs meet the press: Kellner; Susanne Daniels, head of development; Garth Ancier, head of programming.**

Kellner said. "It's a setback for us, but we're going to try to hold them to it. There will be litigation on the subject." There are other stations in those markets with which WB could affiliate, "but they're not that strong," he said, adding that the network will "create back-up relationships in those markets just in case."

The WB Network has 25-30 stations that have signed affiliation agreements, with another dozen or so either in the process of getting contracts approved or considering the affiliation agreement, Kellner said. The network is cleared in 73% of the country.

Meanwhile, Paramount picked up five affiliates last week by signing the Sinclair Broadcast Group to an affiliation agree-

ment. The stations, WPTT-TV Pittsburgh, WNUV-TV Baltimore, WVTM-TV Milwaukee, WSTR-TV Cincinnati and KSMO-TV Kansas City are the last stations available for affiliation in their respective markets. The signing brings the network's coverage to 41 affiliates representing 52% of the country.

No Paramount Network affiliates have inquired about canceling affiliation agreements, said Kerry McCluggage, chairman, Paramount Television Group. "It hasn't happened to us, possibly for one of two reasons: As the network-affiliation deck has been shuffled, maybe the cards haven't fallen that way for us. Second, we have signed contracts with all our affiliates, so it's unlikely anyone would attempt to get out of an affiliation agreement." —SC

Philadelphia	Ch.	Now	To Be
KYW	3	NBC	CBS
WCAU	10	CBS	???
WPVI	6	ABC	ABC
WTFX	29	FOX	FOX

Boston	Ch.	Now	To Be
WBZ	4	NBC	CBS
WCVB	5	ABC	ABC
WFXT	25	FOX	FOX
WHDH	7	CBS	???

Dallas	Ch.	Now	To Be
KDAF	33	FOX	???
KDFW	4	CBS	FOX
WFAA	8	ABC	ABC
KXAS	5	NBC	NBC

Detroit	Ch.	Now	To Be
WDIV	4	NBC	NBC
WJBK	2	CBS	FOX
WKBD	50	FOX	???
WXYZ	7	ABC	ABC

Atlanta	Ch.	Now	To Be
WAGA	5	CBS	FOX
WATL	36	FOX	???
WSB	2	ABC	ABC
WXIA	11	NBC	NBC

Cleveland	Ch.	Now	To Be
WEWS	5	ABC	ABC
WJW	8	CBS	FOX
WKYC	3	NBC	NBC
WOIO	19	FOX	CBS

Tampa	Ch.	Now	To Be
WFLA	8	NBC	NBC
WFTS	28	FOX	ABC
WTSP	10	ABC	CBS
WTVT	13	CBS	FOX

St. Louis	Ch.	Now	To Be
KDNL	30	FOX	???
KMOV	4	CBS	CBS
KSDK	5	NBC	NBC
KTVI	2	ABC	FOX

**Affiliation Scorecard**  
*The agreement between Fox Television and New World Communications in May set off a chain of affiliation switches and other network station deals, including CBS-Group W and ABC-Hearst. These charts show where things stand in markets affected.*

Phoenix	Ch.	Now	To Be
KNXV	15	FOX	ABC
KPNX	12	NBC	NBC
KTSP	10	CBS	FOX
KTVK	3	ABC	???
KPHO	5	IND	CBS

Baltimore	Ch.	Now	To Be
WBAL	11	CBS	NBC
WBFF	45	FOX	FOX
WJZ	13	ABC	CBS
WMAR	2	NBC	ABC

Kansas City	Ch.	Now	To Be
KCTV	5	CBS	CBS
KMBC	9	ABC	ABC
KSHB	41	FOX	NBC
WDAF	4	NBC	FOX

Milwaukee	Ch.	Now	To Be
WCGV	24	FOX	???
WISN	12	ABC	ABC
WITI	6	CBS	FOX
WTMJ	4	NBC	NBC

Greensboro	Ch.	Now	To Be
WFMY	2	CBS	CBS
WGHP	8	ABC	FOX
WNRW	45	FOX	???
WXII	12	NBC	NBC

Birmingham	Ch.	Now	To Be
WBMG	42	CBS	CBS
WBRC	6	ABC	FOX
WTTO	21	FOX	???
WTVM	13	NBC	NBC

Flint, Mich.	Ch.	Now	To Be
WEYI	25	CBS	???
WJRT	12	ABC	ABC
WNEM	24	NBC	CBS
WSMH	36	FOX	FOX

Austin	Ch.	Now	To Be
KBVO	42	FOX	???
KTBC	7	CBS	FOX
KVUE	24	ABC	ABC
KXAN	36	NBC	NBC

Yuma, Ariz.	Ch.	Now	To Be
KSWT	13	ABC	CBS
KYMA	11	NBC	NBC
KECY	9	CBS	FOX
—	—	—	—



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## Agencies pick ABC for fall

Consensus of agency and network predictions finds no clear hit among new series

By Morrie Gelman,  
special correspondent

Of the 30 new series for 1994-95, not one has been chosen an out-and-out hit, according to BROADCASTING & CABLE's exclusive forecasts from eight ad agencies and the sales departments of the four networks. The consensus of these educated guessers is that this fall will launch the season of the "maybe" hit.

The agency forecasters also predict that ABC will dethrone CBS as king of prime time for the 30-week season.

Both buyers and sellers forecast that CBS will drop 2 share points from its winning average 23 share (percentage of sets in use) during the 1993-94 prime time season, while ABC is picked by the agencies to gain 2 share points from its 20-share average of last season (network forecasters picked it to stay at 20, a point behind CBS). The forecasters also see a 2% share gain each for NBC and Fox, up from 1993-94's final share tallies of 18 and 11, respectively.

The survey points to a banner year for ABC, with both agencies and networks tapping the network to take Monday night (from CBS), while retaining Tuesday, Wednesday and Friday nights in the win column. CBS is predicted to keep control of



On the strength of returning shows like 'NYPD Blue' (above) and 'Ellen,' ABC is tapped to unseat CBS as prime time winner.

The ribbons on this and the following pages show days won by the network and agency/network weekly prime time share estimates.



the best chance of success because it is getting the NBC 9:30 Thursday time period with *Seinfeld* as lead-in. The new half-hour is predicted to win its slot, scoring a 25 (agency) and 23 (network) share. Agency and network experts think that after the high praise but mediocre ratings for *Buffalo Bill* and *The Slap Maxwell Story*, Coleman and NBC may be riding a winner this time out.

Even this thumbs-up estimate comes with a significant qualifier. *Madman of the People*, say the prognosticators, will not hold on to 80% of its lead-in audience.

And that's not a hit, according to cri-

teria used for these forecasts. For the 1994-95 prime time season, industry pundits used a three-legged standard to define a hit: a program with a share of 20 or better that wins its time period and retains 80% or more of the lead-in program's share of audience.

A miss this year is said to be anything below a 15 share, with a toss-up everything between a 19 and a 15 share. The industry generally adjusts these standards to 75% of the levels used to measure "hits," "misses" and "maybes" for the three other networks to account for Fox Broadcasting's smaller station lineup.

Although *Madman of the People* meets two of the criteria for a hit show, failure to retain at least 80% of its lead-in could still prove the kiss of death.

There's a hung jury on NBC's sitcom *Friends*, starring Courtney

Saturday and Sunday, and NBC is expected to hold on to Thursday.

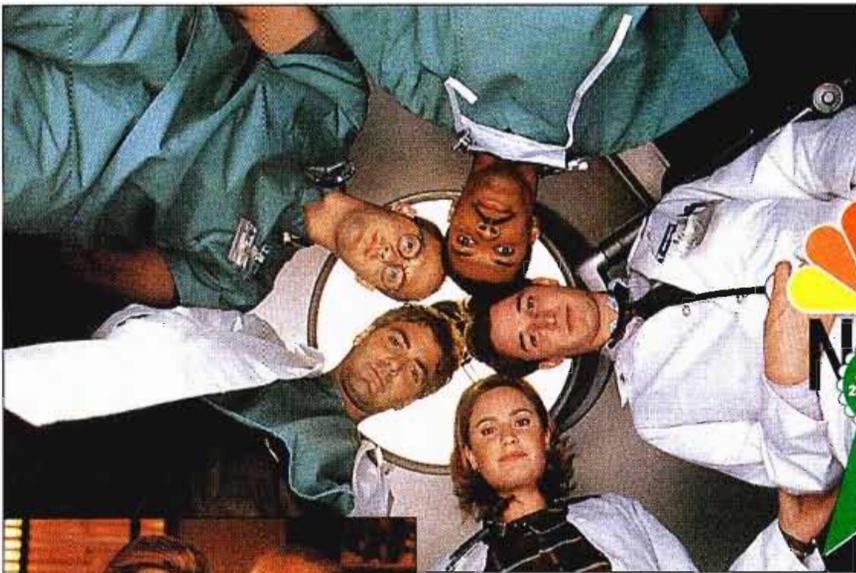
Among new programs, agency hand-icappers and the sometimes more generous network estimators see only one likely hit, NBC's *Madman of the People*, a sitcom starring Dabney Coleman as an irreverent magazine columnist whose new boss is his daughter.

The consensus forecast, in addition, suggests such "maybe" hits as *Friends* (NBC), *E.R.* (NBC), *Chicago Hope* (CBS), *The Cosby Mysteries* (NBC) and *Due South* (CBS). Each is estimated by one or the other forecasting group to attract a 20 share, with *Friends* and *E.R.* given 20 shares by both groups.

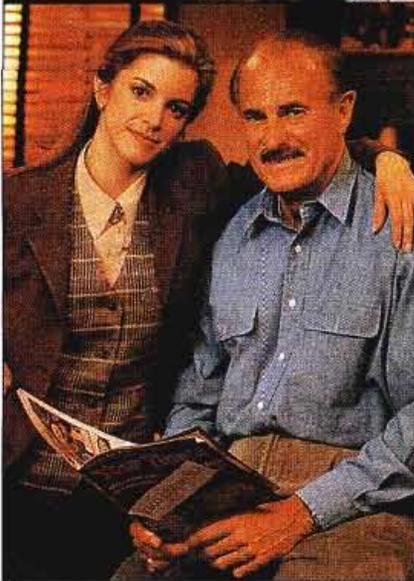
*Madman of the People* is being given



### COVER STORY



Left: NBC's 'Madman of the People' came closest to hit status. Above: A patient's-eye-view of 'E.R.'



Cox—formerly of *Family Ties*—as one of six young adults trying to make it in Manhattan. The agency consensus indicates *Friends* will be a hit, but the network guess is that the *Seinfeld* lead-in (8:30-9 p.m.) will be close as it battles the hour-long *Due South* on CBS.

The agency forecasters don't think as highly of *Due South*, a Canadian production (from Alliance Entertainment) about a straight-arrow Mountie sent to the U.S. and teamed with an American lawman. The agency guess is a 16 share for *Due South*, 4 share points less than the network estimate.

One of the most competitive and interesting matchups in the coming season is NBC's *E.R.* vs. CBS's *Chicago Hope*, two hospital dramas going head to head at 10 p.m. Thursday.

The forecast couldn't be closer. Agency predictors have *E.R.* eking out a 1-share-point time period win, but the network consensus is for a dead

heat between the two. By the criteria of the survey and its findings, both could be marginal hits.

According to the agency forecast, the return of Bill Cosby will edge the one-hour *Cosby Mysteries* into hit status, thanks to a lead-off spot on the otherwise unchanged NBC Wednesday lineup. But again, the network consensus has a different opinion. *The Cosby Mysteries* rates only an 18 share average in the network forecast and will be hard-pressed to win the 8-9 time period.

One of the survey's safe calls is high share points for ABC's *Ellen* (after star Ellen Degeneres), a returning mid-season replacement comedy half-hour that debuted as *These Friends of Mine*. Agency estimates have *Ellen*, "hammocked" between *Roseanne* and *NYPD Blue*, taking the time period handily with a 25 share average.

The network estimate for *Ellen* is a more tempered 22 share, but still good enough to top *John Larroquette* on NBC and movie time periods on CBS and Fox.

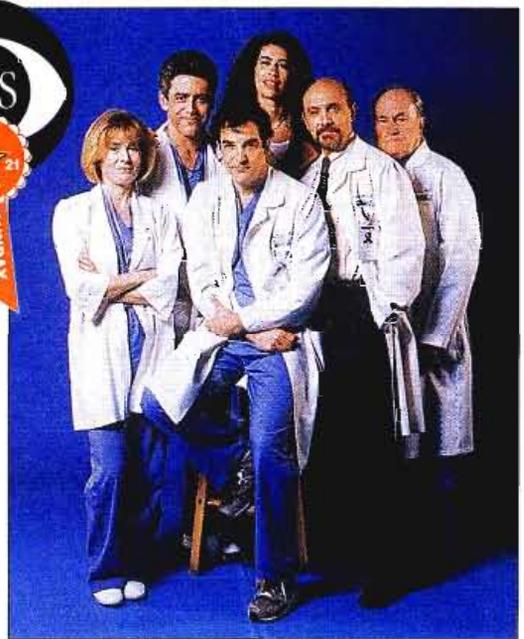
*Ellen* is one of 12 shows where the agency and network forecasts differ by 3 or more share points. The biggest differential—of 5 share points—

is for the ABC sitcom *Coach*, moving to Monday at 8. The network forecast, a 22 share, is more optimistic, apparently based on the show's intrinsic strength and its track record. Perhaps more realistic agency mavens figure that without *Roseanne* as a lead-in on Tuesday, *Coach* will sink to a 17 share.

*Coach* finished the 1993-94 season with a 17.4 rating/26 share, the best performance in its five-year history. ABC projects a 20 share for the series in the upcoming season in its new time period.

Based on the criteria, network forecasters—as well as those from NW Ayer, Bates Worldwide, DDB Needham, DMB&B, Grey Advertising, Lintas USA, J. Walter Thompson and Young & Rubicam—agree that ABC will win four nights, CBS two and NBC one. ABC wins are predicted for Monday, Tuesday, Wednesday and Friday. Saturday and Sunday will belong to CBS, by agency/network consensus, with NBC holding on to Thursday.

Both agencies and networks project that CBS will slip to a 21 share average. Network forecasters believe that will be good enough for a 1-share-point win over ABC, while agency forecasters say it will trail ABC's 22. The agency projection has NBC averaging a 20 share, 2 points better than the estimate of 18 by the networks. Fox trails in both estimates, with a 13 from the agency side and a 12 from



The doctors are in, on 'Chicago Hope.'



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# HANDICAPPING PRIME TIME

Table shows ad agency consensus/network consensus on share estimates for individual programs and nightly averages.

7:00 PM 7:30 PM 8:00 PM 8:30 PM 9:00 PM 9:30 PM 10:00 PM 10:30 PM

\* Hit was defined as meeting three criteria: 20 share or better; wins time period; retains at least 80% of lead-in. Maybe hits met at least one but not all of the criteria.

MISS

TOSS-UP

HIT  
MAYBE \*

New series forecasts are highlighted—

	7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM	
<b>MONDAY</b>	abc ABC 24/24	Coach Universal 17/22	Blue Skies Universal 18/18	NFL Monday Night Football ABC Sports 27/26					
	cbs CBS 21/22	The Boys Are Back ABC Productions 16/18	Dave's World CBS 19/22	Murphy Brown Warner Bros. 23/24	Love & War Shukovsky-English 21/21	Northern Exposure Universal 22/23			
	nbc NBC 21/21	Fresh Prince NBC Productions 19/18	Blossom Disney 19/17	NBC Monday Night Movie 22/22					
	fox FOX 12/12	Melrose Place Aaron Spelling Productions 14/14		Party of 5 Columbia-TriStar 9/10		No Programming			
<b>TUESDAY</b>	abc ABC 24/23	Full House Warner Bros. 21/21	Me and the Boys ABC Productions 19/19	Roseanne Carsey-Werner 27/26	Ellen* Disney 25/22	NYPD Blue Bohco 25/24			
	cbs CBS 21/20	Rescue 911 CBS Ent./Shapiro Prods. 20/19		CBS Tuesday Movie 21/20					
	nbc NBC 17/19	Wings Paramount 17/19	Martin Short NBC 16/17	Frasier Paramount 19/22	John Larroquette Witt-Thomas 16/17	Dateline NBC NBC News 18/18			
	fox FOX 8/8	Fox Tuesday Movies 8/8					No Programming		
<b>WEDNESDAY</b>	abc ABC 22/21	Thunder Alley* Windancer 18/17	All-American Girl Disney 17/16	Home Improvement Disney 32/32	Grace Under Fire Carsey-Werner 27/25	Turning Point* ABC News 19/18			
	cbs CBS 13/16	The Nanny Columbia-TriStar 14/17	Daddy's Girls Witt-Thomas 13/15	Touched by an Angel CBS Entertainment 9/12		48 Hours CBS News 17/20			
	nbc NBC 19/18	The Cosby Mysteries Columbia-TriStar/NBC 20/18		Dateline II† NBC News NA/NA		Law & Order Universal 20/20			
	fox FOX 16/14	Beverly Hills, 90210 Aaron Spelling Productions 17/16		Models, Inc. Aaron Spelling Productions 14/12		No Programming			
<b>THURSDAY</b>	abc ABC 18/17	My So-Called Life ABC Productions 16/12		McKenna ABC Productions 15/15		Primetime Live ABC News 23/24			
	cbs CBS 17/19	Due South Alliance Communications 16/20		Eye to Eye with Connie Chung CBS News 16/17		Chicago Hope Twentieth Television 19/20			
	nbc NBC 23/22	Mad About You Columbia-TriStar 21/22	Friends Warner Bros. 20/20	Seinfeld Castle Rock 29/29	Madman of the People Krieseluesco/Spelling 25/23	E.R. Warner Bros. 20/20			
	fox FOX 14/13	Martin HBO 16/14	Living Single Warner Bros. 16/14	Uptown Undercover Universal 12/11		No Programming			
<b>FRIDAY</b>	abc ABC 23/23	Family Matters Lorimar 22/24	Boy Meets World Disney 20/22	Step by Step Warner Bros. 21/21	Hangin' w/Mr. Cooper Warner Bros. 20/20	20/20 ABC News 26/25			
	cbs CBS 17/16	Diagnosis Murder* Viacom 17/14		Under Suspicion Lakeside Productions/Warner Bros. 15/16		Picket Fences Twentieth Television 18/19			
	nbc NBC 17/18	Unsolved Mysteries Cosgrove-Meurer Prods. 17/16		Dateline NBC III NBC News 15/15		Homicide: Life on the Streets* Universal 18/18			
	fox FOX 11/11	M.A.N.T.I.S. Universal 9/8		The X Files Twentieth Television 12/14		No Programming			
<b>SATURDAY</b>	abc ABC 16/16	ABC Family Movie 14/15					The Commish ABC/Cannell 19/19		
	cbs CBS 21/22	Dr. Quinn, Medicine Woman CBS Prods. 24/24		5 Mrs. Buchanans Twentieth TV 17/19	Hearts Afire Mozark 16/20	Walker, Texas Ranger CBS 21/22			
	nbc NBC 15/16	Young at Heart Warner Bros. 12/14	Empty Nest Disney 14/15	Sweet Justice Columbia-TriStar 16/16		Sisters Warner Bros. 18/18			
	fox FOX 13/13	Cops Barbour-Langley 14/14	Cops Barbour-Langley 14/14	America's Most Wanted Fox TV Stations 12/12		No Programming			
<b>SUNDAY</b>	abc ABC 18/19	Funniest Vids DiBona/ABC 17/16	On Our Own Warner Bros. 14/15	Lols and Clark Warner Bros. 16/14	ABC Sunday Night Movie 21/23				
	cbs CBS 27/27	60 Minutes CBS News 32/33		Murder, She Wrote Universal 26/25	CBS Sunday Night Movie 24/25				
	nbc NBC 17/18	Earth 2 Universal 13/12		seaQuest DSV Universal 14/14		NBC Sunday Night Movie 20/18			
	fox FOX 13/12	Fortune Hunter Columbia-TriStar 10/8	The Simpsons Gracie/Twentieth TV 17/16	Hardball Disney 15/12	Married W/Children Columbia-TriStar 16/14	Wild Oats Twentieth Television 12/12	No Programming		

† Now with Tom Brokaw & Katie Couric had occupied time period when forecasts were made. \* Indicates returning mid-season replacement.



New Program/ Carryover Series	Estimated Shares Agency / Network
1. <b>Madman of the People</b> (NBC)	25 / 23
2. <b>Ellen*</b> (ABC)	25 / 22
3. <b>Friends</b> (NBC)	20 / 20
4. <b>E.R.</b> (NBC)	20 / 20
5. <b>Chicago Hope</b> (CBS)	19 / 20
6. <b>Cosby Mysteries</b> (NBC)	20 / 18
7. <b>Me and the Boys</b> (ABC)	19 / 19
8. <b>Turning Point</b> (ABC)	19 / 18
9. <b>Blue Skies</b> (ABC)	18 / 19
10. <b>Due South</b> (CBS)	16 / 20

Returning Program	1993-94 Actual Shares	1994-95 Estimated Shares Agency / Network
1. <b>60 Minutes</b> (CBS)	34	32 / 33
2. <b>Home Improvement</b> (ABC)	33	32 / 32
3. <b>Seinfeld</b> (NBC)	29	29 / 29
4. <b>Roseanne</b> (ABC)	29	27 / 26
5. <b>Ellen*</b> (ABC)	29	25 / 22
6. <b>Grace Under Fire</b> (ABC)	27	27 / 25
7. <b>Frasier</b> (NBC)	27	19 / 22
8. <b>Monday Night Football</b> (ABC)	27	27 / 26
9. <b>Coach</b> (ABC)	26	17 / 22
10. <b>Murder, She Wrote</b> (CBS)	25	26 / 25

\* Formerly titled "These Friends of Mine"

the networks.

The fall schedule does not lack for predicted misses among new series. Using the "below 15 share" yardstick (below 11 for Fox), agencies and networks give little or no chance of success to more than one-third of the new shows, or 11 of the 30, including four on ABC, two on CBS, three on Fox and two on NBC.

ABC's predicted misses are *My So-Called Life*, *McKenna*, *On Our Own* and the new all-family-appeal *Saturday Movie*. New series from CBS projected as misses include *Daddy's Girls* and *Touched by an Angel*.

Forecasters see dim futures for Fox's *Party of Five*, *Mantis* and *Fortune Hunter*. NBC program casualties are predicted to be Steven Spielberg's *Earth 2* and *Young at Heart*. *Touched by an Angel*, a drama about an independent-minded angel who is sent to Earth, is the only new CBS show not to rate at least double-digit share points (in the agency forecast). Fox has three such shows, with *Party of Five*, an ensemble drama that centers on a group of orphaned children, the low series on both agency and network totem poles. Not rated much higher is *Mantis*, a superhero drama. Despite its advantageous slot, post-NFL football, *Fortune Hunter*, a program about a secret agent, is given only an 8 share average in the network forecast.

The field of "toss-ups" (shows seen as neither "hits" nor outright "misses") is crowded with 18 of the 30 new series for the fall (not including *Madman of the People*, a qualified "hit.")

Toss-ups range from the 19 share points predicted by both agency and network for ABC's *Me and the Boys* (stand-up comedian Steve Harvey as a widower with three young sons and a

meddling former mother-in-law) to 15/15 for ABC's *McKenna* (Chad Everett as head of a ranch family in the Pacific Northwest).

One of the most talked-about new shows, NBC's *Earth 2*, doesn't make it into the middle ground of "maybes," according to the survey forecasts. The futuristic drama, out of the shop of Steven Spielberg, is given 14 share points by both agency and network forecasters.

Using the criteria for the upcoming 1994-95 prime time season, last season produced six hits, three of them midseason replacements coming back for a September start this time out. ABC claims five of them and NBC one.



'Mantis' may not have a prayer, suggest handicappers.

The five from ABC: *These Friends of Mine* (*Ellen*); *Grace Under Fire* (buttressed by the audience feed from *Home Improvement*); *Thunder Alley* (deemed an "artificial" hit because of its scheduling in a *Home Improvement* hammock of lead-in repeats and lead-out originals; the controversial *NYPD Blue*, and Diane Sawyer's news magazine *Turning Point*).

The NBC hit of last season, *Frasier*, was arguably the most predictable. It was in the "can't miss" Thursday, post-*Seinfeld* slot and made the most of its coveted positioning. In the upcoming season, *Frasier* stars in one of the more intriguing strategy moves: to Tuesday night at 9, opposite *Roseanne*.

Bet on the blue-collar lady over the Seattle psychologist, say the forecasters. There'll be an 8-share-point spread between the two, according to the agency estimate, and a narrower yet still decisive 4-share-point margin, say the network prognosticators.

CBS's perennial *60 Minutes* and ABC's bellwether *Home Improvement* are the only series on the schedule predicted to top a 30 share. Generally, the estimate is that both will do a 32, although the network forecast is a 33 share for *60 Minutes*.

As for last season's top-rated new series, *Grace Under Fire*, the agency forecast has it at a 27 share average, but the network prediction is for a 2-share-point drop, to 25. ■

Morrie Gelman, veteran Hollywood reporter for *BROADCASTING & CABLE* and other publications, is president of Ventures in Media, a Westlake Village, Calif.-based informational packaging and market research company.

# Pugnacious NBC jabs competitors

Don Ohlmeyer aims barbs at CBS, Fox, regulators; NBC returns to premiere week strategy

By Steve Coe

**N**BC is sticking with its Tuesday night lineup for the fall, with *Frasier* in the 9 p.m. anchor position, regardless of any programming gambits by ABC, said Warren Littlefield, president, NBC Entertainment, last week at the Television Critics Association press tour.

Littlefield was followed on the program by NBC West Coast President Don Ohlmeyer, who took aim at various targets.

Littlefield announced that the network will debut its new series in the traditional manner, with a premiere week, rather than rolling out the lineup in a series of sneak previews and double-pump airings.

He expressed confidence in *Frasier*, whether it goes against ABC's *Roseanne* or *Home Improvement* on Tuesday nights beginning in the fall. (During its portion of the press tour [BROADCASTING & CABLE, July 25], ABC suggested it might move *Home Improvement* to Tuesdays opposite *Frasier*.) Littlefield said the move "sets us up for the future."

Ohlmeyer, who went before the press on Monday after Littlefield's Q&A session on Sunday, launched some pointed shots at regulators in Washington for their handling of the violence issue and at Fox, for its supposedly charmed legislative history.



Ohlmeyer gives press an earful.

"I'm tired of sending my people to Washington and having them get beat up," he said, referring to the reception that network executives received from members of the congressional committee investigating TV violence. Ohlmeyer said that children aren't picking up negative messages by "walking through the living room at 10 o'clock at night" when a network made-for is being aired. He offered that kids are being negatively influenced by Fox's *Mighty Morphin Power Rangers*, which he called "violence in search of a plot."

Ohlmeyer also blasted independent

stations, which he said are the biggest offenders, and suggested that if Senator Paul Simon, who spearheaded the violence hearings, wanted to do some good, he could start in his home state, where the Chicago-based Tribune company is located. "He [Simon] didn't need to go to D.C. to have violence hearings. He could go to Chicago...and talk to the head of Tribune, which puts on the most violent programming at 8 p.m. when it airs uncut movies," he said.

He backhandedly praised Fox by saying he wished NBC were in the same business as the fourth network, which enjoys the freedom to participate fully in the syndication business as well as enjoy exemption from the prime time access rule. "Maybe we don't have enough naturalized Australians," he said, a reference to foreign ownership questions raised about Fox owner Rupert Murdoch.

After finishing with Fox and the FCC, Ohlmeyer still had some left over for CBS, which he suggested wouldn't be able to garner affiliate support for a Tom Snyder show following *Late Show with David Letterman*. He also called CBS's medical drama *Chicago Hope*, which goes head-to-head with NBC's *E.R.*, "*L.A. Law* with medical bags."

He said NBC affiliates "would laugh at us" if the network tried to get another hour from stations, suggesting that CBS would get a similar response from its stations if it tried to launch a post-*Letterman* show.

In an earlier session, Andy Lack, president, NBC News, said he would like to see a news magazine show on the network's schedule at 10 p.m. Monday through Friday. And Littlefield, asked about the news division's apparent ambition, acknowledged there is some competition between the entertainment and news divisions.

When questioned about Lack's hopes for the 10 p.m. slot, Ohlmeyer quipped, "Yond Cassius has a lean and hungry look." He expressed support for the network's drama programs, but said, "We're in the business of putting on the best 22 hours," regardless of the number of news magazines on the lineup. ■



Robert Halmi Jr.

## Halmi heads Hallmark

Hallmark Cards Inc. has formed a new subsidiary, Hallmark Entertainment, to consolidate the company's TV production holdings. Serving as president and chief executive of the division is Robert Halmi Jr., president and CEO of RHI Entertainment Inc., which recently was acquired by Hallmark. The new subsidiary will include pre-existing Hallmark subsidiary Signboard Hill Productions and RHI, a leading producer and distributor of long-form product. The divisions will function autonomously.

RHI is known for big-budget TV movies and miniseries such as *Lonesome Dove* and the upcoming \$40 million *Scarlett* on CBS. Signboard Hill frequently has collaborated with RHI, teaming last year to produce eight telefilms for ABC. Together, the divisions are scheduled to produce 40 network projects this year, as well as the syndicated television series *Lonesome Dove*. RHI founder and chairman Robert Halmi Sr., 70, remains chairman of the boards of RHI and Hallmark Entertainment.

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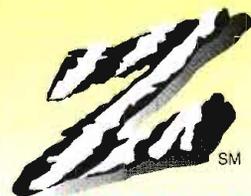
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# Mark Goodson Productions goes on block

*Game show producer shopped to help pay estate taxes*

By David Tobenkin

**E**xecutors of the estate of Mark Goodson, the late founder of leading game show producer Mark Goodson Productions, have retained investment bank Lazard Freres & Co. to entertain offers for the company and consider other strategic alternatives for its future.

Hefty estate taxes on the \$450 million in assets that *Forbes* magazine estimates Goodson left at his death in December 1992 are the reason for putting the company in play, says his son and current MGP president and chief executive, Jonathan Goodson.

"It's unfortunate and totally unavoidable," Goodson told BROADCASTING & CABLE. "We have a big company that is totally illiquid, and debt is something that none of us feels comfortable with."

The Los Angeles-based company has produced more than 38,000 TV episodes since 1943 and owns a large library of TV programs, including *The Price Is Right*, *Family Feud*, *To Tell the Truth*, *What's My Line?* and *Password*. Shows in production include *The Price Is Right* for CBS, a nighttime version of *Price* that will launch in syndication this fall by Paramount Domestic Television, and the All American Television-syndicated *Family Feud*, which this fall will reclaim original host Richard Dawson.

The company, which has 100 employees, also is producing pilots for three reality series. *I Accuse*, slated for syndication this fall by Viacom Enterprises but pulled after the company's merger with Paramount, may be syndicated by Paramount in fall 1995. Another reality project is slated as a mid-season replacement for January, and a third is a pilot for summer 1995.

Plans to sell the company explain why MGP in May unexpectedly pulled out of an arrangement with Sony Corp. and cable operator United Video to launch the upcoming niche cable Game Show Network, Goodson

says. Exiting the deal, under which MGP would have given the network exclusive rerun rights to several of the shows for 10 years, left the company's assets unencumbered for sale. MGP now will supply the network with programming on a nonexclusive basis when it launches in December.

Goodson says that Lazard Freres will solicit bids for the company from 20 possible buyers, including cable and telephone companies as well as networks and producers. The field

probably will be narrowed by September, he says.

While Goodson pegs the value of the company at more than \$200 million, analysts say the sale price will

depend largely on how much potential its games have for interactive versions targeted at a new generation of viewers. Some note that games can languish for years until reworked versions supported by heavy marketing produce hits, such as King World Productions' *Jeopardy!* and *Wheel of Fortune*. The value also may depend on whether the game show format, which has lost ground to talk during the past decade, revives.

Goodson says he will discuss his future at the company with potential buyers. "As an heir, this belongs to me—and it will be nice to get everything liquidated," he said. "As an executive, it makes me apprehensive about what the future will bring."

Goodson says that besides selling the company, taking it public, adding strategic investors, conducting a management buyout and taking on debt are other possible outcomes. However, he says that a sale is most likely. ■



Goodson family finances helped put shows like 'Family Feud' up for sale.

## Critics assail PBS policy

*Question Duggan over decision not to order 'Tales of the City' sequel*

By Steve Coe

**E**rvin Duggan, president and chief executive officer, PBS, was on the defensive early and often at a press conference last Tuesday during the Television Critics Association press tour.

Critics peppered Duggan with questions about the network's editorial policy in general and specifically about PBS's decision not to order the sequel to Armistead Maupin's Emmy-nominated *Tales of the City*, about life in San Francisco in the 1970s.

Some writers suggested the network was making programming choices based on appeasing special interest groups, especially those with a conservative agenda. Duggan countered that the decision not to fund the sequel was a matter of money, not political expediency. He said that the price of the original was between \$150,000 and \$200,000. "The only proposal

we've seen [from the producers] was for ten times the cost of the original," he said. He added that even with the expected cost running \$2 million-\$2.5 million for the sequel, "the funding was still incomplete, and the cost could have gone to \$4 million." Duggan drew a comparison with the *National Geographic Specials*, which recently were picked up by NBC after PBS passed because of rising rights fees.

"With the absence of corporate underwriters we couldn't afford it, and it went to NBC and we were unhappy about it. We have to face tough facts about our budget. The economics of PBS are tough decisions," he said. To illustrate the difference between the budget at PBS and that of one of the commercial networks, Duggan said PBS's total operating budget for the year is \$1.4 billion. "Fox is going to spend \$1.6 billion to

acquire just one program, the NFL. We do everything we do for less than one network spent for one program. We're like Scarlett O'Hara pulling down the curtains to fashion a gown."

Another distinction he made between the four networks and PBS was

that "while they program for the eyes, glands and gonads, PBS programs for the hearts and minds of the people."

Because of its contentious tone and the volume of questions, the session lasted 40 minutes beyond its scheduled hour limit. The overrun may have

benefited PBS, however, as a press conference had been scheduled immediately following Duggan's session by a group protesting PBS programming policies. Few of the critics left the Duggan session at the scheduled start of the group's press conference. ■

## It's a brand-new ballgame for CBS Sports

*CBS Sports chief David Kenin talks about life after professional team sports*

By Steve McClellan

**W**hen it comes to professional team sports and the rights to broadcast their games, new CBS Sports President David Kenin is philosophical. He has to be—it will be three or four years before the network can reacquire any of those key properties.

But Kenin won't sit idly by. Instead, he'll work with what he has, including key golf, tennis, college basketball and race car franchises. He's evaluating possible bids on other franchises not currently owned, such as Wimbledon, and has made big-money offers for others, including the Orange, Fiesta and Gator bowls.

Kenin and his team also are creating some events out of whole cloth, including a series of ice skating competitions expected to debut this fall, and a golf tournament, The President's Cup.

The new skating series, airing on weekends and holidays starting Thanksgiving Day (Nov. 24), will be called *The CBS Figure Skating Challenge*. So far, 11 weekend skating challenge programs have been scheduled through Jan. 8. Before Thanksgiving the network will air movies on Sunday afternoons in lieu of National Football Conference games, which have gone to Fox.

As for layoffs, Kenin says there have not been any since he arrived and he has no plans for any. Between 15 and 20 staffers were let go shortly before his arrival, however. Kenin says there probably will be "a major hunt for new on-air people over the course of the next couple of years as events are created and acquired."

Kenin also says he's committed, at

least for now, to making the new weekend anthology show *Eye on Sports* a long-term franchise. Sports TV watchers say that will be a tough challenge, and Kenin attaches an escape clause to that commitment. "Things happen fast in TV, and we may decide not to" go ahead long-term with the show, he says.

Since debuting in April, *Eye* has averaged a 1.8 Nielsen rating and a 6



**"If you're in love with a girl and she gets married, you have a choice: You can be morose and be down or say, 'next!'"**

—CBS Sports President David Kenin on the network's loss of sports franchises

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share in 15 outings on Saturday afternoons, last in the three-network competition. But the show has had formidable competition, including ABC's World Cup and events such as Wimbledon on NBC.

"In today's market, anthologies are tough to establish," says one network source. "They're basically filler between big events." Even ABC's *Wide World of Sports*, the *60 Minutes* of sports anthologies, averaged a mere 2.9/9 in its five Saturday afternoon airings since *Eye* debuted.

While the exact formatting has yet to be worked out, at least some of the new skating events will be linked to special *Eye on Sports* broadcasts dedicated entirely to skating. Some of the skating events also may be scheduled in prime time.

Why the focus on skating? "We've done very well with skating," says Kenin. "And particularly as we lead into Nagano [site of the 1998 winter Olympics, which CBS will televise] it's a great way to heighten interest in that mega-event. [Skating] attracts a salable, high-quality audience—and a large audience."

To the extent that the network wants to get back into the business of carrying the National Football League or the National Basketball Association—and it clearly does—CBS Sports is obviously in a period of transition, Kenin concedes. But, he insists, "Pro team sports is only part of the whole agenda. And they simply aren't available right now. If you're in love with a girl and she gets married, you have a choice: You can be morose and be down or say, 'next!'"

Among the possible nexts on the CBS Sports plate is a new professional football league, dubbed the A League, that would debut in fall 1995. The league's organizers have told Kenin, he reported last week, that they have failed to complete the original proposal, in which they would get a corporation to own and finance each team in cities such as Memphis and St. Louis.

Two of the original organizers, Mike Lynn, president of the now defunct World League of American Football, and Jim Spence, a former ABC sports executive have bowed out. According to Kenin, other organizers are "trying to find a new financial structure to keep the league alive."

Kenin terms the venture "high risk." Asked about relatively negative

feedback from some affiliates, given the failure of previous leagues, he responds, "I think that is a natural reluctance to embrace an unknown. If the product isn't there, then we shouldn't offer to put it on the air. But that's another stage in our relationship with the A League. Nobody will be less for the effort. It's not like we're replacing the NFL with it—the NFL isn't here anymore."

Kenin joined CBS two months ago

from USA Networks, where he was in charge of programming for 12 years. He says he took the job for the challenge. "It's an opportunity to build something and to restore the preeminence that CBS Sports has enjoyed."

As Kenin rebuilds, he can take solace in one near-term reversal of fortune: Without billion-dollar payouts for the pro team franchises, the division he now runs will be profitable for the first time in many years. ■

## Reuters eyes growing television presence

*Reuters Financial Television is latest foray*

By Steve McClellan

**R**euters chief executive Peter Job says the company doesn't know much about the television business. But with the start of a new narrowcast financial TV service, a planned cable news channel and participation in three stateside video-on-demand experiments, the London-based company is getting some on-the-job training.

Job refuses to confirm or deny reports that he is talking to Whittle Communications about purchasing a specialized medical television service for physicians. Company head Chris Whittle couldn't be reached for comment.

But Job does confirm that Reuters is interested in the TV medium and in expanding its holdings there. Its most recent foray: Reuters Financial Television, a niche service targeted to European currency traders. It's a multimedia service that traders can access by way of their PCs that includes digital video and audio feeds and a steady stream of financial data.

As Reuters ascends the TV learning curve, Job says, RF-TV may be the company's model for expanding into television.

"Take a strong customer niche and give those customers exactly what they want," he says. "We need to learn the television business. Where we can, we want to add value to the basic footage with program initiatives."

Meanwhile, the company is participating in three video-on-demand tri-

als, including Time Warner's news-on-demand service in Orlando, Fla. It's also involved in a test in New York being conducted by TCI and Liberty Cable and one being carried out by Bell Atlantic and Comcast in Arlington, Va.

The company also seems to be gearing up for something bigger, although perhaps it hasn't quite figured out what. Job confirms that slightly more than half of its 126 bureaus around the world now have the capacity to produce and transmit video.

The company's joint venture with Telemundo to create a cable news channel for the Latin American market has been delayed but is still on track, says Job. Having once worked in the market, he says it's a project in which he has keen interest. The partners hope to launch the channel by year's end.

Another venture with TCI and Liberty Media is operational. It's an electronic publishing venture called Ingenius, which is being transmitted to schools and homes via cable.

Job sees other market opportunities as well, including in Eastern Europe and Russia, where the company is producing a weekly public affairs program for a network there.

Job was in New York last week to announce first-half company earnings. For the six months ended June 30, revenue was up 22%, to about \$1.7 billion. After-tax profits for the period were up 14%, to \$257 million. ■

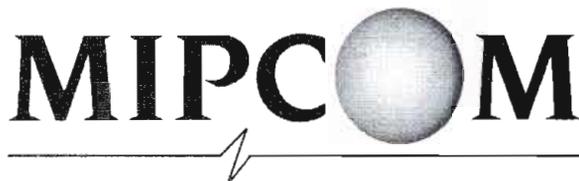
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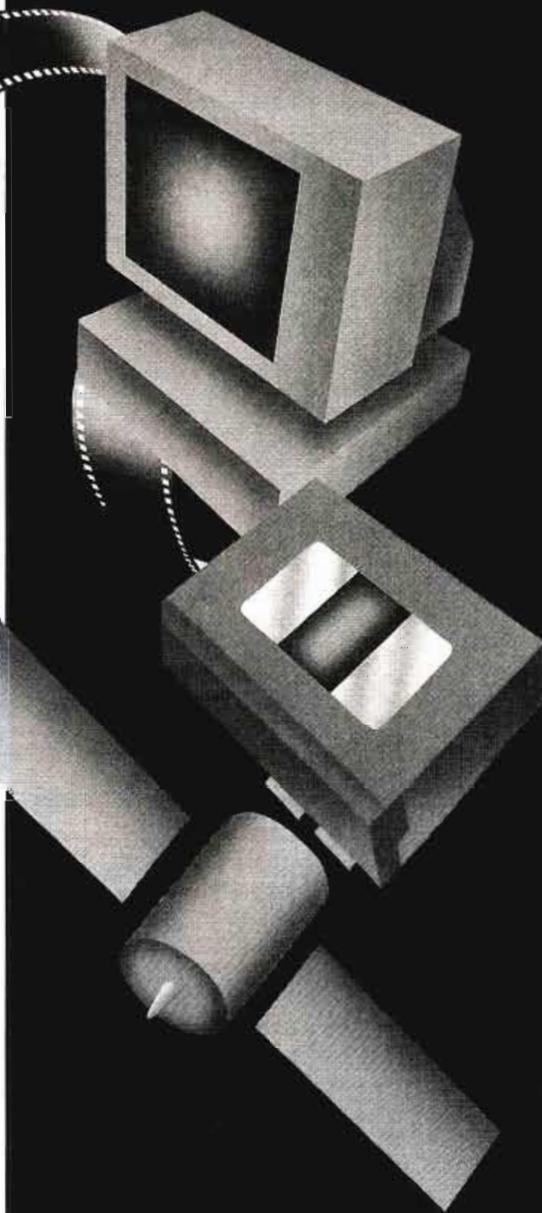
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# LA's KCOP slates 'Last Call' for prime time

By David Tobenkin

**B**ROADCASTING & CABLE has learned that United/Paramount Network affiliate KCOP(TV) Los Angeles will move Brandon Tartikoff's syndicated late-night talk show *Last Call* into prime time this fall as part of a new late-night talk and reality block.

MCA TV's *Last Call*, a new day-and-date irreverent look at the news, is slotted for 10:30 p.m., following KCOP's news. It will be followed by Columbia-TriStar's topical sketch comedy *The Newz* at 11, Chris Craft/United Television's late-night news magazine *Premier Story* at 11:30 p.m.

and Paramount's new *Jon Stewart* show at midnight.

"Our overall strategy for late night is to be as original and spontaneous as possible," says KCOP General Manager Rick Feldman. "Our late fringe will be young, hip, fresh, original and, for the most part, day-and-date. We think it will offer an opportunity for people who are bored by much of the staleness of late night come fall."

He says *Last Call*'s "hip and irreverent" style is a good match with the style of the station's news. He says that although *Premier Story*, which is being tested on five Chris Craft stations through the end of the year, has shown promise and would be a logical follow to the local news, he is reluctant to move the month-old show to 10:30 p.m. after a large effort by the station to promote it at 11:30.

Feldman also says the production of *Premier Story* is being moved off the station's lot to a nearby studio to accommodate the growing staff of the show—now 25 people.

The new late-night shows replace *Rush Limbaugh* at 10:30 p.m., *Roseanne* at 11 and *Arsenio* at midnight.

## Promo power

Daily topical promos for MCA-TV's new *Last Call* day-and-date strip will be produced with the aid of a fiber optic link between the show's New York studio and the Los Angeles office of Encore Communications, which will produce the spots. The link will eliminate the one-hour lag in delivering Los Angeles-produced spots to New York using current satellite technology, says Bobbi Fisher, MCA TV vice president and director of creative services. That translates into a four-hour turnaround for the entire production cycle, she says. The technology will start with prelaunch promos for the show that begin airing Aug. 12, a month before the show's debut. —DT

The other big scheduling change for the station is the addition of MCA TV's new *Suzanne Somers* talk show at 1 p.m. and the move of *The Richard Bey Show* from 1 p.m. to 3 p.m., where it will go head-to-head with KABC-TV's *Oprah Winfrey*. KCOP's weekday early fringe and access slate includes *Jenny Jones* at 2 p.m., *Bey* at 3, *Montel Williams* at 4, *Ricki Lake* at 5, *Roseanne* at 6, *Cosby* at 6:30 and *Star Trek: The Next Generation* reruns at 7.

The station will add the new, female-skewing Spelling Premiere Network shows *Robin's Hoods* and *Heaven Help Us* at 8 and 9 p.m. on Thursdays, while Rysher Entertainment's *Lonesome Dove* and All American Television's *Sirens* will debut Fridays at 8 and 9 p.m., respectively. Cannell Studios' new frontier adventure story *Hawkeye* is slated for Saturdays at 10 p.m. ■

## Top cable shows

Following are the top 15 basic cable programs (July 18-24), ranked by households tuning in. The cable-network ratings are percentages of the total households each network reaches. The U.S. ratings are percentages of the 94.2 million households with TV sets. Source: Nielsen Media Research.

Program	Network	Time (ET)	HHs. (000)	Rating Cable U.S.
1. Movie: 'Coming to America'	USA	Sun 3:30p	3,533	5.7 3.8
2. Movie: 'Coming to America'	USA	Wed 9:00p	2,863	4.6 3.0
3. <i>Simpson Arraignment</i>	CNN	Fri 1:37p	2,544	4.1 2.7
3. <i>Post-Simpson Arraignment</i>	CNN	Fri 1:48p	2,411	3.8 2.6
5. Movie: 'Trading Places'	USA	Sun 1:00p	2,290	3.7 2.4
6. <i>Murder, She Wrote</i>	USA	Wed 8:00p	2,283	3.7 2.4
7. <i>Major League Baseball</i>	ESPN	Sun 8:00p	2,161	3.4 2.3
8. <i>Pre-Simpson Arraignment</i>	CNN	Fri 1:00p	2,098	3.3 2.2
9. Movie: 'Trading Places'	USA	Fri 9:00p	1,959	3.1 2.1
10. <i>WWF Monday Night Raw</i>	USA	Mon 9:00p	1,929	3.1 2.0
11. <i>Silk Stalkings</i>	USA	Mon 10:00p	1,924	3.1 2.0
12. <i>I Love Lucy—Vertivision 5</i>	NICK	Tue 10:00p	1,854	3.1 2.0
13. <i>Rugrats</i>	NICK	Sun 10:30a	1,853	3.1 2.0
14. <i>Murder, She Wrote</i>	USA	Tue 8:00p	1,846	3.0 2.0
15. <i>Wings</i>	USA	Sun 6:30p	1,831	2.9 1.9

Following are the top five pay cable programs for the week of July 18-24, ranked by the number of households tuning in during prime time (8-11 p.m.). Source: cable networks based on Nielsen Media Research.

Program	Network	Time (ET)	(000)	Cable U.S.
1. <i>Doomsday Gun</i>	HBO	Sat 8:00p	2,183	10.3 2.3
2. <i>Lethal Weapon 3</i>	HBO	Sun 8:00p	2,054	9.7 2.2
3. <i>The Last Seduction</i>	HBO	Sat 10:30p	1,832	8.6 1.9
4. <i>Real Sex 5</i>	HBO	Thu 11:30p	1,795	8.5 1.9
5. <i>South Beach</i>	HBO	Thu 9:00p	1,738	8.2 1.8

## Errata

A July 18 story incorrectly listed producers of new television projects to be distributed by Twentieth Domestic Television. The Fox division will syndicate but not produce the shows. *Secrets of a Small Town* will be produced by Monet Lane Prods. Inc., with John Joseph producing, not directing. *The David Viscott Show* is a DVS Productions show.

# Ratings Week According to Nielsen, July 18-24

	<b>abc ABC</b>	<b>CBS</b>	<b>NBC</b>	<b>FOX</b>
<b>MONDAY</b>	<b>7.9/14</b>	<b>9.9/17</b>	<b>11.8/21</b>	<b>7.3/13</b>
8:00		34. <i>The Nanny</i> 9.0/18	37. <i>Fresh Prince</i> 8.9/17	
8:30		26. <i>Dave's World</i> 9.3/17	31. <i>Blossom</i> 9.1/17	47. <i>Fox Night at the Movies: King Ralph</i> 7.3/13
9:00	44. <i>Major League Baseball</i>	14. <i>Murphy Brown</i> 11.1/19		
9:30	7.8/15	20. <i>Love &amp; War</i> 10.0/17	7. <i>NBC Monday Night Movies—Deadly Matrimony, Part 2</i> 13.2/23	
10:00		20. <i>Northern Exposure</i> 10.0/17		
10:30				
<b>TUESDAY</b>	<b>10.8/20</b>	<b>9.3/17</b>	<b>7.3/13</b>	<b>4.2/8</b>
8:00	29. <i>Full House</i> 9.2/18	39. <i>Rescue: 911</i> 8.5/16	54. <i>TV Nation*</i> 6.9/13	85. <i>South Central</i> 4.3/9
8:30	23. <i>Sister, Sister</i> 9.6/18		72. <i>J. Larroquette</i> 5.5/10	89. <i>Roc</i> 3.5/7
9:00	7. <i>Roseanne</i> 13.2/23	22. <i>CBS Tuesday Movie—The Running Man</i> 9.7/17	64. <i>Wings</i> 6.4/11	87. <i>Tales fr/the Crypt</i> 4.2/7
9:30	10. <i>Coach</i> 12.5/22		34. <i>Dateline NBC</i> 9.0/16	83. <i>Tales fr/the Crypt</i> 4.6/8
10:00	19. <i>NYPD Blue</i> 10.1/18			
10:30				
<b>WEDNESDAY</b>	<b>10.5/19</b>	<b>6.9/13</b>	<b>9.1/17</b>	<b>6.3/11</b>
8:00	61. <i>Dinosaurs</i> 6.5/13	44. <i>The Nanny</i> 7.8/15	17. <i>Unsolved Mysteries</i> 10.4/20	77. <i>Beverly Hills 90210</i> 5.3/10
8:30	66. <i>The Critic</i> 6.1/11	54. <i>Good Advice</i> 6.9/13	41. <i>Now with Tom and Katie</i> 8.2/14	49. <i>Models Inc.</i> 7.2/12
9:00	2. <i>Home Improvmt</i> 15.8/28	77. <i>America Tonight</i> 5.3/9	38. <i>Law and Order</i> 8.8/16	
9:30	3. <i>Grace Under Fire</i> 15.6/27	43. <i>48 Hours</i> 8.1/15		
10:00	23. <i>Turning Point</i> 9.6/17			
10:30				
<b>THURSDAY</b>	<b>9.6/18</b>	<b>6.4/12</b>	<b>12.5/23</b>	<b>6.2/11</b>
8:00		69. <i>In the Heat of the Night</i> 5.9/11	18. <i>Mad About You</i> 10.3/20	41. <i>The Simpsons</i> 8.2/16
8:30	29. <i>Matlock</i> 9.2/17		13. <i>Wings</i> 11.7/22	49. <i>Power Rangers</i> 7.2/13
9:00		57. <i>CBS Reports</i> 6.6/12	4. <i>Seinfeld</i> 15.5/27	70. <i>In Living Color</i> 5.7/10
9:30			1. <i>Frasier</i> 16.2/27	88. <i>Bakersfield, P.D.</i> 3.8/6
10:00	16. <i>Primetime Live</i> 10.5/19		15. <i>1st Person w/Maria Shriver</i> 10.7/20	
10:30				
<b>FRIDAY</b>	<b>10.1/20</b>	<b>7.3/15</b>	<b>5.8/12</b>	<b>6.3/13</b>
8:00	31. <i>Family Matters</i> 9.1/20	40. <i>Diagnosis Murder</i> 8.4/18	85. <i>I Witness Video</i> 4.3/9	72. <i>Encounters: The Hidden Truth</i> 5.5/12
8:30	26. <i>Boy Meets World</i> 9.3/19			51. <i>The X-Files</i> 7.1/14
9:00	25. <i>Step By Step</i> 9.5/19	53. <i>Burke's Law</i> 7.0/14	61. <i>NBC Friday Night Mystery—Perry Mason: Case of the Wicked Wives</i> 6.5/13	
9:30	26. <i>Hangin w/Mr. C</i> 9.3/18	57. <i>Picket Fences</i> 6.6/13		
10:00	11. <i>20/20</i> 11.8/23			
10:30				
<b>SATURDAY</b>	<b>7.0/15</b>	<b>7.0/15</b>	<b>5.0/10</b>	<b>7.0/15</b>
8:00	56. <i>ABC Saturday Night Movie—Mario and the Mob</i> 6.8/15	57. <i>Dr. Quinn Medicine Woman</i> 6.6/15	83. <i>America's Junior Miss Pageant</i> 4.6/10	66. <i>Cops</i> 6.1/14
8:30		74. <i>Muddling Thru</i> 5.4/11		51. <i>Cops</i> 7.1/15
9:00		77. <i>Hearts Afire</i> 5.3/11	80. <i>Empty Nest</i> 5.1/10	47. <i>America's Most Wanted</i> 7.3/15
9:30		31. <i>Walker, Texas Ranger</i> 9.1/19	74. <i>Sisters</i> 5.4/11	
10:00	46. <i>The Commish</i> 7.4/15			
10:30				
<b>SUNDAY</b>	<b>9.8/18</b>	<b>10.9/20</b>	<b>9.7/18</b>	<b>4.8/9</b>
7:00	66. <i>Am Fun Hm Vid</i> 6.1/13	5. <i>60 Minutes</i> 13.8/30	61. <i>Sunday Movie Special—Wild Hearts Can't Be Broken</i> 6.5/13	90. <i>Adventures of Brisco County Jr.</i> 3.1/7
7:30	80. <i>Am Fun People</i> 5.1/11	11. <i>Murder She Wrote</i> 11.8/23		74. <i>Martin</i> 5.4/11
8:00	57. <i>Lois &amp; Clark</i> 6.6/13		9. <i>NBC Sunday Night Movie—Danielle Steel's 'Heartbeat'</i> 12.8/22	70. <i>Living Single</i> 5.7/11
8:30		34. <i>CBS Sunday Movie—Rio Diablo</i> 9.0/15		65. <i>Married w/Chldr</i> 6.3/11
9:00				80. <i>George Carlin</i> 5.1/9
9:30	6. <i>ABC Sunday Night Movie—Lethal Weapon</i> 13.4/23			
10:00				
10:30				
<b>WEEK'S AVGS</b>	<b>9.4/18</b>	<b>8.4/16</b>	<b>8.8/16</b>	<b>5.9/11</b>
<b>SSN. TO DATE</b>	<b>11.8/20</b>	<b>12.6/21</b>	<b>10.5/18</b>	<b>6.9/11</b>

RANKING/SHOW (PROGRAM RATING/SHARE) (nr)=NOT RANKED \*PREMIERE SOURCE: NIELSEN MEDIA RESEARCH YELLOW TINT IS WINNER OF TIME SLOT TELEVISION UNIVERSE ESTIMATED AT 94.2 MILLION HOUSEHOLDS; THEREFORE ONE RATINGS POINT IS EQUIVALENT TO 942,000 TV HOMES

## Cable marketers face crowded future

*CTAM attendees get advice on standing out in post-monopoly marketplace*

By Rich Brown

**W**ake up, cable system operators." That was the message to cable marketers from telco, wireless cable, direct broadcast satellite and advertising executives attending last week's Cable Television Administration and Marketing Society convention in Chicago.

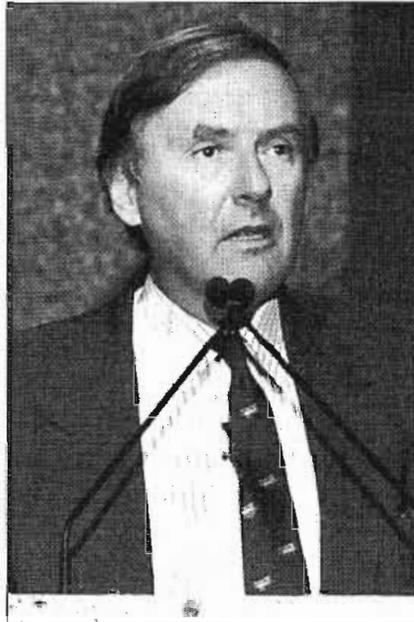
"You are all in a virtual monopoly situation, but that is about to change," said Graham Phillips, vice chairman, Ogilvy & Mather. "Your battle is about to commence."

Phillips, who helped AT&T develop a marketing strategy to stem the flow of its customers to upstart competitors MCI and Sprint, says cable system operators need to communicate more with their subscribers and install "relationship databases" containing information on the likes and needs of those subscribers. He says cable system operators need to research what consumers think about their company and then work to develop their corporate identities.

"Most of you have no brand image at all," said Phillips. "It's time to start building an image and, more important, a relationship with all of your subscribers."

Phillips says cable system operators faced with competition are going to have to find ways other than lowering prices to hold on to subscribers.

"I advise you not to go too far down that road because once you do, all you are doing is marketing on price," he said.



*Graham Phillips of Ogilvy & Mather*

CTAM President Char Beales said cable marketers must "break out of our traditional cable television mindset and explore new ideas." She says cable system operators should not forget the marketing efforts—such as direct mail pieces and local spot ads—that helped the cable industry get its message across to consumers during last year's retransmission consent negotiations.

"Cable must learn from the industries around us, and we shouldn't be afraid to break the rules," said Beales.

Cable system operators need to stop preparing for the onslaught of compe-

tion as if they were preparing for a quick and clean Gulf War-type battle, says Alan Spoon, president, The Washington Post Company, which owns cable systems representing 500,000 subscribers.

"It's going to be a lot more like Bosnia," he said.

Spoon says the relationships between multiple system cable operators and their individual cable systems are going to become "tighter and tenser" as the industry prepares for battle. Large MSOs are going to find that no single cable marketing strategy will work for the whole country, he says.

"The marketers are going to have to lead and give us an idea where to invest," said Spoon.

Last week's convention was not the first time that cable marketers have collectively wrung their hands over would-be competitors. But the competitive issue seemed to take on greater importance this year as alternative forms of programing delivery begin to take hold.

Primestar Partners President and CEO John Cusick was on hand to discuss progress being made by his direct broadcast satellite service, which reaches 80,000 homes. Cusick says Primestar is particularly encouraged by the results of an advertisement, running in five markets, that gives an 800 telephone number for further information. Cusick says the response rate, projected nationally, represents 300,000 calls a day.

Primestar this week plans to expand to 70 channels of service, which Cusick says will give the DBS service more channel capacity than 90% of the nation's cable TV subscribers can receive. Within a few months, he says the nation's DBS suppliers will be adding 100,000-200,000 DBS receiving dishes each month to the marketplace. Each Primestar installation typically is followed by six additional requests for DBS equipment from neighbors, says Cusick.

"The enemy right now at hand is clearly DBS because their footprint is

### **CTAM elects board members**

The Cable Television Administration and Marketing Society last week elected four new members to its 1995 Board of Directors: Jeff DeLorme, executive vice president, Continental Cablevision; Mark Handler, senior vice president, The Disney Channel; Josh Sapan, president, Rainbow Programming Services, and Julia Sprunt, vice president, Turner Broadcasting System. Current CTAM directors elected to serve a second, two-year term are Steve Brookstein of Comcast; Gordon Herring of TeleCable; Doug Holloway of USA Networks; Mitch Roberts of Vision Cable; Mark Rosenthal of MTV Networks, and Barbara York of the National Cable Television Association.

—RB

the entire country," says Joel Rudich, president and chief executive officer of Coaxial Communications. "If you wait for competition, you will lose the game."

Ameritech Chairman and CEO Richard Notebaert was at the convention to talk about the telephone company's aggressive pursuit to become a provider of video services (see "Telemedia Week"). And representatives from the wireless cable industry were on hand to talk about progress of their own.

The wireless cable business has 500,000 subscribers nationally and will be in 1 million homes by the end of the year, according to Lowell Hussey, chief operating officer, Cross Country Wireless. He told the CTAM audience that Cross Country has signed 46,000 customers in Riverside, Calif., since launching in the market in late 1991.

Hussey says that 77% of Cross Country's Riverside subscribers who switched from cable to wireless did so because wireless, with its lower overhead costs, is less expensive. However, wireless cable has channel capacity limitations that keep offerings to a relatively low 33 channels. Hussey says 60% of the Cross Country subscribers who have gone back to cable say they did so for more programming.

Hussey told cable system operators that their best defense against invasion by wireless cable operators would be to diversify product; add more channels; establish brand preference, and avoid generic price competition.

Riverside cable system operator Crown Cable learned an early lesson in the impending war for subscribers and already has made adjustments. The cable operator now includes The Disney Channel in its basic packages and offers multiplexed versions of HBO and Showtime, among other improvements. Crown also hired new staffers and implemented improvements such as same-day service and a 24-hour customer service telephone line. Crown's basic cable subscriptions grew 5.8% during the first half of the year, says Crown's Kevin Maguire, regional manager, California region.

"We had lost touch with our customers and what their needs were," said Maguire. "We're better prepared for the future than we would have been without the competition." ■

## Anstrom: Focus on change

By Rich Brown

**T**he cable industry needs to stop obsessing over its quarterly cash flows and start focusing on changing its culture, according to Decker Anstrom, president/CEO, National Cable Television Association.

"This industry should have a heart and a soul that will differentiate us from the telephone companies, direct broadcast satellite and others," said Anstrom, speaking on the closing day of the Cable Television Administration and Marketing Society conference last week in Chicago.

Anstrom said an NCTA public affairs committee chaired by Time Warner's Joe Collins and The Disney Channel's John Cooke is preparing to present a set of recommendations to the NCTA board on how to tackle a change in culture. It will not be an advertising effort but a research-driven effort to determine the cable

industry's weak spots and how it can build credibility in the future. Topics under review include customer service.

"I'm interested in changing the behavior of operating companies so that public affairs is something they think of every day," said Anstrom.

Anstrom recommended that in the near-term, cable companies should continue to build alliances with other industries, such as the computer industry; develop local origination as their "First Amendment voice"; communicate regularly with Washington lawmakers, and invest in new technology.

"Standing still is the worst strategy," said Anstrom, assessing cable's role in an increasingly competitive environment. "If we stand still, that is the prescription for becoming the proverbial roadkill on the information superhighway." ■

July 15, 1994

### Paxson Communications

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# Telemedia

## Week

THE INTERACTIVE WORLD OF VOICE, DATA AND VIDEO

Interactive

## US West building an interactive mall

IVE subsidiary signing vendors for US Avenue home shopping service

By Mark Berniker

Interactive Video Enterprises, a wholly owned subsidiary of US West, will offer an interactive home shopping service that it claims will differ greatly from Diller's QVC and John Malone's Home Shopping Network.

IVE's interactive shopping mall will be called US Avenue, and the company said it has signed several national merchants. They include Ford Motor Co., Hallmark Cards, Virgin

Records, the FTD floral service, Nordstrom and J.C. Penney.

After nearly a year of planning, production and testing, the service is getting ready to be part of one of the first interactive trials at US West's Omaha, Neb., test-bed, expected to start this fall.

But it may be some time before US Avenue will be offered on other telco or cable networks, which must be upgraded to deliver inter-



active services.

"We don't expect to be on the Full Service Network this year," says Kevin Randolph, executive vice president of IVE. Time Warner has said its Full Service Network in Orlando will be up and running before the end of the year, but sources close to the venture expect delays to per-

sist into next year.

US Avenue eventually will be available through US West's recently acquired cable franchises in the Atlanta market. But the Atlanta purchases will not be completed before the end of the year, and it will be many months before those cable systems can handle interactive programing.

IVE said it expects the service will be in "more than 10,000 households by the end of 1995." But most of those homes will be part of

### Set-top Boxes

#### SystemSoft, Microware working on PCMCIA card

In another twist in creating the next-generation cable TV set-top box, Microware and SystemSoft say they will provide a PCMCIA card connection to their new converters for interactive television. PCMCIA cards provide add-on storage and communications features to existing computer-based devices. The use of PCMCIA cards with set-top boxes will allow software developers to create applications that connect to personal computers, provide channel programing modules, enhance storage capabilities and, possibly, connect to audio and videophone services. The enhanced functions for these applications could reside on the card and therefore lower the price of the set-top box. Thus, the PCMCIA card would house the intelligence, while the set-top box would serve as the processor and conduit to the television set. —MB

### Online Services

#### Twentieth TV brings shows online via Delphi

'X-Files' forum hoped to jump-start PC interest in TV programs

By Mark Berniker

Rupert Murdoch, lord of the old media, is quickly moving to master the new media as well. The head of News Corp. recognizes and wants to exploit the synergies between computer online services and television, film, magazines and newspapers.

Murdoch purchased Delphi Internet Services last year and since then has had his top executives plotting how to bring various media assets to his growing online platform, which boasts easy access to the Internet.

Starting with Twentieth Network Television's *The X-Files*, Murdoch's staff is establishing a link between the



personalities from the TV show and his Delphi Internet online service.

Viewers will be able to go online weekly and communicate with the writers and producers of the show and with Chris Carter, its creator and executive producer. Online subscribers will also be able to access more information about the show and

**continued on page 36**

experimental interactive television tests, rather than paying customers.

"This is not home shopping in the traditional sense of QVC or HSN. This is not an enhanced version of the yellow pages or an online service on television," says Andy Orgel, executive vice president of Interactive Video Enterprises.



**"We are creating short-term television with an impact."**

*—Interactive's Andy Orgel*

"We are creating short-term television with an impact, and it is important to remember we're in the business of direct marketing," Orgel adds. This high-impact television will be achieved, he says, through 2- to 5-minute segments targeted to specific audiences.

IVE has been working with small production companies to develop the service, including BIG FAT TV and Unherd of Productions of New York. Retail strategies were devised by the IVE staff in conjunction with Retail Options Inc. of New York and former Macy's chairman Ron Seltzer.

Orgel says the purpose of US Avenue is to combine entertainment and electronic retailing by giving viewers choice and control over their purchases. "There is the viewing level that is totally linear, but you can choose to navigate into the marketplace level for products and purchasing," Orgel says, calling this new method of viewing "two-level television."

The shopping service will be divided into six cate-

gories: retailers, manufacturers, cataloguers, advertisers, local merchants and professionals.

US West has been planning this venture for some time, and Orgel says the launch is the culmination of more than three years of market research into consumer interest in home shopping and interactive

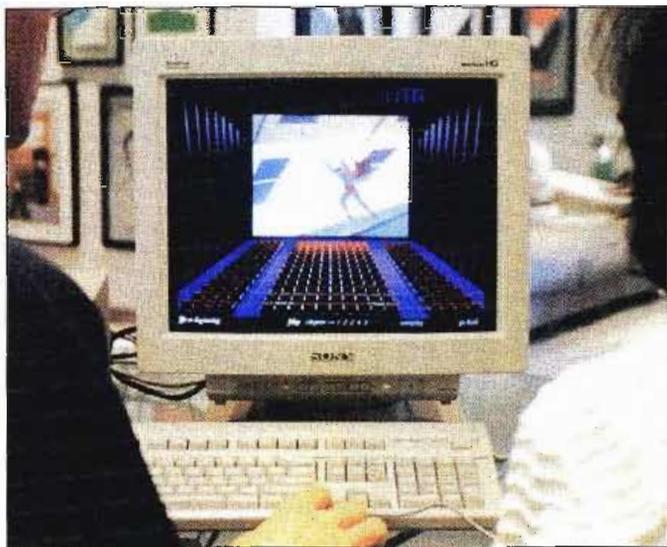
services behavior. "It had to be easy, intuitive and fun, and to look and feel and smell like television," he says. There are three main buttons on the interface that allow viewers to navigate through the service.

Orgel foresees an evolution in interactive home shopping, with the challenge being to introduce innovations while not alienating the shopper.

In the future, smart agents will make it possible for the shopping service to find products for the consumers, rather than the other way around, he says. "You will be able to design your own environment, and your agent will learn your viewing habits and your selling departments," Orgel says.

While US Avenue was previewed in prototype form, the interactive shopping channel will work only with next-generation set-top boxes. The remote control navigation system that IVE has designed will have to interface with a variety of new set-tops and video servers that are still in development and have yet to be standardized. ■

CD-ROM



'Superman' on Image's CD-ROM.

## Image Entertainment premieres films, animation on CD-ROM

By Mark Berniker

Two of the biggest problems with CD-ROM have been the quality and size of the full-motion video that runs on the silver multimedia disk. But Image Entertainment claims it has solved the video algorithm puzzle with its new series of CD-ROM products.

Image has announced it will soon offer "The Computer Theater"—motion pictures and other full-motion video programming on CD-ROM for the multimedia personal computer market.

The films will be compressed into a video window within one-quarter of the computer screen and will run at 15 frames per second. By next summer, Image expects to offer 24 frames per second in a video window taking up half a screen. Within two years, the company hopes full-screen video will arrive on CD-ROM.

Starting in October, Image will roll out at least four CD-ROM titles per month. Among the initial titles will be "The Terminator," "RoboCop," "Silence of the Lambs" and "Dances with Wolves." Image has a CD-ROM licensing agreement with Orion Home Video.

"This whole thing about CD-ROM is not for the television, it's for the personal computer market," says Martin Greenwald, chairman of Image Entertainment, the largest laserdisk distributor in the country, claiming a 35% market share.

Greenwald says movies on CD-ROM will be marketed to teenagers, who spend a lot of time with their computers and may be interested in viewing parts of action/adventure films on their PC screen.

"All we've done is take a movie and transfer it into a linear film playable on a CD-ROM," Greenwald says, adding that

*continued on page 37*

**TEAM Software enables cable/PC access**

TEAM Software Inc. will introduce its Community Channels software at the Eastern Cable Show in August, which will enable cable operators to package and deliver a variety of interactive entertainment, educational, informational and commercial PC-based applications. TEAM's software supports the CableLink system developed by Intel and General Instrument, which will give PC users fast access to interactive services. The software will run under Microsoft Windows on a PC and will cost less than \$40 per home for cable operators to offer their subscribers.

**Get (head) set**

TCI and Virtual I/O Inc. will offer a new headset to cable's Sega Channel subscribers. The virtual reality headset will give game players a large-screen, head-tracking functionality, stereo sound and access to a library of video games. Virtual I/O's Personal Display System is worn like a pair of glasses to simulate a three-dimensional environment.

**Trivia for CD-ROMs**

USA Networks and Byron Preiss Multimedia Co. will produce a series of CD-ROM science fiction trivia games for Sci-Fi Channel. The first disks are scheduled to be available by fall 1995. The partners also will publish a companion trivia book with Berkley Books. Sci-Fi Channel already has an area on America Online, while Byron Preiss is developing multimedia products with several companies, including Microsoft and Time Warner Interactive.

**New media at Columbia**

Columbia University will create the Center for New Media at its journalism school in New York. The center will be used as a working laboratory for creating and testing new forms of media and communications. According to the center's charter, "Journalism students in particular will move beyond old print and broadcast paradigms, developing competencies to create content in many forms and to report across all platforms." Columbia's trustees have committed more than \$5 million to the center.

**DELPHI**  
*continued from page 34*

receive supplemental photos, video, sound and text.

"This is a way to connect to the show today, providing a powerful extension to the television," says Matt Jacobsen, Delphi vice president of entertainment services.

Jacobsen says Twentieth Network Television and Delphi are considering putting other shows online, including *The Simpsons*, *America's Most Wanted* and *Cops*. They want to put "as many shows online, as possible" and may eventually include several of the network's evening dramas.

Jacobsen says the main considerations in adding an online component to a TV show are the loyalty of its viewers and whether there are topics of interest surrounding the show. "Any show that people talk about the next day," he says, is appropriate for the online platform.

"This is not going to



Delphi's Matt Jacobsen

replace broadcast promotion, but we think we can add value to broadcast promotion."

More than 800 messages were sent to the *X-Files* forum in its first two weeks, and Delphi users can seamlessly tap into the Internet, where 28 Usenet groups discuss topics related to the paranormal, the focus of *X-Files*.

Delphi sponsors live conferences between members of the show and subscribers to the service on Tuesday and Sunday, and the show's pro-

ducers often use viewer feedback to create episodes.

In addition to conversing online with members of the show, subscribers will be able to download photographs of *X-Files* stars and gain access to databases of information about paranormal activities and unexplained phenomena.

Jacobsen says Delphi will offer video clips that can be downloaded. The 20- or 30-second clip files will be offered in QuickTime for Mac and AVI for Windows. Delphi also will run trailers of upcoming shows to spark user interest.

"This is interactive television today. I don't think people want to control plots, and this is a way for viewers to connect to the show now," Jacobsen says.

Delphi plans a major upgrade of its service, and Russell Williams, Delphi vice president and general manager, says the company will "leverage compelling content from News Corp. for

**CTAM goes online**

Cable marketers have a new place to go for tips on how to persuade people to subscribe: CTAM Online. The Cable Television Administration and Marketing Society last week unveiled the new service at its annual convention in Chicago.

CTAM Online is one of the Cable Online family of services now being assembled on Prodigy, the consumer-oriented IBM-Sears service with 2 million subscribers. "Prodigy intends to be the crossroads of the cable industry," says Stephen Walden, its executive director. CTAM Online is a response to the CTAM members, says the association's president, Char Beales. "They like the idea of electronic communications. They want to talk to CTAM, and they want to talk to each other."

The service features scheduled chat rooms for sharing ideas, bulletin boards from CTAM and members, membership lists, calendars and polls. CTAM Online is open to CTAM members only. To access it, CTAM members must subscribe to Prodigy. But as an inducement, Prodigy is offering CTAM members six months of free ser-

vice, even if they already are Prodigy customers.

CTAM is the first of several cable groups to create services that will become part of Prodigy and Cable Online. Also set to create online services: the National Cable Television Association, the Cable Telecommunications Association, the Cable Television Public Affairs Association, the Cable Television Human Resources Association and the Kaitz Foundation.

According to Walden, 38 cable networks also have created online services on Prodigy, primarily to promote their programming among consumers. Prodigy is making room for CTAM Online and the other Cable Online services free of charge, hoping to forge a close relationship with cable operators, Walden says. Prodigy reaches subscribers via telephone lines today, but the service will not reach its full potential until it is distributed on broadband cable networks like those of cable, he says. The high-speed broadband transmission will allow Prodigy to develop multimedia services with audio and video and to "look beyond the PC" to the TV set. "We want to be the firstest with the mostest," he says. —HAJ

Telcos

# Notebaert urges cable to look outside for executives

By Harry A. Jessell

With competition on the way, cable companies should recruit marketing executives from competitive businesses, not from other cable companies, Ameritech Chairman/CEO Richard Notebaert told an audience of mostly cable marketers last week at the annual Cable Television Administration and Marketing Society convention. In rebuilding itself to meet competitive challenges, Ameritech passed over marketers from other telephone companies, Notebaert said at the convention in Chicago. "And frankly, we didn't look for many in your industry either. Rather, we went after senior executives with specific skills from organizations with great marketing track records. We brought on board [executives] from such companies as Procter & Gamble, Borden and American Express."

The outsiders "chide us about our lack of marketing savvy. They provide us with perspectives and expertise that we never knew existed and they pull our entire marketing effort forward at an unprecedented rate."

Notebaert also advised



Ameritech's Notebaert would buy a broadcast network under the right circumstances.

cable companies to follow Ameritech's lead and put consumers and marketers first. Ameritech used to wait for network engineers to develop services and then turn them over to the marketers to be sold, he said, but the roles have been reversed: "Now marketing leads and network supports. Our goal is that everything begins with what customers need, and we're no longer pursuing projects just because they're technologically possible."

Ameritech also has discovered the importance of establishing a brand identity, Notebaert says. A strong corporate brand "is a valuable tool in a competitive market. It makes purchasing deci-

sions easier for customers, it has a positive impact on stock price, it carries more credibility with community leaders and legislators—it even makes a better story for the media."

Telephone and cable companies have much in common, Notebaert continued. Both are "on the verge of losing the regulatory protection they've had in the past. And unless [they] realize that the old environment has in no way prepared them for the competition ahead, and unless they bite the bullet and do whatever it takes to correct that deficiency, they're not going to know what hit them."

Ameritech would invest in a broadcast network "if the opportunity were right," Notebaert said. Such an investment would provide the "relationships and programming" Ameritech needs to facilitate its entry into the video services business, he added. "We need to be with people in the world of entertainment. That is a skill set we don't possess."

Notebaert also acknowledged Ameritech's interest in buying large cable systems or clusters of systems. ■

## IMAGE

continued from page 35

there may be some ancillary material such as trailers, music videos and storyboards. But "this is not an interactive produc," he says.

"We're not doing anything interactive and are essentially making a price-driven piece of software," Greenwald says.

Greenwald says the movies on CD-ROM will retail for roughly \$15 and will be sold wholesale for approximately \$10. He adds that only 60 minutes of video now fit on a CD-ROM, so the package for a full-length movie will contain at least two disks.

Greenwald says there already are roughly

8 million personal computers equipped with CD-ROM drives, and he expects that number will jump to 20 million by the end of 1996.

He says that the reason Image is getting into movies on CD-ROM is not because of the size of the market today but because of the potential of the technology and the likelihood that improved video compression algorithms and faster computer processors will be available within the next two years.

Nevertheless, despite the potential of the technology, there remains the question of whether consumers will want to watch movies on a computer screen. ■

## Calendar

**Aug. 16-18**—Interactive Multi-media Forum, sponsored by Kagan Seminars Inc., Waldorf-Astoria Hotel, New York. Contact: Genni Russell, 408-624-1536.

**Aug. 23-24**—Cyberspace and the American Dream, sponsored by The Progress & Freedom Foundation. Stouffer Waverly Hotel, Atlanta. Contact: Bethany Noble, 202-484-2312.

**SEPT. 12-14**—Telco-Cable VI, sponsored by *Telecommunications Reports* and the Yankee Group. Omni Shoreham Hotel, Washington. Contact: 202-842-3022.

**Sept. 13-15**—First Annual Online Developers Conference, sponsored by Jupiter Communications. Park Lane's Parc Fifty Five Hotel, San Francisco. Contact: Harry Larson, 212-941-9252.

**SEPT. 26-28**—Information Superhighway Summit/San Jose, sponsored by IDG World Expo and McQuillan Consulting. Red Lion Hotel, San Jose, Calif. Contact: Jeff Silha, 800-225-4698.

**SEPT. 28-29**—Convergence '94: Interactive Television, sponsored by Multichannel CommPerspectives, Santa Clara Convention Center and Westin Hotel, Santa Clara, Calif. Contact: Sarah Harvey, 303-393-7449.

**Oct. 4**—Broadcasting/Cable Interface, 8th annual conference, sponsored by BROADCASTING & CABLE and the Federal Communications Bar Association, Omni Shoreham Hotel, Washington. Contact: Joan Miller, 212-337-6940.

**Oct. 5-7**—CD-ROM Expo/Boston, sponsored by IDG World Expo. World Trade Center, Boston. Contact: Mitch Hall & Associates, 617-361-2001.

**Oct. 10-13**—The Conference On Interactive Marketing/West, sponsored by Interactive Marketing Inc. The Camelback Inn, Scottsdale, Ariz. Contact: Andy Batkin, 310-798-0433.

**Oct. 25**—Eighth annual Advanced Television Update, sponsored by the Association for Maximum Service Television. ANA Westin Hotel, Washington. Contact: MSTV, 202-861-0344.

## Woodstock, the radio version

Ten hours live and taped to be aired at night over weekend; no simulcast planned

By Donna Petrozzello

The times, they are a-changin'. In keeping with the marriage of video and music, the upcoming Woodstock '94 concert extravaganza is planned to be more of a treat for television viewers than radio listeners.

The two-day music fest features several performers who played at the landmark 1969 concert in Bethel, N.Y.—such as Joe Cocker and Crosby, Stills and Nash—along with more contemporary bands such as Blind Melon and Metallica. The 25th anniversary show is more aggressively marketed by its promoters, Polygram Diversified Entertainment, as an event for pay-per-view television than for radio.

Media America Inc. has secured the exclusive radio broadcast and promotional rights to the event and plans to broadcast 10 hours of live and taped concert highlights over the weekend at night to more than 200 affiliate stations, but no radio simulcast is planned.

By contrast, Polygram plans to run approximately 36 hours of the event on PPV. "The pay-per-view medium is uniquely suited to make a presentation of the festival, if you want to see it unfolding," says Polygram Diversified Entertainment Senior Vice President Jeff Rowland, who is also executive producer of the PPV show. "Also, it doesn't make sense when you're trying to sell the pay per view to have it simulcast for free on the radio. This is a business proposition."

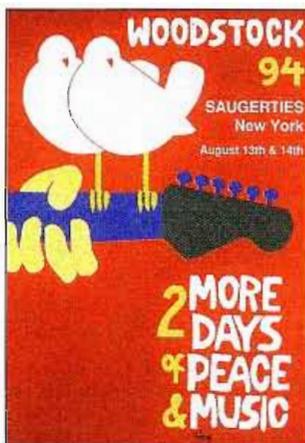
Under Polygram, the concert will be offered live on pay per view at a cost of \$49.95 for both days or \$34.95 for one day and will be distributed in North America by Viewer's Choice to its affiliates. Reiss Media Entertainment Corp. in association with Request Television will distribute the event to all Request TV affiliates. Polygram also plans to release a CD and a home video that should be on the market in late November.

"You can't do 24-hour coverage on the radio of this event; it's too unwieldy," says Media America co-founder Gary Schonfeld. Several radio

broadcasters say they would be hard-pressed to clear almost two full days of programming to broadcast the event. "I think having 10 hours of radio coverage is a great balance," says Ron Hartenbaum, also a co-founder of Media America. "If people want to see this thing gavel to gavel, they can watch it on pay per view."

Steve Kingston, operations manager and programming director of WHTZ(FM) New York, agrees: "I think the package from Media America will be more than adequate for the listeners. I don't think they want to hear everything live. If they wanted to hear everything, they'd buy a ticket."

Although Media America has the exclusive radio broadcast rights, other radio networks, including CBS, ABC,



Westwood One and MJI Broadcasting, plan to send news crews and network radio personalities to broadcast from the event, and have planned individual promotional segments.

Other radio broadcasters who intend to air Media America's coverage say they are satisfied with 10 hours of coverage and think that a two-day simulcast would border on senso-

ry overload. "Although personally I love the idea, it's very demanding to ask people to spend their entire weekend listening to the radio," said Norm Winer, vice president of programming at alternative rock WXRT(FM) Chicago. "I don't know that we'd want to hear all those acts in their entirety. The experience of attending the concert will be the most remarkable thing." ■

## NPR budgets for slight increase in 1995

Process eased as dues tied to station revenues

By Elizabeth Rathbun

Carl Matthusen manages two National Public Radio stations in Arizona that will be affected very differently by NPR's new budget. One, the smaller KBAQ(FM) Phoenix, will see its NPR dues decrease. Meanwhile, KJZZ(FM) Mesa will pay higher dues than it has before.

And so it will go for NPR stations in fiscal 1995, which begins Oct. 1. A new way of budgeting means that for the first time, NPR station dues will depend fully on station revenues, instead of dues being raised to conform to the budget. Under the former system, small stations might pay as much as 24% of their revenues to

NPR, while major stations sometimes paid less than 10%, says NPR board member Eric DeWeese, president, WRKF(FM) Baton Rouge, La. Now, all stations will pay a flat 10.2% of revenues for NPR's full news package. Cultural programming, which will continue to be set by market price, will go up 6%, amounting to roughly 2% of station revenues.

For DeWeese's station, revenue-based budgeting will be a relief. Up to 20% of WRKF's revenues had gone to NPR, he says. Now, the station will have more to spend on local programming. DeWeese is already hiring reporters to provide local news.

NPR also welcomes the new bud-

get process. "It puts us on a much sounder financial footing," says Matthusen, who chairs the board of directors. The board met July 21-22 at NPR headquarters in Washington and passed the 1995 budget within minutes. The task used to take hours and angered stations that didn't know what to expect, board members say. The new process "is more contemplative, and it's not so 'us against you,'" DeWeese says.

NPR's 1995 budget totals \$47.6 million, a 1.6% increase over 1994. Money from dues, which make up 66% of revenues, will go up .9%, to \$31.6 million. Core departments also are kept to minimal increases. Spending on news and information will go up 2%, to \$18.1 million, and audio engineering will increase 5.5%, to \$6.9 million, while cultural

programming will be cut 2.5%, to \$4.6 million. Staff will be cut by one position, to 471.

The biggest increases will be reserved for the Office of the President, which will go up 32.2%, to \$641 million, and National Affairs, which will increase 28.1%, to \$462 million. The increase at National Affairs is for staff needed to support NPR President Delano E. Lewis in his role as co-chairman of the President's Advisory Council on the National Information Infrastructure. In the Office of the President, new staff members and consultants were hired and salaries upgraded because of a management restructuring. Lewis joined NPR in January.

There are no major projects planned in 1995, considering that NPR moved into a new building in February, board

members say. "We're sort of in a rest year," DeWeese says.

But some plans are in the works. NPR will launch a new weekly show, *Best of NPR News*, in early October. The one-hour show will mix news and features that already have aired, making it an inexpensive production.

With seed money of \$150,000, NPR will look into new ways to increase its revenues. One idea is to package and market NPR's extensive audio archive. Another is to rent NPR's Studio 4A, a gleaming state-of-the-art recording studio. Also being examined is satellite delivery to Europe, says board member David Anderson, general manager, WAER (FM) Syracuse, N.Y.

Also funded is research into listening among African Americans, to try to broaden NPR's audience. ■

## RIDING GAIN

### Court snags sale of KACE

A Los Angeles County superior court judge ruled against imposing a restraining order against All Pro Broadcasting to block the sale of its KACE(FM) Inglewood, Calif., to Cox Broadcasting last week.

The court did, however, schedule a trial to determine whether All Pro is bound to a prior contract to sell KACE to El Dorado Communications before the deal with Cox can be finalized, said El Dorado President Tom Castro. Cox offered All Pro \$11.5 million, or approximately \$1.5 million more than El Dorado offered for KACE, Castro said.

Castro said El Dorado wants to acquire KACE, which broadcasts to downtown Los Angeles and its western environs, to complement El Dorado's Hispanic KMQA(FM), whose signal carries over the city's downtown and communities to the east. If El Dorado purchases KACE, it would simulcast its Hispanic KMQA on the station, Castro said.

### Interep adds format networks

The Interep Radio Store plans to expand its stable of networks during the next year with five new networks that will target rock formats, oldies formats and audiences over age 45. Also planned is the "radio

interactive promotion network," which will help advertisers target frequent listeners of a station, says Marc Guild, president of Interep's marketing division.

The new networks will be added to Interep's urban, country, news/talk, Hispanic, direct response and infomercial radio networks and its "next-generation" network that targets listeners 12-24.

### 'Sports Babe' debuts in Chicago

ESPN Radio Networks' *The Fabulous Sports Babe*, aka Nanci Donnellan, premiered on WMVP(AM) Chicago Aug. 1. ESPN produces the show and ABC Radio Networks handles advertising sales, station affiliations and marketing/promotion. ABC says Donnellan is "the first female host of a national sports radio talk show."

### Report calls Limbaugh misinformed

Less than a month after President Bill Clinton denounced talk radio, and talk show host Rush Limbaugh in particular, for spreading cynicism about his administration, the group FAIR, Fairness & Accuracy in Reporting, released a report last week that claims Limbaugh misstates facts and is ignorant of the issues he discusses in his popular

midday radio and weeknight television shows.

FAIR's report, "Limbaugh's Reign of Error," published in its magazine "EXTRA!," and cites Limbaugh's comments on everything from health care to the Gulf War as inaccurate and misinformed.

Limbaugh countered the report during a radio show in late July and criticized FAIR as reporting inaccuracies in two of its past studies.

In one instance, FAIR retracted its comments. In the other, Limbaugh had criticized a FAIR report suggesting that violence against women by men escalated on Super Bowl Sunday. FAIR said it reported statistics by women's shelters that had marked Super Bowl Sunday as "one of the worst days of the year for violence against women in the home."

### Errata

The July 11 "Fifth Estater" of Robert F.X. Sillerman, chairman/CEO of the Sillerman Companies and SFX Broadcasting, misstated his projections on the companies' revenue growth. Sillerman estimates SFX will experience compound annual increases of 30% in broadcast cash flow and 35% increases in earnings before taxes, depreciation and amortization.

## Station revenues continue growth

Group owners report double-digit-percentage profit gains

By Geoffrey Foisie

**F**or the second year, group owners are reporting strong improvements in second-quarter finances.

Capital Cities/ABC reports a 26% jump in second-quarter operating income for its broadcasting segment, to \$307.3 million, on a 6% revenue gain, to \$1.2 billion. The best performance gains were made by the ABC Television network, the radio division and the cable and international group. The growth in cable and international occurred primarily at ESPN, which benefited from a new baseball contract.

The only broadcast operation where revenue declined, the television stations, still managed to edge ahead slightly in earnings. The company's New York and Los Angeles stations showed the weakest second-quarter performance.

At Scripps Howard TV stations, cash flow jumped 25%, to \$31.3 million, on a 7% revenue gain, to \$73.9 million. Company results were helped

by the termination of baseball telecast rights at WMAR-TV Baltimore, the company says: "The loss of baseball advertising revenue was more than offset by the switch to lower-cost programming." Excluding WMAR-TV, revenue for the station group increased 12%.

Cost controls helped boost Granite Broadcasting's second-quarter station operating cash flow. On a "same-station basis" (assuming acquisitions of stations in Syracuse, N.Y., and Fresno, Calif., had been made a year ago), costs declined 4%; revenue increased 12%, to \$16.3 million; and station cash flow jumped 36%, to \$7 million. The gains helped Granite report its first-ever net profit, of \$1.5 million.

Also reporting a double-digit percentage revenue increase was Heritage Media, which says \$600,000 in political advertising helped boost sales 11%, to \$11.7 million. Cash flow increased 17%, to \$6.3 million.

Strong political advertising the year before for a special election caused a

poor comparison for the just-completed quarter at KENS-TV San Antonio, Tex. Harte-Hanks Communications says operating cash flow at the station declined 2%, to \$3.3 million, on a 5% revenue decline, to \$7.3 million.

Excluding the results of WWL-TV New Orleans, acquired June 1, A.H. Belo's TV stations reported an 8% decline in profit, to \$20.3 million, on a 3% revenue gain, to \$61 million. In addition to an absence of political dollars, Belo cites "weak national advertising sales at WFAA[TV] Dallas and the renewal of long-term syndication contracts at significantly higher rates."

Revenue was up 9% for Gannett and 5.2% for Multimedia, excluding divested operations. Lee Enterprises' broadcasting revenue gained 10.7%.

Excluding recently purchased stations, broadcast cash flow at Pulitzer would have gained 22.9% on a revenue gain of 9.5%. In addition to local and national advertising gains, Pulitzer says its station group was helped by \$1.5 million in political advertising. ■

### B O T T O M

#### Sagansky kept in dark

How secret were the negotiations in the aborted CBS/QVC merger? According to offering documents for CBS's share repurchase (see next item), former Entertainment Division President Jeff Sagansky probably was in the dark as late as two days before the proposed merger was announced. Sagansky exercised 1,600 options for CBS stock which he then sold when it was selling at \$260 on June 28, two days before he left CBS. Because of this slightly premature exercise, Sagansky missed out on the \$50 appreciation in per-share price that occurred on June 30, the day of the proposed merger announcement. Fortunately for Sagansky, he apparently kept stock from another 550 options.

#### CBS begins stock repurchase

Loews Corp. has not decided exactly

how many of its shares it will tender into CBS's partial self-tender. CBS last week began the process of repurchasing up to 3.5 million shares of its stock at \$325 per share. The exact number of shares that Loews will tender "will be based upon its intention to achieve certain tax treatment of the offer," the company says. Because gain to shareholders will be treated as dividend income, rather than capital gains, a significant portion of the gain will be tax-free to Loews courtesy of the tax law provision for "intercorporate dividend exclusion." One source says Loews needs to be sure the IRS will allow it to increase its ownership in CBS to more than 20% without affecting its eligibility for gain exclusion. By going above 20%, Loews would be eligible to exclude a slightly higher percentage of gain in share repurchase than it could if it kept to its current 19.5%

ownership of CBS. Either way, Loews says it intends to "tender no fewer than 2 million of the approximately 3.03 million shares of CBS common stock held by it." How much of each shareholder's stock will be repurchased won't be decided before Aug. 22.

#### Tribune restructuring boosts Dowdle, Bosau

James C. Dowdle is now in charge of both publishing and broadcasting at Tribune Co. In a restructuring announced last Wednesday, the company was divided into two units: Tribune Media and Tribune New Media. Tribune Media, headed by Dowdle, will contain the company's publishing, broadcasting and entertainment units, including the Chicago Cubs baseball team. These operations account for about 90% of the \$2 billion-plus company's revenues. Previ-

## Taking stock of TV

Although business has greatly improved for TV broadcasters, not all stocks have responded. The best performers among "pure play" TV station stocks in the past year have been Outlet Communications and Price Communications, which emerged from bankruptcy at the beginning of 1993.

Renaissance Communications went public at \$19 in February, and last week was trading at \$23. Two group owners that have seen less pickup during the past 12 months are Granite Broadcasting and BHC Communications.

Following is a month-by-month breakdown of how broadcast stocks have performed, per share. The stocks have been indexed to begin at one.

	BHC Comm'n's Group	Granite B'casting	Outlet Comm'n's	Price Comm'n's	Renaissance Comm'n's
July 1993	1.00	1.00	1.00	1.00	—
Aug	1.05	1.00	1.26	1.00	—
Sept	1.10	1.12	1.33	1.07	—
Oct	1.12	1.00	1.26	1.25	—
Nov	1.07	1.06	1.26	1.43	—
Dec	1.15	0.88	1.56	1.43	—
Jan 1994	1.12	0.88	1.44	1.45	—
Feb	1.11	1.06	1.44	1.64	1.00
Mar	1.03	0.88	1.37	1.34	1.00
April	1.04	0.87	1.41	1.55	1.03
May	1.05	1.00	1.63	1.41	1.19
June	1.07	0.91	2.04	1.55	1.10
July	1.09	1.00	1.96	1.91	1.17

Prices are closing prices for the month, except July 1994, for which closing prices are as of last Wednesday.

## L I N E

ously, Dowdle was president/CEO, Tribune Broadcasting. Dennis J. FitzSimons, currently Tribune television group president, will become Tribune Broadcasting executive vice president, reporting to Dowdle. Robert D. Bosau, currently Tribune Publishing vice president for administration, will head Tribune New Media. That segment will contain diverse subsidiaries, joint ventures and investments in new media, including Peapod, an electronic shopping service, America Online and StarSight Telecast. Both Dowdle and Bosau will report to Tribune President/Chief Operating Officer John W. Madigan.



James C. Dowdle

### Cox using Arbitron

Arbitron has signed its first local cable rating customer: Cox Cable will use Arbitron's telephone coincidental system to measure viewing in the Gainesville/Ocala, Fla., area.

### Bids sought for Florida stations

Kalil & Co. last week was appointed to solicit bids for WTVX(TV) Fort Pierce and WNFT(TV)

Jacksonville, both Florida. The Tucson, Ariz.-based station broker says the two independent TV stations, owned by Krypton Broadcasting, have been put up for sale by the U.S. Bankruptcy Court for the Southern District of Florida. Qualifying bids must be received by Sept. 23. —GF

*BIA Consulting  
has appraised  
the assets of*

**Broadcasting  
Partners,  
Inc.'s**

*recent  
acquisition  
of*

**WMTG(AM) &  
WNIC(FM),  
Dearborn  
(Detroit),  
Michigan  
and  
WBAV(FM),  
Gastonia  
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Peter Bowman, ASA, V.P.

# Changing Hands

This week's tabulation of station and system sales

## **WESC-AM-FM/WBBO-FM/WHYZ (AM) Greenville/Spartanburg, S.C.**

□ Four stations merged by the Estate of Robert Schmid, AmCom General Corp. and Benchmark Communications, respectively, for \$15 million. The stations will operate under new venture, Benchmark Communications VII. WESC(AM) has country format on 660 khz with 50 kw daytime, 10 kw CH. WESC-FM has country format on 92.5 mhz with 100 kw and antenna 2,000 ft. WBBO-FM has CHR format on 93.3 mhz with 100 kw and antenna 2,030 ft. WHYZ is off the air, licensed to 1070 khz with 50 kw daytime, 1.5 kw night. *Broker: Americom.*

**KQQK(FM) Galveston, Tex.** □ Stock purchased by El Dorado Communications Inc. (Thomas Castro, president/director) from KQQK Inc. (Edith Baker) for \$10.25 million. **Buyer** owns KXTJ(FM) Beaumont, Tex., and KMQA-FM West Covina, Calif. **Seller** has no other broadcast interests. KQQK has bilingual Tejano hits format on 106.5 mhz with 100 w and antenna 1,322 ft. Filed July 5 (BAPLH940705GG).

**WARQ(FM) Columbia, S.C.** □ Purchased by Radio Equity Partners LP (George Sosson, general partner) from Clayton Radio (Rick Dames, president) for \$1.9 million. **Buyer** owns WWDM(FM) Columbia, S.C.; WHYN-AM-FM Springfield, Mass.; WWBB(FM) Providence, R.I.; WSJS-AM-FM Winston-Salem, N.C.; KTGR and WNOE-AM-FM New Orleans; KOQL and KXXY-AM-FM Oklahoma City; WRXO and WREC(AM)-WEGR(FM) Memphis, and WCKT(FM) Lehigh Acres, Fla. **Seller** is also selling WVOC(AM) Columbia, S.C., to Benchmark Communications for \$2.5 million. WARQ has AC format on 93.5 mhz with 3 kw and antenna 443 ft.

**WXFX(FM) Prattville, Ala.** □ Purchased by Prattville Communications Corp. (R. Charles McLravy, president) from Downs Broadcasting II (Paul Downs, general partner) for \$1.575 million. **Buyer** owns WKQZ(FM) Midland and WBTZ(FM) Pinconning,

both Michigan, and is proposed assignee of WUVE(FM) Saginaw, Mich. **Seller** owns WJXY-AM-FM Conway, S.C. WXFX has classic rock format on 95.1 mhz with 50 kw and antenna 492 ft. Filed July 11 (BALH940711GF).

**WYYD-FM Roanoke/Lynchburg, Va.** □ Purchased by Benchmark Communications Inc. (Bruce Spector and Joe Mathias) from Winfas Communications (Roger Ingram) for \$8 million-\$9 million. **Buyer** owns WHKI(FM) Bethany Beach and WDOV(AM)-WDSO(FM) Dover, both Delaware; WETT(AM)-WWFG(FM) Ocean City, Md.; WKOC(FM) Elizabeth City, N.C.; WHKZ(FM) Cayce, WCOS-AM-FM Columbia, S.C., and WTAR(AM)-WLTY(FM) Norfolk, WVGO(FM) Richmond, WDCK(FM) Williamsburg and WNTW(AM)-WUSQ-FM Winchester, all Virginia. **Seller** owns WKOO-FM Jacksonville, N.C. WYYD-FM has country format on 107.9 mhz with 20.5 kw and antenna 1,768 ft. *Broker: Bergner & Co.*

**WCLZ-AM-FM Brunswick, Me.** □ Purchased by The MEG Co. (J. Taylor Monfort, president) from Riverside Broadcasting LP (Ross Elder, GP) for \$525,000. **Buyer** recently purchased WCSS(AM)-WKOL(FM) Amsterdam, N.Y., for \$400,000. WCLZ(AM) has business format on 900 khz with 1 kw. WCLZ-FM has new AC format on 98.9 mhz with 47.5 kw and antenna 400 ft. *Broker: Media Services Group.*

**WBQR-FM Attica, Ind.** □ Purchased by University Sports Radio Network Inc. (Arthur Angotti, president) from Attica Community Radio Corp. (Bruce

Quinn, president) for \$410,000. **Buyer** owns WAZY(FM) Lafayette and WBWB(FM) Bloomington, both Indiana, and KCOL(AM)-KIMN(FM) Fort Collins, Colo. WBQR-FM has soft AC format on 95.7 mhz with 4.1 kw and antenna 387 ft. Filed July 14 (BALH940714GG).

**KQNS-FM Lindsborg, Kan.** □ Purchased by B-B Broadcasting Inc. (Beth Chalmers, president) from Davies Communications Inc. (Jerry Davies, president) for \$325,000. **Buyer** has no other broadcast interests. **Seller** owns KNGL(AM)-KBBE-FM McPherson, Kan. KQNS-FM has AOR/rock format on 95.9 mhz with 1.3 kw and antenna 455 ft.

**KGLD(AM)-KDOK-FM Tyler, Tex.** □ Stock purchased by H. Ward Lay Jr. from Gleiser Communications Inc. (Paul Gleiser, president) for \$300,000. **Buyer** currently owns 1,050 shares of Class C common stock of Gleiser Communications; he will own 3,500 shares of Class A common stock after transfer, a total of 70% of the issued and outstanding capital stock of the company. **Seller** is proposed assignee of KTBB(AM) Tyler, Tex. KGLD has MOR format on 1330 khz with 1 kw daytime, 500 w night. KDOK-FM has oldies format on 92.1 mhz with 3 kw and antenna 280 ft.

**WTMC(AM) Ocala, Fla.** □ Purchased by O.V.F. Inc. (James McDonough, president) from Paxson Broadcasting Inc. (Lowell "Bud" Paxson, president) for \$260,000. **Buyer** has no other broadcast interests. **Seller** owns 14 radio stations and 2 TVs. WTMC has news/sports format on 1290 khz with 5 kw. *Broker: Hadden & Associates.*

**KFLW(FM) St. Robert, Mo.** □ Purchased by Prentiss Enterprises LLC (Louis Prentiss Jr., president) from Neil Rones and Luann Dahl, husband and wife, for \$222,161. **Buyer** is permittee of KOUU(FM) American Falls, Idaho. **Seller** has no other broadcast interests. KFLW is licensed to 96.5 mhz with 6 kw and an-

## **Morris wins Stauffer**

Morris Communications Group is the winner at auction for Stauffer Communications. A bid of \$275 million, or more than \$283 per share, won the stock of the publisher and group owner of two AM, two FM and nine TV stations.

Morris Communications Chairman/Chief Executive Officer Billy Morris declined comment on whether any of the Stauffer broadcasting properties would be spun off. However, in at least two markets there appears to be a crossownership conflict. Morris owns a newspaper in Amarillo, Tex., where Stauffer has radio stations. And in Topeka, Kan., where Stauffer is based, it already has a grandfathered newspaper-TV-radio combination.

Morris is a family-owned company based in Augusta, Ga. Its main business is publishing 12 daily and four weekly newspapers. It last owned broadcasting properties in the 1950s. —GF

tenna 328 ft. Filed July 12 (BALH-940712-GG).

**WZAM(AM) Norfolk, Va.** □ Purchased by J4 Broadcasting Co. Inc. (John Thomas Jr.) from Hampton Roads Radio Inc. (Stephen Brisker, president) for \$217,000. **Buyer** owns WCIN(AM) Cincinnati. **Seller** has no other broadcast interests. WZAM is dark, licensed to 1110 khz with 50 kw day. Filed July 1 (BAL-940701EA).

**WNEX(AM) Macon, Ga.** □ Purchased by Macon Media Inc. (Robert Williams, president) from Quality Broadcasting Inc. (James McAfee Jr.) for \$175,000. **Buyer** owns KLNG (AM) Council Bluffs, Ia. **Seller** owns WBNM (AM) Gordon, Ga. WNEX has talk format on 1400 khz with 1 kw. Filed June 29 (BAL940629EA).

**KCLL(AM) Lompoc, Calif.** □ Purchased by Mega Formula Broadcasting Corp. (Humberto Rameriez, president) from Green-Gold Broadcasting Inc. (Randolph Johnston, president) for \$152,000. **Buyer** and **seller** have no other broadcast interests. KCLL has oldies format on 960 khz with 500 w. Filed June 28 (BAL940628EE).

**WKZF-FM Bayboro (New Bern), N.C.** □ Purchased by WKZF-FM Inc. (Keith Eckhardt, president) from Sunbelt Media (Robert Williams, president) for \$137,000. **Buyer** owns WLAS(AM) Jacksonville, N.C. **Seller** has no other broadcast interests. WKZF-FM is unbuilt, licensed to 97.9 mhz with 3 kw and antenna 341 ft. *Broker: The Connelly Co. Inc.*

**KTMG(AM) Deer Trail, Colo.** □ Purchased by Don Wiedman from Trent and Todd Marshall for \$117,600. **Buyer** and **seller** have no other broadcast interests. KTMG has country format on 1370 khz with 5 kw daytime, 160 w night. Filed June 27 (BAL-940627EA).

**KHST(FM) Lamar, Mo.** □ Purchased by KHST Broadcasting Co. (Melvin Pulley) from Russell Weeks Jr. for \$112,000. **Buyer** owns KBFL(FM) Buffalo and KYOO(AM) Bolivar, both Missouri, and is permittee of KYOO-FM Halfway,

**Proposed station trades**

By dollar volume and number of sales

This week:

AMs □ **\$1,054,600** □ 9  
 FMs □ **\$23,479,611** □ 10  
 Combos □ **\$15,825,000** □ 3  
 TVs □ **\$0** □ 0  
 Total □ **\$40,359,211** □ 22

So far in 1994:

AMs □ **\$100,412,104** □ 91  
 FMs □ **\$505,916,321** □ 200  
 Combos □ **\$1,064,957,604** □ 144  
 TVs □ **\$1,374,881,334** □ 45  
 Total □ **\$3,046,167,343** □ 480

Mo. **Seller** has no other broadcast interests. KHST has country format on 99.9 mhz with 3 kw and antenna 328 ft.

**KNNT(AM) Kennett, Mo.** □ Purchased by KBOA Inc. (Kenneth Meyer, president) from KBMX Inc. for \$50,000. **Buyer** owns KTMO(FM) Kennett, KTXR(FM) Springfield, KFAL(AM)-KKCA(FM) Fulton and KISF (FM) Lexington, all Missouri, and KATP(FM) Amarillo, Tex. **Seller** has no other broadcast interests. KNNT has news/talk format on 1540 khz with 1 kw day. Filed July 7 (BAL940707EA).

**WKQS(FM) Gifford, Fla.** □ CP purchased by Media 5 Inc. (James Pagano, president/director) from Ameriwave Inc. (Gene Folden, William Sherry and William Thompson, shareholders) for \$48,450. **Buyer** owns WAXE(AM)-WAVW(FM) Vero Beach, Fla. **Seller** has no other broadcast interests. WKQS is a new station, licensed to 94.7 mhz. Filed July 14 (BAPH940714GE).

**WUAT(AM) Pikeville, Tenn.** □ Purchased by Susan Anderson from Charles Bownds for \$30,000. **Buyer** and **seller** have no other broadcast interests. WUAT has country format on 1110 khz with 250 w day. Filed June 28 (BAL940628EF).

**WQRX(AM) Valley Head, Ala.** □ Purchased by Smith Communications Inc. (Joyce Smith Hamilton, president) from Cook Communications Inc. (Jeffrey Cook, president) for \$28,000. **Buyer** and **seller** have no other broadcast interests. WQRX has AC format on 870 khz with 10 kw daytime. Filed June 27 (BAL940627EB).

**KNAL(AM) Victoria, Tex.** □ Purchased by Withers Broadcasting Co. of Texas (W. Russell Withers Jr., president) from Victoria Broadcasters Inc. (M.N. Bostick, president) for \$25,000. **Buyer** owns KAVU-TV Victoria, Tex.; WMIX-AM-FM Mount Vernon, Ill.; KOKX-AM-FM Keokuk, Ia.; KAPE(AM)-KGMO(FM) Cape Girardeau, Mo.; WDTV(TV) Weston, W.Va., and KREX-TV Grand Junction, Colo. **Seller** has no other broadcast interests. KNAL is dark, licensed to 1410 khz. Filed June 28 (BAL940628EB).

# SOLD!

**WBBW-AM/WBBG-FM**, Youngstown, Ohio, **WFPG-AM/FM** and **LMA** partner **WKOE-FM**, Atlantic City, New Jersey from **H&D Broadcasting**, Joel Hartstone and Barry Dickstein, Principals, to **Connoisseur Communications, Inc.**, Jeffrey D. Warshaw, President, for \$11,500,000.

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## Hundt pledges gains for minorities

By Christopher Stern

Invoking memories of Robert Kennedy and Martin Luther King Jr., FCC Chairman Reed Hundt last week told the National Urban League that his agency had stepped up its efforts to monitor minority hiring by broadcasters and cable systems and would work hard to increase opportunities for minorities on the information superhighway.

"We want to have the ownership and management ranks in this sector look more like the people they serve," Hundt said. He added that the FCC has given minorities, along with women and small businesses, significant advantages in its multimillion-dollar auction of radio spectrum for wireless communications (see story, page 8). The advantages include bidding credits, installment plans and tax certificates.

Hundt used his appearance at the group's convention in Indianapolis to release the latest statistics on minority employment in the broadcast and cable industries. According to FCC data, African Americans make up 11% of the work force, but black men account for only 2.8% of the management positions in the broadcast industry.

"These results reflect insufficient movement toward our goal of insuring that the broadcasting and cable

### At a glance

FCC Chairman Reed Hundt cited the following numbers in addressing the state of minority ownership in telecommunications during his speech to the National Urban League last week:

- 490 of the 98,000 telecommunications firms are controlled by minority members.
- 300 of the 10,000 commercial radio stations are controlled by minority members. There are only 20 minority-controlled television stations of 1,000 licenses.
- Nine of the 7,500 cable operators are minority members.

workplaces look more like the American work force as a whole," Hundt said.

The FCC will focus on emerging technologies as a way of creating opportunities for minorities, Hundt said.

Drawing on the vision articulated 25 years ago by King and Kennedy, Hundt said, "My vision of the information highway is that it is a way for millions of Americans to bridge the gaps in education, health care and economic opportunity that divide our country."

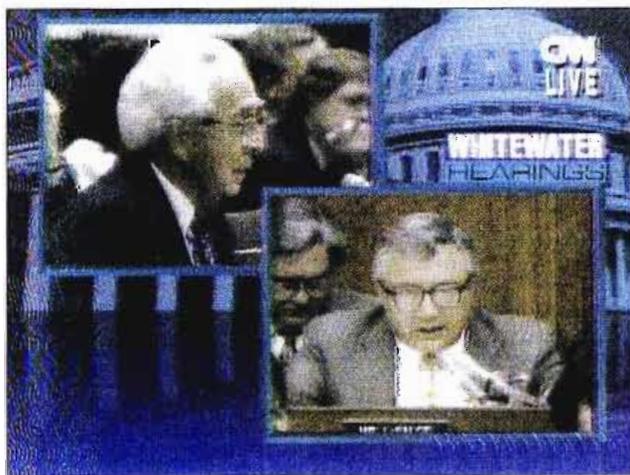


FCC Chairman Reed Hundt: 'We want to have the ownership and management ranks...look more like the people they serve.'

Hundt also touted his agency's increased emphasis on equal employment opportunity rules. "In January of this year, the commission stepped up the level of enforcement of its EEO rules. We increased the level of fines imposed on broadcast stations and cable television systems that fail to maintain effective EEO programs. We issued the largest such fine in the commission's history." In January, the FCC fined Adelphia Communications' Palm Beach cable system \$121,500 for EEO violations. It was the largest EEO fine in FCC history. Total EEO fines for broadcasters add up to \$835,750.

What Hundt did not tell his audience was that the FCC was under pressure from the U.S. Court of Appeals to revisit its EEO rules. When the court recently threw out the FCC's general schedule of fines for other violations, it also criticized the commission's latest method of assessing EEO fines.

Last week, FCC General Counsel Bill Kennard said the court's decision did not mean the agency must throw out its EEO rules, as the National Association of Broadcasters had claimed. But the FCC may resort to system of assessing fines on a case-by-case basis, he said. ■



Congressional hearings on Whitewater were carried extensively last week by CNN, C-SPAN, the Public Broadcasting Service and National Public Radio. But in contrast to their gavel-to-gavel coverage of O.J. Simpson's pre-trial hearing, the broadcast networks covered the story through their regular newscasts. The hearings are examining alleged impropriety between the White House and Treasury Department over an investigation into President Clinton's investment in an Arkansas real estate development. At left, CNN pictures White House Counsel Lloyd Cutler (top) and Rep. John LaFalce (D-N.Y.).

# Politics may boost RBOCs' case in Congress

*Fall elections could change face of Congress, alter infohighway bill*

By Kim McAvoy

If Congress punts action on an information superhighway bill until its next session begins in January, a far more deregulatory telecommunications measure might emerge.

But it all depends on the outcome of the fall elections. The deregulatory-minded Republicans must gain control of the Senate—or capture enough seats in both the House and the Senate that can be combined with the votes of conservative Democrats to give them a “working majority.”

One senator last week said that waiting to move a bill in the next Congress isn't such a bad idea. “It might be in everyone's best interest to wait until next year and see the makeup of Congress,” said Commerce Committee member John McCain (R-Ariz.). McCain, like others in his party, thinks the Republicans might win a majority in the fall. They need to gain seven seats in the Senate and 40 in the House.

If that scenario plays out, McCain suggests that the telecommunications reform proposal being circulated by Minority Leader Robert Dole (R-Kan.) could become the centerpiece for future Senate action.

Dole's proposal is far more deregulatory than legislation pending in the Senate Commerce Committee and sponsored by its chairman, Ernest Hollings (D-S.C.). The regional Bell operating companies may have decided they would be better off trying for a bill in the next Congress. But RBOC officials continue to insist that they want to work with Hollings to pass a bill this year. RBOC support is considered critical to Senate passage of a bill.

But waiting it out is a risky strategy, one Washington lobbyist says. “It's better to be on Hollings's side than to be against him.”

Besides, many Capitol Hill insiders—and even Republican National Committee Chairman Haley Barbour—recognize that winning the Senate is an uphill battle.

Even if the Democrats stay in power, the fall elections will lead to significant changes in the makeup of

Congress, most observers agree. “I would not be surprised to see more than 80 new members of the House and at least five new senators,” says Jim May, executive vice president, government relations, National Association of Broadcasters.

The retirement of several members also will have an impact. On the Senate Commerce Committee, ranking Republican John Danforth of Missouri is leaving. Next in line to succeed Danforth is Larry Pressler of South Dakota, but there has been some speculation that another senior

Some are even making a bid for Senate seats. Among those retiring is the chairman of the House Copyright Subcommittee, Bill Hughes (D-N.J.). It's hard to say who will fill his slot. Several could claim it, including Mike Synar of Oklahoma, Patricia Schroeder of Colorado, Dan Glickman of Kansas and Barney Frank of Massachusetts. However, they might opt for other assignments, leaving the Copyright Subcommittee chairmanship for others, such as Howard Berman of California and Rick Boucher of Virginia.



Senator Larry Pressler of South Dakota (left) may well be the next ranking Republican on the Senate Commerce Committee. He's in line to succeed John Danforth, who is retiring. However, there is growing speculation in Washington that Senator Ted Stevens of Alaska (right) may mount a challenge to Pressler.

Republican, Ted Stevens of Alaska, might make a run for the post. “I wouldn't count Stevens out,” a Senate source says.

Also departing from the Senate is Antitrust Subcommittee Chairman Howard Metzenbaum (D-Ohio). It is unclear who will succeed him. Many industry groups, including cable, are not likely to miss Metzenbaum.

And Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) also is leaving. Patrick Leahy (D-Vt.) may wind up as chairman. However, the subcommittee might be folded into the Technology and Law Subcommittee, which Leahy chairs.

In the House, 26 members are retiring. Another 21 members have decided to run for other offices.

It's expected to be business as usual in the House Commerce Committee. Chairman John Dingell (D-Mich.) is expected to win re-election, as is Edward Markey (D-Mass.), chairman of the Telecommunications Subcommittee. However, there will be at least three seats to fill on the Telecommunications Subcommittee with the departures of Jim Cooper (D-Tenn.), Jim Slattery (D-Kan.) and Alex McMillan (R-N.C.). Cooper and Slattery are running for senator and governor, respectively, and McMillan is retiring.

Even more openings on the subcommittee are possible: Democrats Marjorie Margolies-Mezvinsky of Pennsylvania and Lynn Schenk of California face tough races. ■

## FCC Chairman Reed Hundt is expected to make a policy statement on children's television on Aug. 13

when he addresses the American Psychological Association. It will be the first major statement on the subject by an FCC member since the commission's hearing on children's television June 28. Hundt is not a stranger to the APA convention, which he has attended in the past with his wife, Elizabeth Katz, who is a member. The APA last year issued a report concluding that there is a link between violence on television and violent behavior by children. The organization recommended that the FCC institute rules that would require broadcasters and cable operators to avoid airing programs containing excessive violence during hours when kids are watching (6 a.m.-10 p.m.). The APA also suggested that the FCC review at license renewal time what stations have done through programing and outreach efforts to help solve the problem of youth violence.

## Agreement is building among cable programers about a proposal that would allow cable operators to keep 25 cents a month per subscriber for each new channel

added on a regulated tier. The proposal also calls for a cap of \$1.50 per year for increases due to added channels. This means cable systems could add no more than six channels at the full pass-through rate of 25 cents. E! Entertainment Television outlined the plan to FCC commissioners last month. The cable industry has been critical of the existing programing incentives, which call for a 7.5% markup on license fees. Cable operators say the percentage markup is not enough to pay for postage announcing a new rate. Programers say that any markup based on a percentage of the license fee works against the least expensive channels. In May at the National Cable Television Association convention, FCC Chairman Reed Hundt said the agency would revisit the incentives, but he wanted the industry to rally around a single proposal first. The agency is expected to take up the issue in September or October.

## Video dialtone has been bumped from this week's FCC open meeting agenda.

FCC staff members say one sticking point over the contentious order is how telephone companies will be allowed to fill out the programing for their video platforms. The regional Bell operating companies have advocated an "anchor programer" approach, which would allow a single programer to control all analog channels on a system. In a letter to FCC Chairman Reed Hundt, National Cable Television Association President Decker Anstrom criticizes the anchor programing concept, which he says "allows [telcos] to become unfranchised cable operators, in clear contradiction of the Cable Act's crossownership ban." Another outstanding issue is cost allocation. The cable industry and public interest groups say telcos will use revenue from regular telephone subscribers to build the advanced video platforms.

**If the Senate doesn't pass an information super-highway bill this year, who's to blame?** The regional Bell operating companies already are taking some heat for refusing to support certain revisions to the bill, S. 1822.

Without RBOC backing, the bill is not likely to get through the Senate.

Early last week, the RBOCs and their trade association, the United States Telephone Association, convened separate press briefings, hoping to set the record straight. "They were doing some damage control,"

one Washington lobbyist says. First, USTA President Roy Neel said the RBOCs want a bill and blamed the long-distance companies for introducing new demands late in the game. "We're not in a kill mode," BellSouth's Mickey McQuire said later that day.

McQuire, who is chief strategist for the RBOCs, said the telcos are anxious to get the bill through, but not if it means "legislation at any price." McQuire insisted that talks with bill sponsor and Commerce Committee Chairman Ernest Hollings (D-S.C.)

have not broken down. And, he said, Senator John Breaux (D-La.), who has been negotiating on the RBOCs' behalf, is "still trying to find a way through here." The RBOCs have discussed the situation with Greg Simon, an aide to Vice President Al Gore. The administration "wants us to stay in the process," McQuire said.

## TV sets require only as much energy as a light bulb,

the National Association of Broadcasters told the Department of Energy. NAB last week urged DOE not to apply energy conservation standards to TV sets. NAB warned that imposing standards might delay the introduction of new technologies such as HDTV and interactive TV. Furthermore, the National Appliance Energy Conservation Act does not require DOE to propose efficiency standards for TV sets, but to "only consider such standards," NAB says.

## The Senate last week approved a 1995 FCC budget of \$198.2 million.

That figure includes \$116.4 million in user fees from industries regulated by the agency. The House has approved \$188.4 million for the agency. A House-Senate conference committee will work out the differences between the two funding proposals.

## The U.S. Court of Appeals has remanded a challenge to the FCC's pioneer preference policy to the FCC.

The FCC asked the court to return the issue, citing the likelihood that the court would reverse the policy anyway. The agency also promised to give serious consideration to making companies pay for licenses that had been promised for free. The policy was challenged by Pacific Bell, which says it is unfair to make some companies pay millions of dollars in auctions while others get the licenses for nothing. The FCC granted the preferences to Omnipoint, Cox and Washington Post-owned American Personal Communications, citing the companies' technological innovations. The FCC already has said it would charge narrowband pioneer Mtel 90% of the lowest bid submitted during last week's narrowband auction (see story, page 8). One consequence of last week's surprisingly successful auction is that Mtel now must pay at least \$45 million for a license. Mtel will challenge the policy in court. ■

# Washington Watch

Edited By Kim McAvoy



## FCC commissioners to get HDTV eyeful

*MSTV, others hope ATTC tour will pique new commissioners' interest in advanced TV*

By Chris McConnell

**W**ith a new audience installed at the FCC, participants in the long-running ATV standard-setting program last week were planning to catch the commission's eye with a series of HDTV screenings.

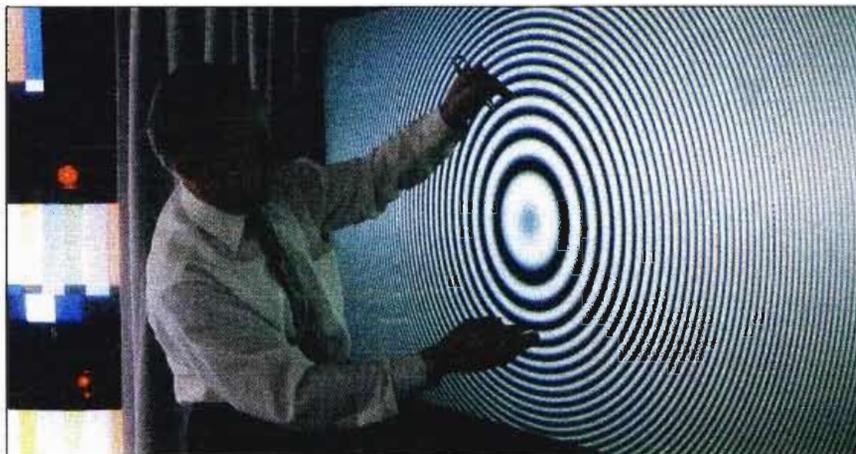
Hoping to offer the newcomers a chance to "catch up" on the eight-year-old story, the Association for Maximum Service Television (MSTV) and other groups planned to host the two new commissioners—Susan Ness and Rachelle Chong—and the chairman on a tour of the Advanced Television Test Center (ATTC) in Alexandria, Va.

The tour was scheduled to include a look at high-definition (HD) pictures and serve as a primer on the center's program for inspecting the quality of the new TV system. At the same time, the system's builders were planning their own HD demonstrations in an effort to turn commissioners' heads back to the HD picture.

With the new system en route to testing at the ATTC later this year, participants in the seven-company Grand Alliance say the time is approaching for the FCC to address issues of implementing the new TV standard. To raise the flag for improved pictures, the alliance this fall plans to open an exhibit on the role of HDTV in the National Information Infrastructure. The exhibit, which alliance members plan to present to policymakers, will be located blocks away from the FCC at AT&T's Technology Center in Washington.

"We would like to see some response from the commission," says General Instrument's Bob Rast. Rast and others in the consortium recognize that cable, PCS and other issues have overshadowed HDTV at the FCC, but say they are still waiting for the new commission to voice some measure of support for HDTV.

Such cheerleading has been sparse at Reed Hundt's FCC. The two newest commissioners have offered no opinion on HDTV or the alliance project, maintaining that they still are studying the issue and its history. The



*ATTC Chief Scientist Charles Rhodes evaluates a resolution test pattern on a high-definition television projector with a 65-inch diagonal screen.*

chairman has speculated that advanced television will reach homes along with other information highway services, but he also has said he does not know if "this decade's high-definition television will ultimately replace our current broadcast technology."

Such comments do not bother Advisory Committee on Advanced Television Service Chairman Richard Wiley, who says it is premature for the FCC to start promoting the new standard while the Grand Alliance was building its system. As for the broader idea of HDTV, he says the new commissioners haven't had a chance to deal with the issue. "I think their time will come," Wiley says.

David Sarnoff Research Center's Glenn Reitmeier agrees the commission has been too busy with other matters to discuss the alliance cause. "When you really step back, it's not too surprising," he says.

But Reitmeier and others in the alliance still are anxious to hear some words of approval. "There is a tone that is set by the FCC," Rast says, describing the previous commission's tone on HDTV as proactive.

"Does the new FCC embrace the position that has been taken [by the previous commission]?" Rast asks. "Is the FCC going to be proactive?"

Others say that manufacturers and users of the new standard will not commit to investing in advanced tele-

vision until they see a clear regulatory commitment to HDTV. "If you're a manager, you need a little bit more certainty," says the recently retired Joseph Donahue, who long headed Thomson Consumer Electronics' participation on the advisory committee and the alliance. Donahue maintains that now is the time to plan implementation of the new standard.

"It's time we begin laying plans [and] begin planning larger investments," Donahue says, adding that no company is going to put its heart and soul into the effort until it sees more support for the standard. "We'd like to see more leadership," adds Thomson's Bruce Allan.

The test center, meanwhile, last week was calling its tour an educational event rather than a lobbying effort for HDTV. ATTC President Peter Fannon said the center members planned to show the commissioners some pictures and to emphasize the thoroughness of the center's evaluations. Members of the test center include MSTV, NAB, PBS, Capcities/ABC, CBS, NBC, the Electronic Industries Association and the Association of Independent Television Stations.

"Our role is to enhance policymakers' awareness of the few steps that lie ahead," Fannon says. "This visit gives the members of the test center a chance to affirm their support for seeing this process through." ■

# CNN upgrades its graphics department

*Multimillion-dollar makeover includes dedicated workspace and new tools*

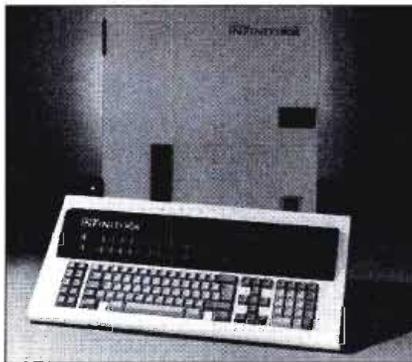
By Chris McConnell

**C**NN watchers should see some flashier graphics this fall. The news network is outfitting its Atlanta headquarters with a new set of graphics tools, including hardware from Chyron, BTS, Accom and Abekas.

The multimillion-dollar upgrade is part of a move the graphics department is making from CNN's newsroom to its own dedicated facility.

"This will allow us a higher level of graphics support," says CNN's Gordon Castle. Until now, he says, the graphics facility's location has placed the staff in a noisy environment where hundreds are working night and day. To help the graphics staff—which churns out all of the charts, maps and other graphics for CNN and CNN International—the network is giving the division its own space. "It will give us a more creative environment," says Castle, CNN's graphics production director.

The new department also will give the graphics creators more hardware. The new, all-component digital envi-



*CNN's upgrade will include Chyron's iNFinit graphics system.*

ronment will include an upgrade from a Chyron Scribe machine to an iNFinit graphics machine, the box EBU Sports International used recently during its production of the World Cup soccer tournament.

Castle says that the four new, horse-shoe-shaped graphics consoles will combine the graphics tools in one spot. The consoles will carry controls for the still-store, character generators, digital video effects machines

and video switcher.

To boost the department's ability to work on several layers of graphics without degrading the picture, the department is moving to an all D-1 format environment, Castle adds. With the D-1 component format, color information is separated from the rest of the video signal, providing for sharper pictures.

To handle video keying and color correction, the network is installing an Abekas 8100 switcher. An Abekas A57 machine will handle digital video effects and a BTS D-1 router will direct the digital signals among the newly assembled pieces of equipment. Additionally, the network is buying a file server from Accom that holds full-bandwidth stills and video clips.

CNN hopes to have the graphics department churning out maps and charts by late September. "You will start to see flashier graphics," Castle says, although he stresses speed and quality as the real advantages of the new hardware. ■

## FCC hits World Cup goal

*Spectrum requests handled almost without hitch*

By Chris McConnell

**D**espite thousands of added communications transmitters, the World Cup caused few tie-ups to spectrum traffic.

The FCC's Field Operations Bureau says frequency coordination efforts managed to prevent all but two instances of interference during the month-long tournament. The commission in May altered its rules and authorized frequency coordinators at each World Cup venue to oversee frequency requests.

During the tournament, the commission's field offices assigned approximately three staffers at each venue to monitor spectrum use.

"The whole operation was remarkably free of interference problems," says the bureau's Jeff Young. He attributes the lack of interference to the heavy use of fiber optic links during the games, which kept much of the

traffic off the air.

The two exceptions to the clear spectrum lanes, Young adds, came in Dallas and Boston. In Dallas, bureau engineers tracked interference to a channel used for monitoring spectrum assigned for World Cup communications. The culprit was a scanner-receiver used by the same organization that filed the complaint.

In what the bureau described as a more serious case, Boston field engineers were called to clear up interference the World Cup traffic was causing to the local power utility.

During the tournament, an Eastern Edison utility truck reported interference on a channel it was using to receive instructions for repairing power lines. To fix the problem, the field office had the World Cup transmission moved from 456.375 mhz to 457.125 mhz. ■



Other than the two instances, the spectrum police reported more trouble in obtaining badges at tournament venues to monitor the radio traffic than in keeping a lid on interference. Young also said the tournament highlighted the importance of the handheld gear the commission uses to track radio signals.

The World Cup matches "brought out the need to look into getting some better portable equipment," Young says. He adds that the bureau's field staffers had to abandon the use of one portable tracker because it looked too much like a rifle. ■

# Cutting Edge

By Chris McConnell

**Last month's World Cup soccer tournament was not without HDTV coverage.** REBO Group and TVN Entertainment Corp. produced an HD presentation of the games that was distributed from the Rose Bowl in Pasadena to theaters in Los Angeles and European cable systems.



The coverage originated from NHK, which shot the matches at the Rose Bowl for broadcast in Japan. The HD signals were routed over fiber to Los Angeles, where they were shown on a 10-foot x 20-foot screen to a theater audience. Additionally, the signal traveled via fiber to Washington where it was uplinked for distribution in Europe. France's Supervision and the Netherlands' TV PLUS delivered the signal to their cable subscribers.

**DIRECTV last week was awaiting the launch** of its second direct broadcast satellite. DBS-2 was scheduled for launch July 28 on a Martin Marietta Atlas IIA rocket. The new satellite will boost the number of DIRECTV channels from about 55 to 150. Included in the 150 channels will be about 50 pay-per-view channels. DIRECTV competitor Primestar, meanwhile, said it will add USA Network and the Sci-Fi Channel to its lineup.

**Nonlinear edit machine maker Avid Technology Inc. reports earnings of \$45.1 million** for the

year's second quarter. The earnings were up 72% from last year's second-quarter earnings of \$26.3 million. The company's net income for the quarter came to \$3 million, up from \$1 million in 1993's second quarter. While listing the Media

Composer as its hottest product, the company cites the AirPlay disk-based playback system as the leader among the Avid broadcast products. Avid also is creating a "North America Partners Program" to expand sales of its digital media production solutions. Avid also says KOV-TV Albuquerque is using its NewsCutter disk-based editing system. The NBC affiliate has bought two of the machines to edit its 5:30, 6 and 10 p.m. newscasts.

**Japan's NHK is reporting high marks for Toko America Inc.'s VAST-p** video storage and transmission terminal. The broadcaster used the unit earlier this year to air remote footage from the site of a scuba diving accident. The NHK cameraman used the suitcase-sized VAST-p transmitter to send three minutes of footage to the broadcaster's studio in Japan. The VAST-p unit compresses audio and video data at 1.5 megabits per second. The data is stored on a hard drive. The NHK crew connected the unit to an Inmarsat A-type satellite phone to send the video back to Tokyo.

**TV sets should not be subject to energy conservation standards,** the

NAB has told the Department of Energy. The association says TV sets require only as much energy as a light bulb and that the conservation standards could deter set makers from making brighter displays for the sight-impaired.

**Antec Corp. has acquired "substantially" all the assets of Engineering Technologies Group,** Littleton, Colo. ETG is a consulting engineering firm specializing in cable TV, telephony, microwave satellite and fiber optic communications. Antec says the firm will be run as an independent business unit and will continue to provide engineering services such as system evaluations and new product evaluations.

**SMARTS Broadcast Systems is automating eight radio stations in Sweden.** The Emmetsburg, Iowa-based company has signed a contract with Pelora AB, of Uppsala, Sweden, to automate the group of stations in central and southern Sweden. Each station will operate unattended and will be controlled by satellite from a central studio in Stockholm. The automation system will allow the central studio to operate the radio network while simultaneously conducting centralized billing and traffic and consolidating commercial production. Each station will be addressable, allowing the transmission of specific commercials or news to a given station.

**Odetics will install broadcast library automation systems** at five Korean TV stations and cable systems during

the next two months. The company says sales exceed \$2 million. Odetics will supply Daewoo Cinema Network with a Break Tape Manager to back up recorded material for the station's movie channel. The company also is supplying a second Cart Machine to play material to air for Pyunghwa Broadcast TV's Catholic channel and is shipping a Tape Break Manager and a TCS90 Cart Machine to Maeil Kyungie Business TV. The station will use the Cart Machine to automate its news segments, features and spots. The Music Network, meanwhile, has bought one of Odetics's new disk-based CacheMachine systems for playing spots directly to air from disk.

In another Korea deal, the company is supplying its TCS90 library system to American Forces Korea Network, which will use the unit to automate the playback of television sports and entertainment.

**Zenith Electronics Corp. says it lost \$8.4 million** during the second quarter. The loss was down 66% from last year's second-quarter loss of \$24.7 million. The company says total revenue for the quarter came to \$299 million, up from \$275 million during the second quarter of '93.



**Keystone Communications** says Hong Kong Telecom and Korea Telecom have joined it in expanding the K2-Skylink Pacific Region video transmission service. The three organizations, along with KDD of Japan, will jointly operate and market the service, which delivers news, sports and other programming for Asian and North American TV networks.

# Classifieds

See last page of classifieds for rates and other information

## RADIO

### HELP WANTED MANAGEMENT

General manager, upstart radio group seeking GM with strong development background. Equity opportunities available. Our group is concentrating efforts in Ohio and Michigan. Please direct replies to: Michael Drew, Travelers Tower T, Suite 1275, 26555 Evergreen Road, Southfield, MI 48076.

General manager for profitable, growing, sophisticated small market midwest FM. Must have proven sales success, previous management experience, strong leadership skills and carry list. Seeking a community minded upbeat individual who can train and motivate. Creativity and knowledge of promotions a must. Great compensation for the right person! Reply to Box 00052 EOE.

News/Talk WCHS, Charleston, West Virginia seeking news director to manage staff of three and anchor morning drive. Tape/resume/references ASAP to Rick Johnson, Operations Manager, West Virginia Radio Corporation, 1111 Virginia Street East, Charleston, WV 25301. West Virginia Radio Corporation is an equal opportunity employer.

Suburban Chicago FM seeks creative, street-selling GSM to lead established sales staff by example. Great opportunity for individual to segue into general management with expanding radio group. Send resume to: Bob Epperly, New Horizons Communications, 1605 Colonial Parkway, Inverness, IL 60067. EOE.

### HELP WANTED SALES

#### SALES MANAGEMENT

**AsiaOne, the first and only national radio network for Asian Americans, has an opening for a regional marketing director in our 4 station Southern California region.**

**Responsible for sales management, local programming sales and regional marketing management. Seeking sales management and media experience and a winning track record. Must be able to build and grow business while working within a team environment.**

**BA or equivalent experience required. Excellent compensation and benefits. EOE. Mail or FAX resume to:**

VP Marketing and Programming  
AsiaOne Network  
499 Hamilton Avenue, Suite 140  
Palo Alto, CA 94301  
Fax: 415/688-1166.



Laramie, WY. Results driven salesperson wanting career and lifestyle. Join Wyoming's largest broadcaster. AM/FM combo in heart of rockies. Small/mid market selling experience and sales management potential preferred. Contact Larry Patrick, 409 South 4th Street, Laramie, Wyoming 82070. Fax 307-745-7397.

KGNC AM/FM seeking aggressive salesperson. 3505 Olsen, Amarillo, TX 79109. EOE.

New blood needed to fill vacancy created by Sales Manager's retirement. Akron, Ohio top-rated talk station, WNIR 100 FM and new TV station Channel 29. Experienced Account Executive wanted. Call Bob Klaus at 216-673-2323 or fax resumes to: 216-673-0301. EOE.

### HELP WANTED NEWS

Sunbelt news talker seeks news/program director. We are already a market leader, but still have upside. You must be a dedicated leader, teacher and coach, and have strong on-air talent in news or hosting. You must understand the news talk product, including preparation, positioning and promotion. You will be responsible for every part of our on air presentation and promotion. We are an outstanding medium market station, committed to winning and the format, so this job is not for a beginner. Send a cassette and resume in confidence to Box 00047 EOE/MF.

Anchor-reporter: For highly-regarded small market full-service AM. Tape and resume to WCWC, 601 West 110th Street, Suite 4-0, New York, NY 10025. EOE.

Major national radio information network is looking for experienced and semi-experienced news, sports, traffic and weather persons for New York City. Send resumes and tapes to Director of Special Projects, 681 Fifth Avenue, 10th Floor, New York, NY 10022.

News director: Medium market East Coast FM station seeks a team player with leadership and professional on-air presentation. EOE. Cassette and resume to Box 00048 EOE.

Sports anchor/reporter. Immediate opening... applicants should be skilled in all aspects of sports announcing including play-by-play and news anchoring. Send tape and resume to: Tony Caridi, W-V Radio Corp., 1251 Earl Core Road, Morgantown, WV 26505.

Sportscaster. Major market caliber with at least 5 years on-air experience to do sports anchoring for top radio stations including WINS. Send tape, resume, and salary requirements to: Shadow Broadcast Services, Attention: Steve Malzberg, 201 Rt. 17 N., Rutherford, N.J. 07070.

### SITUATIONS WANTED MANAGEMENT

Sold my stations, looking for new opportunity in medium market. Tremendous depth of experience, talent and proven track record. Call 1-800-598-5038.

### SITUATIONS WANTED NEWS

Female news reporter, 5 years radio/1 year TV weather anchor. Versatile: environment to legislature in 42nd market. Specialty in-depth reporting and three part series Portuguese and Spanish, second language. BA Degree: Broadcasting/Political Science. Ann (801) 377-5714.

### MISCELLANEOUS

AOR station needed for Greensboro, Winston-Salem, High Point market of North Carolina. Listeners need rock choice for this area.

## WANTED TO BUY-STATIONS

### WANTED: DISTRESSED NORTHEAST AM/FMS

Will pay your full price if you'll accept our reasonable terms. Or will negotiate all-cash purchase if you prefer. Will consider negative cash flow and assumption of debt properties. Interested in AM-FMs within 250 miles of NYC. Ready to inspect/file/close.

Fax particulars to:  
EQUITY BROADCASTING  
(212) 759-2009 or Reply to Box 00031  
EOE.

## TELEVISION

### HELP WANTED MANAGEMENT

#### WETA ARLINGTON, VIRGINIA PRESIDENT AND CHIEF EXECUTIVE OFFICER

An exceptional leader is sought to run one of the largest non-commercial radio and television stations in the country. WETA serves a diverse metropolitan community in the greater Washington, DC area and is presently one of the largest producers of programming distributed by the Public Broadcasting Service. The President and CEO will work with the Board of Directors and staff, setting a course for the station going into the next century. The Board seeks a forward-thinking professional with strong management and planning skills, the ability to respond imaginatively to rapid industry change and the capacity to involve inside and outside constituencies. Personal characteristics of accessibility, collegiality, a sense of purpose and energy are essential. The President and CEO must be a person with significant accomplishment in either business or, the non-profit/governmental sector and will have achieved a high level of respect and prominence within his or her field.

Please forward resume and related materials to:

MARY C. TYDINGS  
RUSSELL REYNOLDS ASSOCIATES, INC.  
1700 PENNSYLVANIA AVENUE, N.W.  
SUITE 850  
WASHINGTON, DC 20006

WETA is an affirmative action equal opportunity employer.

Broadcast Traffic Manager WTBS/17, Atlanta. This leadership position requires a documented track record in good communication and people managing skills. Minimum of 10 years experience in all phases of the BIAS/JDS Traffic System including daily logs, continuity and inventory management. Working knowledge of Microsoft Word for Windows and Excel is a must. If you want to become a part of America's Team, send resume to: Donna McGowan, Turner Broadcasting Sales, Inc., Atlanta Local Market, One CNN Center, Box 105366, Atlanta, Georgia 30348-5366.

## RESEARCH MANAGER

### INTERNATIONAL TV DISTRIBUTION

Year after year, Warner Bros. remains the leader in the global expansion of the entertainment industry. We're currently seeking a marketing and research professional to analyze foreign television ratings and schedules for use both here and abroad.

You'll be analyzing and digesting foreign TV ratings for sales and promotional use, designing and implementing programming strategies for our programs based on demographic appeal, selecting and providing ratings success data in order to cross-promote and project success of our products in various markets, and analyzing series potential for Warner's licensing and home video markets.

Qualified candidates will have a BA/BS degree in Marketing or related field and a minimum of four years' experience in marketing/research, preferably in the entertainment industry. Must be familiar with foreign markets and possess strong research/analytical skills. A managerial background is desired, along with the ability to interface with all levels of management. U.S. network and cable network experience also required.

Please send your resume, with salary history, to: Warner Bros., Human Resources Dept., Box 123-94, 4000 Warner Blvd., Burbank, CA 91522. EOE.



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## MANAGER OF PROGRAMMING ACQUISITION ■

DIRECTV, Inc., a unit of GM Hughes Electronics, is North America's first high-powered, direct-to-home satellite service, offering up to 150 channels of premium entertainment programming via a small 18-inch satellite dish installed on homes throughout the U.S. and Canada.

We are seeking a Manager of Programming Acquisition to help program this new entertainment service. Responsibilities will include analyzing, evaluating and negotiating the rights to distribute interactive, sports and niche programming.

Qualified candidates will have extensive knowledge and experience in the cable/entertainment industry, be very familiar with the new media opportunities and applications and have substantial experience with the economics and negotiations of distributing programming.

For immediate consideration, please send your resume with salary history to: **DIRECTV, Inc., Attn: Employment-EH, P.O. Box 915, RE/R8/N301, El Segundo, CA 90245.** No phone calls, please. Proof of legal right to work in U.S. is required. An Equal Opportunity Employer.



**Operations manager:** San Francisco production and transmission facility seeks Operations Manager to provide day-to-day management of facility featuring broadcast production, post-production, and graphics equipment. Responsibilities include budgeting, production coordination/supervision, facility operations and strategic planning. Functional knowledge of video equipment, live studio production, satellite and fiber optic transmission required. Prior management experience necessary. Salary to be commensurate with experience. Good benefits. Please send resume to Operations Manager, ITN, 901 Battery Street, #220, San Francisco, CA 94111.

**News Director - WAFB Television,** Louisiana's News Channel is seeking an energetic department head to lead Baton Rouge's top news operation into the 21st century. Minimum five years of news management experience required. If you are number two in a large market or produce the best news program in the Top 50, please send your resume to Ronald E. Winders, General Manager, Box BC, WAFB Television, 844 Government Street, Baton Rouge, LA 70802-6090. EOE.

**Director of Broadcasting,** New Hampshire Public Television (NHPTV). Major public TV network serving 1.5 million viewers in NH and portions of MA, ME and VT seeks dynamic, creative, experienced professional to lead Division of Broadcasting and 30+ talented professionals. Responsible for established service with long tradition of offering high quality statewide programming, unique general audience programming, and professional production support. As part of NHPTV's senior management team, the individual will share in institutional planning, team building, total quality management, and customer satisfaction responsibilities. The ideal candidate will demonstrate confidence, strong leadership, visionary, organizational, budgetary, communication, entrepreneurial, conceptual and analytical skills. Minimum qualifications include Bachelor's degree and five years experience in television programming and production of which two years must be in public television. Candidates with degrees in radio/television, communications, journalism and/or management; and broadcast production experience, and familiarity with new technologies will receive special consideration. Salary commensurate with experience. NHPTV is located on the NH Seacoast, 60 miles north of Boston. AA/EEO employer. Resume review starts August 5. Send resume including professional references and salary requirements to: Search Committee, NHPTV, P.O. Box 1100 (B), Durham, NH 03824.

**General Sales Manager - Fox affiliate.** Applicant must have LSM experience, extensive computer and sales training skills, qualitative research knowledge and sales promotion experience involving print. History of generating new revenue streams is critical. EOE. David Woods, WCOV-TV, One WCOV Avenue, Montgomery, Alabama 36111.

**General manager** for top 100 affiliated station in Southeast. Must have a minimum of five years of general manager experience, with a proven track record of sales, marketing and cost controls. Send confidential resume and salary requirements to Box 00044 EOE.

**Channel America,** a broadcast television network reaching 16 million homes via 90 affiliates, is seeking a general marketing/promotion person. Must have a successful track record of off-air promotions. Energetic, innovative, organized!!! Mail resume and salary requirements to: Channel America, 397 Boston Post Road, Darien, CT 06820.

**Business manager**, WTTO, Birmingham, AL. This position is responsible for all accounting, budgeting and credit issues. Qualifications include accounting degree and 3-4 years experience with general ledger and financial statement preparation. Send resume and salary requirements to: Attn: Controller, Sinclair Broadcasting Group Inc., 2000 W. 41st Street, Baltimore, MD 21211. EOE.

**HELP WANTED SALES**

**ACCOUNT EXECUTIVE**

KGO-TV is seeking an Account Executive with at least 3 to 5 years of major market television sales experience. Applicant must have excellent communication skills and exceptional organizational and presentation skills. Must have superior PC skills with Window software preferred. A four year college degree or equivalency desirable. Application deadline is August 1, 1994. Please send resume and cover letter to:

**KGO-TV PERSONNEL  
900 FRONT STREET  
SAN FRANCISCO, CA 94111  
EOE**

**Account Executive:** NBC affiliate in 35th market is seeking an experienced television salesperson. New business development skills a must. Knowledge of TV Scan and Marshall Marketing a real plus. Send resume to: Human Resources Manager, WYFF-TV, P.O. Box 788, Greenville, SC 29602. EOE.

**Central Pennsylvania's** broadcast revenue leader is looking for an account executive to expand an already excellent client list. Qualified candidates have one year of media sales experience. A proven track record of successful TV sales and new business development makes you an excellent candidate. If you are honest, professional, and dynamic, then we should talk. Send resume and cover letter to David Buonfiglio, LSM, WTAJ-TV 10, P.O. Box 10, Altoona, PA 16603. EOE.

**Local sales manager.** Network affiliate WGRZ-TV is looking for an energetic, highly motivated communicator to lead our local sales staff. Ideally, we are looking for an individual who has personality, character, good sense of goals and strong background in broadcast sales to move our local sales effort forward. We're looking for a leader with higher education and preferably previous management experience. Minimum five years experience selling broadcast. Mail your bio to: Tim Busch, General Sales Manager, WGRZ-TV, 259 Delaware Avenue, Buffalo, New York 14202. Please no phone calls! WGRZ-TV is an EOE.

**Local sales manager.** Seeking exceptional leader/motivator with proven track record of success in broadcast sales management. Join progressive and expanding group. This terrific opportunity offers great growth potential and excellent income. Must be experienced and bilingual (English/Spanish). Send resume and references to: Personnel Director, KMSG-TV, 706 W. Herndon Avenue, Fresno, CA 93650. EOE.

**HELP WANTED TECHNICAL**

**News/technical director.** WBTV, the CBS affiliate in Charlotte seeks a news director/TD with minimum 3 years experience. Must operate GVG 300 and DPM-700. Knowledge of still storage systems and Chyron desirable. For immediate consideration forward resume to Bob Morris, Production Manager, WBTV, #1 Julian Price Place, Charlotte, NC 28208. EOE/MFD. No telephone calls please.

**Maintenance engineer:** Top 50 market affiliate seeking a broadcast maintenance engineer. Four years of broadcast experience preferred. Experience with Ampex and GVG switchers, Chyron CG's, and studio cameras a must. PC and computer related experience a big plus. RF experience helpful. Send resume to the attention of Mike Nichols, WSMV-TV, 5700 Knob Road, Nashville, TN 37209. EOE.

**Engineering maintenance:** UHF-TV, West Coast Florida. Experience in BETA-CAM, BETA-CART, RCA UHF XMTR, networked PC's. Salary based on experience. Must demonstrate hands-on maintenance abilities. Contact Mike Burnham, C.E., WWSB, Sarasota, FL 34233. 813-923-8840. Fax: 813-924-3971. EOE.

**Immediate opening for aggressive hands-on video engineer.** Must be proficient in maintaining full service multi-format post production facility. Location mid-west. In depth hands-on experience a must. Attractive salary and benefits package. Please call 1-800-960-3838, today, as well as faxing resume with salary history to John Prechtel at 515-472-6043.

**Maintenance engineer** who wants to move up. We're looking for an exceptional candidate. You have at least three years experience in component-level maintenance of TV broadcast equipment. You also have a good grasp of emerging technology, especially of digital concepts and systems and want to play a key role in taking a station into those technologies. You are management oriented and have a team attitude, people skills and aptitude for administrative to move into management in the next three to five years. If this describes you, please send your resume in confidence to Box 00049 EOE.

**Chief engineer** wanted for New Vision Television's KOLD-TV the CBS affiliate in Tucson, Arizona. We are seeking a dynamic and talented person to help us build and move into a new state-of-the-art facility. If you are a team player and have a desire to win, we want you! Mail your resume to: Dave Joseph, KOLD-TV, 115 West Drachman Street, Tucson, Arizona 85705 or Fax it to (602) 629-8553. EOE.

**Chief engineer** - Take charge of total engineering equipment and staff. Planning, purchase and maintenance of equipment. Must be hands on with experience in transmitter and studio equipment. 5 years minimum experience. Compensation with ability. Send resume to Box 00050 EOE.

**Chief engineer.** Trinity Broadcasting station in the Atlanta area. Experienced in maintenance of UHF transmitter, studio systems as well as personnel supervision and training. SBE certification a plus. Send resumes to Ben Miller, P.O. Box C-11949, Santa Ana, CA 92711. M/F. EOE.

**CBS affiliate,** new facility. Needs technician to repair videotape, ENG, satellite truck, and other equipment. Send salary/resume to: WCBI-TV C.E.; P.O. Box 271; Columbus, MS 39703 or Fax to (601) 329-1004.

**HELP WANTED NEWS**

**Are you one of the best reporters** in the business? If so, you'll work well with the rest of our team. Extremely committed and well-equipped CBS affiliate in one of the most competitive markets in the country is looking to add to its already great reporting staff. Aggressiveness, enterprise and a demonstrated ability to humanize the story are the requirements for this general assignment position. If you've got these talents along with at least three years experience, please send non-returnable tape and resume to: Phil Bell, Executive Producer, WTVF, 474 James Robertson Parkway, Nashville, TN 37219. WTVF is an equal opportunity employer and encourages applications from members of minority groups. No phone calls, please.

**Assignment manager.** Aggressive newsroom looking for more than a dispatcher. Position involves management of news crews, ability to recognize good stories, skill to edit copy and knowledge to work with producers. Resume to Chuck Bark, News Director, WALA-TV, 210 Government Street, Mobile, Alabama 36602. EOE, M/F.

**News anchor** - Still looking for the right person to co-anchor our Emmy winning newscast. WCBD-TV is also the Edward R. Murrow award winner for Best Newscast in America for small staff. We need someone who will make a long-term commitment. In return, you'll work and live in beautiful Charleston, SC. The right person will also produce investigative reports. 3/4" non-returnable tape, resume and references to News Director, WCBD-TV, P.O. Box 879, Charleston, SC 29402. EOE, M/F, drug test mandatory. Telephone calls will disqualify you. Prior applicants need not apply.

**Meteorologist/Weather Anchor** fulltime position available immediately with NBC affiliate TV station. Requirements include the preparation and presentation of the evening weather broadcasts. M-F. Salary negotiable. Recent college graduate with meteorologist degree considered. Send resume/tapes to ATTN: Personnel Manager, P.O. Box 860, Erie, PA 16508. EOE.

**Manager audience promotion:** WSYX wants creative writer-producer who can sell our news. We'll give you an on-air schedule worth a fortune. You have to make it work to recruit viewers to our news. You'll even have two producers working with you. If you have at least three years of news promotion experience, send us a resume and a tape: WSYX-TV, P.O. Box 718, Columbus, OH 43216-0718 Attn: Promotion Manager. No phone calls please. Women and minorities are encouraged to apply. Pre-employment drug testing. EOE. M/F/D.

**Weekend meteorologist** to join our staff of mets and our high tech facility. Three years experience in small to mid markets. We're in Maine where weather is king and our team is number one. Send resume and non-returnable tape to: Larry Henrichs, News Director, WGME-TV, 1335 Washington Avenue, Portland, ME 04103. WGME is an equal opportunity employer and I get back to all applicants.

**Bind Box Response  
Broadcasting & Cable  
Box #  
245 West 17th Street  
New York, NY 10011**

## HELP WANTED PROGRAMMING, PRODUCTION &amp; OTHERS

**Photojournalist/Editor:** CLTV News, a 24-hour local news cable channel located in suburban Chicago, has an immediate opening for a photojournalist/editor. Basic responsibilities include working independently photographing and editing news stories, maintaining quality standards, and working closely with reporters in relating news stories with pictures. Previous experience must include two years in news photography, editing and live truck transmissions, working under deadline pressures. This position requires working various shifts and days. Interested candidates should submit a resume and non-returnable tape to Vince Munyon, CLTV, 2000 York, Oak Brook, IL 60521. Any phone calls will disqualify the candidate from consideration.

**Weekend anchor/producer:** Mid-size network affiliate looking for talented person to anchor/produce weekend news and report 3 days during the week. Send tape, resume, and salary history to Don Brown, WSIL-TV, Rt. 13, Cartersville, IL 62918. Or call at 618-985-2333. No beginners please.

**Photographer/editor.** Immediate full time opening. We need a great shooter and a fast editor who can be a one man band if necessary. Tapes, resume: Glen Moberg, WSAW-TV, P.O. Box 8088, Wausau, WI 54402-8088.

**Co-Anchors.** Named the best newscast in Florida by the Associated Press, Fox News at Ten needs co-anchors for weekend newscast. Three years experience, college degree preferred. No phone calls. Send non-returnable tape and resume to: Mark Pierce, Station Manager, WFTX-TV, 621 SW Pine Island Road, Cape Coral, FL 33991. Equal opportunity employer.

**Charismatic anchor for #1 northeast station,** 60's market. Work with dedicated female co-anchor, long term commitment. Opportunity of lifetime. EOE. Tape/resume to: Al Primo, Box 116, Old Greenwich, CT 06870. Also needed minority reporters who can move up fast.

**Weekend sports anchor-reporter:** We are looking for a strong number two person in our sports department. Individual will do sports reporting and live shots during the week and produce and anchor sportscasts on weekends. Send resume to Box 00051 EOE.

**Wanted:** Excellent communicator to team with strong male anchor. Must be top notch writer with solid producing and reporting skills. Ready to move up to the main anchor desk? If so, send tape and resume to: George Mills, News Director, KULR-TV, 2045 Overland Avenue, Billings, MT 59102. EOE.

**TV news photojournalist** with 3-4 years experience. NPPA standards. Live truck experience a must. Great attitude. Send resume and tape to: Scott Livingston, Chief Photographer, WBFF-TV, 2000 West 41st Street, Baltimore, MD 21211. No phone calls. EOE.

**Reporter.** Leading Gulf Coast station wants good story teller who knows how to make pictures come alive with words. Must have ability to do excellent live shots. Send latest tape with examples and resume to: Chuck Bark, News Director, WALA-TV, 210 Government Street, Mobile, Alabama 36602. EOE, M-F.

**Canal de Noticias NBC** - 24-hour Spanish news network located in Charlotte, NC, expanding as it goes into second year. Looking for qualified Spanish-fluent producers, writers, editors, chryron and audio operations, and graphic artists. Please send tapes, resumes, and reference to Box #D-36. No calls, please.

# 10 On-Air Promo Producer

WPLG-The Number One station in America's hottest city is looking for a high-energy producer. Video & Graphic production and solid writing skills a must. 3 years experience in large market promotions desired.

**Send 3/4" tape & resume to:**  
**Jim Hayek • Creative Services Dir.**  
**WPLG/TV • 3900 Biscayne Blvd.**  
**Miami, FL 33137**



**EQUAL OPPORTUNITY EMPLOYER**

## TELEVISION COMMERCIAL PRODUCTION DEPARTMENT

Cable company in Central New Jersey has an opening for a Producer/Director in its Commercial Production Department.

Responsible for Producing and Directing commercials, corporate videos and long form programming. Work in both film and tape.

Must have excellent scriptwriting skills and ability to follow projects from conception to delivery. BA and 3+ years location production experience, 2-4 years video editing and production experience required. Video Toaster and Betacam A/B editing experience preferred. Salary in the high 20s + incentive. Excellent benefits.

*Reply in confidence to:*

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**TKR CABLE COMPANY**  
**CN 6805**

**PISCATAWAY, NJ 08858-6805**

NO AGENCIES OR PHONE CALLS PLEASE

*Equal Opportunity Employer*

## PRODUCER

KGO-TV is seeking a producer with at least 3 years of major market television producing experience for our Programming Department. Responsibilities include developing show ideas, writing scripts, crew supervision, developing and coaching talent, scouting locations and supervising show budgets. Must have the ability to fully produce segments, regularly scheduled programs and specials. Candidate should be well-versed in all aspects of production from researching through post production. In addition, candidate should be familiar with live and remote studio production. Must be creative, energetic, have excellent technical and writing skills along with exceptional organizational skills. Good people skills are a must. Application deadline is August 12, 1994.

Please send resume, cover letter and videotape to:

**KGO-TV PERSONNEL**  
**900 FRONT STREET**  
**SAN FRANCISCO, CA 94111**  
 EOE

**Executive Producer and Contract Producer.** Top-rated, award-winning southern public television network looking for aggressive self-starters who believe in PBS mission. Executive Producer plays pivotal role in the creation and production of extensive original programming delivered through new technologies. Seeking creative thinker, writer, producer with strong management/communications skills to take our production efforts to a higher level. On-camera experience a plus. College degree with a minimum of five years producing experience, three years at supervisory level. Salary commensurate with experience. Also seeking contract producer with a proven track record who can run with a project with a limited time frame. Send non-returnable tape and two copies of your resume, including the names and telephone numbers of three professional references and your salary history, to Personnel Office; AETN; P.O. Box 1250; Conway, AR 72033-1150 prior to August 15, 1994. AETN is an AA/EEO D/M/F.

**Producer** - Major market station wants organized, creative leader to produce top-rated weekly news magazine program covering urban and minority issues, and to assist with special projects. Must take charge of all aspects of production, including story ideas, field work, writing and final assembly. News experience helpful. Teamwork, discipline and deadline skills a must. Resume and tape (no calls) to Linda Munich, Director of Public Affairs, WPVI-TV, 4100 City Line Avenue, Suite 400, Philadelphia, PA 19131. EOE.

**TV production manager.** Manager needed to supervise and schedule production staff, budget for department, and handle production billing and invoices. Candidate should be a hands-on manager and be a real team player. Prior management experience very important, but not mandatory. Send resume to General Manager, WHBQ-TV, 485 South Highland, Memphis, TN 38111. No phone calls, please. Equal opportunity employer. M/F/W/HA.

**Topical news promotion producer** needed at Top 15 Southeast market station. If you have strong writing skills, off-line editing experience, minimum two years news promotion experience and want to join an outstanding creative team, rush resume/reel to Personnel Department, WFLA-TV, 905 East Jackson Street, Tampa, Florida 33602. EOE. M/F. Pre-employment drug testing.

**US based television company** looking for production personnel with Mandarin, Chinese and English language skills. Producers, writers, directors, audio and camera operators. Should have strong commercial or live television production experience and be willing to travel. Requires a minimum of a Bachelors degree and 3-5 years production experience. An equal opportunity employer. Send resumes to: P.O. Box 3821, Spokane, WA 99202-3821.

**Videotape editor:** Experienced in post production editing, knowledgeable in setup and operation of associated equipment. CMX, Sony videotape experience preferred. Resume to: WDCN-TV, P.O. Box 120609, Nashville, TN 37212. Attn: Chief Engineer. By August 19. AA/EEO employer.

**For all your classified needs,  
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212-337-7073 - Fax 212-206-8327**

**HELP WANTED PROGRAMMING  
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**Dominant ABC affiliate in NW seeking energetic, creative individual. Minimum 3-5 years promotion experience. Beta editing required, post production experience preferred. Writing and production of radio spots and print ads. Writing press releases, voice-over copy and bios. Mail resume and tape to:**

**COLETTE REES,  
KATU, P.O. Box 2,  
PORTLAND, OR 97207.**  
EOE.

**Promotion writer/producer:** WPBF, West Palm Beach ABC affiliate is seeking an out of the box creative thinker who can produce promos that get results. You must have an aptitude for news. Your tape should say it all! Let's see your best stuff. Join the new ownership team that's committed to excellence. Send resume and tape to: Linda LaManna, WPBF, 3970 RCA Boulevard, Palm Beach Gardens, Florida 33410. No phone calls, please. EOE.

**Manager, television promotion consultation.** The television industry's leading research and consulting firm is expanding again, and adding this new position, which will report to the Vice President, Marketing Group. Individual will oversee nationwide client service, new business development/sales, new product development, personnel, and budget. Will also carry limited client consulting load, and be expected to travel. Prefer at least 10 years of experience in local station promotion - network, syndication, or agency experience a plus. Must have background converting research into clear positioning strategies that get results, strong communication and presentation skills, exceptional knowledge of industry trends and solid management experience. For confidential consideration, please send your cover letter, resume and salary requirements to: Frank Biancuzzo, Vice President, Marketing Group Research and Consultation, Frank N. Magid Associates, Inc., One Research Center, Marion, IA 52302. An equal opportunity employer.

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**Television GM, GSM with marketing savvy.** Do you have the GM or GSM to lead your station to revenue and ratings dominance in the new media world? Many talk the talk, I've walked the walk. Smart, high energy, excellent references. Contact me in confidence. Reply to Box 00039 EOE.

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**Engineer,** hands on experience, wants CE or supervisory position in TV, Post, or Satellite. Experienced RF, video, satellite, and facility construction. All market sizes. Call (301) 540-8439.

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**HELP WANTED ADMINISTRATION**

**Librarian Information Specialist, The Weather Channel.** Looking for experienced individual who can help us maximize the use of our video resource. Must have 2 years experience in video library or 5 years general library. Production Department, TWC, 2600 Cumberland Parkway, Atlanta, GA 30339. EOE.

**ALLIED FIELDS**

**HELP WANTED MANAGEMENT**

**Project Director, News in the Next Century.** Full time position to direct program concerned with technology and journalism. *News in the Next Century* seeks to define what news will be in the 21st century. The project uses original research, focus groups, public events and video, satellite and network technology to involve journalists in the exploration of the impact of communications technology on journalism and news organizations. Director will oversee staff of one plus all contractual support. Minimum six years experience including program management and event organization. Intense appetite to learn about and use communication technologies required. Journalism, telecommunications and/or computer background preferred. Salary commensurate with experience. Standard benefits package. Send resume and writing sample to RTNDF, 1000 Connecticut Avenue NW, #615, Washington, DC 20036.

**Project Director, Community Journalism.** Full time position to direct project that explores the relationship between journalists and the communities they cover. *Community Journalism* seeks to create partnerships between print, radio and television news organizations, and develop creative ways to cover community issues. Director will share oversight of project staff and will oversee contractual support. Minimum six years experience including program management and event organization. Journalism background preferred. Salary commensurate with experience. Standard benefits package. Send resume and writing sample to RTNDF, 1000 Connecticut Avenue, NW, Washington, DC 20036.

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**HELP WANTED INSTRUCTION**

**JOURNALISM FACULTY, SCHOOL OF COMMUNICATIONS, PENN STATE:** Applications are invited for two tenure-track positions in print or broadcast journalism beginning August 1995. Consideration will be given to appointing one candidate as a tenured full professor, if qualified. Requires ability to teach basic and advanced professional and theory courses and produce scholarship worthy of national and international reputation. Eligible candidates must have a graduate degree and strong professional experience. The School offers five undergraduate programs: Advertising, Broadcast/Cable, Film and Video, Journalism, and Media Studies. It offers master's degrees in Media Studies and Telecommunications Studies and participates in an intercollegiate Ph.D. program. Total enrollment is 1,800, of whom approximately 11 percent are from underrepresented groups. There are more than 45 full-time equivalent faculty engaged in scholarly and professional pursuits which bring significant diversity to all School programs. Applicants must include a letter indicating their interests along with their curriculum and the names, addresses and phone numbers of three to five references to: Chair, Journalism Search Committee, School Of Communications, Penn State University, 201 Carnegie Building, Box BCI, University Park, PA 16820. Screening of applications will begin September 30, 1994, but will continue until the position has been filled. Penn State places a high priority on the creation of an environment supportive of the promotion of women, minorities, and persons with disabilities. We are committed to an aggressive program of affirmative action. An Affirmative Action/Equal Opportunity Employer. Women And Minorities Encourage To Apply.

**HELP WANTED TECHNICAL**

**Staff engineer.** We're looking for a talented professional who can provide responsive technical support for the Science and Technology department of the National Association of Broadcasters. Responsibilities would include policy and technical support for NAB's representation of the broadcasting industry before FCC and other federal agencies; service to NAB member radio and television stations; and representation of NAB on industry and government/industry technical committees. For this position, you must have a BSEE (or equivalent); 5-8 years experience with audio/video, analog/digital technology; strong writing and communications skills; and the skills necessary to effectively interact in professional and executive-level environments. Broadcasting experience strongly helpful but not mandatory. NAB offers a competitive salary and benefits package and a challenging work environment. send resume with salary history to: NAB, Personnel Dept/SE, 1771 N Street, NW, Washington, DC 20036.

**Professional engineer needed** for up and growing wireless communication company. Needs experience in MMDS, ITFS, MDS, LPTV and related RF application, modifications, interference studies, tower studies and all aspects of FCC rules and regulations regarding all aspects of applications and modifications. Minimum of four years of practical hands on experience as a certified engineer. Good salary and benefits. Mail resume to: Heartland Wireless Communications, Inc., 903 North Bowser, Suite 140, Richardson, TX 75081. EOE.

**For all your classified needs,  
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**WANTED TO BUY EQUIPMENT**

**Used videotape:** Cash for 3/4" SP, M2-90's, Betacam SP's. Call Carpel Video 301-694-3500.

**Want to buy used equipment** to receive N.B.C. Network. Call Robbie at 501-623-6661.

**EDUCATIONAL SERVICES**

**On-camera coaching:** Sharpen TV reporting and anchoring/teleprompter skills. Produce quality demo tapes. Resumes. Critiquing. Private lessons with former ABC News correspondent. 914-937-1719. Julie Eckhart, ESP.

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**Two complete Post Production Facilities, a Mobile Camera Unit and a Multichannel Pay Per View Satellite Broadcasting Company will be sold at three public auctions in Hollywood California.**

Three important video and cable industry auctions will feature large quantities of current generation production & programming equipment including complete edit systems & Telecine suites, Sony D-1 & D-2 1" Betacam SP & 3/4" VTRs, dozens of Sony writable disk drives as well as sophisticated digital support equipment, Sun & Sequent workstations, digital interfaces and satellite broadcast reception equipment.

Manufacturers represented include Sony, Leitch, Chyron, Grass Valley, Tektronics, Alpha Image, NEC, Ikegami, Setec Vega, Heurikon, Telebit, Magni, Rank Cintel and DaVinci

**Partial Listing of Major Equipment:** Alpha Image digital routing switcher; GVG 300 production switchers; special effects controllers; complete edit suites; loaded Telecinis; Chyron Infinite; Rank Cintel flying spot scanners; audio mixers;

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- Previews begin Aug 15 (or earlier by appointment)
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- SkyPix Multichannel Pay Per View & Starfax mobile unit, Aug 19
- For a more complete listing and color brochures call

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**Pat Seaman, 301-977-7210**  
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### SITUATIONS WANTED TALENT

**Cleveland TV talk show host** seeking representation in addition to job opportunities. Betsie (216)464-7874.

### HELP WANTED CUSTOMER SERVICE

**Trainer/product specialist:** Software vendor needs person with broadcast experience in traffic, sales service, or A/R for the position of customer service rep. Enterprise Systems experience helpful. Must be self motivated, organized, and have good people skills. Relocation to Colorado Springs and extensive travel required. Competitive compensation package. Fax resume to: Human Resources (719) 548-1818.

# **NOTICE**

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**Effective with the July 4th issue,  
Classifieds will be handled out of the  
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**The new Classified Manager is**

**Antoinette Fasulo**

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**or Fax 212-206-8327**



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**Please update your records**

# For the Record

## OWNERSHIP

### Granted

**KSAZ-TV Phoenix** (BALCT940524KL)—Action July 15. KKYR(AM) Texarkana, AR (BTC940124GH)—Action June 28.

**WJHM(FM) Daytona Beach, FL** (BALH940621GJ)—Action July 15.

**WHEW(FM) Fort Myers, FL** (BALH940519-GG)—Action July 13.

**WPOW(FM) Miami** (BALH940621GN)—Action July 15.

**WBHB(AM) Fitzgerald, GA** (BAL940527-GG)—Action July 15.

**WKAA(FM) Ocala, GA** (BALH940527GH)—Action July 15.

**WNDI-AM-FM Sullivan, IN** (AM: BAL-940531GH; FM: BALH940531GI)—Action July 13.

**WSOF-FM Madisonville, KY** (BTCED-940706GH)—Action July 15.

**WCAO(AM)-WXVY(FM) Baltimore, MD** (AM: BTC940628GM; FM: BTCH940628-GN)—Action July 14.

**WDAF-TV Kansas City, MO** (BALCT-940524KH)—Action July 15.

**KWPM(AM)-KSPQ(FM) West Plains, MO** (AM: BTC940510EA; FM: BTCH940510-EB)—Action July 7.

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 update; 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.

**WJMI(FM) Jackson, MS** (BALH940504-GG)—Action July 14.

**WTYX(FM) Jackson, MS** (BALH940504-GH)—Action July 14.

**WGHP-TV High Point, NC** (BALCT940524-KG)—Action July 15.

**WESA-AM-FM Charleroi, PA** (AM: BTC-930910GJ; FM BTCH930910GI)—Action July 15.

**KODM(FM) Odessa, TX** (BALH940429GI)—Action July 1.

**KNUE-FM Tyler, TX** (BTCH940124GG)—Action June 28.

### Dismissed

**KRKD(FM) Dunsmuir, CA** (BAPED930401-GF)—Action July 14.

**KMAC(FM) Gainesville, MO** (BALH940621-

GH)—Action July 14.

## FACILITIES CHANGES

### Applications

**Long Beach, CA KLON(FM) 88.1 mhz**—California State University Long Beach Foundation seeks CP to make changes: ERP: 30 kw; install DA; change class to 201B.

**San Luis Obispo, CA KWCP(FM) 89.3 mhz**—Logos Broadcasting Corp. seeks mod. of CP to make changes: ERP 5.3 kw; ant. 432.7 m.; Cuesta Peak Communications site, Los Padres National Forest, San Luis Obispo Co., CA.

**West Point, GA WPLV(AM) 1310 khz**—Radio Valley Inc. seeks CP to correct coordinates.

**Des Moines, IA KKDM(FM) 107.5 mhz**—Midwest Radio Inc. seeks one step application to change channel from 298C2 to channel 298C1.

**Houlton, ME WHOU-FM 100.1 mhz**—Peak Communications Inc. seeks one step app. to change channel to 261C3.

**Houston, MO KUNQ(FM) 99.3 mhz**—Texas County Radio Inc. seeks mod. of CP to change ERP: 33.4 kw; ant. 184 m.; TL: 3.2 km SE of intersection of U.S. Rtes 60 nd 63 in Texas Co., Mo.

**Kalispell, MT KDBR(FM) 106.3 mhz**—Cloud Nine Broadcasting Inc. seeks mod. of CP to

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## PROFESSIONAL/SERVICES DIRECTORY NEW RATES, EFFECTIVE JANUARY 1, 1994

52 weeks - \$55 per insertion  
26 weeks - \$70 per insertion  
13 weeks - \$85 per insertion

change ERP: 30 kw; ant. 126.3 m.; TL: Lone Pine State Game Preserve, 3.47 km SW of center of Kalispell, MT.

**Lahoma, OK** KMKZ(FM) 95.7 mhz—Donald McCoy seeks mod. of CP for new station: change ERP: 10.4 km; ant. 153 m.; class to C3 (pursuant to MM docket 93-138).

#### Actions

**Alexander City, AL** WSTH-FM 106.1 mhz—Granted app. of Solar Broadcasting Co. Inc. for CP to make changes: ERP: 85.8 kw; ant. 319.1 m.; TL: see Exhibit E, figure 11 for location of site. Action July 18.

**Hartford, CT** WRTC-FM 89.3 mhz—Granted app. of Trustees of Trinity College for CP to make changes: ERP: .3 kw; ant. 28.9 m.; TL: approx. .9 km E of Rte 84 on Trinity College campus in Hartford, Hartford Co., Ct. Action July 14.

**Perry, GA** WPGA-TV ch. 58—Radio Perry Inc. seeks mod. of CP to change: ant. 118 m.; ERP vis .2816 kw; ERP: vis 1100 kw. Action July 18.

**Jeffersonville, IN** WQMF(FM) 95.7 mhz—Granted app. of Otting Broadcasting Inc. for CP to make changes: ERP: 28.58 kw; ant. 196.3 m.; TL: on Indiana Hwy 211; one mile E of Hwy 11 intersection near Elizabeth, Harrison Co., IN, and to change antenna supporting-structure height. Action July 13.

## Call for authors

BROADCASTING & CABLE and Focal Press are seeking authors for a new series of books to be written by and for broadcast and cable professionals, addressing topics essential to their needs.

The books will be sponsored by BROADCASTING & CABLE and will be published internationally by Focal Press, a leading publisher of books and videos about media topics.

Areas of interest include, but are not limited to: telco entry, new distribution technologies, high-definition television, ratings, interactive programming and management issues. Books that cover innovative ideas and practical solutions are encouraged.

For more information or to submit a proposal please contact Marie Lee, Acquisitions Editor, Focal Press, 313 Washington St., Newton, Mass. 02158-1626.

**Anoka, MN** KQQL(FM) 107.9 mhz—Granted app. of Radio 100 LP for CP to change from DA to non-DA. Action July 15.

**Winston-Salem, NC** WNRW(TV) ch. 45—Granted app. of Act III Broadcasting License Corp. for CP to change ERP vis: 500 kw; ant. 597 m.; TL: 13 km (8 mi.) N of King, in tower farm at end of County Rd. 1172, Stokes Co., NC. Action July 18.

**Newton, NJ** WMBC-TV ch. 63—Granted app. of Mountain Broadcasting Corp. for CP to change ERP: 2188 kw. Action July 18.

**Newport, OR** KCLM(FM) 92.7 mhz—Grant-

ed app. of Charlotte McNaughton for CP to make changes: ERP: 3.8 kw; ant. 256 m.; TL: 1.4 km from Otter Rock, Lincoln Co., OR, on bearing of 43 degrees true. Action July 15.

**Florence, SC** WFIL(TV) ch. 21—Granted app. of Coastal Television for MP to change TL: 8 km S of Pamplico, SC, off SR 51; ant. 301.3 m.; ERP (vis) 2375 kw. Action July 18.

**Houston** KZJL(TV) ch. 61—Granted app. of Urban Broadcasting Systems LP for MP to change ant.: 443 m.; ERP vis. 4683 kw; TL: 3101 Senior Rd., Fresno, Harris Co., Tx. Action July 18.

### THIS WEEK

- **Aug. 1-3**—1994 *Eastern Cable Show*. Inforum Exhibit Hall, Atlanta. Contact: (404) 252-2454.
- **Aug. 4**—*Hollywood Radio and Television Society* newsmaker luncheon. Beverly Hilton Hotel, Beverly Hills. Contact: HRTS, (818) 789-1182.
- **Aug. 4-6**—*Satellite Broadcasting & Communications Association* national convention. Orlando Convention Center, Orlando, Fla. Contact: (703) 549-6990.

### AUGUST

- **Aug. 11**—"Direct Broadcast Satellite" conference, National Academy of Television Arts & Sciences Plaza Theatre and Conference Center, North Hollywood, Calif. Sponsored by the *NATAS Activities Advisory Committee*. Contact: Murray Weissman, (818) 763-2975.
- **Aug. 12**—Deadline for the submission of entries by individual producers and artists for the 16th annual *CableACE Awards*. Contact: (202) 775-3629.
- **Aug. 12**—Deadline for the submission of cable network entries for the 16th annual *CableACE Awards*. Contact: (202) 775-3629.
- **Aug. 16-18**—Interactive Multimedia Forum, Waldorf-Astoria, New York. Sponsored by *Kagan Seminars Inc.* Contact: Genni Russell, (408) 624-1536.
- **Aug. 18**—5th annual *Programming Picnic*, 5:45-8:30 p.m., Time-Life Bldg., Manhattan. Sponsored by *New York Women in Cable*. Contact: Paula Simmonds, (516) 234-5200.
- **Aug. 20**—"Preparing for a Career in Film, Television and the Media" program, presented by the *UCLA Extension Entertainment Studies Department*. UCLA, Los Angeles. Contact: Richard Macales, (310) 825-1901.
- **Aug. 24-25**—Investing in Asia-Pacific Media & Telecom, Park Lane, New York. Sponsored by *Kagan World Media*. Contact: Genni Russell, (408) 624-1536.
- **Aug. 25-27**—*Nebraska Broadcasters Association* annual convention. Ramada Inn, Kearney, Neb. Contact: Dick Palmquist, (402) 333-3034.

## Datebook

- **Aug. 31**—1993 Community Service and Public Service Announcements Emmy Awards, Marriott Marquis Hotel, New York City. Presented by *NATAS*. Contact: Robert F. Blake, (212) 586-8424.
- **Aug. 31-Sept. 1**—*Wisconsin Cable Communications Association* annual convention. Chula Vista Resort & Conference Center, Wisconsin Dells, Wis. Contact: Tom Hanson, (608) 256-1683.

### SEPTEMBER

- **Sept. 8**—15th Annual News and Documentary Emmy Awards, Marriott Marquis Hotel, New York City. Presented by *NATAS*. Contact: Robert F. Blake, (212) 586-8424.
- **Sept. 9-11**—*National Academy of Television Arts & Sciences* chapter presidents and administrators meeting. Fairmont Hotel, Chicago. Contact: Trudy Wilson, (212) 586-8424.
- **Sept. 9-11**—*Oregon Association of Broadcasters* annual fall conference. Inn of the Seventh Mountain, Bend, Ore. Contact: Gordon Bussey, (503) 257-3041.
- **Sept. 12-14**—Telco-Cable VI, Omni Shoreham, Washington, D.C. Sponsored by *Business Research Publications, Wiley, Rein & Felding* and the *Yankee Group*. Contact: (800) 822-MEET or (202) 842-3022.
- **Sept. 14**—Advertising Issues II Forum, Marriott EastSide, New York. Sponsored by the *Association of National Advertisers*. Contact: Roseward Sky, (212) 697-5950.
- **Sept. 14-18**—*International Broadcasting Convention* biennial meeting, Amsterdam, Holland. Contact: Sarah Campbell, 44-71-240-3839.
- **Sept. 19-22**—*National Association of Telecommunications Officers and Advisors* 14th annual conference. John Ascuaga's Nugget, Sparks/Reno, Nev. Contact: Renee Winsky, (202) 626-3160.
- **Sept. 30**—22nd annual regional convention of

the *Society of Broadcast Engineers*. Sheraton Inn Convention Center, Liverpool, N.Y. Contact: John Soergel, (315) 437-5805.

### OCTOBER

- **Oct. 4**—*Broadcasting & Cable's Interface*. Co-sponsored by *Hollywood Radio & Television Society, Federal Communications Bar Association* and the *International Radio & Television Society*. Contact: Joan Miller, (212) 337-6940.
- **Oct. 12-15**—*National Association of Broadcasters Radio Show; Radio and Television News Directors Association* international conference; *Society of Broadcast Engineers* engineering conference; *SMPTE* 136th annual technical conference. Los Angeles, Calif. Contact: Doug Wills, (202) 429-5350.
- **Oct. 18-21**—*NIMA International's* fifth annual meeting and trade exhibition, The Mirage, Las Vegas. Contact: David Savage, (202) 962-8342.

### NOVEMBER

- **Nov. 6-9**—*Canadian Association of Broadcasters/Western Association of Broadcast Engineers* joint convention & national trade show, Winnipeg Convention Centre, Winnipeg, Manitoba. Contact: Nathalie Samson, (613) 233-4035.

### JANUARY

- **Jan. 13**—16th annual *CableACE Awards* (non-televized ceremony). Century Plaza Hotel, Los Angeles. Presented by *National Cable Television Association*. Contact: (202) 775-3629.
- **Jan. 23-26**—32nd annual *National Association of Television Programming Executives (NATPE)* program conference and exhibition, Sands Expo Center, Las Vegas. Contact: (310) 453-4440.

### CONTINUING

- **Now through Sept. 30**—"Country Music: On the Air," exhibition and seminars presented by *The Museum of Broadcast Communications*, Chicago. Contact: Anne Barlow, (312) 629-6026.
- **Major Meetings**

## Scott Kurnit

**W**hen a trailblazing executive of the television industry jumped ship to the largest online services company, more than a few eyebrows were raised.

It was Scott Kurnit who left pay per view at Showtime Networks for Prodigy's online service. Ever since, he has been on a mission to change Prodigy's image and has extolled the virtues of multimedia to his brethren from the television industry.

Kurnit has been at, or near, the forefront of the interactive game for years. In 1979 John Lack, former executive vice president, Warner Amex Cable, asked if Kurnit was interested in starting the Qube interactive cable experiment in Columbus, Ohio. It was during those early days of Qube that several of today's major cable networks were born, including MTV and Nickelodeon, initially known as Pinwheel.

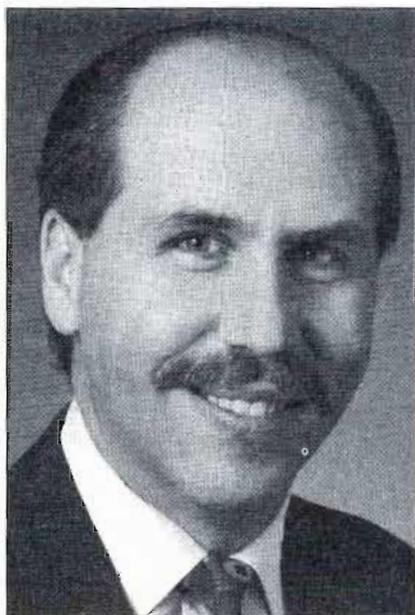
After riding the Qube wave, Kurnit got more involved with advertising and sales before becoming a driving force in the creation of the pay-per-view marketplace. In 1985 Kurnit went from Warner to Viacom's Showtime Networks, where he founded and managed the country's first PPV network, Viewer's Choice.

Kurnit was "very competitive" to get Viewer's Choice launched before another company did, says Tolla Murphy, who worked with Kurnit at Showtime for more than eight years. Murphy, now vice president, marketing and sales, NFL Entertainment, calls Kurnit "creative, energetic and inspiring."

"He's always had ideas that are ahead of their times," Murphy says, adding that Kurnit was an "absolute delight" to work with.

From Viewer's Choice, Kurnit became president of Showtime Event Television, where he produced, distributed and marketed PPV programs and movies, including a Rolling Stones concert tour and Mike Tyson boxing matches.

Meanwhile, Prodigy Services Co., a partnership between IBM and Sears, suffered from a lack of understanding about the entertainment industry and more significant, a dearth of marketing.



Kurnit was hired last June to move Prodigy closer to the television industry. If Prodigy is to be a truly mass-market service, it needs to be faster, easier and more engaging, Kurnit says. Prodigy is undergoing a major redesign that will be launched early next year.

Prodigy already incorporates multimedia elements—sound and photographs—with its traditional feed of text. Prodigy also is developing CD-ROMs to work with the online service, Kurnit says. He sees Prodigy as the "connector, updater and communicator for CD-ROMs."

But while Kurnit is bullish on the potential of interactive television, he quickly points out the distinctions between online PCs and televisions. A PC user sits close to the monitor, engaging in interactive choices. Watching television is a completely passive experience.

Still, "I'm a big fan of linear televi-

sion," Kurnit says. He has 27 sets on his wall at his New York apartment. "Television is where I go to relax."

Prodigy's interactive television market research shows most viewers desire less, rather than more, interaction with their TV sets. Nevertheless, Kurnit sees several applications driving the interactive television market, including seeking more information about programming and products, playing along with game shows and being involved in polling.

"The beauty of interactivity is that it allows me a level of personal customization," Kurnit says. He prefers to look to the future in terms of one channel—your own personal channel—rather than 500 or 1,000 channels.

Kurnit also wants to enhance the relationship between television viewer and programmer.

"Every network is online in some way," Kurnit says. Broadcasters are realizing that creating an online component is a way to build a more personal relationship with viewers. Kurnit has been instrumental in develop-

ing the more than 35 formal links Prodigy has with various broadcasting networks and cable programmers. Earlier this year, he helped assemble an exclusive deal with CBS that gives the network its own area on Prodigy.

Kurnit also has led Prodigy's \$10 million-plus live television advertising campaign that develops a direct relationship between live television programming and signing on to Prodigy.

Kurnit says Prodigy's strategy is "device independent." He expects the service will be delivered not only to personal computers but to portable communications devices, wireless beepers and set-top boxes, en route to fully interactive television. —MB

**Executive vice president, consumer products, marketing and development, Prodigy Services Co., White Plains, N.Y.; b. March 25, 1954; BA, sociology and communications, Hampshire College, Amherst, Mass., 1976; program manager, WGBY-TV Springfield, Mass., 1977-79; director of programming, studio and computer operations, Qube, Warner/Amex Cable, 1979-81; director, Qube/metro marketing programming, 1981-82; vice president, programming, Warner Communications, 1982-84; vice president, programming/ad sales, Warner Communications, 1984-85; president, Viewer's Choice, 1985-88; president, Showtime Event Television, 1988-93; current position since June 1993; m. Abbe Heller, Aug. 28, 1988.**

# Fates & Fortunes

## BROADCAST TV

**Mary Mazur**, senior VP, series development, Patchett Kaufman Entertainment, Los Angeles, joins Cosgrove Meurer Productions, Burbank, in same capacity.



Rohrs

**John Rohrs Jr.**, VP, midwestern region, Columbia TriStar Television Distribution, Culver City, Calif., named senior VP/manager, eastern region.

Appointments at KLAX-TV Alexandria, La.: **Grant Uitti**, bureau chief, KFVS-TV Cape Girardeau, Mo., joins as news director; **Laura Orgeron**, assistant sales manager, named GSM.

Appointments at WTAE-TV Pittsburgh: **Michael McHugh**, executive producer, WISN-TV Milwaukee, joins as assistant news director; **Lauren Dale**, writer/producer, programing and creative services, named executive producer, programing.

**Stephanie White**, promotion writer/producer, WFSB(TV) Hartford, Conn., joins WJLA-TV Washington as director, public affairs producer/project coordinator.



Allen

Appointments at KATU(TV) Portland, Ore.: **Jan Allen**, director, news and creative services, named station manager; **Mike Devlin**, managing editor, named news director, **Colette Rees**, creative

director, named creative services director.

**Rick Rogala**, GSM, KTVI(TV) St. Louis, Mo., joins KDFW-TV Dallas as VP, sales.

**Kathleen Keefe**, GSM, WFSB(TV) Hartford, Conn., joins KPRC-TV Houston in same capacity.

**William Harper**, VP/GM WBRE-TV Wilkes-Barre, Pa., joins WBAK-TV Terre Haute, Ind., as GM.



Jacobson

**Jake Jacobson**, VP, business affairs, Paramount Television, Hollywood, named senior VP.

Appointments at ABC Broadcast Operations & Engineering, New York:

**Stephen Neno**, VP, program administration, ABC Television Network, N.Y., named VP, program operations; **Maureen Domal**, VP/director, program administration, East Coast, ABC Television Network, N.Y., named VP/director, program operations.

**Michael Young**, GSM, WABI-TV Bangor, Me., named VP/GM.

Appointments at WGN-TV Chicago: **Sally Ramirez**, producer, WRC-TV Washington, joins as executive producer; **Monica Teague**, associate producer, *Oprah Winfrey Show*, there, joins as planning editor; **Yuki Spellman** and **Stephan Duncan**, newswriters, KING-TV Seattle and KRON-TV San Francisco, respectively, join in same capacity.

**Camille Edwards**, producer, WLS-TV Chicago, named weekend executive producer.

Appointments at WTXF(TV) Philadelphia: **Drew Camerota**, account executive, named LSM; **Karen Bolich**, assistant program manager, named traffic manager; **Maria Viccharelli**, sales coordinator, named program coordinator.

Appointments at WMAR-TV Baltimore, Md.: **Sandra Pinckney**, news anchor, WJZ-TV Baltimore, joins in same capacity; **Peter Leimbach**, research manager, Capital Cities/ABC Inc., New York, joins as research director.

**Cynthia Baker**, VP/managing editor, Fox News Service, Washington, joins Tribune Broadcasting Company, Chicago, as bureau chief.

**Laura Brandt**, manager, international relations, North America, Reuters Television, New York, named manager, video products.

**Neal Sabin**, corporate program director, WPWR-TV Gary, Ind., joins WCIU-TV Chicago as VP/GM.

Appointments at WPSD-TV Paducah, Ky.: **Lynda Hammond**, anchor/producer,

WKTU(TV) Utica, N.Y., and **Kevin Nunn**, news director, also of WKTU(TV), join in same capacity.

**Maria Bianco**, associate producer, *The Rush Limbaugh Show*, New York, joins Worldwide Target Demographic Television, Deerfield Beach, Fla., as producer/director, creative services,

## RADIO



Kramer

**Weezie Kramer**, station manager, WMAQ(AM) Chicago, named VP/GM.

Appointments at WENS(FM) Shelbyville, Ind./WKLK(FM) Indianapolis: **Donna Dwyer-Pitz**, GSM, WENS, named

director, FM sales; **Todd Alexander**, promotion director, WENS, named director, marketing and promotions.

Appointments at KOST(FM) Los Angeles: **Duncan Payton**, director, marketing and promotions, adds duties as music director; **Johnny Chiang**, associate producer/newswriter, KCAL(TV), there, joins as assistant program director.

**Michael Young**, managing director, marketing, CBS Radio Representatives, New York, named eastern regional sales manager, CBS Radio Networks, there.

**Ruth Ray**, GM, WOLZ(FM) Fort Myers, Fla., named VP/GM.

Appointments at Evergreen Media's WWBZ(FM) Chicago: **Mike Fowler**, VP/GM, KZOK-FM Seattle, and **Dave Richards**, program director, also of KZOK-FM, join in same capacity.

**Bill Zimpfer**, sports editor/anchor, WIP(AM) Philadelphia, joins WIOD(AM) Miami as play-by-play announcer for Miami Dolphins.

Appointments at WOR Radio Network, New York: **Tony Meeker**, production supervisor, WOR(AM), named production supervisor of the network; **Mark LoPonte**, producer, named director, affiliate relations; **Michelle Marbury**, producer/manager affiliate services, named assistant program director.

**Harold Wrobel**, VP/general counsel, Premiere Radio Networks, Los Angeles,

named senior VP/director, business and legal affairs.



Hernandez

Appointments at CBS Americas, New York: **Tony Hernandez**, VP/GM, Cadena Radio Centro, there, joins as GSM; **Luis Carrera**, engineer, Pennsylvania Power and Light Inc., named man-

ager, technical operations; **Aliki Langhorst**, operations manager, Caballero Spanish Network, New York, named operations/traffic supervisor.

**Del Hull**, news director/operations manager, KUKQ(AM) Tempe, Ariz., joins KXAM(AM) Mesa, Ariz., as GM/SM.

## CABLE

**Rich Millar**, director, sales, Starnet, West Chester, Pa., joins Prevue Networks, Tulsa, Okla., in same capacity.

**Kenneth Hill**, regional director, U.S. Computer Services, Dallas, named VP, CableData customer service, Sacramento, Calif.

Appointments at Home & Garden Television Network, Knoxville, Tenn.: **John Ajamie**, supervisor, network operations, E! Entertainment Television, Los Angeles, joins as manager, network operations; **Doug Hurst**, territory manager, American Movie Classics, Chicago, joins as manager, affiliate relations, midwestern region; **Mark Quinn**, affiliate marketing representative, New England Sports Network, Boston, joins as manager, affiliate relations, southeastern region.

**Dodie Tschirch**, director, governmental affairs and communications, Colony Communications Inc., Providence, R.I., named VP.

Appointments at Turner Classic Movies, Atlanta: **Marsha Armstrong**, VP, TNT Production, and **Kaye Zusmann**, director, program production, TNT, expand their roles to include Turner Classic Movies; **Michael Thomas**, VP/COO, Team Video Inc., Washington, joins as director, production operations, TNT/TCM; **Tony Barbon**, freelance director, photography/steadicam operator, New York, joins as studio producer/director, TCM.

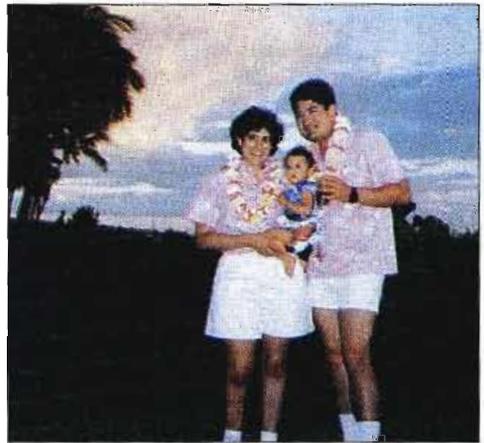
## Tuned in to win

Tom Patterson, assistant technical supervisor at KCBS-FM Los Angeles, and his family (Anna, 11 months, and Irene) got to vacation in Hawaii—all because they tuned in to BROADCASTING & CABLE's *NAB Today TV* show.

The program, a feature of the National Association of Broadcasters convention, was televised in each hotel room 24 hours daily. The Pattersons submitted the entry that was chosen for the contest's grand prize: airfare to Maui, Hawaii, and seven nights and eight days at the Kahana Villa Maui.

*NAB Today* covered the convention with features, news stories and interviews with exhibitors, panelists and others at the annual Las Vegas gathering.

—DS



**Steven Weed**, VP/manager, cable operations, Summit Communications, Bellevue, Wash., named VP/COO.

**Jessica Rodriguez**, senior manager, new business, Discovery Communications Inc., joins The Travel Channel, Norfolk, Va., as director, international development.

Appointments at Americana Television Network, Branson, Mo.: **Jim Stephenson**, consultant, named director, traffic/manager, information services; **Pat Stotts**, manager, accounting, named acting CFO.

## MULTIMEDIA

**Peggy Belden**, sales manager of broadcast services, Dow Jones & Company, New York, named director of broadcast services.

Appointments at New World Entertainment, Los Angeles: **Rod Paul**, VP, production, Telepictures Productions Inc., Los Angeles, joins as senior VP, production; **Saul Melnick**, independent marketing consultant, joins as executive VP, home video.

**Caroline Nicholas**, division marketing representative, Walt Disney World Co., Orlando, Fla., named manager, broadcast marketing.

**Doug Greenlaw**, chairman/CEO, Whittle Communications, Ltd., ventures division, joins Multimedia Inc., Greenville, S.C., as president/COO.

## DEATHS

**Michael Martin**, 48, VP/manager, local

broadcast, at McCann-Erickson, Los Angeles, died June 17 of AIDS-related causes. Martin had been with the company for 17 years. He is survived by his brother, James.

**Ron Cochran**, 81, retired TV network anchor/radio newscaster, died July 25 at Palm Beach Regional Hospital, Fla., of heart failure. Cochran began his broadcast career in radio in 1935. In



Cochran

1950 he began anchoring the early and late evening news at CBS affiliate WTOP Washington. From there he went to ABC, where he hosted *The ABC Evening News with Ron Cochran*. He covered many major news events during his career, among them: the Japanese attack on Pearl Harbor; Harry Truman's nomination at the Democratic convention; the coronation of England's Queen Elizabeth in 1953, and Kennedy's assassination in Dallas. After leaving ABC in 1965, he started Ron Cochran Enterprises, which produced radio and television programs. In 1980 he moved to Florida and contributed human interest pieces to local radio stations. He is survived by his wife, Beulah, son Ronald, and daughter Judith.

—Compiled by Denise Smith

**Senators Dianne Feinstein (D-Calif.) and Orrin Hatch (R-Utah) are rewriting their performance royalty bill to include an exemption for broadcasters.** The legislation would mandate performance rights fees for any digital retransmission of sound recordings, but according to NAB, the senators are going to carve out an exemption for radio and TV stations. It's believed the revisions will make passage of the measure easier and could also put some pressure on House Copyright Chairman Bill Hughes (D-N.J.) to make similar changes to his performance rights bill.

**A Senate subcommittee heartily endorsed a \$198.2 million budget for the FCC in 1995** and said there would be more where that came from if the agency's burdens increase. "When it is all added up, what we have provided in this authorization bill really may not be sufficient," said Communications Subcommittee Chairman Senator Daniel Inouye (D-Hawaii). If approved, the legislation will allow the FCC to hire 500 additional employees. The Senate version of the FCC's authorized budget is roughly \$10 million more than that approved by the House Telecommunications Subcommittee at \$188.4 million. The Senate authorization also calls for \$116.4 million in user fees from industries regulated by the FCC.

## New World of comedy

New World Entertainment has signed Just for Laughs: The Montreal International Comedy Festival to a two-year exclusive deal under which the festival will recruit comedians to be featured in new New World network, cable and first-run syndication shows. Under the agreement, the first at New World since Brandon Tartikoff became chairman in June, Fox Broadcasting Co., which recently invested \$500 million in New World and gained 12 New World stations as affiliates, will have right of first refusal on any projects that result from the pact. The deal was arranged by Creative Artists Agency, which will package the shows to be developed.

The annual, two-week Just for Laughs festival, which ended this year's run Sunday, is the largest in the world and has helped launch the TV careers of such stars as *Home Improvement's* Tim Allen and *Grace Under Fire's* Brett Butler. "They are the eyes and the ears of the comedy world," Tartikoff told BROADCASTING & CABLE. "They recruit all year for their festival, and it's likely they'll hear about the next Tim Allen or Brett Butler before anyone else, which gives us a large advantage in signing them."

Tartikoff hopes to announce six to eight comedians who will be featured in spring pilots soon after the deal begins in September. —DT

The Senate bill would increase the FCC's budget by more than \$31 million over 1994 levels.

**Regulating public utility entry into the telecommunications business would be difficult but not impossible, FCC Chief Economist Michael Katz told a joint hearing of two House subcommittees last week.** Discussing House and Senate proposals to allow the electric and gas companies to compete in the cable and telephone business, Katz stressed the difficulty

of preventing cross-subsidization by the utilities but said the task "is a challenge that can be overcome." Telecommunications and Finance Subcommittee Chairman Ed Markey (D-Mass.) also stressed the risks of utility abuses, citing past examples of cross-subsidization. "If we cannot assure that effective safeguards against such abuses can be constructed...we should not further breach the [Public Utility Holding Company Act] diversification restrictions," Markey said.

## Gordon Hastings out at Katz

Gordon Hastings, president of the Katz Radio Group (KRG), was fired July 27 by Katz Media Corp. President Tom Olson, who said the two "disagreed on the future direction of the Katz Radio Group." Stu Olds, formerly the executive vice president and general manager of KRG, was named to fill Hastings's vacancy, effective July 28. Hastings's departure comes less than two weeks after DLJ Merchant Banking Partners announced they would buy a majority interest of Katz common stock for an estimated \$287.1 million. Hastings said he had helped establish Katz as the largest billing agency of national spot radio during his two years as president of the group. Hastings first joined KRG as director of new business development in 1972 and held several positions in the corporation, including president of the Katz Television Group, and was a member of the Katz board of directors. —DP

**A&E Television Networks on Tuesday filed suit against Cablevision Systems Corp.** in federal district court in Massachusetts and in the Southern District of New York **in response to the cable system operator's decision to switch A&E from basic to a la carte on some of its systems.** The suit says A&E's contract with Cablevision does not allow for a la carte pricing, which likely would reduce distribution of the ad-supported network.

**USA Network has ordered 18 hour-long episodes of *TekWar*, a**

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## science fiction series created and executive produced by

**William Shatner.** Debuting on the cable network in January 1995, the series will be produced by Atlantis Films Limited in association with Western International Communications, Lemli Productions Inc., CTV Television Network Ltd. and USA network parent MCA Television Limited.

## Engineers at KCOP(TV) Los Angeles planned to go on strike Sunday if agreement on a new contract was not reached by then.

Representatives of both IATSE Sound Local 695, which represents 56 engineers at the station, and the station said Friday that talks had broken off earlier in the week. However, a federal mediator was scheduled to meet with both sides Sunday at 1 p.m. in a last-ditch attempt to reach a settlement. The union is resisting a call by the station to use nonunion employees in some positions, said union representative Joe Wachter. "We would rather there not be a strike and that this be resolved in an intelligent manner," KCOP(TV) General Manager Rick Feldman said, "but we are taking necessary precautions should it happen."

**Errata**—Statements criticizing a National Association of Broadcasters' station survey on children's television were mistakenly attributed to NAB attorney Valerie Schulte ("Center for Media Education: Next ACT in kids advocacy," BROADCASTING & CABLE, July 25). The source of the comments actually was Kathryn Montgomery, president of the Center for Media Education, who said the survey inflates stations' records on the amount of educational programming they air.

## NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending July 17. Numbers represent aggregate rating average/stations/% coverage.)

1. Wheel of Fortune	11.6/226/98
2. Jeopardy!	9.7/216/98
3. Star Trek: TNG	7.9/246/99
4. Oprah Winfrey Show	7.6/237/99
5. Entertainment Tonight	7.4/185/96
6. Star Trek: DS9	6.9/233/99
7. Hard Copy	6.4/166/93
8. Roseanne	6.3/179/97
8. Wheel of Fortune-wknd	6.3/183/83
10. Inside Edition	6.1/168/94
11. Married... With Children	6.0/184/93
12. Baywatch	5.9/209/96
13. A Current Affair	5.7/187/96
14. Family Matters	5.4/183/93
15. Cops	4.9/171/92
15. Designing Women	4.9/202/97
15. Ricki Lake	4.9/178/93

## No deal, says Hubbard

Denying rumors that he was about to make a deal with Fox, Hubbard Broadcasting Chairman and CEO, Stanley S. Hubbard, told BROADCASTING & CABLE last week, "There is nothing to talk about, and I don't anticipate any changes. I haven't heard anything from anyone that would make me want to change." Hubbard has ABC affiliates in Minneapolis and Duluth and an NBC affiliate in Albuquerque, N.M. With SF Broadcasting's deal to acquire WLUK-TV Green Bay (see "Top of the Week"), Fox now owns outright or has interest in stations in all but two National Football Conference markets—Minneapolis (perhaps prompting Hubbard rumors) and New Orleans. Burnham Broadcasting, which sold WLUK-TV, also owns ABC affiliate WVUE(TV) New Orleans. —SM

## WASHINGTON

### FCC-side attire

New FCC Commissioner Rachele Chong's office has declared this Friday (Aug. 5) Hawaiian shirt day on the eighth floor. The one-time dress-down is meant to provide a more informal setting for veterans and newcomers to get acquainted.

## HOLLYWOOD

### Fox Inc. farewell?

Recent executive changes at Fox are only part of an internal evaluation. The company is considering eliminating Fox Inc., which handles corporate matters for company's television and film operations. With consolidation of diverse operations so that they report either to Fox Television head Chase Carey or 20th Century Fox Film Corp. head Peter Chernin, it may be decided that corporate functions now handled at Fox Inc. level, such as labor relations and real estate matters, can be handled better by each division on its own.

### Gate expectations

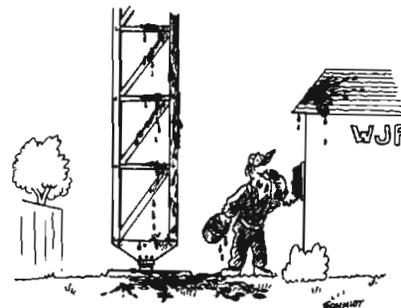
Officials of the new WB Television Network are discussing a network promotional effort under which WB would supply affiliates with co-op dollars to build replicas of the Burbank, Calif., Warner Bros. studio gate in front of their own stations. The gates would serve as back-grounds for photo opportunities and help identify the stations with WB, said Bob Bibb and Louis Goldstein, marketing heads for the new network. "It would be a touch of Hollywood," said Bibb. "And instead of spending money to fly their local

talent out to Burbank, they could take photos with that background there." WB is scheduled to launch in January.

## NEW YORK

### Dysfunctional family affair

In typical daytime talk show fashion, dysfunctional families were among the guests at a taping of *The Gordon Elliott Show* last Thursday at New York's Unitel Studios. The hour show, "I Want My Ex Back," included a love triangle between a man, his ex-wife and his ex-girlfriend. Minute-long field segments at the beginning and end of the show featured the more unique talents of Elliott, the good humored Australian native, who rose to fame as the man-on-the-street interviewer for WNYW-TV New York's *Good Day New York*. It looks like *GDNY* will serve as lead-in for *The Gordon Elliott Show* in New York, where the Twentieth Domestic Television/CBS Entertainment Productions talk show will go against WABC-TV powerhouse *Live With Regis & Kathie Lee* in the 9 a.m. slot.



Drawn for BROADCASTING & CABLE by Jack Schmidt  
"...I want to report a low-flying plane..."

## The beginning or the end

It's beginning to come into focus. After eight months in office, and having given little or no clue to his overall policy toward broadcasting, Reed Hundt is beginning to come out.

Yes, he did make it clear how he felt about cable, and we know he's generally for competition, but beyond that he's kept us guessing. Not for much longer.

In an interview with this magazine last week, the FCC chairman put it on the line: "The time has come to reexamine, redefine, restate and renew the social compact between the public and the broadcasting industry."

Hundt says he's entering the process with an open mind ("I am coming in, to some degree, with my mouth closed and my ears open")—except that he wants something done about minority ownership, children's TV and TV violence, while broadcasters have hopes on multiple ownership, HDTV and spectrum flexibility, to cite issues toward the top of the deck. It's hard to avoid the premonition of a quid pro quo coming on.

The timing is coincidental, but none in Washington are ignoring the new enormity looming over all this: spectrum auctions. The incredible amounts of cash captured for the treasury by the narrowband PCS auction (at last count more than \$600 million) and the IVDS auction (more than \$200 million) were front-page news across the country. You can bet that Congress noticed, and so did the administration. With broadband PCS estimated to garner upwards of \$20 billion (note the b), the electronic spectrum suddenly looks capable of retiring the national debt. Broadcasters are sitting on more than prime time; they have access to prime spectrum real estate.

It would be rash to predict what will happen next, but broadcasters are going to be hard put to avoid paying for that extra channel for HDTV, and equally hard put to

avoid a future spectrum fee.

This publication historically has been open to considering that concept, if coupled to a license in perpetuity and freedom from regulation. In other words, broadcasters could have the First Amendment if they paid for it.

That's not what the founding fathers had in mind, of course. "Congress shall make no law...abridging the freedom of speech, or of the press," they said. Radio and television have had one law after another abridging their freedom, from the Radio Act on, and if broadcasters aren't careful, it will only get worse.

This is the deal: There should be no social compact between broadcasting and the nation. No more than there should be one between newspapers and magazines and the nation. Or the automobile industry. Or cable TV, which Hundt exempted last week.

Don't talk to us about a social compact, if you then say that broadcasters must air so many hours of news, on subjects the government finds appropriate, and with a degree of fairness found suitable by the FCC.

Or that broadcasters must devote their mornings to children's programs of an educational nature.

Or that Howard Stern has to go.

Or that the government will put a chip in TV sets to make sure the public doesn't see "Exterminator 18."

Get away from here with your social compact. Let's just start with the First Amendment. Then we'll talk.

I've never met a broadcaster who didn't want to be a public trustee, who didn't want to be different from everyone else," Chairman Hundt told us. We, rather, have never met a broadcaster who didn't want to serve the public interest, and who wouldn't prefer to be like everyone else, competition- and freedom-wise. It's the grand dilemma, whether to be safe or free. "If they don't want the distinction, they should tell us," Hundt said.

We hope they will.

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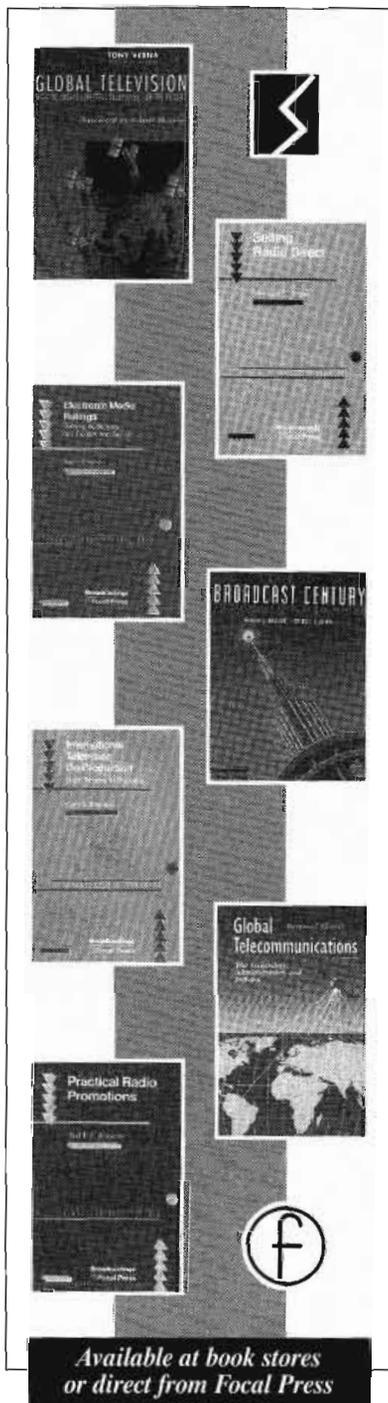
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