

JUN 14

Broadcasting & Cable

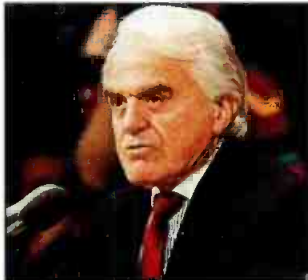
The Newsweekly of Television and Radio

CABLE



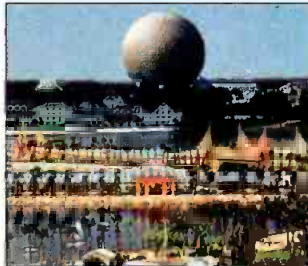
Best of times, Worst of times **10**

WASHINGTON

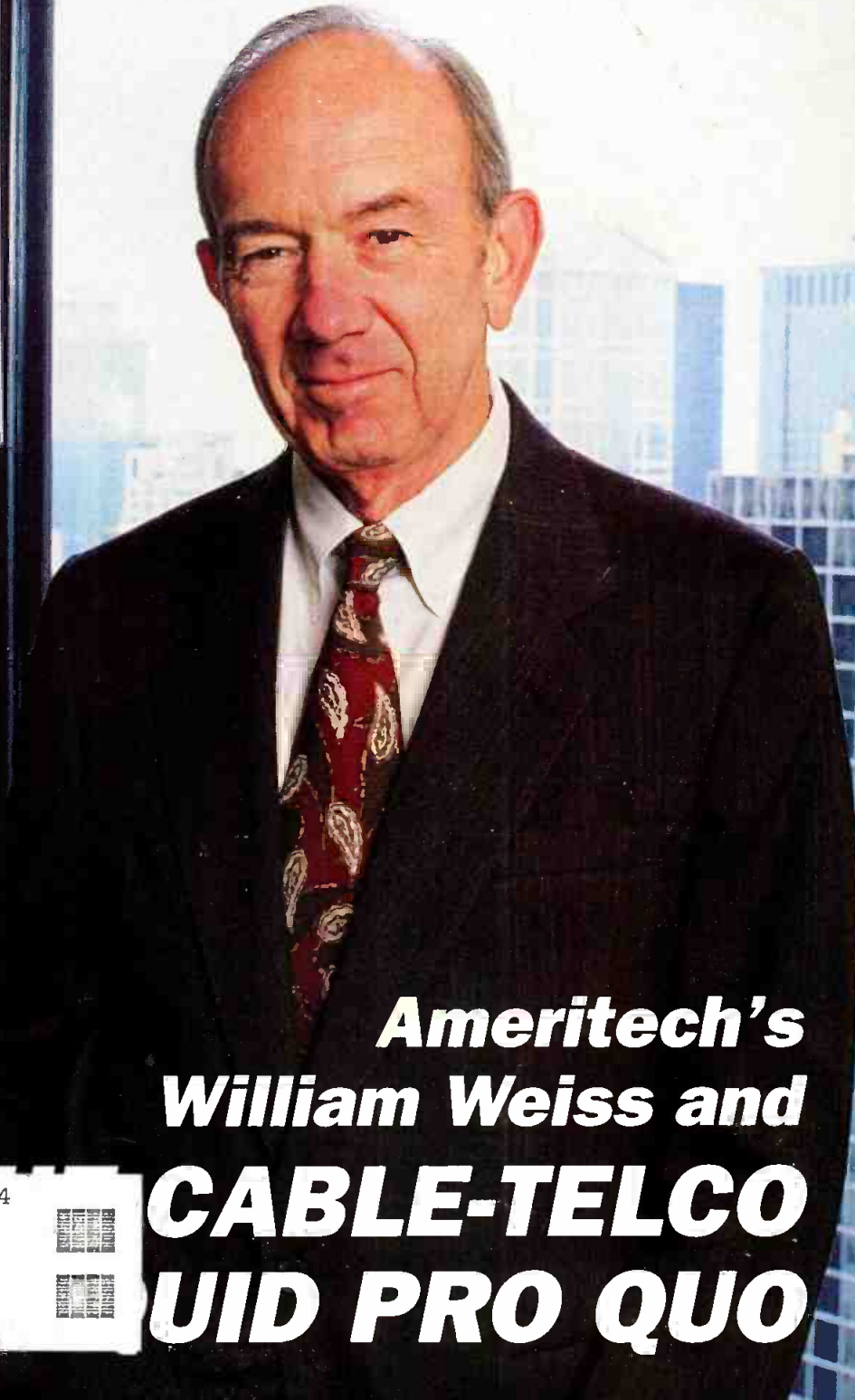


Hollywood to tackle TV violence, vows Jack Valenti **68**

PROMOTION



Promax debuts at Disney World **51**



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Vol. 123 No. 24
Year 1993 \$2.95
Publication

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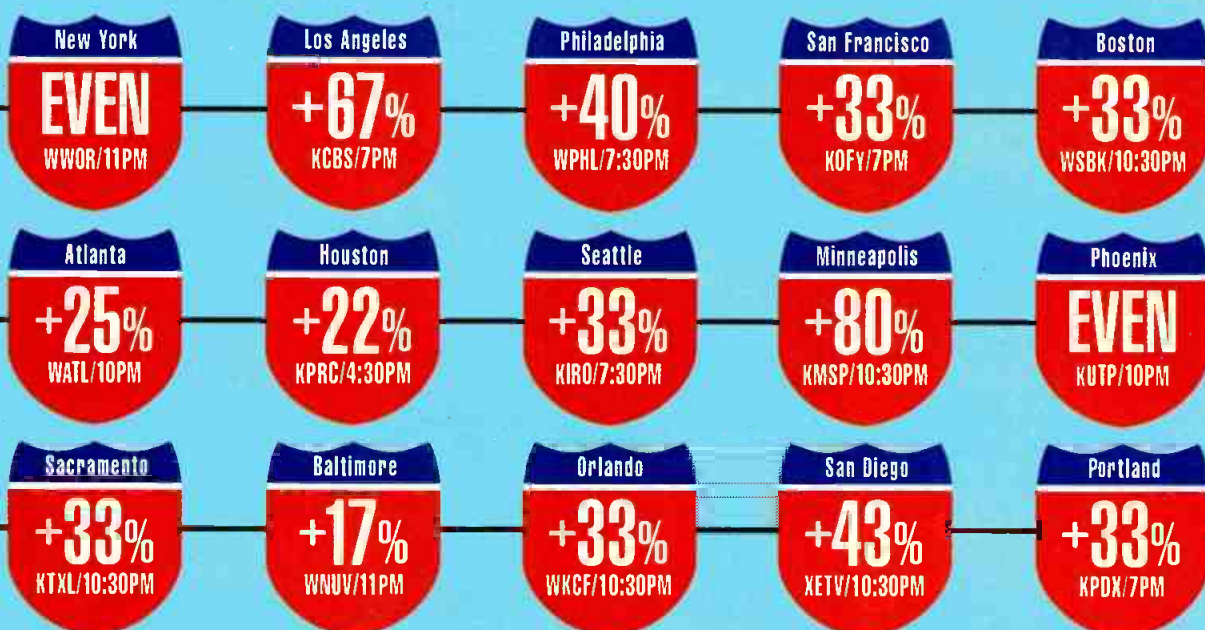


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Fast Track

MUST READING FROM BROADCASTING & CABLE

JUNE 14, 1993

THE BEST AND WORST IN SAN FRANCISCO

As the cable industry met last week in San Francisco, programmers and cable operators were concerned about hardships brought on by cable reregulation yet buoyed by the promise of dozens of new channels and the revenue potential of some extraordinary new technologies. / 10

PUSHING A LA CARTE

With tensions high and FCC deadlines looming, cable operators are pushing programmers to allow à la carte sale of services. Major programmers like BET, USA and ESPN are resisting, but smaller networks like Court TV and the International Channel are capitalizing on the opportunity, boosting their subscriber numbers dramatically. / 11

The FCC, facing what it says is a critical shortage of manpower and funding, received permission from Congress to delay implementation of rate reregulation rules until October 1. / 12

AFFILIATES BALK AT NEW ABC SERIES

ABC faces resistance from some affiliates in clearing the new Steven Bochco police drama, which contains some brief scenes of nudity and some adult language. The network describes the pilot as a "work in progress." / 14

After a three-year delay, Multimedia Entertainment, syndicator of "Donahue," "Sally Jessy Raphael" and "Jerry Springer," plans to launch a 24-hour all-talk channel of original programming in fall 1994. Cable veteran Paul FitzPatrick has been tapped to head the network. / 16

PRIMESTAR GETS GREEN LIGHT

Settlement of a \$4.75 million antitrust suit between seven cable companies and 40 states clears the way for Primestar Partners, a joint venture of Comcast, Continental Cablevision, Cox, Newhouse, TCI, Time Warner and Viacom, to compete in the soon-to-be-born world of small-receiver direct-broadcast satellites. Primestar will go head-to-head with USSB and DirecTv. / 18

THE NETWORKS WILL SURVIVE

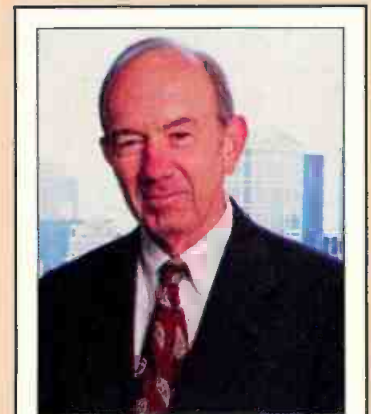
Forecasting the future in San Francisco last week, cable executives said the high cost of pay per view will insure a place for traditional cable and broadcast networks in the 500-channel digital future. Those networks, however, will have to improve their programming and fight harder for a smaller share of the viewing audience, they said. / 20

With retransmission consent spawning broadcaster-owned cable operations such as the Fox channel, cable will have to get used to increased competition, Ted Turner told his colleagues at the NCTA show. / 22

The latest entry in the talk show wars, "The Bertice Berry Show," scored a major coup when it lured some major production staffers away from one of talk's leading lights, "The Oprah Winfrey Show." / 30



ABC President Bob Iger is facing an affiliate revolt over a controversial new series. / 14



On the Cover

Ameritech Chairman William Weiss is willing to open the company's local phone service to competition if he can have access to businesses now off limits—like cable TV. Replies to the proposal were due at the FCC last Friday. / 70 **Photo: Arnold Zann/Black Star**

**"The great bulk of human folly occurred when television didn't exist."
—MPAA's Jack Valenti on TV's responsibility for real-life violence / 68**

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FAST TRACK

JUNE 14, 1993

MOBILIZING FOR LATE-NIGHT FIGHT

With David Letterman set to throw the late-night wars wide open by jumping networks this summer, CBS, NBC and Fox are launching high-powered promo campaigns to catch a share of the lucrative market. / 38

Starting In November, ESPN will take aim at a younger market with ESPN2, featuring sports entertainment programing and such "hlp" sports as arena football, snowboarding and roller hockey. / 46

With production budgets already as lean as they can get, the networks are looking at shorter serles orders to save money. CBS is leading the way, ordering fewer than the customary 13 episodes for most of its fall shows. / 48

SPECIAL REPORT: PROMAX FACES FORWARD

As it meets in Orlando this week, the old BPME has a new name—Promax—and a new forward-looking organizational structure. / 51 Promoting a station these days takes more than just buying and airing spots. / 52 Co-ops are the way to go for many stations, but others prefer value-added advertiser tie-ins. / 54 In the increasingly crowded media marketplace, stations and syndicators are forging alliances to fight for viewers. / 56 As technology improves, promotion directors are able to get more bang for their bucks. / 58



BET head Bob Johnson is taking his network in new directions, buying up Action Pay-Per-View and looking to produce original movies. / 42

RETRANS WITH A DIFFERENCE

Unlike most parts of the country, Huntsville, Ala., has two full cable systems in direct competition. The situation brings a whole new dimension to local retransmission negotiations, allowing stations to pit the cable companies against one another. Other broadcasters and cable operators will be watching Huntsville closely as a possible model for the future, when new delivery services such as DBS give cable some meaningful competition nationwide. / 62

FCC Chairman James Quello says he favors exempting small cable systems (those with fewer than 1,000 subscribers) from the Cable Act of 1992. He thinks he has an even chance of convincing Congress to go along. / 67

The availablilty of capital to expand into pay per view and other unregulated services could have a greater impact on cable's future than the 1992 Cable Act, the FCC's Robert Pepper told a group of bankers and investors last week. / 67

INTERACTIVE FUTURE IS NOW

While many prognosticators speak of the interactive future for TV, some companies are already trying to bring interactivity to today's sets. The NCTA show was dotted with interactive pioneers, offering services ranging from home shopping to game-show play-along. / 77

The NCTA show was the first opportunity for the public to see the much-discussed next generation of cable converter boxes. They include, at an affordable price, a level of computing power unreachable just a few years ago. / 79

TCI has formed Tele-Vision Group, a company designed to help new cable networks move from the drawing board to the subscriber's TV set. / 83

The cable and consumer electronics industries seem confident they can agree on standards to promote compatibility before the FCC takes matters into its own hands. / 92



MasterCard is awakening to the marketing power of the World Cup, unveiling a new soccer-based international promo campaign featuring soccer star Pele. / 74

Star Power!

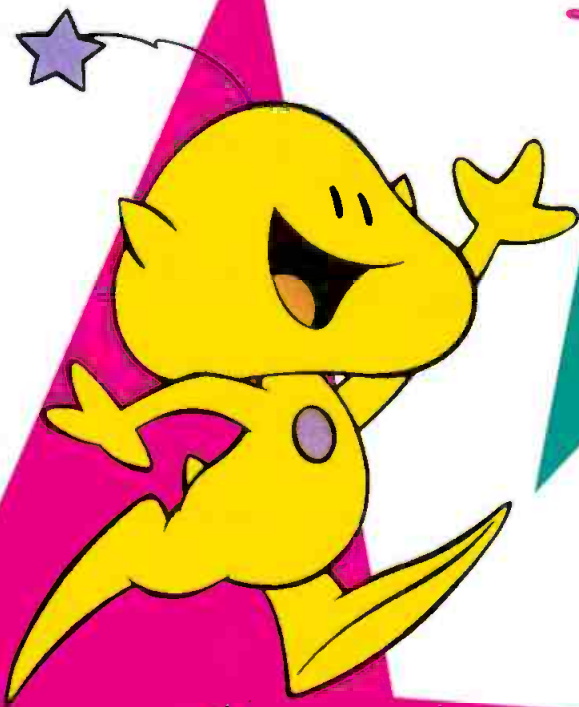
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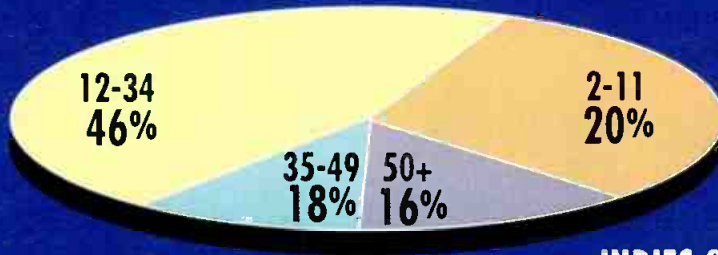


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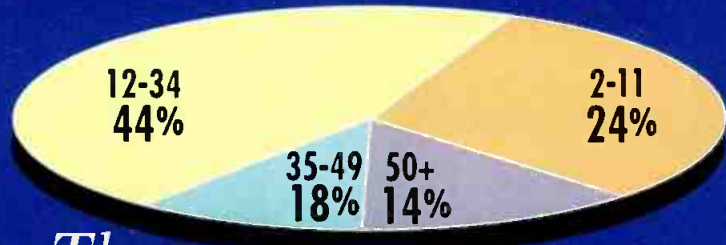
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Top of the Week



NCTA attracted a record crowd to its annual convention at San Francisco's Moscone Center

Cable's future outshines cloudy present

Executives look beyond regulatory troubles to new channels and opportunities ahead; retransmission consent gets push to wings

By Harry A. Jessell

It could have been a real downer, what with cable facing tough new federal regulations that will take a big bite out of revenues, encourage competition and bring broadcasters seeking carriage fees.

But the 1993 National Cable Television Association convention in San Francisco last week, buoyed by a record attendance of 16,438, soared as talk of new channels, new opportunities and new revenues almost drowned out the grumbling over the industry's regulatory predicament.

Almost. Cable operators complained loudly about the new regulatory regime before panels of Capitol Hill aides and FCC officials. And it may have had some impact. At week's end, the FCC delayed the start of rate regulation from June 1 to Oct. 1 so the agency and operators would have more time to prepare for it (see story, page 12).

NCTA President Jim Mooney cap-

tured the show's split personality in his opening address by quoting Dickens: "It was the best of times; it was the worse of times." "That's how I feel," he said. "Everything's great,

FCC delays rate reg

The FCC gave the cable industry a break last week by deciding to delay the implementation of its cable rate regulation rules until Oct. 1.

The cable rate freeze has also been extended (see story, page 12).

but this is a lousy situation we're in" (see story, page 66).

That the show focused more on the promising future than on the worrisome present was no accident. Organizers pushed the technology and the

interactive services it may spawn to the forefront of the convention agenda. The message: Cable will be the prime beneficiary of the convergence of coaxial, fiber, digital transmission and computer technologies.

And NCTA's purpose was more than to make the membership feel good. Washington is preparing to rewrite the rules of telecommunications to spur the development of an "information superhighway," and cable wants the policymakers to know that it is at least as capable as the telephone industry of doing the job. The some 20 senators and congressmen who attended the convention got an earful on the subject during a four-hour presentation and demonstration (see "Washington Watch," page 69).

With US West's \$2.5 billion investment in Time Warner Entertainment seen as the first of many such inter-industry alliances, and with cable interest in the telephone business growing, NCTA's simple opposition to telcos' entering video may undergo

some change. Mooney signaled as much in his speech: "[T]here will be no safe haven in uncritically assuming that what once was clearly in our interest will always be so."

Much of the tomorrow-is-today talk at the show may be the same kind of "blue sky" rhetoric that infected the industry nearly a decade and a half ago. But much of it is real, notably near-video-on-demand, which will allow viewers to choose from scores of movies and top-rated TV programs and order them up for viewing within a half hour.

Cable operators will begin making the service available sometime next year. Ultimately, said John Hendricks, chairman of Discovery Communications and near-video-on-demand guru, it could generate "billions of dollars a year" in incremental revenues for the industry.

There was some concern that regulation would discourage the investment that cable needs to upgrade and bring on the new services. But Time Warner Cable President Joe Collins said not to worry: the technology and the services it will spawn are "so powerful...they will pull the financing in with them," he said.

Excitement about the industry's future welled up from the expansive exhibit floor, where manufacturers backed up the high-tech claims in the panel sessions and entrepreneurs and established networks presented cable operators with a vast array of new programming services. The top programming news: ESPN unveiled ESPN2, an MTV version of the original (see story, page 46).

Not on the convention agenda again, also by design, was retransmission, even though upcoming negotiations with broadcasters over compensating them for carrying their signals are high on every operator's agenda. Hoping to steer clear of any antitrust pitfalls, cable operators avoided public discussion for the most part.

The subject did pop up every once in a while. Comcast President Brian Roberts came close to staking out a position for his company, saying he is "uncomfortable" with the idea of paying broadcasters. And Collins admitted cable would be "high on the list" of those being blamed if retransmission-consent negotiations fail and broadcast signals are dropped from cable systems. But, he added, "I hope it doesn't come to that." ■

MSO push for à la carte divides cable programmers

As June 21 pricing deadline nears, services are split over whether to let operators price channels individually

By Rich Brown and Christopher Stern

Tensions mounted between cable system operators and cable programmers last week at the NCTA convention in San Francisco. With FCC deadlines looming, system operators were pressing programmers to allow their services to be offered on an à la carte basis, which would avoid rate regulation.

While several networks—such as Black Entertainment Television, ESPN and USA—continued their opposition to à la carte pricing, some smaller networks agreed to allow MSO's to opt for individual pricing of services.

"We're not accepting any conversations on à la carte," said BET President Robert Johnson. "It's time to push the product and not retrench in the face of ridiculous regulation."

Not every programmer is as intransigent as Johnson. Rainbow Programming Holding President/COO Sharon Patrick said there could be room for compromise. One possibility, she said, would be to place a network on the first tier on most, but not necessarily all, of the systems owned by an MSO. There might also be room for negotiating license fees and advertising arrangements, Patrick said.

"There are a lot of mechanisms for coming to an answer," she said.

But negotiating time is limited. Per FCC rules, operators have to declare pricing for their services by June 21. Barry Elson, senior vice president of operations for Cox Cable Communications, called the negotiations "the most emotional issue facing us in the next two weeks."

"We don't have time, and that's the way it is," said Michael Ritter, president of Continental Cablevision, who said the MSO was looking into offering three or four channels à la carte and then discounting them on a packaged basis. "There are some decisions that have to be made with the programmers or without them."

"The older established services need to maintain the two revenue streams," said Paul Beckham, president of Turner Cable Network Sales. "We have to maintain cash flow so that quality can continue."

Beckham said it is a different story for newer services, such as Turner's Cartoon Network, which operators are allowed to offer on an à la carte basis.



Talks over à la carte heated up at NCTA.

"As you build news services, you factor in the new world," said Beckham. "You know what the rules are before you play the game."

ESPN's George Bodenheimer, vice president, affiliate sales and marketing, said his network is not granting à la carte rights for ESPN, but is considering them for its proposed ESPN2.

Bodenheimer said the reason for the potentially different policies is obvious: "One network has 60 million-plus homes; one network has zero."

Meanwhile, it looks as if pay services could face a price hike in some markets affected by rate rollbacks. Ritter said that in many cases prices will be raised for pay services on systems where the benchmark brings system pricing down.

There was talk on the NCTA floor that some major MSO's were floating the idea of offering all cable networks—both large and small—à la carte.

Ritter said that might be possible in the distant future but added that such

an idea would not work today. He said that offering all services à la carte was not yet possible because systems do not have full addressability. Another major roadblock, Ritter added, is the existing contracts between cable networks and MSO's. And once those hurdles are cleared, he said, the whole concept could lead to "a transaction nightmare" for operators trying to keep up with subscriber choices.

Going all à la carte now would be "so destabilizing, I don't see how you'd gain," Ritter said. "But there's nothing that could prevent you from doing that later on."

Small networks close big deals

While the big cable networks are resisting à la carte pricing, at least two smaller networks appear to have capi-

*A la carte pricing is
"the most emotional
issue facing us in the
next two weeks."*

Barry Elson, Cox Cable

talized on the current state of reregulation. Both Court TV and the International Channel gained more than 500,000 affiliates in the last two weeks. Court TV, which only recently said it had reached 10.7 million subscribers, announced new affiliation agreements during the NCTA convention that bring its total to 12 million.

George Leitner, International Channel senior vice president/general manager, said the additional 500,000-plus

subscribers his network added were the result of MSO worries about impending deadlines.

Leitner said he expects his foreign-language service to be offered on basic tiers shortly. However, sometime in the next year he expects cable operators to take the service à la carte. Because he operates a niche service that targets a highly specific audience of foreign-language speakers, Leitner said he does not expect à la carte to hurt him as much as it would a broader-based network. Leitner added that his service is successfully offered à la carte through TVRO.

Both Court TV and the International Channel are granting à la carte rights. However, both networks said most of the deals signed in the last two weeks had been in the works for months. ■

FCC delays cable rate regs until Oct. 1

For the first time in months there was good news out of Washington for the cable industry. The FCC announced last Friday that it would delay implementation of its cable rate regulations until Oct. 1. The cable rate freeze was also extended to Nov. 15.

For cable, the decision comes on the heels of its annual convention in San Francisco, where operators of small cable systems complained bitterly about the complexity of the rate regulations and said the new regime would put them out of business (see story, page 67). Two weeks ago, FCC Chairman James Quello said he would have no other choice but to postpone the new rate regulations unless the agency received the necessary funding to hire additional staff. The FCC is looking for an extra \$12 million, and last week the Senate Appropriations Committee approved an additional \$11.5 million for the agency.

However, Quello said the extension was needed to provide the FCC with time to complete the "detailed administrative processes and to plan for additional resources when supplementary funding is finalized." Hill sources say the FCC is not in the clear yet and that it could still face funding problems. The full Senate is expected to approve the funding measure this week. But the agency may encounter difficulty when a House-Senate conference committee takes up the bill. "It's not a done deal," said one House staffer.

The postponement, Quello said, "will allow time for the FCC to act on numerous requests for reconsideration and to establish cost-of-service standards." The commission, he added, will soon issue a further notice of proposed rulemaking to establish cost-of-service standards. The chairman also said that the rate freeze would be extended to Nov. 15.

Quello told owners of small cable systems during the NCTA convention that he is sensitive to their concerns. In his statement on the new deadline, the chairman said the October date will give small systems time

to adjust to the new regulatory requirements. Also during the convention, Quello said he favored exempting cable systems with fewer than 1,000 subscribers from the FCC's new cable rules. Asked last Friday if he would pursue such an exemption, Quello said, "at this time I don't think we can recommend a change to the statute."

Before announcing the FCC's decision, Quello cleared the action with the Hill. He spoke with House Energy and Commerce Committee Chairman John Dingell (D-Mich.) and Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) about the matter. Dingell, an aide said, believes "it makes sense to take the time to give consumers protections Congress intended when they enacted the law."

But not everyone was happy. House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) criticized the delay. "After waiting four years and enduring monopoly pricing and rate gouging, consumers were told by the FCC on April 1 that relief was in sight. Now these rate reductions are being snatched from the hands of consumers," Markey said.

Moreover, Markey said the FCC's funding appears to be on the way but that "a three-month delay to wait for the appropriations could lead instead to a two-month delay following appropriations while we wait for the FCC to restart the process." Markey suggested that the FCC allow local franchising authorities and local governments to "proceed in those circumstances where the cable company accepts the benchmark rates and the franchise authority approves them."

Markey is likely to express his dissatisfaction with the FCC's decision when the subcommittee convenes an FCC authorization hearing this week (June 17).

Cable welcomed the news. "This allows for a more customer-friendly phase-in of the rules," said Jerry Yanowitz of the California Cable Television Association. NCTA officials were unavailable for comment.

**sit-coms
for**

"HOME"

Improvement...

Some ABC affiliates see red over 'NYPD Blue'

By Steve Coe

ABC may be facing somewhat of a revolt by some of its affiliates over clearance of Steven Bochco's new *NYPD Blue*.

The pilot, which was screened for affiliates last Wednesday during the ABC affiliates meeting in Los Angeles, contained a brief scene of nudity and some harsh language. During a closed meeting between affiliates and network executives the next day, approximately one-third of those present indicated they would have trouble clearing the show without some changes in its content.

Dan Burke, president and chief executive officer, Capital Cities/ABC, told the affiliates the pilot should be regarded as a work in progress, and the ultimate decision regarding the final version of the show "will reflect the best efforts of ABC employees." John Garwood, vice president and general manager, WPLG-TV Miami, and newly elected chairman of the ABC Board of Governors, said the network "gave clear assurances the show would continue to be refined. A number of affiliates did say they would be uncomfortable in clearing the show in their markets in its current form."

BROADCASTING & CABLE attempted to contact Bochco to determine whether the producer considers the pilot a work in progress. However, phone calls were not returned.

In his prime time presentation to affiliates, Ted Harbert, president, ABC Entertainment, likened the show to *Soap*, which met with affiliate and advertiser resistance when it debuted in 1977 but "is now considered a classic." Garwood said the analogy between the two shows was probably appropriate and added that most affiliates feel *NYPD Blue* "is an excellent show and belongs on ABC's schedule. I think the affiliate body has great respect for ABC and believes they'll make the right decision." He said the network's decision to put a disclaimer at the start of the show was applauded by affiliates.

As for the violence issue in general, Harbert told the affiliates the network would pass on movie projects where

violence is the major selling point and would keep violence "to an absolute minimum" in series.

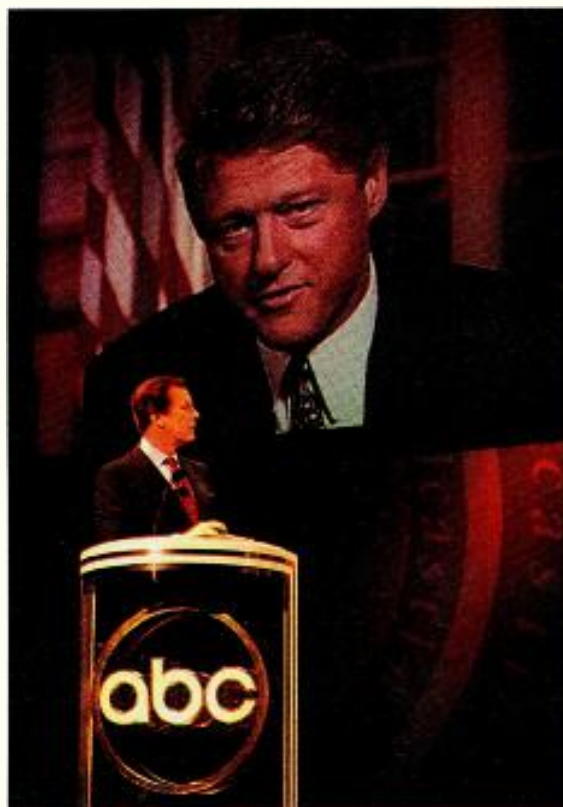
Michael Malardi, president, Capcities/ABC Broadcast Group, briefed affiliates on the network's retransmission-consent stance. Malardi said one alternative being considered would incorporate ESPN2 into a deal, but he added that such a judgment "will be made as we progress in our negotiations."

Asked by an affiliate whether the network was considering an overall retransmission deal that would include the affiliate body, Malardi said the network had not given much consideration to the idea, nor was it very interested in such a deal. Garwood said "The early feeling is that the affiliate body is not interested in such a deal, either."

Affiliates were promised a smooth transition of power when Burke retires. Burke, repeating his intention to step down when he turns 65 next February, promised them there will be continuity and said "I think you'll be pleased [with his successor]." No names were mentioned, but it has been speculated that Bob Iger, who last year was named president, ABC Broadcast Group, is a likely choice.

Affiliates also pushed the network and Dennis Swanson, president, ABC Sports, to aggressively go after the 1996 summer Olympics in Atlanta. One affiliate suggested the event was so important that the network should acquire the rights even if it means losing money on the two-week international gathering.

Peter Chrisanthopoulos, executive vice president, research, marketing and promotion, ABC Television Network Group, told the group that beginning today, June 14, the ABC logo would appear in the right corner of the screen during certain programs and dayparts. Similar to what Fox has been doing, ABC will place a semi-transparent logo on screen during



Clinton, via satellite, fielded questions from Peter Jennings and ABC affiliates during the meeting

prime time programming. The logo will also appear during prime time news magazine shows and daytime soaps. The logo will appear for five seconds coming out of every break and will also be seen at all times during the network's news programming except when the anchor is on the screen.

Affiliates were also treated firsthand to a gaffe by President Clinton during a question-and-answer session with *World News Tonight* anchor Peter Jennings. Clinton, who appeared via satellite from the nation's capital, answered questions from Jennings and affiliates, ranging from the Castro regime in Cuba to his proposed energy tax, to the Haitian refugee question. However, when one affiliate asked him whether his administration would seek to change current legislation governing the broadcast industry, Clinton declined to comment, saying he was too unfamiliar with the topic to provide a cogent answer. Jennings let the blunder pass without comment, but ABC commentators Sam Donaldson and Cokie Roberts, who appeared onstage with the anchor after the President had signed off, said his not being prepared to answer a broadcast industry question to a room full of broadcasters was another example of poor preparation by Clinton's staff. ■

**CAESARS
CHALLENGE**

for

"STATION"

Improvement!

Multimedia to launch cable talk channel

Plans on hold since 1990 are being revived; will not include current stable of talkers

By Steve McClellan

After a three-year delay, Multimedia Entertainment, syndicator of *Donahue*, *Sally Jessy Raphael* and *Jerry Springer*, has decided to revive plans to launch a 24-hour, advertiser-supported cable talk channel. The company has hired cable network veteran Paul FitzPatrick to head the channel and says the service, The Talk Channel, will launch in fall 1994.

(Ed Cooperstein, president of a proposed competing service, Phoenix-based Talk TV Network, says his plans to launch a service in the first quarter of 1994 remain unchanged as a result of the Multimedia announcement. He says he still has to arrange financing, however.)

Three years ago, under the guidance of then Multimedia Entertainment President Peter Lund, the company developed a plan for a cable talk channel, but put the plan on hold as the economy worsened and the lack of channel capacity became an issue.

Bob Turner, Multimedia Entertainment president, says the company chose to revive the plan in the belief that by late 1994 the cable industry would start to have access to new technology that will expand capacity.



Paul FitzPatrick, former president of C-SPAN and The Weather Channel, will head Talk Channel, for fall '94 launch.

While Multimedia was developing its talk plan in 1990, FitzPatrick, former president of C-SPAN and The Weather Channel, was developing his own plans for a cable talk service. He had put together a group of cable operators who had agreed to back the channel as equity partners, he said in an interview last week. Those companies included Scripps Howard, Continental, Newhouse, Cox, United Cable, Centel and Group W Satellite.

FitzPatrick and Multimedia executives have spent the past several months talking with cable operators

about their proposed service and how it would fit with future industry needs. They received enough positive feedback to reveal their plan last week at the national cable show. But both Turner and Fitzpatrick stress that the current thinking is not to seek outside equity partners or investors. "It is our intent to own and operate this service," says Turner. "We have great faith in it, and it will not be the basis of our proposal to give away equity for carriage." A final proposal to operators is expected this fall.

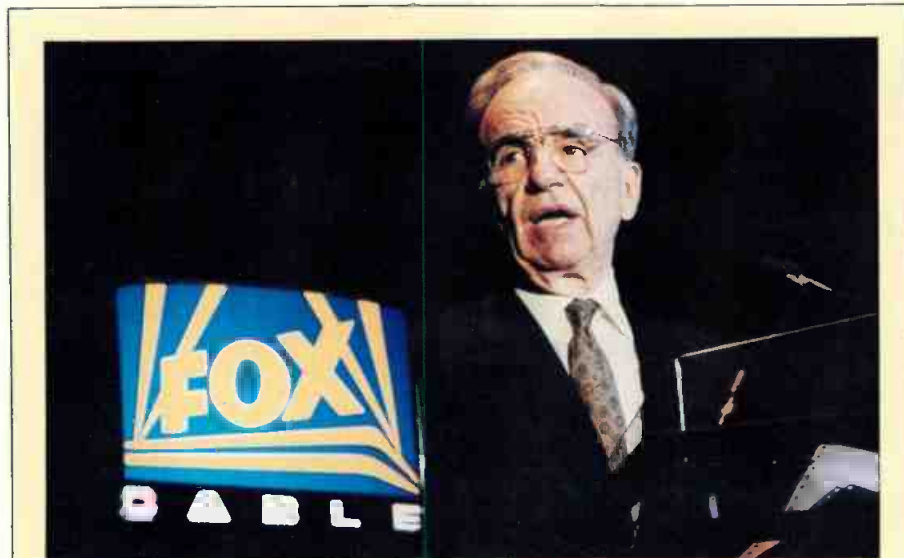
Details of the proposed Multimedia talk service remain sketchy. The basic theme will be to address breaking news, with the channel programed in such a way that topics addressed match the demographic profiles of different dayparts. "Issues on the home, or lifestyle issues, might be more suited for the day," says Turner.

He adds that programs on the channel, all newly created for it, will be both personality- and topic-driven. Some will be based on various feature sections and departments found in newspapers, including, possibly, some type of sports program. But Turner stresses that the channel will not be in the news business, per se. "We do not intend to compete with CNN or *Headline News*."

Multimedia also says its syndication mainstays—*Phil Donahue*, *Sally Jessy Raphael* and *Jerry Springer*—will not be involved in the channel. "We intend to develop new personalities," says Turner. As for topics—say, transvestites abused by their stepmothers—that pop up in syndicated fare, particularly during sweeps periods, Turner won't rule them out. But he also says such topics account for only about 2% of the content on the company's talk shows.

Yet to be determined is where the channel will originate, although Turner says its corporate headquarters will be in the New York area. Multimedia Entertainment is based in New York City.

A key element to the content will be interactivity, including constant polling of viewers on topics. Asked if transactional elements might have a role on the channel, FitzPatrick says it is possible, although Turner says that is "not in the current plan." ■



Fox Broadcasting Chairman and CEO Rupert Murdoch told a well-attended launch party during the NCTA convention that Fox Cable would be the "fifth great American network," one that happened to be "cable exclusive." Murdoch promised Fox Cable would be broad-based, "not...another niche or rerun channel." The party was held at the San Francisco Exploratorium.

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Satellite broadcasting wins access to cable

Antitrust settlement between seven MSO's and 40 states guaranteeing availability to programming is likely to spur new DBS services

By Rich Brown

The race to serve U.S. audiences via small home satellite dishes could heat up as the result of a \$4.75 million antitrust settlement last week between seven of the largest cable companies and 40 state attorneys general.

The settlement insures access to cable programming by various competing delivery systems, including the DirecTv and USSB high-power direct-broadcast satellite services scheduled to launch in the first quarter of 1994. The settlement also gives a green light for the development of Primestar Partners, the medium-power satellite broadcasting service owned by the General Electric Co. and the seven cable companies named in the settlement.

Primestar President/CEO John Cusick released a statement saying the settlement would enable the company to "freely pursue" and "aggressively develop" its satellite broadcasting business. That means the top cable companies that own Primestar—Comcast Cable, Continental Cablevision,

Cox Cable Communications, Newhouse Broadcasting, Tele-Communications Inc., Time Warner Cable and Viacom—might be preparing to compete directly in the high-power DBS business.

"This thing was sort of lurking over Primestar," a company spokeswoman said of the investigation. "The partners, without knowing what the resolution would be, were reluctant to commit the capital expenditures necessary to develop."

Indeed, Primestar expansion has been somewhat limited pending a settlement of the five-year investigation. The service currently reaches about 50,000 subscribers nationally. But now Primestar is looking ahead to expanding channel capacity using digital compression, and the company has just announced plans to add several services including CNN, The Nashville Network and The Family Channel. Company executives said they also are planning to commit to "higher performance" next-generation satellite services, conceivably along the lines of such high-power DBS services as DirecTv and USSB (the Primestar

spokeswoman would not elaborate). TCI already has a high-power DBS construction permit for a service called Tempo Satellite.

"Cable has a genuine and very wise concern about DBS because DBS is the wave of the future," said Stanley S. Hubbard, president, USSB. He said even if Primestar were to order a satellite today it would take three years to build the bird and launch a high-power DBS service of its own. High-power DBS delivers a variety of programming services to viewers via 18-inch dishes; the medium-power Primestar satellite broadcasting service delivers fewer channels to homes via a 39-inch dish.

Both USSB and DirecTv have already signed several top cable programmers for their DBS services, and Hubbard said last week's settlement had no bearing on his business. In fact, Hubbard said no programmers indicated that they did not want to deal with DBS.

The settlement, reached last Wednesday, mirrored rules in the Cable Act of 1992 that call for vertically integrated cable companies to offer their programming services to competing technologies.

"The consent agreement is very important," said Robert Schmidt, president of the Wireless Cable Association, who said the settlement was symbolically equivalent to the cable industry's raising a white flag. "It just won't be able to credibly argue any longer in court or at the FCC that fair access for competitors is unconstitutional or unworkable. Big cable just agreed to it."

In 1988 the WCA formally requested that several state attorneys general examine alleged practices that prevented potential competitors from obtaining fairly priced programming. The antitrust case was launched the following year. New York State Attorney General Robert Abrams said settlement costs for the cable companies will be \$4.75 million. ■

May sweeps: returning 1st-run strips

	HH Rtg/Share	May '92 time period	Rtg Chg	
Talk shows	Oprah Winfrey	10.2/29	11.1/31	-8%
	Donahue	5.4/19	6.5/22	-17%
	Sally Jessy Raphael	5.1/20	5.8/23	-12%
	Regis & Kathie Lee	4.6/19	4.4/19	+5%
	Geraldo	4.4/15 (28)	3.9/14 (28)	+13%
	Maury Povich	4.4/15	4.4/15	0%
	Montel Williams	3.7/12	3.7/13	0%
	Jenny Jones	2.9/12 (20)	2.1/9 (29)	+38%
	Jerry Springer	2.9/12 (20)	2.5/11 (5)	+16%
Joan Rivers	2.3/10 (21)	2.3/10 (27)	0%	
Reality-based	Entertainment Tonight	7.7/14	8.1/15	-5%
	Inside Edition	6.8/15	7.2/16	-6%
	A Current Affair	6.3/12	7.0/14	-11%
	Hard Copy	6.2/15	6.6/14	-6%
	Cops	5.5/11	4.3/9	+28%
Game shows	Wheel of Fortune	13.8/25	12.8/24	+8%
	Jeopardy!	12.0/25	11.7/24	+3%
	Family Feud	2.8/9 (22)	4.3/12 (20)	-34%

Notes: Numbers in parentheses indicate the show's number of markets if different from the full 29 Nielsen metered markets. For ratings of first-year syndicated series, see BROADCASTING & CABLE, June 7. Source: Nielsen Media Research's weighted Market-Trak reports (NSI, April 29-May 26) from 29 metered markets.

For More Late-Breaking News, See "In Brief," Pages 104 and 105

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Programming

Networks will change, but survive

Cable programmers say broadcast and cable services will adapt to multimedia future



At NCTA opening general session (l-r): moderator Jeff Greenfield; Frank Biondi, Viacom; Jim Clark, Silicon Graphics; Charles Dolan, Cablevision Systems; John Malone, TCI, and filmmaker George Lucas

By Harry A. Jessell

In the multimedia, video-on-demand world of cable's future, there will be a place for old-fashioned broadcast and cable networks, according to cable executives at the NCTA convention's opening (above) and closing general sessions.

Buying movies on a video-on-demand basis is "a very exciting prospect," said Frank Biondi, president/CEO of Viacom International, but it is also expensive. It may cost \$3.95 or \$4.95 for a first-run movie or up to \$40 for a pre-theatrical release, Biondi said. The "beauty" of pay services such as Viacom's Showtime, he

said, is that they cost \$6 to \$10 a month for scores of movies.

Tele-Communications Inc. President/CEO John Malone agreed. The pay services are like "buying clubs" that acquire large numbers of movies by committing to pay a certain price in advance, Malone said. The network acts as "the middleman," he said.

The basic channels comprising network reruns will survive, he said, because they have identified and brought together programming with particular viewers and advertisers.

However, Malone later said, it will become increasingly difficult for networks to hold audience. Because viewers will switch back to the menu after each program, he said, there will be a loss in continuity.

"No longer will the network schedule be able to limp along with two or three rather poor shows with *60 Minutes* as the locomotive," Malone said. "Each program is going to have to stand on its own and fight for its own audience."

The key, then, for the networks is to figure out how to promote individual programs so viewers will look for

Flying to PBS

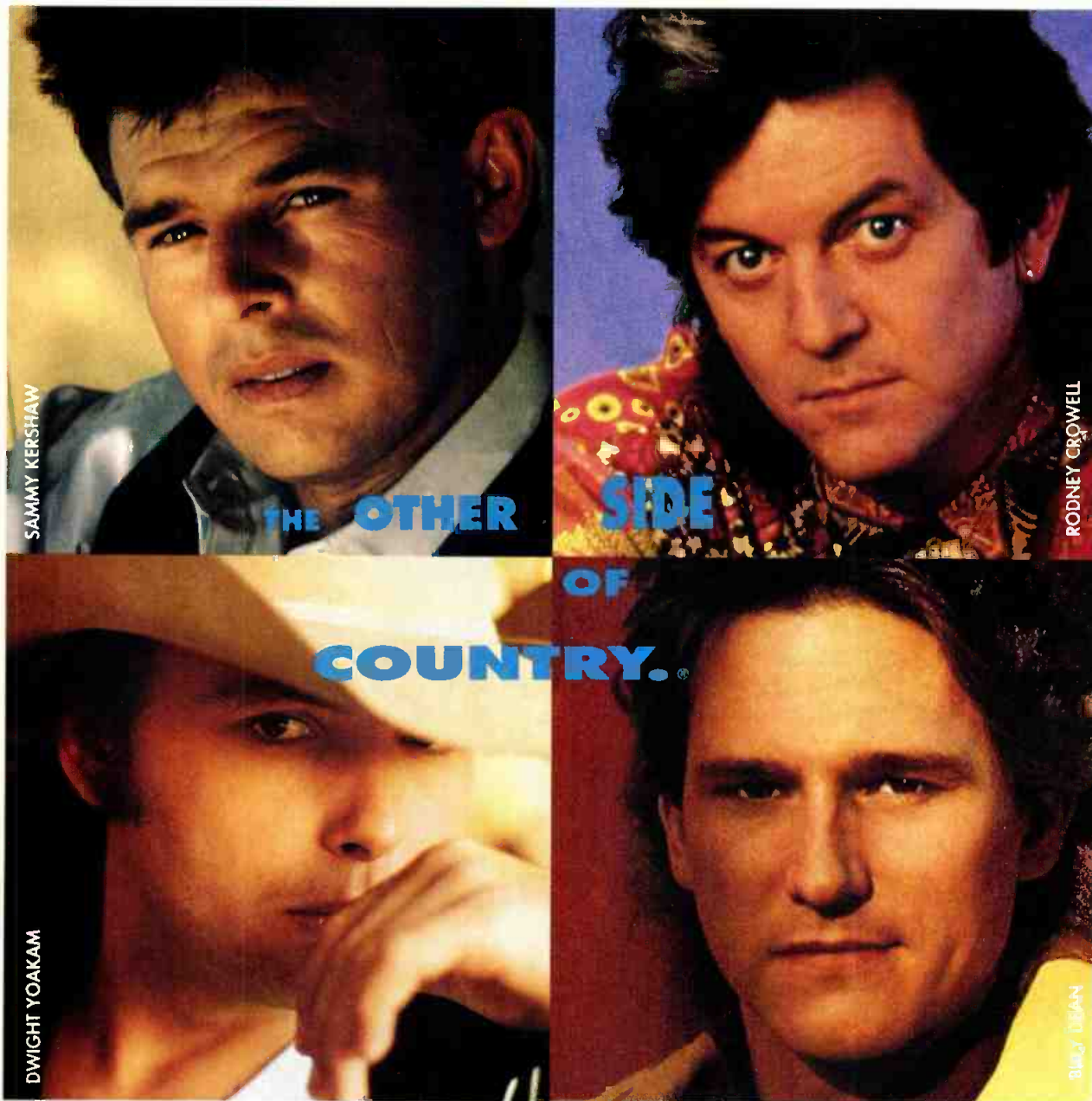
PBS has acquired the rights to the 39 episodes of *I'll Fly Away* that aired the past two seasons on NBC. The reruns will air on Monday nights at 8 beginning in late September or early October.

As part of the show's launch on PBS, series creators Joshua Brand and John Falsey, in association with producer Lorimar, are writing and producing a 90-minute movie that will serve as an ending to the series. The movie, which is expected to be in production by next month, will air in September. KCET Los Angeles will package and present the series for PBS and seek underwriting for the series and movie.

"*I'll Fly Away* is a rare television treasure that combines excellence in dramatic concept, writing, performance and production," said Jennifer Lawson, executive vice president, national programming, PBS. "The series poignantly tells the story of a complex time in America's history."

The made-for-PBS movie is the first public broadcasting project for Falsey and Brand. The creators have garnered a Peabody Award, a Humanitas Prize, an Emmy and a Producers Guild Award for their work on the series.

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them, he said.

Ted Turner, whose holdings include such basic cable networks as TNT, The Cartoon Network and CNN, said there will always be a place for the

"prepackaged network." People who come home after a hard day at work "don't want to have to deal with a multitude of decisions," he said.

And offering programs on a video-

on-demand basis is no threat to his news channels, Turner said. "News is pretty much a real-time thing," he said. "People want to see what is happening now, not yesterday." ■

Cable growth inevitable, say Turner, others

He and Collins, Roberts and Hendricks say they've accepted fact that retrans will spawn competing networks but technological potential for near video on demand will drive industry to new heights at expense of theaters, video stores

By Harry A. Jessell

Ted Turner said last week he is resigned to Fox's and possibly other broadcasters' using retransmission consent to win cable carriage for new program networks competing with his own.

"It's not the best thing that ever happened to us," said Turner, whose stable of services includes superstation WTBS(TV) Atlanta, CNN and TNT. "But we get overbuilt [by other networks] every day.... There's not much I can do about it.

"It will definitely put pressure on existing cable networks," Turner said at the NCTA convention's closing general session. "But we've been under so much pressure for such a long time, we just have to survive it."

Turner and the other session panel-

ists also predicted cable would fulfill its latest promise: employ fiber and digital technology to expand channel capacity and offer consumers a host of new services, including movies and popular TV programs on a near-video-on-demand basis.

There are sufficient capital and consumer demand to make it happen, they said. Indeed, Turner summed up, other than too-stiff cable regulations, there are only two eventualities that could derail cable's plans: if consumers are forced to spend all their money on AIDS medication or if the environment collapses "and all the consumers die."

As session moderator and ABC News media pundit Jeff Greenfield noted in his questioning, Fox used retransmission-consent leverage to secure carriage (and a hefty 25-cent sub-

scriber fee) from Tele-Communications Inc. for a yet-unnamed basic cable service, and Capcities/ABC and NBC may follow suit.

John Hendricks, chairman, Discovery Communications, said he does not have a problem with the creation of competitive new cable services, regardless of whether they capitalize on retransmission consent.

But, he said, he does object to must carry, which forces cable systems to carry "fifth-rate" broadcast stations at the expense of cable services such as C-SPAN 2 and Discovery's The Learning Channel. "That's what we have a beef with," Hendricks said, adding that Discovery is among several companies challenging the constitutionality of must carry.

Joe Collins, president/CEO, Time Warner Cable, said retransmission consent could be disruptive if broadcasters insist on payments and cable operators refuse. "Taking programming away from the American public is going to be very disruptive, and the public is going to be very upset," he said. "I hope it doesn't come to that."

If cable systems drop broadcast signals because they refuse to pay retransmission-consent fees, isn't there a danger that Congress will force systems to restore the signals? asked Greenfield.

It's "not possible," answered Collins. Congress is not going to force cable systems to carry signals and pay for them too. "That's a little too much," he said.

TCI, Time Warner and Continental Cablevision, the top three cable companies, have said they will not pay retransmission-consent fees. And Comcast President Brian Roberts came close to saying his company would deny broadcasters fees as well.

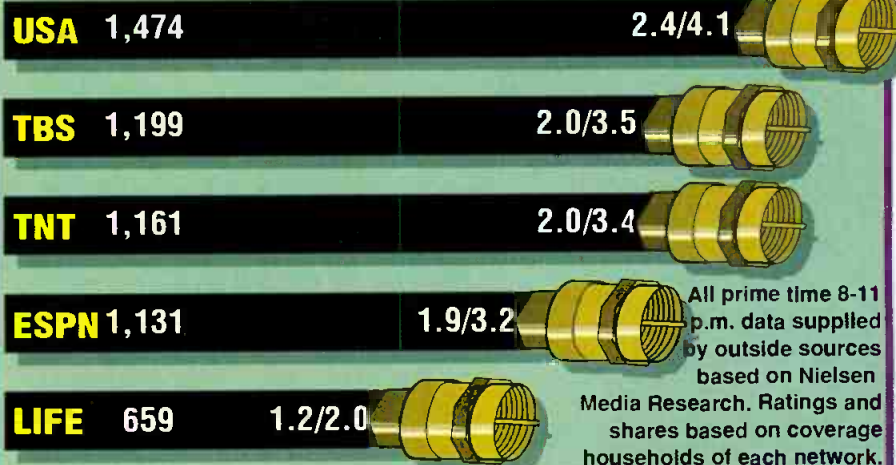
Roberts said he is "uncomfortable"

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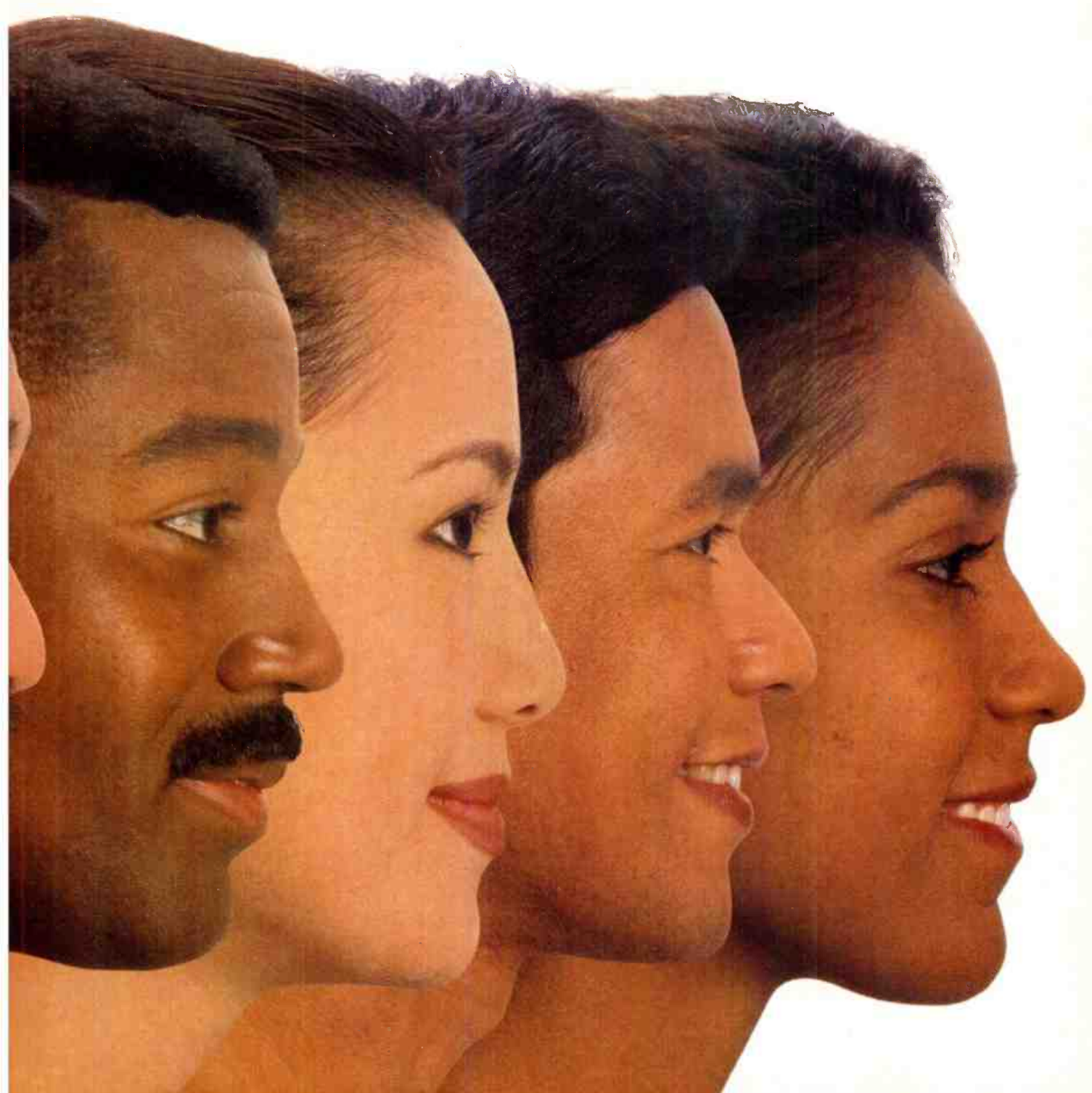
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with the idea of paying broadcasters. Instead of cash, he said, he would prefer to make room for new cable programing with "some originality."

Despite the squeeze on cable revenues, the panelists said, cable operators will be able to find the money to upgrade and expand their systems.

Roberts said US West's \$2.5 billion investment in Time Warner Entertainment shows at least one telephone company believes cable is a good bet. "This is one of the best votes of confidence you can get," he said.

The technology and the services it will spawn are "so powerful," said Collins, "they will pull the financing in with them."

Hendricks said capital will be attracted by the potential revenues of offering movies and popular TV (after their initial network runs) on a near-video-on-demand basis.

The average household watches 210 hours of TV a month, said Hendricks. If consumers are willing to "pay a buck" an hour for just 10% of those hours to receive the programs they want when they want them, he said, cable systems can generate an extra \$20 per home. Across the entire nation, he said, "you are talking billions of dollars a year." And, he said, there may be another \$5 or \$6 per home in interactive services vying for a place on cable systems.

Cable's success may come at the expense of movie theaters and home video stores, the panelists said.

If a studio permitted one PPV showing on cable of a heavily promoted motion picture such as "Jurassic Park" at a \$20 charge, Collins said, it could generate more revenues in one night than it could in the picture's entire theatrical run. "If that's the case, you may have a release pattern like that."

Like Turner, the other panelists did not think there was much to stand in cable's way. "It's always a little bit slower than anyone would like," Roberts said. "But you are not going to stop the train." ■

NCTA hosts new crop of nets

Auto, sex and ecology channels unveil launch plans

By Rich Brown

Among the cable networks making low-key debuts at the NCTA convention was Trax, a network for auto racing enthusiasts, set to launch Jan. 1, 1995. Veteran auto racing champ Robert C. "Bob" Tullius is chairman and acting CEO of Trax's parent company, Fairfax, Va.-based Networks Development Corp. Communications Equity Associates is serving as consultant and will assist in financing the new channel.

A group of investors with experience in marketing "Better Sex" instructional videotapes set up a booth at NCTA to introduce a new adult programming service called Adam & Eve Channel. The 12-hour daily adult service is designed to be entertaining and educational, and will feature a lineup including movies, call-in shows and home shopping shows for sex-related items. Operators will share in the revenue from home shopping sales.

The suggested retail price for the service will be \$4.95 pay per view; \$7.95 pay per night; \$12.00 per month, or \$100 for an annual subscription. Satellite launch date for the Northridge, Calif.-based channel is January 1994.

Also making its debut at NCTA was Planet Central Television, a basic cable service for the "ecologically aware" audience. The Los Angeles-based network, headed by L.A. Weekly founder Jay Michael Levin, plans to

launch during the fourth quarter of 1994 and has its eye on eventually expanding overseas.

MTV Latin America, the MTV network that plans to launch south of the border on Oct. 1, has signed its first programing distribution deal with Mexico's SETEC. The deal adds 800,000 basic cable subscribers in Mexico. SETEC is composed of all cable operators in Mexico, excluding Mexico City.

Playboy Entertainment Group and pay-TV programmer HBO Ole have signed an exclusive deal to show Playboy TV programing on the pay service, as well as other services currently under development by the Latin American pay TV programmer.

A&E Networks's upcoming History TV Network has announced the development of several original documentaries on a wide range of subjects, including Charles Lindbergh, Eleanor

Spike for Connie and Dan

The CBS Evening News got a bit of a ratings spike during the first week that the broadcast was co-anchored by Dan Rather and Connie Chung (May 31-June 4). The broadcast averaged an 8.7 rating/19 share, a full rating point higher than the program did in its last week as a solo-anchored broadcast.

By comparison, ABC World News Tonight with Peter Jennings averaged a 9.6/21 for the week, while NBC Nightly News with Tom Brokaw did a 6.9/15. A week earlier, the Jennings broadcast did a 9.4/21, while Brokaw did an 8.0/18.

Researchers cautioned that the first week of the CBS co-anchored newscast was atypical because NBC's ratings were thrown off by National Basketball Association coverage on the West Coast. Pre-emptions brought Brokaw's clearance level down about 10 points that week to 89%. And NBC's clearances will continue to suffer through next week, when the NBA finals conclude.

"It will really take a month or six weeks to gauge the impact of the co-anchor change on the ratings," said one network researcher. "But CBS ought to be pleased with the first week's results."

For the first 10 weeks of the second quarter, World News is top with a 9.9/21 average, followed by Evening News's 8.5/18 and Nightly's 8.2/17. For the same period a year ago, the numbers were: World News, 9.6/21; Evening News, 8.7/19, and Nightly News, 7.8/17.







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Roosevelt, Dwight D. Eisenhower, Franklin D. Roosevelt and Ellis Island. The shows mark the first original programing announcements for the planned 24-hour service, scheduled to launch in fall 1994.

In Asian media developments, Hong Kong pay TV network Wharf Cable Limited has signed a deal with

primary competitor HutchVision Ltd. to become sole distributor of the company's regional satellite-delivered TV service. HutchVision will supply seven channels and will become the exclusive supplier of non-Chinese-language international channels on the Wharf system.

Major programers TVB Internation-

al of Hong Kong, Turner Broadcasting System, ESPN International, Australian Broadcasting Corp. and HBO Asia have agreed to create a satellite alliance in Asia to coordinate efforts for satellite strategy, encryption, compression technology and sales and marketing to households in the region. ■

Rysher TPE to distribute 'Robocop'

Targets action-adventure weekly for prime time

By Mike Freeman

As first speculated in BROADCASTING & CABLE ("Closed Circuit," June 7), Rysher TPE will handle domestic distribution of the weekly action-adventure series *Robocop*, slated for March 1994 from Toronto-based Skyvision Entertainment.

According to Brian Ross, vice president and general manager of Skyvision (a subsidiary of John Labatt Entertainment Group), Rysher TPE put up an upfront guaranteed payment for a "small" equity stake in the series.

Rysher TPE Chairman Keith Samples confirmed the syndication company has a stake in the series (as does title owner Orion Pictures). Neither Samples nor Ross would comment on the amount of the payment.

Before Rysher Entertainment completed its merger with TPE last January, Samples had launched the sales of action-adventure weekly *Highlander* (which is renewed in 168 markets for next season). He said, by mutual agreement with Skyvision's Ross, plans are to launch *Robocop* as a standalone prime time series.

Samples said *Robocop* will be marketed to stations on single-year, all-barter terms (with no pre packaged back-end terms), but he said the barter split will not be determined until he finalizes a major station group deal that involves the top 10 markets (widely rumored to be either the Chris-Craft/United or Tribune stations).

Both Chris-Craft and Tribune operate cable superstations (WWOR-TV New York and WGN-TV Chicago, respectively), but Samples said he "doubts" a simultaneous cable window is in the offing. If it does happen, he said, broadcasters will be extended

syndication exclusivity protection.

Skyvision, Ross said, has budgeted for production of 21 hour-long original episodes and single two-hour world premiere specials at \$1.5 million per episode (or roughly \$34.5 million for the first year's production). Ross said Skyvision, which is handling international sales, has already presold the series to 26 other countries.

Rysher TPE's sales presentations, which will hit the streets once the first station group deal is completed, will

seek to highlight its "brand recognition," resulting from the two previous "RoboCop" theatrical releases.

In fact, he said, "RoboCop I" scored a 15.4 household rating and 16 male 18-49 demo rating more than three years ago in its network debut on ABC (NTI, Feb. 11, 1990), a male demo record he claims ABC has yet to beat. Samples added that its 11.3 rating among females 18-49 out of the telecast indicated it could have broad-based demo strength similar to Paramount's pair of *Star Trek* series. ■

'Bertice' solidifies staffing

Incoming freshman talk show strip crosses Chicago's Loop to woo several staffers from top-rated Oprah

By Mike Freeman

Setting up shop just north of where *The Oprah Winfrey Show* tapes in downtown Chicago, Twentieth Television's *The Bertice Berry Show* has lured several production staffers away from the top-rated talk show as the incoming fall 1993 syndicated freshman talk strip gears up for production starting in July.

With 25-30 staff positions to fill, Twentieth apparently opened its pocketbook to bring in five producers with varied backgrounds to assist Berry and executive producers Ramey Warren and Steve Clements.

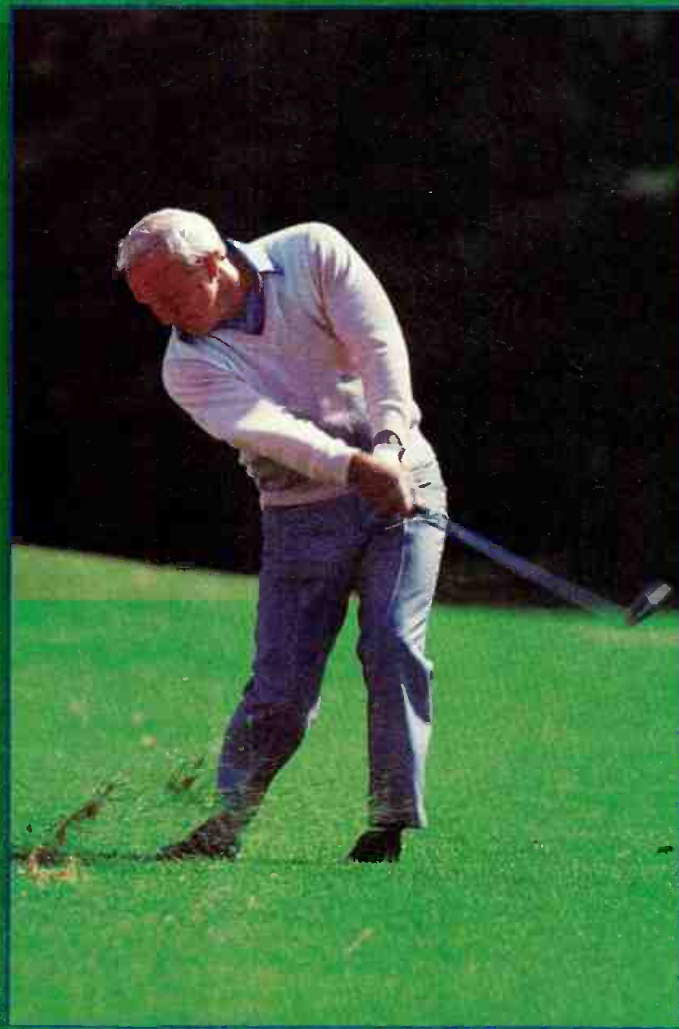
Topping off Twentieth's shopping list was the director's slot, filled by Joey Ford, who formerly shared directing responsibilities on *Oprah*. Before joining *Oprah* in 1990, Ford worked at NBC News's Washington bureau, where he directed *Meet the Press* and *Sunday Today*. Joining Ford

is assistant director Kim Anway, who has worked with Clements on a number of talk and variety projects for cable.

Twentieth's executive vice president of programing, Peter Marino, said that Ford will receive close to the DGA scale he was earning at *Oprah* by serving as sole director for *Bertice*'s planned 200-plus original episodes, but he will earn larger residual payments (particularly with several Fox O&O markets planning on double-running the talk show) with the increased workload.

Clements also revealed that Hilery Kipnis, previously a freelance producer for *Oprah*, is close to signing on as a producer. Additional hirings include veteran talk show producers Brenda Dillon (formerly of ABC's *Home* talk show, where Warren also worked), Sol Selzman (who worked with Marino on Tribune's *Geraldo* talker) and Eva Maria Cuigini (a producer for the

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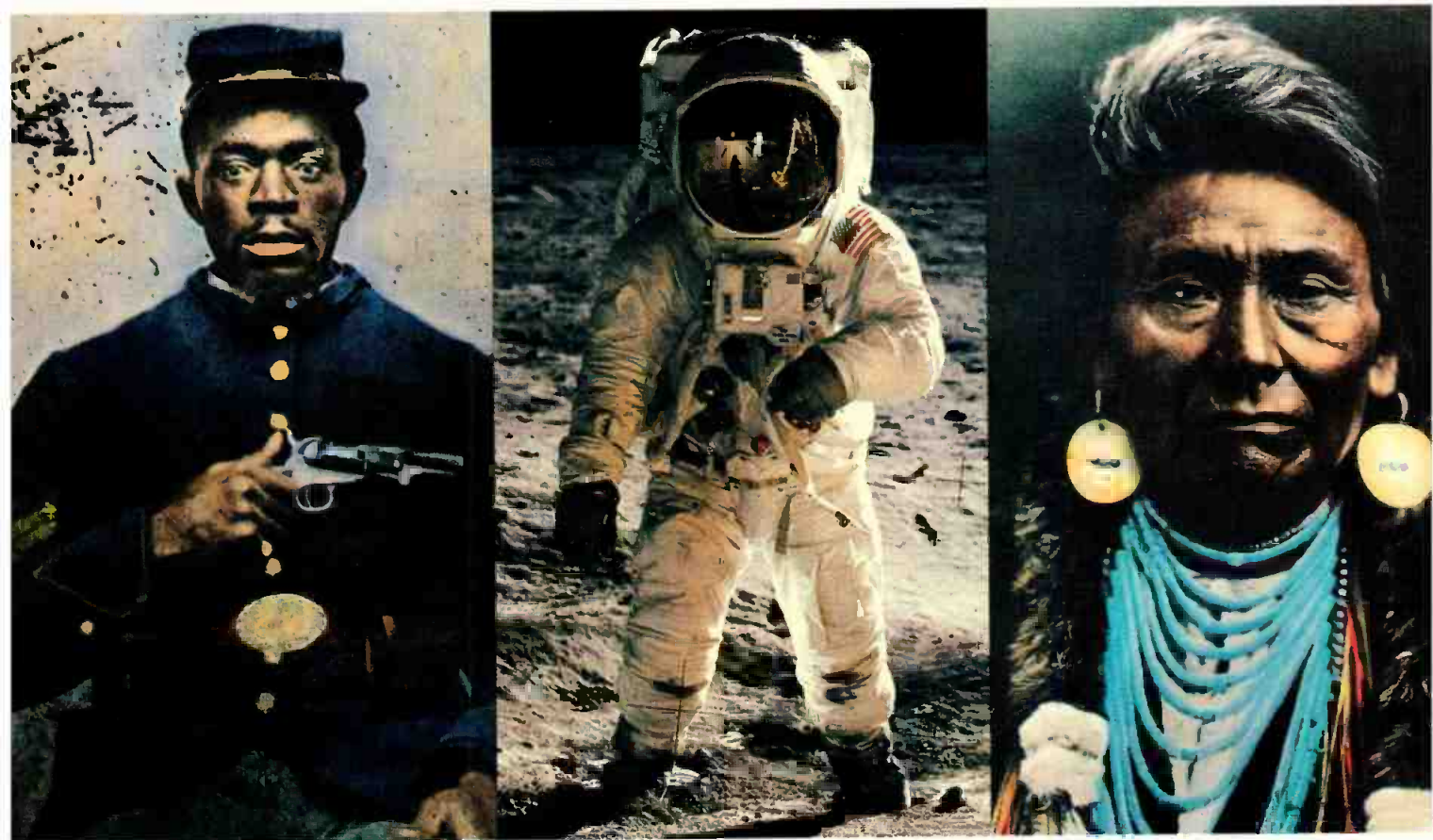
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Late-night promo wars heating up

CBS is gearing up for David Letterman promo blitz, while NBC has already begun pre-emptive 'Standing Up for Jay' on-air promos; Fox is planning 'lead time' attack on other two with Chevy Chase

By Mike Freeman

Almost immediately after *Late Night with David Letterman* makes its final bow on NBC June 25, CBS will trigger a "Same Dave...Better Time...New Station" on-air promotional blitz for the show's 11:30 start.

CBS's promotion will target the work-weary adult 18-49 viewers who couldn't stay up to watch Letterman in his former time period.

NBC, preparing to protect its *Tonight Show* franchise, began a pre-emptive promo strike of its own less than two weeks ago, with an "America Is Standing Up for Jay" campaign, highlighting "on-the-street" testimonials from viewers across the country.

And with Fox Broadcasting Co. planning its fall launch of *The Chevy*



Leno and Letterman ready for late-night promo wars.



Chase Show, promotional campaigns will be keying on the fact that its late-night talk/variety show will be starting

a half-hour earlier.

Network, syndication and local broadcast promotion executives are also gearing up for what they believe will be the most competitive push for viewers in late-night history.

With *The Tonight Show* coming out of the May sweeps with a top-rated 5.3 rating/16 share average (NTI, April 26-May 23), one of CBS's key challenges will be to find a way to siphon off some of Leno's similarly top-ranked adult 18-49 demographic strength (a 3.1 rating).

"Absolutely, that's part of the available audience that David Letterman will be after," said George Schweitzer, CBS's senior vice president of marketing and communications. "I also think there will be additive viewing of the late-night daypart, which won't necessarily have to come from *The Tonight Show*. Obviously, viewers have more alternative choices than they had in the 11:30-12:30 time period, so we expect that the HUT levels may increase in a daypart that had been stagnant."

In addition to the "Same Dave... Better Time" tease campaign, which will begin next month and will have heavy on-air exposure in CBS's prime time Major League Baseball All-Star Game telecast, Schweitzer revealed that "No One Knows Local News Like David Letterman" promos will air on affiliates' late newscasts. He


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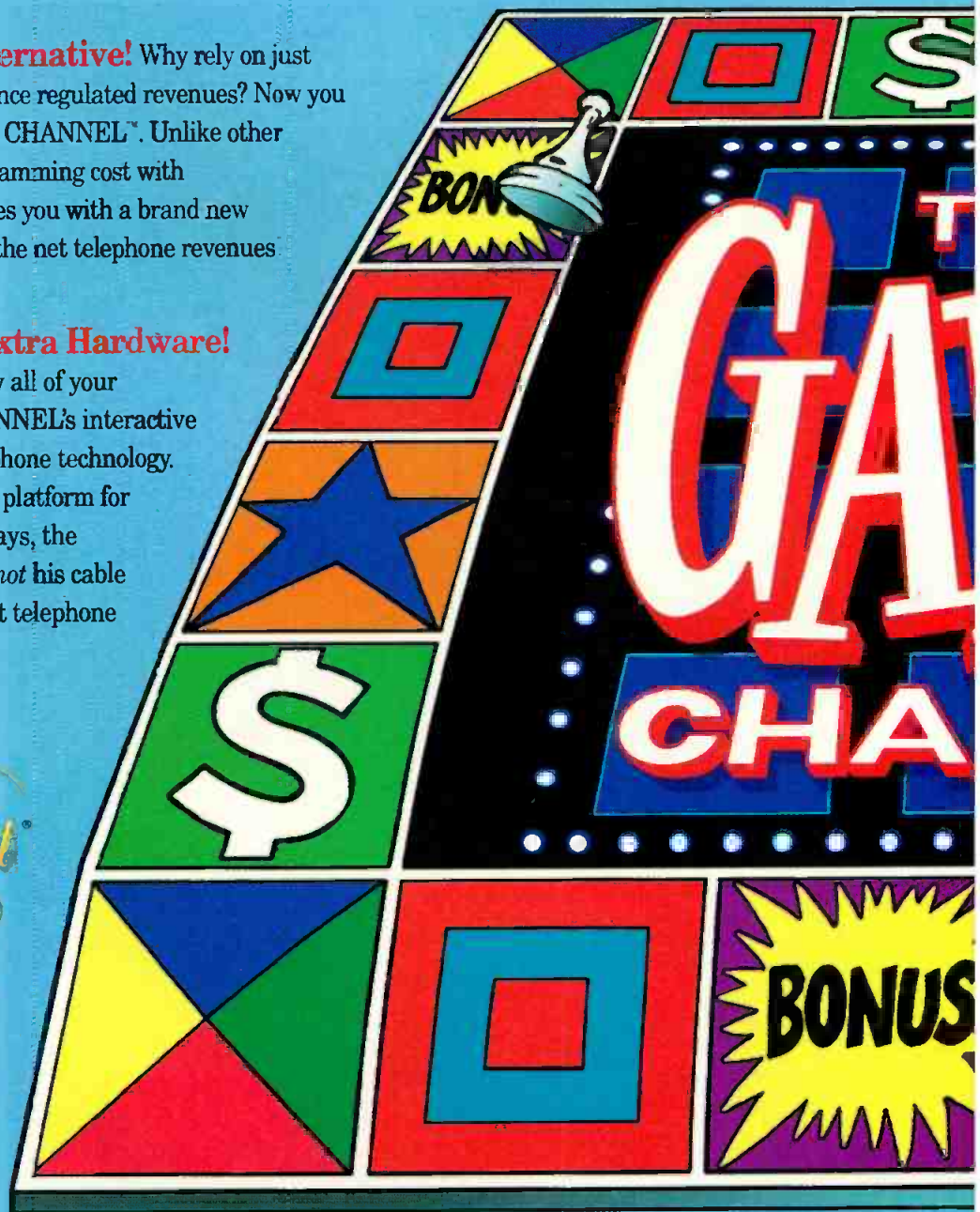
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said those promos are designed to reach the traditional adult 18-49 and 25-54 news viewers.

As to NBC's "America Is Standing Up for Jay" campaign, Schweitzer termed it a "very defensive campaign, one that hints of desperation on their part." He added: "Dave stands up for himself; he's a late-night franchise and NBC knows it. We don't have to oversell David Letterman. He is going to be a franchise for CBS, and we're going to simply sell him from a position of strength."

NBC's executive vice president of advertising and promotion, John Miller, responded: "If we are in such a state of desperation, why is Jay Leno number one in late night and why are his ratings going up? David Letterman is a name in late-night television, but I think George [Schweitzer] is remiss in forgetting to mention that it was *The Tonight Show* lead-in and its close to 40-year track record that allowed *Late Night with David Letterman* to establish a niche. That 'same show, better time period' slogan has a similar ring to something we did over 10 years ago when we moved *Taxi* to another time

period. That's the best George can come up with?"

Verbal sparring aside, Miller said NBC has produced a "Standing Up for Jay" song campaign, whereby the lyrics are customized to highlight the city and station call letters for each of its 209 affiliates. In addition to making extensive print and billboard buys locally, NBC is providing 18-20-second "Stand Up with Jay" comic vignettes (taken from his *Tonight Show* monologues), which will allow stations to "bookend" retailer sponsorship tie-ins. (Miller said the NBC O&O group is close to completing a tie-in with Montgomery Ward.)

Tracy Dolgin, executive vice president of marketing for Fox Broadcasting Co., will promote the fact that *The Chevy Chase Show* will have a half-hour headstart and is a counterprogramming alternative to newscasts on the other affiliates in each market.

In trying to best reach the 18-34 and 18-49 demos, Dolgin said Twentieth has gone the highly unusual route of producing film trailers of Chase performing certain comic bits that will be shown in theaters. ■

BET buys 80% of Action PPV

*Channel will be turned
into 24-hour action and
black-oriented service*

By Rich Brown

Black Entertainment Television has signed a letter of intent to acquire at least an 80% interest in Action Pay Per View and plans to begin producing movies in the \$700,000-\$2 million range for Action, BET and other venues.

BET plans to transform the pay-per-view channel into a 24-hour service offering action and black-oriented movies under the name BET Action Pay Per View. Action PPV now reaches about 5 million homes with a mix of movies and events that attracts a heavy male viewership.

"It allows BET to take its brand identity and put it on another programming service that will target an audience similar to the one we reach," said BET President Robert Johnson. Heavy cross-promotion between the channels is expected. Johnson said the deal was important for BET because it enables the company to enter the unregulated PPV business.

The cost of producing original BET movies for the service will be offset by the expected revenues from the PPV channel along with revenues from home video sales, foreign sales, syndication sales and, ultimately, the sale to the BET basic cable network, said Johnson.

Johnson said in addition to original movies, BET sees potential for boxing and other events on the service. BET currently produces boxing on the basic cable network in association with promoter Butch Lewis.

Roughly 75% of Action subscribers are BET subscribers, said Johnson. He said a priority for the company will be to push for Action carriage on cable systems that have been important to BET, including the Washington, D.C., area. Action currently averages buy rates of about 5%, although it has

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been as high as 13% in areas such as Cincinnati and Houston, said Johnson.

Johnson will be Chief Executive Officer of the revamped Action service; Curtis Symonds, who is Black Entertainment Television's executive vice president of affiliate marketing and sales, will be Chief Operating Officer. Johnson said no decisions have been made on remaining Action staff.

In other Black Entertainment Television developments, the network plans

to tour cities with a traveling stage show housed in a collapsible 18-foot tractor-trailer.

The traveling show will target high-profile events such as the All-Star Game, as well as cities that don't carry the channel. Symonds said the tour, unprecedented for BET, will make 10-15 stops before the end of the year. "For 13 years, we've been one of the most undermarketed networks in the business," said Symonds. ■

ESPN to launch 'hip' ESPN2

New network will include arena football, snowboarding and roller hockey news

By Christopher Stern

After more than a year of speculation, ESPN has announced a Nov. 2 launch date for its "hipper" sports channel: ESPN2.

The network is expected to attract an 18-34 demographic of moderate sports viewers. In addition to "sports entertainment" programming, ESPN2 will carry as many as three National Hockey League games a week and NCAA basketball. ESPN2 will also cover early rounds of the NHL playoffs, with ESPN airing the later rounds and finals.

While ESPN2 will carry some traditional sports coverage, ESPN President and Chief Executive Officer Steve Bornstein emphasized its eclectic mix of other sports, including arena football, snowboarding and roller hockey.

Bornstein said he expects there to be demand for the new network from cable operators who have come to rely on ESPN for 30% of their local advertising sales.

ESPN's Executive Vice President John A. Lack is pitching ESPN2 as a "brand extension" of the original network. ESPN recently hired Oregon advertising firm Wieden and Kennedy to spiff up its image and to enhance the network's brand awareness. The network is considering renaming its second channel "The Deuce."

While the network will share coverage of some sports with ESPN, Lack said there are no plans for event simulcasts.

The flagship program will be *SportsNight*, a live three-hour sports news show that will air Friday through Monday. There are also plans for a window to allow affiliates to program local sports news.

The younger, "hipper" network will also carry *Jock and Roll*, a late-night program featuring box scores, game summaries and standings. In addition to sports game shows, the network plans to air *Max Out*, a sports video and music show that has already

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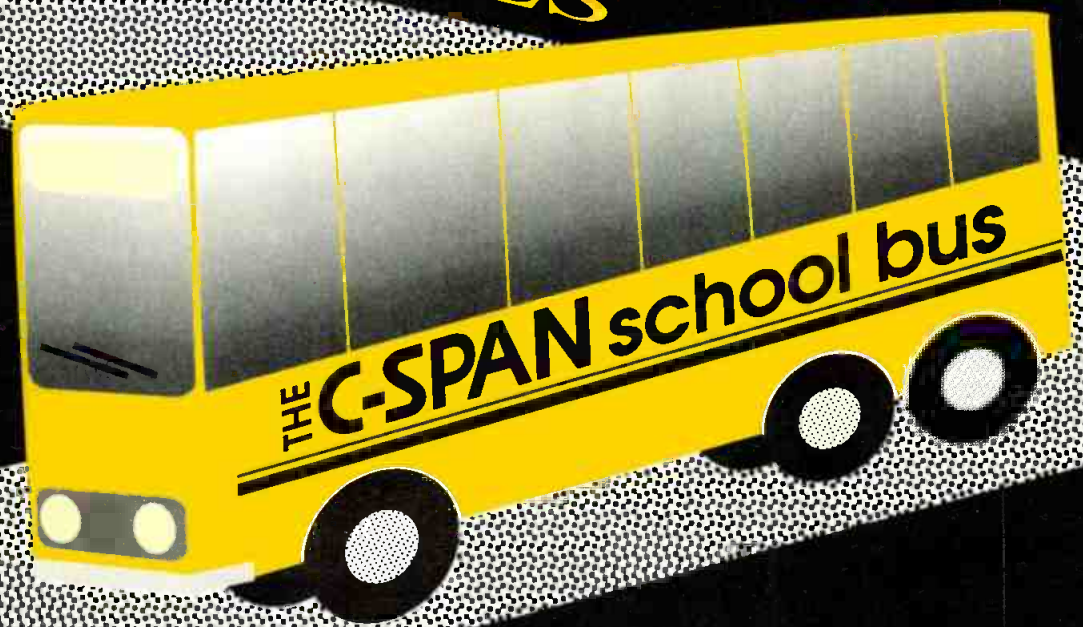
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debuted on ESPN.

Along with *Max Out*, ESPN2 plans to import *Fitness Pros*, a daily workout program now on ESPN. While some programming may migrate from ESPN to ESPN2, Lack said there will be little crossover of talent. High-level management will be the same for both channels as well.

ESPN will not say how much it will charge for affiliate fees. Charter advertisers will receive guaranteed rates and performance discounts. Cable operators will get two minutes of local ad time per hour. ■

Networks edging to smaller series orders

CBS leads way in placing fewer-than-13-episode requests to cut costs

By Steve Coe

With penny-pinching methods almost exhausted in the area of development, the networks have begun looking at shorter episode orders for new series as a way to hold down costs. CBS is a major practitioner: the majority of its new fall series have been given less than the normal 13-episode orders.

Kushner-Locke's *Harts of the West*, Paramount's *South of Sunset*, Lorimar's *Trouble with Larry* and Konigsberg-Sanitsky's *Angel Falls* are among the fall series that have received orders for fewer than 13 episodes. (Only six each were ordered for *Angel Falls* and *Trouble with Larry*.) TriStar's *The Nanny* received a 13-episode order, but the network has an option to reduce that number.

"Who's going to want to be in business with CBS?" asked one supplier. "Suppliers aren't going to want to incur the deficits for a six-episode order, especially when very few of the shows on CBS's schedule do well in syndica-

Continues on page 82



Broadcasting
& Cable

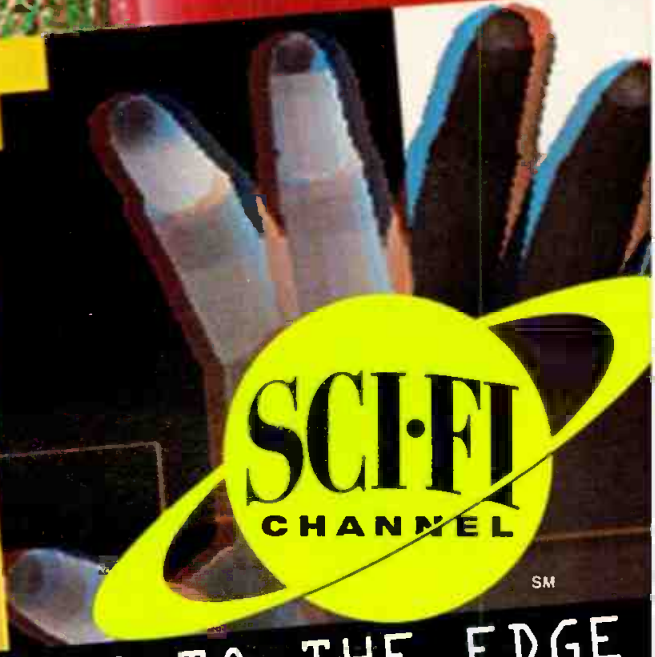
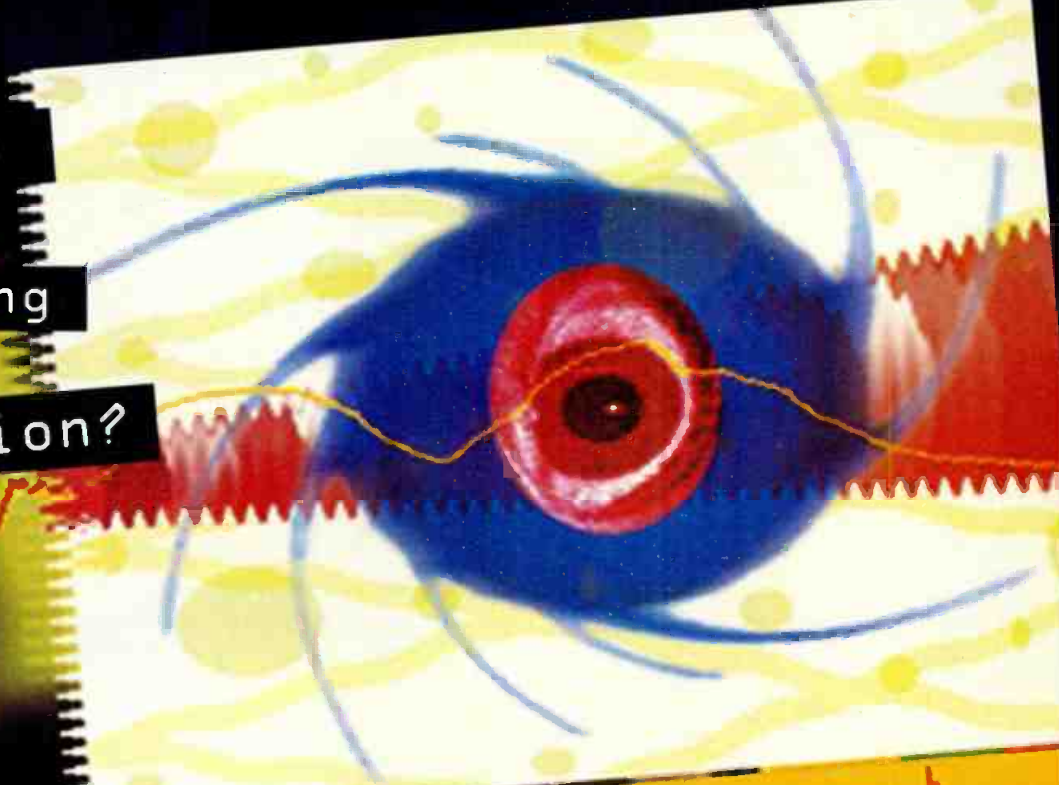
Top Cable Programs

May 31-June 6

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

	HHs. (000)	Rtg.	Program	Time (ET)	Network
1.	2,009	3.4	<i>Shogun (part 2, movie)</i>	Sun. 10p-12m	TNT
2.	1,974	3.3	<i>Murder, She Wrote</i>	Wed. 8-9p	USA
3.	1,971	3.3	<i>Missing in Action III (movie)</i>	Mon. 5:30-7:30p	TBS
4.	1,889	3.1	<i>Murder, She Wrote</i>	Thu. 8-9p	USA
5.	1,864	3.3	<i>Budweiser 500</i>	Sun. 12n-5:15p	TNN
6.	1,860	3.1	<i>Conan the Destroyer (movie)</i>	Mon. 1-3p	USA
7.	1,859	3.2	<i>Ren & Stimpy</i>	Sun. 11-11:30p	NICK
8.	1,856	3.1	<i>Superman IV (movie)</i>	Sun. 10:30a-12:30p	TBS
9.	1,845	3.1	<i>Silk Stalkings</i>	Sat. 10-11p	USA
10.	1,831	3.0	<i>Voyage (movie)</i>	Wed. 9-10:45p	USA
11.	1,807	3.1	<i>Rugrats</i>	Sun. 10:30-11a	NICK
12.	1,756	2.9	<i>Midway (part 2, movie)</i>	Mon. 12n-1:30p	TBS
13.	1,690	2.8	<i>Enter the Dragon (movie)</i>	Sun. 2-4p	USA
14.	1,685	2.8	<i>Outland (movie)</i>	Sat. 8-10p	USA
15.	1,674	2.8	<i>For Your Eyes Only (movie)</i>	Wed. 8-10:45p	TBS
16.	1,629	2.7	<i>MLB (San Diego-Atlanta)</i>	Mon. 7:30-10p	TBS
17.	1,601	2.7	<i>Clarissa Explains It All</i>	Sun. 12n-12:30p	NICK
18.	1,589	2.6	<i>WWF Monday Night Raw</i>	Mon. 9-10p	USA
19.	1,581	2.6	<i>Missing in Action II (movie)</i>	Mon. 3:30-5:30p	TBS
20.	1,567	2.6	<i>MLB (Atlanta-Los Angeles)</i>	Sun. 4-7p	TBS
21.	1,554	2.7	<i>Salute Shorts</i>	Sun. 11:30a-12n	NICK
22.	1,544	2.6	<i>The Operation (movie)</i>	Fri. 9-11p	USA
23.	1,531	2.6	<i>Shogun (part 1, movie)</i>	Sun. 8-10p	TNT
24.	1,509	2.6	<i>Welcome Freshmen</i>	Sun. 12:30-1p	NICK
25.	1,508	2.6	<i>Objective, Burma! (movie)</i>	Mon. 7:45-10:45p	TNT
26.	1,482	2.5	<i>Gargoyles (movie)</i>	Sun. 12:30-2p	TBS
27.	1,480	2.6	<i>The Statler Brothers</i>	Sat. 9-10p	TNN
28.	1,459	2.4	<i>WWF All-American Wrestling</i>	Sun. 12n-1p	USA
29.	1,455	2.4	<i>MLB (Chicago-Montreal)</i>	Sun. 8-10:33p	ESPN
30.	1,441	2.4	<i>Silk Stalkings</i>	Mon. 10-11p	USA
31.	1,437	2.4	<i>The Operation (movie)</i>	Sat. 3-5p	USA
32.	1,431	2.4	<i>Sinbad and Eye of the Tiger (movie)</i>	Sat. 10:15p-12:45a	TNT
33.	1,424	2.4	<i>Octopussy (movie)</i>	Wed. 10:45p-1:30a	TBS
34.	1,417	2.4	<i>Saved by the Bell</i>	Wed. 5:30-6p	TBS
35.	1,395	2.3	<i>Murder, She Wrote</i>	Fri. 8-9p	USA
36.	1,383	2.3	<i>Murder, She Wrote</i>	Mon. 8-9p	USA
37.	1,376	2.3	<i>Duplicates (movie)</i>	Sat. 1-3p	USA
38.	1,373	2.3	<i>Voyage (movie)</i>	Sun. 8-10p	USA
39.	1,368	2.2	<i>NHL Stanley Cup Playoffs</i>	Sat. 8:30p-12m	ESPN
40.	1,346	2.3	<i>Rugrats</i>	Sun. 3:30-4p	NICK

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	ABC	CBS	NBC	FOX
MONDAY	9.2/16	9.8/17	13.0/22	NO PROGRAMING
8:00	40. ABC's World of Discovery 8.7/15	24. Evening Shade 10.8/19	18. Fresh Prince 11.8/21	
8:30		38. Bob 8.9/15	20. Blossom 11.7/20	
9:00		22. Murphy Brown 11.3/18		
9:30	34. ABC Monday Night Movie—National Lampoon's Animal House 9.4/16	33. Love & War 9.5/16	11. NBC Monday Night Movies—Don't Touch My Daughter 13.6/23	
10:00		35. Northern Exposure 9.2/16		
10:30				
TUESDAY	13.9/24	12.7/22	7.5/13	4.2/7
8:00	15. Full House 12.5/23	14. Rescue: 911 13.3/24	83. Quantum Leap 3.8/7	80. Beverly Hills 90210 4.3/8
8:30	17. Hangin' w/Mr. C 12.0/21			
9:00	2. Roseanne 17.6/29			
9:30	9. World Music Awards 13.8/23	16. CBS Tuesday Movie—Quiet Killer 12.4/21	28. NBA Playoff Game—Phoenix vs. Seattle 10.1/18	82. Key West 4.0/7
10:00				
10:30				
WEDNESDAY	10.6/18	10.5/18	13.0/22	5.3/9
8:00	55. Wonder Years 7.1/13	25. Shame on You! 10.3/18	32. Unsolved Mysteries 9.7/18	68. Beverly Hills 90210 5.9/11
8:30	53. Doogie Howser 7.3/13			
9:00	2. Home Improvmt 17.6/29	52. In the Heat of the Night 7.4/12	4. NBA Playoff Game—Chicago vs. New York 15.6/27	75. Melrose Place 4.7/8
9:30	6. Coach 14.6/24			
10:00	46. Sirens 8.4/14	10. 48 Hours 13.7/23		
10:30				
THURSDAY	10.6/19	7.3/13	10.2/19	8.4/15
8:00		61. Top Cops 6.4/12	59. A Different Wld 6.6/13	30. The Simpsons 9.9/19
8:30	36. ABC Movie Special—I'll Take Romance 9.1/16		50. Wings 7.9/16	42. Martin 8.6/16
9:00		51. CBS Special Movie—Three Coins in the Fountain 7.7/14	18. NBA Playoff Game—Phoenix vs. Seattle 11.8/22	42. ILC: 1st Season 8.6/15
9:30				61. Down the Shore 6.4/11
10:00	11. Primetime Live 13.6/24			
10:30				
FRIDAY	11.3/22	7.7/15	10.7/21	6.1/12
8:00	23. Family Matters 11.2/23	49. CBS Special Movie—Murder Times Seven 8.2/16	80. Secret Service 4.3/9	61. America's Most Wanted 6.4/13
8:30	21. Step By Step 11.5/23			68. Sightings 5.9/11
9:00	29. Dinosaurs 10.0/19		5. NBA Playoff Game—New York vs. Chicago 15.2/29	71. Sightings 2 5.5/10
9:30	44. Home Free 8.5/16	58. Picket Fences 6.7/12		
10:00	13. 20/20 13.4/25			
10:30				
SATURDAY	5.8/12	8.4/17	5.4/11	7.6/15
8:00		48. Dr. Quinn, Medicine Woman 8.3/17	72. Almost Home 5.4/11	46. Cops 8.4/18
8:30	74. Young Indiana Jones Chronicles 5.1/10		73. Nurses 5.3/11	39. Cops 2 8.8/18
9:00		44. CBS Special Movie—With Murder in Mind 8.5/17	66. Empty Nest 6.1/12	57. Code 3 6.8/13
9:30			66. Mad About You 6.1/12	61. Code 3 Two 6.4/12
10:00	53. The Commish 7.3/15		77. Black Tie Affair 4.6/9	
10:30			77. Powers That Be 4.6/9	
SUNDAY	10.7/20	12.3/23	7.1/13	5.6/10
7:00	75. Life Goes On 4.7/10	1. 60 Minutes 18.0/37	87. Quantum Leap 3.0/6	86. Parker Lewis 3.5/7
7:30		7. Murder She Wrote 14.0/26		83. Shaky Ground 3.8/8
8:00	25. Am Fun Hm Vid 10.3/19		70. I Witness Video 5.7/10	59. In Living Color 6.6/12
8:30	27. Am Fun People 10.2/18			61. Roc 6.4/11
9:00	7. ABC Sunday Night Movie—Police Academy 6: City Under Siege 14.0/25	40. 47th Annual Tony Awards 8.7/15	31. NBC Sunday Night Movie—The Guardian 9.8/17	37. Married w/Childn 9.0/15
9:30				56. Herman's Head 6.9/12
10:00				79. Flying Blind 4.5/8
10:30				83. The Edge 3.8/7
WEEK'S AVGS	10.3/19	9.9/18	9.4/17	6.1/11
SSN. TO DATE	12.2/20	12.8/21	11.0/18	7.7/12

RANKING/SHOW [PROGRAM RATING/SHARE]

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YELLOW TINT IS WINNER OF TIME SLOT



Walt Disney World's Epcot Center is flanked by the Promax/BDA co-headquarters hotels

Revamped Promax faces forward

By Patricia O'Connell,
 special correspondent

Promax: a new, high-performance tennis racket or a scientifically engineered dog food? Neither. It's the rechristened Broadcast Promotion & Marketing Executives.

If some members think the name sounds more like sporting equipment or pet food (among other things), it apparently comes as no surprise to Promax President Jim Chabin. "We chose it because it sounds like a commercial name," he says, but adds that the change was meant to reflect the group's widening circle of members.

"The board wanted a name that was representative of all electronic media," says Chabin. "We have people involved in so many other things: multimedia companies; satellite distribution; fiber optic cable."

Promax (Promotion and Marketing Executives in the Electronic Media) International will be officially adopted at this year's joint meeting with the Broadcast Designers Association in Orlando

(June 13-17). The convention theme is, appropriately, "Change Demands Innovation."

A lot has changed at Promax since last June's Seattle conference.

Chabin himself is new to the organization, having taken over in September. Before that, he was vice president of national promotion and corporate development for E! Entertainment TV.

One of the changes Chabin feels was most significant was the creation of marketing and promotion departments. "We are the number-one trade association about marketing, and we weren't doing it ourselves," he says.

Chabin is pleased with the nascent departments and the results they have wrought. Ad volume is up for the group's magazine, sponsorship sales for the convention are up, exhibit sales are up 27%, membership is up 8% (the goal was 5% for the year) and at press time the number of registrants for the Orlando event had already exceeded attendance for each of the last two events. As of June 2, international registration was up 30% over last year, with 320 people

from 24 countries planning to attend.

Chabin believes some of the revamped organization's success is due to the increasingly competitive market: "The success of the organization is in direct proportion to the need," he says. "It's not just putting spots on the air anymore. He or she who markets best wins."

Chabin also points to improved ties to the Cable Television Administration and Marketing Society. "We have a great relationship with CTAM," he says. "They have wired America for cable; we are the audience builders." Rumors of a merger between the two organizations are baseless, however, according to both Chabin and Char Beales, president/COO of CTAM.

"We have had conversations with Promax," she says. "I don't envision any kind of merger. We are different but complementary. We would love to call upon them as experts; we need their help." Beales believes the move to à la carte packaging of cable channels will help foster closer working relationships between the two. "How quickly we go

to that is the question," she says.

An informal survey of some people who plan to attend Promax revealed some of the hot topics.

■ Ethics will be a big issue, both officially and unofficially. Doug Friedman, senior vice president of creative services, Genesis Entertainment, who is chairing a discussion on ethics, hopes an official position paper will come out of the discussion. Ethics covers everything from how to promote the news, says Dave Muscari, promotion manager, WFAA-TV Dallas, to doing PSA's with a company that has questionable ethics, says Dee Joyce, promotion manager at WWL-TV New Orleans.

■ Another key subject: the 500-channel universe. "What is the role of the local affiliate in such a place, and who will want our services then?" asks Joyce. Dan Kendall, senior vice president at Fox, is more sanguine about what such a phenomenon could mean for promotion executives. "There will be a growing demand," he says. "The question is, who will I be working for?"

■ Technology will figure prominently at Promax/BDA, from high end, including fiber optics and computer technology, to low end, such as how to use video stringers.

■ "Doing more with less" is of special interest to Val Nicholas of KCRA-TV Sacramento and to others as well, he believes. "All stations are strapped," he adds, and are always looking for new and clever ways to stretch their promotion dollars.

■ Friedman and Chabin believe the late-night promo wars are going to be a

hot topic. "That's going to be decided market-by-market, station-by-station," says Chabin. "There will be a lot of closed-door meetings."

Chabin says syndicators will be doing more than pushing their shows at this year's conference: They will be playing an active part in the panels and workshops, as they have over the last few years. "They used to view this as a chance to meet the station, shake hands

and throw a party," he says. "Those days are gone. They know that without the support of the promotion managers, their shows won't get the ratings."

For the first time, distributors will be on the exhibit floor. In previous years, they were confined to roundtables, workshops and suites. "This is one-stop shopping" says Chabin. At press time, 10 distributors were scheduled to exhibit. ■

Local promotion: Going beyond 'see spot run'

News, programing, community service build station image

By Patricia O'Connell,
 special correspondent

Promoting a station is more than airing spots and buying ads, say both promotion and programing people. News, local programing and community service are also important tools for building identity and audience.

For WWL-TV New Orleans, building identity is made easier by the built-in personality of the city it serves, according to promotion manager Dee Joyce. "We've taken what makes this market unique, which is our culture, and applied it to our promotion," she says.

The station's slogan is the "Spirit of Louisiana," yet in the station's signature song (there are 14 versions using musical styles indigenous to New Orleans), the station's name is never mentioned. "We are so strongly identified in our market we don't need to," she says proudly.

"As an affiliate, we are the only way to hold a mirror up to the local market and let them see what's good and special about it," she adds.

Independent KFBT-TV Las Vegas has also sought to reflect its market's unusual personality. The station's primary promotional figure, according to station owner Dan Koker, is "Count Cool Rider," an Elvis fan who hosts *Saturday Fright at the Movies*. The character is frequently seen around Vegas in his customized Lincoln Continental and figures prominently in the station's promos.

KCRA-TV Sacramento has used the motto "Where the news comes first" since 1956. "When you have the same

slogan, people know who and what you are," says Val Nicholas, creative services director. But even when you stick to one slogan, he says, you have to update your promotion. "You have to keep it fresh, make it mean new things.... We've sold commitment and tradition for 30 years. But you have to adjust your message."

At WMAQ-TV Chicago, the promotion approach is two-pronged, says Rich Brase, director of broadcast and promotion. "We use topical promotion and we appeal to people on an emotional level," he says. Promotion has become increasingly important, he adds, because the market is now very lead-in driven—not talent driven.

"The emotional approach is the way to go," he says. "Other people will tell you that people watch programs, not stations. I don't believe them. A lot of shows are toss-ups: *Matlock* vs. *Jake and the Fat Man*. So, if people have an emotional bond with the station, they'll stick to it."

News coverage, particularly local events, provides stations with the chance both to serve the community and to make a name for themselves.

Independent WSVN-TV Miami has positioned itself as "South Florida's News Station." The Fox affiliate programs seven hours of news each weekday. An aggressive promotion campaign has helped turn the former NBC affiliate into an independent news leader.

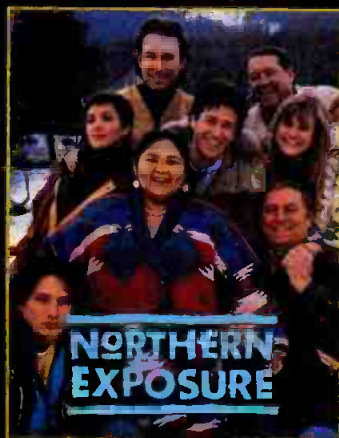
Although the changeover to Fox affiliation gave the station a younger, hipper identity, WSVN was already trying to remake itself. "It was boring," says news



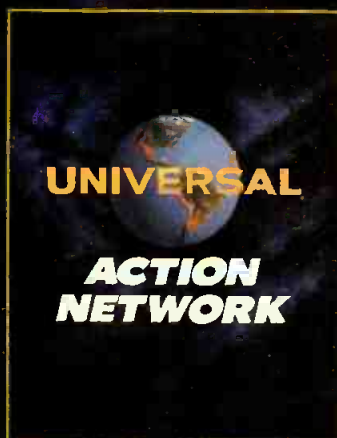
Promax President Jim Chabin



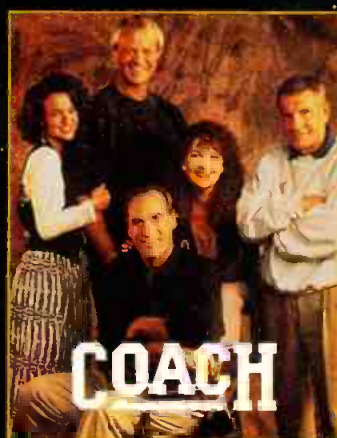
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Vice President Joel Cheatwood, who joined the station in January 1988. "Talk about not having changed. The news was difficult to watch."

The new look included bold graphics, sound effects and in-your-face presentation. "We wanted to make it something you couldn't ignore, something you had to notice," says Cheatwood.

"Our only local ID is 'Chicago's Best News,'" says WMAQ-TV's Rich Brase. "It's our last name. Our 10 p.m. news is the most important thing we do vis-a-vis the community."

New Orleans "is a great news market," says WWL's Joyce. There is a lot going on. We have a colorful, controversial governor." She notes that the station has won the national Edward R. Murrow award two years in a row. "You've got to have the programing to back the product up," she says.

"We will always promo a top news story, no matter what else there is to promote," Joyce says. "Image is very important in a diary market."

While KCRA also gives news top priority, "we sell everything we do," says Nicholas, including some new and different programing moves. The station dropped NBC's Friday night lineup last year in favor of syndicated programing. "Chanel 3 has always been a leader—a maverick," says Nicholas.

WWL has also dropped some network programing in favor of its own local programing. "We do our own news 6 to 8 a.m. We don't run *CBS This Morning*.



WMAQ-TV's Rich Brase

We also do a daily 30-minute talk show and a weekly sports show."

Local programing can also mean community service. "We spend a lot of time and money on public service programing, and we do it in prime time," says KCRA's Nicholas. The station won local Emmys for its *Perceptions of Asian-Pacific Americans* six years in a row.

WFAA-TV Dallas also combines community service and programing through regular town hall meetings. Last summer the station conducted a "Listening to Texas" bus tour. "We traveled to 20 towns, had town meetings, checked our pulse," says WFAA-TV promotion man-

ager, Dave Muscari. "Each night we would do a live shot of the town, and then we would roll tape about what had happened during the day."

WWL believes in the promotional value of sponsorships. The station was the first to sponsor the New Orleans Jazz and Heritage Festival, in conjunction with which the station runs a talent contest. The winner gets a spot in the festival and a chance to sing one of the versions of the "Spirit of Louisiana" jingle. Ideally, says Joyce, the station chooses long-term projects to sponsor, "not a lot of little things that come and go."

Are stations doing community service simply as a means of image boosting (or of complying with FCC rules)? Station people concede there is something in it for them. "We do a lot of community service. We started out doing it because we had to, but we do it now because we believe in it," says WMAQ's Brase. "Right now we're pushing volunteerism. All of our PSA's are encouraging volunteerism, of any sort." He notes that many of the station's anchors are also involved in volunteer work.

Joyce notes that WWL makes no money from many of the community service projects it undertakes. The most important thing is the benefit to the community. "If it's for the good of the community, it's for the good of the station."

KCRA's Nicholas sums it up: "Of course we get something out of this. This is the TV business, after all.... But if you're going to do this, do it right." ■

Co-op advertising: trick or treat?

TV stations' increasing reliance on syndicator co-op dollars raises questions about how they'll fulfill on-air promo commitments; other distributors eschew co-op system for value-added advertiser tie-ins

By Mike Freeman

The old saying, "a bigger bang for the buck," has taken on greater meaning as TV station promotion executives become increasingly reliant on syndicators for co-op ad dollars to help compensate for reduced local promotion budgets.

Syndicators say they're more willing to shell out cash for local cable, radio and print buys if it results in tangible ratings gains, but co-op dollars can also be directly tied to stations' on-air promotional commitments and may be viewed

as a not-so-subtle tactic to get better time periods for syndicated programing.

One thing syndicators have rarely been shy about is leverage. In fact, a number of syndicators say it is becoming a growing practice to affix a minimum number of gross rating points (GRP's) for on-air promo spots running on a station's schedule, as well as time period guarantees for an individual program.

Last March, Genesis Entertainment was one of the few syndicators in recent years to launch a first-run prime access strip in *Real Stories of the Highway Patrol*. For its first critical national test in

the May sweeps, Genesis mounted a heavy promotional campaign, one that Genesis's senior vice president of creative services, Doug Friedman, says was budgeted at up to \$750,000 in co-op funds.

Fixed into the show's contract was that stations would place episodic *Highway Patrol* promos in adjacent early fringe and access time periods on their schedules in shows that would generate 300 gross rating points per week for the promo spots.

In other words, if a station achieved a 10 rating in a certain time period (i.e.,

with *The Oprah Winfrey Show* or local news) and aired the *Highway Patrol* spot 30 times per week in that time period, it would meet the 300 GRP requirement. Meeting that goal could ultimately determine the amount of money Friedman is willing to allocate in co-op advertising funds.

"If we're putting forward millions of dollars on the production and promotion of *Highway Patrol*, we expect a return on our investment," says Friedman. "A lot of times, we try to get the 300 GRP commitment upfront, and then we'll be able to promise what the co-op dollars will be in the deal.

"Over the last few years, some of the

mapping out promotion plans for fall 1993 talk show strip *The Les Brown Show* and reality strip *American Journal* at this week's Promax/BDA conference. "Obviously, we are keenly interested in running our promos in the right time period, but I hope we never have to deal as policemen with [stations'] program logs."

Those sentiments were echoed by Twentieth Television's senior vice president of advertising and promotion, David LaFountaine, who actively tracks GRP promo spot levels. "We try to be more sophisticated in tracking GRP's on the basis of demographic ratings: who's watching what shows, and 'is the spot

promotional avails that are going to be dedicated to an entire array of products that have to be handled," Schram said. "There is a standing issue going on right now with some of our syndicators who had the foresight to negotiate fixed GRP's for promotion, at least during sweeps periods. The other syndicator who shares one of our hours with them says to us: 'We don't have that kind of guarantee in the contract, but we want the same deal.' I just said to them I can't do it. We can't service all of these masters."

Stretching co-op dollars with value-added promotions

While all the syndicators contacted for this story concede they freely defer to stations in the formulation of their marketing plans, many of the major distributors are turning to national advertisers for cross-promotional tie-ins to stretch co-op funds further and increase market exposure for stripped and weekly programming.

Columbia Pictures Television Distribution and Warner Bros. Domestic Television have been two of the most aggressive in employing value-added retailer tie-ins.

By launching the first all-barter off-network sitcom in *Designing Women*, Columbia's reliance on meeting rating guarantees to national advertisers made it especially important for the studio to forge long-term retailer tie-ins to increase local exposure for the show's launch last fall.

According to Bob Cook, CPTD's senior vice president of marketing, point-of-purchase displays and broadcast tie-ins with Monsanto carpeting and American Cyanamid (Centrum vitamins) created a cross-promotional campaign that was valued at \$40 million on a combined national and local level.

In addition to buying advertising time from *Designing Women*'s national inventory, client stations sold spot time to both retailers.

"This was a cross-promotion that didn't cost us anything and provided the kind of word-of-mouth, in-store promotion that's even more difficult to quantify in terms of its intrinsic value," says Cook, who will be detailing marketing plans for Columbia's fall 1993 *Ricki Lake* talk show strip in BPME workshops this week.

As Warner Bros. prepares to launch its first all-barter *Family Matters* sitcom



"I think a clear majority of the stations look at the syndicator-station relationship as a way to strike mutually beneficial co-op deals."

Genesis Senior VP Doug Friedman

larger companies have spent money without holding stations to certain terms, which has made it harder for us," he added. "If anything, I think a clear majority of the stations look at the syndicator-station relationship as a way to strike mutually beneficial co-op deals."

Some syndicators say Genesis's 300 GRP scale is not a standard industry benchmark, but rather a sliding scale formulated on the basis of a number of variables, including whether it is an incumbent series and a five-day-a-week strip or a weekly. If, for instance, the program is distributed by King World Productions, which has four of the top 10-rated series in syndication (*Wheel of Fortune*, *Jeopardy!*, *Oprah* and *Inside Edition*), stations clearly have a vested interest in seeing their rating franchises maintained over the long-term.

"I'm not sure that the 300 GRP level is a realistic goal, given the variety of time periods where your promo spots can be placed," says King World's head of marketing, Don Prijatel, who will be

running in time periods compatible to the program we're promoting?" says LaFountaine, who is about to unveil Twentieth's campaign for its fall 1993 launch of talk strip *The Bertice Berry Show*.

"An independent that runs a kids programming block is clearly inappropriate for the GRP's needed to promote a talk show. We do our computer runs and most often suggest that our episodic promos run opposite a competing station's talk show or reality-based series blocks, then focus on maximizing GRP levels."

At a time when more and more syndicated shows are extracting national barter ad time from stations' inventories, is it an unfair burden on those stations to have to meet GRP promo requirements? Steve Schram, director of marketing for CBS affiliate WJBK-TV Detroit, feels the onus has been put on stations to meet contractual promotion requirements.

"I think what it boils down to, and I think this is true with most stations, is that we only have a finite number of

for fall 1993, WBTD's marketing head, Jim Moloshok, has taken a different tack on the value-added concept by forging a national and local print tie-in with *TV Guide*. Leading into the November 1993 sweeps, a "TV Guide Family Matters Sweepstakes" campaign is in the offing, which Moloshok said *TV Guide* will supplement with a "significant reduction" on its advertising rate card for stations.

Value-added retailer tie-ins may actually have taken earliest root in children's programming, where Buena Vista Television's two-hour *Disney Afternoon* cartoon block partnered with Kellogg and McDonald's on massive national cross-promotion campaigns. Although Sal Sardo, Buena Vista's vice president of creative services, declined to reveal what cross-promo plans are in the works for the launch of the *Bonkers*-series spoke next season, he claimed that it will be comparable to the \$100 million-plus campaigns launched in previous years for *Disney Afternoon* programs.

Getting viewers in the tent with weekly and event programming

Warner Bros.' launch of the two-hour weekly Prime Time Entertainment Network action-adventure consortium last January probably presented WB's Moloshok with one of his biggest challenges in trying to build viewer awareness—particularly with the 18-49 male demographic—for long-form programming that had no prior market exposure.

Aside from establishing a co-op campaign that he would only say is in the "high six figures," Moloshok said he had to make alternative national media buys to attract that harder-to-find adult male audience.

"When we launched PTEN, we did a regional frequency analysis in each of our [146] client station markets [all of whom are Fox affiliates or pure independents]," Moloshok said. "If the station just did on-air promotions, the analysis said we would have only reached 38% of the available [adult] audience. So, we bought a schedule of 250 GRP's [weekly] from several basic cable networks [such as USA Network and ESPN] for the tease and launch campaigns on *Kung Fu* and *Time Trax*. By the time PTEN debuted we had reached 85% of the available adults 18-49."

Another tool Moloshok used to combat what he describes as "remote surfing" was the production and distribution

of in-house promotional specials on "The Making of...*Kung Fu* and *Time Trax*." The upside for stations was that Warner Bros. offered the specials free of national barter ad time. (Similar plans are being drawn for a *Making of Babylon 5* special, a back-door science fiction pilot that has been picked as a series for next season.)

MCA TV is also preparing to enter the long-form programming arena next January with the launch of the ad hoc Universal Action Network, which will debut more than 24 first-run theatricals for syndication. While declining to reveal specifics on plans for the co-op and value-added campaigns, MCA TV's senior vice president of creative services, Mort Slakoff, said the entire value of the promotional budget and value-added campaign will approach \$10 million for the first year. He added that the studio will map out its plans this September in a series of regional meetings with advertisers, ad agencies and stations.

In the area of event programming, Tri-

bune Entertainment's Target Marketing division, headed by vice president Bob Cambridge, bypasses co-op funding by opting for value-added retail tie-ins. As one of a few strong advertiser venues to minority viewers, Cambridge says Target Marketing initiated a tie-in with Coca-Cola Bottling Co.'s Sprite soft drink division for the recent *Soul Train Music Awards* sweepstakes campaign and with Anheuser-Busch on *The Apollo Comedy Hour*'s sponsorship of an annual Black History Month promotion.

"Stations don't always plan in advance when it comes to allotting time for event specials, so that's why we're trying to control our own destiny through retailer cross-promotions," Cambridge explained. "What we're offering advertisers is a targeted minority audience, something that most often has a similarly positive impact on a station's spot sales on national and local levels. This end of the business is finally opening up to the necessity of marketing what was previously an underserved audience." ■

Syndicators/stations unite to conquer

Necessity is mother of promotion partnership in crowded media marketplace

By Patricia O'Connell,
 special correspondent

Increased competition has fostered a new promotion partnership between stations and syndicators.

"Now, when we make a sale, that's when the relationship begins, not when it ends," says Bob Cook, senior vice president of marketing, Columbia Pictures TV Distribution.

"Heretofore, the syndicator/station relationship was like this: I sold them the product and gave them the bare necessities for promotion," says Dan Kendall, director of affiliate relations for Fox. "The syndicators used to sell their stuff and leave. Now they see that they need to build relationships."

The most obvious way syndicators are pitching in is by upping their promo budgets. "Everyone is putting more money into promotion," says Doug Friedman, senior vice president of cre-

ative services, Genesis Entertainment. Stations and syndicators alike report an increase in co-op spending.

A major reason for the closer alliances and bigger budgets is increased competition. The wealth of programming, in the talk show genre, for instance, puts pressure on the suppliers, while the number of channels from which to choose makes it critical for stations to capture loyal audiences.

"In the multichannel universe it's even more important that stations and syndicators pull together. We did a study asking people if they think they're seeing more or less TV promotion," says Jim Moloshok, senior VP of marketing services, Warner Bros. TV. "Even though they said less, the fact is there's more being shown. So the question is: 'How can we get the right combination of messages out there?'"

A syndicator's willingness to help and ability to do so can be key to a stations

ability to promote effectively. Says Rich Brase, director of broadcast promotion, WMAQ-TV Chicago: "The deals are very complicated right now, with everyone trying to outmaneuver each other. I look a lot at how a show is being promoted. It's as important as the show."

"You're not just buying a show, you're buying a partner," says Cook. "If you have a good relationship with a company, it may help sway you into buying one show versus another."

Stations have come to rely more heavily on syndicated programming to help boost their image and ratings.



tors. "I think stations' willingness to get involved is important," says Cook. "We aren't trying to pretend we're the only ones with ideas."

Says King World's Prijatel: "Stations are spending more of their own money doing tie-ins, giving fixed positions for promos, spending their own money on outside media."

He also notes that stations can help the syndicators in other ways. When King World sends *Wheel of Fortune* on the road, for example, the support of the station in the market is invaluable and helps the show and, ultimately, the sta-

"I think stations' willingness to get involved is important. We aren't trying to pretend we're the only ones with ideas."

Columbia Senior VP Bob Cook

"Within the last 10 years it has become obvious to stations that strong syndication support is really important to local news and other dayparts," says Don Prijatel of King World. "At ABC they call it 'the Oprah factor.' If Oprah does well, then the news will—and other shows will too."

Syndication can be especially important to an independent station. Dan Koker, owner of KFBT-TV Las Vegas, believes some syndicators could work even harder at after-sale support.

"We get some promotion support, but not as much as I would like," he says, while conceding syndicators have gotten better. "A lot of times, once you've signed on the dotted line, you're on your own." He thinks his station's independent status could be one reason it gets short shrift from syndicators, but points out that the programming freedom such a station has is actually a reason more attention should be paid.

The impetus for building promotional bridges is not all on the program distributor—nor should it be, say the syndica-

tion, he says.

"We help each other out. When *Donahue* came down here in April, we helped out," says Dave Muscari, promotion manager, WFAA-TV Dallas. Also, stations—particularly news departments—can supply footage and ideas, especially for the news-oriented magazine shows.

Another change is the way in which money is being spent. "We look at launching a show almost the way a company would look at a product launch," says WB's Moloshok. "We know TV is not enough. A mixture of media is needed: radio, print, cable." Cable, he believes, is the way of the future for promotion. "Many smart stations will buy a 'road block' on cable: They'll buy an ad on every cable channel in a market at the same time, so that when people switch channels at commercials they'll see a promo for the show, wherever they turn."

The types of spots have changed as well. "It's become a topical world," says Prijatel. "Talk shows were always

promoted that way somewhat, but now we promote *Wheel of Fortune* and *Jeopardy!* that way." If there's a special tournament on *Jeopardy!*, that will be pushed in the promo. Or a *Wheel* promo will be two 15-second spots—one showing an unsolved puzzle from the previous night and one showing a piece of that night's show.

Because Genesis is a smaller syndicator, "we are forced to be more aggressive," says Friedman. "We don't have a major studio behind us." One aspect of that is the follow-up to the sale in helping stations sell the show not just to their audiences, but to advertisers, per Friedman.

Like Genesis, WB tries to help attract local advertisers. "One thing we do is help stations clear their inventory," says Moloshok. "It's great for stations to have shows, but we have to help them sell out their time."

WB is particularly strong in the local arena, Moloshok believes, because of WB's personnel. "We're a little further ahead in local, rather than national, and that's a great boon in working with the stations," he says. "Many of our creative-services people come from a local station background, so we understand what happens at the local level."

Another local angle is having a show's cast travel to different areas. "Personal appearances help a lot," says Muscari. Prijatel agrees: "We do more than send out promos: we tie things in with local news and stories; we take the programming on the road. Every time we do that it brings excitement to the market, which translates into ratings, and the ratings then hold after the local shows have played out."

At Columbia, the something-extra approach is slightly different. "Hand-holding is really important," says Cook. "It's important to get general managers, sales managers, promo people involved. It's important to focus on what you are doing, to refresh the campaign. What are you doing during ratings periods? What do you do when it falls below a certain level?"

Another thing Columbia works hard at is keeping its stations in touch with each other for two of its big shows: *Married...with Children* and *Designing Women*.

"We started a marketing advisory board for the launch of *Married...with Children*. We got about 30 people together, trying to get a cross-section, geographically, of job responsibility, etc. We got a lot of input." ■

Low-cost high tech is graphic equalizer

Local stations are getting 'morph' for their money with new computer design packages

By Sean Scully

It used to be that sophisticated special effects and computer animation were seen only in expensive Hollywood blockbusters. Now, television stations and advertisers routinely use visual effects impossible at any cost just a few years ago. High tech is now within reach of the low budget.

"With the decreasing costs [of computer hardware and software], it's going to be a lot more available to a lot more people," explains Robb Wyatt, creative director for New York design house Telegizn.

At the same time costs come down, Wyatt says, capabilities go up. Quantel's Hal, for example, will do many things that the high-end Harry will do, but at a lower cost. The same animation software that Alias used to help produce the eye-popping special effects for "Terminator 2" is now available off the shelf for a few thousand dollars.

Meanwhile, desktop computer equipment, long considered the lower end of the technology scale for animators, is becoming sophisticated enough for use in professional applications.

For a design house like Telegizn, says Executive Producer Jan Phillips, this increased power means the company can offer the customer more options.

"[Cost to the customer] has sort of stayed steady," she says. "It's a little different in how you put the budget together...I think stations are a little more constrained as they see budgets shrink, especially in the broadcast area."

With more powerful equipment, Phillips says, design houses can offer more value for the dollar. A few years ago, a \$50,000 design package might have included 10 elements—animation, layering and so forth. That same \$50,000 contract today might include 20 elements, all produced with more sophisticated equipment.

The increased power—and increasing affordability—are causing some broadcasters to consider creating their own promos.

Fox Broadcasting, for example, finds it cost-effective to produce promos in-house. For years, the network booked time at large production houses to create promos. Just this year, though, the net-

work bought its own equipment, including a Quantel Hal and Macintosh Quadra 950's.

The increased power of Macintosh and Quantel equipment, and the rise of serial digital technology, have made such in-house setups possible.

Quantel says Fox is the first major U.S. broadcaster to buy a Hal, which is an integrated digital compositor.

Improved technology is also putting more sophisticated graphics in the hands of local news operations. This spring, a company called News in Motion, a division of Knight-Ridder Tribune Graphics,



Telegizn's redesigned WCIX-TV Miami

went on the air with a service offering animated illustrations of major news events.

For example, when there was a shooting at a post office in California earlier this year, the company created an animated 3-D version of the office. It pulled the roof off, exposing the inside of the office, and illustrated the path the shooter took. "We're trying to show things where the camera can't go," explains Executive Producer Brian Siefert.

This kind of animation has been a familiar part of major network news programs for years. The increase in the power and availability of computer software has made such sophisticated animation to local stations.

"Our subscribers are going to look just as good as the networks," he says. "Maybe better."

News in Motion uses five interconnected Quadra 950's. The animation is done on a series of off-the-shelf computer animation programs. The basic animation is done on Infini-D, an animation program costing less than \$1,000, says animator Don Foley.

To make up for the relatively slow processing of the equipment and soft-

ware, the computers are linked via Ethernet and use a product called the Radius Rocket and some associated software to boost processing power. Word has it, says Foley, that software may be introduced that would make Macintosh workstations as powerful as existing Silicon Graphics workstations.

All together, he says, Macintosh workstations can be built for about \$15,000, substantially less than the cost of many professional graphics systems, and they still deliver very good quality animation. A year ago, that was simply not possible.

Of course, all this technological power is no replacement for good creative work, says Telegizn's Phillips. "You have to do research and development; you have to keep in touch with what's happening with technology. Otherwise, you can't stay fresh."

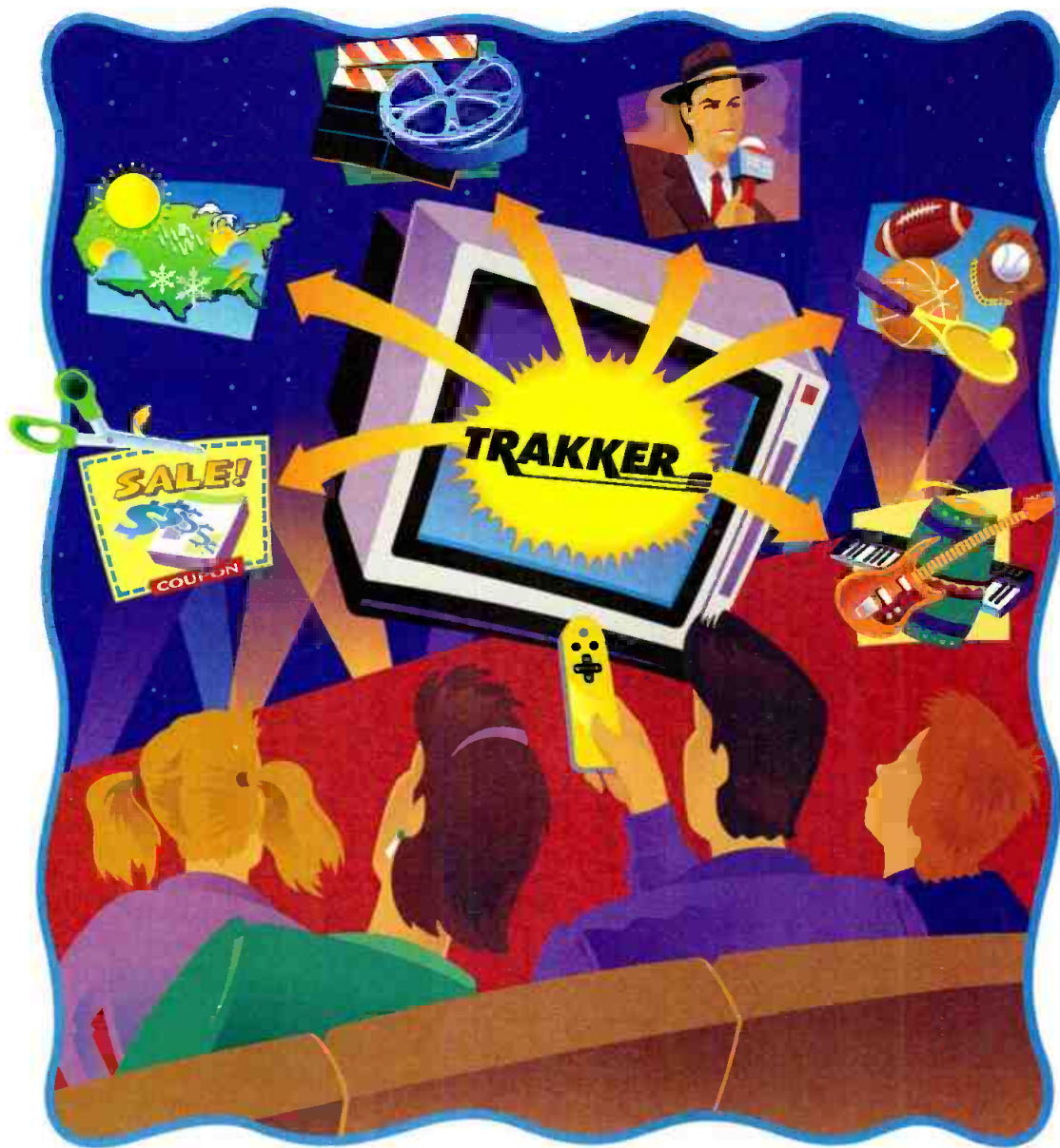
Wyatt explains that, with all this power at your fingertips, you have to think of new and creative ways to use your tools. "I think technology drove design for quite a few years," he says.

For example, in the mid-1980's, computer animators created the first "flying logos." Suddenly, everyone was doing them and the public began to expect it. The same happened with "morphing," he says. "That's a prime example of how technology leads technique.... What happened to a good old-fashioned dissolve?"

Technology has now evolved to the point where virtually any image you can visualize can be created. After years of letting technology determine what's possible, the pressure is back on the creative designer.

"[Because technology has advanced so far], now I think it takes a lot more to package a show...I think we have to be a lot more clever in the way we use our tools," he says.

Since virtually everyone can now afford sophisticated computer equipment and can, at least in theory, do his or her own animation, design houses have to set themselves apart and preserve their markets. The way they do that is with creativity, Phillips says. By figuring out the best ways to use the powerful computer tools, design houses offer the most creative possible ways to use the cutting edge of technology. ■



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INTERACTIVE SERVICES

Radio

The NBA builds its own radio network

A first in radio: in-house production, sales, marketing

By Peter Viles

The National Basketball Association, respected in business circles these days for its marketing savvy, has quietly built a national radio network just in time to take advantage of the sports soaring popularity.

For the second consecutive season, the league is producing, selling and clearing its own national radio broadcasts. The league estimates that 110 stations will carry the NBA finals, reaching 70% of the nation.

For the most part, radio executives praise the NBA's in-house radio operation—a first for a major sports league. And while some executives maintain the league could probably reap a bigger profit by selling its play-off rights to a radio network, the NBA makes it clear it has another agenda.

"It's fair to say that we have different objectives than the other leagues with our radio," says Mike Dresner, the NBA's director and group manager of media programs. "It's a very

effective promotional vehicle. That's one of the main objectives of the radio network."

The NBA does not release revenue or profit figures on the radio package. Several radio executives familiar with the broadcasts said the league probably makes a modest profit—less than \$1 million—on the broadcasts.

By keeping the games in-house, Dresner says, the NBA can use the radio network to build on existing partnerships with its teams, the stations that carry their games, and the league's existing corporate sponsors. The league does not have a separate sales staff for the radio network, and does not actively participate in the network radio market.

"Our biggest concern is that we don't want it to be a commodity sell," Dresner says. "We're believers in marketing partnerships. We always want to go to our partners first, whether it's sponsors or teams—we want to go to our teams' stations first."

Because the league seeks its own

affiliates, without regard to their network affiliation, the NBA has the flexibility to try to put its games on stations that carry regular-season NBA games locally, and thus build the basketball images of those stations.

"It just makes sense that, if you have basketball fans who are conditioned 82 times a year to tune in and listen when there's basketball on, there should be an automatic attraction to that dial position," says Tom Carelli, NBA Radio's executive producer.

In many cases, NBA teams retain the rights to sell commercials during their local broadcasts, so the NBA and its teams have a stronger interest than most sports leagues in working with the stations that carry their local broadcasts.

In Los Angeles, for example, the Lakers sell most of their own commercials for games broadcast on KLAC(AM), which is also an NBA Radio affiliate. For playoff games, the station and the league split the inventory, which leaves each with about 25 units in a three-hour broadcast.

Robert Novak, director of sports sales and marketing at KLAC, says the station has sold nearly all of its spots during the NBA playoffs, but only through an aggressive effort to convince advertisers that a relatively unknown radio product has value.

"You kind of have to create demand," Novak says. "Since it's not a local team, you've got to hit the clients and agencies and explain to them that the only place people will be able to follow the action is on your station."

He noted that one factor has worked tremendously in the station's favor—because most of the games begin at 9 p.m. ET, they air during drive time in Los Angeles.

"This reminds me of a couple of years ago when we had the Bulls and the Lakers—and that was our own series," Novak says. ■

NBA builds a network

Stations airing NBA Radio playoff broadcasts in the top 10 markets

Market	Station	Local NBA Broadcast	Comments
1. New York	WFAN(AM)	Knicks	Five games of finals will be bumped by Mets to WEVD
2. Los Angeles	KLAC(AM)	Lakers	
3. Chicago	WLUP(AM)	—	No finals coverage; handled locally by WMAQ(AM)
4. San Francisco	KNBR(AM)	Warriors	
5. Philadelphia	WCZN(AM)	—	Suburban signal; doesn't show in Arbitron
6. Detroit	WWJ(AM)	Pistons	No coverage of Western finals
7. Washington	WTEM(AM)	—	Station will broadcast Bullets next season
8. Dallas	KLIF(AM)	—	
9. Boston	WEEI(AM)	Celtics	
10. Houston	KTRH(AM)	Rockets	Playoff finals only

Source: NBA Radio

First for Mets, WFAN: a woman in the booth

Waldman does color, not play-by-play; fans may already know her singing voice

By Peter Viles

The last-place New York Mets are first in something, at least—the first team this season to have a woman sportscaster do the color commentary on a game broadcast.

That woman is WFAN(AM) baseball reporter Suzyn Waldman, who filled in for Bob Murphy on Mets games June 6 and 7. Her stint marked the first time a woman has done that duty during a Mets broadcast.

Women have broadcast Major League Baseball games before, but only rarely. Mary Shane, for example, joined Harry Caray on Chicago White Sox radio broadcasts in the late '70s.

WFAN General Manager Joel Hollander said the Mets were supportive of the idea of a woman in the booth, but local press reports indicated otherwise. The *New York Daily News* quoted a Mets source saying the team was lukewarm to the idea, which it considered something of a publicity stunt, and nixed an original plan to have Waldman do some play-by-play.

Waldman, however, is no stranger to New York baseball fans. She has been WFAN's beat reporter covering the Yankees for seven seasons, and her somewhat raspy voice—with more than a hint of a Boston accent—is familiar to WFAN listeners.

"People are not going to be hearing a new voice," Waldman said just before her Mets debut. "It's a voice they've been hearing for seven years."

Fans may also recognize Waldman's name and voice from her frequent renditions of the "Star-Spangled Banner" at ballgames. A former Broadway singing star who turned to broadcasting relatively late in life, Waldman has sung the anthem at hundreds of Major League games, including opening day at Boston's Fenway Park and two World Series games.

"When I was in theater, that's how I would spend my time," she says. "I'd go to the ballgame. And how I would get in for nothing was to sing the anthem."



WFAN's Waldman

Waldman, now 46, was nearing 40 when she finally decided that she loved baseball so much she wanted to be around the game all the time as a radio reporter.

She says she hopes her experience as both a fan and a beat reporter will help her over the hurdles that have often stymied women broadcasters.

"If you're going to do this as a female, you better have some perspective on baseball," she says. "Never mind that people don't want to be told

by a woman. They don't want to be told by a young person. And I've been watching baseball for 40 years."

All of which pretty much answers the next question: is there such a thing as a woman's perspective on baseball, and does Waldman have it?

"It's not just a woman," she says. "It's this woman.... I may look at things a little differently, but I don't think that has anything to do with the fact that I'm female. It's just the way I am."

Westwood realigns networks; blends WONE into NBC, Mutual

In a bid to make its networks more attractive to advertisers, Westwood One announced last week that it will reconfigure its RADAR networks, blending the Westwood One News and Entertainment Network (WONE) into the NBC Radio Networks (WNBC) and Mutual Broadcasting System (WMBS).

The move, effective Aug. 30, will leave Westwood with three RADAR networks, down from four. Its third, the young adult network The Source, remains unchanged. Westwood described the reconfiguration as a "new marketing approach," and said it would not affect the company's relationship with any radio stations.

By blending three sales networks into two, Westwood should achieve a quick ratings bounce for both WNBC and WMBS. Further, the move should help Westwood capitalize on the name recognition provided by NBC and Mutual.

While ABC Radio Networks has not announced a reconfiguration, an industry source said ABC was considering changes that would expand the number of targeted networks and programming available to advertisers. —PV

Revenues still hot in April

Radio continued to show signs of a recovery far stronger than other sections of the economy in April, although the pace of revenue growth over 1992 levels dipped slightly from March to April.

According to the Radio Advertising Bureau's monthly revenue report for April, total station advertising revenue was up 7% over April 1992 levels. Total station revenue for the first four months of 1993 exceeded 1992 levels by 9%, the RAB said.

The April performance didn't quite match the strong March numbers, which exceeded 1992 levels by 13%, but was encouraging nonetheless. "Radio's strongest season—the warm weather months—is still to come, and all indications point to some substantial revenue gains in the months ahead," said RAB President Gary Fries.

The April figures show national spot revenues up 10% over April 1992, and running 7% ahead of 1992 year-to-date totals. Local revenues, which have been driving radio's recovery, were up 6% over April 1992 levels and 9% ahead of 1992 year-to-date totals. —PV

A retrans negotiation with a difference

Cable overbuild in Huntsville, Ala., gives TV stations greater leverage; mano-a-mano talk seen coming mostly from corporate headquarters

By Geoffrey Foisie

Retransmission consent may be nowhere as interesting as in Huntsville, Ala. As one of the few markets in the country where overbuilding has created two competing cable systems, the market's five TV stations can effectively walk away from negotiations with one cable system and still obtain carriage in the market on the other. As the prospect of competing video delivery systems increases, Huntsville may be the retransmission negotiation model for the future.

What the cable regulations have to say about the subject of retransmission and competing cable systems is that when a TV station chooses must carry or retransmission consent for one cable system, it must make the same choice for the other. However, the act, according to several communications lawyers, does not say that both cable systems have to be offered the same deal. Since many TV stations choosing retransmission consent may, by October, end up with a deal that is must carry in all but name, it is possible that one of two competing cable systems in a market could end up without broadcast stations on its basic tier.

Some of the Huntsville TV station general managers are aware of the leverage they have, compared to stations in the rest of the country. Said one of the market's GM's: "If one system can carry us and the other cannot, it is a distinct selling advantage. That is where we see some potential leverage...it puts the monkey on their back to really think twice about dropping a signal."

Agreeing to a certain extent is Bill Lewis, general manager of the Cable America system (the competing system is run by Comcast): "I think it would be very difficult to operate



Part of the Arbitron ADI

without the local channels. Both sides will have to be careful."

The advantage provided to the Huntsville stations by the overbuild is somewhat offset by another unique characteristic of the 81st ADI. All the stations have a UHF signal, and thus rely on cable to deliver their signals in shadows created by the region's hilly terrain.

Retransmission negotiations, which have already begun for some stations, might not, under normal circum-

stances have been too acrimonious. Both TV station general managers and the operator of one of the cable systems spoke of excellent relations between the two parties.

But both sides of the bargaining table are, for the most part, now taking their orders from corporate headquarters located outside Huntsville. Said Lee Brantley, general manager of the NBC affiliate, WAFF(TV): "We are not sure how much our excellent relationships will mean in this. Everybody at the local level I have been talking to has referred me to someone at a district or corporate office."

WAFF, whose retransmission policy tone will sound from parent company American Family Broadcast Group's Columbus, Ga., headquarters, is almost certain to seek some form of payment. On the other hand, the locally owned ABC affiliate, WAAY-TV, will probably not ask for any payment, said that station's president and general manager, M.D. Smith IV: "None of the broadcasters believe that if they

Pulitzer acquisitions detailed

An SEC filing by Pulitzer Publishing provided a close look at the company's proposed acquisition of WESH-TV Orlando, Fla., and KCCI-TV Des Moines. The purchase price is \$157 million, plus up to \$8 million for accounts receivable in excess of accounts payable, or roughly nine times the 1992 operating cash flow of the two stations. Pulitzer said that, of the \$157 million, \$69 million would be to depreciable assets; \$85.7 million to intangible assets, such as the FCC license, network affiliation and advertiser lists, and \$2 million to "goodwill."

The two stations had 1992 revenue of \$44.8 million and operating income, before depreciation and amortization, of \$17.5 million. Because almost all of the roughly \$19 million in expected first-year depreciation and amortization expense from WESH and KCCI is tax deductible, Pulitzer said its after-tax cash flow, assuming the two stations were acquired at the beginning of 1992, would have increased more than \$12 million.

Pulitzer will finance the acquisition with \$100 million of senior notes bearing an assumed 7% interest rate and payable over an eight-year period beginning in 1998, and \$60 million from a floating-rate revolving credit facility payable over a five-year period.

-GF



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alone were taken off a cable system, that system's subscribers would walk to the other system. And advertisers on the cable systems might make the assumption that if they can't see the TV signal, then no one could see it. It's a big stake we are playing with, and it's not a risk I will probably feel comfortable taking."

As if the market complicated enough: at least some of the TV stations may find themselves *paying* cable systems in certain counties to carry their signal. The anomaly is because while those counties are within the Huntsville ADI—thus qualifying the stations for must-carry status—the 1971 survey that the FCC uses to determine "significantly viewed" status classifies those same stations as distant signals. Since the cable systems must pay the copyright tribunal a fee for carrying the distant signal, at least some of the TV stations have already agreed to the reimbursement. At the same time, however, they are conducting their own survey to try to persuade the FCC to grant them "significantly viewed" status. ■

Involuntary bankruptcy sought for Telemundo

A petition to place Telemundo Group in involuntary bankruptcy was filed in U.S. Bankruptcy Court for New York last week. The petition was filed by investors owning junior debentures of the Hispanic television network's parent company. The aim of the petition, said one investor, was to stop those holding senior zero coupon notes from accruing additional principal in lieu of interest payments. The company, which has roughly \$300 million in debt, has been in restructuring talks with its creditors for more than a year. —GF

Changing Hands

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

WHYN-AM-FM Springfield, Mass., and WWBB(FM) Providence, R.I. ■ Sold by Wilks-Schwartz Broadcasting to Radio Equity Partners Ltd. for \$25.65 million. Seller is headed by

Donald L. Wilks and Michael E. Schwartz, and is also selling WNVZ (FM) Norfolk, Va. (see below). It recently sold WKFM(FM) Syracuse, N.Y., for \$3.75 million ("Changing Hands," March 1). It is also licensee of two AM's and three FM's. Buyer is investment group headed by broadcaster George Sosson and has equity pool of \$54 million; stations are company's first acquisitions. WHYN(AM) has AC format on 560 mhz with 5 kw day and 1 kw night. WHYN-FM has AC format on 93.1 mhz with 8.9 kw and antenna 1,000 feet above average terrain. WWBB(FM) has oldies format on 101.5 mhz with 13.5 kw and antenna 3,166 feet above average terrain. Bro-

May, 1993

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Proposed station trades

By dollar volume and number of sales

This week:

AM's □ \$3,170,000 □ 6

FM's □ \$2,581,000 □ 5

AM-FM's □ \$11,583,700 □ 7

TV's □ \$0 □ 0

Total □ \$17,334,700 □ 18

So far in 1993:

AM's □ \$25,338,299 □ 102

FM's □ \$250,586,209 □ 153

AM-FM's □ \$281,205,226 □ 88

TV's □ \$1,005,605,866 □ 32

Total □ \$1,562,835,600 □ 382

For 1992 total see Feb. 1, 1993 BROADCASTING.

ker: *Blackburn & Co.*

WCKN(AM)-WRZX(FM) Indianapolis ■ Sold by Win Communications Inc. of Indiana to Broadcast Alchemy Ltd. for \$8.4 million. **Seller** is headed by I. Martin Pompadur and is also licensee of **KORG(AM)-KEZY(FM) Anaheim, Calif.**; **WICC(AM)-WEBE(FM) Bridgeport-Westport, Conn.**; **WQAL(FM) Cleveland**; **WMXN(FM) Norfolk, Va.**, and **WUNO(AM)-WFID(AM) San Juan, P.R.** **Buyer** is headed by Frank E. Wood and is licensee of **WNDE(AM)-WFBQ(FM) Indianapolis** and **WDVE(FM) Pittsburgh**. Wood also has interest in licensee of **WGR(AM)-WGRF(FM) Buffalo, N.Y.** **WCKN** is fulltimer with classic rock format on 1430 khz with 5 kw. **KRZX** has classic rock format on 103.3 mhz with 18 kw and antenna 850 feet above average terrain. *Broker: Gary Stevens & Co.*

WNVZ(FM) Norfolk, Va. ■ Sold by Wilks-Schwartz Broadcasting to Max Radio Inc. for \$3.6 million in stock sale. Station was purchased in 1989 for \$5.47 million. **Seller** is headed by Donald L. Wilks and Michael E. Schwartz (see **WHYN-AM-FM Springfield, Mass.**, and **WWBB(FM) Providence, R.I.**, above). **Buyer** is headed

by Larry Saunders and Dick Lamb and is also licensee of **WWDE-FM Norfolk, Va.** **WNVZ** has CHR format on 104.5 mhz with 50 kw and antenna 1,598 feet above average terrain. *Broker: Blackburn & Co.*

KYKS(FM) Lufkin and **KIXS(FM) Victoria, both Texas** ■ Sold by Osburn-Reynolds Group to Gulfstar Communications Inc. for \$4.068 million. **Seller** is headed by Dick Osburn and Rusty Reynolds and is also licensee of **KAGG(FM) Madisonville, Tex.** **Buyer** is headed by Thomas O. Hicks, who heads investment firm that recently acquired **KMND(AM)-KNFM(FM) Midland, Tex.**, for \$1.35 million ("Changing Hands," March 15). Hicks also has interests in **KLVI(AM)-KYKR(FM) Beaumont**, **KFMX-AM-FM Lubbock** and **WTAW(AM)-KTSR(FM) College Station**, all Texas. **KYKS** has country format on 105.1 mhz with 100 kw and antenna 1,066 feet above average terrain. **KIXS** has C&W format on 107.9 mhz with 100 kw and antenna 362 feet above average terrain. *Broker: John Barger Broadcast Transactions.*

For other proposed and approved sales see "For the Record," page 93.

Fox hounds ABC-TV

Analyst suggests fourth network's growth will cost ABC at least \$75 million per year in lost revenue by 1994

By **Geoffrey Foisie**

A report by Sanford Bernstein analyst Tom Wolzien quantifies what he says is the negative impact on the ABC Television Network from the growth of Fox. Wolzien writes that 40%-45% of Fox's additional revenue in 1993 is expected to come from ABC, "thereby reducing ABC's revenues by about \$50 million." Comparable figures for CBS and NBC were \$18 million and \$34 million, respectively.

Wolzien says ABC feels a disproportionate impact from Fox because the two networks have a similar demographic audience, ages 18-49. This has become more true, the report says, as Fox has sought to age its audience away from the narrow 18-34 target for which it was initially known. ABC, Wolzien adds, sells almost two-thirds of its inventory based on the 18-49

demographic—less than 1% of revenue, he says, was based on buys targeting overall household ratings.

"The percentage of ABC's contribution to Fox is expected to drop to about 35% after 1994, as Fox increases its revenues but moves its demographics to slightly older viewers. But as Fox's sellout rate improves, the total impact on ABC is expected to be in the \$75 million range."

Wolzien had suggested that the impact of Fox on the other three networks would "level off" after 1995. However, that was before the FCC's fin-syn rule change lifted the 14- to 15-hour prime time constraint on Fox.

The report notes that Capcities/ABC "does not agree with our view of the impact of Fox, saying there is plenty of room for both, due to the rising economy, and that any impact of Fox will be spread evenly across all national advertising spending." ■

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Washington

Give peace a chance, says Mooney

Advises mending fences with Washington; remains down on new regs, high on new tech

By Harry A. Jessell

It's time for the cable industry "to make peace with the political system," National Cable Television Association President Jim Mooney told his membership at the NCTA convention in San Francisco last week.

"However badly or unfairly we think we've been treated, however frustrated we are with the government's difficulty in hearing our story, we've got to show ourselves to be open, generous and constructive participants in the process," Mooney said.

"By doing so, we've got more to win than to lose, and by reaching out we can heal whatever scars we bear in Congress," he said. "In politics, there are always ins and outs, but there are no permanent outs unless the outs themselves make it so."

Over the vigorous opposition of the cable industry and the Bush White House, Congress last year passed the 1992 Cable Act, a law imposing a wide range of tough regulations on cable to hold down rates and promote competition.

Despite Mooney's call to repair relations with Capitol Hill, his speech was peppered with harsh words for the law and the FCC's implementation of the rules.

The bill's regulatory restrictions "go far beyond any reasonable assessment of cable's problems," Mooney said.

The FCC's rate regulation is "so complex that it may yet strangle itself in its own internal contradictions," he said. "Even the commission staff seems unable to explain how what they have done will work, while cable operators and programmers all over the country puzzle over a 500-page document that yields more questions than answers."



NCTA President Mooney extends an olive branch to Washington.

Cable operators and programmers must "do everything humanly possible to persuade the federal government to make sense out of what—at present—is an unsensible regulatory scheme," Mooney said. "By this, I mean we should continue to work through each or all the three branches of government...to get this situation resolved, and in doing so, our emphasis ought to be on pragmatic livability, not just pain avoidance. Livability may yet be achieved, but the opportunity for pain avoidance is long gone."

Looking ahead, Mooney said, the cable industry must be prepared to reconsider some of its long-held positions, including its opposition to allowing the telephone companies into cable in their telephone service areas.

"[T]here will be no safe haven in uncritically assuming that what once was clearly in our interests will always remain so," he said.

And if cable is to play a role in the nation's telecommunications infrastructure, Mooney said, the industry must be cognizant of not only its rights, but also its responsibilities. "We need to start thinking now about universal service policies, interconnection obligations and how we, as a society, avoid creating a population of electronic haves and have-nots."

Mooney said the regulatory and political climates make it the "worst of times" for cable, but the flourishing of new technologies make it the "best of times." Fiber optics, compression and interactivity are pushing ahead and present the industry with an "array of opportunities," he said.

"Ours is an enormously strong business with a technology—the potential of which is just beginning to reveal itself," he said. "We can survive. We can prosper. And we can lead the creation of the 21st-century central nervous system." ■

Quello favors small-operator exemption

He tells NCTA that new FCC rules shouldn't apply to systems with fewer than 1,000 subs

By Kim McAvoy

FCC Chairman James Quello says he supports exempting small cable operators from the 1992 Cable Act. Quello told reporters, following a speech at the NCTA's annual convention in San Francisco, that systems with 1,000 or fewer subscribers should not be subject to the FCC's new cable rules. Quello said he thinks he has a 50-50 chance of persuading Congress to support an exemption.

Quello's attempt to rescue small cable operators came after hearing from operators who claim the agency's new rate regulations will put them out of business. Throughout the convention, small and independent cable operators pounded away at Hill and FCC officials, telling them that they would be "bankrupt" under the FCC's benchmark system.

"We're panicked," one small operator told FCC Commissioner Ervin Duggan during a convention session. "Does the FCC understand that there are over 5,000 independent operators that will go under because of the FCC's benchmark?" asked Tom Robak of Apollo Cablevision, a 39-channel system with 7,000 subscribers in Cerritos, Calif. Robak participated in a meeting of small independent operators during the convention. He said they were organizing a grassroots visit to Washington next month to make sure Congress and the FCC understand their plight.

Duggan said the agency was "aware" of their problems. "We'll have to struggle through this together," he added.

Indeed, FCC staffers appearing on a separate panel indicated they were ready to help the small operators. "We're going to think of ways to provide real relief, but we're restrained by the act," said Quello aide Bob Corn-Revere.

Bob Pepper, head of the FCC's Office of Plans and Policy, said it would hold a special workshop for small operators to assist them in preparing for the rollback in cable rates that takes effect on June 21.

The small cable operators also pressed for a delay in the implementa-

tion of the FCC's new cable regulations. And if the FCC doesn't get the \$12 million in supplemental funds it needs to enact the 1992 Cable Act, Quello is prepared to delay implementation until October (see "Top of the Week").

Pepper also emphasized that cable operators need to provide the FCC with "better information. We need concrete examples. We need more than handwaving." He also said the FCC was issuing a further notice on its cost-of-service rules. "If you have unique costs, we need to know what they are," said Pepper.

Duggan aide John Hollar said the commission would take into account the special needs of the small operator, who often pays far more for cable programming than do larger systems. "Some of us fear small operators have the impression that we're not concerned and aren't listening," said Hollar. "We are listening. We are trying to refine this."

Byron Marchant, an aide to FCC Commissioner Andrew Barrett, also told the cable audience that his boss is sensitive to their concerns and eager to help them.

But based on comments from Hill

staffers at the convention, small operators shouldn't count on the Congress for sympathy. They basically told angry cable operators that there was not much they could do and that this was something the FCC would have to fix. Indeed, they made it clear that "few members are interested in listening to the industry's complaints."

Alan Roth, chief of staff for the House Energy and Commerce Committee, said Congress did not intend to "do any harm to small and independent cable operators." He said they "focused on the problems of larger operators" or, he added, "as a cynic might say, one large operator."

And David Leach, House Energy and Commerce Committee Chairman John Dingell's key adviser on telecommunications issues, said, "Nobody wants to see small cable systems go out of business." But his comments did little to assuage the operators' concerns or to diminish their anger.

One operator asked if Congress would support delaying the rate rollback. Gerald Waldron, counsel for the House Telecommunications Subcommittee, said a postponement would be a problem for consumers. ■

Pepper has capital idea

Says cable should prosper if it can invest in upgrades

By Harry A. Jessell

How much capital is available to cable will have as much—or more—of an impact on the industry's growth as the new FCC regulations, the FCC's Robert Pepper last week told a group of bankers and investors at an NCTA convention breakfast hosted by Communications Equity Associates.

If cable operators can borrow money to upgrade their systems, said the chief of the Office of Plans and Policy, they will be able to reduce operating costs and increase revenues through the addition of new PPV and pay services on unregulated tiers. In fact, he said, they may be able to

offset the decline in cash flow due to the cable regulations.

Cable is facing the "triple whammy" of changes in regulations, technologies and the marketplace, Pepper said. Yet, he added, with investment it should prosper. "Because of its existing infrastructure, cable is very, very well positioned in the video and television marketplace. Its future is very bright."

The exceptions are medium-size, highly leveraged operators, Pepper said. Because of the squeeze the FCC regulations put on revenues, "they are in a quandary, and it's not clear what's going to happen there."

Such operators may consolidate to take advantage of the economies of

scale, or they may simply sell out to larger operators, he added.

Pepper believes the winners under the cable regulatory regime are consumers and broadcasters. Consumers will be rewarded with lower rates and better service, not simply due to the regulations, but also because of the multichannel competition the cable law encourages.

That Hughes Communications' DirecTV and Hubbard Broadcasting have been able to line up popular cable programming for distribution over their high-power DBS system next year, Pepper said, is due to the law's pro-

gram access provision requiring programmers affiliated with cable operators to deal with cable's competitors.

The must-carry and retransmission-consent provisions of the law make broadcasters winners, Pepper said. Today, broadcasters are single-channel providers trying to make it in a multichannel environment, he said. The provisions, which guarantee stations carriage or the right to negotiate for carriage fees, buy broadcasters time to figure out their role in the multichannel world.

Pepper identified several trends that will affect broadcasting and cable.

One is the apparent willingness of consumers to spend big for TV. In 1991—the most recent year for which he had figures, Pepper said—consumers directly spent more for cable and home video (\$32 billion) than advertisers spent on television (\$28 billion).

Another trend is the rapidly shrinking profitability of transmission, he said: "Transmission is becoming a commodity."

Because of the narrowing margins of distribution systems, said Pepper, the real opportunities are going to be in programming and software. That's where the "value" lies, he said. ■

Hollywood takes Hill heat on violence

By Christopher Lee Phillips,
special correspondent

Hollywood brought some of its big guns to Capitol Hill last week to testify in the second in a series of Senate hearings on television violence. But before such industry leaders as Jack Valenti of the Motion Picture Association of America and Kerry McCluggage of Paramount could defend their position, they had to withstand opening salvos from the hearing's co-chairmen and from Senator Carl Levin (D-Mich.) and Representative Charles E. Schumer (D-N.Y.).

At the outset, hearing co-chairman Senator Paul Simon (D-Ill.), author of the Television Violence Act of 1990 and chairman of the Senate Judiciary Committee's Subcommittee on the Constitution, made clear his concern about "entertainment violence," programming that "tends to glorify violence." Simon, expressing sensitivity to First Amendment considerations, said he hoped the problem of TV violence could be solved without "inflicting" government standards. Co-chairman Herb Kohl (D-Wis.) said the media have additional responsibilities above the profit motive, and wondered what the entertainment industry would be willing to do to address the issue of TV violence so government would not have to step in.

Senator Levin lamented that violent promotional spots are often "tucked into" non-violent family programming during children's viewing hours. He suggested that violent promotional materials inserted during otherwise



Jack Valenti defends entertainment industry at Hill hearing on TV violence.

non-violent programming defeat parents' attempts to select appropriate programs for their children. Senator Levin said television stations, networks and the FCC should voluntarily maintain copies of promotional materials for 30 days so that concerned citizens could obtain copies of objectionable promos to file complaints with the FCC. Absent voluntary action, the senator concluded government should require such action and assure that copies of objectionable material be made available to the public at a "reasonable fee."

Calling the May sweeps "a semi-annual carnival of murder and mayhem on the airwaves," Schumer nevertheless admitted the networks were perhaps an "easy target" and said there should be an "across the board" approach for the entire entertainment industry. Referring to TV violence as a "public health crisis," Schumer suggested the formation of a presidential commission, composed of the surgeon general, the attorney general, the television and advertising industries and parents, to help identify "other

possible solutions to the problem."

Although Simon weighed in against a commission, the semantics of television violence as a "public health crisis" were not lost on industry representatives.

In an attempt to bolster its track record on responding to other social concerns, Paramount's McCluggage pointed to previous efforts in the entertainment industry to "reduce the incidence of cigarette smoking in movies and in television" and to "deglamorize the use of drugs and alcohol."

In his prepared statement, MPA President Jack Valenti agreed "there is some gratuitous violence on television" and that "gratuitous violence on TV, wherever it is to be found, has to be confronted." But Valenti was not about to have the entertainment industry take responsibility for real-life violence. "The great bulk of this human folly occurred when television didn't exist. Like an inhospitable toxin, it endures today."

When asked if he agreed with Terry Rakolta, director of Americans for Responsible Television, that there exists a "grassroots movement" in the country that opposes television violence, Valenti said, "I think people are frustrated about crime, and this is one way to deal with it."

Valenti argued that the entertainment industry, in its multifaceted assemblage of talents representing a variety of interests, should be allowed to work within its own ranks to address the issue. Valenti's bottom line: "We're going to give it our best shot." ■

Task force on TV violence formed

Petitions sent to industry asking for reduction in violent programing

**By Christopher Lee Philips,
special correspondent**

Senator Kent Conrad (D-N.D.) and representatives of at least 16 national organizations of parents, teachers, law enforcement officials, child advocacy groups and others held a news conference on Capitol Hill last week to christen the Citizens Task Force on TV Violence.

In his opening statement, Senator Conrad called the May sweeps period "one of the bloodiest months in TV history." His message and the message of the task force to the television industry: "Enough is enough. There's too much violence on television—and it's hurting our kids."

It was also clear that there was an

"or else" attached to that message. Citing the Dec. 1 expiration of TV executives' "narrow window of opportunity" for self-regulation, Conrad believes the task force and its petition drive will send another important signal: "This is the last, best chance for the industry to act on its own. If the industry does not act, it's clear that public sentiment and congressional sentiment is going to take stronger measures."

Task force members include the American Medical Association, Americans for Responsible Television, the National PTA, the American Council of Churches and the National Coalition on Television Violence. In an effort to influence television executives, some members will participate

in a petition drive to collect signatures from parents, teachers and concerned citizens across the nation. The petitions will be presented to TV industry executives at their Aug. 2 national meeting in Los Angeles.

The petition, which is addressed to network and cable chief executive officers, the Motion Picture Association of America, the National Association of Broadcasters and the chairman of the FCC, states that, under current standards of television violence, "the average child will watch 8,000 murders and 100,000 acts of violence on TV before finishing elementary school, and by the age of 18, that same teenager will have witnessed 200,000 acts of violence on TV, including 40,000 murders."

The cable industry went to work rebuilding goodwill in Washington by treating a group of senators, congressmen and FCC officials at its San Francisco convention last week to a Sunday evening bay cruise aboard a privately chartered 100-foot yacht, followed by dinner in Marin County.

With the NCTA board as host, the group (about 130) sailed aboard the *California Spirit*, then docked at Tiburon and dined at the exclusive Corinthian Yacht Club.

Before the excursion, at a four-hour presentation at the Moscone Center, the NCTA did its best to convince the policymakers that cable is well on its way toward building the "information superhighway" Washington says it wants. Among those attending were House Telecommunications Subcommittee members Billy Tauzin (D-La.), Mike Oxley (R-Ohio), Dan Schaefer (R-Colo.) and Jack Fields (R-Tex.), the ranking Republican on the subcommittee, and Senate Commerce Committee members Ted Stevens (R-Alaska), Bob Packwood (R-Ore.), Larry Pressler (R-S.D.), Chuck Robb (D-Va.) and Conrad Burns (R-Mont.). In all, about 20 members of Congress turned out for the convention.

The Sunday superhighway presentation was closed to reporters, but it was repeated throughout the convention in an abbreviated form for the press, state and local officials and others.

At the Tuesday session, Larry Lehman, president of Gillett Lehman, pounded home the message that cable can deliver the superhighway with "small incremental investment." Cable promises "the fastest, most cost-effective way this country can have a broadband interac-

tive network," he said.

Implicit in his introductory talk was that cable was better positioned to do the job than the telephone industry, which has been holding itself out as the prime operator of the superhighway. With the Clinton administration taking the lead, Washington has just begun the debate on what role the two industries will have in the telecommunications future.

There is a powerful convergence of computer, fiber and digital technology, Lehman said, and "cable is right in the center of the convergence." The session featured demonstrations of Discovery Communications' Your Choice TV and Telecommunications Inc.'s multimedia information service for the classroom,

plus a presentation by Viacom on multimedia programing.

Recent speculation about the future of NCTA President James Mooney has led to at least one public and one private

endorsement. FCC Chairman James Quello told cable operators during a speech at the association's convention in San Francisco last week not to "blame" the NCTA or any "one person" for passage of the 1992 Cable Act. Where to point the finger? "The industry has caused this, not the association," he said. Later, Commissioner Ervin Duggan said he was somewhat perplexed by the Mooney talk. "It would be a kind of shooting of the messenger," he said. Duggan said he has a strong working relationship with Mooney. "He's a shrewd and effective advocate. He possesses an operating intelligence very obvious to the naked eye," Duggan said. ■



Edited By Harry A. Jessell



ARNOLD ZANN

Ameritech's telco-cable exchange

Legislation introduced last week that would substantially dismantle the barriers between the telcos and cable TV looks familiar. It draws inspiration from a proposal advanced several months ago by regional telephone company Ameritech, which said it would give up its local telephone monopoly in exchange for being allowed entry into television and certain other businesses. In his first at-length interview on the subject, Ameritech Chairman William Weiss (r), along with Ameritech's vice chairman, Richard Brown (l), talks to BROADCASTING & CABLE's Geoffrey Foisie about the proposal. He also comments about what his competitors are up to.

US West recently bought a stake in Time Warner. Time Warner has just over a million cable subscribers in the five states you serve and they are talking about providing telephone-type and other services you might like to get into or are already in.

Weiss: It's going to happen and it's an important issue. It's absolutely going to happen. Their dominant serving areas are Columbus, Ohio, and Milwaukee. They're going to take the network that Time Warner has now and do whatever they need to do to upgrade it and build it and become very competitive in some very focused ways—like special access connections [dedicated high-volume lines used by

large business for point-to-point communications] between the MCI's and AT&T's and the customer—and they will develop bypass strategies, and that's where US West skill will help Time Warner.

What they have to contend with, though, is us, who are in the same market and who believe we can be price competitive and quality competitive. The change in the industry really is that any time you have a monopoly and it becomes a non-monopoly, you're going to lose market share. In Chicago today we have only about 60% of the special access market. Teleport's there, the phone fiber

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structures are there. So that isn't a new phenomenon to us, and all Time Warner and US West are going to do is make it more of the same. They will, though, press forward in this whole issue of interactivity; they'll try to go from entertainment to telephone, and we'll probably go from telephone to entertainment.

Is the US West-Time Warner deal a good one? I think it's very good for Time Warner; in 10 or 20 years we'll know whether it's good for US West. That's probably because of the size of the investment; \$2.5 billion is a big investment. It seems to me that it only really becomes important to US West when they can do the same in US West territory.

When they can come into a major city like Columbus, Ohio, and do everything that the local telephone company can't, it doesn't make sense anymore. Time Warner has a pretty complete network, too; they're building switches to drop right into that network. So they'll have a second monopoly. The only thing is that at the moment it's a monopoly for program delivery rather than telephone delivery, and as US West upgrades that, you really have a full-service network there competing with a limited network, if the rules don't change.

I think the first major hand grenade that Congress felt clearly was when Southwestern Bell bought the cable companies right next to Washington, and all of a sudden they began to understand that this game really is changing.

Is the Southwestern Bell cable system buy a positive thing?

Weiss: It's what I would expect is going to happen. Southwestern has a priority of some cable company ownership; we see less value in that than they do, but that's beside the point. I mean, I'm not quarreling with their judgment; they may be right and we may be wrong. You're going to see more of the Time Warner-US West ventures.

Your revenues are roughly half those of the entire U.S. cable industry in 1992. They had something in the low \$20 billion range and you were about \$12 billion. So despite the unfairness of their being able to get into your business and your not being able to get into theirs, is there some concern about a company your size and whatever advantages accrue to that size?

Weiss: That's certainly one of the arguments that is used constantly, but it's not a very legitimate argument because you have some basic public-interest questions at stake here, too. What a cable company will do at this point is come into a community and take the service areas they can identify, where there are high margins that can be done efficiently by them, but they have no obligation for ubiquity; they have no obligation for universal service responsibilities. If this government at the federal or state level wants to be certain that we still maintain the capability of high-quality communication service for nearly 100% of the households in the country, they better think about what they're doing if they permit one company to seriously skim the cream from another company. What implication that has to the basic universality of communications capability in a given community or state is a serious question. If you want to keep us limited for too long and not be competitive when the competition has full-service capability, you're going to weaken the very fundamental that creates the basis for universal service capability, and I think we just need to be very careful about that. I think Congress will be careful and thoughtful about that. Commissioners at the FCC don't treat these issues lightly either.

So what you get down to is not that we're \$12 billion in

revenue or whatever it is. Time Warner's no small company; now they're tied up with a company that also has \$10 or \$12 billion in revenue.

One of the things I think the cable companies are going to have to do—they would deny this, I'm sure, and get a little offended and I don't mean to offend them—to get into these other value-added services is to substantially improve the quality level and reliability level of what they do. I have cable service in three areas of the country, and I've got to tell you—it is not what I expect from them. It is getting better, but it's going to have to get a lot better for them to be competitive.

Do you see building a real video business just using the video dialtone you have obtained from the MFJ?

Weiss: I think it's very possible. One thing that nobody has really worked out yet is what the customer really wants. And that is: I don't want to wait until 8 to see the movie I want to see. Interactivity suggests that 500 channels aren't as important to me if I have to go by their time schedule. What I want is a channel that brings me any movie I want to see at 3 this afternoon while I have time to watch it, rather than 8 tonight when I'm out. Video dialtone, which means interactive program dialtone, where you can call up whatever you want—a library, a movie, a friend, a business or anything else—gives consumers what they want on their terms. And the 500-channel complement that we're talking about today is still on the terms of the programmer, not the user. That Gordian knot's going to be broken somehow by these technologies.

You have roughly 11 million consumer lines right now; how many years would it be before, say, 1 million of those con-

Ameritech's quid pro quo

Ameritech's proposal, the "Advanced Universal Access Plan," calls for opening up the company's lines and switching capabilities to those who want to compete against it in the local telephone business. In return, the regional telephone company serving five midwestern states has asked to be allowed into other businesses, including cable television, long-distance service and manufacturing.

Specifically, Ameritech's March 1 filing with the FCC requests that the commission waive various regulations that prevent the company from unbundling pricing of its local service. Unbundling, said the company, would permit others to use pieces of the network, rather than having to pay for the entire service. Ameritech also asks the FCC to make a declaratory ruling saying that its proposed long-distance activity is in the public interest and that the plan's safeguards address the issues of cross-subsidization and discrimination. Ameritech said it also intends to approach the Justice Department and Congress in order to get the cable TV crossownership prohibition and the inter-exchange (long distance) prohibition eliminated. Reply comments to the waiver request were to have been filed by last Friday.

—GF

sumers could order movies through you?

Weiss: I would think in the next 3-5 years that could happen if things keep developing as they are and the rules keep getting leveled out.

Let's assume you get the waivers and we're three or four years out. What is Ameritech's role in the TV and telephone businesses going to be?

Weiss: It is a basic ubiquitous network of networks. We've used that description many times in saying what we think the future is. It's not just our old monopoly wire-based network. It's much more than that. It's wire-based; it's wireless, all serving various customer needs, but interconnected in such a way that it's kind of a unified system. We say: "Yes, we'll continue to provide that kind of core telecommunications information service. But beyond that, we will take our network and we will unbundle it into the units that others can use so if somebody needs to use our switching capacity, rather than build their own switch, they'll be able to do that. If they want to use our transmission capability, they'll be able to do that."

What will be carried over that network? Everything from voice to full-motion video, and it will move to HDTV—that's just a given. It will move more toward customer choice and what they receive and use.

"What will be carried over that network? Everything from voice to full-motion video, and it will move to HDTV—that's just a given."

Will you and cable be competing in each market to provide the pipeline or will it be a monopoly, with everyone being served by one system?

Weiss: The short answer is "All of the above." The way technology is moving forward today, it's hard to describe monopoly anymore. Who has control over technology, even distribution systems? People have fiber networks at least moving close to the customer; compression technology is making copper capable of carrying, with the latest version, probably HDTV. Telephone companies and cable companies will come together eventually when Congress gets out of the way...and that will happen, so it well may be that somebody will provide part of the loop and somebody will provide the remainder of the loop. A good example would be: We might provide backbone service in fiber and the cable company would use the coaxial route they have today that goes from their end to the customer. Programing will come from all sources, not only cable companies, but other providers that will commonly work on interactivity.

I think the best way to answer the question is to start from the customer's end and look back to who is the provider. What customers want is a broad range of services, and they want it done conveniently. If you go to the low end of the market, where people are principally interested in security service, you're not going to find a great deal of interest there. You go to the high end—which may be as much as the upper 40% of residential homes in this country—you're going to find them wanting every possible device and capability that information services can provide.

In cities like Chicago you're going to find a lot of players. There may be room for two networks, although that still says to me that it's going to be more expensive for the customer in the long term than if people come together

in joint and multiple ventures that maximize the efficiency of the network for the user.

What we're trying to do with our network is make it available to others who want to put together systems for customers. Our fundamental belief is that if we do that it won't be giveaway; we will unbundle our network on the basis of its cost—plus a margin that's sensible for this business—and then the user can use it to his or her advantage in whatever venture they're doing.

Let us say that one of the new channels being introduced is the Food Channel, which is being introduced by the Providence Journal Company. How does a representative of the Food Channel get onto this system. Do they share their ownership with somebody? How do they get the video out to the home, and whom are they paying?

Weiss: That will happen with legitimately structured partnerships whereby the question of ownership will simply be decided on a financial basis. Do they need help? Are they overleveraged? Is it a very good product that has a good market future and therefore somebody's willing to invest in it? One of the things the newspapers worry about us is that we want to own program content. That's not a proper description of what we want to own. What we want to do is put the whole pie together, put the margins together and

have everybody share equally based on their input to that profit development. But if the players come together, if you have program content—which is a high-margin part of the business—come together with others, and they expect to get a disproportionate return from their investment compared to the other players, the other players aren't going to be very interested in the deal.

Brown: I would just add that we're a gateway, but there's so much content to put over a network and we want to have a capability that invites this kind of channel to say: I want to go over the Ameritech network in its five states or wherever else it is. And how do we get content providers to partner with us and make their content available to our network and capabilities to customers by offering the best capabilities? We bill for them. We collect for them. We have a reach in our network that's the best. We have a reliability in what we do that's tops. There are a lot of vertical things we are good at doing.

Back to the Food Channel. The contract that they sign: is it likely to be with Ameritech, or could it be a contract with another company that is packaging some video signals?

Weiss: It could be one of two or three alternatives, I would think. It could be a video packaging company that's putting together multi-signal capabilities like Macy's new home shopping announcement and, if you will, their own food channel. It could be somebody who's packaging those so that they're useful to a cable system or to a program distribution system. Another way might be that they would sign a contract with a company that, in effect, is a joint venture of several players of which Ameritech might be one. If it's a call-in program or it's very limited to what we do, it might be a contract with us, but generally it would be

“[T]he more Congress gets out of saying what ought to happen and lets the industry develop, the quicker it will develop and the more productively it will develop.”

a much broader-based consortium.

Have you met with the heads of any of the movie studios?

Weiss: Yes, we've met with the heads of most of the cable companies and many of the major studio people. Everybody's trying to sort out how you come together, what you do, what makes sense in this country to your shareholders and mine, to your employees and my employees, and there's constant dialogue developing and it's ramping up in its intensity because now that some of these major moves have been made it's kind of like AT&T and MCI—every time AT&T makes some major announcement, MCI is either right behind it, or vice versa.

Do you need to get the waivers and/or legislation that you want before you get joint ventures?

Weiss: No, not necessarily. Joint ventures are a little more constrained without them. I think the beauty of the US West-Time Warner deal was that Time Warner had very little business in US West territories. So, for the moment, they come together with little friction or realignment of the business. It would have been much more difficult here with the present rules of the game and it would have been harder for Nynex or Bell Atlantic or some of the others to do that, but it's interesting that the political rules seldom stop things from happening. Pretty soon the rules get overwhelmed and Congress has the sense to change them; that's been the way things have developed in this country.

Weiss: One industry that I think is running the risk of getting left out is the newspaper industry. They're trying to fight all the entrants. They don't want the telephone companies in program ownership and transmission; they don't want the cable companies to do this. The fact of the matter is if they keep fighting a defensive action they're going to get blown out of the water.

One element of this equation is over-the-air TV stations. If you are already connected to 99.9% of the homes and you are providing video, what role do TV stations have?

Weiss: My skill is not in the area of programing and program content. The local TV stations do a lot of things that are very important to the community. As a matter of fact, one of the good things is the Tribune company. What they're doing here in Chicago is a local news network. It seems to me that comes into competition very much with these local TV stations. The local TV station does have a role, but it's going to be a shifting role.

What about their signal, though? Do we need it anymore?

Weiss: Not, maybe, over the air, except there are some people who still don't have access to cable or some people who choose broadcast reception. They don't choose cable as a means of receiving. It's like when somebody just wants a telephone for security reasons, people who are perfectly happy with 3 or 4 or 5 channels, are local here in Chicago and they don't bother with anything else. While they have to get involved in the cable channel distribution, at the same time they probably want to stay viable for those people who

choose to receive them directly. That's going to be an interesting thing to sort out for that part of the industry.

If Congress were to say, "We'll grant you some or all of the relief you request, but we would like you to provide a dozen channels of video free of charge to everyone in your service area," what would you say?

Weiss: Well, if that's the condition, we'd do it. But the fact of the matter is the more Congress gets out of saying what ought to happen and lets the industry develop, the quicker it will develop and the more productively it will develop.

Brown: I would add that what's important to consider is that if that's one of the conditions, how does it impact the equality of the enterprise system? Our basic thrust is that if that's what some governing body has to impose on a competitor, fine. But all those in the marketplace ought to be sharing that burden or that restriction or that limitation so that the competition remains equal and fair.

How optimistic are you really about getting your policy agenda done by 1996?

Weiss: I think there's a good chance we can get a great part of it done. It isn't something that necessarily is a question of all this; there are various levels of this that can be moved into the policy, and there's a good chance we can get it done. I tell you this—I've been with this industry for 42 years and I've never felt better about the business. That's not just for publication, that's how I feel about it.

Brown: I would concur that we have a good chance. The public is understanding, and policymakers see that what we've painted as a vision of the future is inevitable. All our plan has done is architect an accelerated pace for the inevitable.

Richard, you recently visited the White House. The administration has been hinting that they may play an active role in funding their own version of the information superhighway; I assume you're trying to talk them out of that?

Brown: That was one of the issues we discussed; it's an important issue. I don't think there is the kind of disagreement about that issue that was first thought to exist. If it did exist, it doesn't exist today. I think the administration clearly sees that their appropriate role is to incent the private sector for investments in the information highway infrastructure, to provide through regulatory and public policy change the ways and the means to bring to America these kinds of benefits and to not try to build it themselves or run it themselves. I think that's the proper course; business runs a business best, not government.

The events you see unfolding—Time Warner, US West—are just proof that the private sector is going to be doing this very thing. We don't need to spend taxpayer dollars when investors are willing to make investments. And they'll make them as long as there's a reasonable opportunity for them to have a return on the investment commensurate with the risk. And there is risk. Sure it's the hottest industry in the country right now, but that's why there are so many players. There is no sure bet anymore. ■

Advertising & Marketing

MasterCard goes global for 1994 World Cup

By Jim Cooper

Capitalizing on the international fervor associated with the World Cup soccer matches (BROADCASTING & CABLE, June 7), MasterCard is reaching around the globe with an ad campaign that's part of a \$75 million 1994 World Cup sponsorship.

Using television, radio and print ads, MasterCard has launched a campaign that its members from six regions around the world can tailor to their audiences. Already, members in at least eight countries have ordered



Soccer superstar Pele kicks off MasterCard ad campaign.

the spots, which were made available in May.

The television ads will feature soccer legend Pele. The spots will also feature Leonard Bernstein's "America" from the musical "West Side Story"—the first time his music has been used in advertising.

Karen Isaksen-Taylor, vice president of global advertising and communications, said MasterCard created the television ad for its members who, will "tweak" the spot with local-language voice-overs, member tags and perhaps cut-ins of national soccer teams in action.

Rosen new NTA president/CEO

Marcella Rosen, executive vice president and managing director for media services at Ayer Inc. in New York, was named president/CEO of the Network Television Association last week. She will assume the post on June 21, succeeding Peter Chrisanthopoulos, who resigned in March to become executive vice president of research, marketing and promotion at ABC.

Rosen joined Ayer Inc. in 1977 as an associate in the marketing services group. In 1988 she was also named to the company's corporate board.

Before joining Ayer, Rosen was president of Trager-Rosen Inc. and held marketing and account management positions at Doyle Dane Bernbach and Cunningham and Walsh.

Rosen has served as vice chair of the Audit Bureau of Circulation and governor of the International Radio and Television Society and was a director of the Advertising Research Foundation. She has also been a

member of the American Association of Advertising Agencies Media Policy Committee and Media Director's Council.

"In Marcella, we've found the perfect combination of industry knowledge and marketing skill, which will have instant credibility with our key constituency, our clients," said NTA executive committee member Peter Lund, executive vice president, CBS/Broadcast Group. NTA's executive committee also includes Mark Mandala, president of the ABC Television Network, and Pier Mapes, president of the NBC Television Network.

ABC, CBS and NBC formed NTA in April 1990. The New York-based organization is charged with working with agencies and advertisers to enhance awareness of the strength of network television.

—JC



"There is some latitude with the ads," said Isaksen-Taylor, who added that the integrity of the ads and of Bernstein's music will be preserved.

The radio campaign, which will also feature Bernstein's music, will be handled in a similar fashion.

Isaksen-Taylor said she did not know specific media buys, but the proposed flight dates—El Salvador, August '93; Peru, June '93; Cyprus,

January '94, and Trinidad and Tobago, June '93—have been established by members. MasterCard members in Ecuador, Argentina, Greece and Bahrain also have ordered the ads.

"They don't order them if they're not going to use them," she said, adding that she had already seen storyboards for the Bahrain spot.

Isaksen-Taylor said MasterCard is in the process of exploring the interna-

tional cable market but could not give details about which networks or countries were being considered.

Arnie Semskey, executive VP of media and programing services, BBDO Worldwide, said the advent of global media outlets such as CNN and MTV has created a synergy with global events like the World Cup and the Super Bowl, and he expects to see more global campaigns in the future. ■

Agency report finds aging radio audience

Industry executives dispute results, say medium holds on to young listeners

By Jim Cooper

Radio, in both listenership and formats, is moving with the baby boom generation, according to the results of a study published by New York-based agency DMB&B.

Compared with six years ago, the study said, teens and young adults are less represented in radio audiences and are seeking alternatives to satisfy their listening needs.

However, some radio executives respond that radio is still holding the attention of young audiences and has not been eclipsed by the alternatives of broadcast, cable and print outlets.

Published in a DMB&B newsletter, the study found the adult-oriented formats of country and oldies have been picked up by more stations and have drawn more advertising dollars.

Youth-oriented formats, Top-40 and urban contemporary radio have aged more slowly than listeners, have been dropped by more stations and have taken in fewer ad dollars as a result.

DMB&B's 1992 study of listeners found the radio audience more middle-aged than the general population.

The study found the radio audience had 19% fewer persons 12-24 than the population at large; 10% more persons 25-54, and 14% fewer persons 55-plus. That compares with 1986 results that found the radio audience was made up of 4% more listeners 12-24, 3% more persons 25-54 and 10% fewer listeners 55-plus.

Some radio executives disagreed with both the study and its implications. "It's a revenue situation, not a ratings situation," said Judy Ellis, vice president and general manager of Hot 97 WQHT(FM) New York.

Ellis disputed DMB&B's findings, saying that alternatives such as MTV are not drawing young people away from radio. She pointed to the fact that the four contemporary stations in New

Radio audience vs. general population

1986 radio audience had...

4% more persons 12-24
3% more persons 25-54
10% fewer persons 55+

and 1992 radio audience had...

10% fewer persons 12-24
10% more persons 25-54
14% fewer persons 55+

...than the population at large.

Source: DMB&B Media Insights May/June 1993.

York have the same share in 1993 as they had in 1989 and that MTV's ratings are not growing.

Marla Pimer, executive vice president of the research division of the Interep Radio Store, said research conducted in 1991 by Arbitron found that 9% of the 12-plus population listening to radio was being "super-served" by 14% of the contemporary hit radio stations in 261 markets.

"I'm seeing young audience certainly finding satisfaction with radio," said Pimer. "Radio still attracts more young adults than MTV."

But at least one radio executive found some truth in the DMB&B study. Gerry Boehme, senior vice president, director of research, Katz Radio Group, said younger listeners have not left radio but are not hearing enough on the medium, which is now concentrating on the prime adult demographic 25-54.

"Radio has stopped programing to teens to some extent, and they have begun to look for alternatives," he said. ■

Coen predicts scales back ad growth prediction

Advertising industry forecaster Robert J. Coen said domestic ad spending should grow at a rate of 6.1% this year, scaling back a previous 6.9% estimate made in December last year.

Coen, who follows spending trends for McCann-Erickson Worldwide, said slower-than-expected growth in spending by national advertisers on network television and by local advertisers on newspaper classifieds were partial causes for the revision.

Coen's latest forecast has domestic ad spending rising to \$139.3 billion this year. Spending by national advertisers will increase 5.8% with spending by local advertisers also rising 6.5%.

In his previous 1993 estimate, Coen had pegged the national increase at 6.6%, and the local increase at 7.2%. —JC

Irreverent ad campaign for Comedy Central

By Jim Cooper

Comedy Central last week launched a trade and consumer advertising campaign that touts the network's irreverent handling of everything in its comedic sights.

Tagged "Nothing Is Sacred," the campaign was introduced at the start of last week's cable convention in San Francisco.

"We believe that 'Nothing Is Sacred' effectively reflects both the attitude of our network and the topical comedy commentary approach to much of our new slate of summer programming," said Arthur Bell, senior vice president, marketing, Comedy Central.

Bell declined to say how much the campaign cost but did say national cable outlets will be the first to carry the ads, around July 1, and that top 20 television and radio markets will follow.

The network's demographic core is 25-34, but Bell said the ads were sold

18-49 with a focus on the younger end of the age range.

The campaign will include promotion of new Comedy Central programming as part of "Comedy Central's New Fall Season ...in July," a seven-series original programming schedule that begins on July 17.



NOTHING IS SACRED.

The campaign will feature an extensive run of cross-channel promotional spots on MTV Network's MTV, VH1 and Nick at Night.

The promotion will also feature ads on major-market radio, local cable and

spot television.

"Our awareness is low," said Bell, who added that the campaign will "crystalize" the network with devoted viewers while making an effort to break through to potential viewers who would enjoy the network's programming.

Bell said this will be accomplished with the "impactful line" of the "Nothing Is Sacred" campaign.

"It's a little bit edgy and a little bit pushy, and that's what we want," he said.

The network has also launched a "Local Advertising Commercial Enhancement" program that will grant cable affiliates access to portions of the network's library of comedic footage for use in local commercials. ■

Telcos spread the word via TV spots

By Jim Cooper

The United States Telephone Association is testing an ad campaign on Washington's three network affiliates before the association's 1,100 members roll it out in their local markets.

In the first industrywide effort to promote telephone's technological breakthroughs via television and print ads, the campaign, consisting of five 30-second spots, stresses the importance of the telecommunications industry.

Association members will "localize" the ads (which feature film, television and theater artist Jane Alexander) by adding their own tag line, said Kim List, USTA spokesperson; otherwise, the ads will be the same as those that began airing in Washington last week and will run through July 1.

The campaign is part of an ongoing effort by local telephone companies to

increase public awareness of the various services they offer and to demonstrate how emerging technologies offered by those companies can enhance everyday life. Those benefits will be expanded upon in two corresponding television ads: "Quality of Life" and "Health Care." The health-care portion of the campaign demonstrates how doctors can use multimedia conferenc-

ing services combining voice, image and text. The quality-of-life segments highlight educational and consumer applications, including distance learning and videotex services.

Getting the attention of politicians is also an important part of the campaign and explains why it was launched in Washington. "We want to make sure that lawmakers and regulators see it [the campaign] so they understand that the Bell companies and the local exchange companies are linked to the future," said Bill McCloskey, manager of media relations, BellSouth.

McCloskey said the telephone industry will continue to be an important player in communications and that a cooperative effort with the public and the government will make the future changes in the industry possible.

Further ads are expected to be rolled out as USTA's educational effort continues. ■



USTA campaign promotes variety of services offered by local phone companies

Technology

For some, interactive future is now

Electronic program guides, commercial services and games dominate the early going

By Sean Scully

Although the debut of full-scale interactivity may be years down the road, a few companies are seeking to bring what interactivity capacity there is now into American homes today.

Three main types of interactivity were displayed on the exhibit floor at the NCTA show in San Francisco last week: systems focusing on electronic program guides to help viewers navigate the maze of channels available on cable systems; systems designed to offer information or commercial opportunities to the viewer, and—the smallest segment of the three—games.

Among the pure electronic program guide services, the most visible was StarSight. Using the vertical blanking interval from existing TV signals, StarSight broadcasts channel and program identifications, time and detailed descriptions of programs up to a week in advance. Another StarSight feature is automatic taping: using an "IR blaster," which operates like a universal remote control, StarSight orders the VCR, TV and cable box to turn on and tune to the correct channel at the correct time.

StarSight has some powerful backers, including General Instrument's Jerrold division and Zenith. Both companies plan to begin including the StarSight hardware in their equipment by the end of this year. Standalone units for subscribers who do not have access to StarSight through their cable or TV equipment will be available early next year.

StarSight signals are already running on KQED-TV, a public television station in San Francisco. Regular StarSight service will be available in nearby Castro Valley, Calif., later this year.

Many systems on display in San

Francisco, including TV Answer, Trakker and Interactive Network, were designed to offer information and services beyond electronic program guides.

TV Answer plans to use an RF transmitter to send interactive signals to and from a set-top terminal. Data could also be sent to the home through a cable line, preserving the RF signal for the data stream coming from the home.

The terminal, manufactured by Hewlett Packard, includes a program guide offering program descriptions up to a day ahead. It also offers financial services, such as automatic bill paying; direct purchasing, such as ordering a pizza; catalogue ordering; instant public-opinion polling, and some basic games.

Using a menu driven by a combination of icons and text, the machine guides the viewer through various choices. When the customer takes an action, such as ordering a pizza or answering a poll question posed on the local news, the terminal sends a radio signal to a local receiver, which in turn sends a signal via satellite to a central office in Reston, Va. The central office processes the subscriber's request or response.

Deals could be made with local outlets as well. A one-outlet pizza store, for example, could be included in a local TV Answer offering alongside national giants such as Domino's. Local television stations could set up instant-response viewer polls.

TV Answer is set to debut sometime this fall. Since RF signals are regulat-

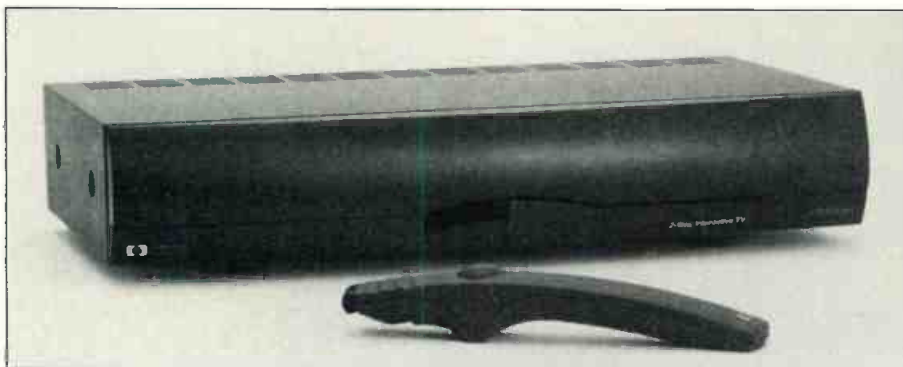
But is it interactive?

It's obvious that video games are inherently interactive, right? Not in the world of interactive television.

The recently announced Sega Channel would almost seem to demand a high level of interactivity. But, in fact, what it does is surprisingly simple, and yet is completely non-interactive.

When you tune to the Sega Channel, you are given a choice of games to play. You pick, the computer asks you to wait while the game loads, then you play. Apparently, you have called the cable headend, placed the order and they sent you the game. But that's not what happened at all.

There is no up-stream of data for the Sega Channel. It sends only one way, just like an old-fashioned cable channel. At the cable headend is a personal computer that contains all the data for all the games being offered that day. The PC continually transmits that data down the game channel. When you order a game, you are not ordering the game from the headend, you're telling your home Sega machine to wait until the appropriate data comes down the channel again and to load it up. Every few seconds, the same data comes down again, so you never have to wait long. This gives the illusion of video games on-demand. Once the data is loaded in your home unit, it stays there as long as you play it. You are interacting with your television set, but through your video game terminal rather than through some exotic link to a central location. The Sega Channel, therefore, is really non-interactive interactive television. —SS



TV Answer's RF transmitter-equipped set-top terminal

ed by the FCC, the system must wait for federal licenses to begin operation. The company is working on deals to include its terminal equipment in future cable converter boxes, saving the subscriber from adding an extra set-top box.

Trakker Interactive Services is looking to offer customers services based more on current news and sports. Trakker's program guide gives a schedule just several hours ahead; the company explains the limited scope by saying subscribers tend to care more about what's on now or in an hour than what's on in a week.

More central to Trakker, though, is capsule information such as current sports scores, league standings and news bites. An editorial staff in the central office in Tulsa, Okla., monitors current news and sports and updates the information regularly. Information is fed through a cable system to a box about the size and shape of a video game cartridge.

At the San Francisco show, Trakker announced deals with two companies

that will allow it to offer subscribers information about and discounts at local restaurants and other businesses. The Trakker box includes a "smart card," an electronic card that can be removed by the subscriber and presented to a participating merchant.

Trakker's program guide and sports service are now in place in several parts of the country.

Also focusing on sports-related information is California-based Interactive Network. IN uses a control box about the size of a transistor radio to give access to sports scores, stats and team standings. It also offers public-opinion polling and access to educational programing. While many systems offer games of some sort, IN uses them as a primary selling point. It touts two activities in particular: predicting the next play of a game or predicting a judge's scoring.

IN is owned by a number of powerful players in the TV world, including TCI, NBC, Gannett, Cablevision Systems and A.C. Nielsen.

Dallas-based IT Network claims to

be the first true interactive service. The IT Network already offers a variety of telephone-based interactive information and shopping services. At the NCTA show, it demonstrated its interactive interests with the Interactive Channel.

IC uses a set-top box to deliver full-color multimedia services, including movie previews and a system by which parents can hear messages from their children's teachers. Right now, said Executive Vice President John Reed, the unit delivers only still pictures with audio. The idea is to provide the highest-quality, and most attractive, multimedia images possible. Eventually, as compression and fiber become more common, the IC system can be upgraded to full-motion video. When that happens, IC hopes to have an established base of customers who are already accustomed to the available services.

Reed said IC is focusing less on interactive shopping than on entertainment, which he said will draw the viewer. A wide variety of free information and services will be offered to keep the consumer's attention.

A third class of interactive systems that are ready for market revolves entirely around games. A small blue box known as Zing, for example, allows viewers to play along with popular game shows such as *Family Feud*. A set-top box follows the game show through data transmitted in the vertical blanking interval. A hand-held remote displays questions for the viewer. The subscriber downloads scores through an automatic telephone connection to a central site, and viewers will be offered prize incentives to participate. The box and remote are expected to cost about \$150. While several networks are experimenting with Zing, the device seems to be a particular favorite of the proposed Game Show channel, which would be able to offer subscribers a chance to step into the shows it broadcasts.

While none of these systems approach the power of the fiber-based interactive networks that some cable companies are contemplating, all have one common feature—their creators are looking at them as beachheads for interactive television. As Reed pointed out, interactive services need to start somewhere. IT Network and the other companies are the bridge between what one business model calls the "innovators" and the "early adopters." ■

Kaleida interfaces with Motorola, S-A

Kaleida Labs has teamed up with Motorola and Scientific-Atlanta to develop open-architecture hardware and software for future interactive and multimedia services, including shopping, information, education and entertainment for both single and multiple users.

California-based Kaleida is a joint venture of Apple Computer and IBM. It will offer ScriptX, a multimedia language and specification set, as part of a package with Scientific-Atlanta terminal and network hardware and Motorola microprocessors. ScriptX remains under development, according to the lab. When the lab announced development of the language last fall, several software creators agreed to support it.

The alliance between Kaleida, Scientific-Atlanta and Motorola follows by a week the announcement that Time Warner and TCI will collaborate to create specifications for fiber-based cable systems so that future systems can interconnect. Interactivity is expected to be a major feature of fiber-based cable networks.

—SS

Cable converters entering new era

S-A, Jerrold and Zenith introduce newest generation of computer-aided boxes

By Sean Scully

The simple cable box sitting on your television set is about to change forever.

At the NCTA show in San Francisco last week, Scientific-Atlanta, Jerrold and Zenith—the big three of the cable converter world—showed the next generation of boxes, all of which include tremendous computer power.

Probably the highest profile of the new boxes belongs to Jerrold DigiCable.

The DigiCable box will include an Intel 386 microprocessor optimized for cable operations, said Jerrold President Hal Krisbergh. The tremendous power of the Intel chip will allow service providers to develop software for the box. At the Jerrold booth, other companies demonstrated applications that can be programmed into the box. Computer network Prodigy, for example, demonstrated an interactive network based on its popular personal computer network. Electronic program guide service StarSight demonstrated how its service can be loaded into the box.

"We haven't figured out, and we don't want to figure out, what those killer applications are" for this kind of cable box, Krisbergh said. Jerrold is instead offering an open platform that other, more expert, companies may use.

The DigiCable box includes a security slot into which a smart-card-like module can be inserted to change the security codes to help protect the integrity of the encryption system.

The box comes in two configurations: analog and digital. The analog box will cost about \$125 and the digital—or, as Krisbergh called it, "the all singing, all dancing" box—will cost about \$200. The analog box will work on simpler functions of digital cable systems, so an operator will not have to replace his entire stock of converters if he upgrades to digital.

Scientific-Atlanta's 8600X looks much more like a traditional converter but—like the Jerrold box—includes a microprocessor, so a cable operator can add features and customize.

The 8600X includes a built-in electronic program guide, messaging ser-

vices and pay-per-view management systems, all of which may be customized by the cable operator.

The 8600X is easily upgradeable by using modules. For example, an operator can add a VCR Commander to control the subscriber's VCR and a computer data port for connecting to personal computers.

All 8600X boxes are analog, but Scientific-Atlanta says it will build a digital upgrade unit that will include decompression hardware. The digital upgrade will be a platform into which the analog 8600X will be connected.

With so many options available to cable operators, the cost for the box varies, said S-A Director of Corporate Communications Bill Brobst. It will not, however, be more than \$150.

Both Jerrold and Scientific-Atlanta plan to deliver their boxes early next year.

Zenith is taking a slightly different approach. The company says it already has the next generation of cable boxes in the field: 15,000 HT2000 converters, according to the company.

The analog HT2000 has an EPG, messaging and parental control. It includes a computer, to which the cable operator can download new functions and through which the operator can customize existing features.

The difference is that the HT2000 does not make a point of being upgradeable to digital. A company demonstrator at the show pointed out that no cable operator is truly in a position to know what cable systems will look like years from now, so it's difficult to buy into systems like those from Scientific-Atlanta and Jerrold. The next version of the HT2000 will probably include more digital-related features.

Zenith has taken considerable trouble to develop a complete converter box package for cable operators, the company says. The HT2000 includes not only the cable box, but the "Gateway" computer, which is the system manager for the cable operator, making it easier to upgrade and change the system's features. The HT2000 will cost about \$135 per box. ■

TVN offers operators 'easy pay'

Satellite broadcaster TVN is offering cable operators a simple way to get into pay per view.

The company has struck a deal with Electronic Data Systems to provide cable systems with complete, end-to-end PPV service. TVN will offer its existing satellite PPV channels, and EDS will handle the billing and administrative support. All the cable operator has to do, says TVN President Stuart Levin, is provide some open channels.

For the past two years, TVN has offered 10 pay-per-view channels for owners of C-band satellite dishes. TVN already offers cable operators access to those channels under the TheaterVision name. The new service relieves the cable operator of billing and administration tasks.

Many people have speculated about using pay per view, but so far the market is fairly small. Levin said TheaterVision Plus gives cable operators an affordable way to break into pay per view in anticipation of the explosion of digitally compressed cable channels expected within the next few years.

"The whole idea is that, since we have a whole national system, we'd be able to provide cable operators with the opportunity to do movie pay per view today," Levin said.

As with TVN's existing service, TheaterVision Plus subscribers would call a telephone number to order a movie. TVN would pass the order back to the cable system, which would authorize access to the movie through a subscriber's cable box, and EDS would recognize and bill subscribers through their telephone numbers. The subscriber would receive a separate PPV bill at the end of the month, direct from EDS.

—SS

Computers, TV converge at CES

CD-delivered TV programming, cable game networks, computer-controlled television among highlights of Consumer Electronics Show in Chicago

**By Steve Homer,
special correspondent**

Convergence was the name of the game at this year's summer Consumer Electronics Show in Chicago.

With game machines trying to become cable network servers, radio stations perhaps becoming satellite navigation systems, the world's biggest computer company getting into making TV sets and films, and TV properties being delivered on CD's, the boundaries are blurring, and business opportunities are coming thick and fast.

At a crowded CES press conference, 3DO President Trip Hawkins announced that the company was de-

veloping a cable system version of its interactive multimedia technology, which combines compact disc storage capability and computer processing power with TV playback. Although light on detail, Hawkins believes the technology could either work within the cable system to provide on-line games and entertainment or be used in a set-top box. The company said its technology was ideally suited as a front end for a 500-channel system.

The other big news at the show was an announcement by Paramount and Philips of an agreement to release 50 films over the next two years on the competing CD-I interactive CD-driven TV system. Later this year Philips will launch a full-motion video (FMV) cartridge for its CD-I player to allow it to

play video from five-inch discs. The company says approximately 10 Paramount movies should be available when the cartridge is released. Arguments raged at CES about whether CD-I discs using MPEG 1 compression would be playable on 3DO and other MPEG 1-using players.

According to Philips, the discs would not play on the 3DO player unless 3DO decided to employ part of the CD-I specification. According to 3DO, the discs would play if there was no interactivity; however, the company admitted it would have to implement changes to its player. Paramount executives would not be drawn into the fight. "All we are announcing is 50 movies for CD-I," said a senior Paramount source.

The agreement calls for 50 titles to be released in the next two years. Three of the films will be interactive movies created especially for the CD-I multimedia system.

"We are delighted to be the first major studio to be introducing our feature films on the CD-I format," said Eric Doctorow, executive vice president, Paramount Home Video. While many of the titles will be catalogue classics such as "Top Gun," some new titles will be released at the same time as home video. The discs will be exclusively for the sell-through market, and the agreement at present covers just the United States.

Since discs hold only 72 minutes, titles will need to be on multiple discs. This is no limitation for most television properties, however, and Philips is in negotiation with a number of TV rightsholders.

In fact, Philips announced at the show that it has signed an agreement with Capcities/ABC Video Productions for the development of CD-I titles. "We believe that the CD-I technology, coupled with Philips' marketing efforts, will offer greatly enhanced opportunities for ABC's vast catalogue of programs for the new multimedia technologies," said Capcities/ABC Video Productions President Archie Purvis.

While Philips is further along the

Cable's future tied to fiber

The cable industry appears to be pinning its hopes on digital compression, but advances in fiber optic technology could eventually far overshadow compression's achievements.

Although it's not as widely discussed as compression, fiber transmission improvements in just the past three years have made possible a fourfold increase in the number of channels that can be sent down a single fiber, said Vyvx President Del Bothof at last week's NCTA meeting.

AT&T Network Systems technical support staff member Paul Eng agreed that transmission techniques have gotten significantly better. Due to refinements both in lasers, which are used to send light down the fiber cable, and in receivers, AT&T can transmit 2.5 gigabits of data on a single line. Video transmission companies, such as Vyvx, use only 45 megabits per channel.

AT&T uses two different wavelengths of light down the glass fibers, each sending separate information. Although the company is using only the two wavelengths, Eng said, there is no theoretical problem with using more. As technology improves, in fact, it may turn out there is no limit to the amount of information a fiber line can carry using a wide range of wavelengths.

"They know it works; they've done it down in the lab," Eng said. "What they're trying to do is get it practical enough and cheap enough" to use commercially.

Of course, he said, this upward spiral of fiber ability will not make compression unnecessary. "They'll probably be used together," Eng said. "Unless you can appreciate a difference in [the quality of] compressed video, why not compress?"

As a practical matter, though, there is probably a practical upper limit in the amount of compression a video signal can sustain before it becomes unusable, he said. Fiber transmission improvements, on the other hand, are simply a function of technological ability, he said. At some future NCTA show, therefore, the buzz on the exhibit floor may not be about the latest compression equipment, but rather about new and better ways of sending light down a strand of glass.

—SS

Continues on page 92

Cutting Edge

Edited by Sean Scully

Prodigy Services Company,

operator of a popular national on-line computer network, will offer a similar service for interactive television. At the NCTA show in San Francisco last week, Prodigy demonstrated prototype interactive TV services through the new generation of digital set-top decoder boxes from General Instrument's Jerrold division. Prodigy also said it would open its network for third parties to offer services, making the planned network an open conduit into subscribers' homes for providers of goods and services. Prodigy is a joint venture of IBM and Sears.

San Diego-based Tektronix Microelectronics and TV/COM International will cooperate to jointly develop integrated circuits to be used in the compression systems of low-cost digital receivers. The computer chips will be designed to fit in a variety of applications, including DBS and television-receive-only satellite equipment.

Laser Pacific and Philips Interactive Media will cooperate to develop an MPEG compatible compression system for Philips' interactive compact disc player, known as CD-I.



The system will add full-motion digital video to CD-I.

Vyvx Inc. has begun using its fiber optic network, which connects 29 production facilities across the nation, to deliver stock footage, film dailies and captioning. Stock material from The Image Bank is available to clients through the production houses, which belong to the Vyvx First Video network. The Image Bank's library includes more than 2,000 hours of footage and material is added regularly.



IBM is testing the Ultimedia Server/6000 multimedia networking software. The Ultimedia Server is enabling software to allow storage and delivery of multiple streams of video, audio, animation and other multimedia sources. Ultimedia Server now supports only IBM's OS/2 operating system, but the company says it will eventually support Windows, MacIntosh, AIX, and other computer platforms.

Spectradyn and EDS have formed a strategic alliance to use Compression Labs technology to deliver high-quality video- and audio-on-demand information and entertainment to

hotel rooms. The alliance is expected to lead to a 10-year contract. EDS will provide computers, small aperture antennas and CLI decoders and receivers. CLI said EDS has placed a \$17.9 million order for satellite equipment to support the deal. Spectradyn will use the equipment to deliver services to hotels either by fiber optic or Ku-band satellite.

People looking for an easy way to connect various different types of video signals may be able to turn to Otto.

Otto is Folsom Research's broadcast quality video scan converter that can turn almost

any kind of input signal and turn it into NTSC, PAL or VGA outputs. The thing that distinguished

Otto from other similar products, said Manager of Sales and Marketing Development Ed Hart, is that it can take an input, identify its type, and make the necessary conversions automatically. The only thing you have to do it decide which kind of output you want.

The unit really shouldn't be viewed just as a standards converter, Hart said. Rather, it is useful for people trying to use various devices, which use different signal types, to create a better video. Otto, can for example, convert computer signals, VGA, to broadcast-quality NTSC, meaning a producer can feed a signal into a computer, modify it with an animation program, and return it to tape.

Folsom Research, based in Folsom, Cali-

fornia, is offering Otto for \$19,500. Otto was introduced last summer and shipping began in April of this year.



Zenith demonstrated its 16-VSB (vestigial sideband transmission) system at the San Francisco NCTA show. 16 VSB promises to pack two HDTV channels into a single cable channel. Zenith claims 16 VSB provides one-third more data than 64 QAM (quadrature amplitude modulation transmission system, which likewise promises to put two HDTV signals in one channel.

Digital Cable Radio is showing a universal remote control that displays complete song information on an LCD screen. The ID feature on the remote, which is known as The Maestro, works with DCR tuners. The Maestro also works as a universal remote with a variety of consumer electronic products, including TV's, VCR's, and CD players.

PanAmSat has unveiled what it says is the largest multinational commercial use of digital compression with an agreement to carry MTV, NBC Canal de Noticias, Pay-TV, Cinecanal, Fox and

Canada's TV-5 to Latin America on the PAS-1 satellite.



Series orders

Continued from page 48

tion," he said, citing *Murphy Brown*, *Evening Shade*, *Designing Women* and *Major Dad*.

"It's not necessarily a cost-effective thing for anyone," said another production company executive. "I think they're all doing it, but CBS is the champion of it."

NBC has two new series with fewer than 13 episodes ordered: *Against the Grain* from Lorimar (nine episodes) and Paramount's *The Mommies* (12).

All of Fox's fall shows have a minimum of 13 episodes ordered. Fox originally gave Disney's *Sinbad* a sev-

en-episode order but recently upped the number to 13.

Sandy Grushow, president, Fox Entertainment, calls short-ordering new series projects a mistake. "In today's environment it really takes time for an audience to find a show. There's no question in my mind that *Beverly Hills, 90210* and *Melrose Place* would have been canceled if they had a six-episode order. Those short orders would make product much more disposable," he said. "It would make it too easy to cancel shows."

Despite the number of short orders on CBS's schedule, Grushow predicts "the creative community will shy away from those short commitments." Although Fox's new fall shows have

been given full orders, Grushow said economics dictate that some back-up series have been given orders for fewer than 13 episodes. "Back-ups are different from fall shows only because of economics. The economic realities of the business force you to be selective. We'd like to order 13 episodes of everything we believe in."

Not all of ABC's new series could be verified by press time, but most were given full 13-episode orders.

Several years ago the networks adopted new methods in the development stage in an effort to cut costs, including ordering shorter pilot presentations instead of traditional full-length shows and, in some cases, ordering live presentations. ■

International buyers meet in L.A.

Sitcoms for fall among programs in demand at May screenings

By Steve Coe

The explosion of new broadcast outlets worldwide provided for one of the best-attended Los Angeles screenings in recent memory, according to domestic suppliers displaying new and returning series for international buyers.

The meeting, which concluded last Wednesday, is the last meeting for those buyers until Mipcom in October.

In addition to the large contingent of attendees, another encouraging sign for suppliers was the interest of overseas buyers in several sitcoms on the fall schedule. Lisa Gregorian of Warner Bros. International said the company has presold *It Had to Be You*, starring Faye Dunaway and Robert Urich, and *Trouble with Larry*, starring Bronson Pinchot, in 20 markets. Typically, comedies don't sell as well overseas because much of the show depends on dialogue rather than the action found in action dramas. "Those two comedies got a very good response, so that's a good sign for us and the business," said Gregorian.

Bruce Gordon, president, Paramount International, said the company's *Frasier*, the *Cheers* spin-off starring Kelsey Grammer, received heavy attention from buyers. "Comedies are starting to spread their wings overseas," he said.

"We had a lot of good product and

a lot of clients in town, and it's going to turn out to be a very good market," said Gregorian. "We have 16 series commitments on the air for fall, and the competition among buyers was fierce. This is a good indication that the television business worldwide is thriving. Although there are quotas in place in some areas," she said, "there are far many more venues in which to sell."

As is usually the case, action hours attracted the most attention at the meeting. *Lois & Clark*, a modernized look at Superman, and *The Adventures of Brisco County Jr.*, a western, were two Warner Bros. projects that sold

well. Gregorian said each series was sold in approximately 30 markets. Other hours drawing attention were *Viper* and *South of Sunset*, both from Paramount.

Children's programming continues to be in demand, with some territories launching cable channels devoted entirely to the genre. HBO in Latin America, Nickelodeon in the UK and Star TV in Asia are several soon-to-be launched services catering to kids, and RTL 2 in Germany already has a heavy lineup of shows for children.

"The appetite for kids programming has grown, given the proliferation of new outlets," said Stan Golden, president, Saban International. Golden acknowledged that with the increase in broadcast outlets has come increased sensitivity to content in kids programming. "Broadcasters worldwide are being careful in their acquisitions because the pressure is on in most western European countries against violence. Other territories like Singapore and Malaysia were always careful," he said.

Golden says that while there is more concern about content, "most product suitable for U.S. broadcasts is okay to air overseas."

Two of the shows being pushed at the screenings by Saban were *X-Men* and *The Mighty Morphin Powerangers*, the latter a live-action series set to debut this fall on Fox. ■

Errata

In the June 7 listing of new cable channels, information for the International Channel was incorrect. International Channel, headed by President Ray Beindorf, will celebrate its third anniversary on July 3. It provides entertainment, news and information programming in 21 different languages to 4.5 million U.S. households. In addition, ahead of its originally announced 1994 target date, it has already begun to roll out a series of single-language services and mini-pays.

Changes said to be in store at KIRO news

Personnel shakeup rumored at 'out of the box' formatted station following sweeps

By Mike Freeman

Following a disappointing May sweeps for its new "out of the box" news format, Bonneville Corp.'s KIRO-TV Seattle is widely rumored to be making some major personnel changes in an attempt to jumpstart its flagging 5-6 p.m. and 11-11:30 p.m. newscasts. According to a competing station source, NBC News *Today Show* anchor Margaret Larson is rumored to be considering a post. Her husband, Tim, has already been hired. Both efforts are an attempt by KIRO to bolster newsgathering efforts.

Larson's signing follows the apparent resignation of news anchor Susan

Hutchison, who had a 10-year tenure at the CBS affiliate. Although a *Today Show* source confirmed that Larson had resigned from the morning network show last week to relocate to Seattle, there was no direct connection made to her replacing Hutchison at KIRO. However, the station source added that Tim Larson had already joined the station as an executive producer of non-news, locally originated programming to assist KIRO's director of local programming, John Riem.

KIRO's director of news operations, Andy Ludlum, and General Manager Glenn Wright were unreachable for comment, but the *Seattle Post-Intelligencer* quoted the former as saying

that he was holding "private discussions" with News Director Gail Neubart and Executive News Producer Carrie Krueger about their future "responsibilities" at the station.

Last March, KIRO consolidated its TV and radio news departments and launched what it called the KIRO News Network (BROADCASTING, July 13, 1992; Feb. 1, 8, 1993).

The May sweeps was not a good one for KIRO, whose 5 p.m. newscast got a 5.6 rating/13 share (NSI, April 29-May 26), a 28% drop in rating and 23% drop in share compared with a year ago (7.8/18). The 11 p.m. newscast averaged a 6.3/15, putting it last among 11 p.m. affiliate newscasts. ■

TCI forms network services company

Launches services firm to aid new cable network start-ups

By Rich Brown

Top multisystem operator Tele-Communications Inc. has formed a new service company, Tele-Vision Group (TVG), designed to offer marketing and operational services to the many new cable networks now on the drawing board.

"We have been literally inundated with requests from both current and prospective networks looking for uplink and playback support," said Don Whiteman, vice president of network video services for WTCL, TCI's satellite communications subsidiary. WTCL is teaming with TCI cable network affiliate marketing and advertising sales subsidiary VGI to create the new service company.

TVG is designed to offer cost savings for start-up networks that otherwise are facing "daunting" economic realities, said Bill Airy, president of VGI. USA Networks, for example, has reportedly spent about \$100 million in launching the Sci-Fi Channel.

Services offered through TVG will include uplink and playback services from WTCL's digital transmission facility in Denver; advertising sales representation; public relations services, and market research services. Economies of scale will lower the cost of

those services, said Airy.

TCI will not acquire any equity in the developing services through the service company, said Airy.

Tele-Vision Group's first client will be religious cable network VISN-

ACTS, the Faith and Values Channel. Airy said that negotiations were under way with a number of other services, including The Military Channel, RecoveryNet and America's Disability Channel. ■

TCI moves into Japanese cable

Tele-Communications Inc. has agreed in principle to purchase an 18% interest in Cable Soft Network, a movie channel serving 400,000 basic cable subscribers in Japan. The deal, reached last week with Japan's Sumitomo Corp., is being characterized by TCI executives as a way to test the waters for further expansion in Japan. TCI's growing international portfolio already includes extensive cable system ownership in the UK and the delivery of eight cable program services there through United Artists Entertainment Programming. TCI is also trying to make an investment in French cable programming along the lines of the Sumitomo deal and is a partner in Asian Business News, a Japanese TV venture set to launch later this year. "A very good way to get into a market is through programming," said Adam Singer, TCI vice president-international. Asked about TCI's interest in the developing Japanese cable business, he added, "I think it is inevitable that we will consider and look at cable in Japan." As part of the deal, TCI and Sumitomo will collaborate in the network's operations, management, program acquisition, scheduling and marketing. The companies are also interested in jointly taking on new media projects elsewhere around the world, said Singer. Cable Soft Network programming consists primarily of movies from the 1970's and 1980's, with about 50% of the titles from Hollywood, 25% from Japan and the rest from elsewhere. Sumitomo's media division deputy general manager, Yasushige Nihimura, said Cable Soft Network is projected to reach 1 million subs by March 1994. —RB

Classifieds

RADIO

HELP WANTED MANAGEMENT

General sales manager WAKR/WONE, Akron's leading radio station, is searching for person who can lead 12 person sales team. Qualifications include: Strong written/oral communication skills. Ability to train, motivate, lead. Attention to detail/excellent follow through. Strong organizational skills. Previous sales management experience required. Send resume with salary history to: Peter Acquaviva, VP & General Manager, WAKR/WONE Radio, 1735 S. Hawkins Avenue, Akron, OH 44320. Equal opportunity employer.

Wanted: A few good managers with work ethics, secular and religious AM, FMs, Southeast. Resume: V. Baker, Box 889, Blacksburg, VA 24063. EOE.

GM/SM for rapidly growing small market AC FM in Illinois. Must have proven performance records, strong leadership skills, and be eager to sell. Seeking a community minded individual who can train, motivate, and lead by example. Recent GM experience a must. Looking for a creative person who knows promotions. EOE. Reply to Box D-1.

Nation's premier mainstream Jazz station in L.A. market seeks energetic, creative program director. Person must be familiar with all styles of Jazz, have some management experience and a minimum of 3 years in radio. Competitive salary and excellent benefits. Send resume and tape to: General Manager, KLON-FM, Long Beach, CA 90840-1801. EOE.

Radio sales manager: Aggressive sales manager for AM/FM combo. Looking for a selling sales manager, adept at training, recruiting, and maintaining a sales staff. Excellent compensation package based on performance. EOE. Contact Betty Baudler, KASI/KCCQ, Ames, IA 515-232-1430.

Independent contractors needed to sell our advertising products to radio stations and large advertisers. Territory usually includes one state. High commissions paid quickly. We offer extensive training and top quality products. If you have managed a radio station and want a new challenge that can earn a high income, please send your resume to Box D-8. Equal opportunity employer.

Local sales manager: Do these questions describe you? Can you be forceful and persistent when you know what is right for the customer? Do you make things happen? Do you enjoy helping others grow and develop to their full potential? Do you have a burning desire to be the best at what you do? Do you believe in a close supportive management style? Do you have the natural ability to get others to like you? Are you a perfectionist? WPEG Charlotte, NC is looking for a leader with the above qualities and 3 to 5 years successful radio sales or radio sales management experience to join our staff as local sales manager. WPEG is owned by Broadcasting Partners Inc. and is committed to being customer focused. As such, our new LSM will have to be skilled in identifying, selecting and hiring account managers with the talent to make a difference. If you are an intensely focused individual and possess superior creative and motivational skills send your resume to: Matthew Ross, General Sales Manager, WPEG, 601 S. Kings Drive, Suite G, Charlotte, NC 28204 or call 704-342-2644. Equal opportunity employer.

Sales manager: Small market Iowa FM station needs hard working sales manager to develop market and sales force. Rewards are strong pay package, long term career opportunities, and a great town to live in. Experience in all phases of radio a plus. Qualified sales managers and account execs please apply in confidence to: Signature Communications, Inc., PO Box 201, Adel, IA 50003. EOE.

General sales manager: New England. If you're ready for a new challenge in a fiercely competitive market, we want to talk to you. We offer an outstanding compensation and benefits package for a determined, focused individual who can build and lead our sales team. Strong, stable ownership, new facility, exclusive format and extremely desirable area. If you believe you can outthrust, outmanage and outsmart our competitors, please send letter/resume, in total confidence to Box D-9. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Director of promotion/public relations/marketing: Applicant must have a minimum of three years major market promotions director experience; the ability to deal with the public; knowledge of FCC rules and regulations as they pertain to contests; familiarity with programing concepts; applicant must be highly organized and able to prioritize own work; an understanding of television buying would be helpful. Need a dependable car. Submit resume to: Bob Davis, KSTP-FM, 3415 University Avenue, St. Paul, MN 55114. Equal opportunity employer.

Radio Marti, Office of Cuba Broadcasting: Experienced executive is sought for the position of programs director (\$56,627-\$86,589) in Washington, DC. Work for the U.S. Government's radio broadcast to Cuba. Must be U.S. citizen and have experience in radio broadcasting, programing, production and operations. Position requires in-depth knowledge of Cuba, fluency in Spanish and English and managerial experience. Starting salary depends on experience and salary history. An equal opportunity employer. 202-401-7114. Send application to Form 171 by June 30, 1993 to: USIA/Radio Marti Program, Attn: B/CP — Susan King, 400 6th Street, SW, Washington, DC 20547.

107.9 FM, Houston's newest radio station, seeks experienced business mgr. & traffic dir. Send resumes to: 1980 Post Oak Bl., ste. 1500, Houston, TX 77056. EOE.

Part time radio: Board operators/producers needed for 24-hour FM station in Central Florida. Part-time only, minimum 1 to 3 years board experience. Immediate openings, resumes accepted through 6/16. Smoke/drug-free environment, drug test required. EOE. Reply to Box D-11.

HELP WANTED PERSONALITY/TALENT

Morning drive personality: Wanted for Northern California major market news/talk station. Qualifications: Enthusiastic personality, audience building track record, promotion driven, news knowledge, humor and quick wit, interview skills, and team player. EOE. Send tape, salary history and resume to PO Box 417250, Sacramento, CA 95841. Attn: Program Director.

SITUATIONS WANTED MANAGEMENT

GM/GSM: Experienced 12 year professional. Work history includes small to medium size markets. Good ability to hire, train, plan and execute. Experience includes turnarounds and start-ups. Call JSE at 510-559-9024.

SITUATIONS WANTED NEWS

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

Sportscaster with strong personality wants to be the voice of your team/station. Call Steve: 1-217-243-4977.

SITUATIONS WANTED PERSONALITY/TALENT

Seeking AOR: Classic rocker with nickname, presence, and knowledge wants to join your team. Voice is greatest asset. Call "anti-Elvis": 1-217-243-4977.

TELEVISION

HELP WANTED MANAGEMENT

LSM position available at Roanoke ABC affiliate, WSET. Ideal candidate will understand marketing, research, and promotions. College degree and experience in these areas is important. Send sales philosophy and resume to Personnel Director, WSET-TV, 2115 Colonial Ave SW, Roanoke, VA 24015. EEO. No phone calls please.

Television start-up. 5 years minimum experience. Compensation with ability. Take charge champions. Following positions available: General manager, general sales manager, national sales manager, local sales manager, chief engineer, business manager, program manager, promotion manager, traffic manager, production manager. Send resume to Box D-3. EOE.

Manager, employee benefits and payroll. WABC-TV: Position requires management of a very busy, three-person office directly responsible for payroll preparation and processing; all benefit and personnel administration and reporting; payroll budgeting for financial planning as well as many diversified employee relations functions. Excellent communication (verbal and written) and interpersonal skills are a must as well as a proficiency in Lotus and word processing — database familiarity a plus. Please send resumes and cover letters to: Richard Graham, Director of Finance, WABC-TV, 7 Lincoln Square, New York, NY 10023. No faxes or telephone calls please. We are an equal opportunity employer.

HELP WANTED SALES

Local account executive: California coastal NBC affiliate is seeking individual to join our sales team of professionals. Strong emphasis on new business development. The ideal candidate should be well versed in sales promotions, co-op and vendor. Experience with BMP, Jefferson-Pilot co-op and general computer skills a plus. Send resume to Pete Magnusson, LSM, KSBY-6, 467 Hill Street, San Luis Obispo, CA 93405. EOE.

Experienced account executive: Self motivated, competitive, with a desire to succeed and earn a good wage. Knowledge of retail essential for new business development, small base list. Resume to: Wilma Campbell, WWMT, 590 West Maple, Kalamazoo, MI 49008. EOE.

Cannell Communications, WHNS Fox 21, a strong Fox affiliate, serving the 35th market, Greenville-Spartanburg-Asheville, has an opening for a national sales manager. Strong background in national sales is preferred. Send resumes to WHNS-TV21, Attn: Rich Bunard, Gen Sales Mgr, 21 Interstate Court, Greenville, SC 29615. E/O/E M/F/H.

KLAS-TV national sales manager: The number one station in the fastest-growing market in the U.S. is seeking an exceptional team player and motivator to represent us as national sales manager. The ideal candidate will be a natural leader with outstanding negotiation skills and a proven ability to achieve personal and professional goals. No phone calls. Send resume to: General Sales Manager, KLAS-TV, PO Box 15047, Las Vegas, NV 89114. EOE.

HELP WANTED TECHNICAL

Operating technician/technical director: Requires college degree in communications or television broadcast and two years experience in television broadcast operations with emphasis on technical direction. Prefer experience in switching a fast-paced newscast on a daily basis. Please send resume to the attention of the Personnel Department, KOVR-TV, 2713 KOVR Dr., West Sacramento, CA 95605. KOVR-TV is an equal employment opportunity employer and does not discriminate on the basis of race, color, religion, national origin, disability, sex, age or other factors prohibited by law. Drug free workplace. No phone calls please.

Broadcast technician KWTW-9: Responsible for preventive & corrective maintenance on all broadcast equipment, installation of equipment, remote set-up & operation of electronic news gathering (ENG), and station equipment for special projects. Requires high school diploma or GED, 2 years electronics technical school or equivalent, FCC restricted radio-telephone operator permit, and 3 years related broadcast experience. Send resume to: Engineering Manager, KWTW, PO Box 14159, Oklahoma City, OK 73113. No phone calls please. EOE-M/F.

Satellite uplink technician: Applicant must have an extensive background in satellite communications and video production. Electronics experience helpful. Must be able to pass Conus Uplink Operator certification. Spotless driving record. Submit resume to: Todd Hanks, Conus Communications, 3415 University Avenue, Minneapolis, MN 55414. Equal opportunity employer.

Maintenance technician: Position requires FCC or SBE license and previous television maintenance experience. Must be proficient at trouble-shooting and repair of broadcast equipment, and be able to assist in master control operations as necessary. Send resume to Don Landis, Chief Engineer, WHTM-TV, Inc., PO Box 5860, Harrisburg, PA 17110. EOE.

HELP WANTED NEWS

KRIV, Fox channel 26, Houston, Texas. The addition of a 7 AM hour long newscast has created the following positions: Requiring 3-5 years experience in a medium to major market: Director, chief editor and live truck operator/photographer. Requiring 2 years experience and a four year college degree: Producer, anchor, photographer, reporter and assignments editor. Requiring 1-2 years experience and/or college degree: Editor and associate producer. Send resume and tape (where applicable) to Personnel Dept. KRIV Fox-26, PO Box 22810, Houston, TX 77227. No phone calls please. EEO/AA employer.

Meteorologist with degree needed for new weekend news expansion at major market ABC affiliate. Must have AMS seal and 2-3 years prior TV experience. We need someone with a lot of personality who can handle a great weather market. Send resume, salary history and non-returnable 3/4" tape to John Ray, News Director, WEWS-TV, 3001 Euclid Ave., Cleveland, OH 44115. No calls. EOE.

News promotion producer: Southeast ABC affiliate seeks promotion producer, minimum two years experience writing/producing on-air promos, news topicals, radio and print copy. Send tape, resume and salary history to Personnel Director, WLOS-TV, 288 Macon Avenue, Asheville, NC 28804. No calls please. EOE.

Producer: KSDK, highly rated NBC affiliate in St. Louis is looking for dynamic self-starter with 3-5 years experience to produce two half hours of 90-minute morning show. Must supervise others, write crisp copy, edit superbly and tease creatively. Degree. Resume and news philosophy with tape to: Human Resources, KSDK-TV, 1000 Market St., St. Louis, MO 63101. No calls. EOE.

Anchor/reporter: West Texas affiliate seeks an anchor/reporter to work weekends and three days a week. Must be able to gather, write, and edit news stories for broadcast and shoot/edit three-quarter inch video. Degree and prior experience preferred. Send tape and resume to Personnel Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. Please, no phone calls. EOE.

Weekend weather/weekday reporter: Must have great weather tape and sharp reporting skills. Medium size mid-west station. Creativity a must. Send resume only. This position may open soon. EOE. Reply to Box D-12.

Chief meteorologist: New England ABC affiliate seeking AMS meteorologist with at least two years of commercial television experience. Applicants should send tape of recent weather segments, live remotes, and any reporting. Send tape and resume to: Dan Salamone, News Director, WGGB-TV, 1300 Liberty Street, Springfield, MA 01104. No phone calls. EOE.

N.E. affiliate needs AM news director/TD: Previous directing/TD experience helpful. Send resume to Box D-10. EOE.

ESPN is looking for experienced sports journalists for its sports news operation. Qualified applicants must have a college degree and a minimum of two years of major market television news-gathering and production experience. He or she must possess above average interest and knowledge of demonstrated production ability and the ability to anticipate news developments and react quickly and positively under a wide variety of sensitive and taxing situations. These positions may be in one of our news bureaus or in our headquarters in Bristol, CT. ESPN is an affirmative action/equal opportunity employer. Qualified interested applicants should forward resumes to: Human Resources Dept., ESPN, Inc., ESPN Plaza, Bristol, CT 06010.

Weeknight anchor: 6-10 news. 1-2 years experience. Will do some producing as well. Good writing and organization a must. Broadcast journalism degree required. Send tape and resume to: Rich Porter, WICD, 250 County Fair Drive, Champaign, IL 61821. Minorities encouraged. EOE.

Reporter: Salary range commensurate with experience. KMSP-TV, Mpls.-St. Paul, needs an aggressive, creative reporter. Tapes & resumes to Mr. Dana Benson, News Director, KMSP-TV, 11358 Viking Dr., Eden Prairie, MN 55344. No phone calls. EOE.

Morning show producer opening in Baltimore. If you love producing a newscast but want to spread your wings, we have the show for you. 90 minute broadcast delivers the news of the day while giving the added dimension of issue oriented talk. The sky is the limit. Current morning broadcast producers and individuals with syndicated/taik show experience are encouraged to apply. Tape and resume to Jack Cahalan, WMAR-TV, 6400 York Rd., Baltimore, MD 21212. EOE.

Reporter/anchor for 13-week documentary series. Great opportunity for fresh talent. Non-returnable tapes and resumes to: PO Box 92012, Industry, CA 91715-2012. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Paint box artist, to operate Quantel Paint Box in the creation of on-air graphics. Primary responsibility is creation of news graphics. A minimum of two years Paint Box experience is required. Previous news graphics production is a must. Send resume and tape to Personnel Dept., KRIV Fox-26, PO Box 22810, Houston, TX 77227. EEO/AA employer.

Senior producer/reporter: Immediate opening for an intelligent individual with a personality who has an interest in health and medical reporting. Looking for someone who can manage several stories, projects, and people at the same time. Must have superb client relations, and either a background or understanding of public relations. Job requires travel, working under stress, and flexible schedule. Send resume and tape to Orbis Broadcast Group, 358 W. Ontario, Chicago, IL 60610. Attn: Tim. No phone calls. EOE.

Photographer: Immediate opening for a seasoned professional with at least three years experience. Must have an ambition to continuously improve your work, and an advanced understanding of lighting. Desire to work on long form projects as well as news projects. Extensive travelling, great people skills, creative solutions, flexible schedule, and an interest in health and medical stories are also part of the job. Studio, editing, and remote work a plus. Send resume and tape to Orbis Broadcast Group, 358 W. Ontario, Chicago, IL 60610. No phone calls. EOE.

Production/writer: Seeking fulltime TV producer/writer. Strong interpersonal skills. B.A. in Communications, English, or equivalent experience. Salary + bonuses. Send resume and non-returnable demo tape to Stephanie Lawrence, Director of Creative Services, KESO-TV, 42-650 Melanie Place, Palm Desert, CA 92260. No calls please. EOE.

PSA producer: NBA Entertainment is seeking a producer/director to help create, produce and edit public service announcements. Must have at least 5 years experience in commercial film production, extensive experience in graphics and post-production, and hands-on familiarity with off-line and/or non-linear editing systems. An equal opportunity employer. Send resume and 3/4" tape to PO Box 3367, Secaucus, NJ 07094-3367.

Cannell Communications, WHNS Fox 21 utilizes state of the art tools including MiniPak, Arbitron II, Custom Target Aid, Star and Scarborough to create market specific, sales consultant presentations to targeted advertisers. National sales rep experience preferred. Writing skills and extensive hands on experience with desk top publishing software are prerequisites. Send resume to Tony Thompson, General Sales Manager, WHNS-TV, 21 Interstate Court, Greenville, SC 29615. 803-288-2100. E/O/E M/F/H.

WDSU in New Orleans is seeking a senior writer/producer in the promotions department. Not for beginners or entry level aspirations, but you must be more than a "one spot" wonder. Preferred two to four years working in a small/medium sized promotions environment. If you are looking for a true challenge, please send resume and 3/4" demo tape to: Scot Chastain, Director of Marketing & Promotions, WDSU-TV, 520 Royal Street, New Orleans, LA 70130. EOE.

Research director: Demonstrate you are self-motivated, numbers savvy, able to persuasively tell a sales story. Strong writing skills, PC knowledgeable, hands-on with presentation, graphics and publishing software. Build department from ground up. Tools include MiniPak, Arbitron II, Scarborough, MicroNode, and TVScan. Send resume & salary history to Tony Thompson, GSM, KPDX, PO Box 49, Portland, OR 97207. EOE. No phone calls.

Wanted: Promotion writer/producer for hot top 15 market affiliate. Creative writing, a strong visual sense, and people skills are a must. A minimum two years experience in news promotion is essential. Reward: You'll work with a top-notch team, and have the resources to do the spots you've always wanted. You'll create compelling series spots, topicals, and work on major image campaigns as well. See me in Orlando, or rush resume & non-returnable tape to: Ted Nekic, On-Air Promotion Manager, KARE-TV, 8811 Olson Memorial Hwy., Minneapolis, MN 55427. EOE.

NY network television news program seeks production manager. Minimum four years production experience mandatory. Expertise must include coordination of studio and remote facilities, knowledge of satellite transmissions, ability to budget, forecast and control production costs. Ability to work under pressure and good interpersonal skills required. Salary commensurate with experience. Generous benefits package. Send resume to Box D-13 or fax to 212-560-3102. EOE.

Operating technician/production: Requires college degree in television broadcast or communications or previous experience and two years television broadcast operations. Needs good general knowledge of production values and experience working with a production crew. Please send resume to the attention of the Personnel Department, KOVR-TV, 2713 KOVR Dr., West Sacramento, CA 95605. KOVR-TV is an equal employment opportunity employer and does not discriminate on the basis of race, color, religion, national origin, disability, sex, age or other factors prohibited by law. Drug free workplace. No phone calls please.

Segment producer: We want a creative self-starter who can generate segment ideas, produce studio demonstrations, locate compelling first-person panels of guests (from light to hard-hitting) and produce tape packages. Good people skills a must. Ideal candidate has producing experience with Regis & Kathie, or Oprah-type show, or feature news background. Ability to produce field packages preferred. Must have at least two years professional television production experience. Submit resume to: Sandy Kotval, KSTP-TV Good Company, 3415 University Avenue, St. Paul, MN 55114. Equal opportunity employer.

WSMV-TV, Nashville, seeks an associate producer to assist in the preparation and production of the daily 90 minute news, information and entertainment program, "The Morning Show." Applicant must have prior television experience, preferably with news, talk or magazine programs. Successful applicant will assist in selection, writing, editing and producing of information, news and entertainment elements and other production related activity. Additional qualities sought include ability to work well with others, enthusiasm and initiative. Submit resumes to Guy Houston, Producer, "The Morning Show," PO Box 4, Nashville, TN 37202. WSMV-TV is an equal opportunity employer and minority applicants are encouraged to apply.

Program operations manager needed at KPHO-TV, a southwest VHF independent. Candidates must have at least three years experience emphasizing program acquisition, research, scheduling and production. Knowledge of FCC regulations, superior people skills and negotiating ability a must! No phone calls. Please send resume to GM, KPHO-TV5, PO Box 20100, Phoenix, AZ 85036. EOE.

SITUATIONS WANTED TECHNICAL

Mobile EIC maintenance/video engineer: 20 years broadcast experience including major television network and nationwide mobile production facilities. FCC licensed/SBE senior television certified. For resume and information: 908-494-9443.

SITUATIONS WANTED NEWS

Meteorologist with 13 years experience. AMS seal of approval and other honors. Stu, 817-776-4844.

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

Award-winning anchor with substantial, sustained growth in ratings seeks station with commitment to news and community. Reply to Box D-7.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Broadcast journalism, assistant or associate professor needed for accredited program in historically black university in Florida state capital. At least two years of solid broadcast journalism experience and a doctorate preferred. A master's degree and at least six years of professional experience considered. Successful candidate will teach courses in the broadcast news sequence and in the Division's core. Twelve-month appointment, minimum salary \$34,000. Some room for negotiation. Position to start August 1993 or January 1994. Send letter and resume by July 2 to Robert M. Ruggles, Dean, School of Journalism, Media and Graphic Arts, Florida A&M University, Tallahassee, FL 32307. EOE.

HELP WANTED ADMINISTRATION

Auburn University: Executive director of university relations. Auburn University invites applications and nominations for the position of executive director of university relations, the primary public relations officer for the university. The director is responsible for establishing and maintaining ties with all university publics — internal publics, news media and various other external publics. Experience working with or in print and electronic media is desired. Effective management experience is necessary. A bachelor's degree is required and a master's preferred. The executive director of university relations is a member of the president's cabinet and reports directly to the president. The executive director supervises the news bureau, radio and TV services, publications, photographic services and the student ID center. Salary commensurate with expertise and experience. Auburn University, a land-grant institution with an enrollment of about 22,000, serves the state, nation and world through programs in instruction, research and extension. The main campus is located about 50 miles east of Montgomery, Alabama. The application deadline is July 15, or until the position is filled. The search committee expects to forward nominations to the president by August 15. Send letter of application, resume and the names, addresses and phone numbers of at least three references to Jerry E. Brown, Acting Head, Journalism Department, Auburn University, AL 36849. Portfolios will be accepted from finalists only. Auburn University is an affirmative action, equal opportunity employer. Minorities and women are encouraged to apply.

FINANCIAL SERVICES

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

Lease purchase option. Refinance existing equipment. Lease purchase new equipment, no down payment. No financials up to \$70,000.00. Carpenter & Associates, Inc. Voice 501-868-5023, Fax 501-868-5401.

EMPLOYMENT SERVICES

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

EDUCATIONAL SERVICES

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

WANTED TO BUY EQUIPMENT

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

FOR SALE EQUIPMENT

AM and FM transmitters, used, excellent condition, tuned and tested your frequency. Guaranteed. Financing available. Transcom, 800-441-8454, 215-884-0888. Fax 215-884-0738.

Harris MW50B, excellent condition, tuned and tested, lots of spares. Transcom. 800-441-8454, 215-884-0888. Fax 215-884-0738.

Broadcast equipment (used): AM/FM transmitters, RPU's, STL's, antennas, consoles, processing, turntables, automation, tape equipment, monitors, etc. Continental Communications, 3227 Magnolia, St. Louis, MO 63118. 314-664-4497, FAX 314-664-9427.

For sale: 1600 foot Stainless Inc. guyed tower. For additional information, contact: Jerry Cotterman, The Park National Bank, 50 North Third Street, Newark, OH 43055. Phone #: 614-349-3731. Fax: 614-349-3765.

Videotape: Lowest prices, absolutely highest quality of evaluated videotape. 1", 3/4", M2, D2, Beta-cam, SP, etc. We will beat any price. Call for quote or catalog. Carpel Video 800-238-4300.

Equipment bought and sold, studios, transmitters, translators, transmission line, wireless cable, antennas, microwave 2-13 GHz. Listings and requirements, Marketing Dept. 1-800-283-8405.

CABLE

HELP WANTED TECHNICAL

TECHNICAL DIRECTOR

CNBC is seeking a Technical Director for our state-of-the-art facility in Fort Lee, NJ.

Candidates should have 2-3 years experience with the Grass Valley 300 3ME Switcher, DVE-ABEKAS A53 and Quantel Still Store. Experience switching live news is a must.

To be part of this fast-paced, team-oriented environment, please send your resume to: Personnel Associate, CNBC, 2200 Fletcher Ave., Fort Lee, NJ 07024. We are an Equal Opportunity Employer.



HELP WANTED PROGRAMING, PROMOTION & OTHERS

W RITER/PRODUCER**On-Air Promotion**

If you are attending The BDA/BPME contact Artie Scheff at the Dolphin Hotel to set up an interview.

Write Your Own Success Story...

... at A&E Network, the leader in quality entertainment. We are currently seeking a qualified applicant for our New York facility.

The chosen applicant will develop, create and execute on-air promotion, as well as produce videotape materials needed by various departments within the company for advertising and promotional purposes. Must be familiar with contest promotions, vignettes, prommercials and non-broadcast promotion projects.

Qualifications include on-line post production experience, and a minimum of 5 years on-air promotion experience. BA degree preferred. Graphic design experience with strong writing skills are required.



A&E offers a competitive salary and an excellent benefits package. For immediate consideration, please forward your resume with salary history in complete confidence to: A&E Network, Attn: Human Resources Department (BM), 235 East 45th Street, New York, N.Y., 10017. An Equal Opportunity Employer M/F/H/V. No Phone Calls Please.

TELEVISION

HELP WANTED MANAGEMENT

**OPPORTUNITY
FOR
TELEVISION
GENERAL MANAGER**

Nationwide Communications Inc. is seeking a bright and creative general manager for its ABC Affiliate in Green Bay, Wisconsin. Candidate must have strong management and communication skills. Write to Ben McKeel, Vice President-Television, Nationwide Communications Inc., One Nationwide Plaza/1-27-05, Columbus, Ohio 43216. Nationwide Communications Inc. is an equal opportunity employer.

SALES TRAINING

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TRAINING CENTER**
(212) 206-8063

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THE BURNING.**

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Call Rain Forest Rescue.



The National 1-800-255-5500
Arbor Day Foundation



WCVB TV

BOSTON

Assistant News Director

WCVB-TV, Boston's News Leader, is looking for someone to help maintain our position of strength. This person must have a solid journalistic background, augmented by a desire to keep ahead of the technological curve. Creativity and a proven track record is a must. Candidates must have excellent production skills, as well as strong administrative and communication skills. Minimum 5-8 years experience in television news required.

If interested, please send resume to Carol Nicholson Bolling, Human Resources Manager, WCVB-TV, 5 TV Place, Needham, MA 02192; (no phone calls, please). WCVB-TV is an equal opportunity employer, m/f. Minorities and females are encouraged to apply.

RADIO

HELP WANTED MANAGEMENT

Radio Group VP/GM

Opportunity for experienced top executive at major San Francisco AM/FM combo. Hardworking professional must have major market station management successes in multiple formats. Syndication and/or network sales management experience not required, but a definite plus. Our young, well-funded company needs the right person to maximize our current AM/FM, handle duopoly and also help us expand to other major markets. Immediate opening. All replies strictly confidential. Please send detailed resume including earnings history to

**Ronald Unkefer, President,
First Broadcasting Co.,
300 Broadway,
San Francisco, CA 94133.
EOE.**

HELP WANTED SALES

SALES HELP WANTED

SPORTS RADIO NETWORK needs aggressive, creative GSM/salesperson to take us "over the top". Earn \$50k guaranteed-up to \$100k annual. Major bonus for exceptional 3 year results. Great West Coast location. Send resume and references to: Box D-5.

MISCELLANEOUS

**Several Part Time
Brokers Needed
Protected Territory
BROADCASTERS
407-533-1737**

HELP WANTED NEWS

ALLIED FIELDS

HELP WANTED PROGRAMING PROMOTION & OTHERS

Johnson Controls World Services Inc., the prime contractor for the operation and maintenance of the U.S. Kwajalein Missile Range in the Central Pacific, is currently seeking applicants for the following positions:

TELEVISION SYSTEMS OPERATOR

Must be a graduate of a reputable broadcasting school. Must have two years of recent experience in the broadcasting field as a Systems Operator of television and/or radio equipment. Experience in Time Code Equipment and Automated Time Code Systems is desired.

RADIO PERSONALITY

Must be a graduate of a reputable broadcasting school with recent on-air experience. Must be able to host live radio programs following a variety of music formats and be capable of producing creative promotional productions.

RADIO/TELEVISION ENGINEERING TECHNICIAN

Must have at least two years of formal electronics education in television and radio broadcasting systems. Must be able to maintain, troubleshoot, repair and install broadcast radio and television equipment plus transmitters and be familiar with analog, digital and RF equipment theory.

At Kwajalein we offer 2-year employment agreements with free housing, meals, and 3 weeks of paid vacation with air travel provided once a year. Overseas bonus and U.S. tax exemptions may apply. Send resumés to:

Johnson Controls World Services Inc.
401 Wynn Drive • Dept. 317
Huntsville, AL 35805

U.S./R.M.I. Citizenship Required
Equal-Opportunity Employer M/F/V/H
We promote a drug-free work environment.

EMPLOYMENT SERVICES

BEGINNING A TV NEWS CAREER?

*Get an edge!
Offering performance
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production for news and
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TV JOBS

Since 1986

Get the best job leads in the business.



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JOBPHONE

Inside Job Openings, Nationwide

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 2 Television jobs, updated daily
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 4 To record "Talking Resumés" and employers to record job openings
 5 Entry level positions

1-900-726-JOBS

\$1.99 Per Minute

(5 of 27)

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Your Tape Uplinked Nationwide to
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Your Link To A Career

FOR SALE STATIONS

W. John Grandy

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San Luis Obispo, CA 93401
Phone: (805) 541-1900
Fax: (805) 541-1906

CLOSED

KMJC-FM
Davenport, Iowa
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Ocala FL — 5,000 W AM

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Small group in S.W. MO
Great potential positive cash flow
Call Don Roberts
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NORTHEASTERN OHIO DAYTIMER AM TURNAROUND STATION OPPORTUNITY

Serious inquiries to
Box D-14

Please include
phone number.

Blind Box Response???

Box Letter-Number
1705 DeSales St., NW
Washington, DC 20036

Please Do Not Send Tapes!

We'll give you all the credit.



We also accept American Express

FAX (202) 293-FAST

OR MAIL TO: Classified Dept.,
1705 DeSales Street, NW,
Washington, DC 20036.

Deadline is Monday at noon Eastern
Time for the following Monday's issue.

FOR SALE STATIONS CONTINUED

Notice of Public Sale

William L. Graham, as Escrow Agent (the "Escrow Agent"), intends to sell at public sale pursuant to the Texas Uniform Commercial Code for cash the following described property:

Five Hundred One (501) shares of common stock of Westwind Broadcasting, Inc., "Westwind", Certificate No. 001 (the "Westwind Shares"), in which Edwin L. Cox, Jr. (the "Secured Party") holds a security interest granted by C. Keith Adams ("Adams"), pursuant to the terms of a Pledge Agreement dated April 30, 1992 executed by Adams, The KDC Trust, and Escrow Agent.

To secured Party's knowledge the Westwind Shares represent 50.1% of the issued and outstanding capital stock of Westwind.

Westwind owns and operates radio stations KLSF-FM and KPUR AM/FM in Amarillo, Texas.

The public sale will take place at the offices of Underwood, Wilson, Berry, Stein & Johnson, P.C., Amarillo National Bank Building, Suite 1500, Amarillo, Texas, on **Tuesday, July 6, 1993, at 10:00 a.m.**, Amarillo time. The certificate evidencing the Westwind Shares, as well as the books and records of Westwind which are in the possession of Secured Party, are available for inspection at the offices of Hughes & Luce, L.L.P., 1717 Main Street, Suite 2800, Dallas, Texas 75201, Attention: Lawrence D. Ginsburg.

Secured Party reserves the right to bid for and purchase the Westwind Shares and to credit the purchase price against the expenses of sale and principal, interest and all other amounts due to Secured Party pursuant to the terms of the indebtedness secured by the Westwind Shares.

Prospective bidders are advised that (i) the Westwind Shares will be sold only as a block and will not be split up or broken down; (ii) the certificate evidencing the Westwind Shares to be received by the purchaser at the sale will bear a legend to the effect that the Westwind Shares have not been registered under the Securities Act of 1933, as amended (the "Act"), or any state securities laws and that no transfer of the Westwind Shares may be made unless the Westwind Shares are registered under the Act and any applicable state securities laws or an exemption from such registration is available; and (iii) the purchaser will be required to provide written representations stating that: (a) purchaser either alone or with such purchaser's attorneys, accountants or other advisers possesses the requisite business and investment knowledge and experience to effectively evaluate the potential risks and merits of the investment in the Westwind Shares; (b) purchaser has sufficient financial ability and net worth to bear the economic risk of the investment for an indefinite period of time and to withstand a total loss of purchaser's investment in the Westwind Shares; (c) purchaser is acquiring the Westwind Shares for investment, solely for purchaser's own account, and not with a view to distribute or resell the Westwind Shares; and (d) purchaser will not resell the Westwind Shares, except pursuant to an effective registration statement under the Act and any applicable state securities laws or pursuant to an available exemption therefrom.

Prospective purchasers will be furnished, upon request, with such financial information about Westwind as is in the possession of the Secured Party.

Information pertaining to the public sale may be obtained by contacting William L. Whitley, Whitley Broadcast Media, Inc., 12770 Coit Road, Suite 1111, Dallas, Texas 75251, phone: 214-788-2525; telecopy: 214-788-2514.

WHITLEY
MEDIA

EARLY DEADLINE NOTICE

**Due to the observation of Independence Day,
the deadline for the July 12, 1993 issue
is Friday, July 2, 1993 at Noon.**

BROADCASTING & CABLE'S CLASSIFIED RATES

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

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

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

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

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

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

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

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. A phone number with area code and the zip code count as one word each.

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$138 per inch. Situations Wanted: \$69 per inch. All other classifications: \$138 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space. Frequency rates available.

Blind Box Service: (In addition to basic advertising costs) Situations wanted: No charge. All other classifications: \$15 per ad per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING & CABLE will not forward tapes, transcripts, portfolios, writing samples, or other oversized materials: such materials are returned to sender. Do not use folders, binders or the like. **Replies to ads with Blind Box numbers** should be addressed to: Box (letter & number), c/o BROADCASTING & CABLE, 1705 DeSales St., NW, Washington, DC 20036.

Confidential Service. To protect your identity, seal your reply in an envelope addressed to the box number. In a separate note list the companies and subsidiaries you do not want your reply to reach. Then, enclose both in a second envelope addressed to CONFIDENTIAL SERVICE, Broadcasting & Cable Magazine, at the address above.

For subscription information
call 1-800-554-5729.

LEGAL PUBLIC NOTICE

**IN THE UNITED STATES BANKRUPTCY COURT
FOR THE EASTERN DISTRICT OF PENNSYLVANIA**

IN RE:

CHAPTER 11

EMPIRE RADIO PARTNERS, LTD.
Debtor

BANKRUPTCY NO. 92-17288-S

**NOTICE OF MOTION TO ASSUME EXECUTORY CONTRACT
FOR SALE OF CERTAIN ASSETS,
AND TO APPROVE PRIVATE SALE OF SUCH ASSETS**

TO ALL CREDITORS AND PARTIES IN INTEREST:

1. Empire Radio Partners, Ltd. ("Debtor") has filed an Amended Motion to Assume Executory Contract for Sale of Certain Assets, and to Approve Private Sale of Such Assets (the "Motion") with the United States Bankruptcy Court for the Eastern District of Pennsylvania (the "Bankruptcy Court").

2. Pursuant to the Motion, Debtor has requested the Bankruptcy Court to approve the sale by Debtor to Radioworks, Inc. ("Radioworks"), all operating assets of radio stations WJYY-FM, Concord, New Hampshire, and WRCI-FM, Hillsborough, New Hampshire, as described more fully in Exhibit "A" to the Motion (the "Stations").

3. The contemplated gross purchase price to be paid by Radioworks for the Stations is the sum of \$550,000.00. All of the contemplated terms and conditions of the sale are more fully set forth in a proposed Agreement of Sale which is attached to the Motion as Exhibit "A."

4. Any interested party may, at its own expense, obtain a copy of the Motion, including all Exhibits thereto, by contacting Frank J. Perch, III, Esquire, Spector Gadon & Rosen, P.C., 1700 Market Street, Philadelphia, PA 19103, telephone (215) 241-8888.

5. Except as otherwise provided under the Agreement of Sale or in the Motion, Debtor has also requested the Bankruptcy Court to authorize Debtor to sell the Stations to Radioworks free and clear of any and all liens, claims and encumbrances, including, without limitation, all Federal, State or municipal tax or other liens, claims, assessments or charges, and any and all security interests, pledges, mortgages, mechanic's or materialmen's liens, restrictions, charges, indentures, loan agreements, instruments, leases, tenancies, ground rents, licenses, rights of way, easements, encroachments, options, contracts, offsets, recoupments, rights of recovery, judgments, orders and decrees of any governmental entity, interests, successor, product, environmental, tax and other liabilities and claims against Debtor or its property, of any kind or nature, whether secured or unsecured, choate or inchoate, filed or unfiled, scheduled or unscheduled, recorded or unrecorded, noticed or unnoticed, contingent or non-contingent, liquidated or unliquidated, matured or unmatured, known or unknown.

6. On or before June 21, 1993, at 4:00 p.m., any creditor or party-in-interest who objects to the proposed sale of the Stations must file with the Clerk of the Bankruptcy Court, United States Court House, 601 Market Street, Philadelphia, PA 19103, and cause to be received by counsel for Debtor (at the address set forth below), a written objection specifying with particularity the reasons for such objection.

7. The proposed sale is subject to higher and better offers. Any higher or better offer must include the offeror's name, address and telephone number and must be filed with Clerk of the Bankruptcy Court (at the address set forth above) and received by counsel for Debtor (at the address set forth below) on or before June 21, 1993 at 4:00 p.m. Any higher or better offer must have a closing date on or before September 1, 1993 and may not have a financing contingency. Subject to the Court's discretion, Debtor reserves the right to reject any and all offers that are not timely received or are determined not to be in the best interests of Debtor and its creditors. In order for the competing offer to be considered, the offeror shall be required to provide to Debtor, at or before the time of the hearing described in paragraph 9 below, a good faith deposit of at least ten percent (10%) of the offer price in certified funds. Debtor will consider the financial responsibility of the offeror in evaluating any competing offer. Any sale will require the approval of the Bankruptcy Court.

8. A hearing on the Motion, at which any properly filed and served objections and higher or better offers will be considered, shall be held before the Honorable David A. Scholl, United States Bankruptcy Court, Court Room No. 2, 601 Market Street, Philadelphia, PA 19103, at 9:30 a.m. on **June 30, 1993**. The hearing may be adjourned from time to time by announcement to those persons present at the hearing and without further notice.

9. In the event no objection or higher or better offer is filed on or before the dates indicated above, the Bankruptcy Court may approve the sale without hearing upon the filing of a Certification of No Objection by the Debtor.

FRANK J. PERCH, III
Attorney for Debtor
Spector Gadon & Rosen, P.C.
1700 Market Street, 29th Floor
Philadelphia, PA 19103
(215) 241-8888

Date of Notice: May 26, 1993

Datebook

JUNE

June 15—"Focus on Advertising," newsmaker luncheon during International Broadcasting Awards festival sponsored by *Hollywood Radio and Television Society*. Century Plaza Hotel, Beverly Hills, Calif. Information: Gene Herd, (818) 769-4313

June 15-20—*The 4th Sunny Side of the Doc*, international market of the European documentaries. Palais du Pharo, Marseille, France. Information: (33) 91 08 43 15.

June 16—International Broadcasting Awards presentation dinner for world's best radio and television commercials featuring Siskel and Ebert. Betty White is MC. Sponsored by *Hollywood Radio and Television Society*. Century Plaza Hotel, Beverly Hills, Calif. Information: Gene Herd, (818) 769-4313.

June 16—*National Academy of Television Arts and Sciences*, New York chapter, luncheon. Speaker: David Poltrak, senior VP, CBS/Broadcast Group. Copacabana, New York. Information: Ellen Muir, (212) 768-7050.

June 16—"Television Coverage—Does It Clarify or Distort the Judicial Process?" panel discussion sponsored by *International Radio and Television Society*. Panelists: Fred Graham,

Courtroom Television Network; Irene Cornell, WCBS(AM); David Lewis, Esq., Lewis and Fiore; Eames Yates, *Hard Copy*; Jim Ryan, *Good Day, New York*. NBC Conference Room, New York. Information: Lyvann Oum, (212) 867-6650.

June 17—"AM Radio, Will It Survive?" symposium sponsored by *Museum of Broadcast Communications*. Lynne (Angel) Harvey Radio Center, Chicago. Information: (312) 629-6023.

June 19—*National Academy of Television Arts and Sciences*, Washington, D.C. chapter 35th annual capital region Emmy Awards. J.W. Marriott Hotel, Washington. Information: Dianne Bruno, (301) 857-3993.

June 19—"How Videotapes Have Changed the Course of Law Enforcement and News Coverage," regional seminar sponsored by *Associated Press Television-Radio Association*. KVBC-TV, Las Vegas. Information: Rachel Ambrose, (213) 626-1200.

June 23-26—*National Association of Hispanic Journalists* annual convention. Renaissance Hotel, Washington. Information: Jose Mc Murray, (202) 662-7145.

June 21-23—*National Religious Broadcasters* southwest conference. Harvey Hotel, Irving, Tex. Information: (602) 254-5333.

June 21-25—Leadership Institute for Journal-

ism and Mass Communication Education seminar sponsored by *The Freedom Forum Media Studies Center*. Columbia University, New York. Information: Paul Eisenberg, (212) 678-6600.

June 22—"Triple Demo Power," local ad sales seminar sponsored by *Arts and Entertainment, Lifetime Television and ESPN*. Meadowlands Hilton, Secaucus, N.J. Information: Ann Marie Lachina, (718) 482-4264.

June 22-23—*Association of Independent Television Stations* independent rally. Washington. Information: Angela Giroux, (202) 887-1970.

June 23—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: Lloyd Werner, senior VP, sales, marketing, Group W Satellite Communications. Copacabana, New York. Information: Ellen Muir, (212) 768-7050.

June 23-26—*Florida Association of Broadcasters* 58th annual convention incorporating hurricane/disaster preparedness conference. Doral Ocean Beach Hotel, Miami. Information: (800) 825-5322.

June 29—"Triple Demo Power," local ad sales seminar sponsored by *Arts and Entertainment, Lifetime Television and ESPN*. Hotel Scanticon, Englewood, Colo. Information: Elaine Lorenz, (303) 740-8940.

MAJOR MEETINGS

June 10-15—*18th Montreux International Television Symposium and Technical Exhibition*. Montreux Palace, Montreux, Switzerland.

June 13-16—*Broadcast Promotion and Marketing Executives & Broadcast Designers Association* annual conference and expo. Walt Disney World Dolphin and Swan Hotels, Orlando, Fla. Information: (213) 465-3777.

June 18-22—*PBS* annual meeting. New Orleans Hilton Riverside, New Orleans. Information: (703) 739-5001.

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

June 23-26—*National Association of Black Owned Broadcasters* spring broadcast management conference. Hilton Head Island Resort, Hilton Head, S.C. Information: (202) 463-8970.

July 15-17—*Satellite Broadcasting and Communications Association* summer trade show. Opryland Hotel, Nashville. Information: (703) 549-6990.

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

July 31-Aug. 3—*Wireless Cable Association International* annual exposition and convention. Marriott Orlando World, Orlando, Fla. Information: (319) 752-8336.

Aug. 25-27—Eastern Cable Show sponsored by *Southern Cable Television Association*. Atlanta. Information: (404) 255-1608.

Sept. 8-11—Radio '93 convention sponsored by *National Association of Broadcasters*. Dallas. Information: (202) 429-5300.

Sept. 16-20—*International Broadcasting Convention*. Amsterdam. Information: 44 71 240 3839

Sept. 20-21—*Corporation for Public Broadcasting* annual meeting. Washington. Information: (202) 879-9600.

Sept. 29-Oct. 2—*Society of Broadcast Engineers* national convention. Miami Beach. Information: (317) 253-1640.

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

Oct. 5-7—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Oct. 11-15—*MIPCOM*, international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: (212) 689-4220.

Oct. 12-17—*National Black Media Coalition* national conference. Radisson Plaza Hotel at Mark Center, Alexandria, Va. Information: (202) 387-8155.

Oct. 14-17—*Society of Professional Journalists* national convention, Miami. Information: (317) 654-3333.

Oct. 16-20—*Radio Advertising Bureau* fall board meeting. Phoenix, Ariz. Information: (212) 387-2100.

Oct. 17-19—*Association of National Advertisers* 84th annual meeting and business conference. Naples, Fla. Information: (212) 697-5950.

Oct. 29-Nov. 2—*Society of Motion Picture and Television Engineers* 135th technical conference and equipment exhibition. Los Angeles Convention Center, Los Angeles. Information: (914) 761-1100.

Dec. 1-3—*Western Cable Show* sponsored by California Cable Television Association. Anaheim Convention Center, Anaheim, Calif. Information: (510) 428-2225.

Jan. 24-17 1994—*NATPE International* 31st annual program conference and exhibition. Miami Beach Convention Center, Miami Beach. Information: (310) 453-4440.

Jan 24-Feb. 1 1994—*National Religious Broadcasters* convention and exposition. Sheraton Washington, Washington. Information: (703) 330-7000.

Feb. 10-12 1994—*Satellite Broadcasting and Communications Association* winter trade show. Anaheim Convention Center, Anaheim, Calif. Information: (703) 549-6990.

CES in Chicago

Continued from page 80

road of developing titles for its format, it will not have things all its own way. With some of the leading computer game companies developing titles for 3DO, there will be a shootout when the two technologies go head to head. 3DO's biggest gun is likely to be a Jurassic Park game due out later this year.

Another piece of intriguing news at the show was that IBM in talks with Thomson about using the computing company's digital processing expertise in future TV equipment.

While many companies are looking at a way to improve the interface between the user and the TV, the Thomson/IBM discussions will also center on the transmission of data. Thomson points out that the decoder box it is making for the DirecTV DBS system can already be used for downloading computer data.

Also at the show, further details were released on the new Sega Channel, a joint venture of TCI, Time Warner and Sega.

The games-on-cable TV operation will launch at the beginning of 1994, carrying 50 games that can be downloaded into a special tuner-decoder system that will plug into the Sega

Genesis game system. On standard operation, all 50 games will be on a "carousel," with the games looping about once a minute.

While the Sega Channel will normally fit into an existing 6 mhz slot on a cable system, it will also be able to operate in a narrower slot or in more than one frequency if small portions of spectrum are available. The company also confirmed that there was nothing to stop it transmitting on satellite, although it would not confirm or deny negotiations with DBS operations. The company is keen to expand overseas: "developing an international strategy is a major objective of ours," says Stanley Thomas, president of the Sega Channel. The channel will cost \$10-\$20 per month.

While closed-captioning technology is not new, Gary Shapiro, group vice president of the Consumer Electronics Group, a division of the Electronic Industries Association, oversaw several events designed to stimulate interest in some new applications.

He pointed out that like the access ramps found on city streets, which were originally put in for the disabled but turned out to be a benefit for many able-bodied users, the captioning system could offer real benefits.

For example, televisions from Mitsubishi, Panasonic and RCA were on display, and all offered "captioning

on mute": If the mute button is pressed because of an incoming phone call, for example, captioning is automatically displayed on the screen.

RBDS: radio's data dimension

The radio focus at the show was strongly on RBDS (Radio Broadcasting Data Systems), which offer radio stations some intriguing ancillary opportunities.

For example, Coupon Radio Inc. of New York is developing a system where background data about a song could be broadcast and instantly stored on a smart card for printing out later. The company also envisions companies' transmitting coupons as part of their radio advertising.

Whether Coupon Radio makes a fortune or not, the future for RBDS looks rosy. According to an EIA spokesman, General Motors said at the show that it will offer Delco RBDS radios in all its 1994 models.

Thomas Mock, director of engineering, Consumer Electronics Group, at the EIA, believes RBDS is particularly important because it offers added sources of revenue to imaginative radio stations. For example, the system can be used for paging and, in a more futuristic role, RBDS could provide accuracy information for the Global Positioning Satellite system. ■

Working toward compatibility

Cable, consumer electronics makers say they're making progress toward 1994 deadline

By Sean Scully

Both sides are expressing hope in the struggle to make consumer electronics compatible with cable systems.

William Bresnan, president of Bresnan Communications Co., said representatives of the two industries are feeling the pressure of the 1992 Cable Act, which directs the FCC to develop compatibility rules by next April. Under that deadline, a joint working group of the Electronic Industries Association and the National Cable Television Association is racing to develop its own solutions.

"If we don't come up with a joint recommendation, the FCC will come up with something," Bresnan said during a panel discussion at last

week's NCTA show in San Francisco.

The panelists agreed that the industries have reached some common ground. Mainly, they said, the two sides realize that compatibility will only come with effort from both.

Evidently, however, the two sides still disagree about the methods of achieving compatibility. The consumer electronics industry, said EIA Vice President Gary Shapiro, would like to see some solution whereby all channels enter the subscriber's home in the clear, or unscrambled. At the show, General Instrument's Jerrold division demonstrated broadband descrambling, a solution widely supported by the consumer electronics industry, which simultaneously descrambles all available channels at the point of entry into the home.

The cable industry, said David Rozelle, CEO of Intermedia Partners' cable operation, would like to see a solution based on some standard interface. That would allow cable companies to maintain their own encryptions system, which could be plugged into a subscriber's TV set or VCR, without having to build the equipment into expensive cable converter boxes.

Although the two sides still have much to settle, Zenith Vice President of Marketing Bruce Huber said the behind-the-scenes negotiations look promising.

"I'm not going to kid myself that we'll come up with a perfect solution...but we've had six months [of joint meetings] to educate each other in the hard, cold realities of our industries," he said. ■

For the Record

Compiled by BROADCASTING & CABLE for the period of May 31-June 4 and based on filings, authorizations and other FCC actions.

OWNERSHIP CHANGES

Applications

■ **WYEA(AM)-WAWV(FM)** Sylacauga, AL (AM: BAL930514GE; 1290 khz; 1 kw-D, 50 w-N; FM: BALH930514GF; 98.3 mhz; 2.7 kw; ant. 502 ft.)—Seeks assignment of license from Action Communications Enterprises of Alabama Inc. to W.O. Powers; consideration in form of capital loans made to assignor by Powers exceeding \$200,000. Seller is headed by David C. Phillips, president. Buyer, minority stockholder of assignor, also owns WLIQ(FM) Harriman, TN. Filed May 14.

■ **KFDF(AM)** Van Buren, AR (BAL930519EE; 1580 khz; 1 kw-D, 500 w-N)—Seeks assignment of license from Broadcasters Inc. to Pharis Broadcasting Inc. for \$110,000, \$47,000 of which is assumption of debt. Seller is headed by George Domeresse. Buyer is headed by William L. Pharis and owns KPBI(AM) Greenwood, AR, and six LPTV's. Filed May 19.

■ **KHOT(AM)-KXXM(FM)** Madera, CA (AM: BAL930514EG; 1250 khz; 1.5 kw-D, 1 kw-N; FM: BALH930514EH; 92.1 mhz; 25 kw; ant. 312 ft.)—Seeks assignment of license from Madera Broadcasting Inc. to KZFO Broadcasting Inc. for \$775,000 ("Changing Hands," May 17). Filed May 14.

■ **KNTA(AM)** San Jose-Santa Clara, CA (BAL930512EH; 1430 khz; 1 kw-U)—Seeks assignment of license from Tamarack Communications Inc. to Imperio Enterprises Inc. for \$1.4 million. Seller is headed by David M. Jack. Buyer is headed by Genaro V. Guizar and has no other broadcast interests. Filed May 12.

■ **WLVX(AM)** Bloomfield, CT (BAL930518EA; 1550 khz; 5 kw-D, 2.4 kw-N)—Seeks assignment of license from Living Communications of Connecticut Inc. to Itai-Net Broadcasting Corp. for \$275,000 ("Changing Hands," May 31). Filed May 18.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq—frequency; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; mod.—modification; MP—modification permit; ML—modification license; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

■ **WMEL(AM)** Melbourne, FL (BAL930518ED; 920 khz; 5 kw-D, 1 kw-N)—Seeks assignment of license from Elyria-Lorain Broadcasting Co. to Twin Towers Broadcasting Inc. for \$350,000 ("Changing Hands," May 31). Filed May 18.

■ **WWSD(AM)-WFHT(FM)** Quincy, FL (AM: BAL930524GE; 1230 khz; FM: BALH930524GF; 101.5 mhz; 50 kw; ant. 476 ft.)—Seeks assignment of license from Broad Based Communications Inc. to Great South Broadcasting Inc. for \$775,000. Seller is headed by Vincent A. Henry, who, along with his siblings, is beneficiary of interests in two AM's, two FM's and new FM at Wakefield-Peacedale, RI. He is son of radio group owner Ragan Henry, who is licensee of three AM's and 18 FM's. Buyer is headed by Paul Stone, who has interests in licensees of two AM's and five FM's. Filed May 24.

■ **WCKN(AM)-WRZX(FM)** Indianapolis (AM: BAL930514EB; 1430 khz; 5 kw-U; FM: BALH930514EC; 103.3 mhz; 18 kw; ant. 850 ft.)—Seeks assignment of license from Win Communications Inc. of Indiana to Broadcast Alchemy Ltd. for \$8.4 million (see "Changing Hands," page 64). Seller is headed by I. Martin Pompadur and is also licensee of KORG(AM)-KEYZ(FM) Anaheim, CA; WICC(AM)-WEBE(FM) Bridgeport-Westport, CT; WQAL(FM) Cleveland; WMXN(FM) Norfolk, VA,

and WUNO(AM)-WFID(AM) San Juan, PR. Buyer is headed by Frank E. Wood and is licensee of WNDE(AM)-WFBQ(FM) Indianapolis. It is also licensee of WDVE(FM) Pittsburgh. Wood also has interests in licensee of WGR(AM)-WGRF(FM) Buffalo, NY. Broker: Gary Stevens & Co. Filed May 14.

■ **KWBG(AM)** Boone, IA (BAL930519EF; 1590 khz; 1 kw-D, 500 w-N)—Seeks assignment of license from Radio Ingstad of Iowa Inc. to G.O. Radio, Boone Inc. for approximately \$435,000, assumption of debt. Seller is headed by James D. Ingstad, who is 100% shareholder of licensees of KNUJ(AM)-KXLP(FM) New Ulm, KRFO-AM-FM Owatonna and permittee of KLPR(FM) Springfield, all Minnesota, and KNIQ(FM) Mason City, IA. Buyer is headed by Glenn Olson, who has interests in KQWC-AM-FM Webster City and KSIB(AM)-KITR(FM) Creston, both Iowa. Filed May 19.

■ **WVKY(AM)** Louisa, KY (BAL930514EA; 1270 khz; 1 kw-D, 100 w-N)—Seeks assignment of license from Walter E. May to Louisa Communications Inc. for \$1 plus assumption of lease. Seller owns WPKE(AM)-WDHR(FM) Pikeville, KY. Buyer is headed by Harold Britton and is licensee of WSAC(FM) Louisa, KY. Filed May 14.

■ **WABM(AM)-WQTE(FM)** Adrian, MI (AM: BTC930518EB; 1490 khz; 1 kw-U; FM: BTCH930518EC; 95.3 mhz; 3 kw; ant. 299 ft.)—Seeks transfer of control of Friends Communications of Michigan Inc. Eugene E. Bryan is selling shares of licensee to Bob Elliot for \$26,700. As additional consideration, Elliot will make \$29,000, interest-free loan to Bryan. Principals have no other broadcast interests. Filed May 18.

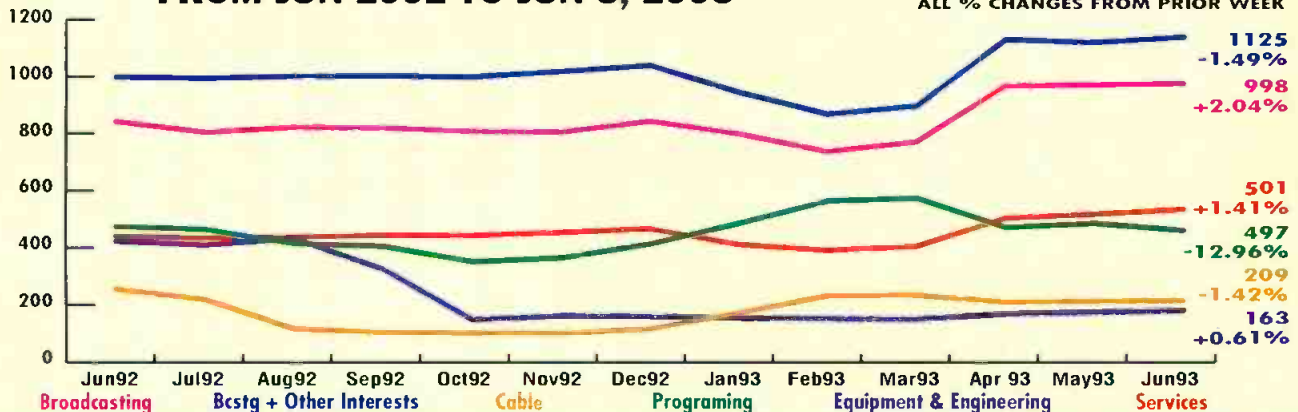
■ **KBFL(FM)** Buffalo, MO (BALH930505GJ; 99.9 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from Charles Burton to KBFL Broadcasting Co. for \$65,000. Seller has no other broadcast interests. Buyer is headed by general partners Mel Pulley and Gretchen Pulley, who also own KYOO-AM-FM Bolivar, MO. Filed May 5.

■ **KEYV(FM)** Las Vegas (BALH930521GE; 93.1 mhz; 24.5 w; ant. 3,724 ft.)—Seeks assignment of license from Unicom Broadcasting Inc. to Broadcast Associates Inc. for \$2.25 million. Seller is headed by Andrew Molasky. Buyer is headed by Steven J. Gold and is also licensee of KFMS-AM-FM Las Vegas. Broker: Kalil and Associates. Filed May 21.

STOCK MARKET PERFORMANCE AVERAGES FROM JUN 1992 TO JUN 8, 1993

NASDAQ: 687.74 (-2.35%)
S&P Ind.: 514.40 (-1.96%)

ALL % CHANGES FROM PRIOR WEEK



■ **WWDJ(AM) Hackensack, NJ** (BAL930514EJ; 970 khz; 5 kw-U; see WZZD[AM] Philadelphia, below).

■ **WKLX(FM) Rochester, NY** (BALH930518GF; 98.9 mhz; 50 kw; ant. 560 ft.)—Seeks assignment of license from WKLX Inc. to WBBF Inc. for \$4.3 million ("Changing Hands," May 31). Filed May 18.

■ **WMVO(AM)-WQIO(FM) Mount Vernon, OH** (AM: BAL930507GE; 1300 khz; 500 w-D; FM: BALH930507GF; 93.7 mhz; 37 kw; ant. 565 ft.)—Seeks assignment of license from The First-Knox National Bank of Mount Vernon, as voting trustee for Zeeco Inc. for no cash consideration. Buyer is headed by Jonathan L. Zelikowitz and has no other broadcast interests. Filed May 7.

■ **WZJU(FM) Wauseon, OH** (BAPH930521GJ; 96.9 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of CP from Steamboat Radio Partners to Buddy Carr for \$16,000. Buyer and his wife Carolyn own WRED(FM) Gibsonburg, OH. Filed May 21.

■ **KATT-FM Oklahoma City** (BALH930430EE; 100.5 mhz; 97 kw; ant. 1,191 ft.)—Seeks assignment of license from Sun Broadcasting Co. to CAT Communications Inc., consideration to be cancellation of seller's obligations in form of 1991 promissory note in principal amount of \$4 million. Seller has no other broadcast interests. Buyer is headed by J. Kent Nichols and has no other broadcast interests. Filed April 30.

■ **KQIK-AM-FM Lakeview, OR** (AM: BAL930514EG; 1230 khz; 1 kw-U; FM: BALH930514EF; 93.5 mhz; 284 w; ant. 1,000 ft.)—Seeks assignment of license from KQIK Ltd. to New Start Enterprises Inc. for \$182,000. Seller is headed by R. Craig Monson. Buyer is headed by Arthur L. Collins and has no other broadcast interests. Filed May 14.

■ **WZZD(AM) Philadelphia** (BAL930514EI; 990 khz; 50 kw-D, 10 kw-N)—Seeks assignment of license from Communico Corp. of America to H.E. Ltd. Assignment includes WWDJ(AM) Hackensack, NJ, and KSLR(AM) San Antonio, TX (see stations). WZZD was purchased in 1980 for \$4.025 million. Seller is headed by Lee C. Everding and owns two other AM's. Buyer is headed by Richard L. Kylberg Jr. and has no other broadcast interests. Filed May 14.

■ **WGSN(AM)-WNMB(FM) North Myrtle Beach, SC** (AM: BAL930517GE; 900 khz; 500 w-U; FM: BAPLH930517GF; 105.5 mhz; 3 kw; ant. 355 ft.)—Seeks assignment of license from Ogdan Broadcasting of South Carolina Inc. to Ocean Drive Communications Inc. for \$2 million. Seller is headed by Ogdan Nutting and is subsidiary of The Ogdan Newspapers Inc., which is also licensee of WTOM-AM-FM Staunton, VA. Buyer is headed by Matthew S. Sedota, general manager of assignor. Filed May 17.

■ **KCRM(FM) Cameron, TX** (BAPLH930520GG; 103.9 mhz; 3 kw; ant. 492 ft.)—Seeks assignment of CP from KCRM Broadcasting to William R. Vance Jr. for \$250,000, \$105,000 of which is assumption of debt. Seller is headed by William W. Jamar. Buyer has interests in licensees of KISX(FM) Whitehouse and KEEE(AM)-KJCS(FM) Nacogdoches, TX. Filed May 20.

■ **KODM(FM) Odessa, TX** (BALH930518GG; 97.9 mhz; 100 kw; ant. 361 ft.)—Seeks assignment of license from D & F Communications L.P. to Sonance Midland L.C. for \$250,000. Seller is headed by Robert H. Devlin Jr. and Jon Ferrari. Buyer is headed by William R. Hicks and is licensee of KCHX(FM) Midland, TX. Assignee has entered into time-brokerage agreement with assignor and will provide programming and sales services to station. Hicks also has interests in licensees of WTAW(AM)-KTSR(FM) College Station, KULF(FM) Brenham and KFMX-AM-FM Lubbock, all Texas. Broker: Dick Sharp. Filed May 18.

■ **KSLR(AM) San Antonio, TX** (BAL930514EK; 630 khz; 5 kw-U; see WZZD[AM] Philadelphia, above).

■ **KZEY(AM) Tyler, TX** (BAL930514ED; 690 khz; 1 kw-D, 92 w-N)—Seeks assignment of license from Rose Communications Inc. to Community Broad-

cast Group Inc. for \$150,000. Previous assignment of station, with KGLD(FM) Tyler, TX, for \$175,000 ("For the Record," June 7), was dismissed (see "Actions," below). Seller is headed by Roger Whitehurst and has no other broadcast interests. Buyer is headed by Jerry Russell and has no other broadcast interests. Filed May 14.

■ **WXMY(AM) Saltville, VA** (BAL930513EE; 1600 khz; 5 kw-D, 500 w-N)—Seeks assignment of license from Sound Media Inc. to Troy L. Rose for \$75,000. Seller is headed by Timothy M. Baxter. Buyer has no other broadcast interests. Filed May 13.

■ **KLID(AM) Poplar Bluff, MO** (BAL930128ED; 1340 khz; 1 kw-U)—Granted assignment of license from Morris Broadcasting Inc. to Browning Skidmore Broadcasting, Inc. for \$60,000. Seller Harold L. Morris has no other broadcast interests. Buyer is headed by Chris Browning and has no other broadcast interests. Action May 21.

■ **WXMY(AM) Saltville, VA** (BAL930513EE; 1600 khz; 5 kw-D, 500 w-N)—Seeks assignment of license from Sound Media Inc. to Troy L. Rose for \$75,000. Seller is headed by Timothy M. Baxter.

■ **KSLR(AM) San Antonio, TX** (BAL930514EK; 630 khz; 5 kw-U; see WZZD[AM] Philadelphia, above).

Actions

■ **WACV(AM) Montgomery, AL** (BAL930405EB; 1170 khz; 10 kw-D, 1 kw-N)—Granted assignment of license from Meyer-Baldrige Radio Inc. to Montgomery Broadcast Properties Ltd. for \$125,000 ("For the Record," April 26). Action May 26.

■ **KYAK(AM)-KGOT(FM) Anchorage** (AM: BAL930322EC; 650 khz; 50 kw-U; FM: BALH930322ED; 101.3 mhz; 26 kw; ant. -66 ft.; see KIAK-AM-FM Fairbanks, AK, below).

■ **KIAK-AM-FM Fairbanks, AK** (AM: BAL930322EA; 970 khz; 5 kw-U; FM: BALH930322EB; 102.5 mhz; 26.3 kw; ant. 1,626 ft.)—Granted assignment of license from KGOT Corp. and KQFZ Corp. to Comco Broadcasting Inc. for \$1.45 million. Assignment includes KYAK(AM)-KGOT(FM) Anchorage (see above and "Changing Hands," April 12). Action May 21.

■ **KWKK-AM-FM Dardanelle, AR** (BAL930310EA; 980 khz; 5 kw-D; FM: BALH930310EB; 102.3 mhz; 200 w; ant. 1,227 ft.)—Granted assignment of license from Ramsay Communications Inc. to Johnson Communications Inc. for \$270,000 ("Changing Hands," April 5). Action May 21.

■ **KLXR(AM) Redding, CA** (BAL930409EB; 1230 khz; 1 kw-U)—Granted assignment of license from Eugene L. Hill and Joy D. Hill to Redding Radio Corp. for \$94,900 ("For the Record," May 3). Action May 20.

■ **KQPM(FM) Ukiah, CA** (BALH930121GP; 105.9 mhz; 1.9 kw; ant. 2,017 ft.)—Granted assignment of license from Terrence P. Montgomery to North Country Communications Inc. for \$810,000 (see "Changing Hands," Feb. 22). Action May 21.

■ **WXYB(AM) Indian Rocks Beach, FL** (BAL930409EA; 1520 khz)—Granted assignment of license from Moody Bible Institute of Chicago to ASA Broadcasting Inc. for \$31,000 ("For the Record," May 3). Action May 24.

■ **WSTF(FM) St. Augustine, FL** (BTCH920806GG; 97.7 mhz; 3 kw ant. 200 ft.)—Granted transfer of control from Todd Communications Inc. to Devon W. Paxson for \$50,000 ("For the Record," Aug. 31, 1992). Action May 20.

■ **WTXL-TV Tallahassee, FL** (BALCT930401L); ch. 27; 1,184.7 kw-V; 118.46-A; ant. 1,041 ft.)—Granted assignment of license from ET Broadcasting Inc. to Media Venture Management Inc. for assumption of approximately \$5 million in debt ("For the Record," May 10). Action May 26.

■ **KWAI(AM) Honolulu** (BTC930412EE; 1080 khz; 5 kw-U)—Granted transfer of control of Radio Hawaii Inc. to Wagenvoort Advertising Group Inc. Carolyn Wagenvoort is transferring her 50% interest in licensee to David Wagenvoort as part of result of divorce settlement ("For the Record," May

3). Action May 24.

■ **KID-AM-FM Idaho Falls, ID** (AM: BAL930223GF; 590 khz; 5 kw-D, 1 kw-N; FM: BALH930223GH; 96.1 mhz; 100 kw; ant. 1,500 ft.)—Granted assignment of license from Simons Family Inc. to Fox Communications Corp. for \$700,000 (see "Changing Hands," March 22). Action May 21.

■ **WAMJ(AM) South Bend, IN** (BAL930408EA; 1580 khz; 1 kw-D, 500 w-N)—Granted assignment of license from Barrister Investment Co. to Times Communications Inc. for \$27,000 ("For the Record," May 3). Action May 20.

■ **KHBT(FM) Humboldt, IA** (BALH930225GK; 97.7 mhz; 3 kw; ant. 275 ft.)—Granted assignment of license from Christensen Broadcasting Inc. to Signature Communications Inc. for \$148,000 ("For the Record," March 22). Action May 18.

■ **WWL(AM)-WLMG(FM) New Orleans** (AM: BTC930317GN; 870 khz; 50 kw-U; FM: BTCH930317GO; 101.9 mhz; 95 kw; ant. 830 ft.; see WILK(AM)-WKRZ-FM Wilkes-Barre, PA, below).

■ **WKZC(FM) Scottville, MI** (BALH921223GL; 95.9 mhz; 3 kw; ant. 300 ft.)—Granted assignment of license from West Shore Broadcasting Inc. to Chickering Associates Inc. for \$190,000 ("For the Record," Feb. 1). Action May 20.

■ **KLID(AM) Poplar Bluff, MO** (BAL930128ED; 1340 khz; 1 kw-U)—Granted assignment of license from Morris Broadcasting Inc. to Browning Skidmore Broadcasting, Inc. for \$60,000. Seller Harold L. Morris has no other broadcast interests. Buyer is headed by Chris Browning and has no other broadcast interests. Action May 21.

■ **KFMQ(AM) Lincoln, NE** (BAL930415EA; 1480 khz; 5 kw-D, 1 kw-N)—Granted assignment of license from KLMS-KFMQ Inc. to Radio One Nebraska Inc. for \$200,000 ("For the Record," May 3). Action May 27.

■ **KIZZ(FM) Minot, ND** (BALH921221GZ; 93.7 mhz; 98 kw; ant. 571 ft.)—Granted assignment of license from Meyer Broadcasting Co. to DCP Broadcasting Corp. of Minot for \$450,000 (see "Changing Hands," Jan. 18). Action May 21.

■ **WLTP(AM)-WNUS(FM) Belpre, OH** (AM: BAL930218GF; 1450 khz; 1 kw-U; FM: BAPLH930218GG; 107.1 mhz; 2.3 kw; ant. 370 ft.)—Granted assignment of license from TR Broadcasting Inc. to WNUS Inc. for \$575,000 (see "Changing Hands," March 22). Action May 24.

■ **WJMO-AM-FM Cleveland** (AM: BAL921019HQ; 1490 khz; 1 kw-U; FM: BALH921019HR; 92.3 mhz; 40 kw; ant. 548 ft.)—Granted assignment of license from Friendly Broadcasting Co. to Zebra Broadcasting Corp. for \$4.25 million ("Changing Hands," Oct. 26, 1992). Action TKTKTKTKTK.

■ **KKND(FM) Stillwater, OK** (BALH921029HF; 105.5 mhz; 4.9 kw; ant. 400 ft.)—Granted assignment of license from KVRO Inc. & KKND to Gentry Media for \$275,000 (see "Changing Hands," Nov. 30). Action Dec. 12, 1992.

■ **WILK(AM)-WKRZ-FM Wilkes-Barre, PA** (AM: BTC930317GG; 980 khz; 5 kw-D, 1 kw-N; FM: BTCH930317GH; 98.5 mhz; 8.7 kw; ant. 1,171 ft.)—Granted transfer of control of Keymarket Communications. Licensee investors Mezzanine Capital Corp., Media-Communications Partners Ltd., Chestnut Street Partners Inc. and Milk Street Partners Inc. have offered to restructure indebtedness of shareholder Kerby Confer such that some management control of licensee will transfer to voting trustees Richard Churchill and Christopher S. Gaffney. Transfer includes licensee stations WEZI(AM)-WVRV(FM) Memphis, TN, and WWL(AM)-WLMG(FM) New Orleans (see stations and "For the Record," April 5). Action May 21.

■ **WBRQ(FM) Cidra, PR** (BALH930310GF; 97.7 mhz; 3 kw; ant. 866 ft.)—Granted assignment of license from Radio Musical Inc. to American National Broadcasting Corp. for \$1.9 million (see "Changing Hands," March 29). Action May 27.

■ **WBLR(AM) Batesburg, SC** (BAL930407EA; 1430 khz; 5 kw-D, 142 w-N)—Granted assignment

of license from James E. Wiszowaty and Cheryl A. Wiszowaty, husband and wife, to Durst Broadcasting Co. Inc. for \$40,000 ("For the Record," April 26). Action May 21.

■ **KZMX-AM-FM Hot Springs, SD** (AM: BA-L930401EB; 580 khz; 500 w-D, 310 w-N; FM: BAL-H930401EC; 96.7 mhz; 3.4 kw; ant. 440 ft.)—Granted assignment of license from Communications Systems Management Inc. to Mt. Rushmore Broadcasting Inc. for approximately \$45,000 ("For the Record," April 26). Action May 20.

■ **KJIA(AM) Sioux Falls, SD** (BAL930329EC; 1520 khz; 500 w-D)—Granted assignment of license from Nehemia Radio Productions Inc. to CGN Corp. for \$175,000 ("For the Record," April 19). Action May 25.

■ **KKPS(FM) Brownsville, TX** (BALH930316GO; 99.5 mhz; 100 kw; ant. 1,034 ft.)—Granted assignment of license from Sunbelt Radio Acquisition Inc. to Rio Grande Partners Ltd. for \$910,000 ("For the Record," April 12). Action May 21.

■ **KZEY(AM) Tyler, TX** (BAL930505EH; 690 khz; 1 kw-D, 92 w-N)—Dismissed assignment of license from Rose Communications Inc. to Glesier Communications Incorporated for \$175,000 ("For the Record," May 31). Action May 25.

■ **KNFO(FM) Waco, TX** (BALH930318GE; 95.5 mhz; 100 kw; ant. 1,100 ft.)—Granted assignment of license from HSA Service Corp. to Broadcasters Unlimited Inc. for \$610,000 ("Changing Hands," April 5).

■ **WJPR(TV) Lynchburg, VA** (BALCT930212KE; ch. 21; 1,148 kw-V; 115 kw-A; ant. 1,638 ft.)—Granted assignment of license from Roanoke-Lynchburg TV Acquisition Corp. to Grant Broadcasting System II Inc. for \$5.5 million. Assignment includes satellite station WVFT(TV) Roanoke, VA (see below and "Changing Hands," March 15). Action May 21.

■ **WVFT(TV) Roanoke, VA** (BALCT930212KF; ch. 27; 1,230 kw-V; 123 kw-A; ant. 2,050 ft.; see WJPR(TV) Lynchburg, VA, above).

■ **KTHE(AM) Thermopolis, WY** (BAL930416EA; 1240 khz; 1 kw-U)—Granted assignment of license from KBK Broadcasting Inc. to D. Mark Inc. for \$76,741 ("For the Record," May 10). Action May 27.

FACILITIES CHANGES

Applications

AM's

■ **Bakersfield, CA KNZR(AM)** 1560 khz—May 18 application of Buckley Broadcasting Corp. of Calif. for CP to correct coordinates to: 35 18 30 - 119 02 34.

■ **Balch Springs, TX KSKY(AM)** 660 khz—May 14 application of Broadcasting Partners of Dallas Inc. for CP to make changes in antenna system.

FM's

■ **Cordova, AL WFFN(FM)** 95.3 mhz—May 13 application of Radio South Inc. for CP to make changes: ERP: 6 kw (H&V); ant.: 100 m.; TL: .45 km at 46 ft. from intersection of Old Hwy 78 and Gardiners Gin Road, Walker Co., AL.

■ **Dermott, AR KXSA-FM** 103.1 mhz—May 17 application of KXSA Radio Inc. for mod. of license to increase ERP from 3 kw to 5.5 kw (per MM docket #88-375).

■ **Huntsville, AR KFAY-FM** 99.5 mhz—May 7 application of Hendren-McChristian Communications for CP to make changes: ERP: 3.3 kw (H&V); ant.: 135 m.; TL: 1.1 km south of State Hwy 45 and 2 km west of State Hwy 68 on Keefer Mt. in Madison County, AR.

■ **Fort Collins, CO KTCL(FM)** 93.3 mhz—May 13 application of U.S. Media Colorado Ltd. for CP to make changes; change: TL: 2 mi. east of Fredrick on Rd. 17 in Weld County, CO.

■ **Wray, CO KATR-FM** 98.3 mhz—May 10 applica-

tion of New Directions Media Inc. for mod. of CP (BPH-910502ID) to make changes; change ant.: 101 m. TL: 7 mi. north of Eckley, CO, on county road T.

■ **Marathon, FL WGMX(FM)** 94.3 mhz—May 12 application of The Great Marathon Radio Company for mod. of CP (BPH-8809011I) to make changes: ant.: 78 m. (H&V); TL: 3.1 nautical mi. west of Marathon Airport.

■ **Olney, IL WPTH(FM)** 88.1 mhz—May 17 application of Olney Voice of Christian Faith Inc. for CP to change ERP: .72 kw H&V.

■ **Pontiac, IL WJEZ(FM)** 93.7 mhz—May 12 application of Livingston County Broadcaster Inc. for mod. of license (BLH-4485) to change from channel 276A to 229A and to increase ERP from 4.5 kw to 6 kw (per MM docket 90-137).

■ **Bloomington, IN WFHB(FM)** 91.3 mhz—May 14 application of Bloomington Community Radio Inc. for mod. of CP (BPED-900406MA) to make changes; change ERP: 2.5 D.A. max kw (H&V).

■ **Algona, IA KLGA-FM** 92.7 mhz—May 12 application of Kossuth County Broadcasting L.C. mod. of CP (BPH-900628IC) to make changes; change ERP: 50 kw (H&V); ant.: 69 m.; TL: 2102 80th Ave., Algona, IA; change class A to class C2.

■ **Larose, LA KMZM(FM)** 100.3 mhz—May 12 application of Electronics Unlimited Inc. for mod. of CP (BPH-920717IE) to make changes; change ERP: 100 kw (H&V); ant. 240 m.; TL: Highway 1. 2.7 km SW of Leeville, Lafroche Parish, LA; change class to C1 (per MM docket #92-198).

■ **Westbrook, ME WYNZ-FM** 100.9 mhz—May 12 application of Buckley Broadcasting Corp. of Maine for CP to make changes; change ERP: 6 kw (H&V);

ant.: 79 m.; TL: Presumpscot St., Cumberland County, Portland, ME.

■ **Amherst, MA WRNX(FM)** 100.9 mhz—May 11 application of Hampshire County Broadcasting Ltd. for CP to make changes; ERP: 1.34 kw (H&V); ant.: 211 m.; TL: atop Bare Mountain, .4 km west of State Route 116.

■ **Cleveland, MS WDFX(FM)** 98.3 mhz—May 13 application of Bolivar Broadcasting for for mod. of CP (BPH-911220MD) to make changes: TL: proposed site is located .9 km east of intersection of U.S. Hwy. 61 and Township Rd. in Mound Bayou, MI.

■ **Knob Noster, MO KKKX(FM)** 105.7 mhz—May 10 application of Bick Broadcasting Company for CP to make changes: ERP: 30 kw (H&V); class changed from C3 to C2 (per MM docket #92-1394).

■ **Nebraska City, NE KNCY-FM** 97.7 mhz—May 7 application of Sunrise Broadcasting Corp. for CP to make changes; change TL: 1.3 mi. east of highway 50 and 1.5 mi. north of Weeping Water, Center Township, Cass County, NE; change class C1 (per MM docket #90-472).

■ **Webster, NY WDCZ(FM)** 102.7 mhz—May 10 application of Kimtron Inc. for CP to make changes: ERP: 3 kw (H&V).

■ **Belhaven, NC WKJA(FM)** 101.1 mhz—May 17 application of Winfas of Belhaven Inc. for mod. of CP (BPH-861103IG as mod.) to make changes; change: ERP: 31 kw (H&V); ant.: 187 m.

■ **Upper Arlington, OH WRVF(FM)** 98.9 mhz—May 12 application of Tri-City Radio Ltd. for CP to make changes; change: ERP: .583 kw (H&V); ant.: 230 m.

■ **Scranton, PA WEZX(FM)** 107.1 mhz—May 18

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's ¹	TOTAL*
Commercial AM	4,954	181	5,135
Commercial FM	4,853	906	5,759
Educational FM	1,613	308	1,921
Total Radio	11,420	1,395	12,815
Commercial VHF TV	558	12	570
Commercial UHF TV	594	142	736
Educational VHF TV	124	4	128
Educational UHF TV	241	7	248
Total TV	1,517	165	1,682
VHF LPTV	474	136	610
UHF LPTV	859	972	1,831
Total LPTV	1,333	1,108	2,467
FM translators	1,993	390	2,383
VHF translators	2,421	81	2,502
UHF translators	2,416	386	2,802

CABLE

Total subscribers	55,786,390
Homes passed	89,400,000
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. ¹ Construction permit. Source: Nielsen, NCTA and Broadcasting & Cable's own research.

application of The Scranton Times for mod. of CP (BPH-890925IL) to make changes; change ERP .8 kw H&V; ant. 273 m.; TL: 6.2 km east of Wilkes-Barre-Scranton International Airport; processing pursuant to 47 CFR 73.215 requested.

■ **Moncks Corner, SC WJYQ(FM)** 105.5 mhz—May 11 application of Cedar Carolina Ltd., debtor-in-possession, for CP to make changes; ERP: 20 kw H&V, frequency and class (per docket #91-127).

■ **Vergennes, VT WWTG(FM)** 96.7 mhz—May 14 application of Lakeside Broadcasting Corp. for mod. of CP (BPH-910822MB) to make changes; change ERP: 3.4 kw (H&V).

Actions

AM's

■ **Apopka, FL WTLN(AM)** 1520 khz—Dismissed app. of action Rainbow Corp. (BP-910108AC) for petition for review: CP to change frequency to 700 khz; and increase power to 10 kw. Action August 25, 1992.

■ **Houlton, ME WHGS(AM)** 1340 khz—Dismissed app. of Peak Communications Inc. (BP-900403AF) for CP to make changes in antenna system and change TL to approx. 1 mi. west of Houlton, ME: 46 07 19 - 67 51 53. Action May 24.

■ **Dedham, MA WBMA(AM)** 890 khz—Dismissed app. of Family Stations Inc. (BP-921204AB) for CP to change city of license to Wellesley, MA; increase power to 3.5 kw-25 kw; make changes in antenna system; change TL to: end of Sewell Street, Ashland, MA; 42 14 49 - 71 25 30. Action May 25.

■ **Laughlin, NV KOWA(AM)** 870 khz—Granted app. of Million Dollar Broadcasting Inc. (BP-920410AB) for CP to augment standard pattern (for synchronous operation.). Action May 20.

■ **Florence, NJ WIFJ(AM)** 1460 khz—Granted app. of Real Life Broadcasting (BMP-921030AA) for MP (BP821203AB) to correct coordinates to 40 04 53 - 74 47 41). Action May 25.

■ **Ceiba, PR WFAB(AM)** 890 khz—Granted app. of Aerco Broadcasting Corp. (BMP-920420AH) for MP (BP840914AA) to change TL to road #3, Nayuabo, PR: 18 12 16 - 65 42 40. Action May 26.

■ **Crossville, TN WCSV(AM)** 1520 khz—Granted

app. of Samuel T. Arnes (BP-930120AA) for CP to change TL to 10th St., Crossville, TN, and make changes in antenna system: 35 57 01 - 85 02 09. Action May 25.

■ **Germantown, TN WNWZ(AM)** 1430 khz—Granted app. of Ardman Broadcasting Corp. (BMP-920115AD) for MP (BP900405CV) to reduce daytime power to 2.5 kw. Action May 24.

■ **Trenton, TN WTNE(AM)** 1500 khz—Granted app. of Wireless Group Inc. (BP-921221AD) for CP to make change in antenna system and correct coordinates to: 35 58 52 - 88 55 32. Action May 25.

FM's

■ **Chico, CA** New FM 92.7 mhz—Granted app. of Chico FM Inc. (BMPH-930129IB) for mod. of CP (BPH-910926ME) to make changes: ERP: 1.5 kw (H&V) ant.: 196 m.; TL: Nimshew Road, approx 5 km north of Paradise, CA. Action May 19.

■ **Port Charlotte, FL WVJ(FM)** 91.7 mhz—Canceled CP of Port Charlotte Educ. Broadcasting Foundation for CP to make changes; change ERP: 3 kw (H&V); ant.: 100 m.; TL: 500 west of U.S. Route 17, 1.6 km SSW of Fort Ogden, De Soto County, FL. Action May 21.

■ **Port Charlotte, FL WVJ(FM)** 91.7 mhz—Granted app. of Port Charlotte Educ. Broadcasting Foundation (BPED-920721MC) for CP to make changes; change: ERP: 3.6 kw (H&V); ant.: 100 m. (H&V); TL: 213 m. west of U.S. Route 17, 1 km southwest of Fort Ogden, FL. Action May 21.

■ **St. Augustine, FL WSOS(FM)** 105.5 mhz—Granted app. of WSOS-FM Inc. (BPH-921211II) for CP to make changes; change: ERP: 19 kw (H&V); ant.: 115 m. (H&V); change frequency to 94.1 and class to C3 (per MM docket #90-164). Action May 18.

■ **French Lick, IN WFLQ(FM)** 100.1 mhz—Granted app. of Willtronics Broadcasting (BMLH-921202KD) for mod. of license to increase ERP: 6 kw (H&V); (per MM docket #88-375). Action May 18.

■ **Asbury, MO KWXD(FM)** 103.5 mhz—Granted app. of William Bruce Wachter (BMPH-930208IF) for mod. of CP (BPH-910410MG) ERP: 3.8 kw, ant.: 126 m. TL: 1340 Quincy, Pittsburg, Crawford Co. KS. Action May 12.

■ **La Monte, MO KOSY(FM)** 97.1 mhz—Dismissed app. of Valkyrie Broadcasting Inc. for mod. of CP (BPH-890313MM as mod.) to make changes; change antenna supporting structure height. Action May 20.

■ **La Monte, MO KOSY(FM)** 97.1 mhz—Canceled app. of Valkyrie Broadcasting Inc. (BPH-890313MM) for CP for new FM on frequency 97.1 mhz; ERP 1.35 kw H&V; ant. 150 m.; 38 45 09 - 93 18 09; call sign deleted. Action May 20.

■ **Maryville, MO KNIM-FM** 97.1 mhz—Granted app. of Nodaway Broadcasting Corp. (BPH-920817IC) for CP to make changes: ERP: 25 kw (H&V); ant.: 100 m. TL: south of Maryville, adjacent to highway 72 bypass; class changed from A to C3. Action May 21.

■ **St. James, MO KZYQ(FM)** 99.5 mhz—Granted app. of John E. Hoehn (BMPH-930127IC) for mod. of CP (BPH-880112MB as mod.) to make changes; TL: 2.25 km south of Safe, Maries County, MO. Action May 11.

■ **Jamestown, NY WCOT(FM)** 90.9 mhz—Granted app. of Family Life Ministries Radio Inc. (BMPED-921211IB) for mod. of CP (BPH-900705MF as mod.) to make changes; change antenna supporting structure. Action May 25.

■ **Warsaw, NY WCOU(FM)** 88.3 mhz—Granted app. of Family Life Ministries Radio Inc. (BMPED-921211IC) for mod. of CP (BPED-900405MK) to make changes; change antenna supporting structure height. Action May 25.

■ **Morehead City, NC WRHT(FM)** 96.3 mhz—Granted app. of Eastern Carolina Broadcasting Co. (BMPH-930316IB) for mod. of CP (BPH-910318ID as mod.) to make changes: change; ant.: 150 m.; TL: approx 5.3 km southeast of intersection of Routes 1124 and 1129, Newport, Carteret County, NC. Action May 20.

■ **South Zanesville, OH WCVZ(FM)** 92.7 mhz—Granted app. of Christian Voice of Central Ohio Inc. (BPH-930104IH) for CP to make changes; ant.: 124 m., TL: 13720 Township Rd., 203 NE, Perry County, OH (per docket #89-58). Action May 19.

■ **Luray, VA WYFT(FM)** 103.9 mhz—Granted app. of Bible Broadcasting Network Inc. for CP to make changes: ERP: 6 kw (H&V). Action May 20.

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Monday Memo

"There will be a plethora of niche [cable] networks responsive to cultural groups."

During the early 1970's, as a board member of the National Association of Broadcasters, I was recruited along with other industry leaders to assist the FCC, the Office of Telecommunications Policy and the White House in drafting policies that would encourage and facilitate cultural diversity in, as well as ownership of, radio and TV outlets in the U.S. At that time there were approximately 9,000 radio stations and just one television station, WGPR-TV Detroit, owned by African Americans.

Since that time, and as a result of the policies drafted then, we have witnessed expanded participation of and increased ownership by African-Americans. In 1993 over 200 radio stations and approximately 10 TV stations are owned by African Americans. However,

there are still significant impediments regarding culturally diversified ownership.

In the expanding cable industry, the explosion of new technologies brings dynamic opportunities for cultural diversity in ownership. With the expected 500 channels to be available nationwide by 1997, specific cultural groups will be afforded tremendous opportunities, as well as significant challenges, if they will accept the risks associated with a dynamic industry.

I anticipate that the African American community will indeed take up this challenge, as demonstrated by our own initiative in launching the World African Network, and I look forward to other African Americans developing cable networks directed toward the specific needs of our community.

In a broader sense, I believe there will eventually be a virtual plethora of niche programming networks responsive to the needs of specific cultural groups within our multicultural society. For example, such networks will comple-

ment and enrich the Asian- and Spanish-language networks by celebrating a shared or common life experience.

Seven million African American cable homes currently spend \$3.5 billion annually on the cable industry. This investment substantiates the need for culturally specific programming. As these culturally specific niche networks develop, they will require management teams that are sensitive and responsive to the needs of their target audience.



By Eugene Jackson, World African Network, Los Angeles

In addition to ownership opportunities, tremendous employment opportunities also exist. Aside from the administrative and operational positions created by these new channels, there will also be an increased need for cultural representation in all the ancillary and support areas. Research, marketing, advertising, public relations and other support services will

offer expanded opportunities for those who understand the unique demands as well as the specific applications required when dealing with culturally specific communities. Independent production, promotion and design companies will also play into the cultural mix.

America's leadership role will be validated by its ability to provide humanity with a new vision of itself. Every voice that needs to be heard will be heard through these emerging networks. The expanded and diverse programming made possible by technology will also serve to accelerate and facilitate our understanding of each other. By accepting the challenges as well as the opportunities that arise in the cable industry, people from diverse cultures will gain positive cultural role models. This will allow us to illustrate to the rest of the world that a nation of strength is formed through the understanding and tolerance of all of its diverse cultures. ■

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Sol Taishoff (1904-1982)

Broadcasting & Cable

1705 DeSales Street, N.W.,
Washington, D.C. 20036
Phone: 202-659-2340
Circulation: 800-554-5729
Editorial Fax: 202-429-0651 □ Administrative Fax:
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Fifth Estater

James Wyatt Wesley Jr.

James Wesley likes art and music and, when prodded, plays an accomplished organ and piano. This cultivated, soft-spoken Southerner, however, finds himself at little disadvantage working the rough-and-tumble financial markets, which he did recently as the first cable operator to sell bonds in the public market following the FCC's decision to rein in cable rates.

From programing to sales to business, Wesley has planned and worked in both the radio and the cable TV businesses. The chairman and CEO of group owner/MSO Summit Communications has, as he puts it, "embraced the field," which has, in turn, rewarded him with success.

Wesley says he knew early on that he wanted to be in the entertainment business, and in high school the Junior Achievement club invited him to help put on a weekly radio program at WGLS [World's Greatest Little Station](AM) Decatur, Ga. The show led to a part-time job at the station that lasted five years and helped Wesley put himself through Georgia Tech. At the university he studied business, he says, because it would help him more with the entertainment side of radio than would studying journalism.

Near the end of his college years, Wesley's announcing ability caught the attention of Lee Morris, an announcer at WSB(AM) Atlanta who heard Wesley while driving home from work. Not long after, Wesley was hired by the station—starting a 29-year employment with Cox Enterprises.

Despite some success, Wesley became aware he "wasn't going to be the next Johnny Carson," and took the suggestion of management to move into sales. Following successive promotions at the station, he was named local sales manager in 1961.

When just 31 years old, Wesley was asked to take over Cox's AM-FM combination in Miami. The good news, he says, was that he had as on-



air talent such personalities as Larry King and Sally Jessy Raphael. But perhaps just as important, he says, was what a more senior station executive told him when Wesley confessed his self-doubts. Don't worry, the executive said, "We won't allow you to fail." The wisdom Wesley says he learned was that management is, to a certain extent, elected by subordinates who risk their careers in deciding to follow management.

Cox next sent Wesley to Los Angeles, where, among other things, he negotiated his first radio station acquisition, adding KOST (FM) to the group's portfolio. By 1981, when he returned to Atlanta to fill the newly created position of executive vice president, radio, Wesley was also getting more involved in strategic planning.

The latter experience prepared him to satisfy an urge to buy a radio sta-

tion. He and fellow Cox executive Jim Strawn heard that pharmaceutical manufacturer Schering-Plough was selling its radio group, and the two put together a plan even before they saw the station's financials.

Former Cox Chairman Clifford Kurtland put Wesley in touch with John Moran of New York-based venture capital firm Dyson, Kissner and Moran. Along with Dyson's son, station owner Rob Dyson, the three made a successful bid for the Plough stations, renaming the group DKM Broadcasting in recognition of their financial backing.

The almost \$200 million that Summit Communications paid three years later to buy DKM helped provide Wesley and his partners with a good return, he says, "even by venture capital standards in the late 1980's." Soon after, Wesley was named chair-

man of Summit, which today has three AM's and four FM's in Atlanta, Baltimore, Dallas and New York and which serves more than 150,000 cable subscribers in Atlanta and Winston-Salem, N.C.

Unlike many in cable television, Wesley describes it as an entertainment business. The actual method of delivery of the entertainment channels, he says, is changing so fast that he has been cautious about letting Summit invest in the current technology.

Those who know Wesley describe him as a hands-off leader who gives managers autonomy while keeping track of the important financial numbers and ratios. Says Wesley, "If a subordinate's confidence in a leader is absolute, then it has to be true on the other side." ■

Chairman/Chief Executive Officer, Summit Communications Group Inc., Atlanta; b. Sept. 5, 1933, Atlanta; BS, industrial management, Georgia Tech, Atlanta, 1955; MBA, University of Miami, 1973; announcer, WGLS(AM) Decatur, Ga., 1951-55; WSB(AM) Atlanta; announcer, 1955-58, salesman, 1958-61, local sales manager, 1961-65; WIOD(AM)-WFLC(FM) Miami; station manager, 1965-66; GM, 1966-73; General Manager, KFI(AM)-KOST(FM) Los Angeles, 1973-81; executive VP, radio, Cox Communications, Atlanta, 1981-84; president/CEO, DKM Broadcasting Corp., Atlanta, 1984-88; present position since May 1988; m. Mary Phillips, March 20, 1954; children: David, Alan.

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Sharon Yokoi, executive director, affiliate relations, Buena Vista Television, Burbank, Calif., named VP.

John Miller, executive VP, advertising, promotion and daytime, children's programs, NBC Entertainment, Burbank, Calif., named executive VP, advertising, promotion and event programming, there.

John Wentworth, VP, advertising, publicity, promotion, Paramount Network Television, Hollywood, named senior VP, media relations, Paramount Television Group, there.

Robert Friedman, director, special projects, marketing, Viacom Enterprises, New York, named VP, marketing, ancillary sales, Viacom Entertainment Group, there.

Mort Crim, senior editor, news, WDIV-TV Detroit, assumes additional responsibilities as VP, community affairs.

Appointments at The New York Times Company, New York: **Katherine Darrow**, VP, broadcasting, information services, named senior VP;

Gordon Medencia, VP, corporate planning, named VP, operations, planning; **James Cutie**, senior VP, marketing, *New York Times*, named president, information services group.

Jay Wolpert, president, Jay Wol-

Yvette Miley, producer, news, WTVJ-TV Miami, named executive producer, news.

Herbert Brubaker, president, Television News Education Foundation, Washington, elected presi-

pert Enterprises, Los Angeles, joins Mark Goodson Productions there as production executive.

Mary Alice Dwyer-Dobbin, senior VP, daytime programs, ABC Entertainment, New York, named executive VP, ABC Daytime, there.

Leslie Rogers, associate director, affiliate promotion, Fox Broadcasting Company, Beverly Hills, Calif., named director, advertising, promotion, Twentieth Domestic Television, there.

Marc Sachnoff, director, development, Andrew Solt Productions, Los Angeles, named VP.

Jose Ronstadt, executive producer/host, Univision's *Hola America* and *Voces Del Pueblo*, Miami, joins Telemundo's KVEA-TV Los Angeles as GM/senior VP.

Valerie Coleman, news anchor, KCBS(AM) San Francisco, joins WPIX-TV New York as reporter.

Appointments at WUSA-TV Washington: **Michael Bratton**, news writer, assumes additional responsibilities as producer, *Inside Washington*; **Bill Beckner**, assistant chief engineer, named chief engineer.

dent, Society of Professional Journalists, Washington, D.C., chapter.

Appointments at WCIX-TV Miami: **Leslie Patterson**, news producer, WCPO-TV Cincinnati, joins as news/special projects producer; **Amber Statler**, producer, WPLG-TV Miami, joins as special projects producer.

Kathy Saunders, VP/GSM, KDAF-TV Dallas, named VP/GM.

Gregg Ketter, weekend weathercaster, KTTV-TV Los Angeles, named weeknight weathercaster.

Karyn Clarke, director, RXL Communications, Spokane, Wash., joins WDAF-TV as weekend morning news director.

Margo Myers, anchor, KSBW-TV Salinas, Calif., joins KOMO-TV Seattle, Wash., as weekend anchor/general assignment reporter.

Richard Fraim, VP/GM, KLAS-TV Las Vegas, named president/GM.

Appointments at KRON-TV San Francisco: **Jan Blair**, senior producer, WCVB-TV Boston, joins in same capacity; **Bob Coleman**, executive producer, WFLA-TV Tampa, Fla., joins as senior producer; **Lisa White**, producer, named senior producer.

Jeff Kline, director, drama development, Columbia Pictures Television, Los Angeles, named VP.

Larry Foley, associate director, Arkansas Educational Television Network, Conway, Ark., joins the University of Arkansas, Fayetteville, as associate professor, journalism.

Appointments at WMC-TV Memphis, Tenn.: **Heather Howard**, promotion writer/producer, named manager, promotion, public affairs; **Katherine Aicher**, promotion manager, named program director.

assistant press secretary, former mayor Vincent Schoemehl, joins as community affairs director.

Donald Morin, GM, KTRW(AM)-KZZU-FM Spokane, Wash., joins KEZX-FM Spokane, as GSM.

Ramsey Elliott, senior VP, Fuller Jeffrey Broadcasting Company, Sacramento, Calif., elected vice chairman, Broadcast Education Association.

Appointments at KMBZ(AM)-KLTH-FM Kansas City, Kan.: **Rob Hasson**,

graming, named VP.; **Akihiko (Kiko) Washington**, director, staffing, development, named VP, human resources, administration; **Dana Magee Grassi**, director, facilities, named VP.

Appointments at Showtime Networks Inc., New York: **Mary Kay Rabbitt**, regional director, named VP, special markets, development; **Tom Christie**, VP, business development, named VP, national accounts.

Appointments at Prime Ticket La



Jeff Kline
CPT



Jack Cahill
WLTW-FM



Sally Prendergast
Hanna-Barbera



Richard Ramirez
Prime Ticket



Eva Bustos
Prime Ticket

RADIO

Jack Cahill, sales manager, WLTW-FM New York, named GSM.

Robert Donnelly, GM, satellite systems, ABC Radio Networks, New York, named VP, engineering.

Matt Mills, GM, Paxson Broadcasting Company, Orlando, Fla., joins WERE(AM)-WNCX-FM Cleveland as president/GM.

Edith Hilliard, VP/GM, Broadcast Programming, Bellevue, Wash., named GM, Sentry Systems, there.

Doug Gondek, program director, KCFX-FM Kansas City, Mo., joins WTEM(AM) Rockville, Md., in same capacity.

Appointments at WLTE-FM Minneapolis: **Davie Munson** and **Scott Fransen**, account executives, KFAN(AM) Minneapolis and KEEY-FM St. Paul, join in same capacity.

Bob Murfin, morning drive host, WMBI(AM) Chicago, retires.

Appointments at KMOX(AM) St. Louis: **Vincent Schoemehl**, former mayor, St. Louis, joins as political talk show host; **Marie Boykin**, former

GM, KLUV-FM Dallas, joins as GSM; **Duke Frye**, producer/anchor, Kansas City Royals baseball, KSMO-TV Kansas City, assumes additional responsibilities as sports anchor, KMBZ; **Ellen Schenk**, traffic reporter, Metro Traffic Control, Kansas City, and substitute talk show host, KMBZ, named co-anchor, news.

Robert Thomas, co-owner, B&B Media, Radford, Va., joins WRAD(AM)-WRIQ-FM Radford, Va., as director, news, public affairs, promotions.

CABLE

Sally Prendergast, director, marketing, Hanna-Barbera, Inc., Hollywood, named VP.

Bill Fagan, executive VP, Petry, Inc., New York, joins WNY1, the New York Interconnect, as sales director.

John Mathwick, former group VP, marketing, Jones Intercable, Denver, joins The Weather Channel, Atlanta, as VP, sales, marketing.

Appointments at HBO, New York: **Carole Rosen**, director, family pro-

Cadena Deportiva, Los Angeles: **Richard Ramirez**, VP, special projects, named VP/GM; **Eva Bustos**, manager, cable relations, KVEA-TV Los Angeles, joins as director, affiliate marketing.

Appointments at Reiss Media Enterprises, New York: **Dara Altman**, senior counsel, West Coast, HBO, Los Angeles, joins as VP/general counsel; **Bruce Lazarus**, director, finance, CNBC, Fort Lee, N.J., joins as corporate controller; **Charles Moldow**, corporate intern, US West, New York, joins as director, business planning.

Appointments at The Military Channel, Louisville, Ky.: **Dan Donnelly**, former manager, national accounts, Showtime Networks Inc., New York, joins as director, affiliate relations; **Tom Johnson**, producer, development, Fox Television Stations, Hollywood, joins as director, documentary development.

Judy Thomas, associate producer, Mutual Radio's *The Larry King Show*, Washington, joins CNN's *Larry King Live* there in same capacity.

Pamela Kaufman, senior director, Equity Marketing, New York, joins

Turner Home Entertainment there as director, promotion.

Brian Andrews, anchor/editor, CNN Radio, and anchor, *News for Kids*, WTBS-TV Atlanta, named co-anchor, *CNN Newsroom*, there.

Appointments at Crown Media, Inc., Dallas: **James Bogart**, VP, government relations, Cencom Cable Associates, St. Louis, assumes similar responsibilities; **Steven Brockett**, VP/controller, named VP, administration; **Darrell Diel**, regional engineering, technical operations, Cencom Cable Associates, St. Louis, named director, technical operations; **William Aliber**, senior financial analyst, corporate finance, Hallmark Cards, Kansas City, Mo., joins as VP, finance.

ADVERTISING

William Whitehead, chairman/CEO, Backer Spielvogel Bates Worldwide, Canada, assumes additional responsibilities as regional director, Latin America.

Appointments at Saatchi & Saatchi Pacific, San Francisco: **Susan deLeeuw**, VP/account supervisor, named senior VP/director, business development; **Roland Deal**, assistant account executive, named account executive; **Mark Decena**, senior art director, named VP/senior art director; **Terri Holderith**, associate media director, named VP/associate media director; **Tom Kavanaugh**, senior copywriter, named VP/senior copywriter; **James Lesko**, copy typist, named proofreader/junior copywriter; **Glynis Shea**, account executive, named account supervisor.

Appointments at DDB Needham, Washington: **Nora Magee**, art director, Saatchi & Saatchi, New York, joins in same capacity; **Rita Galloway**, copywriter, Goldberg/Marchesano/Kohlman, Washington, joins in same capacity; **Hal Swetnam**, freelance copywriter, Washington, joins in same capacity.

Appointments at Montgomery, Zuckerman, Davis, Inc., Indianapolis: **Tom Aschauer**, copywriter, DDB Needham, Chicago, joins in same capacity; **Kim Reed**, writer, named senior writer; **Christine Radke**, director, publicity, The Promotion Company, Inc., Indianapolis, joins as public relations account executive.

Marissa Thompson, partner, Advertising Professionals, New York, joins Griffin Bacal there as account supervisor.

Susan Copeland, human resources administrator, GTE, St. Louis, joins DMB&B there as associate human resources manager.

TECHNOLOGY

Paul Wright, chairman, Chrysler Technologies Corporation, Arlington, Va., elected to board of directors, Odetics, Anaheim, Calif.

Dr. William Graham, president/COO, C-Cor Electronics Inc., State College, Pa., resigns.

Appointments at Scientific-Atlanta, Norcross, Ga.: **Greg Durden**, **Michael Huddleston**, **Herman Kruse**, **Syed Tarig** and **George Waters**, senior staff engineers, named principal engineers.

Bruce Hall, VP, transponder management, Keystone Communications, Salt Lake City, retires.

WASHINGTON

Tracy Weisler, legislative assistant, Senator Frank Lautenberg (D-N.J.), named director, congressional affairs, National Telecommunications and Information Administration.

Vera Silkett, deputy chief, Czechoslovak Service, Voice of America, named chief, Czech language service.

INTERNATIONAL

Steven Rosenberg, VP, international development, HBO Enterprises, and senior VP, HBO International, New York, named executive VP, HBO International, there.

Bruce Gamache, VP, finance, analysis, HBO, New York, named executive VP, HBO International, there.

Carolyn Hewitt, manager, international contracts administration, Warner Bros. International Television Distribution, Burbank, Calif., named director, contract systems.

Charlene Pollock, manager, international product coordination, Warner Bros. International Television Distribution, Burbank, Calif., named director.

DEATHS

Bob Fitzsimmons, 53, New York radio and television personality, died June 2 from a heart attack after collapsing at a Manhattan restaurant. He was taken to Metropolitan Hospital, where he was pronounced dead. In 1962 Fitzsimmons began his career at WNEW-AM New York as an assistant to Ted Brown and William Williams. After becoming a radio host and disc jockey at WRKL(AM) Rockland County, N.Y., he moved to WFMJ-TV Youngstown, Ohio, and then to WPEN(AM) Philadelphia. He returned to New York in 1970 to join WHN(AM) and returned to WNEW in 1973. He was paired with Al Rosenberg from 1989-91. He had his own show from 1991 until late last year when the station changed its format to all-business programming and its call letters to WBBR(AM). Fitzsimmons was one of the original hosts of WNYW-TV's *Good Day New York* and was a host of the *Jerry Lewis Muscular Dystrophy Telethon* 1973-89. Survivors include his wife, Patricia, two sons and one daughter.

Alfred (Alfie) Martinez, 65, former Miami radio talk show host, died May 28 from lung and bone cancer at Mount Sinai Hospital, Miami Beach. In 1950 Martinez joined WKIP(AM) Poughkeepsie, N.Y. In 1955 he moved to Miami Beach and WAHR(AM) (now WBBM(AM)). After a stint as a disc jockey at WQAM (AM) Miami in the 1960's, Martinez went back to a talk format, hosting *Ask Alfred* on WKAT(AM) North Miami Beach. *Ask Alfred* moved to television on WPLG-TV in 1968 and ran until 1970. Survivors include his longtime companion, Joan Leblanc, an aunt and an uncle.

Frank Jordan, 74, retired chief engineer, KDBC-TV El Paso, Tex., died April 24 of cancer at Providence Hospital there. Jordan began his career with the RCA touring group. In 1948 he joined WAVE-TV Louisville, Ky., where he was technical coordinator for the first television broadcast of the Kentucky Derby and pioneered sports use of the Zoomar lens. Jordan moved to El Paso and joined KDBC-TV in 1954. He retired in 1985. Survivors include his wife, Jeanne, and three daughters.

Closed Circuit

NEW YORK

News confab

NBC News is convening a "news caucus" in New York June 24-25. The gathering will include NBC President Bob Wright, news division President Andrew Lack, other news executives and program producers, as well as a group of news directors and general managers from affiliates around the country. Network officials say they want feedback from affiliates on problems and concerns. Affiliates say one issue they'll press is *Nightly News* and what changes are in store to make it a better broadcast. A growing number of affiliates think a Tom Brokaw-anchored newscast will continue to lag in the ratings (although they say nobody is a better reporter). In the past, affiliates have urged NBC to consider a co-anchor format, and some were irked that CBS made a move first with Dan Rather and Connie Chung earlier this month.

'Odd Couple' for USA

Saatchi & Saatchi's The Program Exchange plans to purchase a daily midnight slot on USA Network beginning in September, where it will run sitcom *The Odd Couple*. The series, sublicensed to TPE from Paramount, will be part of a new late-fringe sitcom block on USA to include *Major Dad* and *Wings*. Leaving the USA schedule are *MacGyver* and *Beyond Reality*.

LOS ANGELES

Made-for-cable foray

Rysher TPE Chairman Keith Samples continues to put his stamp on the newly combined syndication company. He has plans to diversify the production menu to include cable and possibly broadcast network ventures. In fact, Samples revealed that production is already into its fifth week on *Shattered Image*, Rysher TPE's first foray into made-for-cable

Million Dollar 'Improvement'

According to estimates by station sources, Buena Vista Television has recorded some high prices in its ongoing off-network sale of *Home Improvement* (BROADCASTING & CABLE, June 7), with Paramount Station Group's WTXF-TV Philadelphia reportedly agreeing to a per-episode cash license fee in the \$90,000-100,000 range. (*The Cosby Show* is believed to have set the record in Philly with a \$120,000 per-episode fee [translated from a weekly fee].)

Perhaps even more impressive is that Fox O&O's KDAF-TV Dallas and KRIV-TV Houston apparently ponied up \$85,000 and \$80,000 per episode, respectively in those markets. Counting previous acquisitions in New York, Chicago and Los Angeles (for a reported \$625,000-\$635,000 per-episode price), Fox Television Stations Inc.'s other two O&O's have brought the per-episode take to \$800,000-plus. The Fox and Paramount station buys (which also included Paramount's WDCA-TV Washington) in all likelihood put *Home Improvement* in the \$1 million-per-episode range after sales in seven of the top-10 markets.

features. Samples declined to reveal which cable network ordered the film. One Hollywood syndication source close to Samples suggested either USA Network or Lifetime. The film, which stars Bo Derek, Jack Scalia, John Savage and David McCallum, is being produced by Bruce Cohn-Curtis on a "typical" \$3 million-plus budget, says Samples.

SACRAMENTO

Down on discount

Negotiations for Tribune to buy control of Koplak Communications' KRBK-TV Sacramento and KPLR-TV St. Louis are said to be ongoing. One stumbling block, according to a source, is that some syndicators are reluctant to take discount on Koplak's obligations to them, which Tribune apparently requires as a condition for making an investment.

LIBERAL

Conservative liberal

Yes, it's true: Liberal loves Rush Limbaugh. Liberal, Kan., that is. KSCB(AM) Liberal, stung by Rush distributor EFM Media's recent decision to charge cash payments from

radio stations that take the Limbaugh show, asked listeners if they liked the show so much that the station should pay for it. Station officials say the response has been overwhelmingly in favor of paying the cash—about \$3,000 a year in small markets—and keeping Rush.

WASHINGTON

Business as usual?

The decision by the French government to sell its controlling interest in Thomson S.A. will have no immediate effect on U.S. subsidiary Thomson Consumer Electronics, according to Thomson News and Information Manager James Harper. He said the French privatization drive, which includes 21 companies, will take years to complete. "In the near term, we don't see any significant impact on domestic operations." He also said he had not heard anything about a European rumor that Dutch company Philips might be interested in buying a stake in Thomson, although he noted that the idea is not unreasonable. The U.S. subsidiaries of both Thomson and Philips are partners in the recently created alliance among American HDTV developers.

In Brief

Continuing his recent buying spree for television production and distribution companies, investor **Ronald O. Perelman**, whose Andrews Group owns New World Entertainment, **has entered a preliminary agreement to buy the assets of Reeves Entertainment Group** and to fold all operations under the NWE banner. No financial terms were released. During the last few months, Perelman has solidified a distribution pipeline for NWE (and now Reeves) by buying a 50% equity stake in Genesis Entertainment.

Renaissance Communications

President Michael Finkelstein said last week that five of his company's six TV stations would be sending out **retransmission consent** letters. Those five are Fox affiliates. The group's sixth station is an independent, WZL(TV) Miami, and Finkelstein said it would likely choose must carry "or some form of must carry. We are working with cable systems on channel positioning, which is much more important there."

Jefferson Pilot has signed a letter of intent to buy CBS affiliate

wcsc(TV) Charleston, S.C., from General Electric Capital Corp., according to station management. Jefferson Pilot would not comment, saying "things are still in process." Jefferson Pilot Communications already owns WBTV(TV) Charlotte, N.C., and WWBT(TV) Richmond, Va., in addition to six AM's and six FM's.

KFYV(FM) Las Vegas was sold by Unicom Broadcasting Inc. to Broadcast Associates Inc. **for \$2.25 million**. Seller is headed by Andrew Molasky. Buyer is headed by Steven J. Gold and is also licensee of KFMS-AM-FM Las Vegas. Broker: Kalil & Associates.

Ted Turner was elected treasurer of **NCTA board** at its post-convention meeting in San Francisco last

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending May 30. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	12.7/222/98
2. Jeopardy!	11.0/214/98
3. Star Trek	10.6/245/99
4. Oprah Winfrey Show	10.2/231/97
5. Star Trek: DS 9	9.7/236/99
6. Entertainment Tonight	7.3/185/96
7. Married...With Children	6.8/194/96
8. Inside Edition	6.6/174/95
9. Wheel Of Fortune-wknd	6.5/179/83
10. Current Affair	6.1/183/95
11. Kung Fu	6.0/167/93
11. Roseanne	6.0/139/86
13. Designing Women	5.9/205/95
14. Portfolio XV	5.5/194/96
14. Renegade	5.5/130/93

Thursday. Turner will be a member of key 12-person executive committee. TeleCable's Richard Roberts was elected chairman; Times Mirror's Larry Wangberg, vice chairman, and Comcast's Brian Robert, secretary.

KNTA(AM) San Jose-Santa Clara, Calif., was sold by Tamarack Communications Inc. to Imperio Enterprises Inc. **for \$1.4 million**. Seller is headed by David M. Jack. Buyer is headed by Genaro V. Guizar and has no other broadcast interests.

WWSX(AM)-WFHT(FM) Quincy, Fla., was sold by Broad Based Communications Inc. to Great South Broadcasting Inc. **for \$775,000**. Seller is headed by Vincent A. Henry, who, along with his siblings, is beneficiary of interests in two AM's, two FM's and new FM in Wakefield-Peacedale, R.I. He is the son of radio group owner Ragan Henry, who is licensee of three AM's and 18 FM's. Buyer is headed by Paul Stone, who has interests in licensees of two AM's and five FM's.

Time Warner and US West petitioned the FCC last week to grant a temporary waiver of its telco-cable crossownership rules for 18 months. US West has entered into

a joint venture with Time Warner for \$2.5 billion. Time Warner has eight cable operations located within US West's service territory and is seeking a waiver to gain time to sell the systems. In a filing with the FCC, the companies say the benefits of the TW-US West alliance "outweigh the de minimis violation" of the rule. Comments are due July 12.

Donald D. Wear Jr. has been named general counsel of Intelsat,



the international cooperative of 125 nations that owns and operates global communications satellite system. He had been in private practice in Washington and was of counsel to Wiley, Rein & Fielding, specializing in international policy issues. Among his previous posts were CBS's Washington vice presidency and head of CBS International.

Group W last week announced plans to merge the operations of its three Philadelphia properties:

KYW-TV, KYW(AM) and WMMR-FM. News operations of the three stations will be under a single executive, Scott Herman, director of news programming. Also, engineering, creative services and communications operations will be merged. The three stations will continue to have separate general managers, who will report to separate divisions of Group W—radio and television.

In a cordial hearing last week before the Senate Judiciary Committee, **Assistant Attorney General des-**

ignee Anne K. Bingaman pledged "to enforce the antitrust laws as they are written by the Congress, as they have been interpreted by the Supreme Court and as the facts of a particular case warrant." Among her questioners was Howard M. Metz-enbaum, who quizzed her on anti-trust and current telecommunications policy, including US West's 25% stake in Time Warner and Southwestern Bell's purchase of two Washington-area cable companies.

The official introduction of the Telecommunications Infrastructure Act of 1993 last week in the Senate met with serious opposition. Senator Conrad Burns announced that he would not co-sponsor the measure. The bill is intended to encourage the development of a national telecommunications infrastructure. Burns says he withdrew his support because the bill does not include language to "assure access" for smaller newspapers and broadcasters. The telephone industry also weighed in against the legislation.

The FCC last week granted New York Telephone (a NYNEX company) permission to conduct a limited video dialtone (VDT) test for a year in Manhattan. NYT will test transmission technologies, switching technologies and methods of storing and delivering video programming. NYT will provide capacity for 160 channels of video programming, of which Liberty Cable will be assigned 70 channels. The FCC is likely to move next on a petition from Bell Atlantic's New Jersey Bell to offer VDT services in its service area.

A.C. Nielsen Co., responding to complaints over incorrect reporting of cume data in the daypart section of **May sweeps books in Philadelphia, Washington and at least four other metered markets, is reissuing books** for those markets. The recalculations, according to Ann Elliot,

High, low hopes for interactive

I think you will see a lot more cubic zirconia than gall bladders," said FCC Commissioner Ervin Duggan in predicting the future of interactive television.

Duggan told an NCTA audience last week that he thinks an interactive network will be used more for shop-at-home services than to hook up schools or "revolutionize" medical care.

That view, however, was not shared by Larry Irving, head of the National Telecommunications and Information Administration. The NTIA is likely to play a major role in helping the administration establish policies that will promote private-sector investment in an advanced telecommunications infrastructure. Indeed, Irving and other government officials, from roughly 20 agencies, are part of a special interagency task force on telecommunications. Irving said the group, which has already had one meeting, may make specific legislative recommendations and will look at such issues as competition, universal access, privacy and opportunities for the United States abroad. Irving said the task force will work closely with the private sector.

"We'll be encouraging the industry to set standards and break down any barriers to competition," Irving said. "We're going to take a fair, hard-eyed, objective look at these issues."

Irving, like President Clinton and Vice President Gore, has high hopes for a national telecommunications infrastructure that will, said Irving, be used by schools for distance education projects and to help provide advanced medical services to remote areas of the country. Irving also emphasized that the administration does not intend to fund the development of such an infrastructure but merely to help promote it and make the public aware of its benefits.

While skeptical about the public's use of a national information highway, Duggan said he hoped the government would "lay down some goals" because network interconnectivity should be a national goal. —KM

Nielsen Media Research's director of communications, will reflect changes in the PUT (people using television) ratings as well as shares in the people shares' section.

Fox Basic Cable emerged from the NCTA with several MSO deals, according to Anne Sweeney, the new network's chairman/CEO. Sweeney said it would be three weeks before the network would reveal who the affiliates are.

Teleport Communications Group and 11 major cable MSO's have signed letters of intent to build fiber-based telecommunications systems in five cities and expand existing systems in eight others. TCG is owned by Cox Enterprises, TCI,

Continental Cablevision and Comcast. It has systems in Boston, Chicago, Dallas, Houston, Seattle, San Francisco, San Diego and Los Angeles.

ERRATA: Due to a reporting error during the May sweeps for Chicago (BROADCASTING & CABLE, May 31), independent WPWR-TV's sign-on to sign-off average from the prior May 1992 sweeps was improperly computed to have had a 25% drop in rating. The station's sixth-ranked 2.5 rating/7 share average (NSI, April 29-May 26, 1993) was correct, but it actually represents a 19% gain over its full clocking from May 1992 (2.1/5), making WPWR the only station in Chicago to exhibit any year-to-year growth.

Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Television** introduced in 1945. *Television** acquired in 1961. *Cablevision** introduced in 1972. *Broadcasting/Cable* introduced in 1989. *Broadcasting & Cable* introduced in 1993. *Broadcasting & Cable* is a registered trademark of Reed Publishing (Nederland) B.V., used under license. *Reg. U.S. Patent Office.

Incorporating The Fifth Estate TELEVISION Broadcasting

Broadcasting & Cable (ISSN 1007-2026) (GST #123397457) is printed in the U.S.A. and published weekly, except at year's end when two issues are combined, by The Cahners Publishing Co., Cahners Publishing Co., at 475 Park Ave. South, New York, NY 10016, is a division of Reed Publishing USA, 275 Washington St., Newton, MA 02158-1630; Robert L. Krakoff, Chairman/Chief Executive Officer; Timothy C. O'Brien, Executive Vice President/Finance and Administration; John J. Beni, Senior Vice President/General Manager, Consumer/Entertainment Division. Circulation records are maintained at Cahners Publishing Co., 44 Cook St., Denver, CO 80206-5800. Phone: 303-388-4511. Second-class postage paid at Denver, CO 80206-5800 and additional mailing offices. Postmaster, please send address changes to: *Broadcasting & Cable*, PO Box 173377, Denver CO 80217-3377. *Broadcasting & Cable* copyright 1993 by Reed Publishing USA. Rates for non-qualified subscribers, including all issues: USA, \$99; Canada, \$129 (includes GST); Foreign Air, \$300; Foreign Surface, \$149. Except for special issues where price changes are indicated, single copies are \$2.95 US. Please address all subscription mail to: *Broadcasting & Cable*, 44 Cook St., Denver CO 80206-5800. Microfilm of *Broadcasting & Cable* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, MI 48106 (1-800-521-0600).

Editorials

Insult to injury

The Supreme Court compounded an injustice last week, letting stand without comment a lower court ruling that an Arkansas sales tax did not violate cable's equal protection rights when it was applied to cable but not to satellite broadcasters. The high court two years ago had ruled—on the same tax—that it did not violate free speech protections to tax one medium and not another. Implicit in both decisions appears to be the courts' belief that the states' power to levy inequitable taxes does not suggest the opportunity for abuse when applied to the media. The late Justice Thurgood Marshall, in a dissent in the earlier case, argued persuasively that such opportunity clearly exists. The freedom of the press, he wrote, "prohibits the government from using the tax power to discriminate against individual members of the media or against the media as a whole." The high court, Marshall pointed out, has ruled previously that the nondiscrimination clause applies to selective taxes with the potential for abuse, no matter how innocent the intent. "By imposing tax burdens that disadvantage one information medium relative to another," Marshall concluded, "the state can favor those media that it likes and punish those it dislikes."

That's all the media need: more government leverage over their livelihoods.

Volunteer or else

Violence continued to rear its ugly head in Washington last week. The announcement by Senator Kent Conrad of a new task force on TV violence was followed by a hearing on the subject convened by the Senate Judiciary Committee's Subcommittee on the Constitution and the Judiciary Subcommittee on Juvenile Justice. (We inadvertently muddled our Conrads on this page last week, crediting—make that discrediting—the task force to Senator Conrad Burns.)

At the hearing there were the usual threats from those congressmen who from another side of their mouths profess the voluntary nature of violence regulation. For Hollywood's part, executives agreed to try harder, while pointing out that perhaps they weren't to blame for all the country's ills. Neither side was talking about censorship very much: Congress because the real issue isn't the media, but violence; Hollywood because its economic health is best served by staying on that body's good side, even at the expense of some creative freedom.

Since we have no compunction about telling Uncle Sam when he's out of line, here we go. Many people obviously like to watch violent programming. That's why it's out

there. Many others don't. There's plenty of nonviolent programming out there, too. The end of combatting violence in society does not justify the means of censoring the media and turning them into a government tool of social engineering, particularly since there is no guarantee such censorship even serves that end. That TV violence has become a hot issue illustrates a legitimate concern about our all-too-violent world, a concern that some in Congress wish to exploit. People who are afraid can be manipulated more easily, and history is full of examples of the fear of violence being capitalized upon by those who proceed to ride roughshod over rights and freedoms in the name of law and order.

If we censor television, who will decide how much violence on TV is too much, and what kind, and in what situations? (*Lonesome Dove* was a violent program, about violent times. It was also a brilliant piece of television. It could have been made with squirt guns and rubber tomahawks, we suppose.)

The voluntary self-regulation of TV violence is already within reach of anyone with a remote control. That is where such regulation belongs.

Reprieve

The FCC, with an OK from the Hill, is taking some extra time to staff up for the flood of cable rereg paperwork that will come with implementation of the new rate regulations—originally scheduled for June 21, FCC Chairman Jim Quello has moved the date back to Oct. 1. We think Congress was warranted in granting the extension. And while they're at it, they could ease the load on the overburdened agency even more by not piling on any more content regulation baggage.



Drawn for BROADCASTING & CABLE by Jack Schmidt

"He said he liked the idea, but wondered whether a Left-handed Cab Drivers Channel might be a bit too targeted."

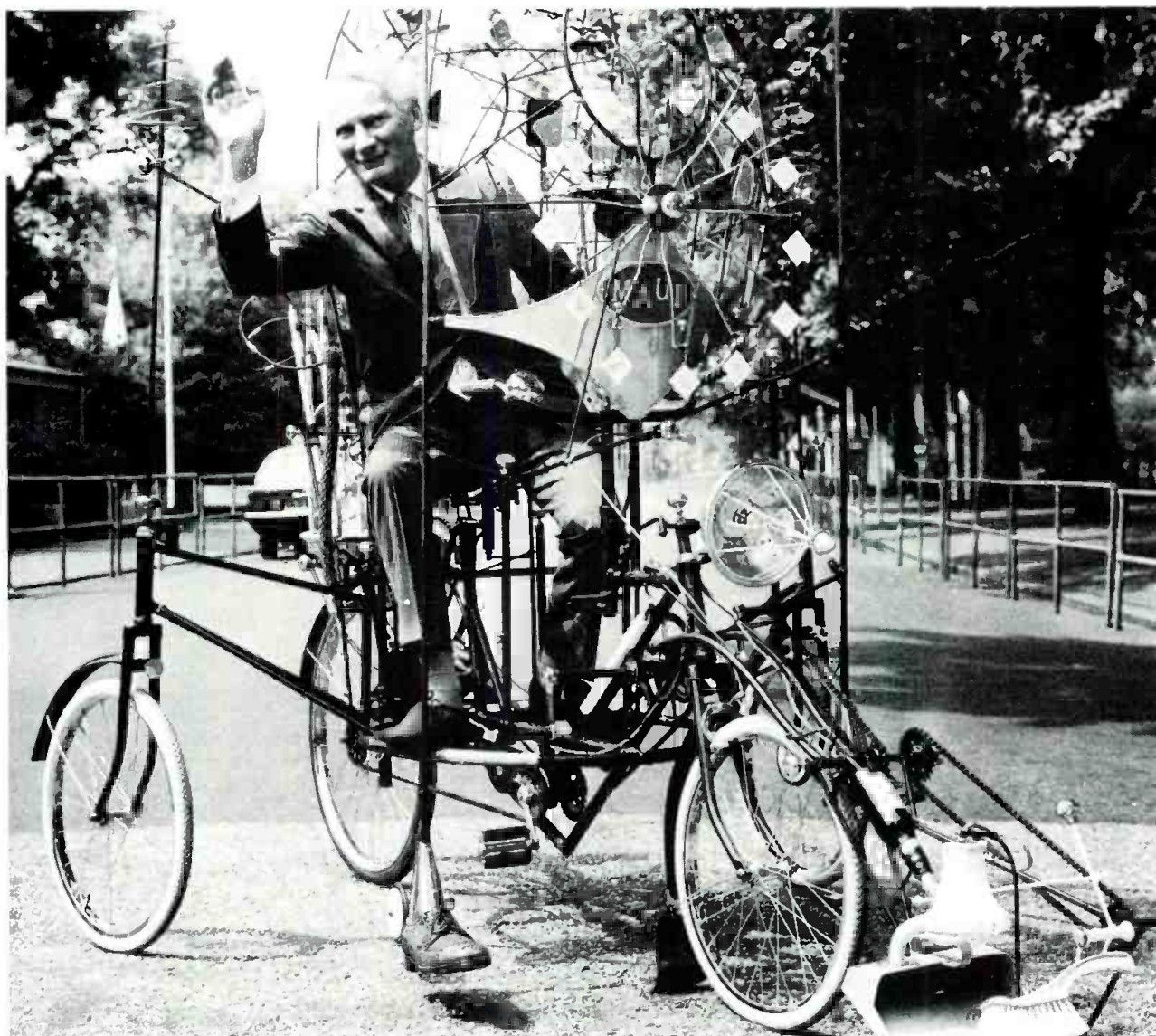
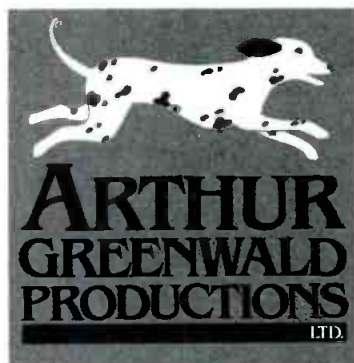


Photo: Bettman Archive

Yes, But Does It Work?

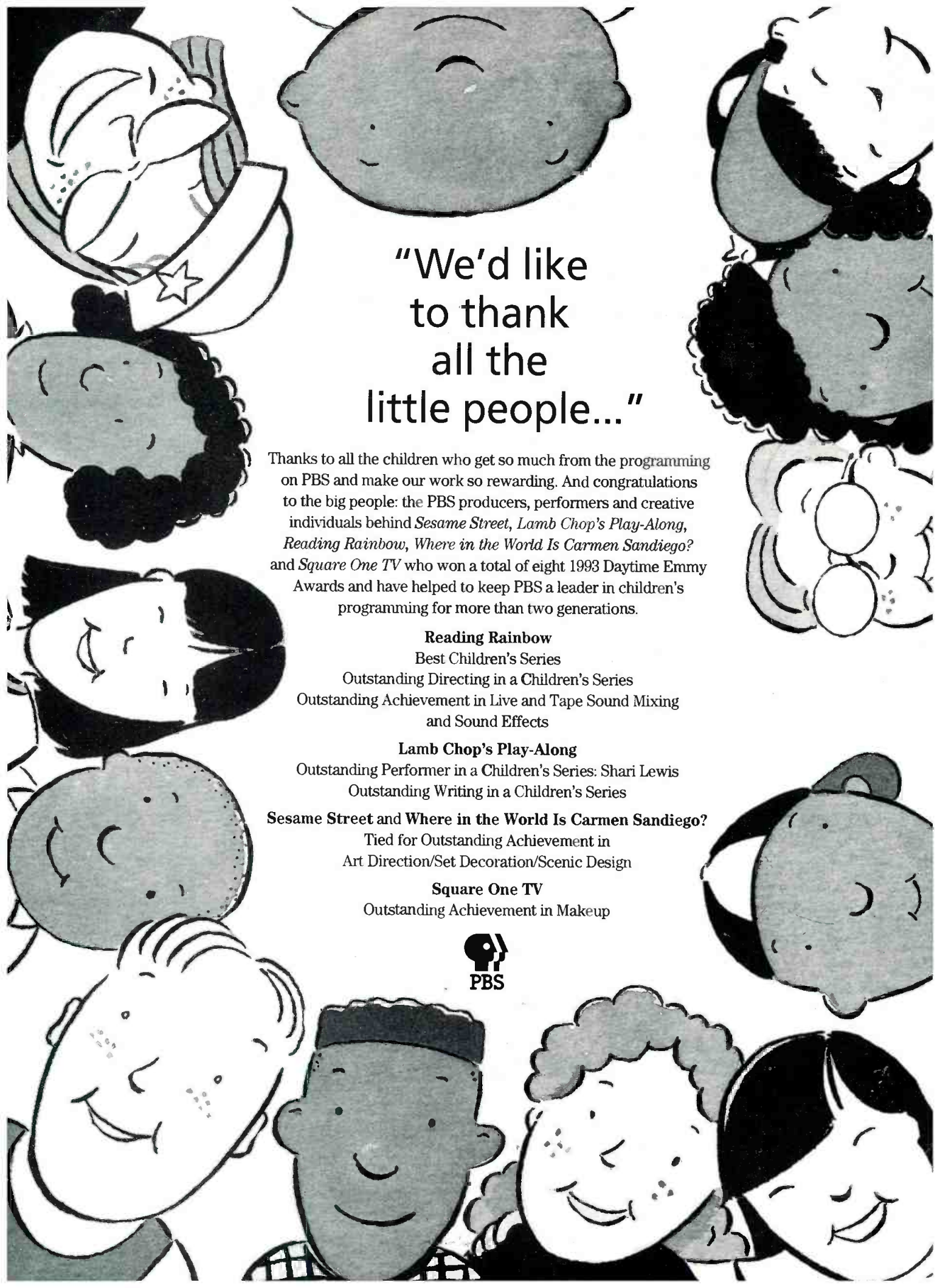
At Arthur Greenwald Productions, bells and whistles come second. Instead, we concentrate on solid marketing strategies that win not only awards, but customers, too.

Our very creative services include promo campaigns, of course – and revenue-building TV programs! Together, we'll invent elegant solutions to your toughest marketing problems.



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"We'd like
to thank
all the
little people..."

Thanks to all the children who get so much from the programming on PBS and make our work so rewarding. And congratulations to the big people: the PBS producers, performers and creative individuals behind *Sesame Street*, *Lamb Chop's Play-Along*, *Reading Rainbow*, *Where in the World Is Carmen Sandiego?* and *Square One TV* who won a total of eight 1993 Daytime Emmy Awards and have helped to keep PBS a leader in children's programming for more than two generations.

Reading Rainbow

Best Children's Series

Outstanding Directing in a Children's Series

Outstanding Achievement in Live and Tape Sound Mixing
and Sound Effects

Lamb Chop's Play-Along

Outstanding Performer in a Children's Series: Shari Lewis

Outstanding Writing in a Children's Series

Sesame Street and Where in the World Is Carmen Sandiego?

Tied for Outstanding Achievement in
Art Direction/Set Decoration/Scenic Design

Square One TV

Outstanding Achievement in Makeup

