

MAY 2

Broadcasting & Cable

The Newsweekly of Television and Radio

TOP OF THE WEEK



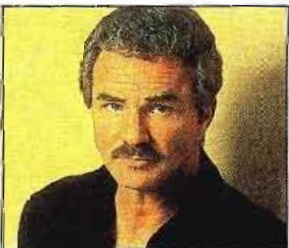
Dingell criticizes increased user/spectrum fees 6

PROGRAMING



Networks' fall season takes shape 10

CABLE



Evening Shade finds home on Family Channel 20

Vol. 124 No. 18
63rd Year 1994 \$3.95
A Cahners Publication

Parting of the Ways

Telcos are ready to go it alone on the information highway



COURTRIGHT MEMORIAL LIBRARY

MAY 4 1994

OTTERBEIN COLLEGE

*****5-DIGIT 43081
BC077076 APR94 REG692
OTTERBEIN COLLEGE A27-202
COURTRIGHT MEM LIBRARY
MAIN & GROVE ST
WESTERVILLE, OH 43081

BLE TO THE YEAR

OO

OPRAH

THE OPRAH WINFREY SHOW

NATIONAL ADVERTISING BY
CAMELOT
A KING WORLD COMPANY

PRODUCED BY
HARPO
PRODUCTIONS, INC.

DISTRIBUTED BY
KINGWORLD

The Clean Air Act of the '90's™
© 1994 King World. All Rights Reserved.

Is Now Available

20



**THE #1
TALK SHOW
IN THE
HISTORY OF
TELEVISION...**

Fast Track

MUST READING FROM BROADCASTING & CABLE

TOP OF THE WEEK

Hollings, Dingell question FCC fee ideas

Both Senate and House Commerce Committee Chairmen Senator Ernest Hollings and Representative John Dingell have raised questions about the administration's attempts to make the FCC a self-funded agency by raising user and other regulatory-related fees. They also came out against a proposal that reportedly calls for broadcasters and others to begin paying spectrum royalty fees. / 6

Beer, wine battle brewing

Broadcasters soon may be going head-to-head with Senator Strom Thurmond over his bill that would restrict beer and wine commercials on radio and TV. Thurmond wants the Senate Commerce Committee to vote on it this month, an aide says. / 6

A line on the lineups

With less than two weeks before ABC kicks off the fall schedule announcements on May 10, some development projects already have been given the green light for a fall berth. Meanwhile, there are plenty of returning shows that could fill out the schedule. / 10

Video on demand hits New York

Nynex's video dialtone experiment in New York City will offer a long list of programming, mostly movies, to gauge viewer interest in video on demand. / 11

Cable viewing looking up

Ratings for basic cable networks were flat during the just-ended network broadcast season. However, March cable ratings were up 2%, while those of the big three broadcast networks were down 5%. Cable executives contend that the season numbers aren't relevant—television is a 12-month-a-year business. / 11



Richard Nixon, here resigning the Presidency, shaped the modern relationship between presidential politics and broadcasting. / 16

COVER STORY

Telcos: Making their own way into video

Despite the recent collapse of two major telco-cable ventures, all seven regional Bell operating companies are ready to proceed into the world of interactive TV—with or without cable partners. The telcos are prosperous, but they are well aware of the rising competitive tide and are groping for new markets and fresh revenue streams. Video and multimedia services hold that potential. BROADCASTING & CABLE explores, one by one, how the RBOCs are approaching the market. / 36

Quick out of the gate

Along with US West, Bell Atlantic is a trailblazer,

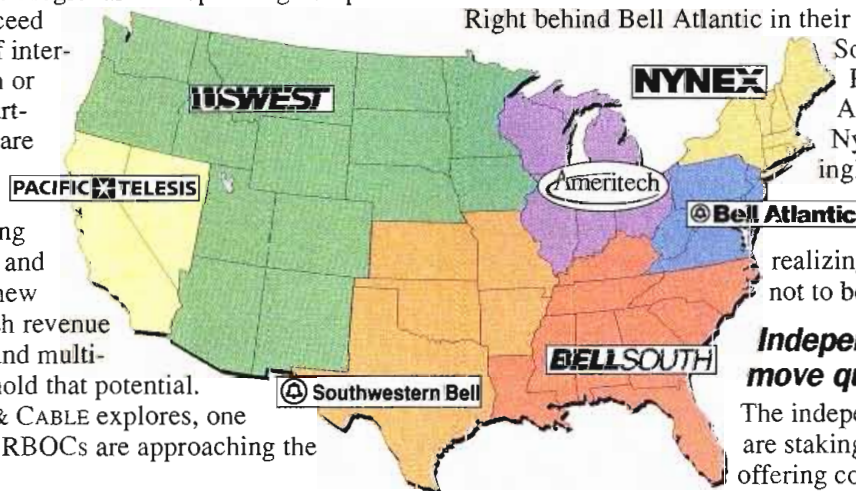
committing sizable corporate resources to building broadband networks and developing interactive video services. BellSouth is taking it more slowly. / 37

Others push hard

Right behind Bell Atlantic in their enthusiasm are Southwestern Bell, Pacific Telesis, Ameritech and Nynex. They increasingly are attuned to the potential of the market and are realizing they cannot afford not to be players. / 38, 40

Independents move quickly

The independent telcos also are staking their claim in offering commercial video services to residential customers. GTE, Southern New England Telephone and Rochester Telephone also want a share of the potentially lucrative market. / 41



"The arbitrary focus on seven months of the year is a network concoction that no advertiser in America cares about."—Jonathon Sims, Cabletelevision Advertising Bureau, on basic cable networks' flat ratings during the network broadcast season

MAY 2, 1994

PROGRAMMING

'Evening Shade' lands on Family Channel

MTM's plan to launch *Evening Shade* into off-network syndication has been abandoned. The series has been sold to co-owned The Family Channel. / 20

NBA: Ball-to-ball coverage

Turner Broadcasting System will use two networks—TBS and TNT—to provide blanket coverage of the opening rounds of next season's NBA playoffs. Testing of the system began last week. / 20



Some say basketball fans want every playoff game televised. / 20

Cable Health Club up and running

In what is believed to be the first such deal between a cable network and a sponsor, sneaker maker Reebok International has bought a 10% stake in the Cable Health Club. The FCC's new cable rate regulations prompted the move. / 22

The lusty month of sweeps

Syndicators are supercharging their game shows, series and talk shows for this month's sweeps with special guests and events. On the cable side, there is a mix of strategies to counter broadcasting's flood. / 31

RADIO

APR news show taking world view

American Public Radio President Stephen L. Salyer is hoping APR's upcoming daily world news program, *A New World*, will change the way Americans think



On the Cover:

The regional Bell operating companies are inclined to take their own way when it comes to entering the world of interactive TV. They seem more interested in that than in entering risky partnerships with their traditional adversaries, cable operators. Cover photo by H.T. Kaiser, Camerique Inc. Intl. / 36

about international news events. Instead of sending U.S.-based journalists to cover world events, APR plans to use native English-speaking commentators and reporters. / 43

BUSINESS

Katz goes public

The industry's largest station advertising sales firm has filed to go public. Besides changing its name to Katz Media Corp., Katz Television Group President Tom Olson was named president of the company. / 44

Auction proves pricey for Young

Last week's \$150 million handshake between Nationwide Communications and Young Broadcasting for the last of Nationwide's TV stations signals the return of auctioning as an effective, albeit pricey, selling tool. Eight or nine companies bid on the stations. / 46

WASHINGTON

Industry funnels \$50 million to Congress

Broadcast, cable and other segments of the communications industry gave \$50 million to members of Congress and their political parties during the past decade, according to Common Cause. Most of the money went to members of the House and Senate Commerce committees, which regulate the industry. / 47

TECHNOLOGY

FCC to review AM move criteria

Radio stations waiting to stake a claim in the new AM territory above 1605 khz may have to hole up in the current band a little longer. The FCC is reviewing the procedure used to determine which moves will most improve the existing band. / 49

Spectrum police get new patrol cars

The FCC, which uses souped-up spectrum-patrol cars to track pirate radio stations and other rogue spectrum users, is packing a trunkload of mapping and global positioning technology into 10 of them. The new technology should cut the time needed to find illegal radio operators. / 49



FCC cars are equipped with extras like mapping and spectrum analysis technology. / 49

Changing Hands.....45	Datebook.....64	Fifth Estater65
Closed Circuit.....69	Editorials.....70	For the Record61
Classified.....52	Fates & Fortunes.....66	In Brief.....68

ACTION PACKed results!

#1 new action-adventure series.

6.6



TEKWAR

BANDIT

KNIGHT RIDER 2010

MIDNIGHT RUN

VANISHING SON

**ACTION
PACK**

5.6



Thunder In
Paradise

5.5



Babylon 5

5.2



Robocop

3.6



Cobra

3.4



Acapulco
H.E.A.T.

MCA TV
ADVERTISER SALES

Source: N.S.S. season-to-date 9/26/93-3/27/94
TM & ©1994 MCA TV. All rights reserved.

MCA TV

Hollings, Dingell blast higher spectrum fees

Administration wants \$5 billion in 'spectrum royalties,' \$72 million in additional FCC user fees

By Christopher Stern

Congressional leaders joined broadcasters and cable operators last week in criticizing two separate Clinton administration revenue-raising proposals that could cost the industry billions of dollars.

Senator Ernest Hollings (D-S.C.) and Representative John Dingell (D-Mich.) rebuked the administration for proposing to make the FCC a self-funded agency by raising user and other regulatory-related fees by more than \$72 million per year.

And the lawmakers opposed another proposal that reportedly called for broadcasters and others to pay new "spectrum royalty fees." That proposal would cost spectrum users almost \$5 billion.

"They are trying to make the information superhighway into a toll road," Hollings said. "It should be a freeway."

"It is intolerable to make us the bankers for every brand-new program the White House wants to create or fund," said National Association of Broadcasters President Eddie Fritts in a letter to Office of Management and Budget Director Leon Panetta.

The White House plans to use the money freed by a self-funded FCC to cover the costs of jailing illegal aliens who commit felonies in the U.S. That proposal was part of the administra-



John Dingell

Ernest Hollings

tion's April 22 amendment to its FY 1995 budget proposal. According to budget rules, any increase in the budget has to be offset by a decrease elsewhere.

Although Dingell, who is the author of user fee legislation, raised questions about the mechanics of the proposal, he did not say he was opposed to it. In the past, he has backed the government's paying for itself through user and other fees.

Both broadcasters and cable operators last week voiced their opposition to increased user fees. Tele-Communications Inc. spokesman Bob Thomson said his company opposes the fees unless legislation includes the right "not to use" the FCC. "Then we would be wildly enthusiastic about it," he said.

Dingell last week revealed the second proposal to raise \$4 billion-\$4.8

billion from broadcasters and others through spectrum royalties. Like the user fees, the royalties would be used for costs unrelated to the communications industry. According to Dingell, OMB would like to use the spectrum revenue to offset losses from the GATT free trade agreement.

Although the proposal has not been officially advanced by the White House, it already has come under fire from Hollings, Dingell and the broadcast industry. In his letter to Panetta, Fritts called the spectrum royalty idea "an ill-conceived proposal" that has "no relationship to our industry."

Broadcasters have been adamantly opposed to spectrum royalty fees for 70 years, claiming that they already pay for their use of the airwaves through public service. "We are required to do public service. You can't say what we have to do and also say we have to pay," said L. Lowry Mays, president, Clear Channel Communications.

In his own letter to Panetta, Dingell questioned the administration's budgeting strategy and bitterly complained about what he believes is a clear invasion of turf. He called the proposals "raiding programs within our own jurisdiction."

FCC Chairman Reed Hundt is discussing a self-funded FCC with OMB. In written testimony prepared last week for Hollings's committee, Hundt acknowledged that an FCC that paid for itself would mean higher fees for broadcasters "to fund the initiative. The [budget] amendment proposes that the commission be fully funded during fiscal 1995 by fees assessed against those entities it regulates."

The FCC already raises enough revenue through user fees and application processing fees to pay for more than 80% of its budget. The combination of those two sources of revenue add up to \$138 million. The FCC keeps \$95 million and turns the remaining \$43 million over to the U.S. Treasury. The FCC's budget for FY95 is \$167.4 million, although Hundt is in active discussions with OMB to increase the agency's funding. ■

Beer, wine battle brewing

Broadcasters soon may be going head-to-head with Senator Strom Thurmond (R-S.C.) over his bill that would restrict beer and wine commercials on radio and TV. Thurmond wants the Senate Commerce Committee to vote on it this month, an aide says. And last week Thurmond told Commerce Committee Chairman Ernest Hollings (D-S.C.) that he's eager to move it. Hollings promised Thurmond that the committee will consider the measure when Thurmond is ready.

The National Association of Broadcasters actively is campaigning to defeat the legislation. NAB President Eddie Fritts last week sent an alert to his members urging them to call Senate Commerce Committee members to express their opposition. As of late in the week, a vote had not yet been scheduled.

Broadcasters may have an uphill fight. The legislation is of considerable significance to Thurmond, whose daughter was killed by a drunk driver last year. He has been personally lobbying Commerce Committee members, many of whom have expressed their sympathy for his loss. —KM

**"She's smart.
She's sexy.
She's funny.
And her talk show's
so hot, she could
be the next
Oprah Winfrey."**

**SEVENTEEN MAGAZINE
MAY 1994**

**She's Ricki Lake. #2 on
with America's women**



Only to Oprah

Already renewed
in 85% of the country!

Women 18-34

PROGRAM	RATING
Oprah Winfrey	4.7
RICKI LAKE	3.8
Montel Williams	2.6
Sally Jessy Raphael	2.5
Jenny Jones	2.1
Maury Povich	2.1
Donahue	2.0
Live-Regis & Kathie Lee	2.0
Geraldo	1.9
Jerry Springer	1.5
Bertice Berry	1.4
Vicki!	1.4
Rolonda	1.1

Women 18-49

PROGRAM	RATING
Oprah Winfrey	4.8
RICKI LAKE	3.1
Sally Jessy Raphael	2.5
Montel Williams	2.3
Live-Regis & Kathie Lee	2.3
Donahue	2.2
Maury Povich	2.1
Geraldo	2.0
Jenny Jones	1.8
Jerry Springer	1.4
Bertice Berry	1.3
Vicki!	1.3
Rolonda	1.1

Women 25-54

PROGRAM	RATING
Oprah Winfrey	5.0
RICKI LAKE	2.8
Live-Regis & Kathie Lee	2.7
Sally Jessy Raphael	2.6
Donahue	2.5
Montel Williams	2.2
Maury Povich	2.2
Geraldo	2.2
Jenny Jones	1.5
Jerry Springer	1.4
Vicki!	1.3
Bertice Berry	1.2
Rolonda	1.1



©10 ATANANIAS

Nominated for
3 Daytime EMMYs!

The
Garth Ancier



COLUMBIA PICTURES
TELEVISION DISTRIBUTION

COLUMBIA TELEVISION
ADVERTISER SALES

© 2007 COLUMBIA PICTURES ENTERTAINMENT COMPANY

RICKI
L A K E

The fastest growing talk show ever!

A line on the lineups

By Steve Coe

With less than two weeks before ABC kicks off the fall schedule announcements on May 10, some development projects already have been given the green light for a fall berth, while others appear to be shoo-ins for fall.

Among the projects that will debut this fall are *Earth 2*, an hour drama

ABC

- Boy Meets World
- Coach
- Day One
- Family Matters
- Full House
- Grace Under Fire
- Home Improvement
- Lois & Clark
- Matlock
- NYPD Blue
- Prime Time Live
- Roseanne
- Step By Step
- The Commish
- These Friends of Mine
- Thunder Alley
- Turning Point
- 20/20



Home Improvement

from Steven Spielberg's Amblin Entertainment, for NBC; *Chicago Hope*, a drama from *Picket Fences* creator David E. Kelley, and *Double Rush*, a comedy from Diane English, for CBS, and *Mantis*, a sci-fi hour from Sam Raimi, for Fox. (The new shows, denoted with an asterisk, along with definite and likely returnees, are listed in the inset charts.)

CBS angered many in the creative community last year by giving only six- or eight-episode commitments to many of its new shows, and it appears

CBS

- 60 Minutes
- Burke's Law
- Chicago Hope*
- Christy
- Dave's World
- Diagnosis Murder
- Double Rush*
- Dr. Quinn
- Eye to Eye
- 48 Hours
- Murder, She Wrote
- Murphy Brown
- Picket Fences
- Rescue: 911
- The Nanny
- Walker Texas Ranger



Dr. Quinn

the trend will continue. According to one source, the network has given 13-episode orders to Kelley and English, but will give only partial orders to other suppliers of rookie series. *Chicago Hope*, a medical drama starring Mandy Patinkin, Diane Lane and Adam Arkin, is expected to fill the Thursday 10 p.m. time slot, and *Double Rush* is expected to join CBS's Monday night lineup, which is anchored by English's *Murphy Brown*.

NBC is considering a number of strategies for *Earth 2*, including pairing it with Amblin's other big-budget action series, *SeaQuest DSV*, on Sunday night at 7-9. Another option being considered is to use the new hour to open Tuesday night, leading into another drama at 9, followed by *Date-line*, which will remain in the

10 p.m. slot. If NBC decides not to pair the two hours on Sunday, one scenario has the network moving *Unsolved Mysteries* from Wednesday to the Sunday 7 p.m. slot leading into *SeaQuest*.

Despite the fact that most of the pilot projects had yet to be seen as of late last week, handicappers say there are a handful of hopefuls sure bet to find their way onto the fall schedule.

One such project is NBC's *Under the Hood*, with *Cheers* alum George Wendt and Dan Castellaneta, the voice of Homer Simpson. The project is being looked at to join the Thursday lineup at 8:30 p.m., possibly replacing *Wings*, which may move to Tuesday or Saturday night. Also drawing attention at NBC is *Mad Man of the People*, starring Dabney Coleman and with Jim Burrows as executive producer.

At CBS, with the fewest returning comedies, *The Boys Are Back*, starring Hal Linden and executive produced by Mathew Carlson, "will be on the schedule," says one agency source. *Louie*, with comedian Louie Anderson, also has been well received. On the drama side, one agent, who called CBS's drama development "very strong," says *Sherwood's*

NBC

- Blossom
- Dateline NBC
- Earth 2*
- Empty Nest
- Frasier
- Fresh Prince
- Homicide
- Law & Order
- Mad About You
- Now with Katie Couric
- SeaQuest
- Seinfeld
- Sisters
- Someone Like Me
- Unsolved Mysteries
- Wings



Unsolved Mysteries

Travels from Joshua Brand and John Falsey (*Northern Exposure*) and starring Jamey Sheridan, will get a pickup. At ABC, where suppliers will be fighting for the fewest available slots, at least two comedies are expected to get the nod for the fall. *Life Happens*, starring Kirk Cameron and Chelsea Noble and produced by William Bickley and Michael Warren, will be slotted on Friday or Tuesday. Miller-Boyyett's latest, *On Our Own*, also is

Fox

- America's Most Wanted
- Beverly Hills, 90210
- Cops
- Front Page
- In Living Color
- Living Single
- Mantis*
- Married...With Children
- Martin
- Melrose Place
- Models Inc.
- The Critic
- The Simpsons
- The X-Files



The X-Files

being looked at for Friday. As for dramas, *Dark Eyes*, with Kelly McGillis and produced by Alliance Productions, is the leading hour candidate.

According to sources, Fox already has decided to pick up the revival of *Get Smart*, starring Don Adams and with Barbara Feldon in a recurring role. The show is produced by HBO Independent Productions. Paramount's *Platypus Man*, starring comedian Richard Jeni, also is expected to make the schedule. Also, *The Critic*, picked up from ABC by Fox for a mid-season berth, may possibly be scheduled as a companion to *The Simpsons* in the Thursday 8:30 time slot. ■

Broadcasting & Cable

SAVE
\$84
off the
cover price

Instant Savings!

YES!

Send me 1 year for only \$117.
I save \$84 off the cover price!

Name _____
(PLEASE PRINT)

Title _____

Company _____

Address _____ Apt/Floor _____

City _____ State _____ ZIP _____

Phone (_____) _____

ONE YEAR \$117.00

Bill me. (U.S. only)

Charge my: VISA MC AMEX

Card # _____ Exp. date _____

Signature _____

Canada= \$149 (includes GST). Foreign Air= \$320. Foreign Surface= \$169.
FL and PA residents please add applicable sales tax.

B419TS



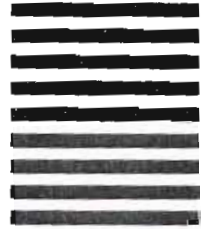
NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 222 TORRANCE CA

POSTAGE WILL BE PAID BY ADDRESSEE

**Broadcasting
& Cable**

PO BOX 6399
TORRANCE CA 90504-9865



Video on demand: what price freedom?

Nynex test in New York hopes to determine viewer interest and price sensitivity

By Rich Brown

Will TV viewers be willing to spend 50 cents to watch a 1952 episode of *The Abbott & Costello Show*?

That's one of the questions Nynex will be looking to answer as the telco embarks on its video dialtone experiment in New York City. The classic sitcom is part of a long list of programming being offered that will be used to gauge viewer interest in video on demand (the ability to view a



\$1.00 is the cover charge for 'Cheers' on Nynex system

particular program at any time for a nominal fee). Also included in the test will be more than 160 movie titles and delayed telecasts from ABC and NBC.

Although Nynex and the other Baby Bells have been reluctant to share specific program lineups in their video dialtone experiments, BROADCASTING & CABLE has obtained a list of current offerings in the New York test. Nynex is testing its service in conjunction with local cable franchisee Time Warner Cable of New York City and its wireless competitor, Liberty Cable. The FCC-approved, yearlong trial, which began at the end of March, will involve a select number of users in three Manhattan apartment buildings. So far, 15 customers are aboard, with 50 expected by the end of May.

Most of the video-on-demand titles in the Nynex test are movies. Viewers can pick from a list of 11 new arrivals and 40 current releases, priced at \$3.95 each. There is also a wide selection of older titles, at \$2.95 each. Library titles are arranged by category—action, children, classic, comedy, documentary, drama, sci-fi/horror, music, thrillers and westerns—and range from Alfred Hitchcock's "Vertigo" to "The Bugs Bunny-Road Runner Movie." More than 110 library titles are available.

In addition to movies on demand, Nynex is offering customers news on demand. Sixteen news programs are available, including a daily news update from Reuters for 50 cents. The company is telling participants in the trial that they will soon be able to order the local WNBC-TV New York newscast for \$1. Trial participants also will be able to pay \$1 to see the most recent episode of NBC prime time news magazines *Dateline* or *Now with Tom Brokaw & Katie Couric*.

Now showing...

Following are excerpts from the lineup of more than 200 video-on-demand titles currently being used in Nynex's New York City video dialtone experiment. The numbers in parentheses following each category heading indicate the total number of offerings in that category.

MOVIES-NEW ARRIVALS (11)

Cliffhanger	\$3.95	Free Willy	\$3.95
-------------	--------	------------	--------

MOVIES-CURRENT RELEASES (40)

Batman Returns	\$3.95	Lethal Weapon 3	\$3.95
----------------	--------	-----------------	--------

MOVIES-LIBRARY (112)

Action:		Documentary:	
Bridge on the River Kwai	\$2.95	WW II Documentaries	\$2.95
Full Metal Jacket	\$2.95	Interviews with	
Children:		Interviewers	\$1.00
Cartoon Classics	\$2.95	Sci-Fi/Horror:	
Little Prince	\$2.95	Godzilla Raids Again	\$2.95
Classic:		Howling VI	\$2.95
Chaplin Festival	\$2.95	Thriller:	
The Jazz Singer	\$2.95	The Man Who Knew	
Comedy:		Too Much	\$2.95
American Graffiti	\$2.95	Sea of Love	\$2.95
Ghostbusters	\$2.95	Music:	
Drama:		An American in Paris	\$2.95
Coal Miner's Daughter	\$2.95	U2 Rattle and Hum	\$2.95
Harold and Maude	\$2.95		

NEWS (16)

Charlie Rose	\$1.00
(updated daily Mon-Fri)	
Historical Newsreels (Feb. '44)	\$1.00
Dow Jones Investor	\$1.00
Network (updated weekly)	
Wall Street Journal	\$1.00
Report (updated weekly)	
This Month from	\$1.00
Consumer Reports	
NBC News 4 New York	\$1.00
Local News (coming soon)	
Features by Reuters	\$.50
Dateline (coming soon)	\$1.00

THE ARTS (7)

Lincoln Center Information	(coming soon)	free
Architecture of	Transcendence	\$1.00
Palladio: The Architect and	His Influence	\$1.00

SPORTS (9)

U.S. Tennis Open '93	\$1.00
Ski Tips	\$1.00
NBA: Classic	\$1.95
Confrontations	

TV SERIES (9)

All My Children	(coming soon)	\$1.00
Cheers (per episode)		\$1.00
Star Trek (per episode)		\$1.00
Eyewitness Video	(coming soon)	\$1.00
Mission Impossible	(per episode)	\$1.00
The Tonight Show		\$1.00

LEARNING (4)

Nature Series	free	
Wall Street Journal	Classroom Edition	\$1.00
Lectures from The New School	(coming soon)	N.A.

There are also sports-on-demand titles, which include classic boxing clips and instructional titles for golfers and skiers, priced at \$1 each. The National Basketball Association, one of the more aggressive pro sports marketers, is offering classic game footage for \$1.95.

In the TV series category, Nynex plans to begin offering NBC shows—including *Saturday Night Live* and *The Tonight Show*—and the ABC soap opera *All My Children*. Most of the series titles will sell for \$1 each. There are no offerings from CBS, which has been resistant to lending its programming to video-on-demand experiments.

Smaller categories of video-on-demand programming in the Nynex test include learning, the arts, health and fitness, and travel. Some of the titles in those categories—such as the PBS series *Nature* and *Innovation*—are being offered free during the test. ■

A Firm Go Through

WHEEL OF FORTUNE



NATIONAL ADVERTISING BY
CAMELOT
A KING WORLD COMPANY

1999



JEOPARDY!®



PRODUCED BY
MERV GRIFFIN
ENTERPRISES
a Sony Pictures Entertainment company

DISTRIBUTED BY
KINGWORLD
The Clean Air Act of the '90's™

© 1994 King World. All Rights Reserved.

Growth Across

AMERICAN JOURNAL

DMA HH
SHARE

WOMEN 18-34

WOMEN 18-49

+14% **+27%** **+5%**

Feb. '94

16

19

20

Nov. '93

14

15

19

Source: NSI / MRP SNAP HH DMA SHARE / DEMOS NSI SHARES (PROGRAM AVERAGES).



Nancy Glass
Anchor

s The Board!

WOMEN 25-54

MEN 18-34

MEN 18-49

MEN 25-54

+15% **+21%** **+29%** **+32%**

23

17

22

25

20

14

17

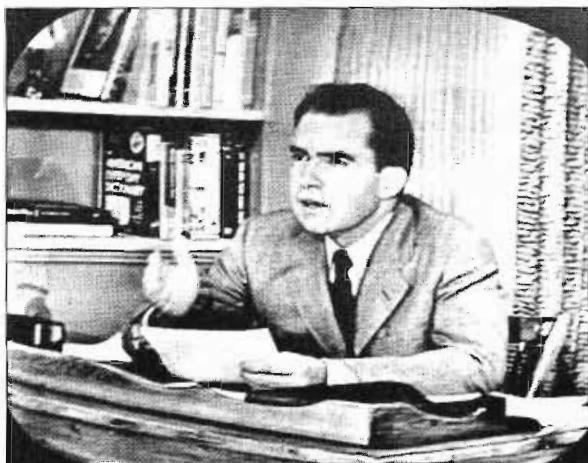
19



OFFICIAL LICENSEE BY
CAMELOT
A KING WORLD COMPANY

PRODUCED AND DISTRIBUTED BY
KINGWORLD

The Clean Air Act of the 90's™
©1994 King World. All Rights Reserved.



Then-vice presidential candidate Nixon uses TV to stay on the ticket with the September 1952 "Checkers" speech.



In the 1959 "Kitchen Debate," the Vice President scored points in a televised confrontation with Nikita Khrushchev.

Two decades of crisis between Nixon and the media

Following Richard M. Nixon's resignation from the presidency on Aug. 9, 1974, *BROADCASTING* magazine published the following "Perspective on the News" by Leonard Zeidenberg, then the magazine's senior correspondent, in its Aug. 19, 1974, issue.

When Richard M. Nixon left the Presidency on Aug. 9 with a parting shot at the press, he was acting true to character. In all the years he spent on the national scene he felt more put upon than served by journalistic coverage. If there were occasional periods of cooling off—after an election triumph or a flight to an international summit—there were longer periods of abrasive give and take or, more in character, silence.

It has only been in recent years that Mr. Nixon encompassed in his mistrusted "press" all the vehicles of journalism that compose it. For the "Checkers" speech of Sept. 23, 1952, he bought \$75,000 worth of time on the NBC television network and CBS and Mutual radio networks to present his defense of a hidden \$18,000 expense account. In that speech he alleged misrepresentations by newspaper columnists and radio commentators.

His direct appeal to the pub-

lic worked, and his vice-presidential candidacy was saved. Throughout the Eisenhower administration he continued to believe that television and radio (except for commentators) played him less false, especially when he used broadcasting as a platform, than he was played by the liberal-leaning writers of the printed press. He still thought so—and said it loudly—when he faced that shattering defeat in his race for California governor on Nov. 7, 1962. What is remembered from his news conference on the morning after the election is his remark: "You won't have Nixon to kick around any more." What has

been largely ignored is that he was directing that remark to print journalists.

"I think that it's time that our great newspapers have at least the same objectivity, the same fullness of coverage, that television has," said Mr. Nixon at that time. "And I can only say thank God for television and radio for keeping the papers a little more honest."

There had, of course, occurred another television experience for Mr. Nixon in the interlude between vice-presidential survival and gubernatorial eclipse. He had faced John F. Kennedy in four nationally televised "great debates" in their 1960 contest for the Presidency.

Mr. Nixon entered the first confrontation, on Sept. 26, 1960, as the older and much better known candidate. He emerged from the fourth, after weekly exposure (Oct. 7, 13 and 21), with an adversary now as widely recognized as he. There are those who believe to this day that the debates (with a considerable boost from Kennedy vote tabulators in Chicago) cost Mr. Nixon the 1960 election. It was a wiser Richard Nixon who campaigned against Hubert Humphrey for the Presidency in 1968. Debates were out. The arranged tele-



Nielsen metered market ratings indicate coverage of Richard Nixon's funeral last Wednesday (7-8:30 p.m.) averaged a combined 53 share of audience on the three networks. The breakdown: ABC, 12.8/23; NBC, 9.0/16; CBS, 8.2/14. CNN and C-SPAN also provided full coverage.



In a 1971 press conference, reporters tried a new approach to the formal meeting: follow-up questions.



President Nixon's toughest TV appearance: his resignation as President on Aug. 8, 1974

thon—with screened telephone calls taken by the candidate—was in. Mr. Nixon won, but by a margin so narrow that the networks, with all of their computers and political analysts, would not call the decision until mid-morning after election day.

Once in the Presidency, at last, Mr. Nixon settled into a tentative relationship with the correspondents covering the White House. Two years after his inauguration, Mr. Nixon had held only 17 news conferences, 12 of them televised, and correspondents were beginning to feel shut out. The regulars were additionally irritated by a special one-hour *Conversation with the President* in prime time on the television networks. In that Mr. Nixon answered questions put by Howard K. Smith, ABC; Eric Sevareid, CBS; John Chancellor, NBC, and Nancy Dickerson, PBS. Afterward, it was generally agreed that the format was a poor substitute for frequent news conferences.

If Mr. Nixon were being criticized for aloofness in his dealings with the press during the first of his administrations, his Vice President was taking a radically opposite tack. Beginning with speeches in Des Moines, Iowa, and Montgomery, Ala., in November 1969, Spiro T. Agnew had been berating the television networks and the Eastern press as nests of anti-Nixon conspirators. Before cheering audiences of like-minded partisans, Mr. Agnew spread the word: "The day when the network commentators and even the gentlemen of the *New York Times* enjoyed a form of diplomatic immunity from comment and criticism of what they said—that day is over."

Mr. Agnew never wavered in his



Kennedy and Nixon made political and TV history on Sept. 26, 1960, when they engaged in the first broadcast debates between presidential candidates.

attacks until his own career was put in question by the federal investigation of his income-tax returns. On Aug. 21, 1973, he called a news conference to decry leaks that were emanating from the investigators, but it was a new Agnew who exonerated journalists of blame. "I cannot fault you for publishing information given you by informants with the Department of Justice," he said. By mid-October the Vice President was gone.

The old Agnew role, however, had been openly assumed by Mr. Nixon. Watergate had burst upon the President.

There were fewer news conferences, and those that were held were more abrasive than communicative. Only on April 20, 1973, was there a momentary detente, when Mr. Nixon credited "a vigorous free press" with helping reveal the Watergate story.

The next time Mr. Nixon met the press was on Aug. 22, 1973, in a conference he called to announce the appointment of Henry Kissinger as secretary of state. Nobody asked about that. All the questions were on Watergate. By the end of the affair Mr. Nixon had accused "most" members of the press of opposing his elections.

Two months later, in another news conference, he said of White House coverage: "I have never heard or seen such outrageous, vicious, distorted reporting in 27 years of public life."

In the 10 months after that, relations only got worse. And a fragment on one of those incriminating tapes revealed that back in April 1971 Mr. Nixon talked privately of antitrust action against the television networks, a year before suits were filed.

Another tape disclosed Mr. Nixon in a behind-the-back excoriation of Herbert Klein, then his communications director, for the arrangement of a meeting with leading broadcasters in June 1972. It was the first the broadcasters knew that they had not been wanted.

In his formal speech of resignation on all national networks the night of Aug. 8, the President made no mention of the press.

The next morning he was on national radio and television again, but in the more emotional environment of staff and cabinet for his leave taking. He and his family were given a genuine ovation by those who had served him to the end. When the applause subsided, the President said: "Let the record show that this is one of those spontaneous things we always arrange whenever the President speaks."

He added: "And it will be so reported by the press." ■

The FCC's nominees: Who, what and how much

President Clinton's nominees for the FCC—Democrat Susan Ness and Republican Rachelle Chong—last week revealed the outlines of their personal and professional lives in disclosure filings with the Senate and Office of Government Ethics (OGE). The following is gleaned from those reports.

Susan Paula Ness

Birthdate: Aug. 11, 1948
Elizabeth, N.J.

Education: MBA, 1983, Wharton School (University of Pennsylvania). JD, 1974, Boston College Law School. BA, 1970, Douglass College (Rutgers University).

Employment: 1983-92—American Security Bank, Washington—VP, media lender/group. 1975-77—House Banking Committee—assistant counsel. 1974-75—Consumer Product Safety Commission—attorney/adviser.

Personal: Ness is married to Lawrence Schneider, an international trade lawyer with the firm of Arnold & Porter. They have two children and live in Bethesda, Md. According to OGE, Schneider's practice does not pose a conflict of interest, since only about 2% of the firm's revenues come from FCC work. However, OGE says, Ness may have to "consider recusing" herself from matters that involve parties represented by the firm.

Financial: Ness and Schneider have assets valued at \$400,000-\$1.5 million. To avoid any possible conflict of interest, they will dispose of stock in Bell Atlantic and Motorola. Schneider also has agreed to divest a mutual fund with heavy investment in telecommunications and has promised not to share in profits from the firm's communications work.

Political: 1991-92—Co-chair, Maryland Finance Committee, Clinton for President. 1988—DNC Victory Fund Dinner Committee. Contributor to campaigns of Senators Barbara Mikulski (D-Md.) and Paul Sarbanes (D-Md.) and many other Democrats.



Rachelle Blossom Chong

Birthdate: June 22, 1959
Stockton, Calif.

Education: JD, 1984, Hastings College of Law, San Francisco. BA, 1981, University of California—Berkeley.

Employment: 1987-94—Graham & James, San Francisco—telecommunications attorney. Clients include CMT Partners, a partnership of McCaw Cellular (50%) and Airtouch (50%). 1984-87—Kadison, Pfaelzer, Washington and Palo Alto, Calif.—attorney representing radio and TV broadcasters.

Personal: Chong is married to Kirk Del Prete, a project director for Whalen & Co., a Lafayette, Calif., contracting and consulting firm for cellular and digital communications. They live in San Francisco. Chong has not represented any clients before the FCC on behalf of Graham & James. Her work was primarily before the California Public Utilities Commission. OGE says she may have to recuse herself from matters involving her former clients and her husband's.

Financial: Chong plans to terminate her partnership at Graham & James upon her confirmation. Her current salary is \$171,211. Chong and her husband have assets valued at \$30,000-\$275,000. They have agreed to divest small interests in Home Shopping Network and Silver King Communications and a mutual fund with heavy investment in telecommunications.

Political: 1992-94—Commissioner of the Republican party's Legal Services Trust Fund Commission, San Francisco.



Cable viewing on rebound

Cable executives admit that ratings for basic cable networks were flat during the just-ended network broadcast season. They also say it's about as relevant as the price of a gross rating point in China.

The executives say there were mitigating factors stunting growth this season—principal among them last year's reeregulation of the industry. They also contend, as do NBC and Fox, that television is a 12-month-a-year business and that's how advertisers buy it.

In the past two months, they say, the season trend has been reversed—basic cable viewing is up and broadcast viewing is down.

The Nielsen numbers show that March ratings for the basic cable networks were up 2%, while the big three were down 5%. For the first two weeks of April, basic is up 6%, and the big three are down 6%. The broadcast-

ers say they'll rebound during the May sweeps, but the cable side counters that if the current trend continues, cable could show viewing gains on the year.

According to Tim Brooks, vice president, research at USA Networks, the imposition of the new must-carry rules last October caused great disruption in the channel lineups of the major basic networks around the country. The result: lower viewership because viewers couldn't keep track of the cable channels.

"We don't dispute the results of the so-called season," says Jonathon Sims, research VP at the Cabletelevision Advertising Bureau. "But the arbitrary focus on seven months of the year is a network concoction that no advertiser in America cares about. If the current trends continue through the end of the year, we could end up with more broadcast erosion and cable growth." —SM

SALE \$84

Return this order card today to receive a year of *Broadcasting & Cable* for just \$117. You save \$84 off the cover price and you get one full year of *Broadcasting & Cable's* timely updates and tough analysis of the radio/television industry.

Name _____ (Please print) _____ Apt./Floor _____
 Address _____ City _____ State _____ Zip _____
 Title/Position _____
 Company Name _____
 Payment enclosed. Bill me. (U.S. only). Charge to VISA MC AMEX
 Type Of Business _____

Account No. _____ Expiration Date _____
 Signature _____
 Canada-\$149 (includes GST), Foreign Air=\$320, Foreign Surface=\$169.
 FL and PA residents please add applicable sales tax.

Broadcasting & Cable

H419BS



ATLANTA
BOSTON
WJW...CLEVELAND
WJBK...DETROIT
WITI...MILWAUKEE
KNSD...SAN DIEGO
WTVT...TAMPA

and Marketing
 representation of the
 is as part of our
 unications Group:

The New World Television Stations
 and New World Sales and Marketing join together in thanking
 both HRP and Telerep for their outstanding support

Programming

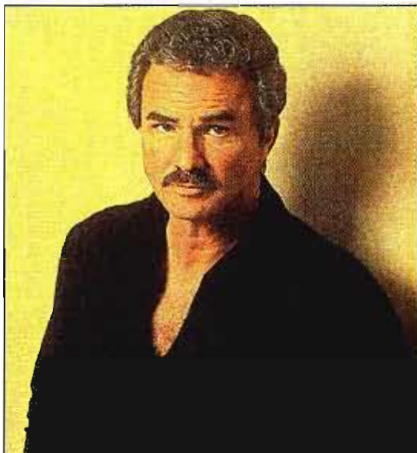
'Evening Shade' goes to Family Channel

Facing uphill clearance climb in syndication, MTM keeps show in family

By David Tobenkin

After nearly 19 months and two marketing plans, MTM's plan to launch *Evening Shade* into off-network syndication has been abandoned with the announcement last week that the series has been sold to co-owned The Family Channel.

The cable channel paid a reported \$300,000 per episode for the off-CBS series, which has run on the network's Monday night lineup for much of its four-year run. According to sources, other cable services bidding for the show included USA Network, Lifetime and Fox's FX.



'Evening Shade' star Burt Reynolds

Prior to the cable deal, MTM had cleared the show on approximately 80 stations representing nearly 60% of the country. However, the distributor had been unable to sell the show in New York and Los Angeles. Because of its rural appeal, the series was expected to perform well in smaller markets, where it had most of its clearances, but was considered less appealing in urban markets.

According to Chuck Larsen, president, MTM Distribution, the price offered by The Family Channel as well as the expected difficulty in achieving an 80%-85% clearance

level for the show brought about the change of strategy. "It was going to be a struggle," acknowledged Larsen referring to the task of clearing the show, especially with the top two markets remaining.

MTM, looking to negate any criticism from stations for its about-face, is offering program-hungry stations that had purchased *Evening Shade* other product from the MTM library, including *Rescue: 911*. Many of the stations that purchased the series under the new, more station-friendly marketing plan intended to air the show on weekends in an hour-long block.

MTM originally launched the show in the fall of 1992 with a cash-plus-barter plan that many stations thought too costly. The company found few takers. MTM pulled it from the marketplace eight months after its launch and brought it back into the market last October.

NBA: ball-to-ball coverage

Turner divides games between TNT, WTBS; spots on NBC are 96% sold

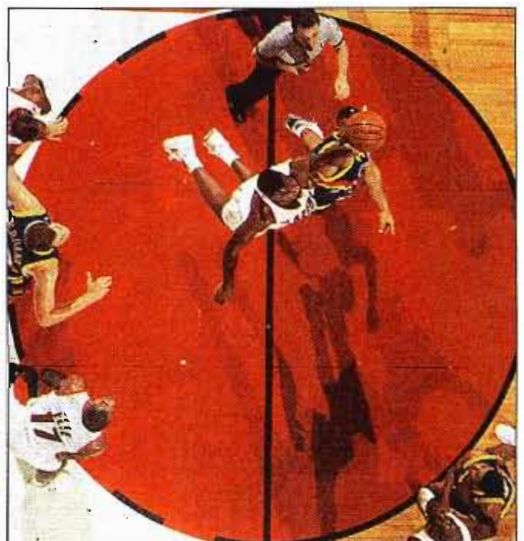
By Steve McClellan

Cable network "multiplexing" took another step forward last week with Turner Broadcasting System's use of two networks—TBS and TNT—to provide blanket coverage of the opening rounds of the National Basketball Association playoffs.

TBS, which has rights to pro basketball playoff coverage into the conference finals, has used TNT to dis-

cover every one of the 45 or so playoff games leading into the conference finals. Next season the dual network coverage of the NBA will require WTBS to reconfigure its coverage of Braves baseball.

This season, as a test, TBS will cover five games in a multiplex configuration with TNT whereby both networks provide live coverage of different



Action

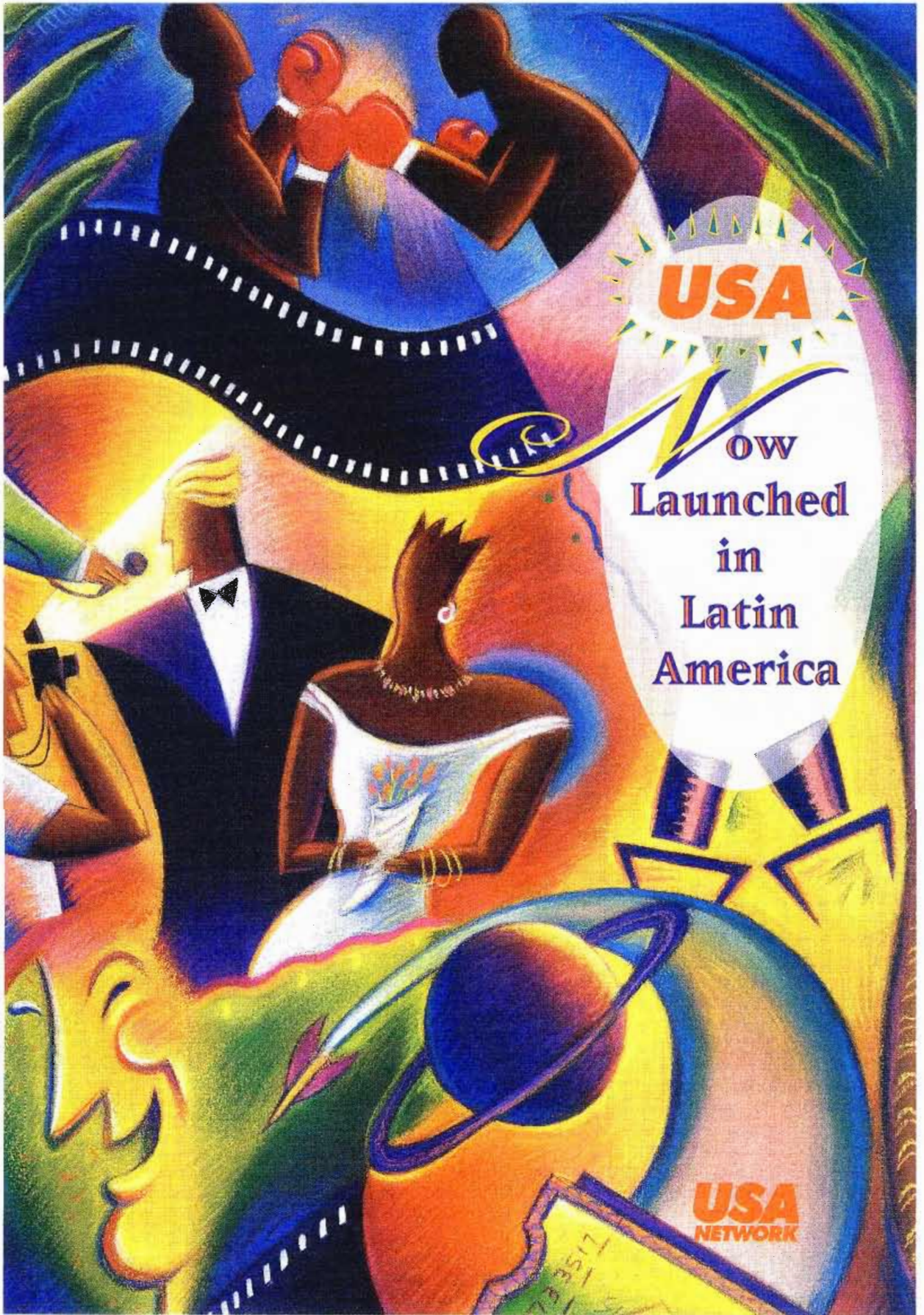
News

Comedy

Movies

Entertainment Exclusives Sports Cartoons Sci-Fi

Entertainment Exclusives Sports Cartoons Sci-Fi



USA

Now
Launched
in
Latin
America

USA
NETWORK

Action

News

Comedy

Movies

risks diluting the value of the NBA franchise to advertisers, TBS sports programming vice president Kevin O'Malley says the risk is minimal. "That's one of the things we had to address in talks with the league," he says. This season, says O'Malley, advertisers are receiving "bonus points" with TBS's experimental coverage. "We'll measure the impact this year in our planning for next season," he says.

Advertising sales are up this year for Turner's NBA coverage, O'Malley says. "Our ratings last season were up 16%, and we sold it on that basis." Meanwhile, NBC began its first-round coverage with a five-game weekend spread April 30-May 1. The network will cover 22-35 playoff games, depending on lengths of series, including exclusive coverage of the NBA finals, which may start as early as June 3.

NBC's coverage this regular season was flat, holding at a 4.5/12. The network has its work cut out for it if it is to beat last season's postseason numbers. The playoffs last year through the conference finals were up 14%, to an average 8.2/22. Last year's finals coverage on NBC was up an impressive 26%, to a 17.9/33. Even NBC executives say they wouldn't be surprised if the finals were down, given

the absence of Michael Jordan.

But NBC still has momentum selling the NBA. Coverage is 96% sold through the finals this season, up roughly 10% in dollar volume. And Turner's saturation coverage next season has not appeared to dilute NBC's franchise: It has already sold 70% of its NBA inventory for the next four seasons, for a price sources confirm exceeds \$700 million. ■

Lion roars in Canada

Toronto-based Baton Broadcasting has signed a multiyear output deal with MGM for Canadian broadcast rights of as many as 150 new theatricals produced and distributed by MGM and United Artists and additional titles from MGM's library. No price was given for the deal, which is the first long-term output deal for MGM in Canada and is similar to a deal MGM struck last year with cable network Showtime. Baton will air the product on its 20 Canadian stations and will syndicate the films to other Canadian markets. The deal begins with MGM's two major summer releases, "Getting Even With Dad," which stars Ted Danson and Macaulay Culkin, and "Blown Away," starring Jeff Bridges and Tommy Lee Jones.

—DT

Cable Health Club up and running

IFE sells minority stakes to Reebok, Liberty Media

By Rich Brown

New cable networks seeking equity partners might want to forget about Wall Street and try Madison Avenue.

In what is believed to be the first such deal between a cable network and a sponsor, sneaker-maker Reebok International has bought a 10% stake in the six-month-old Cable Health Club.

"This venture represents a new direction in network formation," says Tim Robertson, CEO of both Cable Health Club and the network's managing partner, International Family Entertainment. The FCC's new cable rate regulations have prompted the change in direction, he says.

Traditionally, cable system operators would pay cable networks 10-20 cents per subscriber for carriage. But in the newly reregulated environment, says Robertson, cable system operators no longer have that kind of money to spend. Reebok's financial backing enables IFE to offer Cable Health Club free to operators.

"Cable programmers must recognize this new economic environment," says Robertson. "All you have to do is look at the new FCC regulations. Where is



Celebrating the addition of Reebok and Liberty Media as partners in the Cable Health Club (CHC) are Tim Robertson, CFO, International Family Entertainment; Jim Martin, VP, Liberty; Jake Steinfeld, CFO, Body by Jake, and director of programming, CHC, and Angel Martinez, executive VP, global marketing, Reebok.

this money going to come from?"

IFE, like all programmers, has found it tough to launch new networks in this period of rate reregulation and limited channel capacity. The company last year had to postpone the launch of The Game Channel, a planned network that has tested well

as an afternoon block on IFE's flagship network, The Family Channel. IFE also has been sitting on a library of programming that company executives have long hoped to turn into something called The Cowboy Channel.

IFE was able to launch Cable

Sliced Bread

Personal Computers

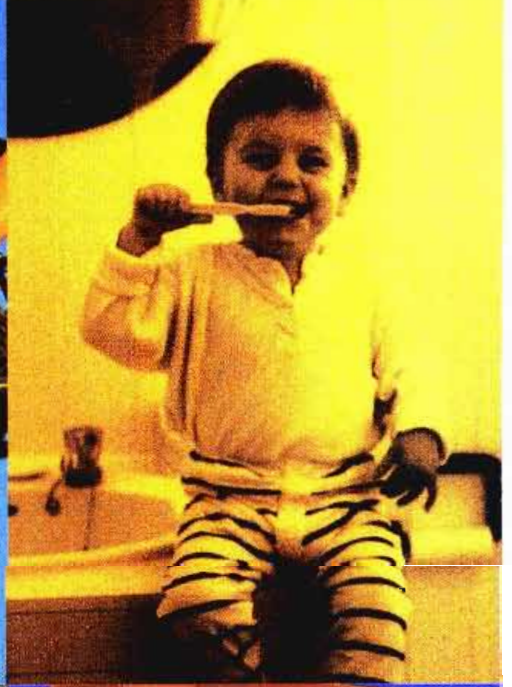
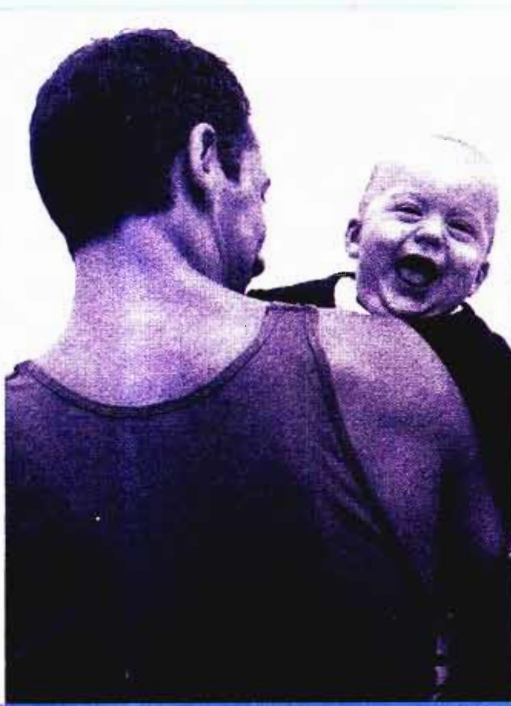
ATM Machines

Frequent Flyer Programs

Performance Footwear

Music Videos

Resource Television



It's not just
another channel.
It's another one
of those things
that's going to
change your world.

For more information, call Bruce Sellers at 610-430-1022.

Q₂SM
Resource Television

Health Club last year with a low-cost, simple "wheel" schedule borrowed from Headline News. Featuring fitness expert Jake "Body by Jake" Steinfeld—who is also an equity partner in the network—each hour consists of a 20-



'Trainer to the stars' Jake Steinfeld is the body behind Body by Jake.

minute uninterrupted aerobic workout, an 8-minute health news segment, a 15-minute workout and a 15-minute home shopping segment. The network has a lighter advertising load than most cable networks, although cable system operators are given the standard two minutes of local ad avails per hour. Cable system operators also receive 5% of home shopping sales made within their market.

Robertson says the network now reaches roughly 1 million cable households, many of those full-time. An additional 3 million households receive the channel via backyard dish. Also, two Cable Health Club programming blocks are currently telecast weekdays on The Family Channel. Eventually, the fitness channel also will be offered on Primestar's direct-broadcast satellite service. Robertson says he expects to reach 3 million cable homes by the end of this year and is looking to sign up more than 12 million within three years.

Helping distribution along will be Liberty Media Corp., a major cable programmer that has just bought what is believed to be a 10% stake in Cable Health Club. Liberty, the spin-off programming company of top multiple system cable operator Tele-Communications Inc., will soon begin offering up to two hours of Cable Health Club programming daily on its many regional cable sports networks.

Also helping distribution will be Reebok's efforts to promote the network. Plans include in-store displays and network schedules that will be packed in each box of sneakers. Reebok, which is providing Cable Health Club with talent and home shopping merchandise, has ad category exclusivity on the network. Other advertisers on the network include Sunkist, Helene Curtis, Dannon, Jenny Craig, Accutrim, Sherwin-Williams and General Nutrition Centers. ■

Top cable shows and nets

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

Program	Network	Time (ET)	HHs. (000)	Rating	
				Cable	U.S.
1. <i>Movie: 'Jaws'</i>	TBS	Thu 8:05p	2,544	4.1	2.7
2. <i>Murder, She Wrote</i>	USA	Tue 8:00p	2,357	3.8	2.5
3. <i>WWF Monday Night Raw</i>	USA	Mon 9:00p	2,324	3.7	2.5
4. <i>NFL Draft</i>	ESPN	Sun 3:33p	2,288	3.6	2.4
5. <i>MLB: Cardinals vs. Braves</i>	TBS	Mon 7:35p	2,079	3.4	2.2
6. <i>Murder, She Wrote</i>	USA	Mon 8:00p	2,074	3.3	2.2
7. <i>Silk Stalkings</i>	USA	Sun 10:00p	2,071	3.3	2.2
8. <i>MLB: Cardinals vs. Braves</i>	TBS	Tue 7:35p	2,021	3.3	2.1
9. <i>NASCAR: Winston-Hanes 400</i>	ESPN	Sun 12:00n	1,927	3.1	2.0
10. <i>Silk Stalkings</i>	USA	Mon 10:00p	1,919	3.1	2.0
11. <i>Ren & Stimpy</i>	NICK	Sun 11:00a	1,892	3.1	2.0
12. <i>Murder, She Wrote</i>	USA	Wed 8:00p	1,850	3.0	2.0
13. <i>MLB: Pirates vs. Braves</i>	TBS	Sat 7:05p	1,814	3.0	1.9
14. <i>Murder, She Wrote</i>	USA	Thu 8:00p	1,797	2.9	1.9
15. <i>MLB: Expos vs. Dodgers</i>	ESPN	Sun 9:00p	1,746	2.8	1.9

The top five basic cable services for the week of Apr. 18-24 are listed at right; they are ranked by the number of households tuning in during prime time (8-11 p.m.). The cable-network ratings are percentages of the total households each network reaches; the shares are percentages of the total households each network reaches that have their sets on during prime time. Source: cable networks based on Nielsen Media Research.

	Network	HHs. (000)	Rating/Share
1.	TBS	1,772	2.9/4.9
2.	USA	1,543	2.5/4.1
3.	ESPN	965	1.5/2.6
4.	TNT	762	1.3/2.1
5.	NICK	708	1.2/1.9

Sobering simulcast

let's stop
kids Killing kids

Malcolm Jamal Warner
you held it a
Secret Story
on CBS and FOX
Tuesday, April 24, 1994
8:00-9:00 PM ET

Grade Level: 5-12
Curriculum Areas:
Current Events, Drug Abuse,
Health, Psychology,
Social Studies, Counseling

CBS and Fox simulcast a commercial-free hour special on violence last week, *Kids Killing Kids*, as part of a week-long antiviolence education effort that included schools, churches, businesses and law enforcement agencies. Hosted by former *Cosby Show* star Malcolm Jamal Warner, the show offered four stories of the tragic consequences of kids bringing guns to school, then retold each story as it could have played out had guns not been involved. The dramas were followed by a segment called Kids Saving Kids that featured words of warning from real-life victims of gun violence.

ABC and NBC also were invited to simulcast the CBS-produced special but declined, citing antiviolence efforts of their own. NBC last March aired a documentary on gang violence, *Lives in Hazard*, that was hosted by actor Edward James Olmos. According to an ABC spokesman, the network has a project in development that has yet to be given an airdate. ABC says it may air the *Kids Killing Kids* special at a later date.

In the Nielsen overnights, the show's combined rating/share of 14.5/24 made it the most watched program in its time period. —JE

WPIX is proud to have received a record-breaking 9 EMMY AWARDS!

Congratulations to all the hard-working, creative people who make us
New York's #1 independent station.



WPIX

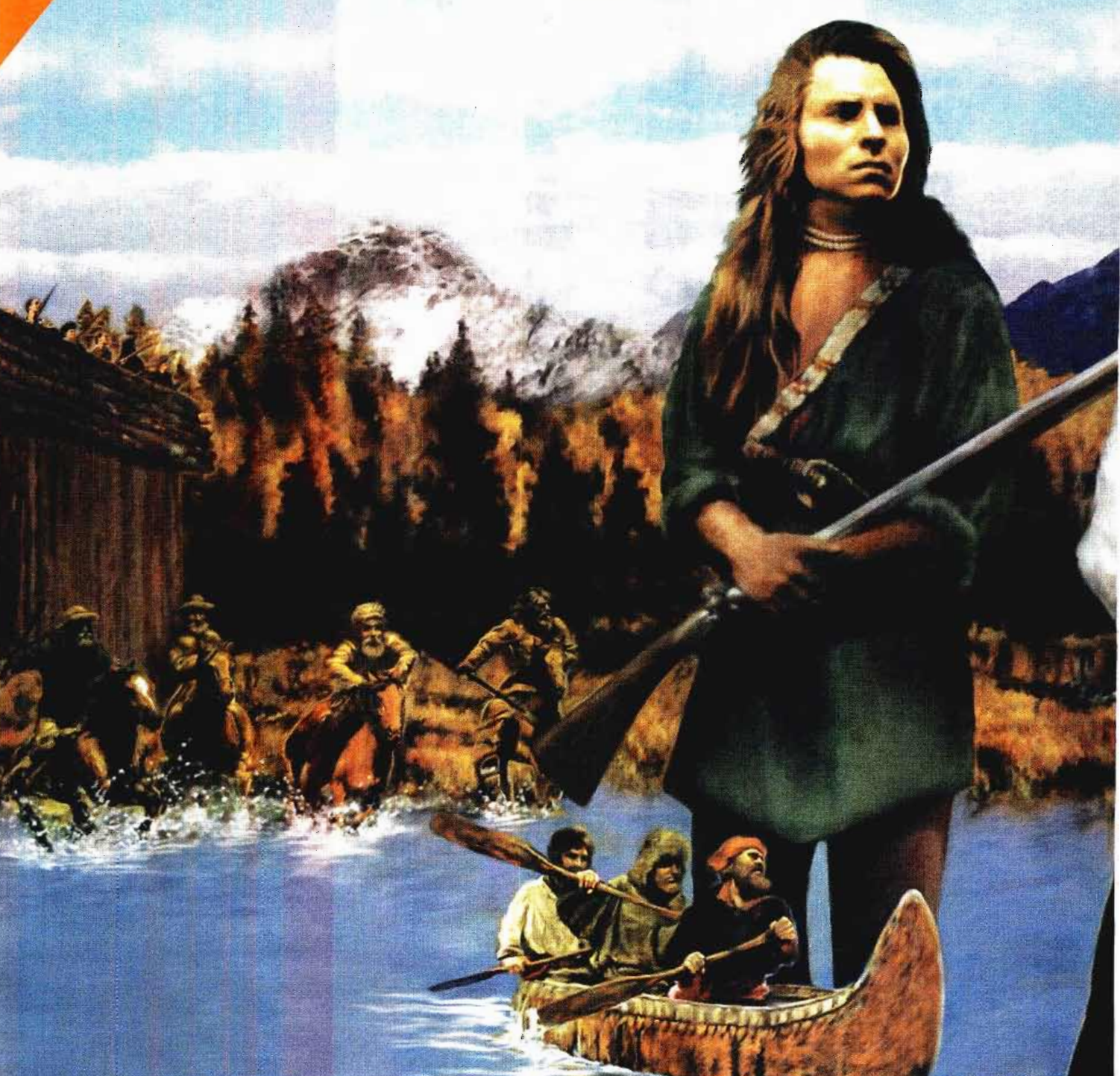
NEW YORK

A TRIBUNE BROADCASTING STATION

AVAILABLE
FALL
'94

ALADDIN

FRONTIER A



BARTER • AFFILIATES • INDEP

THE WIFE

ADVENTURE

NOW
SOLD
— IN —
71%
OF THE
U.S.!

Starring
LEE HORSLEY & LYNDA CARTER

INCIDENTS



CANNELL DISTRIBUTION Co.

7083 HOLLYWOOD BOULEVARD, HOLLYWOOD, CA. 90028 (213) 465-5800

H E A D E N D I N G S

A&E additions

A&E will present 640 hours of first-run series and specials in 1994-95, including a three-part documentary on the American Revolution and all-new episodes of the classic CBS News series *20th Century*. Also new to the schedule as of Sept. 5 will be the off-network police drama *Law & Order*, airing Monday-Friday at 11 p.m. ET/8 p.m. PT. A&E rolls out its big guns during its fall premiere week, Sept. 11-17.

Cable movers and shakers

Mike Tanaka, formerly a producer with ABC's *Good Morning*

America, has been named executive producer for NBC's new cable network *America's Talking*. Tanaka will be responsible for the overall coordination of programming and the on-air quality and creative look of the network, which debuts July 4. Warren Vandaveer, a 26-year NBC veteran, has been named to the newly created position of vice president, technical operations, for both CNBC and *America's Talking*....Harriet Seitler, most recently vice president of marketing for ESPN and ESPN 2, has joined Q2 as senior vice president, marketing. Seitler will be responsible for developing the brand and

identity of the home shopping channel....Chicago radio talk show host Chet Coppock has been named host of *NewSport Talk* a nightly, two-hour talk show beginning at 9 p.m. ET on the NewSport cable network.

VH-1 live

Music video network VH-1 on June 26 will telecast *VH-1 Honors*, a two-hour live concert special from the Shrine Auditorium in Los Angeles. Performers will include Stevie Wonder, Prince, Garth Brooks, Michael Bolton, Melissa Etheridge, Al Green and Kenny G.

Hallmark buys RHI for \$365 million

Halmis retain 3% stake and will remain with company

By David Tobenkin

Hallmark Cards Inc. last week agreed to buy its frequent television production partner, independent RHI Entertainment Inc., for \$365 million in cash.

The deal gives Hallmark one of the leading producers of long-form programming. RHI, in turn, gets a major financial backer to continue its rapid growth, and RHI's investors get a princely payout on their investment.

The company, founded in 1989 by Robert Halmi Sr. and Jr. and taken public at \$10 per share in 1992, is being acquired for \$36 per share cash and retirement of all outstanding 6.5% convertible subordinated debentures due in 2003 at \$2,056.14 per \$1,000 principal amount.

A Hallmark unit will begin a tender offer for the shares by May 2. The Halmis, Turner Broadcasting System Inc. subsidiary New Line Cinema Corp. and Chemical Venture Partners hold 61% of the company's stock and will realize a roughly 11-fold increase

on their 1989 investment.

The Halmis will retain 3% of their original 12% stake in the company and have signed new five-year contracts with Hallmark to continue in their present roles at the company.

RHI has 30 television movies and five miniseries slated for production during the next 18 months.

RHI's 1989 *Lonesome Dove* miniseries was a major success for CBS, and its \$30 million, eight-hour *Scarlett* sequel to "Gone with the Wind," one of the year's most anticipated projects, will air in November.

The company has 30 television movies and five miniseries slated for production during the next 18 months. Hallmark and RHI have had an eight-year association through RHI's role as producer of five *Hallmark Hall of Fame* television specials.

Last year, Hallmark's filmed entertainment subsidiary, Signboard Hill Productions, announced a co-venture with RHI to produce eight made-for-television movies for ABC, beginning in 1993-94. Hallmark sold its Spanish-language Univision Network and nine television stations to an investor

group led by A. Jerrold Perenchio in 1992. The company still owns Crown Media, owner-operator of an 825,000-subscriber cable system in 15 states. ■

Colossal deal for Viacom

Viacom Productions has signed Colossal Pictures to an exclusive agreement to develop and produce series, movies and specials for network, syndication, cable and direct-to-video.

One of the first projects for Viacom from Colossal is *Electronic Highway*, a series pilot to be co-produced by Brandon Tartikoff's Moving Target Productions. Tartikoff and Colossal's Joseph Kwong are the executive producers. The project is a half-hour pop-culture magazine show.

Colossal Pictures was founded in 1976 by Drew Takahashi and Gary Gutierrez and has produced projects for MTV, Nickelodeon and Showtime. Among their projects is the *Liquid Television* series for MTV.

—SC

The lusty month of sweeps

Syndication, cable prepare to make their marks in May

By David Tobenkin and Rich Brown

Syndicators are supercharging their game shows, series and talk shows for this month's sweeps with special guests and events, including a high-profile goodbye to Paramount's milestone series *Star Trek: The Next Generation*. On the cable side, there is a mix of strategies to counter the flood of broadcasting specials and stunts.

The strongest syndicated dramatic series on the air, *TNG* will have its last airing May 23-29 with a special two-hour episode, "All Good Things..." and six hours of special programming surrounding the send-off (BROADCASTING & CABLE, April 11).

Meanwhile, Paramount's other syndicated *Star Trek* vehicle, *Star Trek: Deep Space Nine*, will feature a two-part episode introducing the Maquis, a species rumored to have a larger role on the new series *Star Trek: Voyager*, which debuts in January.

Rysler Entertainment will support its *Robocop* and *Thunder in Paradise* action hours with a special episodic radio campaign produced by Davis Glick Productions and distributed to affiliates for broadcast during the month.

Among game shows, both *Wheel of Fortune* and *Jeopardy!* will host college competitions. The sixth annual *Jeopardy!* championship (May 2-13) will see contestants compete for a \$25,000 grand prize and trophy, scholarships and Dodge cars. The *Wheel* championship will be broadcast May 16-20 and will feature students from four universities competing for the chance to win a \$50,000 annuity for the winner's school's scholarship fund.

This week, *Wheel* will debut *Music Stars Week*, in which James Brown, Little Richard, Lee Greenwood, Tammy Wynette, Tanya Tucker, Gladys Knight, David Sanborn, Weird Al Yankovic, Tone Loc and Marilyn Horne will spin the wheel for their favorite charities.

As for talk shows, Tribune Entertainment's *Geraldo* will broadcast from Los Angeles this week. "*Geraldo* will explore some of the more controversial aspects of life in Southern California," says Bill Applegate, vice

president and general manager of KCBS-TV, which carries the show in Los Angeles. *Geraldo* also will broadcast from Seattle, including at least one show related to the recent suicide of Nirvana leader Kurt Cobain.

King World's *Rolonda* is scheduled to become the first talk show to host controversial figure skater Tonya Harding, tomorrow, May 3. Group W's *Vicki!* will feature Vicki Lawrence mentor Carol Burnett on May 20 and country star Reba McEntire on May 23. Viacom's *Montel Williams* this week will air a week of shows taped on location in Las Vegas.

Paramount's *Entertainment Tonight* will feature a special expanded hour show devoted to the exit of *Star Trek: TNG* and a half-hour devoted almost entirely to the top-rated *Home Improvement* featuring interviews with the cast.

Magazine/tabloid shows kept their

plans close to the vest, although many said they have special segments and investigations scheduled. King World's *Inside Edition* will tape a week of shows, May 16-20, from London. Like KWP's *Rolonda*, the show will host a Tonya Harding segment during sweeps. *A Current Affair* will feature a series of exclusive interviews with the mother of Michael Faye, the American sentenced to a caning in Singapore.

Genesis Entertainment's *Real Stories of the Highway Patrol* is distributing to affiliated stations ad sales development kits designed to help stations increase revenue through value-added packaging. The kits include camera-ready ads and videotaped spots on safety tips.

The cable connection

While broadcasters bring out their big programming guns for the May sweeps,

ALTERNATIVE TV

N1

NETWORK ONE

UNIQUE PROGRAMMING

24 HOURS A DAY

A DIVISION OF
CSEN CABLE SATELLITE ENTERTAINMENT NETWORKS, INC.

FOR AFFILIATE & AD SALES, CALL
1.800.600.NET-1 (6381)



Turner will showcase 'The Flagstones' pilot for the popular 'Flintstones' series.

cable networks will be firing some salvos of their own.

Most cable network executives play down any special attempt to compete with broadcasters during the May sweeps. Nevertheless, several top cable networks will be looking to make some noise during the month.

Among those, Court TV will undergo a month-long networkwide initiative, *American Violence, American Justice*. The topic of violence will be addressed in original specials and during the network's regularly scheduled programming. The network will promote the project at a press conference Tuesday (May 3) in Washington.

Lifetime will roll out its "Picture What Women Do" public service campaign, which includes five prime time movies during the week of May 9. A new original Lifetime movie, *Guinevere*, debuts Saturday, May 7. On May 16, the women's network will kick off its live afternoon talk show *Queens*, featuring unknowns Cissy Biggers and Susan Korn. And the month will end with a Memorial Day weekend marathon of *China Beach* and the award-winning documentary *Vietnam: One Woman's Story*.

Some cable executives do not consider the intensely competitive month of May to be an ideal time to launch major programming initiatives, says Chuck Gingold, senior vice president, programming, The Discovery Channel USA, and a broadcast veteran.

"Our opportunity comes in the months when the networks kind of let their guard down," Gingold says.

December, March, April and the summer are the best times for cable networks to bring out their big programming guns, he says. More viewers tend to sample cable programming outside the sweeps periods when broadcasters are showing less first-run programming.

Nevertheless, The Discovery Channel usually introduces a major programming event each month, and



Discovery will premiere 'Normandy: The Great Crusade.'

May will be no exception. May 30 will see the Discovery premiere of *Normandy: The Great Crusade*, a two-hour documentary narrated by Charles Durning.

TNT's prime time during May will be dominated by wall-to-wall coverage of the NBA playoffs. The network will feature a number of weeknight double-headers plus some weekend

games during the month, sharing its first two nights of coverage with sister station WTBS(TV) Atlanta. The superstation also will present a May 13 special about gang violence, *Tears in the Hood*, plus a May 22 Audubon special, *Hunt for the Giant Blue Fin*.

Turner's Cartoon Network will be vying for attention during the month with its Saturday presentation of *The Flagstones*, the original pilot for *The Flintstones*.

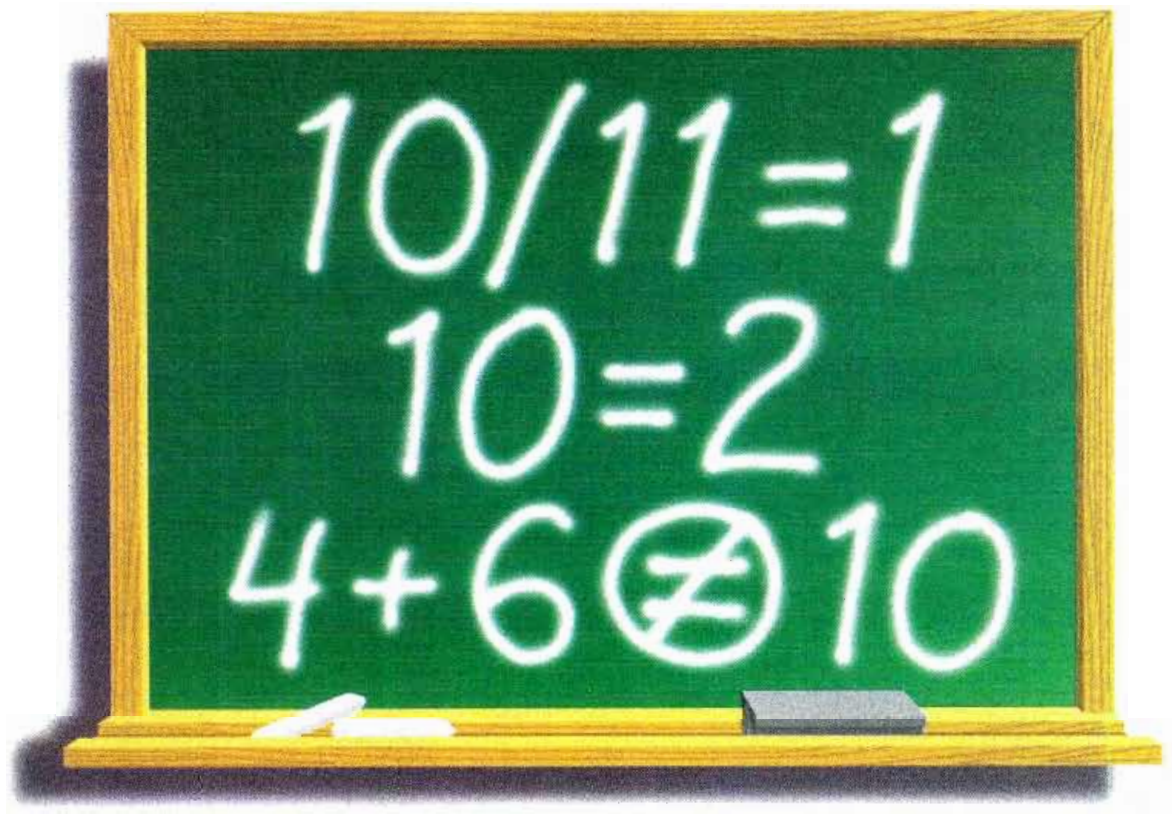
USA's lineup will include two premiere movies: *The Spider and the Fly*, starring Mel Harris and Ted Shackelford, debuting May 13, and *Blindfold: Acts of Obsession*, starring Shannen Doherty and Judd Nelson, debuting May 20. Also featured during the month will be extensive French Open coverage and a "Friday the 13th" movie marathon.

A&E's featured programming during the month will include the May 12 premiere of *The Atlantic Records Story* plus two other original documentaries, *The Elephants of Timbuktu* and *Mt. Rushmore*. The network also will feature a *Columbo* marathon of eight 90-minute episodes on May 30.

At The Nashville Network, special programming during the month will include two music events, *In the Hank Williams Tradition* and *An Evening with Randy Travis and Special Guests*. The network's typically high-rated motor-sports programming will include live prime time coverage of The Winston Select competition on May 21.

Warner Bros. Domestic Television Distribution will support its Prime Time Entertainment Network—comprising syndicated series *Babylon 5*, *Kung Fu: The Legend Continues* and *Time Trax*—with

a May sweepstakes that allows viewers to compete for prizes, including five Kawasaki motorcycles, 10 vacation sport cruises and 1,000 sports watches. Print advertisements will contain an entry form with three simple questions that readers can answer by watching any episode of the three shows. Winners will be chosen from the correct entries. ■



New Math!

When you're buying the top television markets in the country, there's some new math you'll want to know.

Channel 10 (WBNS-10TV), the market leader in Columbus, Ohio, also leads the nation. The numbers make 10TV a smart buy.

10/11 = 1

10TV EYEWITNESS NEWS at 11:00 p.m. is the NUMBER ONE newscast in the nation. **

10 = 2

Sign-on to sign-off, WBNS-10TV ranks second in the nation. **

4 + 6 ≠ 10

Smart buyers know that WBNS-10TV dominates the Columbus, Ohio, market. WBNS-10TV's share of audience at 11:00 p.m., 5:00 p.m. and Noon (Monday through Friday) are greater than the shares of audience for our competitors (Channels 4 & 6) combined!! **

So, the next time you're looking to buy the top TV stations in the nation, move to the head of the class with WBNS-10TV (Channel 10, CBS affiliate).



** Shares of audience are from Feb., 1994. Nielsen ratings.
National rankings provided by Blair represent network affiliates in the top fifty markets during Feb., 1994.

Ratings Week According to Nielsen, Apr. 18-24

	abc ABC	CBS	NBC	FOX	
MONDAY	8.9/15	11.3/19	12.1/20	10.2/17	
8:00	56. Day One 8.6/15	47. Dave's World 9.9/17	32. Fresh Prince 10.9/19	42. Fox Night at the Movies—The Menendez Murders 10.2/17	
8:30		36. 704 Hauser 10.6/18	36. Someone Lk Me 10.6/18		
9:00	53. ABC Monday Night Movie—Ride with the Wind 9.0/15	14. Murphy Brown 12.9/20	15. NBC Monday Night Movies—A Time to Heal 12.7/21		
9:30		18. Hearts Afire 11.7/18			
10:00		24. Northern Exposure 11.3/19			
10:30					
TUESDAY	13.3/22	11.4/19	9.7/16	4.6/7	
8:00	20. Full House 11.6/21	20. Rescue: 911 11.6/20	52. WWII: When Lions Roared, Part 1 9.1/15	84. South Central 5.6/10	
8:30	24. Phenom 11.3/19			86. Roc 4.8/8	
9:00	4. Roseanne 17.2/28	24. CBS Tuesday Movie—Chld of Rage 11.3/18	33. Dateline NBC 10.8/18	88. Front Page 3.9/6	
9:30	7. Coach 15.8/25				
10:00	17. NYPD Blue 11.9/20				
10:30					
WEDNESDAY	14.0/23	9.3/15	8.8/14	10.7/17	
8:00	8. Home Improvmt 13.5/24	70. The Nanny 7.2/13	24. Unsolved Mysteries 11.3/19	45. Beverly Hills, 90210 10.0/17	
8:30	10. Thunder Alley 13.1/21	80. Tom 6.1/10			
9:00	1. Home Improvmt 20.6/32	61. In the Heat of the Night 8.1/12	69. WWII: When Lions Roared, Part 2 7.5/12	24. Melrose Place 11.3/17	
9:30	6. These Fr of Mine 16.4/25	10. 48 Hours 13.1/22			
10:00	41. Turning Point 10.3/18				
10:30					
THURSDAY	8.7/15	9.8/16	13.0/22	7.7/13	
8:00	66. Byrds of Paradise 7.8/13	45. Christy 10.0/17	50. Mad About You 9.5/17	49. The Simpsons 9.6/17	
8:30		30. Eye to Eye with Connie Chung 11.2/18	18. Wings 11.7/20	59. Sinbad 8.5/14	
9:00	79. Bldland 6.2/10		61. Traps 8.1/14	2. Seinfeld 17.8/29	73. In Living Color 7.0/11
9:30			5. Frasier 16.9/27	82. Herman's Head 5.8/9	
10:00	16. ABC News Special 12.0/21		31. L.A. Law 11.1/20		
10:30					
FRIDAY	11.2/21	7.8/14	5.1/10	7.2/14	
8:00	43. Family Matters 10.1/21	72. Diagnosis Murder 7.1/14	89. Horatio Alger Awards 3.3/7	82. Adventures of Brisco County Jr. 5.8/12	
8:30	36. Boy Meets World 10.6/21	60. Burke's Law 8.4/15	80. NBC Friday Night Mystery—Perry Mason: The Case of the Killer Kiss 6.1/11	56. The X-Files 8.6/15	
9:00	24. Step By Step 11.3/21			65. Picket Fences 7.9/14	
9:30	35. Sister, Sister 10.7/19				
10:00	12. 20/20 13.0/24				
10:30					
SATURDAY	6.8/13	10.9/21	8.3/16	7.2/14	
8:00	78. Am Fun Hm Vid 6.4/13	48. Dr. Quinn Medicine Woman 9.7/20	85. Blossom 5.1/11	75. Cops 6.9/14	
8:30		22. CBS Special Movie—Due South 11.5/21	73. The Mommies 7.1/14	68. Cops 7.6/15	
9:00	75. ABC Saturday Night Movie—Star Trek IV: The Voyage Home 6.9/13		61. Empty Nest 8.1/15	54. Nurses 8.8/16	70. America's Most Wanted 7.2/13
9:30			39. Sisters 10.5/19		
10:00					
10:30					
SUNDAY	10.5/18	14.2/24	9.3/16	8.4/14	
7:00	56. Am Fun Hm Vid 8.6/17	3. 60 Minutes 17.3/33	87. Bedtime with Barney 4.7/9	75. Fox on Ice 6.9/13	
7:30	64. Am Fun People 8.0/15	12. Murder, She Wrote 13.0/22	33. NBC Sunday Night Movie—The Sound of Music 10.8/18	66. Martin 7.8/14	
8:00	43. Am Fun Hm Vid 10.1/18			9. CBS Sunday Movie—The Yearling 13.2/21	51. Living Single 9.3/15
8:30				39. Married w/Chld 10.5/16	
9:00	22. ABC Sunday Night Movie—Pale Rider 11.5/18		54. George Carlin 8.8/14		
9:30					
10:00					
10:30					
WEEK'S AVGS	10.5/18	10.9/19	9.5/16	8.0/14	
SSN. TO DATE	12.4/20	13.9/23	11.0/18	7.2/11	

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



HOW FAR

CAN

VYVX

TAKE YOU?

As far as you want to go.

Vyvx was the first to bring broadcast-quality fiber-optic television transmission to the U.S. and Canada. The first to let you order totally secure broadcast time with just one call. And we're still the networks' choice for premiere events from professional sports championships to the Academy Awards® and major stories from Desert Storm to the Los Angeles earthquake.

One call is all it takes for Vyx to deliver proven service and innovative solutions – meeting your real applications and transmission needs today *and* tomorrow.

Go ahead and challenge us. You'll see why we're clearly ahead. Ahead of the pack. Ahead of schedule. Ahead of our time.

Give Vyx a call and we'll take you with us. To the future.

And beyond.

1-800-324-8686

Vyvx Clearly Ahead.™



Telcos Going their own way into video

By Mark Berniker

The nation's leading telephone companies remain undeterred in their determination to build switched broadband networks and at least explore entry into the video business in competition with cable.

The collapses of the two big telco-cable ventures—the \$33 billion Bell Atlantic/Tele-Communications Inc. merger and the \$4.9 billion Southwestern Bell-Cox Cable partnership—certainly caused Bell Atlantic and Southwestern Bell to rethink their video strategies and gave other video-minded telcos pause.

But a survey finds all seven regional Bell operating companies ready to proceed into the world of interactive TV with or without cable partners.

“Everybody was talking about telco-cable synergy just a few months ago, but now divergence seems to be prevailing over convergence,” says Stephen Fleming, a marketing executive at Northern Telecom, a company trying to sell broadband networking hardware to telco and cable companies.

Indeed, the telcos and cable operators now seem more interested in getting into each other's businesses than in entering into risky partnerships with their traditional adversaries.

The telcos are prosperous, but they are well aware of the rising competitive tide and are groping for new markets and fresh revenue streams. Video and multimedia services hold that potential.

The various RBOCs are approaching the market with a mix of excitement and trepidation. Part of the impetus for getting into video is the telcos' expectation that their share of local telephony services will shrink due to competition from cable and others. They also fear being left behind if interactive TV is the consumer hit many think it will be.

The big seven, less a monolith than

ever before, are pursuing video at different speeds and in different ways. Bell Atlantic and US West are trailblazers, committing sizable corporate resources to building broadband networks and developing interactive video services. As leaders, they may be creating de facto standards for the interactive network.

Right behind Bell Atlantic and US West in their enthusiasm are Ameritech, Pacific Telesis, Southwestern Bell and Nynex. They are increasingly attuned to the potential of the market and are realizing that they cannot afford not to be players in video and multimedia services.

Nynex and Southwestern Bell told *BROADCASTING & CABLE* last week that they will soon apply to the FCC for permission to build broadband video networks.

BellSouth appears to be the most cautious about video, but says it is interested in acquiring cable systems if the price is right.

Video via telco networks is moving out of the labs and into field trials, with commercial services expected as soon as early 1995. How quickly the business grows will depend on the answers to tough questions about costs, state and federal regulations, standards and consumer demand.

“Everybody is in the business of trying to figure out what applications people are willing to pay for,” says Vincent Grosso, director of interactive services at AT&T Consumer Video Service Group, who is working closely with several telcos.

“They've got to get into these new video markets, but how soon they're going to make money depends on how deep their pockets are,” says Northern Telecom's Fleming.

All of the telcos are involved in the TV business and interactive applications. Although Bell Atlantic and US West are now at the forefront, the contest for leadership is far from over.

The profiles that follow outline the video plans of the “the big seven.” ■

COVER STORY

Quick out of the gate into video

Bell Atlantic still seems most serious about entering the video market, having poured more resources into it to date than any other RBOC.

"Bell Atlantic is two-and-a-half steps ahead of the rest, and the only telco emotionally and viscerally involved in this emerging marketplace," says one leading equipment vendor.

Bell Atlantic claims the unraveling of its ambitious merger with Tele-Communications Inc., the nation's largest cable company, will not deter its video ambitions.

CEO Ray Smith and other top officials say the company is pushing ahead with plans to build its network, first in the metropolitan Washington area and then elsewhere in its mid-Atlantic operating region.

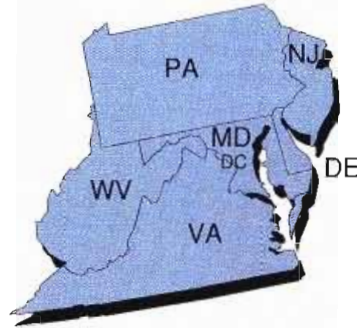
The company plans to spend \$11 billion during the next five years to build broadband platforms capable of delivering voice, data and video services within the mid-Atlantic area.

The telco hopes to push the advanced network into 1 million homes by the end of 1995 and to add another 1.5 million each year thereafter.

It expects to get started in the Washington suburbs where it is now conducting a technical trial of its Stargazer video-on-demand service. Given good results and FCC approval, the telco hopes to follow up with a marketing trial and eventual commercial rollout.

Toward that end, Bell Atlantic has signed numerous contracts for hardware, computer software and video pro-

Bell Atlantic



graming. And more deals will be announced in the next few weeks, says Eric Rabe, director of corporate relations, Bell Atlantic. "We're very anxious to get started."

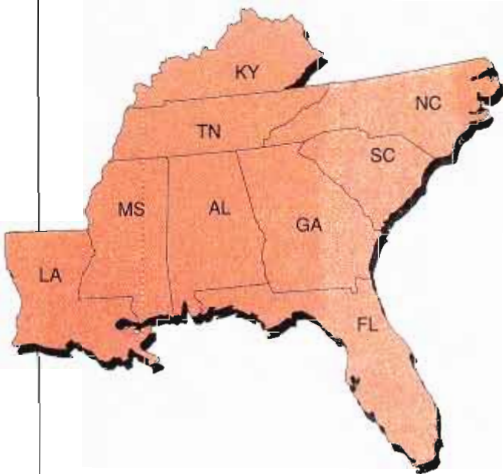
Bell Atlantic is experimenting with delivering video via copper telephone lines with the help of Asymmetrical Digital Subscriber Line (ADSL) technology, fiber-coax hybrid networks and fiber-to-the-curb (FTTC).

Most think that ADSL is only an interim strategy and that FTTC is far too expensive at present. Thus, the hybrid fiber-coax architecture is emerging as the technology of choice for Bell Atlantic and the other telcos.

Oracle is writing the computer software for the video service, network operation and consumer interface. But the Oracle system is not ready yet, says John Hildebrand, vice president of operations for video on demand at USA Video, a video provider working with Bell Atlantic. "It's hard to say how real their claims are, but we should know by June." ■

Taking it slow

BELLSOUTH



BellSouth, despite having one of the most sophisticated telephone networks in the country, has yet to articulate its consumer video services strategy. But that doesn't necessarily mean they don't have one.

"All of the hype of this industry is not serving anyone's interest," says William Reddersen, senior vice president of broadband strategies, BellSouth. "There is no value at all in telling our competition what we are going to do, until a stable regulatory climate is established."

But Reddersen says the company has no plans to apply at the FCC for video network. To do so would be "counterproductive," he says.

Reddersen says BellSouth is preparing itself for the consumer video services market, but is currently focusing on broadband services to business.

BellSouth carved out a place for itself in cable last year, purchasing a 22.5% stake in Prime Cable for \$1 billion. The Austin, Tex.-based Prime is the 14th largest operator, serving some 500,000 subscribers.

"We may well buy additional cable systems in the future," says Reddersen. But systems have been greatly overvalued in recent months, he adds. The overvaluation caused the dissolution of the Bell Atlantic-TCI and Southwestern Bell-Cox deals, he says.

BellSouth had agreed to invest \$1.5 billion in QVC, a cable programmer, to help in its bid for Paramount. Although QVC lost the bidding to Nynex-backed Viacom, BellSouth still holds an option to buy \$500 million in QVC stock at \$60 per share. But company officials indicated last week that their interest in QVC was falling at about the same rate as the stock price, which has dipped below \$40. ■


Southwestern Bell

Looking beyond Cox Cable



Southwestern Bell video ambitions suffered a big setback when its partnership with Cox Cable came asunder six weeks ago. That deal would have made the telco part owner and operator of cable systems serving 3.2 million subscribers and with an estimated value of \$3.3 billion.

But it still maintains a solid foothold in the video business through its ownership of two large suburban Washington cable systems serving 228,000 subscribers. It purchased the systems from Hauser Communications last year for \$650 million.

Southwestern Bell also is pursuing in-region video plans. It will soon ask the FCC for permission to build a video network for a "market probe" in Richardson, Tex., according to Southwestern spokesman Bob Ferguson.

The company has yet to decide on its network architecture or equipment suppliers, but will build for 47,000 homes and initially will offer telephone and video services to 2,500 homes by the second quarter of 1995. ■

Good defense is a good offense

Pacific Telesis is planning four major video service trials in California, part of a strategy aimed at securing its pre-eminence in telephony and making it competitive with cable in the state.

The trials are planned for upscale communities in Los Angeles, Orange County, San Diego and San Francisco.

PacTel already has received incentives from the state government to go forward with construction of a statewide broadband network. PacTel says it is prepared to invest \$16 billion during the next seven years to construct fiber-coax hybrid networks that will reach 1.5 million households by 1996 and eventually more than 5 million.



PACIFIC X TELESIS

Big plans start with Omaha

US West is firmly committed to multimedia markets and in March created a new division, US West Interactive Video Enterprises, to "design, develop, distribute and promote interactive television services."

Although Bell Atlantic leads in the market, US West is not far behind and will continue to refine its strategy as it moves closer to rolling broadband and video services to residential customers in its 14-state region.

US West has committed about \$10 billion to upgrade service to every home in its region. The company hopes to provide upgraded service to more than 800,000 homes within two years, and to "at least 500,000 more customers each year after that."

Its showcase full-service network trial in Omaha has been de-layed by technical problems but should be up and running by late summer, sources says. The company says it will have 2,500 homes, schools and businesses hooked up to its broadband network there by the third quarter of 1994, and

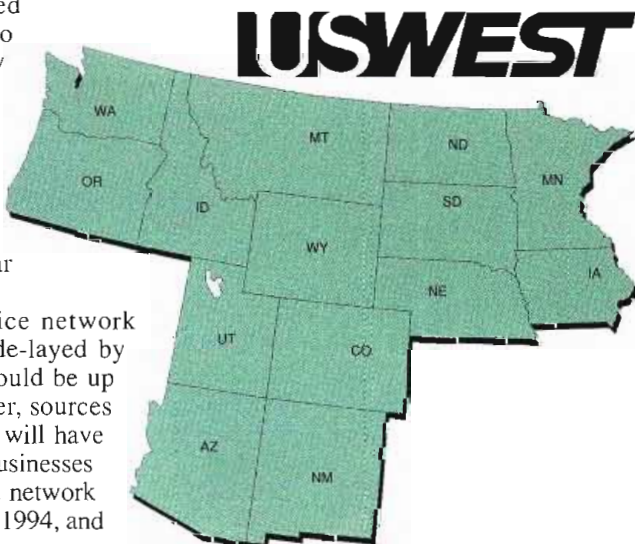
60,000 households by the fourth.

To ease its way into video, US West has invested \$2.5 billion in Time Warner Entertainment, a major cable programmer and operator.

Through the partnership, US West gains knowledge about the cable business and access to Time Warner's considerable programming wealth. The deal serves Time Warner's interest by infusing capital to ease debt woes and providing know-how on switched networks.

In upgrading its network, US West faces two major problems: the size of its region and the demographics of its customer base. The region, spanning the Mountain states from Montana to New Mexico, is the largest of the RBOCs. It will be hard-pressed to build a fiber-coax network throughout its operating territory, which is mostly rural and underpopulated.

US West is focusing on its major metropolitan centers, including Omaha, Denver, Portland, Minneapolis, Boise and Salt Lake City, for its initial video service trial. ■



As industry walls collapse, opportunity knocks.

This June, we'll show you how to get your foot in the door.

Join cable, telephone, and computer industry executives in Atlanta from June 20 to 23 for the Women In Cable National Management Conference.

Touted as the cable industry's "premier learning experience," the event features three forums—*Industry, Management, and Leadership*—which promise to provide the challenges to inspire smart decision-making abilities and

active problem-solving skills.

So make your plans today to attend this barrier-breaking conference. And remember: If you get your registration in by May 13th, you can still qualify for the Early Bird Discount.

For registration information contact Jackie Balian, c/o Women In Cable, 500 North Michigan Avenue, Suite 1400, Chicago, IL 60611. Fax: 312-661-0769. Ph: 312-661-1700.

BREAKING



BARRIERS

creating new alliances

1994 Women In Cable National Management Conference
June 20-23, Atlanta, Georgia

Ameritech

In for the long haul



Ameritech has quietly gone about its business upgrading its network during the past several years, with primary focus on the business market. But as telco competition intensifies, the company is shifting its priorities to the consumer interactive video market.

In January, Ameritech announced plans to upgrade its network for digital video services, boosting its capital spending by \$4.4 billion to \$29 billion during the next 15 years. The company says it plans to deliver digital video services to more than 6 million customers by the end of the decade.

Ameritech has asked the FCC to roll out video services to more than 1.25 million homes in its major midwestern hubs: Detroit, Columbus-Cleveland, Indianapolis, Chicago and Milwaukee.

Ameritech entered into one of the most far-ranging hardware deals when it signed a deal with ADC Telecommunications for a contract worth \$75 million-\$100 million over the next five years. The deal will help Ameritech quickly become video-capable and competitive with cable operators. ■

"As aggressive as anybody"

NYNEX

Nynex's approach to the video service market has been fairly cautious. The company that provides voice services to an enormous New York market has only recently begun to focus on video and multimedia services.

"If you look closely, we're as aggressive as anybody," says Walter Rickard, group vice president of Nynex's entertainment and information services group. Rickard says Nynex will deploy 1.5 million-2 million "broadband-capable lines" by the end of 1996.

Within the next 30 days, says Rickard, Nynex will apply at the FCC for permission to build video networks in Warwick, R.I., and Massachusetts.

Nynex already is conducting two small-scale trials in Manhattan (see "Top of the Week").

Rickard's group includes Nynex Interactive Entertainment Services, Nynex Interactive Information Services and Nynex Video Services.

Nynex invested \$1.2 billion in Viacom to help it acquire Paramount. That deal will give the telco access to a vast programming library and production capability. ■



Albuquerque broadcaster named to NII

Responding to complaints that broadcasters have been left off the information superhighway, the administration appointed a commercial radio broadcaster to its task force on the National Information Infrastructure.

Eduardo Gomez, president/general manager of KABQ(AM) Albuquerque, was named to the NII Advisory Council last week. Gomez is the third broadcaster to be included on the council; the others are Stanley S. Hubbard, chairman/CEO of Hubbard Broadcasting, and Delano Lewis, president/CEO of National Public Radio.

In addition to Gomez, the NII task force announced two other appointments: William Ferguson, chairman/CEO of Nynex, and Jack Golodner, president of the AFL-CIO's department for professional employees.

The NII also announced last week that it had created task forces to study the construction process of the information superhighway. The task forces will study so-called mega-projects in three groups covering, goals, access and privacy.

"By prioritizing our efforts into three critical areas, we are

enabling a highly diverse group of individuals in the public and private sectors to get real work done," said Edward R. McCracken, chairman/CEO, Silicon Graphics Inc., and co-chair of the NIIAC. "Our goal is to pave the information superhighway to benefit every American in their pursuit of lifelong learning, high-quality health care, buying and selling goods, and personal and public safety."

The NII's work is expected to be completed by the end of 1995. An interim report will be published toward the end of this year, according to Lewis, who is co-chair with McCracken.

Lewis said he is not concerned that the task force's work will be hurt by pending congressional telecommunications legislation. Lewis said the task force decided early on that it would not become overly concerned with the status of congressional legislation. He pointed out that the diverse interests of the task force's 30 members would make it difficult to present a solid consensus to Congress. —CS

Independent telcos moving quickly to provide video services

From Cerritos to Rochester, phone companies are testing the interactive waters

By Mark Berniker

The RBOCs are not the only telephone companies offering commercial video services to residential customers. GTE, Southern New England Telephone and Rochester Telephone are leading the way among the independent phone companies, staking their claim to what many think will be a lucrative market.

GTE files for tariffed video service in California

GTE, the largest telephone company in the country, has been pursuing a progressive interactive video services strategy for several years. Starting in its landmark Cerritos, Calif., testbed, GTE has been testing consumer demand for interactive services via television and has said it will offer video services to 6 million-7 million customers within the next 10 years.

On April 26, GTE filed its first Section 214 application with the FCC to offer commercially tariffed video services in Cerritos. GTE has been fighting court battles to keep its Cerritos testbed up and running. Recently, a Northern California judge granted a "court stay" that permits GTE to continue offering its video services package there.

GTE plans to expand its Main Street service to new markets later this year, but dates and markets have not yet been announced. Main Street is GTE's interactive service platform, which charges customers \$9.95 a month for access to news and information, education, finance, shopping, entertainment and travel services from their home.

The company already has its Main Street video and interactive services menu up and running in California and outside Boston, and will begin offering the service elsewhere once regulatory restrictions are lifted, according to company officials.

GTE also plans to offer CenterScreen, an expanded pay-per-view system with "near-video-on-demand" services. CenterScreen viewers can choose from a menu of 27 movies

offered at staggered time intervals, for between \$2.95 and \$4.95 per selection.

GTE already has cable alliances with Daniels Cable in Carlsbad, Calif.; Continental Cablevision of Boston, and Apollo Cablevision in Cerritos to offer Main Street, and is exploring other alliances.

It also is conducting a small video services trial in Manassas, Va., and plans to offer various two-way interactive services via a delivery system being devised by AT&T to 1,000 customers by mid-1995, according to Tony Hamilton, spokesman for GTE.

GTE is deliberately building the backbone of its future broadband network. GTE has said that it will build 50 fiber optic networks in 12 states for more than \$240 million. Also, it has purchased 60 broadband switches that will pave the way to offer not only improved voice services, but also a range of video and interactive offerings.

SNET stakes claim to Connecticut's info highway

Of the medium-sized independent telcos, Southern New England Telephone is one of the more ambitious in going after the emerging business of offering video transport to residential consumers.

SNET is working closely with AT&T to build a new voice, data and video network that will connect more than 500,000 customers, or roughly 700,000 lines, over the next three years. SNET has said that it plans to spend \$4.5 billion over the next 15 years to construct Connecticut's information highway.

The company has chosen the hybrid fiber-coax network architecture, and its plans with AT&T call for the purchase of 30,000 miles of fiber optic cable, 4,500 miles of coaxial cable and a host of digital terminals and transmission systems to connect the two types of lines.

SNET has already received approval for its video services market trial of 1,500 homes in West Hartford, Conn. The West Hartford trial will run

for one year. Customers will be charged \$6 per month to connect to the network, and then be billed for the programming services they order. SNET officials said they expect that about 500 customers of the 1,500 homes passed will subscribe to the services, which will offer approximately 100 channels.

Rochester Telephone plunges into video

Rochester Telephone also is getting into the business of delivering video services to its local customers. The telco will be challenging Time Warner's monopoly over cable service in and around Rochester, N.Y., and plans to quickly expand upon its initial market trial.

On March 25 the FCC approved Rochester Telephone's application to offer video services to 120 homes there. The company hopes to have the service up and running by the end of the year and is currently deploying the system.

Rochester is working with USA Video, Digital Equipment Corp. and ADC Telecommunications to put together the various pieces of the puzzle. Rochester is testing both ADSL over its copper lines and the fiber-coax hybrid network architecture.

USA Video brings its proprietary video storage, compression and transmission technology to the table, along with an extensive menu of video programming that it has licensed from various sources. DEC is providing the server for the trial and ADC's Homeworx access platform, also being used by Ameritech, is being used to make Rochester's network capable of delivering video.

Rochester will start with its market trial and then plans to expand its video services network to its 900,000 access lines, as well as to a variety of other independent telcos, through an exclusive marketing agreement with USA Video. Through USA Video, Rochester plans on marketing to the more than 20 million customers that are hooked up to various independent local telcos around the country. ■

Competitors gain on top-rated KLAX in L.A.

WLTW edges out WCBS-FM in New York; rock stations on fast track in Chicago

By Donna Petrozzello

The top-three markets, New York, Los Angeles and Chicago, show some changes in the just-released winter Arbitron ratings, including growth in specific formats in the 12-plus demographic, 6 a.m. to midnight, Monday through Sunday.

The ratings firm announced as well an increase in response rates in at least 75 markets for the survey, which covered the period from Jan. 6 through March 30.

An adult contemporary station, WLTW-FM, held the greatest share of the New York market, with oldie and news stations coming in a close second and third.

Competition for the Hispanic market in Los Angeles heated up, with marketplace stronghold KLAX-FM losing points while AM and FM Hispanic competitors gained ground. In Chicago, rock stations showed the

most growth, with album rock WLUP-FM in the lead.

New York

Ratings show WINS(AM) leading the news market, increasing its share to 4.3, up from 4.0 in winter 1993. News newcomer WBBR(AM) made its mark with a .3 rating. Meanwhile, WCBS(AM) dipped slightly from 3.7 last year to 3.6.

Adult contemporary WLTW-FM's 4.7 share edged out WCBS-FM's oldies format by a tenth of a share point for first place in the New York market. Third place was shared by WINS(AM) and urban WRKS-FM. Both came in at 4.3.

In the contemporary hit market, gains were made by WQHT-FM, which increased its share of the 12-plus market, and WHTZ-FM, which also gained slightly. Waning in that format was WPLJ-FM, which slipped from 3.7 last winter to 3.4

Los Angeles

In Los Angeles, Spanish-language KLAX-FM led the market with a 5.6 rating for winter 1994, a dip, however, of 1.6 points from its 7.2 rating in winter 1993. Spanish-language competitor KKHJ(AM) gained ground, moving up to 2.0, and Spanish-language KLVE-FM rose to a 3.2. Spanish-language KXED(AM) moved up to 1.4.

Other Los Angeles stations saw their shares dip from winter 1993. Contemporary hits KIIS-FM dropped from 4.3 to 3.7, album rock KLOS-FM dropped from 3.8 to 2.7 and adult contemporary KOST-FM slipped from 5.5 to 4.7.

Chicago

Each of Chicago's five rock stations gained ground. WLUP-FM led the pack, increasing to a 3.9 share. WKQX-FM gained .7, WXRT-FM gained .4 and WCKG-FM showed a moderate .1 point growth. New rock entry WIIL-FM bounced onto the board at a .4.

Urban stronghold WGCI-FM maintained its hold on the marketplace, despite a small loss of .3 point. Contemporary hits WBBM-FM improved its share to a 5.4.

Talk-radio stations WLS-AM-FM captured the largest share, with a combined rating of 5.2. News WBBM(AM) also made a strong showing at 4.2, and news/talk WMAQ(AM) dropped slightly, from 2.7 to 2.6.

Arbitron said last week that the first 75 markets reporting in the winter survey showed an average 5.0 point increase in response rates over last year, from 36.9% to 41.9%. Arbitron vice president of survey operations David Lapovsky attributed the higher rates to the company's "ongoing efforts to improve the quality of our radio survey samples."

To further improve the system, Arbitron announced changes in its diary packaging system. Beginning with spring 1994 surveys, diaries will be packaged in separate sleeves and mailed in brightly colored boxes, which Arbitron hopes will attract more attention than the plain mailing envelopes previously used. ■



Partnering with advertisers

Lowry Mays, Clear Channel Communications CEO (l), talked business with National Association of Broadcasters President Eddie Fritts before an International Radio and Television Society luncheon in New York where Mays was the featured speaker. He explained his company's philosophy of being a "partner" with the stations' advertisers to help them sell "trucks, toothpaste and tamales."

—GF

Stern may stump on show

Regardless of whether New York shock jock Howard Stern makes good on his plans to run for governor of New York, he can continue plugging his fledgling campaign on his popular morning talk show, according to the state board of elections.

In a legal opinion issued April 25, the board of elections determined that Stern's management, Infinity Broadcasting, is not providing an "in-kind contribution" to Stern's campaign by permitting him to rally support and discuss his campaign during his weekday 6 a.m. to 10 a.m. show. Stern announced in late March his plans to run for governor and won the Libertarian Party nomination for the seat at an Albany convention April 23-24.

The state board characterized Infinity's relationship with Stern as "employer-employee" and said "the radio station is not providing any access to the airwaves over and above the access required for the host-candidate to

fulfill his employment obligations." *The Howard Stern Show* is syndicated nationwide and is broadcast on four New York stations.

In addition, the FCC said that until Stern is considered an official candidate for public office by the state board of elections, he is not required to grant equal-time access to opposing candidates. Board of elections officials said Stern must file a petition with the state containing at least 15,000 signatures by mid-August. If the petition is not challenged, Stern could be an official contender by the early October filing deadline.

It remains to be seen, however, whether Stern considers his run for governor serious. In a letter to the board of elections in mid-April, prior to Stern's nomination, Infinity attorney Bruce P. Keller stated that "Stern is not a candidate" and said he has not "received contributions or made expenditures" toward his campaign. —DP

APR news show to take world view

Daily program will feature international reporters from their native countries; show will complement NPR's 'All Things Considered'

By Donna Petrozzello

American Public Radio President Stephen L. Salyer is hoping that APR's upcoming daily world news program, *A New World*, will change the way Americans think about international news events.

Instead of transplanting U.S.-based journalists to other points of the globe for cursory coverage of world events, APR plans to use native English-speaking commentators and reporters. Salyer describes the approach as one "that comes from the world" and is not simply "about the world."

With comments from hosts, the program will report on world events and their impact on and relationship to the U.S., two elements Salyer says are lacking in traditional American news broadcasts of international events.

The newscast will include coverage of breaking events, commentaries on global issues and concerns, mini-documentaries and call-in forums. It will be broadcast worldwide. Salyer plans next month to name an executive producer to define the editorial content

of the broadcast and will name co-hosts soon afterward.

Two co-hosts, one based in the U.S. and the other at the London headquarters of partner BBC World Service, will moderate the hour-long daily program, which is scheduled to debut next April.

Salyer says the BBC/APR "agreement in principle" is a landmark co-production partnership because it marks the first time the BBC will participate in a news program without having full editorial control.

Another major public radio station is expected to join the partnership. Salyer says three stations have expressed interest, and one is expected to be named as a partner next month.

A New World is expected to become APR's premiere show, Salyer says. With an annual budget of \$6 million, the program will surpass APR's *Marketplace*, which commands a \$3 million budget.

Major financial backers for the program include APR's 20-member board of directors, who each donated



PRI Public Radio International

In preparation to launch 'A New World,' APR announced it will change its name to Public Radio International beginning July 1. The change marks the shift of APR to an international focus.

to the program, as well as contributions from institutions that traditionally are major backers of APR programming, according to Salyer.

So far, he says, APR has raised \$5 million for the program and expects to raise the remaining \$1 million before the end of 1994.

APR plans to air *A New World* at 4 p.m. 5 p.m. daily in most markets, immediately before *All Things Considered*, the popular National Public Radio news commentary program airing at 5-6:30 p.m.

Salyer says *A New World*, which concentrates on international news, should complement, not compete with, *All Things Considered*, which offers more domestic news.

Salyer says the timing of *A New World* coincides with an economic marketplace that is becoming increasingly global. This worldwide "connectedness," Salyer says, enhances Americans' need to be more informed about world events: "As Americans, we see more tangibly now that it matters a lot what is happening elsewhere." ■

Katz goes public

Beloyianis becomes president of television group; Olson steps up to head renamed firm

By Geoffrey Foisie

The industry's largest station advertising sales firm last week filed with the Securities and Exchange Commission to go public. The Katz Corp. intends to issue several million shares of stock, the proceeds from which will be used to retire some of its debt.

Precise details, including how much stock will be sold by some of the company's major investors, were left blank in the preliminary stock prospectus.

The initial public offering prospectus shows Katz reported a 7.5% revenue gain in 1993, to \$157 million, and a 3% earnings increase, to \$36 million, before interest, taxes, depreciation and amortization. Revenue would have decreased except for the early 1992 acquisition of independent TV station rep firm Seltel, which accounted for \$27 million in revenue in 1993.

Among Katz's other recent ventures, the company says its investment in Cable Media has produced losses so far of \$2.6 million, while its 80% owned Katz International has generated losses of less than \$500,000.

The prospectus reveals these other details:

- In 1993, Katz paid \$12.3 million to other rep firms to purchase station rep contracts, while receiving \$5.1 million. In 1992, the numbers were \$9.8 million vs. \$5.7 million and in 1991, \$8.1 million vs. \$7.3 million.

- The company intends to change its name to Katz Media Corp. Katz Television Group President Tom Olson was named president of the entire company, taking that title from Peter Goulazian, who kept his chief executive officer title. Replacing Olson atop the TV group is Executive Vice President Jim Beloyianis.

- The company's top three officers all saw their compensation cut in 1993. Still, Chairman James Greenwald received almost \$1.6 million in salary and bonus, Goulazian received \$713,000 and Chief Operating Officer Arnold Sheffer made \$686,000. Olson was paid \$405,000 in 1993 and Beloyianis earned \$350,040.

- According to recently amended employment contracts, Greenwald,



Katz Television Group President Tom Olson (l) has been named president of the renamed Katz Media Corp. Peter Goulazian (r) retains his title of chief executive officer.

66, will extend his employment on a year-to-year basis beginning at the end of next year. Goulazian's and Sheffer's contracts also go to one-year terms at the end of 1996.

- Greenwald agreed not to sell any of his 9.4% of the company in the initial public offering, but can do so 180 days after the date of the prospectus. Goulazian and Sheffer, each of whom owns roughly 4%, have agreed to wait at least a year from the prospectus date before selling stock. Olson, Beloyianis and Radio Group President Gordon Hastings own 2.5%, 2.2% and 1.1%, respectively.

However, top executives will receive up to \$3.3 million from the "net profit" that the outside shareholders, primarily Sandler Media Partners and 61 K Associates, receive from selling into the initial public offering. ■

Wall Street sneezes; media company financings grow cold

The flux of the financial markets has created uncertainty, but as yet little permanent damage, for media companies. At least one tender offer, that of ValueVision for National Media, was canceled, although more than financing may have been at issue. Some cable financings have been put on hold, but there, too, external factors were at work, particularly the FCC's recent rate regulations.

In fact, one of the few initial public stock offerings in the past two weeks was for a wireless cable company, Heartland. Eric Singer of Gerard Klauer & Mattison, the firm that took Heartland public, said the offering was helped by the fact that other recently public wireless stocks have held up well compared with their offering price.

But many companies that do go public now are looking at selling stock or debt cheaper than what they might have sold it for six months ago, confirmed Greg Seibert, a managing director at Merrill Lynch: "There is no doubt about that, and it is not necessarily related to issues in the media industry."

At least two radio group owners are on the verge of going public: US Radio and Keymarket Communications. One well-known station broker who asked not to be named said any permanent trouble in the capital markets could spell trouble for the station acquisition market. Many of the recent radio deals, he said, have been financed with "bridge" loans that are intended to be temporary. Such loans might not be made if the lenders felt the group owners couldn't replace them with more permanent financing, he said.

While cable operators will find the FCC's rate regulations delaying their ability to raise money, most of them already had completed extensive refinancings during the past year or two. As for future "high-yield" debt offerings of the kind cable multiple system operators have relied on, "We will be looking at the flows of money into high-yield mutual funds," said Morgan Stanley's Jeffrey Sine. "There is a saying on Wall Street: 'Don't fight the tape.'" —GF

Changing Hands

The week's tabulation of station and system sales

WBCT-FM Grand Rapids, Mich. □ Purchased by WOOD Radio LP (Bruce Holberg, president) from Radio Associates of Michigan Inc. (Ken Miller, president) for estimated \$9 million to \$10 million. **Buyer** owns WOOD-AM-FM Grand Rapids, Mich. **Seller** owns KMIX-AM-FM Turlock and KEWB-FM Anderson, both California, and WKZO (AM) Kalamazoo, Mich.

WBCT-FM has country format on 93.7 mhz with 32 kw and antenna 780 ft. *Broker: Serafin Bros.*

WZJX-FM Englewood (Dayton), Ohio □ Purchased by Regent Broadcasting of Dayton Inc. (Terry S. Jacobs, president/ CEO) from Miami Valley Communications Inc. (Sharon P. Zimmers, president) for \$2.15 million. **Buyer** owns WLQT-FM Dayton, Ohio, and pending FCC approval, WDJX-AM-FM Louisville, Ky. **Seller** has no other broadcast interests. WZJX-FM is dark, licensed to 94.5 mhz with 6 kw and antenna 328 ft. *Broker: Media Venture Partners.*

KADE-TV San Luis Obispo, Calif. □ Purchased by Raul and Consuelo Palazuelos from Community Media Corp. (Alene Whitten, president) for \$850,000. **Buyer** and **seller** have no other broadcast interests. KADE-TV is dark, licensed to channel 33 with 60.3 kw visual and antenna 1,443 ft. Filed April 13 (BALCT940413KE).

KXTP(AM) Superior, Wis., and WAKX(FM) Duluth, Minn. □ Purchased by Head of the Lakes Broadcasting Co. (Patricia McNulty, president) from Stereo Broadcasting Inc. (Lewis Latto, president/director) for \$800,000. **Buyer** owns WPSM(AM)-KZIO (FM) Superior, Wis., and WCMP-AM-FM Pine City, Minn. **Seller** owns WEVE-AM-FM Eveleth, Minn., and is permittee of WGPZ(FM) Coleraine, Minn. KXTP has Music of Your Life format on 970 khz with 1 kw day, 27 w night. WAKX has classic rock format on 98.9 mhz with 100 kw and antenna 600 ft. Filed

Proposed station trades

By dollar volume and number of sales

This week:

AMs □ \$1,850,420 □ 5
 FMs □ \$12,875,000 □ 6
 Combos □ \$1,015,000 □ 2
 TVs □ \$850,000 □ 1
 Total □ \$16,590,420 □ 14

So far in 1994:

AMs □ \$57,285,934 □ 54
 FMs □ \$269,948,300 □ 107
 Combos □ \$421,877,575 □ 80
 TVs □ \$382,760,000 □ 24
 Total □ \$1,131,871,809 □ 271

March 29
 (BAL940329EA;
 BALH 940329EB).

W K D C (A M) Elmhurst, Ill. □ Purchased by Joseph J. Gentile Inc. from DuPage Broadcasting Inc. (Frank Blotter, president) for \$700,000. **Buyer** and **seller** have no other broadcast interests. WKDC is 500 w daytimer with big band/jazz/MOR format on 1530 khz.

Filed March 28 (BAL 940328ED).

KSTL(AM) St. Louis □ Purchased by WMUZ Radio Inc. (Donald Crawford, president) from Radio St. Louis Inc. (C.F. Haverstick, president) for \$525,000. **Buyer** owns WMUZ(FM) Detroit and KXOK(AM) St. Louis. **Seller** has no other broadcast interests. KSTL is 1 kw daytimer with religious format on 690 khz. Filed April 11 (BAL940411 EC).

WKMF(FM) Tuscola, Mich. □ Purchased by Faircom Flint Inc. (Joel Fairman, chairman/president) from Radiocom Ltd. (R. Dana MacVay, president) for \$450,000. **Buyer** owns WFNT(AM)-WCRZ (FM) Flint, Mich., and WHFM(FM) Southampton, N.Y. **Seller** has interests in WKTN(FM) Kenton, Ohio. WKMF has country format on 101.7 mhz with 3 kw and antenna 328 ft. Filed April 11 (BALH940411GJ). *Broker: Burt Sherwood.*

WAWV(FM) Sylacauga, Ala. □ Purchased by Alabama Broadcasting Co. (Bruce Carr, president) from W.O. Powers for \$425,000. **Buyer** owns WFEB(AM) Sylacauga, Ala. **Seller** owns WYEA(AM) Sylacauga, Ala., and WLIQ (FM) Harriman, Tenn. wawv has top 30/oldies format on 98.3 mhz with 2.7 kw and antenna 502 ft. Filed April 11 (BALH940411 GI).

WHAP(AM) Hopewell, Va. □ Purchased by Kelmckar Communications Corp. (Howard Keller, president) from Cannon Communications Corp. (Dianne Harris, president) for \$250,000. **Buyer** and **seller** have no other

CLOSED!

WKYD-AM/WWSF-FM, Ft. Walton Beach, Florida from MetroCities Communications Inc., to Riggs Radio Corp., Stephen C. Riggs, President for \$650,000.

Randall E. Jeffery, Jr.
 Broker

GEORGE I. OTWELL
 513-769-4477

BRIAN E. COBB
 CHARLES E. GIDDENS
 703-827-2727

RANDALL E. JEFFERY
 RANDALL E. JEFFERY, JR.
 407-295-2572

ELLIOT B. EVERS
 415-391-4877

RADIO and TELEVISION
 BROKERAGE • APPRAISALS



MEDIA VENTURE PARTNERS

WASHINGTON, DC
 ORLANDO • CINCINNATI
 SAN FRANCISCO

broadcast interests. WHAP has sports/country/ talk/news format on 1340 khz with 1 kw. Filed March 31 (BAL 940331EC).

WXVI(AM) Montgomery, Ala. □ Purchased by Sunshine 16 Radio Network Inc. (Neill S. Wright, president) from Capital Communications, a general partnership (R.W. Eubanks, president) for \$225,000. **Buyer** has no other broadcast interests. **Seller** owns WZHT (FM) Troy and WMCZ(FM) Millbrook, both Alabama. wxvi has black format on 1600 khz with 5 kw day, 1 kw night. Filed April 5 (BAL940405EB).

KMRN(AM)-KDEE-FM Cameron, Mo. □ Purchased by Osland Broadcasting Co. (Norman Osland, president/director) from Cameron Radio Inc. (Shellby Hendee, president) for \$215,000. **Buyer** has no other broadcast interests. **Seller** owns KLEX(AM) Lexington, Miss. KMRN has news/talk/religious format on 1360 khz with 500 w day, 25 w night. KDEE-FM is off the air, licensed to 100.1 mhz with 5 kw and antenna 480 ft. Filed March 31 (BAL940331EA; BAPH940331EB). *Broker: R.E. Meador & Associates.*

WJNZ(FM) Greencastle, Ind. □ Purchased by Original Company Inc. (Mark Lange, president) from Radio Greencastle Inc. (Jinsie Bingham, president) for \$200,000. **Buyer** owns WZDM(FM) Vincennes, Ind., and has interests in WWBL(FM) Washington and WAOV(AM) Vincennes, both Indiana. **Seller** has no other broadcast interests. WJNZ has AC/local news/sports format on 94.3 mhz with 3 kw and antenna 165 ft. Filed April 12 (BALH-940412GG).

KVAK(AM) Valdez, Alaska □ Purchased by Polaris Broadcasting Inc. (Richard Lynn, president) from Cobb Communications Inc. (Thomas Tierney, president) for \$150,420. **Buyer** has no other broadcast interests. **Seller** owns KLAM(AM) Cordova, KVOK(AM)-KJJZ(FM) Kodiak, KENI(AM) Anchorage, KZXX(AM) Kenai and KSWD(AM) Seward, all Alaska. kvak has AC format on 1230 khz with 1 kw. Filed March 23 (BAL940323EA).

KKCT(FM) Bismark, N.D. □ Purchased by JKJ Broadcasting Inc. (James Ingstad, president) from James and Konnie Bartels for \$150,000. **Buyer** owns 7 AMs and 13 FMs. **Seller** has no other broadcast interests. KKCT is off the air, licensed to 97.5 mhz with 100 kw and antenna 324 ft. Filed Feb. 10 (BAPH940210GO). ■

Nationwide auction proves pricey for Young Broadcasting

By Julie A. Zier

Last week's \$150 million handshake between Nationwide Communications and Young Broadcasting for the last of Nationwide's TV stations may signal the return of auctioning as a popular selling tool.

"Auctions seem to be back in vogue," a losing bidder notes wryly.

But auctions are not without cost. "It may be a little high," Young says of the estimated \$150 million price for the stations. His original bid was \$10 million-\$15 million lower, he notes. "But it's a fair price."

Media broker Larry Wood agrees: "It's at the high end of current-day pricing, but that's what it takes to get a station these days."

Eight or nine companies bid on WATE-TV Knoxville, WRIC-TV Richmond, Va., and WBAY-TV Green Bay, Wis., says Nationwide President Steve Berger. Sources say the 1993 trailing cash flow of the stations is in the range of \$13.5 million.

Cash-flow multiples are on the rise in today's market, and some buyers bowed out of the auction early to play it safe. Richard Geismar, chairman of the Broad Street Cos. and a director of Guy Gannett, says he "went far enough to know it wasn't a slam dunk." Although he wouldn't specify which of the two companies was interested in purchasing the stations, it "couldn't make a compelling case to pay 13 times cash flow."

That Young emerged as the buyer from a group of competitors, including Clear Channel and Ellis Communications, surprised some. "They haven't done anything of this substance," says media broker Frank Boyle.

In 1992 Young, while under pressure from creditors, agreed to buy five TV stations from H&C Communications. Young solved his financial problems, but the deal was called off. "The purchase of the H&C stations didn't not happen because of financing," Young says. "It never got that far."

To raise money for station purchases, Young says, the company converted half of its subordinated debt to equity through a restructuring that was completed at the end of 1992.

Two major investment bankers, Goldman Sachs and Lazard Freres, are on Young's team as advisers; Goldman Sachs is also an investor. Young's primary equity investor is Morgan Bank, on board since 1988. As for debt financing, Young says several banks are "pitching for our business.... We have a lot of debt capacity. We'll have no problem closing."

"He's had a false start in H&C, but I personally feel he's going to close on this one," says media broker Brian Cobb of Media Venture Partners' Virginia office. "He needs to, or it will damage his credibility."

Young's TV group currently holds three CBS, two ABC and one NBC affiliate in Lansing, Mich.; La Crosse, Wis.; Lafayette, La.; Rockford, Ill.; Nashville; and Albany, N.Y. The future includes a "full complement" of acquisitions, primarily big three affiliates, Young says.

Nationwide now plans to focus on radio: buying stations in major markets and doubling up where it currently owns property, Berger says. "We can achieve critical mass in radio faster than in TV," he says. "We've taken our TVs as far as we could." ■

Bell South may withdraw from QVC deal

With the stock price of QVC down to the mid-\$30s, Bell South Chairman John Clendenin last week said what many had suspected: The telephone company might not be willing to buy \$500 million of QVC stock at \$60 per share. That price and amount for a possible Bell South investment in QVC were set at the time the telco signed on as an ally in QVC's losing bid for Paramount Communications Inc. However, the agreement between Bell South and QVC provides that the equity purchase option would remain open even if the takeover failed.

At the company's annual meeting last week, Clendenin reportedly said QVC's stock "would have to go pretty far north to make it worthwhile for us to plunge in."

—GF

Industry funnels \$50 million to Congress

Over 10 years, Commerce Committee members benefit most from communications PACs

By Kim McAvoy

Broadcast, cable and other segments of the communications industries, among others, gave \$50 million to members of Congress and their political parties during the past decade.

According to a report released last week by the congressional watchdog group Common Cause, the bulk of the communications industry's political action committee money went to members of the House and Senate Commerce committees, which regulate the communications industry.

The top recipient in the House was Commerce Committee Chairman John Dingell (D-Mich.), co-author of legislation that would pave the way for the regional Bell operating companies to enter the long-distance telephone business. The committee passed the bill this year. Also this year, the Commerce Committee passed a bill to permit telcos into the cable business and make it easier for cable companies to enter the local telephone business.

Dingell's Senate counterpart, Ernest Hollings (D-S.C.), this year introduced legislation that combines elements of the two House bills. According to Common Cause, local telephone company interests alone gave \$118,490 to Dingell and \$108,697 to Hollings, making him the top recipi-

CAPITOL INVESTMENTS			
Communications industry contributions to Congress (in millions)			
Interest group	PAC money*	Soft money**	Combined
Local telephone	\$13.5	\$2.2	\$15.7
Long-distance telephone	7.5	1.0	8.5
Cable TV	4.4	2.6	7.0
Entertainment	2.8	4.0	6.8
Computer and equipment	2.8	2.0	4.8
Satellite	2.5	0.6	3.1
Broadcasting	1.6	0.9	2.5
Newspaper/electronic publishing	0.9	0.9	1.8
Total	\$36.0	\$14.2	\$50.2

*Political action committee contributions to candidates were made between 1984 and 1993.
 **"Soft money" contributions by industry executives to political parties were made between 1988 and 1993. Source: Common Cause

ent of PAC money in the Senate.

The top recipient of local telco PAC money in Congress was House Commerce Committee member Al Swift (D-Wash.), with \$128,125. Another committee member, Thomas Bliley (R-Va.), received \$46,475 from long-distance telco PACs, more than any other member of Congress. And cable industry PACs were most generous to Senator Bob Packwood (R-Ore.), a Commerce Committee member and leading opponent of the 1992 Cable Act.

Overall, using Federal Election Commission records, Common Cause found that industry PACs gave \$36 million to members of the House and Senate between January 1984 and Dec.

31, 1993. Industry executives and individual companies gave another \$14.1 million to national political parties in "soft money" contributions between Jan. 1, 1988, and Dec. 31, 1993.

Among the leaders in making both PAC and soft-money contributions were AT&T with \$5.8 million and GTE with \$2.9 million. BellSouth gave \$2.6 million, the National Cable Television Association contributed \$2 million and the National Association of Broadcasters \$1.4 million.

The study also shows cable executives made hefty soft-money donations: QVC's Barry Diller (\$150,000), QVC Network Inc. (\$175,000) and Cablevision Industries (\$185,000). ■

Top 10 recipients of communications PAC money, 1984-93

HOUSE

John Dingell (D-Mich.): Chairman, Commerce Committee—\$336,640; **Richard Gephardt** (D-Mo.): Majority Leader—\$256,500; **Al Swift** (D-Wash.): Commerce Committee member—\$251,675; **Jack Fields** (R-Tex.): Ranking Republican, telecommunications subcommittee—\$223,128; **Jack Brooks** (D-Tex.): Chairman, House Judiciary Committee—\$207,850; **Vic Fazio** (D-Calif.): Vice Chairman, Democratic Caucus—\$191,473; **David Bonior** (D-Mich.): Majority Whip—\$183,224; **Rick Boucher** (D-Va.): Commerce Committee member—\$171,850; **Robert Michel** (R-Ill.): Minority Leader—\$170,755; **Thomas Bliley** (R-Va.): Commerce Committee member—\$170,725.

SENATE

Ernest Hollings (D-S.C.): Chairman, Senate Commerce Committee—\$329,411; **Bob Packwood** (R-Ore.): Commerce Committee member—\$244,650; **Daniel Coats** (R-Ind.): \$241,366; **Slade Gorton** (R-Wash.): Commerce Committee member—\$228,325; **Robert Dole** (R-Kan.): Senate Minority Leader—\$196,700; **Christopher Bond** (R-Mo.): \$168,663; **Arlen Specter** (R-Pa.): \$167,000; **Phil Gramm** (R-Tex.): Chairman, Republican Campaign Committee—\$164,075; **Ted Stevens** (R-Alaska): Commerce Committee—\$162,427; **John McCain** (R-Ariz.): Commerce Committee—\$160,009.

Source: Common Cause

FCC staff backs ITFS wireless cable plan

By Christopher Stern

The FCC's Mass Media Bureau plans to recommend to the commission an agreement that would allow wireless cable operators who lease channels from educators to consolidate all instructional programming on one channel.

Current rules require each channel leased from Instructional Television Fixed Service licensees (ITFS) to carry a minimum of 20 hours of instructional programming. The new arrangement would leave most ITFS channels free for full-time commercial programming. The proposal has been pending at the FCC for just under a year; approval is expected.

Under the agreement, educators may reclaim one or all of their chan-

nels after a prearranged period of time, says Ted Steinke, chairman of the board of the National Instructional Television Fixed Service Association. That recapture right cannot be traded away in agreements with operators. The notification period is now one year, but the new agreement would allow notification to become a contractual issue.

Steinke emphasized last week that the agreement is not mandatory and educators may choose to continue their current arrangements with operators.

Many wireless cable operators get around the requirement with "channel mapping," which allows them to switch channels on the set-top box without making the viewer aware of the change. By switching channels, wireless opera-

tors can place 20 hours of instructional programming on each leased channel without disrupting viewing patterns.

Wireless operators want the agreement because set-top boxes able to change channels without disrupting viewers are expensive and limit options for subscribers, according to Paul Sinderbrand, the Wireless Cable Association's Washington representative. The channel-switching ability adds \$100 to the cost of each set-top box, and equipment at the transmission site costs as much as \$50,000 to install.

Wireless operators are eager for FCC approval of the agreement because up to 20 channels of the 33-channel maximum are licensed for ITFS. There are some 500,000 wireless cable subscribers in the U.S., WCA says. ■

Cable operators and programers unhappy about the FCC's new cable regulations

(and that encompasses just about all of them) will get a chance to confront the agency officials who drafted the rules at the National Cable Television Association convention in New Orleans, May 22-25. The 15-person FCC delegation will be led by Chairman Reed Hundt, who is scheduled for a by-invitation-only breakfast on Tuesday, May 24. Commissioner James Quello and staff members will pop up on panels throughout the show. Planning to attend from Hundt's office: Blair Levin, Merrill Spiegel.

From the cable services bureau: William Johnson, Kathleen Wallman, James Olson, Ronald Parver, John Wong, Patrick Donovan. (Meredith Jones, the newly appointed bureau chief, has been invited.) From Quello's office: Maureen O'Connell. From Commissioner Andrew Barrett's office: James Coltharp. (Barrett declined the invitation.) From elsewhere in the bureaucracy: General Counsel William Kennard, Mass Media Bureau Chief Roy Stewart, Acting Common Carrier Bureau Chief Richard Metzger.

"It's an embarrassment," Senator Howard Metzenbaum (D-Ohio) says of the FCC's refusal to cooperate with the General Services Administration in 1992 and relocate the agency to the Portals, a development in Southwest Washington. Metzenbaum made his views known last week at a Senate hearing on the GSA's FY1995 public buildings program. The senator told GSA officials that he hopes "another such debacle" doesn't occur. The U.S. Appeals Court on May 5 will hear oral arguments on GSA's appeal of an earlier order directing the GSA to force the FCC to relocate to the Portals.

As reported last week ("Closed Circuit," April 25), **the FCC's Mass Media Bureau is working on proposals to relax broadcast ownership rules** for an FCC meeting in June or July. Commissioners would be asked to launch a rulemaking to gather comments on proposals. According to bureau officials, the proposal would focus on TV ownership rules but also may consider the National Association of Broadcasters' request for further liberalization of local radio ownership limits in small markets.

As now written, small-market broadcasters may own three stations (two in the same service) as long as the total is fewer than half the number of stations in the market. NAB thinks a single broadcaster should be able to own three stations as long as the total is "up to half the stations" in the market and that any single small-market station or AM-FM combo should be allowed to add one station.

In a minor First Amendment victory, **the Supreme Court last week let stand a lower court's decision dismissing a listener's broadcast indecency complaint.** The U.S. Court of Appeals in Washington ruled that listeners generally don't have standing to pursue indecency complaints beyond the FCC. At issue is a listener complaint against National Public Radio for airing a taped conversation in which reputed crime boss John Gotti repeatedly uses variations of the word "f—." The tape was used as evidence at Gotti's trial. After the FCC dismissed the complaint on grounds that the material was part of a bona fide news story, the listener took the complaint to the appeals court. ■



Washington
Watch

Edited By Kim McAvo

FCC to review AM move criteria

Action follows petition for reconsideration of commission calculations

By Chris McConnell

Radio stations waiting to stake a claim in the new AM territory above 1605 khz may have to hole up in the current band a little longer.

The FCC, which late last year ranked 688 station applications to move into the expanded band between 1605 and 1705 khz, now is reviewing the procedure used to determine which moves will most improve the existing band. The review follows a petition for reconsideration that challenged the FCC's math in calculating the "improvement factors" for the migration applications.

The commission has ranked the migration applications according to which stations will most improve the existing band by leaving. FCC staff have said they expect no more than 150 applicants to win a pass at moving to the expanded band.

To rank the applications, the commission divided the area of interference caused by a station by that station's

interference-free service area. The larger the resulting number, the higher a station ranked on the FCC's list.

But some stations say their number is too small. Polnet Communications Ltd., licensee of WKTA(AM) Evanston, Ill., says the commission should not have included only the areas of interference caused solely by a station. Instead, Polnet says, the FCC also should have included areas where a station is one of several sources of interference.

"The net result [of the FCC procedure] is the exclusion of massive areas of interference to and from multiple stations," says LaGrange, Ill.-based Mueller Broadcast Design, which evaluated the FCC process for Polnet.

Polnet says that under the FCC math, its station came in at 640 out of 688 stations. The company, which asked the commission to recalculate its ranking, says its station would have come in at 361 under its proposal, but concedes that the ranking assumes all the other

stations retain their positions as well.

An FCC decision to accept the petition would mean a recalculation of the improvement factors, although FCC staff last week could not say whether they would need to do the math again. AM Branch Chief Jim Burtle says that the branch still is evaluating the petition for reconsideration and has not decided what recommendation to offer the FCC commissioners, who will make the final decision.

Burtle says that the current ranking took the commission roughly three months to complete. He predicts a recalculation will take another month.

While Mass Media Bureau Assistant Engineering Chief Bill Hassinger doubts that the petition will send staffers back to the drawing board, Burtle does not rule out a recalculation of the station rankings. Hassinger expects the staff recommendation to make its way to the commissioners within the next few weeks. ■

Spectrum police get new patrol cars

Vehicles with high-tech electronic gear will help FCC offices track illegal broadcasts

By Chris McConnell

The FCC will roll a new fleet of souped-up spectrum-patrol cars out of the garage this summer.

The commission, which uses the cars to track pirate radio stations and other rogue spectrum users, is packing a trunkload of mapping and global positioning technology into 10 of its cars. Commission staff hope the beefed-up "mobile digital direction finder" (MDDF) vehicles will cut the time needed to find illegal radio operators. A prototype model displayed recently at the FCC carried \$75,000 worth of signal tracking and location equipment installed inconspicuously in a blue Chevrolet Caprice.

"This gives us a lot of advantages in catching the bad guys," FCC Chairman Reed Hundt said during the demonstration. The advantages cited by commis-

sion engineers include new spectrum analysis equipment and a mapping display that allows operators to see where they are and where they have been while tracking illegal signals.

FCC Field Operations Bureau electronic engineer Jim Higgins says that



The FCC hopes new mapping and spectrum analysis technology will help it gain on renegade radio operators.

under the right conditions three of the new cars working together might track down an illegal signal in as little as five minutes. "It's easy and possible to triangulate with the new system," Higgins says.

But field offices initially will have only one or two of the new cars. FCC staff say four of the commission's 35 regional offices will receive two MDDF cars, with two more offices getting one new car each. The commission hopes to put the cars into service within the next two months.

The regional offices, with a fleet of some 80 cars, track down roughly two or three illegal radio signals each month. Some of the more dramatic cases have included phantom air traffic controllers and phony police officers. In addition to pirate radio stations, the offices track unintentional sources of

interference.

The current spectrum-patrol vehicles do not carry the mapping equipment and do not have integrated global positioning system (GPS) receivers, although staff sometimes carry hand-held GPS receivers in the cars.

In addition to the GPS and mapping equipment, the new cars will carry flat-panel computer displays, touch-screen technology and virtual instrumentation. An enhanced radio spectrum display will allow users to view the radio spectrum and target

radio signals.

Additionally, the cars will carry packet radio links enabling a remote command post to watch the vehicles' progress on mapping displays. The cars can monitor almost all of the frequencies below 2 ghz, Higgins says. ■

TV, phone home

GTE Mobilnet service is delivering compressed video over cellular channels

By Chris McConnell

GTE Mobilnet this summer will be looking to fill some of its cellular channels with broadcast video.

In the next few weeks, the company will be bringing FoNet Inc.'s video-transmitting cellular phone to broadcasters in six markets. The cellular phone, developed by Tulsa, Okla.-based FoNet using technology from Intel Corp., allows news crews to dial their home station and send back compressed video over cellular channels.

"A lot of times you can beat people with remote trucks," says WTHR(TV) Indianapolis news photographer John Kofodimos, whose station has been using the cellular phone for six months.

To expand the client list past the 10 stations now using the phones, FoNet is working with GTE to pitch the units to broadcasters in Houston; San Francisco; Austin, Tex.; Raleigh, N.C.; Tampa, Fla., and Portland, Ore.

The promotion plan calls for GTE to pitch the offer to affiliates in those markets along with an exclusive deal to the first broadcaster to buy one, says Chad Boss, FoNet's vice president of marketing. GTE Mobilnet's Paul Fasi says the company will go first to the top news departments in each market with an offer to use the system exclusively for one year. As part of the deal, broadcasters will have to display a Mobilnet logo on the screen whenever broadcasting the phone-delivered footage.

GTE, which has one system up and running in Honolulu, plans to launch its sales effort in the continental U.S. within the next two weeks, beginning with Austin. Boss says FoNet hopes to line up a few dozen broadcast users by summer's end.

The phones use a compression unit to take video from a field VTR, digitize and compress it, and pass it to the phone for transmission to the station.

The compression modules use Intel Corp. compression technology, which allows users to reduce the size of digital files by storing the video at less than 30 frames per second.

The compression units, which can digitize the video while the camera is recording, hold roughly 20 minutes of video. Sending the material back to base takes varying amounts of time depending on the frame rate broadcasters wish to use. While sending a 15-second clip with audio at 24 frames per second might take about 16 minutes, reducing the frame rate to seven frames per second could allow a crew to send the video in five minutes.

The 3-watt phones can transmit the video files over more than one cellular or land line, allowing users to boost video quality or send files faster. At the television station, a host/player unit receives the video for storage and playback.

FoNet offers the compression modules and phones for \$16,900 and the host/player unit for \$22,995. GTE Mobilnet, though, will offer the equipment free to broadcasters for the first year, with an option to buy thereafter.

Current users say the units offer the chance to get pictures on the air ahead of competing news trucks, but with a loss in picture quality. "We don't try to bluff anyone," says WTHR's Kofodimos, noting his station's news crews usually transmit the video at nine frames per second.

Jim Prather, vice president of news at WTMJ-TV Milwaukee, says his station usually identifies the source of the video when running the cellular-deliv-

ered material. Both Prather and Kofodimos cite traffic accidents as a frequent application for the phones, although Kofodimos says users often have to fight with emergency crews to get a cellular line.

"If you have an older [cellular] system, it will affect the speed at which you can transmit pictures," Kofodimos says. Boss says FoNet is working with cellular technology company

PowerTek Industries Inc. to improve the speed and picture quality of transmissions. FoNet says it now can deliver VHS-quality pictures, with slightly better pictures if broadcasters show the pictures at

less than full-screen size.

"We think the viewers understand," says Bob Brooks, director of programming and operations at Oklahoma City's KFOR-TV, which uses the phones to deliver early pictures of weather-related news such as tornadoes.

But engineers and news directors in the first six markets slated for the GTE Mobilnet campaign are not so sure viewers will appreciate the FoNet video. "Sometimes it's broken VHS quality," says Art Biggs, chief engineer at KPRC-TV Houston.

While Biggs anticipates taking a good look at the phone, J.L. Hamilton at Houston's KTRK-TV doubts his station could find enough uses for the phone to justify the price tag.

"Before we spend \$30,000, they've got to improve the picture quality," says Al Dunbar, chief engineer at WRAL-TV in Raleigh, N.C. The station's news director, Doug Ballin, says the phone eventually will prove useful but is not yet ready for prime time. ■

Current users say the units offer the chance to get pictures on the air ahead of competing news trucks, but with a loss in picture quality.

Cutting Edge

By Chris McConnell

While DIRECTV was working on beta-testing its direct broadcast satellite (DBS) system last week, the company announced

that it has signed a new sales agent to sell its program packages.

Superstar Satellite Entertainment will act as

DIRECTV's sales agent for all independent consumer electronics retailers. Superstar, an operating company of United Video Satellite Group, will offer telemarketing and computer services to retailers selling the DBS receiving equipment.

Dealers selling the small dishes will be able to offer buyers the DIRECTV Personal Choice and Total Choice programming packages. Superstar, which offers more than 65 C-band satellite entertainment channels, will work with the authorized independent stores to offer the program packages.

DIRECTV hopes to launch its DBS system by the end of this month. The Hughes subsidiary also plans to launch a second DBS satellite later this summer.

Superstar Satellite Entertainment also announced last week it will begin offering a season package of NFL games beginning Sept. 4.

The NFL Sunday Ticket package will include every Sunday NFL game broadcast during the 17-week season, with the exception of blacked-out home games. Superstar Satellite is offering the package under a new agreement with the NFL.

More than 180 games

are covered by the package, with up to 12 games per Sunday afternoon. Satellite telecasts will be carried on T3, channels 1-8. The games will be available in Mexico, Canada and the Caribbean as well as the continental United States.

Home satellite dish owners will be able to purchase the NFL Sunday Ticket for \$99 beginning June 1. After Aug. 20, the package price goes up to \$139.

Chip maker C-Cube Microsystems, which is supplying compression technology to the DIRECTV project, is offering public shares of stock. The Milpitas, Calif.-based company recently offered 2.4 million shares at an initial price of \$15 per share. The shares are being traded on the NASDAQ exchange under the CUBE symbol.

C-Cube, which recently has been working with Compression Labs to adjust digital encoding technology for the DBS venture, supplies integrated circuits for compressing video. At mid-week, its shares were trading at 17-3/4.

European launch consortium Arianespace this week hopes to announce the date for its return to flight. The launch company, stalled since one of its rocket engines overheated earlier this year, hopes to conduct—between June 1 and 3—its first launch since then. The launch follows an effort by the company to adjust its rocket engine to prevent future overheating.

The company, which later this summer will launch the AT&T Telstar 402 satellite, will resume operation with the launch of the Intelsat 702 satellite.

Nonlinear edit machine maker Avid Technology Inc. last week reported revenues of \$37.5 million for the first quarter ended March 31. The Tewksbury, Mass.-based company said revenues jumped 90% from last year's first-quarter revenues of \$19.8 million.

Avid's net income for the quarter came to \$1.3 million, or 11 cents per share. The company, which announced upgrades to its AirPlay disk-based playback system at the broadcasters' convention earlier this year, attributed the boost in part to its expansion from post-production into the broadcast market.

As part of its effort to book broadcasting business, Avid last week also said that WCFC-TV Chicago is airing commercials directly from the Avid AirPlay system. The system allows users to air spots directly from computer disks.

BroadBand Technologies Inc. is working with four hardware and software vendors to insure compatibility among the different pieces of video networks.

The company is working on an end-to-end system architecture with Digital Equipment Corp., Microware Systems Corp., Compression Labs Inc. and Philips Consumer Electronics Co. The envisioned system, intended to allow the different parts of an interactive network to interact seamlessly, will use industry standards such as asynchronous transfer mode and the Moving Picture Experts Group (MPEG) compression standard.

BroadBand will supply its switched network system to the project, and Digital Equipment Corp. will provide its interactive file server. Philips and Compression Labs will provide set-top terminals to the system, and Microware will supply operating software.



Tele-Communications Inc. (TCI) is investing in a 3-D video display headset developed by Seattle-based Virtual I/O Inc.

The Virtual I/O display allows users to watch a virtual television screen while still viewing the environment around it. The unit, which Virtual I/O says resembles a pair of glasses, can simulate a screen appearing about 80 inches in diagonal. Users can adjust the headset to make the screen seem as far as 15 feet away.

TCI says it has acquired an ownership interest in Virtual I/O, although the company has not announced any immediate application for the virtual display.

Comsat Video Enterprises is teaming with Silicon Graphics Inc. to develop a digital video-on-demand system for Comsat's On Command Video service.

The new system will replace the existing Comsat service, which has been installed or is scheduled for installation in 300,000 hotel rooms. The new system will use the Silicon Graphics Challenge file server to provide on-demand video to hotel guests. The current system uses analog tape storage. The companies hope to have the system operating by late summer.

TV maker and Grand Alliance participant Zenith Electronics Corp. says it lost \$11.9 million during the year's first quarter. The loss narrowed from the \$21.8 million net loss the company reported for first-quarter '93.

Zenith says total revenues for the quarter came to \$297 million, up from \$290 million for last year's first quarter.

Classifieds

See the last page of Classifieds for rates and other information

RADIO

HELP WANTED MANAGEMENT

General manager for profitable, growing, sophisticated small market Midwest FM. Must have proven sales records, strong leadership skills, and carry list. Seeking a community minded, upbeat individual who can train, motivate and lead by example. Creativity and knowledge of promotions a must. Great compensation for the right person. EOE. Reply to Box L-31.

Sales manager: Colorado FM in college market of 300,000+ needs take charge sales manager. You need to be a great leader and trainer with positive winning attitude. CRMC/CRSM preferred. EEO/M/F. Reply to Box C-2.

K-Country/WOGK Gainesville/Ocala has an immediate opening for an organized, people oriented sales manager. You must be ready to train and work the streets with your team. We're 100,000 watts and the fastest growing station in North Central Florida. Sales management experience desired. Send your selling philosophy and resume to: Jim Robertson, General Manager, 3602 N.E. 20th Place, Ocala, FL 34470. WOGK is an equal opportunity employer.

General sales manager needed for very successful 24 hour Country, 5KW. Looking for a leader that knows sales/management/programming. Someone who can sell and teach others. If you want to have fun and make things happen, great opportunity for the right person. In confidence send resume, salary history and references to Ray David, Box 1478, Dickinson, ND 58601. No calls. EOE.

Are you an aggressive, ambitious streetfighter that has the ability to move up to local sales manager. This could be your opportunity. Call Mike at KXUS-97 in Springfield, MO. 417-831-9700. EOE.

General sales manager: Solid family broadcast group needs 90's sales manager in top 75 Southwest market. Station is paid for and growing. Send resume and philosophy to Box C-1. EOE.

General manager: Seeking experienced sales oriented general manager. Must have general and sales management experience with a proven track record. Good leadership skills with a bottom line focus a must. Send resume and salary history to: Rick Prusator, Vice President/Radio Operations, PO Box 550, Terrace Hill, Ithaca, NY 14851. EOE.

HELP WANTED SALES

Unique small market opportunity: AM radio is alive and well in Union, South Carolina and we're looking for the right person to manage our sales department. WBCU is the only radio station in an isolated county of 30,000 people, resulting in top ratings and strong revenues. Present staff is young and aggressive. A sales manager is needed to allow owner/manager to develop a group of stations and focus on community service work. Send confidential reply to Art Sutton, WBCU Radio Station, PO Box 70, Union, SC 29379. Broadcasting Company of Union, Inc. dba WBCU is an equal opportunity employer.

Northern Chicago, ILL: Lake County radio station seeking experienced sales pro (1-3 years) to sell modern CHR and news/talk/sports formats. This is one of the fastest growing areas in the country! Great environment, great sales tools, fantastic, growing company with quick growth potential for you! Compensation based on experience, plus liberal commissions and benefits. Send resumes in confidence to Mike Topoll, GM, WXLG-WKRS, 3250 Belvidere Road, Waukegan, IL 60085. EOE.

Search reopened. Noncommercial FM, progressive format, mid-market coastal Southeastern location. Seeking broad, proven capabilities in private/public sector giving, fund drives, and grant-ed programming. Send resume and references to Grants Director Search, 181 Edgemont Avenue, Elmwood, CT 06110-1005. EOE.

KACY-AM/KSMB-FM has immediate openings in sales. A college degree and/or two years of sales experience is preferred. Working knowledge of computers will be useful for success. You must be able to deal with people and the pressure of sales deadlines. Positions will be filled by May 20, 1994. KACY-FM/KSMB-FM is an equal opportunity employer. Minorities and women are encouraged to apply. Send resume to: Tom Will, PO Box 3345, Lafayette, LA 70502.

Local account executive: Central Florida independent TV station seeks aggressive, detail-oriented, innovative account executive. Prior outside broadcast sales essential. Drug-free environment, drug test required. EOE. No calls/walk-ins. Mail resume by 5/6/94 to: HR/MH, 602 Courtland St., Ste. 200, Orlando, FL 32804.

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

HELP WANTED TECHNICAL

Maint. engineer: Requires working knowledge of AM 50KW DA, FM transmitter, studios, analog and digital. Computer and automation literate. FCC license and/or SBE. 5 yrs. exp. AA Electronics, min. TV exp. desirable. KFMB AM-FM-TV, PO Box 85888, San Diego, CA 92186. Attn: John Weigand. EOE.

HELP WANTED NEWS

News personality. Entry level. Open mid/late May. Long hours short dollars. Excellent growth potential. No sports nuts. Tape resume, photo. KQSS, Box 292, Miami, AZ 85539. Minorities encouraged. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

A.G. Edwards & Sons, Inc. is seeking qualified candidates for the position of assistant program director for our satellite radio network. Candidates need to have a B.S. degree, 2 to 5 years of solid broadcasting experience, possess excellent writing skills and have the ability to work well under pressure. Position is for the St. Louis corporate office. Salary negotiable. Send resume to A. Ruffin-Stacker, A.G. Edwards & Sons, Inc., One North Jefferson, St. Louis, MO 63103. Fax: 314-289-5612. EOE.

HELP WANTED MARKETING

Director of promotion/public relations/marketing: Applicant must have the ability to deal with the public; previous major market experience in promotion and marketing; knowledge of FCC rules and regulations as they pertain to contests; familiarity with programming concepts; and must be highly organized and able to prioritize own work. An understanding of television buying would be helpful. Send resume to: Bob Davis, KSTP FM, 3415 University Avenue, St. Paul, MN 55114. Equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

General manager: Strong on sales, community involvement, honest, excellent references. Small to medium markets. 716-992-4690.

GM/GSM: Innovative, hard-working leader with the sales, programing & technical know how to make your station a winner. Call Bob 505-867-1937.

GM/GSM seeks small to medium market. Experience: Street fighter to FM upgrades. I bring to the table ability, knowledge, drive and maturity. 906-387-4819 for Tom.

Bob Bolton: Continuing my management search. Recently GM/GSM with Eastern NC station I built from CP. Management/sales/programming and construction career spans 25 years. Capable of wearing many hats to reduce your overhead. Call anytime including nights! 919-249-1893.

TELEVISION

HELP WANTED MANAGEMENT

Regional manager: Conus Communications has an immediate opening for a regional manager. The candidate will manage a news cooperative of 10-12 stations, and will coordinate the SNG needs of the region and facilitate a regional daily news feed. Applicant must have experience with local news gathering operations, and possess strong management and editorial skills. Strong experience in SNG coordination, computers, and field producing is required. Send resume and references to: Charlotte DeJean, Managing Editor/Conus Regionals, 3415 University Avenue, Minneapolis, MN 55114. Equal opportunity employer.

Corporate controller: Seeking a controller to complement our corporate management team. Solid financial background and strong interpersonal skills required to manage corporate responsibilities and direct business managers at four television stations. Resume with salary history and requirements to Box C-3. EOE.

Operations manager for WGME-TV a CBS affiliate in Portland, Maine. Candidate must possess minimum of 6 years experience in production. Prior management experience helpful. Send resume and salary requirement to Bill Stough, VP & General Manager, WGME-TV, 1335 Washington Ave., Portland, ME 04103. WGME-TV is an equal opportunity employer.

General sales manager: Excellent opportunity to join a "great team." Number 1 station, CBS. Must have 3-5 years sales management experience. Motivator. Strong leadership and organizational skills. Excellent compensation and benefits. Send resume to John Shine, General Manager, KIMT-TV, PO Box 620, Mason City, IA 50401-0620. EOE.

National sales manager: Leading ABC affiliate needs a NSM with national rep experience or proven national experience at the station level. Please send resume, references and salary requirements to WCBD-TV, Personnel Dept. #751, PO Box 879, Charleston, SC 29402. EOE M/F. Applicants drug screened. No phone calls please.

HELP WANTED MARKETING

Leading independent television station seeking a dynamic, experienced retail marketing/merchandising and new business development specialist. Experience in vendor programs and coop funding is vital. Call Gloria Rudd at 913-621-6262 or send resume to KSMO-TV62, 10 East Cambridge Circle Drive, Suite 300, Kansas City, KS 66103. EOE.

HELP WANTED SALES

WCYB-TV local account executive: College degree, minimum 2 years media sales, self starter, computer literate. Resume before May 10 to Judy Baker, WCYB, 101 Lee Street, Bristol, VA 24201. No phone calls. EOE/M/F/HV.

CLASSIFIEDS

Sales manager: Number one Spanish language TV station in Texas is looking for an aggressive, self-motivated, experienced media sales professional to manage our local sales department. Candidates must have strong training, presentation and motivational skills. Computer experience required. Please send resume to: Sales Manager, KXLN-TV 45, 9440 Kirby, Houston, TX 77054. EOE.

WVTV/WCGV television is seeking an experienced sales person in media or media related sales. Qualified applicants must have experience in advertising sales and a thorough knowledge of the Milwaukee market. No phone calls, please. Send resume to WVTV/WCGV, 4041 N. 35th Street, Milwaukee, WI 53216. EOE.

Experienced account executive/KFMB-TV: Prospective candidates should have a college degree or equivalent and a minimum of two years experience in media sales. This position requires a clear understanding of television sales and ratings. Send resume with references to Anna Swearingen, Director of Human Resources, KFMB Stations, PO Box 85888, San Diego, CA 92186. No phone calls please! EOE.

Regional account executive: Dominant affiliate in top 100 Midwest market is looking for a local account executive to carry a successful, regional list. Three to five years of broadcast selling a plus. Travel required. EOE. Reply to Box C-4.

Local account executive: Number one affiliate in top 100 market is looking for a local account executive to take number two list to its full potential. Two years of broadcast experience preferred. EOE. Reply to Box C-5.

Local account executive: Entry level account executive position available at dominant affiliate in top 100 market in the Midwest. Determination and a drive to be the best are requirements. College degree preferred. EOE. Reply to Box C-6.

General sales manager: Accepting resumes for future openings within our group of 10 mid/small market television stations. Ideal candidates are creative, energetic team players who possess strong management skills and can "think outside the box." Experience with Greene Marketing's local database research is a plus. Those looking to work only 8 to 5 need not apply. Send your employment history, salary requirements and sales philosophy to RP Companies, 350 Park Avenue, 16th Floor, New York, NY 10022. EOE. No phone calls! Confidentiality guaranteed!

HELP WANTED TECHNICAL

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

Chief engineer: You're now #2, looking to move up. We need your leadership and energy to take us to the top. We're a beautiful station in a wonderful market and we never see snow. This is a fabulous opportunity for the right team player. Send resume and salary requirements now! Reply to Box L-33. EOE.

Maintenance engineer needed immediately. Position entails all facets of TV studio maintenance and repairs and assistance in transmitter maintenance. Minimum two years of TV broadcast experience including computer/digital service and operation preferred. Electronic technician degree or equivalent required. Send resume to: Maintenance Engineer, KXLN-TV 45, 9440 Kirby Drive, Houston, TX 77054. EOE.

Operations technician: Person with 3 years experience in video tape, studio camera/robo operations, audio or TD. Lots of opportunities and challenges. Women and minorities are encouraged to apply. Send resume to Don Perez, K*USA-TV, 500 Speer Blvd., Denver, CO 80203. Equal opportunity employer.

Broadcast maintenance engineer: Bring your expertise to a state of the art facility in sunny and warm Central California. KSEE 24 (NBC), is seeking a self-motivated television broadcast maintenance technician. A minimum of 2 years maintenance experience troubleshooting 1" and Beta and equipment related to an aggressive news operation is required. UHF transmitter experience, computer knowledge and SBE certification desirable. FCC license required. Minorities and women are encouraged to apply. Send resume to: Personnel, KSEE-TV, PO Box 24000, Fresno, CA 93779 or Fax 209-454-2485. EOE M/F ADA.

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

Broadcast engineer, TV: WNYC Foundation currently seeks a bdcst eng to work in the TV operations dept. Resp incl master control operation, video tape and cassette record & plybck operation, & asst maintenance personnel. Reqs incl a technical bkgd in TV bdcstg (beyond HS level), min 2 yrs in TV bdcstg or a deg in comm & 1 yr exp in TV bdcstg. Also req'd, NYS driver's lic & familiar w/current TV bdcstg equip. Sal: \$25,975 + bnfts + inc. in July & Dec. Resume to: WNYC, HR Dept 13-B, 1 Centre St., 26 Fl, New York City, NY, 10007. EOE M/F/H/V.

HELP WANTED NEWS

Producer: Need an innovative, take-charge leader with excellent writing skills. Minimum one year experience producing newscasts with emphasis on live. Send resume and tape to Box L-36. EOE.

Needed now!! Investigative reporters. Guam Cable TV's cable news, winner of Polk, AGA Silver Gavel and 8 Ace Awards, is looking for the next Woodward and Bernstein's willing to work as a team. Send letter with news philosophy, resume, non-returnable tape, salary history and references via domestic priority mail to: Harrison Flora, Vice President, Guam Cable TV, 530 West O'Brien Drive, Agana, Guam 96910. EOE.

Morning show executive producer: WFAA in Dallas/Fort Worth is looking for an exceptional executive producer to develop and produce a daily one-hour local/live talk, information and entertainment program. Successful candidate will help develop program concept, hire staff, and supervise all aspects of ongoing program. Proven track record a must. Please contact Cathy Creany, VP-GM, or John Miller, Executive News Director, at 214-748-9631. EOE.

Anchor/reporter needed for group owned CBS affiliate. Applicant must have great on-air skills to enhance the markets top news team. A minimum of two years of broadcasting experience and desire to be part of a number one news team. Send resume and tape to: Pat Clutter, News Director, WTRF-TV, 96 16th Street, Wheeling, WV 26003. M/F/EOE.

WBTV News is seeking an experienced news operations manager. This person will supervise WBTV's news photography staff and must have a proven track record in ENG news operations, including SNG qualities, this person must have extensive computer knowledge and resume to Shannon Reichley, News Manager, WBTV, One Julian Price Place, Charlotte, NC 28208. EOE.

Director/TD needed for fast paced number one news operation in Southeast market. Minimum 1-3 years experience required. We offer excellent benefits and an aggressive commitment to news. Send resume and salary requirements to: Box L-34. EOE.

Executive producer: Aggressive, number one, top 40, group owned, sunbelt affiliate seeks an executive news producer with emphasis on writing, format and graphics. Must have 3-5 years experience as EP of producer of daily primary newscasts. Good people skills important. Send resume and tapes to: Box L-35. EOE.

Network affiliate has an immediate opening for a news director. This position requires a minimum of three years television news management experience preferably as a news director or executive producer. Applicants should be enthusiastic, innovative and possess excellent people skills, journalistic integrity and fiscal responsibility. College degree. Women and minorities encouraged to apply. EOE. Send resume to Mike Lennon, President/General Manager, WHOI-TV, 500 N. Stewart Street, Creve Coeur, IL 61611.

We are looking for a producer who is a news room leader, puts on a newscast that delivers both information and watchable television and brings fresh ideas to the table everyday. Must be able to take the ultimate responsibility for every aspect of the newscast, including sports and weather. Send resume, non-returnable tape and writing samples to: WSYX-TV, PO Box 718, Columbus, OH 43216-0718. Attn: News Producer. No phone calls please. Women and minorities are encouraged to apply. Pre-employment drug testing. EOE M/F/D.

General assignment reporter with 1 year's experience in TV for Mid-Atlantic ABC affiliate. Minorities and women encouraged to apply. Live shot experience a plus. Tape and salary history to Alysse Hecker, WMDT-TV, 202 Downtown Plaza, Salisbury, MD 21803. EOE-M/F.

Co-anchor/reporter: WTVR NewsChannel 6 is looking for an anchor/reporter to complement male anchor on nightly newscasts. This is an excellent career opportunity to be a part of an award winning news department. Candidate should have minimum two years successful anchoring experience, and should have superior reporting and writing skills. Candidate should be able to show a history of community involvement and leadership. Send resume, tape and salary history to Elliott Wiser, News Director, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. No phone calls please. M/F/EOE. Minorities strongly encouraged to apply.

Part-time news/sports reporter, must be able to shoot and edit. Will do general assignment reporting three days a week and sports reporting two days a week. One year experience preferred. Send 3/4" tapes to: Raelin Storey, News Director, KCCO Television, 720 Hawthorne St., Alexandria, MN 56308. EOE.

Executive producer: WSMV-TV, one of the nation's most honored newsrooms is seeking a first rate executive producer. We value mgt./producing/reporting experience, creative thinking, street smarts, and people skills to help us create a team building atmosphere. Send resume and references now. Al Tompkins, News Director, WSMV-TV, PO Box 4, Nashville, TN 37202. EOE.

Consumer reporter: WSMV-TV Nashville is searching for a consumer/action reporter. Would work with a producer. We want minimum 3 yr experience and personality. Solve real problems. Tape and resume to Al Tompkins, News Director, WSMV-TV, PO Box 4, Nashville, TN 27202. EOE.

Weekend anchor/reporter: Still looking for the best weekend anchor/3 day a week reporter we can afford. Can you break stories and be serious about news? I've watched 70 tapes and I am still looking... where the heck are you? Send tape and resume to Al Tompkins, News Director, WSMV-TV, PO Box 4, Nashville, TN 37202. EOE.

Fast growing, medium sized, Southeast coastal market seeks an energetic, aggressive, people oriented news director with high expectations and a vision for news in the '90s. This ABC affiliate is not afraid to invest in the product or the people to become number one. If you are community minded, innovative, demanding, and can teach a young staff good writing, shooting, and editing skills, send resume to Box C-7. Women and minorities are encouraged to apply. We are an equal opportunity employer.

News producers/directors: We are a state-of-the-art TV news operation breaking new ground for an internationally known and respected journalistic organization. We are looking for multi-talented and experienced TV journalists with strong editing and TD skills. Excellent research, writing and studio/field producing experiences a must. Shooting a plus. Resume and non-returnable tape to: George Kindel, VP News, MPI-42nd Floor, 1271 Ave. of the Americas, New York, NY 10020. No phone calls. EOE.

Education reporter: Looking for energetic, enthusiastic, self-motivated reporter to cover the education beat by enterprising stories, not following the paper. Must have three years reporting experience, excellent writing and live skills and a college degree. Experience as an education reporter a plus. Send non-returnable MII, small Beta, 3/4" or VHS with resume to PO Box 12800, Raleigh, NC 27605. EOE/MF.

Executive producer: We are a CBS affiliate in the nation's most livable mid-sized city. We are number 1 in all newscasts. We produce 4 1/2 hours of news each day, and only a handful of stations across the country can make that claim. We set the standard in the marketplace. And we have an openings for a number two person to lead a strong staff of 60. You have major market line producing experience. You may already be an EP in a medium-sized market. You are a take charge person with a high energy level and even higher journalism values. You've taken your college degree and worked in the business at least 5 years and you can definitely define the discount rate. If we have a fit, you need to rush a tape, resume, and statement of news philosophy to News Director, KOTV, 302 South Frankfort, Tulsa, OK 74120. We're all in a rating book, so please no phone calls. EOE/MF.

Assignment editor: We are looking for a very creative assignment editor to work nights and weekends. We don't cover meetings, car wrecks or press conferences. We tell compelling stories using great video and human emotion. If you're self motivated and love digging up stories and setting up stories on a daily basis, send your cover letter, news philosophy and resume to Mark Olinger, KSHB-TV, 4720 Oak St., Kansas City, MO 64112. EOE.

Meteorologist/weekends: WTRF-TV Wheeling, WV. A CBS affiliate seeks a weekend meteorologist. Experience a plus. Send resume and tape to: Meteorologist, WTRF-TV, 96 16th Street, Wheeling, WV 26003. M/F/EOE.

News photographer: Two years minimum experience in medium to major market. Live ENG & SNG experience necessary. Looking for a superb photojournalist to join our NPPA award winning team. College degree preferred. Send resume and non-returnable tape by May 18th to: WAVE-TV, Personnel, PO Box 32970, Louisville, KY 40232. EOE.

News director: Accepting resumes for future openings within our group of 10 mid/small market television stations. Ideal candidates are strategic thinkers who can execute their plans while maintaining a team atmosphere in the newsroom. We believe that local news is our future rather than a necessary evil. Send your employment history, salary requirements and news philosophy to RP Companies, 350 Park Avenue, 16th Floor, New York, NY 10022. EOE. No phone calls! Confidentiality guaranteed!

ABC affiliate in Peoria, Illinois needs a real getter reporter. If you like to dig, write dynamic copy and tell compelling stories, show us your stuff. Minimum 1 to 2 years experience as a general assignment reporter, live interviewing skills imperative and familiarity with computerized newsroom a plus. College degree in communication or journalism preferred. Minorities strongly encouraged to apply. Send letter of application, resume, references, writing samples and non-returnable tape to Alice Hout, Acting News Director, WHOL-TV, 500 N. Stewart Street, Creve Coeur, IL 61611. No phone calls please. EOE. Minorities strongly encouraged to apply.

WEEK-TV has an opening for a full-time director who will be responsible for directing live newscasts, typing of electronic graphics, directing commercial production and promotions, and other duties as assigned. Qualified candidates must have strong verbal and written communication skills, as well as good leadership qualities. Job requirements: B.S. or B.A. in Television Production or related field. Must be able to work evenings and weekends. Typing skills required. Send resume and tape to: Production Manager, WEEK-TV, 2907 Springfield Road, East Peoria, IL 61611. No phone calls please. EOE.

Producer: Award winning news department of CBS affiliate is looking for aggressive producer to take over #1 news show at 11 pm. We are looking for a creative producer who is a superb writer and strong manager. You must have a minimum of two years television news producing experience. Recent college grads don't apply. Send resume, news philosophy and salary history to Elliott Wiser, News Director, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. No phone calls please. M/F/EOE. Women and minorities encouraged to apply.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Graphic artist: One year experience needed in commercial production, news and promotion and with Pinnacle systems preferred. Resume and non-returnable tape to T. Hiebert, KTVA (CBS), 1007 W. 32nd Avenue, Anchorage, AK 99503. Close 5/16/94. EOE.

Award winning, growing Public Television station, WNIT, is seeking an experienced professional to manage the station's production and on-air operational resources. The successful candidate must have the following qualifications: At least five years of increasingly responsible experience in television production and operations; Demonstrated leadership and management capabilities including the skill and desire to teach others; Working experience with a variety of television broadcast equipment including: studio, field, remote, computer editing, DVE as well as organizational skills and a demonstrated ability to clearly describe television program ideas and goals in written and oral form; Production experience with traditional public television fund raising events; Additional experience with production service revenue generating projects desirable; Bachelor's degree or equivalent work experience. Send letter of application, resume, half or three-quarter inch tape, and three references to: Executive Producer Search, WNIT Television, PO Box 3434, Elkhart, IN 46515. WNIT is an equal opportunity employer. Women and minorities are encouraged to apply.

Production manager: NBC affiliate, KSEE 24, is seeking a production manager with hands-on production experience to set up training, motivate and schedule all union operators. This person will have a successful track record in generating production revenue and meeting station production needs all while providing excellent internal and external customer service. No tapes or phone calls. Minorities and women are encouraged to apply. Send resume to: Personnel, KSEE-TV, PO Box 24000, Fresno, CA 93779 or fax 209-454-2485. EOE M/F ADA.

Production manager: You're now #2, looking to move up. We need your leadership and energy to take us to the top. We're a beautiful station in a wonderful market and we never see snow. This is a fabulous opportunity for the right team player. Send resume and salary requirements now! EOE. Reply to Box L-37.

Programing producer for Chicago's CBS O&O station: WBBM-TV Programing is seeking a full-time, innovative, enthusiastic program producer with at least 3-5 years experience at writing and producing live studio and magazine long format programing. Strong writing, feature-producing, and organizational skills a must. Hands-on production background and background in sales/promotional programing desirable. Prior experience in producing sports and sports/related programing a plus. No phone calls. Rush resume, salary history, and VHS or 3/4" tape demonstrating work that meets the above criteria, with a written explanation of your role for each example to: Marion Meginnis, WBBM-TV Programing, 630 N. McClurg Court, Chicago, IL 60611. An equal opportunity employer.

Producer/writer for VNRs, marketing and employee videos. Resumes to G. Johnson, DWJ Television, 1 Robinson Lane, Ridgewood, NJ 07450. No on-air talent. Writing skills a must. Beginners with majors in broadcasting or news will be considered. EOE.

Broadcast graphic designer: Seeking broadcast designer with min. of 2 yrs exp. Position requires BFA or equivalent in graphic design. DP Max or AVA 3 exp. required. Send resume, salary expectations and demo tape to: Art Director, PO Box 4, Columbus, OH 43216. No phone calls. Minorities encouraged to apply. EOE.

Creative services director: Aggressive Ft. Myers Fox affiliate is seeking a news-oriented, highly creative thinker and writer to oversee on-air and all outside promotion. If you strive for excellence, are people-oriented and want to work in the environment that fostered AP's Best Newscast in Florida among medium markets, send non-returnable tape and resume to: Chris Andrews, VP/General Manager, 621 SW Pine Island Road, Cape Coral, FL 33991. Minimum 5 years experience. We are an equal opportunity employer.

Producer/videographer/editor of local programing unit. The local programing department of WPXI-TV is looking for a producer/videographer/editor to become part of one of America's top television production units. Applicants must be experienced in writing, producing, camera work and editing for varied program topics ranging from football to medical. If you can do it all, and want the ability to control all phases of a production from start to finish, this could be your golden opportunity. No beginners please. Send resume and tapes to: Mark Barash, Program Director/Operations Manager, 11 Television Hill, Pittsburgh, PA 15214. EOE.

Design director: Top 20 market, ABC affiliate. 3-5 yrs. as design or art director in broadcast or related field. Extensive Macintosh exp., 2D paint and 3D animation. Some knowledge of SGI helpful. Great design skills; able to manage people and budgets. Will be involved with TV station, our radio station and city mag. Great company; crazy department, good budgets and equipment. If you want to be on the cutting edge both creatively and equipment-wise, send reel/resume/samples of print to: Creative Services Director, KTVK-TV, 3435 N. 16th Street, Phoenix, AZ 85016. No calls please. EOE.

Promotion writer/producer: WATE-TV, Knoxville, Tennessee seeks an ace news promotion writer/producer. Responsible for all facets of news promotion, including topical, image and series promotion. Applicants should be creative, innovative, have strong writing skills and be capable of directing shoots and edit suite/control room sessions. A minimum of two years affiliate news promotion experience is preferred. EEO. No phone calls, please. Send resume and reel to: David Rosch, Promotion Director, WATE-TV, 1306 North Broadway, Knoxville, TN 37917.

CLASSIFIEDS

KPBS, San Diego's public television and radio station has recently created 2 new FT positions: TV program director (Job # F94-070) will direct the day to day programming related activities to include: budgeting, screening, acquiring, evaluating, scheduling various programs for station air; supervise staff. Req. min. 3 yrs supervisory exp. in the programming dept. of large market public TV station or equiv., have strong audience research background, possess in-depth knowledge of PBS w/strong understanding of contemporary programming and market strategy, rights & contracts. Bachelors degree pref. Program production director (Job #F94-075) coordinates the production of TV programs for local, national & international use, will identify, assign, schedule, coordinate & evaluate personnel necessary to produce programs; supervise staff, develop & oversee budget, & negotiate contracts. Req. min. 3 yrs. professional, supervisory exp. in major market, TV prod. setting, PTV pref., must have played strong role producing/directing/editing in recent long & short form TV news documentary, performance, feature, cultural and entertainment & public affairs programs. Bachelor's degree pref. Salaries commensurate w/exp. Send resume (specify job #) and self addressed envelope by 6/10/94 to: SDSU Foundation, 6475 Alvarado Rd., #128, San Diego, CA 92120. EEO/AA/Title IX employer.

Promotion writer/producer: The dominant Capital Cities/ABC, Inc. owned station in Philadelphia is looking for a promotion writer/producer. This creative person must have great writing, editing and post-production skills. Must like news, tight deadlines and pressure. Candidates should have at least 2 years experience at a local television station. Require tape with resume (no calls). Send to William Burton, Director of Promotion and Station Advertising, WPVI-TV, Suite 400, 4100 City Line, Philadelphia, PA 19131. EOE.

Editor: Excellent opportunity for talented editor with experience on Ampex equipment, Avid, D-2, 1" and Beta SP. Must have superb client skills for industrial and commercial projects. Good working environment, pay and benefits. Send resume and reel to Bill Stewart, Seagate 11 Productions, 730 N. Summit St., PO Box 1111, Toledo, OH 43699-1111. EOE.

Production/post-production marketing representative: Sell production/post production services must have producer skills and production knowledge. Prepare proposals and accurate quotes. Work closely with clients and creative staff. Good environment, pay, and benefits. Send resume to Bill Stewart, Seagate 11 Productions, 730 N. Summit St., PO Box 1111, Toledo, OH 43695-1111. EOE.

Graphic design technician: C-SPAN cable television network is seeking a full-time graphics design technician to design and create still video images for on-air use. At least 3 years graphic design and television production experience required. Must demonstrate working knowledge of Chyron Scribe and related technical equipment in addition to familiarity with C-SPAN, national political leaders and issues. Wednesday-Sunday pm shift. Send resume and salary requirements to C-SPAN, Human Resources/BC, 400 N. Capitol St., NW Suite 650, Washington, DC 20001. EOE.

SITUATIONS WANTED MANAGEMENT

Traffic/sales support manager with 14 years TV and cable experience is seeking a new, challenging position. Accurate, efficient and versatile, I am willing to relocate for the right opportunity. Experienced with various systems including VCI, JDS, BIAS and others. Reply to Box L-38.

SITUATIONS WANTED SALES

Dale Carnegie sales graduate with six years selling radio advertising, currently employed with AT&T, is looking for a position as an account executive with a television station. Please call Martin Garbus at 213-749-3461 or write to him at 27113 Sanford Way, Valencia, CA 91355.

SITUATIONS WANTED NEWS

SWM seeks sports anchor gig at steady TV station. Good pay and benefits a plus. Serious inquiries only. 14 years TV news/sports experience. Rep is William Morris. Call 912-920-2415.

SITUATIONS WANTED PROGRAMMING PROMOTION & OTHERS

I'll create/help produce game shows on your station/syndicators will market/let's talk/Buddy Piper, Co-creator Classic Concentration, 1-800-743-0707.

Talk show host! Extensively experienced-television/radio! Network/major-market background! Produces top ratings; sold-out awaits! Quality-educated! Very articulate! Fiercely competitive! Of Tom Snyder-Dick Clark-Donahue—pre-Limbaugh—vintage! Listed in "Who's Who in America and World!" Spectacular sales guaranteed! Excellent agent-opportunity! Reply to Box C-8.

16 year veteran corporate video writer/producer/director seeks production or management position with station, cable network, corporation, or production facility. Background includes scripting, production, sales, management, and corporate print PR. East Coast, Washington preferred. 800-352-3266.

CABLE

HELP WANTED MANAGEMENT

Miami/Ft. Lauderdale Interconnect national sales manager: South Florida Cable Advertising, a new operator-owned Interconnect serving cable TV homes, seeks employment of an experienced, self-motivated, energetic, and highly organized national sales manager for this exciting growth opportunity. Individual will report to governing board and it's executive committee, represent the company's 800,000 cable homes for national, work with the Interconnect's National Rep Company and oversee inventory, rates and national sales strategies and annual budgets. Qualified candidates will have a college degree, 3-5 years cable advertising/media package and benefits plan as well as growth potential. Only correspondence with salary history and/or requirements will be considered. No phone calls please. South Florida Cable Advertising Search Committee, 2151 West 62nd Street, Hialeah, FL 33019. South Florida Cable Advertising and all partners are equal opportunity employer.

HELP WANTED PROGRAMMING PROMOTION & OTHERS

Writer/producer/director: Is your "stuff" hot? Do you believe that the message is more important than technique, but know how to use technique to enhance the message... in other words, does your "hot stuff" sell? Can you sell? Do you possess a thorough knowledge of advertising and television production, superior writing, producing, directing, editing/post skills, boundless positive energy and enthusiasm, and the attitude and ability to get whatever needs to be done done... and done on schedule? Are you looking for an exciting growth opportunity where you can be a leader, a key player in shaping the most creative high-performance production team in the market? If you're what we're looking for, we'll offer you excellent, competitive compensation and benefits, free-wheeling "hands-on control" of all production tools, and the full support of a talented team to assist your efforts. So... if you answered "yes" to all of those questions and your reel can help prove it, then send it along with a resume and a :30 script selling us on you. Send it right away to: CableRep Advertising Mid-Georgia Interconnect, Inc. 252 Holt Avenue, Macon, GA 31204. Attention: Gregg Peterman, Production Supervisor. (No phone calls please). A Division of Cox Cable Communications, Inc. EOE.

HELP WANTED TECHNICAL

TCl has openings at its new National Digital TV facility in Denver. We are looking for master control operators, master control tape operators, and editors for all shifts. Send resume with salary history to Office #115, 4100 E. Dry Creek Rd., Littleton, CO 80122, or fax to 303-486-3891. No phone calls. Send any requests for more information to the above address. A drug test is required of successful applicants. Non-smoking environment. Applications accepted until positions are filled. EOE.

ALLIED FIELDS

HELP WANTED TECHNICAL

Director of engineering: National production/post-production company in southwest seeks experienced director of engineering with advanced technical and interpersonal skills. Must be experienced in all video formats; studio & remote production; computer literate in PC, CAD, mainframe systems; facility documentation; & operational training. Send resume, references, salary history, to: DOE, PMI, 834 N. 7th Ave., Phoenix, AZ 85007. EOE.

Satellite network operator: Temporary full/part time satellite booking/operations positions in fast paced 24 hour West Coast facility. Experience in satellite transmission, news gathering, or traffic plus. Send resume to: Wold International, Inc. 3440 Motor Ave., #200, Los Angeles, CA 90034. EOE.

HELP WANTED ADMINISTRATION

The School of Communication, Northeast Louisiana University, seeks applicants to administer program of 125 majors, 4 faculty, undergraduate and graduate programs in broadcast news, broadcast management, and production. Terminal degree required. Teaching and professional experience essential, with strength in broadcast news desirable. Rank and salary competitive, depending upon qualifications. Desired start date: August, 1994. Applicant review begins immediately and continues until suitable candidate found. Send letter of application, vita, three references, and official transcripts to Dr. William R. Ramin, Director, School of Communication, Northeast Louisiana University, Monroe, LA 71209-0320; 318-342-1390. AA/EOE.

HELP WANTED SALES

Wanted: Sales rep. for East Central Florida production company to market multi-camera mobile production services. Experience with sports, networks and corporate teleconferences advantageous. Fax resume to 407-799-1016. Attention: GM. EOE.

EMPLOYMENT SERVICES

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

FINANCIAL SERVICES

Lease purchase option: Refinance existing equipment, lease purchase new equipment, no down payment, user friendly. Carpenter & Associates, 800-760-4020.

EDUCATIONAL SERVICES

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

WANTED TO BUY EQUIPMENT

Used videotape: Cash for 3/4" SP, M2-90's, Betacam 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.

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.

50KW AM: Continental 317C3 (1986), Harris MW50B (1982), Transcom 800-441-8454.

Complete TV production system. Field acquisition, live capability, A/B-roll Hi8, Betacam, 3/4" SP suite with Prodigy. Sony decks and cameras, CG, ACTIII DVE, 8-ch. board, all mics, cables, custom console. Seller will assist with setup. Value over \$200,000. Will sell \$125,000. Call 301-842-1088.

Blank tape, half price! Elcon magnetically evaluated blank 1", 3/4", Betacam and SP videotape available. Also have VHS, M2, D2 and 2". We'll beat any price! Call Carpel Video for catalog 800-238-4300.

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

UHF TV transmitter for sale, 60 KW klystron, well maintained, still on the air. Megastar, 702-386-2844.

BUY AND SELL EQUIPMENT

Earth station's antenna's, HPA's test equipment, etc. Also, sales, design, installation of earth stations, microwave and data networks. Megastar, 702-386-2844.

Video switches, 3M model 101 vertical switches. Ten-in, one out. Audio follow video. \$185. 702-386-2844.

RADIO

SITUATION WANTED LEGAL

Attorney highly experienced FCC and general law. 10 years representing NYC radio station. MBS Columbia University. Thorough on regulations, contracts, administration, corporate law. Excellent Washington associations. NYC resident. Write to Box C-9

HELP WANTED MANAGEMENT

SALES MANAGER

Midwest Family Radio Group

LSM. Perfect opportunity to move from sales to mgmt. With skilled GSM, you'll teach, train, lead large staff. Handle several key accounts. Grow into ownership with 24-station M.W.F. Group. Chuck Mefford, Box 253, Madison, WI 53701. EOE.

HELP WANTED MANAGEMENT CONT.



SOUTHEAST MISSOURI STATE UNIVERSITY

KRCU GENERAL MANAGER

Department of Mass Communication

Search Reopened

Southeast Missouri State University is a regional multi-purpose institution, that enrolls more than 8,000 students. The department of Mass Communication has over 300 majors and is the largest department in the college of Liberal Arts. KRCU-FM is a National Public Radio auxiliary station serving a population of over 72,000 listeners in Southeast Missouri. The station is housed in a newly designed studio facility with a new, adjacent, transmission building and 230 foot broadcast tower. Cape Girardeau, a community of 35,000, is located on the Mississippi River between St. Louis and Memphis, and has been listed as one of the nation's most livable small cities.

The responsibilities include, overall station management, program development, and personal supervision of both professional and student staff; organizing and directing fund raising, underwriting, financial management, public relations and outreach activities; focusing on planning and implementing underwriting strategies and community out reach.

QUALIFICATIONS: Bachelor's degree in Radio/Broadcasting/Mass Communication with at least two years of station management experience; will consider an individual with bachelor's degree in Radio/Broadcasting/Mass Communication with four years of significant and demonstrably successful public radio experience. Experience should include personnel supervision. Applicants must have an FCC operator's permit. The successful applicant must demonstrate an understanding of and strong commitment to a service orientation and cultural diversity.

COMPENSATION: Commensurate with education and experience. In addition, the University provides an excellent benefits program including leaves and insurances. **APPLICATION DEADLINE:** Review of applications will begin May 30, 1994, and continue until position is filled. To apply, send letter of application, resume, and three recent professional letters of recommendation (one should speak directly to non-commercial fund-raising experience) to: Mr. Curt R. Lynch, Personnel Officer, Southeast Missouri State University, One University Plaza, Cape Girardeau, MO 63701.

AN EQUAL OPPORTUNITY, M/F, AFFIRMATIVE ACTION EMPLOYER

CABLE

HELP WANTED TECHNICAL

ENGINEER IN CHARGE

QVC is currently seeking an experienced broadcast engineer to operate and maintain video, audio, uplink and downlink equipment on QVC's new, state-of-the-art remote vehicle. You will be responsible for the set-up and maintenance of Sony 701S cameras and Betacam VTRs, Grass Valley switchers and character generators. Additionally, you will coordinate all technical aspects of remote broadcasts, such as site selection, equipment set-up etc.

To qualify, you'll need an AS degree in Electronics and a minimum of 5 years of TV engineering experience (mobile experience necessary), an FCC General Class License or SBE Certification, and a commercial driver's license.

QVC offers a competitive salary and comprehensive benefits. For immediate consideration, send your resume with salary requirements to: **QVC Inc., Attn: JPS, Goshen Corporate Park, West Chester, PA 19380-0844.** We are an equal opportunity employer, m/f.



EARLY DEADLINE NOTICE

Due to the observation of Memorial Day the closing date for the June 6, 1994 issue is May 27, 1994.

BLIND BOX RESPONSE

Box Letter-Number; 1705 DeSales St., NW Washington, DC 20036

We now accept tapes.

HELP WANTED TECHNICAL CONT.

TECHNICAL DIRECTOR

The future of television has already begun and its name is QVC. In just seven years, we've become one of the most powerful players in the electronic retail industry, with a nationwide cable shopping network that achieves over \$1 billion in annual sales. And our success is just beginning.

Working at our state-of-the-art facility in West Chester, PA, you will work on a 24-hour television operation controlling robotic cameras while technical directing a live TV show. Solid TV production experience, knowledge of Grass Valley Switchers, plus plenty of ambition and energy will be essential to your success.

The person we seek already knows the QVC story. If you want to contribute to the next chapter, tell us what you can offer us, and our audience. Send us your resume with salary requirements and demo reel to: **Michael Cavanaugh, QVC Inc., Goshen Corporate Park, West Chester, PA 19380-0844.** We are an equal opportunity employer.



HELP WANTED MANAGEMENT

CABLE TELEVISION ADVERTISING SALES MANAGER

A cable television MSO has an exceptional opportunity for a Divisional Advertising Sales Manager to lead the development of advertising revenue for cable systems located in Texas.

The ideal candidate will have advertising sales and management experience, good written, oral and verbal communications skills, and a successful track record of revenue development with entrepreneurial orientation.

Please write or send resume to the following address:

**Northland Cable Television
P.O. Box Box 538
Flint, Texas 75762
Attention: Wanda Vance**

Northland Cable Television is an equal opportunity employer.

HELP WANTED SALES/PRODUCTION

The Local Origination Department of Wade Cablevision, a Cablevision Industries Group, is seeking candidates to fill openings for a Local Programming Sales Representative and part-time Production Assistants.

Candidates for the

LOCAL PROGRAMMING SALES REPRESENTATIVE

position should possess...

- Proven sales experience. Prior sales experience in video production, advertising, commercial sales and or leased access is preferred.
- Knowledge of video production and advertising sales.
- Ability to develop sales and marketing materials.
- Ability to explain and sell video production services including studio production, remote production, post-production and mobile unit services offered by Wade Cablevision.
- Have use of a vehicle and possess a valid driver's license.

Candidates for the

PART TIME PRODUCTION ASSISTANT(S)

positions should possess...

- Ability to operate camera equipment for both studio and remote productions.
- Edit video tape both on and off line.
- Ability to operate character generators, VTR's and audio consoles and other related equipment for remote and studio productions.
- Ability to transport camera equipment weighing up to 55 pounds, able to operate shoulder camera equipment for prolonged periods up to 15 pounds.
- Willingness to work flexible hours.
- Possess a valid driver's license.

We offer the opportunity to work in an exciting industry, competitive salary and benefits for full time employees (medical, dental, life insurance and profit sharing).

No phone calls will be accepted. If interested, forward resume (indicate desired position) including salary requirements to:



WADE CABLEVISION
Human Resources Dept. - L.O.
1700 North 49th Street
Philadelphia, PA 19131

We are an Equal Opportunity Employer and comply with the Drug Free Workplace Act.

HELP WANTED MANAGEMENT

NBC Cable has several opportunities for sharp and detail-oriented individuals in their fast paced Traffic Dept. in their NYC offices.

You will input sales orders, schedule commercial spots and copy, prepare program logs, and coordinate billboard production.



Successful candidates should have 1 year broadcast/ cable or advertising agency traffic experience and excellent computer and organizational skills.

NBC Cable offers competitive salary and a comprehensive benefits package. Please send your resume to **Personnel Manager, TA, NBC CABLE, 2200 Fletcher Ave., Fort Lee, NJ 07024.** We are an equal opportunity employer.



TELEVISION

HELP WANTED MANAGEMENT

SENIOR ACCOUNTANT

You will be responsible for a wide range of day-to-day general accounting functions as well as fixed assets and special projects. Bachelor's degree in Accounting is preferred and 2-3 years public accounting experience and a CPA are a plus. Send resumes and inquiries to: **Bruce Gordon, KABC-TV Finance, Dept. SA-BC, 4151 Prospect Ave., Los Angeles, CA 90027.** Equal Opportunity Employer.



HELP WANTED MANAGEMENT CONT.

**Television
MANAGER, NETWORK
OPERATIONS**

New York 1 News has a challenging opening for a self motivated individual. Position requires supervisory experience in a news environment and knowledge of master control and control room operations. Working knowledge of library management or automation systems a plus.

Please Send Resume And Salary History to:
Box 801 HW (5th Floor)
71 Fifth Ave, N.Y., N.Y. 10003
New York 1 is an
Equal Opportunity Employer

HELP WANTED NEWS

ASSIGNMENT EDITOR

Named Best Newscast in the state of Florida by Associated Press, Fox News at 10 needs an Assignment Editor. College degree and 3-year broadcasting experience preferred. Knowledge of south Florida extremely helpful.

SPORTS ANCHOR/REPORTER

Southwest Florida's NFL station of the 90's needs a Weekend Sports Anchor/Weekday Sports Reporter. Three years experience, college degree preferred.

No telephone calls please. For both positions, send non-returnable tape and resume to:

Mark Pierce, Station Manager
WFTX-TV
621 SW Pine Island Road
Cape Coral, FL 33991
We are an equal opportunity employer.

HELP WANTED MANAGEMENT

DIRECTOR OF OPERATIONS

**LIBERTY SPORTS
COMMUNICATIONS**

Major television network production, operations and satellite distribution facility seeks "can do" pro that will bring solid experience and leadership to the best staff in the business. We are a dynamic operation, providing services for Prime Network and eight regional sports networks from coast to coast. No Phone Calls Please. Resume and salary to:

Ed Printz, President
Liberty SportsCom
5251 Gulfton
Houston, Texas 77081
FAX (713) 661-5601
EOE

HELP WANTED SALES

HELP WANTED NEWS

NEWS ANCHOR/REPORTERS

KNBC-TV is currently seeking two individuals with strong competitive sense and demonstrated leadership for the following opportunities:

NEWS ANCHOR/REPORTER (Dept. NAR)

Experienced News Anchor/Reporter is sought to co-anchor major newscast. Qualifications include exceptional merit and ability as a broadcast journalist and five or more years of experience in major markets as an anchor and reporter.

NEWS REPORTER (Dept. GAR)

Broadcast Journalist with 5+ years of experience in major markets is required for general assignment reporter opportunity.

If you possess these requirements, we'd like to hear from you.

Please send an audition tape and resume, indicating Dept. Code, to:

NBC, Dept. _____
3000 W. Alameda Ave.
Burbank, CA 91523

KNBC is an equal opportunity employer.



BUSINESS OPPORTUNITY

TELEVISION STATION

VHF Network affiliate located Pacific NW, in a growing market. 1993 net cash flow \$809,698. Building and Land available. N.B.B.
DON LANE 714/770-7451

SALES TRAINING

**LEARN TO SELL
TV TIME**

Call for FREE Info Packet
ANTONELLI MEDIA
TRAINING CENTER
(212) 206-8063

**Sales Trainee
Broadcast
Advertising**

Meredith Corporation's KPHO-TV Arizona 5 seeks a highly motivated and goal oriented candidate for its Sales Training program. The trainee will work closely with experienced Account Executives performing research, developing presentations and making sales calls. As training progresses, the trainee will handle his/her own accounts, servicing customers and building a positive image of the station and increasing advertising revenue.

A Bachelor's degree or equivalent experience is required. Sales experience and formal training in Advertising, Broadcasting or Sales preferred. Must be self-motivated, goal oriented, persuasive and have an excellent ability to handle multiple tasks and follow-through. Must understand the value of service, organization, creativity and teamwork. Computer literacy, strong written and verbal communication skills required.

Location: Phoenix, AZ

Please send resume and cover letter describing your accomplishments and goals to:



John Cordes
Staffing Services, Dept. 905B
Meredith Corporation
1716 Locust Street
Des Moines, IA 50309-3023

An Equal Opportunity Employer

HELP WANTED PROGRAMING, PROMOTION & OTHERS

GRAPHICS MANAGER

KNBC-TV currently seeks a Graphics Manager to supervise technical production of complex motion graphics for news, promotion and other Station needs. The successful candidate will act as a liaison between news and graphics staff, oversee artistic and technical staff, schedule work assignments and evaluate equipment needs.

Ideal candidate is an experienced broadcast artist with a background supervising complex graphics compositing sessions and a thorough understanding of electronic graphics/editing equipment including switcher, ADO, DVE, Still Store, Paint Box, and Character Generator. Strong organizational and computer skills are necessary as well as comprehension of union work rules and budget management.

For immediate consideration, please send a resume and salary history to:

**NBC, Dept. GM/BC
3000 W. Alameda Ave.
Burbank, CA 91523**

KNBC-TV is an equal opportunity employer.



ALLIED FIELDS

FOR SALE STATIONS

CENTRAL FLORIDA

Small Market FM

(407) 295-2572

AM STATION LOCATED IN EASTERN PENNSYLVANIA SERVING ONE OF THE MOST LUCRATIVE MARKETS IN OUR COUNTRY. OWNER REQUIRES DOWN PAYMENT, WILL FINANCE BALANCE.

INTERESTED PARTIES PLEASE FURNISH RESUME OF PAST HISTORY AND EXPERIENCE. RESPOND TO OWNER AT BOX C-10.

Baton Rouge, LA

LPTV Ch. 39 17,300 watts ERP
Licensed, operating facility \$175,000
Ideal for satellite-fed coverage of city
Phone Woody Jenkins at WBTR-TV
(504) 928-3146

FOR SALE

50 KW AM AND CLASS C FM, IN
SOUTHWESTERN TOP 50 MARKET.
SERIOUS BUYERS ONLY PLEASE.

P.O. BOX 25670,
HONOLULU, HAWAII 96825

EMPLOYMENT SERVICES

JOBPHONE®

Inside Job Openings, Nationwide

- PRESS**
- 1 Radio Jobs, updated daily
 - 2 Television Jobs, updated daily
 - 3 Hear "Talking Resumes"
 - 4 To record "Talking Resumes" and employers to record job openings
 - 5 Entry level positions

OUR
6TH
YEAR

1-900-726-JOBS

\$1.99 per min. JOBPHONE, NEWPORT BEACH, CA

JOB OPPORTUNITIES NATIONALLY

- Professional, Technical & Production
 - Cable & Broadcast TV, Film...
- 2x month, 6 issues/\$35, 12/\$60, 22/\$95.

Subscribe today. Send check/MO to:
ENTERTAINMENT EMPLOYMENT JOURNAL™

Dept. 550, 7095 Hollywood B. #815
Hollywood, CA 90028

For more info call: (800) 335-4335
In CA: (213) 969-8500

EMPLOYMENT SERVICES CONTINUED

TV JOBS
We save you time.
We save you money.

Medialine
THE BEST JOBS ARE ON THE LINE

for more about how you can get daily updated job information call
800-237-8073
Since 1986 **980**



ANN-MARGRET FACES HER MOST CHALLENGING ROLE

Versatile and beautiful actress Ann-Margret is playing one of the most dramatic roles of her life, as chairperson of MDA's Myasthenia Gravis Division.

She lives with MG every day. It affects her husband, award-winning producer Roger Smith.

MDA®

Muscular Dystrophy Association
1-800-572-1717
People Help MDA...
Because MDA Helps People

PUBLIC NOTICE

NOTICE OF SALE OF ASSETS OF KTEN-TV

IN THE UNITED STATES BANKRUPTCY COURT FOR THE EASTERN DISTRICT OF OKLAHOMA

IN RE:)
 EASTERN OKLAHOMA TELEVISION,) Case No. 92-70509
 INC., d/b/a KTEN, CHANNEL 10)
 EID #73-0615487)
 Debtor,)

NOTICE OF SALE

On May 19, 1994 at 9:30 o'clock a.m. in the United States Court House situated in Okmulgee, Oklahoma, the undersigned Successor Creditor Trustee will request that the court approve a sale of the assets of television station KTEN-TV serving Ada and Ardmore, Oklahoma and Denison, Texas.

The terms of the sale and the assets to be sold are more particularly described as "Subject Assets" in the Asset Purchase Agreement submitted to the Successor Creditor Trustee by Star Resources, Inc. ("Star"). The sale of the Subject Assets is offered pursuant to the Third Amended and Restated Second Plan of Reorganization for Eastern Oklahoma Television, Inc. confirmed by the Court on September 3, 1992 (the "Plan"). The sale is subject to the consent of Fleet National Bank ("Fleet") and approval by the Court. The form of the Asset Purchase Agreement submitted by Star has been approved by Fleet. The purchase price in the Asset Purchase Agreement submitted by Star \$3,200,000.

Additional conditions of the sale applicable to all prospective purchasers other than Star are as follows:

1. A minimum purchase price of \$3,300,000 in cash.
2. An escrow deposit in the form of a securities safe keeping receipt issued by F&M Bank and Trust Company of Tulsa, Oklahoma, confirming that they are holding in safe keeping 90 day United States Treasury bills in the face amount of 5% of the proposed purchase price in the name of the Successor Creditor Trustee. Such escrow deposit, together with interest earned thereon, if any, will be applied toward payment of the purchase price. The escrow deposit and interest, if any, earned thereon shall be returned to the prospective purchaser only on the following conditions: (a) the prospective purchaser is not the successful bidder, or (b) the FCC does not approve the license transfer to the prospective purchaser after good faith application by the prospective purchaser has been made, or (c) the Successor Creditor Trustee fails to perform or is unable to satisfy the conditions of closing.
3. A proposed purchaser by written request to Brian E. Cobb, Broker, Media Venture Partners, 1650 Tysons Boulevard, Suite 790, McLean, Virginia 22102-3915, telephone (703) 827-2727 may obtain a copy of the Asset Purchase Agreement submitted by Star upon advance payment of copy and mailing costs.
4. On or before May 10, 1994 a prospective purchaser must (a) submit to the Successor Creditor Trustee at the address shown below a contract executed by the proposed purchaser on an Asset Purchase Agreement conforming to the form of the Asset Purchase Agreement executed by Star making no material changes except for the name and address of the proposed purchaser, the purchase price, which shall be not less than \$3,300,000 in cash and the escrow deposit; and except that the provisions contemplating the filing of a motion for court approval shall be deleted and the closing shall be held at the office of the Successor Creditor Trustee, (b) submit evidence of the proposed purchaser's ability to perform all of the conditions of the contract, and (c) deliver to the Successor Creditor Trustee an escrow deposit in the form of a securities safe keeping receipt issued by F & M Bank and Trust Company of Tulsa, Oklahoma, confirming that they are holding in safe keeping 90 day United States Treasury bills in the face amount of 5% of the proposed purchase price in the name of the Successor Creditor Trustee.

At the hearing on May 19, 1994 the Court may entertain supplemental higher bids from Star or those prospective purchasers who timely submitted to the Successor Creditor Trustee executed contracts, escrow deposits and evidence of ability to perform.

Respectfully submitted,

WILLIAM J. DOYLE III
 SUCCESSOR CREDITOR TRUSTEE UNDER THE
 CONFIRMED REORGANIZATION PLAN FOR
 EASTERN OKLAHOMA TELEVISION, INC.
 550 ONEOK Plaza
 100 West Fifth Street
 Tulsa, Oklahoma 74102-4288
 (918) 583-7766

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 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.

New Deadline is Monday at 9:00am 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 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: \$1.70 per word, \$34 weekly minimum. Situations Wanted: 85¢ per word, \$17 weekly minimum. All other classifications: \$1.70 per word, \$34 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: \$148 per inch. Situations Wanted: \$74 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space (when camera-ready art is provided). Frequency rates available.

Blind Box Service: (In addition to basic advertising costs) Situations Wanted: No charge. All other classifications: \$20 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 now forward tapes, but will not forward transcripts, portfolios, writing samples, or other oversized materials; such 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., N.W., 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.

For the Record

OWNERSHIP

Granted

WMPV-TV Mobile, AL (BTCCT940127KF)—Action Feb. 25.

WMCF-TV Montgomery, AL (BTCCT-940127KF)—Action Feb. 25.

KIOO(FM) Porterville, CA (BALH931210-GN)—Action March 1.

KJQY(FM) San Diego (BTCH940124GV)—Action March 2.

KRZQ-FM Tahoe City, CA (BAPLH931203-GH)—Action March 2.

WCTD(TV) Miami (BALCT940215KE)—Action Feb. 25.

WRBX(FM) Reidsville, GA (BAPH931014-GM)—Action March 2.

KMCD(AM) Fairfield, IA (BAL940106EB)—Action Feb. 28.

KIHK-FM Fairfield, IA (BALH940106EC)—Action Feb. 28.

WCFL(FM) Morris, IL (BALH931013GS)—Action Feb. 16.

KABE(FM) Lake Ozark, MO (BAPH940216-GE)—Action March 1.

WJZY-FM Brainerd, MN (BALH940112-GE)—Action March 2.

WJDS(AM)-WKTF(FM) Jackson, MS (AM: BTC940124GT; FM: BTCH940124GX)—Action March 2.

WBUY(TV) Holly Springs, MS (BTCCT-940127KH)—Action Feb. 25.

WWNC(AM)-WKSF(FM) Asheville, NC (AM: BAL931210GT; FM: BALH-931210-GU)—Action Feb. 28.

WCLN-FM Clinton, NC (BAPLH940104-GH)—Action Feb. 28.

WNEU(FM) Eden, NC (BALH-940125GF)—Action Feb. 28.

WMFR(AM) High Point, NC (BAL940210-GP)—Action Feb. 28.

WMAG(FM) High Point, NC (BALH940210GQ)—Action Feb. 28.

KJBO(AM) Los Ranchos de Albuquerque, NM (BAL931004-EH)—Action Feb. 25.

WYDC(TV) Corning, NY (BALCT931012-KH)—Action Feb. 28.

WOKR(TV) Rochester, NY (BALCT940218-KE)—Action March 1.

KRHD-AM-FM Duncan, OK (AM: BTC-940119-GG; FM: BTCH940119-GH)—Action Feb. 28.

Abbreviations: 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; PSA—presunrise service authority; pwr.—power; RC—remote control; 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. One meter equals 3.28 feet.

WOIC(AM)-WNOK(FM) Columbia, SC (AM: BAL940210GJ; FM: BALH940210GK)—Action Feb. 28.

WSSC(AM) Sumter, SC (BAL931227EC)—Action Feb. 28.

WPGD(TV) Hendersonville, TN (BTCCT-940127KI)—Action Feb. 25.

WTNR(AM) Waynesboro, TN (BAL931223-EC)—Action Feb. 28.

WTNR-FM Waynesboro, TN (BAPH931223-GM)—Action Feb. 28.

KRQA(FM) Amarillo, TX (BAPH931206-GE)—Action March 1.

KPRC-TV Houston (BALCT931229KG)—Action Feb. 28.

KSAT-TV San Antonio, TX (BALCT931229-KF)—Action Feb. 28.

KUTV(TV) Salt Lake City (BALCT940218-KF)—Action March 1.

KUSG(TV) St. George, UT (BACT940218-KG)—Action March 1.

Dismissed

WILN(FM) Panama City, FL (BTCH-

930804GE)—Action Feb. 23.

WKJF-AM-FM Cadillac, MI (AM: BAL-930810GH; FM: BALH930810GI)—Action Feb. 28.

WTUA(FM) St. Stephen, SC (BAPLH-900904-HY)—Action Feb. 28.

KTMR(AM) Edna, TX (BAL931230EE)—Action Feb. 25.

FACILITIES

Applications

Preston, ID KACH-FM 96.7 mhz—Zeldon and Mary Lynne Nelson seek one-step application to change class from A to C1.

Orofino, ID KLER-FM 95.3 mhz—Central Idaho Broadcasting seeks CP to make changes: ERP: 6.1 kw; ant. 206 m.; TL: 2.25 km at 240 degrees from business district of Orofino, Clearwater Co., ID. Class changed to C3 (per MM docket 89-175).

Boston WJMN(FM) 94.5 mhz—Ardman Broadcasting Corp. seeks CP to make changes: ERP: 17.5 kw; ant. 235 m.; TL: Prudential Tower Building; 800 Boylston St., Boston, Suffolk Co., MA.

Lexington, KY WLXC(FM) 98.5 mhz—Lexington Communications Inc. seeks mod. of CP to make changes: ERP: 2.1 kw; ant. 169 m.; TL: Carl St., 1.65 km S of interstate 20 (exit 55) of State Rte 6; Lexington, SC.

Medford, OR KMVU(TV) ch. 26—Junko and Bobby Shehan seek MP to change ant. 428 m., change ERP vis 110.15 kw.

Hartselle, AL WTAK-FM 106.1 mhz—Griffith Broadcasting Inc. seeks mod. of CP to make changes: ERP: 5.8 kw; ant. 213 m. (for auxil-

BY THE NUMBERS

BROADCASTING

Service	Total
Commercial AM	4,933
Commercial FM	5,001
Educational FM	1,674
Total Radio	11,608
VHF LPTV	524
UHF LPTV	978
Total LPTV	1,502
FM translators	2,163
VHF translators	2,319
UHF translators	2,464
Total Translators	6,949

Service	Total
Commercial VHF TV	559
Commercial UHF TV	594
Educational VHF TV	123
Educational UHF TV	242
Total TV	1,518

CABLE

Total systems	11,385
Total subscribers	58,834,440
Homes passed	91,433,000
Cable penetration*	62.5%

*Based on TV household—universe of \$4.2 million.

Sources: Nielsen, NCTA and FCC

liary purposes only).

Coalinga, CA KNKS(FM) 100.1 mhz—William Zawila seeks mod. of CP to make changes: ERP: 19.15 kw; ant. 242 m; TL: N Dome Ridge in Kettleman Hills, 6 km ENE of Avenel, CA. Antenna supporting-structure height and to change class from A to B.

West Yarmouth, MA WXTK(FM) 94.9 mhz—Boch Broadcasting LP seeks CP to make changes: ant. 120.3 m.; TL: Great Western Rd., Approx. 1.4 km E of Rte 134 Dennis, MA.

Albuquerque, NM KRLL(AM) 1580 khz—Territorial Communications Inc. seeks CP to reduce day power to 5 kw.

Madison, WI WHA-TV ch. 21—Board of Regents of the University of Wisconsin System seeks MP to change ERP Vis: 1127 kw; ant. 453.1 m.; TL: 0.8 km SW of intersection of Mineral Point and Junction Rds., in Middleton Township, Dane Co., WI.

Actions

Berlin, CT WERB(FM) 103.5 mhz—Granted app. of Berlin Board of Education for CP to make changes; frequency: 94.5 mhz. Action March 2.

Miami, FL WFLC(FM) 97.3 mhz—Dismissed app. of WIOD Inc. for mod. of CP to make changes change: ant. 302 m.; TL: Dade Co., 0.8 km E of intersection of Florida Turnpike and Miramar Rd. (State Rte 821). Action Feb. 25.

Miami, FL WTM(FM) 93.1 mhz—Granted app. of Marlin Broadcasting of Miami Inc. for

CP to make changes: ERP: 100 kw; change class to C (per MM docket 93-140). Action Feb. 28.

Blakely, GA WBBK-FM 93.1 mhz—Granted app. of Hirsch Broadcasting Inc. for CP to make changes: ant. 101.2 m.; ERP: 25 kw; and CG class to C3 (per MM docket 91-319). Action Oct. 28, 1993.

Lewiston, ID KLHS-FM 88.9 mhz—Returned app. of David S. Case for CP to make changes: ERP: 1 kw; TL: 1-1/2 mi. N of Clearwater River Bridge alongside Old Hwy 95. Action Feb. 24.

Golconda, IL WDXR-FM 94.3 mhz—Dismissed app. of Mason Dixon for mod. of CP to make changes: main studio location. Action March 4.

Hardinsburg, KY WHIC-FM 94.3 mhz—Granted app. of H.I.C. Broadcasting Inc. for mod. of CP to make changes; ERP: 43 kw; change directional antenna. Action March 1.

Folsom, LA KGZC(FM) 104.9 mhz—Dismissed app. of Enon Broadcasting Inc. for mod. of CP to make changes; change: ERP: 6 kw; DA; TL: approx. 3.9 km at 209 degrees true to Fussell Cemetery, St. Tammany Parish, LA. Action March 3.

Browerville, MN KXDL(FM) 99.7 mhz—Granted app. of Prairie Broadcasting Co. Inc. for mod. of CP to increase ERP to 6 kw. Action Feb. 24.

Northumberland, PA WAFH(FM) 107.3 mhz—Granted app. of Sunbury Broadcasting Corp. for mod. of CP to make changes: ERP: 0.9 kw; ant. 257 m.; TL: approx. 2 km W of Trevorton on State Rte 890 in Northumberland Co., PA, main studio location, antenna supporting-structure height. Action Feb. 23.

Amarillo, TX KRGN(FM) 103.1 mhz—Dismissed app. of Maranatha Radio Inc. for CP to make changes; change frequency 102.9 mhz; ERP: 100 kw; ant. 222.2 m.; class C1; TL: 5 mi. N of city limits on US 287. Action March 1.

Spokane, WA KNJY(FM) 103.9 mhz—Dismissed app. of Lance International for CP to make changes: ERP: 2.5 kw; ant. 564 m.; TL: 6.5 km S of Post Falls, ID atop Blossom Mtn. Frequency changed to 103.9 mhz; class changed to C2 (per MM docket 90-372). Action March 1.

Speed up delivery

BROADCASTING & CABLE is available via hand delivery in the following cities on Monday by 8 a.m. If you presently receive your issue via U.S. Mail at your home or office, you may qualify for hand delivery at either location.

- | | |
|---------|------------------|
| Atlanta | Los Angeles |
| Boston | Miami |
| Chicago | New York |
| Dallas | Orlando |
| Denver | Philadelphia |
| Detroit | San Francisco |
| Houston | Washington, D.C. |

To inquire about changing, call
1-800-554-5729

SERVICES

BROADCAST DATABASE
dataworldSM
MAPS
Coverage/Terrain Shadowing
Allocation Studies - Directories
P.O. Box 30730 301-652-8822
Bethesda, MD 20814 800-368-5754

EDS
BROADCAST DATA SERVICES
A Div. of Muffet, Larsen & Johnson, Inc.
• AM, FM, TV, H-group databases
• Coverage, allocation and terrain studies
• FCC research
703 824-5666 FAX: 703 824-5672

DSI
COMMUNICATIONS, INC.
• Radio and Television System Design
• Transmitter and Studio Installation
• Microwave and Satellite Engineering and Installation
627 Boulevard
908-245-4833 Kenilworth, NJ 07033

Stainless, inc.
New Towers, Antenna Structures
Engineering Studies, Modifications
Inspections, Erection, Appraisals
North Wales, PA 19454
215 699-4871 FAX 699-9597

Shoolbred Engineers, Inc.
Structural Consultants
Towers and Antenna Structures
Robert A. Shoolbred, P.E.
1049 Morrison Drive
Charleston, S.C. 29403 • (803) 577-4681

LDL
COMMUNICATIONS, Inc.
RF DESIGN & INSTALLATION SPECIALISTS
LARCAN SOLID STATE TRANSMITTERS
ALAN DICK ANTENNAS & COMBINERS
LEBLANC & ROYLE TOWER SYSTEMS
1440 CHERRY LANE CT. LAUREL MD 20707
TEL: 301-498-2200 FAX: 301-498-7952

IDB FOR WORLDWIDE
SATELLITE
TRANSMISSION
SERVICES CONTACT:
IDB COMMUNICATIONS GROUP
10525 WEST WASHINGTON BLVD.
CULVER CITY, CA 90232-1922
213-870-9000 FAX: 213-240-3904

NATIONWIDE TOWER COMPANY
ERECTORNS - DISMANTLES - ANTENNA - RELAMP
ULTRASOUND - STRUCTURAL ANALYSIS - PAINT
INSPECTIONS - REGUY - ENGINEERING
P.O. BOX 130 POOLE, KY 42444-0130
PHONE (502) 533-6600 FAX (502) 533-0044
24 HOUR EMERGENCY SERVICE AVAILABLE

KLINE TOWERS
Towers, Antenna Structures
Engineering & Installation
P.O. Box 1013
Columbia, S.C. 29202
Tel: 803-251-8000 - FAX 803-739-3939

AFCC
Association of
Federal Communications
Consulting Engineers
P.O. Box 19333
20th Street Station
Washington, DC 20036-0333
(301) 776-4488

contact
BROADCASTING MAGAZINE
1705 DeSales St., N.W.
Washington, D.C. 20036
for availabilities
Phone: (202) 659-2340

**PROFESSIONAL/SERVICE
DIRECTORY RATES**
52 weeks - \$55 per insertion
26 weeks - \$70 per insertion
13 weeks - \$85 per insertion
There is a one time typesetting charge
of \$20. Call (202) 659-2340.

PROFESSIONAL CARDS

du Treil, Lundin & Rackley, Inc.
A Subsidiary of A.D. Ring, P.C.
240 North Washington Blvd.
Suite 700
Sarasota, Florida 34236
(813) 366-2611
MEMBER AFCCE

CARL T. JONES
CORPORATION
CONSULTING ENGINEERS
7901 YARNWOOD COURT
SPRINGFIELD, VIRGINIA 22153
(703) 569-7704
MEMBER AFCCE

LOHNES AND CULVER
CONSULTING RADIO ENGINEERS
8309 Cherry Lane
Laurel, MD 20707-4830
(301) 776-4488

Since 1944 Member AFCCE

**COHEN, DIPPELL AND
EVERIST, P.C.**
CONSULTING ENGINEERS
1300 "L" STREET, N.W. SUITE 1100
WASHINGTON, D.C. 20005
(202) 898-0111
Member AFCCE

MLJ
Moffet, Larson & Johnson, Inc.
Consulting Telecommunications Engineers
Two Skyline Place, Suite 800
5203 Leesburg Pike
Falls Church, VA 22041
703-824-5660
FAX: 703-824-5672
MEMBER AFCCE

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
Box 280068
San Francisco, California 94128
 (415) 342-5200
(202) 396-5200
Member AFCCE

CARL E. SMITH
CONSULTING ENGINEERS
AM-FM-TV Engineering Consultants
Complete Tower and Rigging Services
"Serving the Broadcast Industry
for over 30 Years"
Box 807 Bath, Ohio 44210
(216) 659-4440

Jules Cohen & Associates, P.C.
Consulting Electronics Engineers
Suite 600
1725 DeSales, N.W.
Washington, D.C. 20036
Telephone: (202) 659-3707
Telecopy: (202) 659-0360
Member AFCCE

**E. Harold Munn, Jr.,
& Associates, Inc.**
Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49056
Phone: 517-278-7339

Mullaney Engineering, Inc.
Consulting Telecommunications Engineers
9049 Shady Grove Court
Gaithersburg, MD 20877
301-921-0115
Member AFCCE

HATFIELD & DAWSON
CONSULTING ENGINEERS
4226 SIXTH AVE. N.W.
SEATTLE, WASHINGTON 98107
(206) 783-9151; Facsimile: (206) 789-9834
MEMBER AFCCE

F.W. HANNEL & ASSOCIATES
Registered Professional Engineers
911 Edward Street
Henry, Illinois 61537
(309) 364-3903
Fax (309) 364-3775

**STRUCTURAL SYSTEMS
TECHNOLOGY, INC.**
J. Cabot Goudy, P.E.
PRESIDENT
TOWERS, ANTENNAS, STRUCTURES
New Tall Towers, Existing Towers
Studies, Analysis, Design Modifications,
Inspections, Erection, Etc.
6867 Elm St., McLean, VA 22101/(703) 356-9765

C.P. CROSSNO & ASSOCIATES
CONSULTING ENGINEERS
P.O. BOX 180312
DALLAS, TEXAS 75218
TELECOMMUNICATIONS (FCC, FAA)
CHARLES PAUL CROSSNO, P.E.
(214) 321-9140 MEMBER AFCCE

JOHN F.X. BROWNE & ASSOCIATES
CONSULTING ENGINEERS
BLOOMFIELD HILLS Broadcast • Cable
810-642-6226 • Wireless •
WASHINGTON Member AFCCE
202-293-2020

D.C. WILLIAMS, P.E.
Consulting Radio Engineer
Member AFCCE
Post Office Box 1888
Carson City, Nevada 89702
(702) 885-2400


COMMUNICATIONS TECHNOLOGIES INC.
BROADCAST ENGINEERING CONSULTANTS
Clarence M. Beverage
Laura M. Mirrahi
P.O. Box 1130, Marlton, NJ 08053
(609) 985-0077 • FAX: (609) 985-8124

contact
BROADCASTING MAGAZINE
1705 DeSales St., N.W.
Washington, D.C. 20036
for availabilities
Phone: (202) 659-2340

STEVEN J. CROWLEY, P.E.
Consulting Engineer
1133 15th St., N.W., Suite 1200
Washington D.C. 20005
Telephone (202) 223-1101
Fax (202) 223-0806
Member AFCCE

Suffa & Cavell, Inc.
Consulting Engineers
10300 Eaton Place, Suite 450
Fairfax, Virginia 22030
(202) 332-0110 (703) 591-0110
Fax (703) 591-0115
Member AFCCE


**SPECTRUM
ENGINEERING COMPANY**
BILL CORDELL, P.E.
11111 Katy Freeway, Suite 360
Houston, Texas 77079
(800) 966-8885 Fax: (713) 984-0066
Communications Engineering Consultants
Member AFCCE


**Radio/TV Engineering
Company**
"Serving Broadcasters over 35 years"
Consultants: Norwood J. Patterson, Pres.
1416 Hollister Lane Los Osos, Ca. 93402
Ph. (408) 528-1996 & Fax: (805) 528-1982

**George Jacobs
& Associates, Inc.**
Consulting Broadcast Engineers
Domestic & International
Member AFCCE
Suite 410 8701 Georgia Ave.
(301) 587-8800 Silver Spring, MD
20910

AFCCE
Association of
Federal Communications
Consulting Engineers
P.O. Box 19333
20th Street Station
Washington, DC 20036-0333
(301) 776-4488

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

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

Switch chronology

EDITOR: The facts don't support CBS's spin on the WJKA(TV) affiliation switch in your April 18 story. Industry insiders know that WJKA had been studying the feasibility of a switch for months.

1. We first met with Fox on Jan. 13, the day after I returned from the CBS affiliates meeting.

2. We sent a memo on Feb. 15 to WJKA's owners. The memo informed them that we would investigate the possibility of a switch to Fox.

3. On Feb. 22 I informed Scott Michels at CBS affiliate relations by letter that we would be openly studying a switch.

4. From Feb. 22 through April 6 we contacted many industry sources to obtain their opinions. They included Seltel, Nielsen, KFXX-TV Tyler, Tex., KARD-TV Monroe, La., WTGS(TV) Savannah, Ga., WPGX(TV) Panama City, Fla., WFXG(TV) Augusta, Ga., and a per-

sonal visit to WAWS(TV) Jacksonville, Fla. CBS managers from all over the country called me to ask what our plans were.

5. On April 4 we received a letter of consent from WSEF(FM) Nanticoke, Pa., for use of their call letters for our new affiliation.

6. We met with CBS on Wednesday, April 6. In that meeting we spent two hours describing the advantages of being a Fox affiliate. At one point after our presentation CBS asked: "What can we do to keep you as a CBS affiliate?" We responded by requesting a 500% increase in compensation.

7. In a letter faxed to Scott Michels on April 11 I suggested that there should be no strings attached to the requested compensation increase.

8. I signed an affiliation agreement with Fox on April 12, one day before CBS sent their "You can't fire us, we quit" notice.

I'm not surprised that CBS has attempted to save face and at the

same time make further attempts to, I believe, intimidate other CBS affiliates considering football.

In your March 28 article "Fox snaps up other networks' affiliates," you quoted me as saying that WJKA was "seriously considering" a switch. You went on to correctly point out that overlapping coverage was the primary reason.—*Ty Watts, vice president/general manager, WJKA(TV) Wilmington, N.C.*

Reporter wars

EDITOR: It was amusing to read Roone Arledge's shot (presumably with a straight face) at CBS for Connie Chung's coverage of Tonya Harding (BROADCASTING & CABLE, March 28).

With his own High Priestess of Infotainment, Diane Sawyer, pulling down \$7 million per annum, just think of the number of legitimate journalists/reporters Mr. Arledge could hire for that sum.—*Philip K. Eberly, Wrightsville, Pa.*

THIS WEEK

May 6—"Multimedia, Entertainment and Emerging Technology," breakfast sponsored by *Cable Television Administration and Marketing Society*, New York chapter. Rainbow Room, Rockefeller Plaza, New York. Contact: Kathrin Linz, (212) 268-3888.

MAY

May 8-11—*Conference on Interactive Marketing/East*. Marriott Orlando World Center Resort and Convention Center, Orlando, Fla. Contact: (310) 798-0433.

May 10—*International Radio and Television Society Foundation* awards luncheon. Honorees: John Hendricks, chairman/CEO, Discovery Communications Inc.; Diane Sawyer, ABC's Prime Time Live and Howard Stringer, president, CBS/Broadcast Group, Waldorf-Astoria, New York. Contact: Marilyn Ellis, (212) 867-6650.

May 11-12—*National Infomercial Marketing Association* third annual midyear meeting. Grand Hyatt, Washington. Contact: David Savage, (202) 962-8342.

May 13-15—*Federal Communications Bar Association* annual seminar. Nemacolin Woodlands Resort, Farmington, Pa. Contact: (202) 736-8149.

• **May 22-24**—*NBC affiliates* meeting. Century Plaza Hotel, Century Plaza, Calif. Contact: (212) 664-4444.

• **May 22-25**—*National Cable Television Association*. New Orleans. Contact: (202) 775-3669.

May 22-25—*National Association of Minorities in Cable*. New Orleans. Contact: (310) 404-6208.

May 22-25—*Broadcast Cable Financial Management Association and Broadcast Cable Credit Association* annual conference. Sheraton Harbor Island Hotel, San Diego, Calif. Contact: Cathy Lynch, (708) 296-0200.

May 25—*National Academy of Television Arts*

Datebook

& *Sciences* 21st annual Daytime Emmy Awards, broadcast live on ABC. Marriott Marquis Hotel, New York. Contact: Trudy Wilson, (212) 586-8424.

May 25—*National Media Owl Awards*. First Chicago Center, Chicago. Contact: Mary Schwartz, (312) 664-6100.

JUNE

• **June 1-4**—*CBS affiliates* meeting. Century Plaza Hotel, Century Plaza, Calif. Contact: (212) 975-4321.

June 2-4—43rd *American Women in Radio and Television* national convention. Minneapolis Hilton and Towers, Minneapolis. Contact: Gene Barnes, (212) 302-3399.

June 4-7—*National Association of Broadcasters* board meeting. Washington. Contact: (202) 775-3527.

June 5-11—15th annual *Banff Television Festival*. Alberta, Canada. Contact: Jerry Ezekiel, (403) 762-3060.

• **June 7-9**—*ABC affiliates* meeting. Century Plaza Hotel, Century Plaza, Calif. Contact: (212) 456-7777.

June 8-11—*PROMAX International and Broadcast Designers Association*. New Orleans. Contact: (213) 465-3777.

June 9-11—*Radio Montreux International Symposium*. Montreux, Switzerland. Contact: Lynn Christian, (213) 938-3228.

June 10-12—*Radio Television News Directors Foundation* community journalism training seminar. Medill School of Journalism, Northwestern University, Evanston, Ill. Contact: Hayley Sterling, (202) 659-6510.

June 10-13—*American Advertising Federation* national conference. Houston. Contact: (800) 999-2231, ext. 332.

June 11-13—*ShowBiz Expo*. Los Angeles Convention Center, Los Angeles. Contact: (714) 513-8400.

• **June 20-23**—*Wireless Cable Association International* annual convention. Las Vegas Hilton, Las Vegas. Contact: Connie Clark, (319) 752-8336.

• **June 20-23**—*Women in Cable* 13th annual national cable management conference. Atlanta Hilton and Towers, Atlanta. Contact: Tracy Mitchell, (312) 661-1700.

• **June 23-24**—*Fox Broadcasting* affiliates meeting. Century Plaza Hotel, Century Plaza, Calif. Contact: Ciro Abate, (310) 203-1169.

JULY

July 7-10—*Upper Midwest Communications Conclave*. Downtown Hilton and Towers, Minneapolis. Contact: (612) 927-4487.

July 16-18—*California Broadcasters Association* summer convention. Hyatt Regency Monterey, Monterey, Calif. Contact: (916) 444-2237.

July 19-21—*Florida Cable Television Association* annual convention. Ritz Carlton, Amelia Island, Fla. Contact: Joice Ventry, (904) 681-1990.

July 21-23—South Carolina/North Carolina joint summer meeting sponsored by *South Carolina Cable Television Association*. Hyatt Regency Hotel, Hilton Head, S.C. Contact: Nancy Horne, (404) 252-2454.

• **July 24-27**—*Cable Television Administration and Marketing Society* national marketing conference. Chicago. Contact: (703) 549-4200.

• **July 27-31**—Unity '94. Co-sponsored by *National Association of Black Journalists, National Association of Hispanic Journalists, Asian American Journalists Association and Native American Journalists Association*. Atlanta. Contact: (800) 948-6489.

• **Major Meetings**

Rick Berman

Eight years ago, Paramount Domestic Television Vice President Rick Berman made a savvy career move. He stayed out of an argument between *Star Trek* creator Gene Roddenberry and a senior Paramount executive about control of a new syndicated version of Roddenberry's original network show, which had gone off the air nearly two decades earlier.

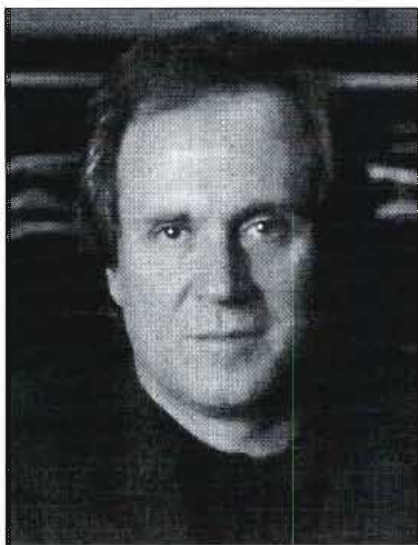
"The next day, Roddenberry asked me out for lunch and we talked," Berman says. "We found we had things in common: He was an airline pilot and had been in strange and out-of-the-way places, and so had I." A day later, Roddenberry surprised Berman by asking him to join him full-time in producing the show, *Star Trek: The Next Generation*.

It was a tough choice for Berman, who had risen rapidly to vice president at Paramount. Paramount Domestic Television President Lucie Salhany helped Berman decide by offering him a studio job if the show fizzled. The show, of course, succeeded—beyond the imaginings of Berman and probably even Roddenberry—and became the highest-rated syndicated dramatic series ever.

Berman is now at the center of Paramount Communications' *Star Trek* franchise, a multibillion-dollar mix of feature films, television shows, merchandising, books and other revenue streams. Berman executive-produced *Star Trek: The Next Generation*, which will air its last episode later this month, and created and continues to executive-produce its syndicated sibling, *Star Trek: Deep Space Nine*.

His next ventures are co-creating and executive-producing a new television show, *Star Trek: Voyager*, and producing a \$25 million feature film, *Star Trek: Generations*. *Voyager* will anchor Paramount's new fifth network when it launches in January. *Generations* is the seventh franchise movie.

If his ascension to the *Star Trek* throne was fortuitous, Berman's subsequent success in exploiting his position was grounded in two decades of film and television production and distribution experience. Born in New York City, Berman first targeted acting as a career. However, he declined a spot at



the prestigious Yale Drama School. "A voice inside me said 'Don't be crazy' because of the incredible risk of not being even moderately successful," he says.

Berman eventually set up shop as an independent producer, writer and director. The documentaries and industrial films he produced for the United Nations, United States Information Agency and others took him to more than 90 countries by 1977.

His travels made Berman the ideal candidate for his next job, senior producer of *The Big Blue Marble*, the highly acclaimed PBS children's series that focused on the lives of children in different countries. Heading production of the show from 1977-82, Berman won an Emmy in 1980.

In 1982 he returned to independent producing. His projects included *The Primal Mind*, a one-hour special for PBS, and *What on Earth*, an informational series for HBO. In 1984, tired of the free-lancing grind, Berman headed

to Los Angeles and sought a studio job. He landed a development position at Warner Bros. Television, only to lose it four months later in a downsizing. Within weeks, he accepted Paramount's offer to direct current programming, overseeing shows including *Cheers*, *Family Ties* and *Webster*. He advanced rapidly to vice president of long form and special projects, a development position that lost its luster after Berman became convinced the studio was not committed to producing miniseries and television movies.

Now, Berman is viewed by Paramount executives and others as Roddenberry's anointed successor, the man who decides whether new projects are consistent with Roddenberry's vision. From the beginning, Berman was able to wed Roddenberry's big ideas to specific projects, sometimes even challenging that legendary iron will.

Berman had to take on Roddenberry to convince him to cast Patrick Stewart as Capt. Jean-Luc Picard. "Gene said, 'No way. He's cold, British and too old.' When he decided things like that, that was it. I said, 'No, you're wrong. He's a marvelous actor, and he's the guy.' And Gene said, 'You know, you're right.'"

Four years later, when the show's strength was becoming manifest, Paramount's new studio chieftain, Brandon Tartikoff, approached Berman and asked him to create a science fiction series. *Star Trek: Deep Space Nine* has become successful even more rapidly

than its syndicated predecessor.

The various *Star Trek* projects will keep Berman busy for years. However, he would like to produce more terrestrial television fare when he can. "I watch *NYPD Blue*, and I'd work on that show for nothing," he says. —DT

Co-creator/executive producer, *Star Trek: Deep Space Nine*, and executive producer, *Star Trek: The Next Generation*, Los Angeles; b. Dec. 25, 1945, New York City; BA, motion picture production, University of Wisconsin—Madison, 1967; production manager, New York City production firms, 1967-69; creative consultant, Cinema 5, New York, 1969-71; independent producer, documentary and industrial films, 1971-77; senior producer, *The Big Blue Marble*, Los Angeles, 1977-82; independent TV producer, Los Angeles, 1982-84; director of dramatic development, Warner Bros. Television, Los Angeles, 1984; director, current programming/executive director, dramatic programming/VP, long form and special projects development, Paramount Network Television, Los Angeles, 1984-86. Current position since 1986; married Elizabeth Lynch Berman, 1980; children: Thomas, 12; Edward, 9; Molly, 4.

Fates & Fortunes

BROADCAST TV

Jacqueline Comeau, account executive, advertiser sales, Worldvision Enterprises Inc./Spelling Entertainment, New York, joins MGM Domestic Television Distribution, Santa Monica, Calif., as VP, television research.

Paul Karpowicz, president/GM, WISH-TV Indianapolis, assumes additional responsibilities as VP, television, LIN Television Corp., there.

Richard Zimmer, director, research, Cannell Distribution, Los Angeles, named VP.

Ronald Furman, senior account executive, prime time sales, ABC Television Network, New York, named VP/director, sports sales.

Peter Hughes, VP, marketing, MCA TV International, Universal City, Calif., named executive VP.

David Lazer, retired vice chairman, Jim Henson Productions, Los Angeles, named vice chairman emeritus.

Appointments at Paramount Domestic Television Distribution's *Maury Povich Show*: **Izzy Rudki**, associate news producer, and **Carla Jenkins**, news producer, named producers.

Bernie Prazenica, sales manager, national TV sales, Capital Cities/ABC, Philadelphia, named director, sales, WPVI-TV Philadelphia.

Hosea Sanders, weekend news anchor, KCBS-TV Los Angeles, joins WLS-TV Chicago as anchor/general assignment reporter.

Sudi Khosropur, media supervisor, WPIX-TV New York, named promotion writer/producer.

Mary Ann Childers, anchor/reporter/medical editor, WLS-TV Chicago, joins WBBM-TV there as anchor/reporter.

Appointments at KRON-TV San Francisco: **Richard Swanson**, director, creative services, KABC-TV Los Angeles, joins as director, marketing/programming; **Evan White**, anchor/reporter, named senior anchor, *Bay TV*; **Emerald Yeh**, anchor/consumer reporter, named co-anchor, *Midday* and *NewsCenter 4 at Noon*; **Suzanne Shaw** and **Pam Moore**, anchors, named co-anchors, *NewsCenter 4 at 5*.

Greg Zoerb, assistant news director, WHTM-TV Harrisburg, Pa., named news director.

Gene Young, executive producer, KOLN(TV) Lincoln and KGIN-TV Grand Island, both Nebraska, joins WAFF-TV Huntsville, Ala., in same capacity.

RADIO

Thomas Sly, GM, KBPI-FM Denver, joins WWNK-FM Cincinnati in same capacity.

James Bryant, GM, WKRQ-FM Cincinnati, named president/GM.

Bob Elliot, consultant, Joint Communications, Atlanta, joins WAXQ-FM New York as manager, programming/promotions.

Gary Taylor, VP/GM, KIOI-FM San Francisco, joins KXRK-FM Seattle in same capacity.

Tip Landay, assistant program director, KOST-FM Los Angeles, joins WFLC-FM Miami as program director.

Phyllis Posimato, account executive, WNEW-FM New York, joins D&R Radio there in same capacity.

Mary Lee Blaisdell, sales assistant, D&R Radio, San Francisco, named sales associate.

Katie Miller, sales assistant, Group W Radio Sales, San Francisco, named sales associate.

CABLE



Heidelberg

Tanya Heidelberg, senior counsel, law, business affairs, MTV: Music Television, New York, named VP, law, business affairs.

Lawrence Miller, VP, marketing, Macromedia, San Francisco, joins

TV Guide On Screen, Englewood, Colo., as VP, marketing.

Charles Theiss, eastern sales manager, Group W Satellite Communications, New York, joins fX there as VP, East Coast advertising.

Appointments at Showtime Satellite Networks, New York: **Joe Tambarello**, director, business operations, named VP, business planning/operations; **Claire Cowart**, director, national accounts, named VP, sales, marketing; **Meredith Breitbarth**, VP, advertising, promotion, named VP, marketing/sales promotion.

Kate Hampford, VP, western region, American Movie Classics, Santa Monica, Calif., named senior VP, western region, American Movie Classics/Romance Classics, there.



Feted in Chicago

Irv Kupcinet, host of television's syndicated *Kup's Show* for 27 years, a Chicago newspaper columnist, WBBM-TV Chicago newsman and radio personality, was honored last month by the Museum of Broadcast Communications. Kupcinet and his wife, Essee, who was the talent coordinator for *Kup's Show*, were subjects of a special exhibit at the museum and a black-tie gala at the Hyatt Regency Chicago. Shown with the Kupcinets (l) are museum chairman Arthur C. Nielsen Jr. (center) and Chicago Mayor Richard M. Daley and his wife, Maggie.

Appointments at ESPN, Bristol, Conn.: **David Pahl**, associate general counsel, named VP/associate general counsel; **Susan Lewis**, human resources manager, Pacific Holding Co., Los Angeles, joins as associate account executive, there; **Leonard Weiner**, program director, KMPC(AM) Los Angeles, joins ESPN Sports Radio, Bristol, Conn., in same capacity; **Elizabeth Sasser**, graduate, Duke University, Durham, N.C., joins as paintbox artist/graphics operator; **Scott Tetreault**, graduate, Rhode Island School of Design, joins as graphics operator; **Chuck Scatterday**, producer/director, WVU Radio and TV Services, Morgantown, W. Va., joins as network operations traffic coordinator; **Don Barone**, producer, WPXI-TV Pittsburgh, joins as associate producer; **Bruce Kaufman**, VP/executive producer, The Producers International, Bethesda, Md., joins as producer; **Paul Palmer**, producer, WRGB-TV Schenectady, N.Y., joins in same capacity; **Suzanne Myskowski**, business financial analyst, Barclays Bank, Glastonbury, Conn., joins as program financial analyst.

Scott Ehrlich, VP, Ailes Communications Inc., New York, joins CNBC, Fort Lee, N.J., as research director for the channel and America's Talking.

TECHNOLOGY

Appointments at CST Entertainment Imaging, Culver City: **Stanley R. Hedge**, VP, named VP; **Greg Thagaru**, VP; **Michelle Porter**, named senior, named VP, pro-color FX; **Ed Holland**, manager, production, named VP; **Kevin Gas**, post-director, engineering, technical development, named VP, engineering, software development.

INTERNATIONAL

Ludwig Salm, executive VP, pro-gram division, Turner Film (Kirc' Group), Munich, Germany, joins as senior VP, international.

Nine new members for NAB board

The National Association of Broadcasters held a special board election and chose seven new radio and two new TV board members.

Major market radio board members are Paul Fiddick, president, radio group, Heritage Media Corp; Joseph Field, president Entercom Broadcast Group; William (Bill) Figenshu, senior VP, Viacom Broadcast Group; Mark Mays, senior VP, Clear Channel Communications, and Randall Odeneal, general partner, Sconnix Broadcasting Company.

Two designated radio board seats went to Carol Reilly, marketing director, Griffin Group, New York, and William Shearer, president, KGfJ-AM Los Angeles.

Two designated TV board seats went to Elizabeth Murphy Burns, president, Morgan Murphy Stations, Duluth, Minn., and W. Donald Cornwell, chairman and CEO, Granite Broadcasting Group, New York.

International Ltd. there as deputy VP, public relations.

Kevin Byles, GM, Canadian operations, Warner Bros. International Television Distribution, Toronto, named VP/GM.

Rick Busciglio, director, marketing, corporate communications, The Family Channel, United Kingdom, named VP, international marketing, of TFC's parent company, International Family Entertainment Inc., Virginia Beach, Va.



Ray in 1966

William B. Ray, 86, former staff executive, Federal Communications Commission, died April 22 of cancer at a nursing home in Sun City Center, Fla. He joined NBC in 1933 as a publicity writer and became news direc-

tor of the NBC central division in 1943. His Chicago news staff included John Chancellor, Clifton Utley and Alex Dreiere. Ray also was one of the founders of the Radio Television News Directors Association and was a member of the board of directors of the Society of Professional Journalists. He became chief of the complaints and compliance division of the FCC's Broadcast Bureau in 1961. Upon his retirement in 1978, the FCC retained him for two more years to rewrite statements of its policies enforcing its political equal time statute and the fairness doctrine. The National Association of Broadcasters hired him as a consultant during the national election campaigns of 1980, 1982 and 1984. Ray retired to Sun City Center, Fla., in 1985. He wrote the book "FCC: The Ups and Downs of Radio-TV Regulation" in 1990. Survivors include his wife, Etoile, and two sons. A memorial service will be held May 16 at Fairlington United Methodist Church, Alexandria, Va. Memorials in lieu of flowers may be sent to Saint Andrews Presbyterian Church, 1239 Del Webb Boulevard, Sun City Center, FL 33573.

WASHINGTON

Brian Fontes, senior adviser to FCC Commissioner James Quello, will join Cellular Telecommunications Information Association, Washington, as senior VP, next month.

Michael MacPherson, industry relations associate, American Public Communications Council, Washington, joins Wireless Cable Association International Inc. there as membership director.

ADVERTISING

John Sarsen, founder, Sarsen & Company, Greenwich, Conn., joins the Association of National Advertisers Inc., New York, as president.

DEATHS

Marie Amsell, 43, WABC(AM) New York sales executive, died April 23 of cancer at Beth Israel Hospital, New York. She had also worked at WHTZ-FM Newark, N.J.; WPAT-AM-FM Paterson, N.J., and D'Arcy, Masius, Benton & Bowles Inc., New York. There are no immediate survivors.

—Compiled by Marsha L. Bell

Senate and House staffers have agreed to drop fairness doctrine language from pending campaign reform legislation. The agreement came last week as the two sides hashed out the details of the bill.

The FCC issued more than 29 radio station renewals last week, following resolution of its EEO policy that had been holding up action. All the stations renewed received penalties ranging from short-term renewals to forfeitures.

New World Television Inc. has created an in-house rep division for its seven TV stations. WAGA-TV Atlanta, WSBK-TV Boston, WJW-TV Cleveland, WJBK-TV Detroit, WITI-TV

Milwaukee, WTVT Tampa and KNSD San Diego were previously repped by TeleRep and HRP. President of the new division is Farrell Reynolds, former head of Turner Broadcast sales.

Capital Cities/ABC reports a 54% jump in broadcasting operating profit for the first quarter, on a 21% revenue gain. Adjusting for a greater number of days in the just-completed quarter compared with last year's first quarter, broadcasting operating profit still jumped 34%. All company divisions report improved results. Capacities/ABC stock jumped 2.5%, to \$715, the day of the announcement.

The Paramount Network has cho-

sen 8-10 p.m. Monday and Tuesday to debut its original programming, it was announced last week by Kerry McCluggage, Paramount TV Group chairman, and Evan Thompson, president, Chris Craft Broadcasting. The inaugural four hours will be anchored by *Star Trek: Voyager*. Paramount intends to announce the full four-hour schedule in September and the specific launch date in January. The Paramount Network has signed 36 affiliates, including stations in eight of the top 10 markets.

FCC Chairman Reed Hundt has a new senior legal adviser. Ruth Milkman moves into the job from deputy chief of the policy and program planning division of the Common Carrier Bureau. Milkman received her undergraduate degree from Harvard and her law degree from the University of Michigan.

Fox signed three new primary affiliates and 17 additional secondary affiliations last week. Preston Padden, FBC executive VP, says the new carriage agreements bring its NFL coverage to 97% of the U.S. The new primary affiliates include KJWA Grand Junction, Colo., and KVCT Victoria, Tex. (the third was not identified). Of the 28 secondary deals Fox has announced, 17 are with ABC (and another four with ABC satellite stations), and two are with CBS stations, and two with NBC affiliates.

Nielsen Media Research says it will begin a metered service in Miami next month. Nielsen says Hispanics represent 30% of the households in Miami, which is the second market to have a Hispanic metered service; Los Angeles was metered in October 1992.

CBS has reached an out-of-court settlement in an age discrimination lawsuit brought against it by

Justice OKs TCI-Liberty merger

The Justice Department's Antitrust Division says it's OK for top MSO Tele-Communications Inc. to merge back with its spin-off programming company, Liberty Media Corp., provided they agree not to discriminate against independent programmers and other cable system operators.

The decision marks an important step toward completion of the merger. Company executives say they expect to clear the remaining regulatory hurdles and get the required shareholder approvals by this summer.

A merged TCI-Liberty would serve more than 13 million subscribers and have an equity stake in many of the nation's top cable networks. TCI provides cable service to more than 10 million subscribers and has financial interest in The Discovery Channel, The Learning Channel and Turner Broadcasting Systems Inc. Liberty serves about 3 million subscribers and has financial interests in Black Entertainment Television, Court TV, The Family Channel, Home Shopping Network, QVC, Prime SportsChannel Network, Cable Health Club and more than a dozen regional sports channels. The two companies were divided in 1991 to avoid antitrust issues, but even as separate entities the companies have come under scrutiny. Last year, cable giant Viacom filed an antitrust lawsuit against the companies. The case is still pending, although rumors were circulating last week that a settlement was in the works.

While it is not yet clear what form a settlement would take, it is believed that Liberty is interested in adding Viacom's Madison Square Garden Network to its regional sports lineup. Viacom is reportedly looking to sell the network and other MSG-related properties—including the New York Rangers and Knicks and the MSG facility—acquired in its takeover of Paramount. Another MSO, Cablevision Systems Corp., also has been mentioned as showing interest in the MSG properties.

—RB

Printed in the U.S.A. Founded in 1931 as *Broadcasting, the News Magazine of the Fifth Estate*. *Broadcasting-Television* introduced in 1972. *Broadcasting/Cable* introduced in 1989. *Broadcasting & Cable* introduced in 1993. *Broadcasting & Cable* is a registered trademark of Reed Publishing/Netherlands.

Incorporating The Fifth Estate TELEVISION Broadcasting

Broadcasting & Cable (ISSN 0007-2028) (GST #123397457) is published weekly, except at year's end when two issues are combined, by the Cahoon Group, 245 West 17th St., New York, NY 10011, is a division of Reed Publishing USA, 275 Washington St., Newton, MA 02158-1630; Robert L. K. O'Brien, Executive Vice President/Finance and Administration; John J. Beni, Senior Vice President/General Manager, Consumer/Entertainment; and additional mailing offices. Postmaster, please send address changes to: *Broadcasting & Cable*, PO Box 6399, Torrance, CA 90505. Publishing USA. Rates for non-qualified subscribers, including all issues: USA, \$99; Canada, \$129 (includes GST); Foreign, \$159. Single copies are \$3.95 US. Please address all subscription mail to: *Broadcasting & Cable*, PO Box 6399, Torrance, CA 90505. Single copies are \$3.95 US. Please address all subscription mail to: *Broadcasting & Cable*, PO Box 6399, Torrance, CA 90505. Available from University Microfilms, 300 North Zeeb Road, Ann Arbor, MI 48106 (1-800-521-0600).



Leonard Goldenson, ABC founder and chairman of the executive committee of Capital Cities/ABC, and his wife, Isabelle, will donate \$60 million to Harvard Medical School. The school, which said the gift is the largest in its history, will name its neurobiology research building (shown here) in honor of the Goldensons. The couple has had a long-standing interest in medical research, particularly cerebral palsy, a disease that afflicted their eldest daughter, Genise.

former Beijing correspondent John Sheahan. Sheahan was laid off in the late 1980s at the age of 54. There is no word on the terms; CBS says they are "amicable."

HDTV won a mention from the Defense Department last week as the department listed its reasons for financing efforts to boost U.S. manufacturing of flat-panel displays. The Pentagon said it will spend about \$580 million on a National Flat Panel Display Initiative during the next five years. While the department cited computer screens as the top non-military application for the displays, it also listed personal digital assistants, video telephones and "high definition, full motion video (including HDTV)." Defense cited forecasts the flat panel market will top \$20 billion by 2000.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending April 17. Numbers represent aggregate rating average/stations/% coverage.)

1. Wheel of Fortune	13.9/227/99
2. Jeopardy!	11.7/216/98
3. Star Trek: Next Generation	11.2/246/99
4. Oprah Winfrey Show	8.7/234/99
5. Roseanne	8.2/181/97
6. Entertainment Tonight	7.6/184/96
7. Star Trek: Deep Space Nine	7.6/234/99
8. Wheel of Fortune-weekend	6.9/183/81
9. Inside Edition	6.7/167/94
9. Baywatch	6.7/202/96
11. Family Matters	6.5/177/90
12. Hard Copy	6.3/165/93
12. Married...with Children	6.3/184/94
14. A Current Affair	6.1/181/95
15. Action Pack Network	5.9/161/96

WB net may skew young

Warner Bros.' new network may skew decidedly young. That strategy was suggested, apparently for the first time, in off-the-cuff remarks by Warner Bros. Television President Jamie Kellner at a "TV Station Values & Finance" seminar in New York sponsored by Kagan Seminars. Until now, according to one Warner executive, Kellner generally has avoided talking about the network's demographic target, suggesting perhaps that it might be a traditional network going after the 18-49 and older demos. But last week Kellner said that the younger audience is "still underserved," especially since recent Fox programming has skewed older. "I think there may be opportunities to go underneath Fox," he said. Kellner also said that a demographically targeted network may have an easier time "branding" itself in the minds of viewers. Under Kellner's direction, Fox itself first targeted the younger audience with shows such as *21 Jump Street*. —GF

NEW YORK

Rolling out Main Street

GTE is on the verge of announcing a national rollout plan for its Main Street interactive service. The company is preparing for a splashy announcement on or before the upcoming NCTA Cable '94 convention in New Orleans. GTE now offers telephone service in a variety of major markets nationwide and plans to offer television and interactive information and transactional services through its Main Street platform. Main Street customers are charged \$8.95 in addition to their monthly cable bill for access to home shopping, bill payment, travel reservations and a range of news and information services.

LOS ANGELES

Duck bucks

Walt Disney Co.'s KCAL-TV Los Angeles and its startup Mighty Ducks hockey franchise in Anaheim recently experimented with direct marketing, employing merchandising breaks that allowed consumers to buy high-end merchandise during intermissions in the games, which KCAL-TV televises. The first 6-minute prerecorded spot, in which announcers urged viewers to call a toll-free number to buy commemorative tickets, hockey sticks and gift packs of pucks, ran March 16 and was followed by several other spots before the hockey season ended. The spots tapped into strong demand for merchandise from the Ducks, who performed better than expected in their first season and

led the league in merchandise sales. The spots are under consideration for future use on KCAL-TV, a station spokeswoman says.

HOLLYWOOD

Aloha Hasselhoff?

Hollywood sources say All American Television and *Baywatch* star David Hasselhoff may base their next action drama, set for fall 1995, in Hawaii. Plans call for a *Baywatch* spin-off series, and one scenario said to be under serious consideration is to have Hasselhoff's *Baywatch* character and another one move to Hawaii from Southern California.

Trauma takers

Twentieth Television's syndicated *Trauma Center* has cleared 87 markets in 76% of the country, including all of the top 12 markets, says Ken Solomon, Twentieth executive vice president and general sales manager. Of those clearances, 65% are in access and 35% in late fringe on weekends.



Drawn for BROADCASTING & CABLE by Jack Schmidt
"He's already exceeded his sales quota for '94. He just sold the station."

Birds of a feather

Far be it from us to quarrel with our own cover story. There's no doubt about it: The telcos are indeed going their own way in building the information highway; the FCC saw to that when it made the price of entry into the cable markets so dear. So for the moment we can anticipate watching two major industries scramble to (a) keep a wire into the home, or (b) put a second one there.

Readers of this page need not be reminded of our position that redundant wires just don't make sense. Once you've established the capability of providing a thousand or so channels of video information plus voice and data services, the appeal of another wire doing the same thing is remarkably diminished. Yes, it provides a momentary ramping up in competition, but after all the price wars have reduced profitability to near nothing, it won't take long for one to buy the other out and put us back to the way things were in, let's say, 1994.

We're betting it won't take long for that to sink in on both the telco and cable sides of the aisle, and for the two of them to start joint venturing again, regardless of today's cash flows. What we're seeing today is more separation than divorce.

Highway robbery?

Reed Hundt's suggestion that the FCC could fund itself entirely through user fees was apparently all the White House needed to hear. An amendment to the Clinton budget was released last week as part of the President's crime-fighting initiative that directs just that, with the money diverted to feed other countries' convicts.

The administration got even greedier, floating a proposal to levy yet another fee on broadcasters—a spectrum tax—to help fund GATT. Of course, that would potentially call into question the regulatory relationship between

government and the media, but the Clinton administration apparently has trouble seeing clearly with all the dollar signs in its eyes. Fortunately, the proposals sounded as outlandish on Capitol Hill as they did here.

The prospect of the commission handing out its equivalent of a flurry of speeding tickets to make the payroll is scary enough, but the benefactor of the new toll adds insult to injury. The money that would have funded the commission would be diverted to help states pay for housing incarcerated illegal aliens. While they're at it, why don't they make TV Marti pay for itself too? They could turn it into a subscription service to cover the \$30 million-plus price tag.

If the situation's inherent absurdity lends itself to humor, an administration apparently out of touch with reality does not. This latest move smacks of fiscal panic and bad policy.

Out of many, one

While the White House was busy accommodating illegal alien criminals last week, CBS and Fox were taking a somewhat more direct approach to the violence problem. The two simulcast a sobering look at *Kids Killing Kids*, part of a week-long violence-education effort that involved an unprecedented coalition of schools, churches, labor, law enforcement, the medical and legal communities and two of the four major networks. Among its distinctions: the off-camera hand of Jay Kriegel, who shepherded it through the multi-organizational/political maze.

Washington Post TV critic Tom Shales, who is not reluctant to lower his lance and skewer a TV program or policy, said this about the show: "It's awfully sad that things have reached the stage where such a program is thought necessary, but simply being sad doesn't save any lives. *Kids Killing Kids* could."

We concur. In both this project and the broader promise of massing television's disparate parts for common good.

<p>Lawrence B. Taishoff, chairman Peggy Conlon, publisher</p> <p>Editorial</p> <p>Donald V. West, editor/senior vice president Harry A. Jessell, executive editor Mark K. Miller, managing editor Kira Greene, assistant managing editor (special projects) John S. Eggerton, assistant managing editor David R. Borucki, art director Rick Higgs, systems manager Kim McAvoy, washington bureau chief Elizabeth Rathbun, assistant editor Chris McConnell, Christopher Stern, Julie A. Zier, staff writers Marsha L. Bell, editorial assistant Denise P. Smith, Kenneth R. Ray, production artists Winslow Tuttle, Catharine Garber, proofreaders</p> <p>□ New York 245 West 17th Street, 10011; 212-645-0067; Fax 212-337-7028 Geoffrey Foisie, bureau chief Stephen McClellan, chief correspondent Mark Berniker, senior editor (interactive TV) Rich Brown, assistant editor (cable) Donna Petrozello, staff writer Jennifer Allen, production manager</p> <p>□ Los Angeles 5700 Wilshire Blvd., Ste. 120, 90036; 213-549-4100; Fax 213-937-4240 Steve Coe, bureau chief David Tobenkin, staff writer</p> <p>□ London Europa House, 54 Great Marlborough St., W1V 1DD; 44-71-437-0493; Fax 44-71-437-0495 Meredith Amdur, international editor</p>	<p>Founder and Editor Sol Taishoff (1904-1982)</p> <p>Broadcasting & Cable</p> <p>1705 Desales Street, N.W. Washington, DC 20036 Phone: 202-659-2340 Circulation: 800-554-5729 Editorial Fax: 202-429-0651 □ Advertising Fax: 202-293-3278</p> <p>Broadcasting & Cable Yearbook Editorial 908-464-6800. Circulation 800-521-8110 Advertising 212-337-6943</p> <p>Circulation/Distribution Michael Borchetta, subscription promotion director William Cunningham, distribution manager Leonard Weed, fulfillment director</p> <p>Cahners Consumer/Entertainment Publishing Division John J. Beni, senior VP-general manager Lawrence B. Taishoff, adviser Richard Vitale, VP-operations & planning Robin Ruskin Linder, VP-telemarketing Barrie Stern, VP-creative services Kip Winchester, VP-circulation</p> <p>Cahners Publishing Co./Reed Publishing (USA) Inc. Flober L. Krakoff, chairman-CEO</p>	<p>Advertising</p> <p>□ New York 212-645-0067; Fax 212-337-6947 Lawrence W. Oliver, associate publisher Randi T. Schatz, international sales director Robert Foody, Karen Brady, account executives Stacie Mindich, marketing/sales support coordinator Antoinette Fasulo, executive assistant Joan Miller, secretary</p> <p>□ Los Angeles 213-549-4100; Fax 213-937-5272 Gary Rubin, national marketing director, director of syndication advertising Erika Sedey, administrative assistant</p> <p>□ Washington 202-659-2340; Fax 202-293-3278 Doris Kelly, sales service manager Mitzi Miller, classified advertising manager</p> <p>Advertising Representatives Lewis Edge & Associates (Southwest regional and equipment advertising): 609-683-7900 Fax 609-497-0412 Ayer Communications (West Coast equipment advertising): 714-366-9089; Fax 714-366-9289 Yukari Media (Asia): (81) 6 956 1125; Fax (81) 6 956 5015 Laura Boy, Access Communications (Europe): (33) 37 48 44 60; Fax (33) 37 48 35 66 BROADCASTING & CABLE (United Kingdom): (44) 71 637 3663; Fax (44) 71 580 5559</p>
---	--	--

Appointments at ESPN, Bristol, Conn.: **David Pahl**, associate general counsel, named VP/associate general counsel; **Susan Lewis**, human resources manager, Pacific Holding Co., Los Angeles, joins as associate account executive, there; **Leonard Weiner**, program director, KMPC(AM) Los Angeles, joins ESPN Sports Radio, Bristol, Conn., in same capacity; **Elizabeth Sasser**, graduate, Duke University, Durham, N.C., joins as paintbox artist/graphics operator; **Scott Tetreault**, graduate, Rhode Island School of Design, joins as graphics operator; **Chuck Scatterday**, producer/director, WVU Radio and TV Services, Morgantown, W. Va., joins as network operations traffic coordinator; **Don Barone**, producer, WPXI-TV Pittsburgh, joins as associate producer; **Bruce Kaufman**, VP/executive producer, The Producers International, Bethesda, Md., joins as producer; **Paul Palmer**, producer, WRGB-TV Schenectady, N.Y., joins in same capacity; **Suzanne Myskowski**, business financial analyst, Barclays Bank, Glastonbury, Conn., joins as program financial analyst.

Scott Ehrlich, VP, Ailes Communications Inc., New York, joins CNBC, Fort Lee, N.J., as research director for the channel and America's Talking.

TECHNOLOGY

Appointments at CST Entertainment Imaging, Culver City, Calif.: **Stan-ton Rutledge**, VP/executive producer, named executive VP; **Greg Thagard**, VP, engineering/GM, named senior VP; **Michelle Porter**, color FX director, named VP, production; **Todd Holland**, manager, post-production, named VP; **Kevin Gage**, director, engineering, technical development, named VP, engineering, software development.

INTERNATIONAL

Ludwig Salm, executive VP, program division, TaurusFilm (Kirch-Group), Munich, Germany, joins Columbia TriStar International Television, London, as senior VP, international programing.

Jane Gash, marketing/public relations manager, Carlton Television, London, joins Turner Broadcasting

Nine new members for NAB board

The National Association of Broadcasters held a special board election and chose seven new radio and two new TV board members.

Major market radio board members are Paul Fiddick, president, radio group, Heritage Media Corp; Joseph Field, president Entercom Broadcast Group; William (Bill) Figenshu, senior VP, Viacom Broadcast Group; Mark Mays, senior VP, Clear Channel Communications, and Randall Odeneal, general partner, Sconnix Broadcasting Company.

Two designated radio board seats went to Carol Reilly, marketing director, Griffin Group, New York, and William Shearer, president, KGJF-AM Los Angeles.

Two designated TV board seats went to Elizabeth Murphy Burns, president, Morgan Murphy Stations, Duluth, Minn., and W. Donald Cornwell, chairman and CEO, Granite Broadcasting Group, New York.

International Ltd. there as deputy VP, public relations.

Kevin Byles, GM, Canadian operations, Warner Bros. International Television Distribution, Toronto, named VP/GM.

Rick Busciglio, director, marketing, corporate communications, The Family Channel, United Kingdom, named VP, international marketing, of TFC's parent company, International Family Entertainment Inc., Virginia Beach, Va.



Ray in 1966

William B. Ray, 86, former staff executive, Federal Communications Commission, died April 22 of cancer at a nursing home in Sun City Center, Fla. He joined NBC in 1933 as a publicity writer and became news direc-

tor of the NBC central division in 1943. His Chicago news staff included John Chancellor, Clifton Utley and Alex Dreiere. Ray also was one of the founders of the Radio Television News Directors Association and was a member of the board of directors of the Society of Professional Journalists. He became chief of the complaints and compliance division of the FCC's Broadcast Bureau in 1961. Upon his retirement in 1978, the FCC retained him for two more years to rewrite statements of its policies enforcing its political equal time statute and the fairness doctrine. The National Association of Broadcasters hired him as a consultant during the national election campaigns of 1980, 1982 and 1984. Ray retired to Sun City Center, Fla., in 1985. He wrote the book "FCC: The Ups and Downs of Radio-TV Regulation" in 1990. Survivors include his wife, Etoile, and two sons. A memorial service will be held May 16 at Fairlington United Methodist Church, Alexandria, Va. Memorials in lieu of flowers may be sent to Saint Andrews Presbyterian Church, 1239 Del Webb Boulevard, Sun City Center, FL 33573.

WASHINGTON

Brian Fontes, senior adviser to FCC Commissioner James Quello, will join Cellular Telecommunications Information Association, Washington, as senior VP, next month.

Michael MacPherson, industry relations associate, American Public Communications Council, Washington, joins Wireless Cable Association International Inc. there as membership director.

ADVERTISING

John Sarsen, founder, Sarsen & Company, Greenwich, Conn., joins the Association of National Advertisers Inc., New York, as president.

DEATHS

Marie Amsell, 43, WABC(AM) New York sales executive, died April 23 of cancer at Beth Israel Hospital, New York. She had also worked at WHTZ-FM Newark, N.J.; WPAT-AM-FM Paterson, N.J., and D'Arcy, Masius, Benton & Bowles Inc., New York. There are no immediate survivors.

—Compiled by Marsha L. Bell

Senate and House staffers have agreed to drop fairness doctrine language from pending campaign reform legislation. The agreement came last week as the two sides hashed out the details of the bill.

The FCC issued more than 29 radio station renewals last week, following resolution of its EEO policy that had been holding up action. All the stations renewed received penalties ranging from short-term renewals to forfeitures.

New World Television Inc. has created an in-house rep division for its seven TV stations. WAGA-TV Atlanta, WSBK-TV Boston, WJW-TV Cleveland, WJBK-TV Detroit, WITI-TV

Milwaukee, WTVT Tampa and KNSD San Diego were previously repped by TeleRep and HRP. President of the new division is Farrell Reynolds, former head of Turner Broadcast sales.

Capital Cities/ABC reports a 54% jump in broadcasting operating profit for the first quarter, on a 21% revenue gain. Adjusting for a greater number of days in the just-completed quarter compared with last year's first quarter, broadcasting operating profit still jumped 34%. All company divisions report improved results. Capcities/ABC stock jumped 2.5%, to \$715, the day of the announcement.

The Paramount Network has cho-

sen 8-10 p.m. Monday and Tuesday to debut its original programming, it was announced last week by Kerry McCluggage, Paramount TV Group chairman, and Evan Thompson, president, Chris Craft Broadcasting. The inaugural four hours will be anchored by *Star Trek: Voyager*. Paramount intends to announce the full four-hour schedule in September and the specific launch date in January. The Paramount Network has signed 36 affiliates, including stations in eight of the top 10 markets.

FCC Chairman Reed Hundt has a new senior legal adviser. Ruth Milkman moves into the job from deputy chief of the policy and program planning division of the Common Carrier Bureau. Milkman received her undergraduate degree from Harvard and her law degree from the University of Michigan.

Fox signed three new primary affiliates and 17 additional secondary affiliations last week. Preston Padden, FBC executive VP, says the new carriage agreements bring its NFL coverage to 97% of the U.S. The new primary affiliates include KJWA Grand Junction, Colo., and KVCT Victoria, Tex. (the third was not identified). Of the 28 secondary deals Fox has announced, 17 are with ABC stations (and another four ABC satellites); five are with CBS stations, and two are with NBC affiliates.

Nielsen Media Research says it will begin a metered Hispanic audience ratings service in Miami next month. Nielsen says Hispanics represent 30% of the TV households in Miami, which is the second market to have a Hispanic metered service; Los Angeles was metered in October 1992.

CBS has reached an out-of-court settlement in an age discrimination lawsuit brought against it by

Justice OKs TCI-Liberty merger

The Justice Department's Antitrust Division says it's OK for top MSO Telecommunications Inc. to merge back with its spin-off prograding company, Liberty Media Corp., provided they agree not to discriminate against independent programmers and other cable system operators.

The decision marks an important step toward completion of the merger. Company executives say they expect to clear the remaining regulatory hurdles and get the required shareholder approvals by this summer.

A merged TCI-Liberty would serve more than 13 million subscribers and have an equity stake in many of the nation's top cable networks. TCI provides cable service to more than 10 million subscribers and has financial interest in The Discovery Channel, The Learning Channel and Turner Broadcasting Systems Inc. Liberty serves about 3 million subscribers and has financial interests in Black Entertainment Television, Court TV, The Family Channel, Home Shopping Network, QVC, Prime SportsChannel Network, Cable Health Club and more than a dozen regional sports channels. The two companies were divided in 1991 to avoid antitrust issues, but even as separate entities the companies have come under scrutiny. Last year, cable giant Viacom filed an antitrust lawsuit against the companies. The case is still pending, although rumors were circulating last week that a settlement was in the works.

While it is not yet clear what form a settlement would take, it is believed that Liberty is interested in adding Viacom's Madison Square Garden Network to its regional sports lineup. Viacom is reportedly looking to sell the network and other MSG-related properties—including the New York Rangers and Knicks and the MSG facility—acquired in its takeover of Paramount. Another MSO, Cablevision Systems Corp., also has been mentioned as showing interest in the MSG properties. —RB

Printed in the U.S.A. Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Telesharing* introduced in 1945. *Television* acquired in 1961. *Cablecasting* 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 TheFifthEstate TELEVISION Broadcasting

Broadcasting & Cable (ISSN 0007-2028) (GST #123397457) is published weekly, except at year's end when two issues are combined, by the Cahners Publishing Co. Cahners Publishing Co., at 245 West 17th St., New York, NY 10011, is a division of Reed Publishing USA, 275 Washington St., Newton, MA 02459-1530; 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. Second-class postage paid at New York, NY, and additional mailing offices. Postmaster, please send address changes to: *Broadcasting & Cable*, PO Box 6399, Torrance, CA 90504-0399. *Broadcasting & Cable* copyright 1994 by Reed Publishing USA. Rates for non-qualified subscriptions, 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 \$3.95 US. Please address all subscription mail to: *Broadcasting & Cable*, PO Box 6399, Torrance, CA 90504-0399. Microfilm of *Broadcasting & Cable* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, MI 48106 (1-800-521-0600).



Leonard Goldenson, ABC founder and chairman of the executive committee of Capital Cities/ABC, and his wife, Isabelle, will donate \$60 million to Harvard Medical School. The school, which said the gift is the largest in its history, will name its neurobiology research building (shown here) in honor of the Goldensons. The couple has had a long-standing interest in medical research, particularly cerebral palsy, a disease that afflicted their eldest daughter, Genise.

former Beijing correspondent John Sheahan. Sheahan was laid off in the late 1980s at the age of 54. There is no word on the terms; CBS says they are "amicable."

HDTV won a mention from the Defense Department last week as the department listed its reasons for financing efforts to boost U.S. manufacturing of flat-panel displays. The Pentagon said it will spend about \$580 million on a National Flat Panel Display Initiative during the next five years. While the department cited computer screens as the top non-military application for the displays, it also listed personal digital assistants, video telephones and "high definition, full motion video (including HDTV)." Defense cited forecasts the flat panel market will top \$20 billion by 2000.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending April 17. Numbers represent aggregate-rating average/stations/% coverage.)

1. Wheel of Fortune	13.9/227/99
2. Jeopardy!	11.7/216/98
3. Star Trek: Next Generation	11.2/246/99
4. Oprah Winfrey Show	8.7/234/99
5. Roseanne	8.2/181/97
6. Entertainment Tonight	7.6/184/96
7. Star Trek: Deep Space Nine	7.6/234/99
8. Wheel of Fortune-weekend	6.9/183/81
9. Inside Edition	6.7/167/94
9. Baywatch	6.7/202/96
11. Family Matters	6.5/177/90
12. Hard Copy	6.3/165/93
12. Married...with Children	6.3/184/94
14. A Current Affair	6.1/181/95
15. Action Pack Network	5.9/161/96

WB net may skew young

Warner Bros.' new network may skew decidedly young. That strategy was suggested, apparently for the first time, in off-the-cuff remarks by Warner Bros. Television President Jamie Kellner at a "TV Station Values & Finance" seminar in New York sponsored by Kagan Seminars. Until now, according to one Warner executive, Kellner generally has avoided talking about the network's demographic target, suggesting perhaps that it might be a traditional network going after the 18-49 and older demos. But last week Kellner said that the younger audience is "still underserved," especially since recent Fox programming has skewed older. "I think there may be opportunities to go underneath Fox," he said. Kellner also said that a demographically targeted network may have an easier time "branding" itself in the minds of viewers. Under Kellner's direction, Fox itself first targeted the younger audience with shows such as *21 Jump Street*. —GF

NEW YORK

Rolling out Main Street

GTE is on the verge of announcing a national rollout plan for its Main Street interactive service. The company is preparing for a splashy announcement on or before the upcoming NCTA Cable '94 convention in New Orleans. GTE now offers telephone service in a variety of major markets nationwide and plans to offer television and interactive information and transactional services through its Main Street platform. Main Street customers are charged \$8.95 in addition to their monthly cable bill for access to home shopping, bill payment, travel reservations and a range of news and information services.

LOS ANGELES

Duck bucks

Walt Disney Co.'s KCAL-TV Los Angeles and its startup Mighty Ducks hockey franchise in Anaheim recently experimented with direct marketing, employing merchandising breaks that allowed consumers to buy high-end merchandise during intermissions in the games, which KCAL-TV televises. The first 6-minute prerecorded spot, in which announcers urged viewers to call a toll-free number to buy commemorative tickets, hockey sticks and gift packs of pucks, ran March 16 and was followed by several other spots before the hockey season ended. The spots tapped into strong demand for merchandise from the Ducks, who performed better than expected in their first season and

led the league in merchandise sales. The spots are under consideration for future use on KCAL-TV, a station spokeswoman says.

HOLLYWOOD

Aloha Hasselhoff?

Hollywood sources say All American Television and *Baywatch* star David Hasselhoff may base their next action drama, set for fall 1995, in Hawaii. Plans call for a *Baywatch* spin-off series, and one scenario said to be under serious consideration is to have Hasselhoff's *Baywatch* character and another one move to Hawaii from Southern California.

Trauma takers

Twentieth Television's syndicated *Trauma Center* has cleared 87 markets in 76% of the country, including all of the top 12 markets, says Ken Solomon, Twentieth executive vice president and general sales manager. Of those clearances, 65% are in access and 35% in late fringe on weekends.



Drawn for BROADCASTING & CABLE by Jack Schmidt
"He's already exceeded his sales quota for '94. He just sold the station."

Birds of a feather

Far be it from us to quarrel with our own cover story. There's no doubt about it: The telcos are indeed going their own way in building the information highway; the FCC saw to that when it made the price of entry into the cable markets so dear. So for the moment we can anticipate watching two major industries scramble to (a) keep a wire into the home, or (b) put a second one there.

Readers of this page need not be reminded of our position that redundant wires just don't make sense. Once you've established the capability of providing a thousand or so channels of video information plus voice and data services, the appeal of another wire doing the same thing is remarkably diminished. Yes, it provides a momentary ramping up in competition, but after all the price wars have reduced profitability to near nothing, it won't take long for one to buy the other out and put us back to the way things were in, let's say, 1994.

We're betting it won't take long for that to sink in on both the telco and cable sides of the aisle, and for the two of them to start joint venturing again, regardless of today's cash flows. What we're seeing today is more separation than divorce.

Highway robbery?

Reed Hundt's suggestion that the FCC could fund itself entirely through user fees was apparently all the White House needed to hear. An amendment to the Clinton budget was released last week as part of the President's crime-fighting initiative that directs just that, with the money diverted to feed other countries' convicts.

The administration got even greedier, floating a proposal to levy yet another fee on broadcasters—a spectrum tax—to help fund GATT. Of course, that would potentially call into question the regulatory relationship between

government and the media, but the Clinton administration apparently has trouble seeing clearly with all the dollar signs in its eyes. Fortunately, the proposals sounded as outlandish on Capitol Hill as they did here.

The prospect of the commission handing out its equivalent of a flurry of speeding tickets to make the payroll is scary enough, but the benefactor of the new toll adds insult to injury. The money that would have funded the commission would be diverted to help states pay for housing incarcerated illegal aliens. While they're at it, why don't they make TV Marti pay for itself too? They could turn it into a subscription service to cover the \$30 million-plus price tag.

If the situation's inherent absurdity lends itself to humor, an administration apparently out of touch with reality does not. This latest move smacks of fiscal panic and bad policy.

Out of many, one

While the White House was busy accommodating illegal-alien criminals last week, CBS and Fox were taking a somewhat more direct approach to the violence problem. The two simulcast a sobering look at *Kids Killing Kids*, part of a week-long violence-education effort that involved an unprecedented coalition of schools, churches, labor, law enforcement, the medical and legal communities and two of the four major networks. Among its distinctions: the off-camera hand of Jay Kriegel, who shepherded it through the multi-organizational/political maze.

Washington Post TV critic Tom Shales, who is not reluctant to lower his lance and skewer a TV program or policy, said this about the show: "It's awfully sad that things have reached the stage where such a program is thought necessary, but simply being sad doesn't save any lives. *Kids Killing Kids* could."

We concur. In both this project and the broader promise of massing television's disparate parts for common good.

Lawrence B. Taishoff, chairman
Peggy Conlon, publisher

Editorial

Donald V. West, editor/senior vice president
Harry A. Jessell, executive editor
Mark K. Miller, managing editor
Kira Greene, assistant managing editor (special projects)
John S. Eggerton, assistant managing editor
David R. Borucki, art director
Rick Higgs, systems manager
Kim McAvoy, Washington bureau chief
Elizabeth Rathbun, assistant editor
Chris McConnell, Christopher Stern, Julie A. Zier, staff writers
Marsha L. Bell, editorial assistant
Denise P. Smith, Kenneth R. Ray, production artists
Winslow Tuttle, Catharine Garber, proofreaders

□ New York 245 West 17th Street, 10011; 212-645-0067; Fax 212-337-7028
Geoffrey Foisie, bureau chief
Stephen McClellan, chief correspondent
Mark Berniker, senior editor (interactive TV)
Rich Brown, assistant editor, (cable)
Donna Petrozzello, staff writer
Jennifer Allen, production manager

□ Los Angeles 5700 Wilshire Blvd., Ste. 120, 90036; 213-549-4100;
Fax 213-937-4240
Steve Coe, bureau chief;
David Tobenkin, staff writer

□ London Europa House, 54 Great Marlborough St., W1V1DD,
44-71-437-0493; Fax 44-71-437-0495
Meredith Amdur, international editor

Founder and Editor
Sol Taishoff (1904-1982)

Broadcasting & Cable

1705 Desales Street, N.W.
Washington, DC 20036
Phone: 202-659-2340
Circulation: 800-554-5729

Editorial Fax: 202-429-0651 □ Advertising Fax: 202-293-3278

Broadcasting & Cable Yearbook

Editorial 908-464-6800 Circulation 800-521-8110
Advertising 212-337-6943

Circulation/Distribution

Michael Borchetta, subscription promotion director
William Cunningham, distribution manager
Leonard Weed, fulfillment director

Cahners Consumer/ Entertainment Publishing Division

John J. Beni, senior VP-general manager
Lawrence B. Taishoff, adviser
Richard Vitale, VP-operations & planning
Robin Ruskin Linder, VP-telemarketing
Barrie Stern, VP-creative services
Kip Winchester, VP-circulation

Cahners Publishing Co./
Reed Publishing (USA) Inc.
Robert L. Krakoff, chairman-CEO

Advertising

□ New York 212-645-0067; Fax 212-337-6947
Lawrence W. Oliver, associate publisher
Randi T. Schatz, international sales director
Robert Foody, Karen Brady, account executives
Stacie Mindich, marketing/sales support coordinator
Antoinette Fasulo, executive assistant
Joan Miller, secretary

□ Los Angeles 213-549-4100; Fax 213-937-5272
Gary Rubin, national marketing director,
director of syndication advertising
Erika Sedey, administrative assistant

□ Washington 202-659-2340; Fax 202-293-3278
Doris Kelly, sales service manager
Mitzi Miller, classified advertising manager

Advertising Representatives

Lewis Edge & Associates (Southwest regional
and equipment advertising): 609-683-7900
Fax 609-497-0412

Ayer Communications (West Coast equipment
advertising): 714-366-9089; Fax 714-366-9289
Yukari Media (Asia): (81) 6 956 1125;
Fax (81) 6 956 5015

Laura Boy, Access Communications (Europe);
(33) 37 48 44 60; Fax (33) 37 48 35 66

BROADCASTING & CABLE
(United Kingdom): (44) 71 637 3663;
Fax (44) 71 580 5559

PICTURE PERFECT

Some people think promotion is just a pretty picture. Not now. Not in the '90s. Today promotion executives like Artie Scheff realize that creating an image for a network or station takes more than just a few frames of video. Promoting brand identity requires a unique combination of art and science. And when you've created an on-air masterpiece, it's no accident. Each June, Artie and nearly 4,000 of his marketing colleagues from around the world gather to exchange ideas and learn effective new ways to bring audiences to programming. For four days they develop solutions to tough marketing challenges. Picture yourself learning how to succeed in today's hyper-competitive environment. Register today for the PROMAX & BDA Conference & Exposition, June 8 - 11 in New Orleans. Call 213-465-3777. It's not just "Time Well Spent." It's good business in the '90s.

Artie Scheff
Director, On-Air Promotion
A & E Network
New York, NY

P R O M A X

INTERNATIONAL

PROMOTION & MARKETING EXECUTIVES IN THE ELECTRONIC MEDIA



Category: Home Workshops

Quality Time At Your Trusty Workbench – It's Saturday Afternoon.

*Devoted
To
Everything
You
Love
About
Home.*

COLSTRIGHT MEMORIAL LIBRARY

MAY 4 1994

OTTERBEIN COLLEGE

