

OCT 24

# Broadcasting Cable

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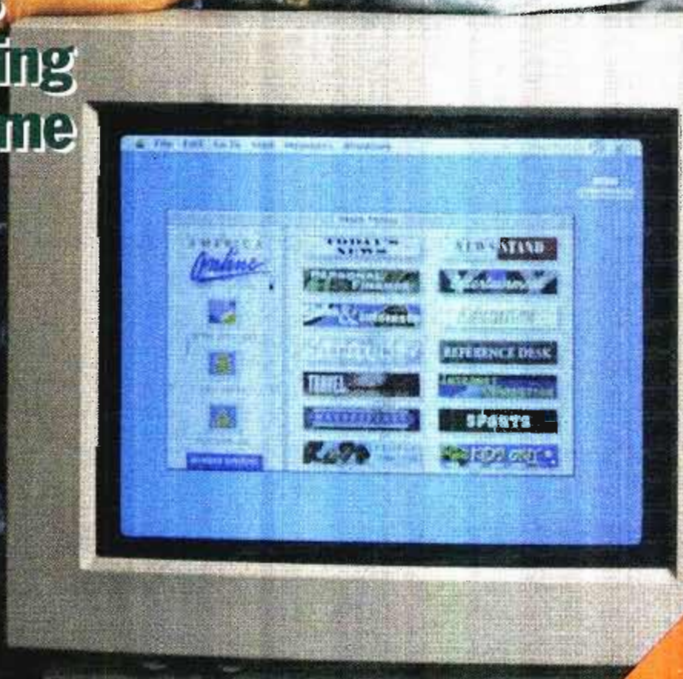


## America Online's Steve Case

### Logging On To Multimedia's Future

### FCC Opens Door to Cable Competition

### Littlefield Talks About Fine-tuning NBC's Prime Time



**Telemedia Week**  
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# The Courtroom is our Newsroom

NEW LINE TELEVISION



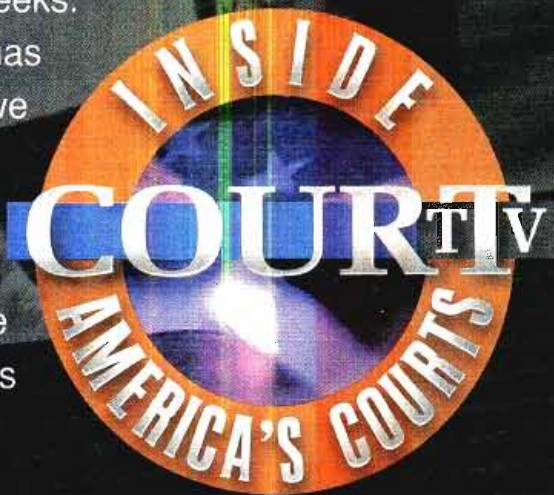
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# Fast Track

MUST READING FROM BROADCASTING & CABLE

## TOP OF THE WEEK

**Cable handed VDT defeat** The FCC will decide who should pay for telephone companies' video dialtone systems on a case-by-case basis. Cable officials had wanted a fixed percentage of VDT costs to be attributed to regular telephone ratepayers. / 6

**Syndicators applaud PTAR review** For the first time in 24 years, the FCC will review the prime time access rule, which keeps the nation's large-market affiliates out of the rerun business during prime time. Disney, which is leading the fight against PTAR, says it's about time. / 7

**Networks mix it up in November** As the November sweeps approaches, CBS, in third place in prime time, is looking for some much-needed firepower from its big-ticket specials. Theatricals and made-fors are high on NBC's hit list, while ABC weighs in with movies and specials and Fox attacks primarily with heavily promoted regular series. / 10

**Ito changes mind** O.J. Simpson trial Judge Lance Ito booted print and broadcast reporters from the jury-selection process then let them back in after the defense attorneys said the press should not be barred. / 11

**Broadcasters relax along with ownership rules** More than 2,000 of the 10,057 commercial radio stations have entered into duopolies or LMAs since the radio ownership rules changed in September 1992. / 15



The promotion effort behind the eight-hour miniseries 'Scarlett' will be the largest ever for a CBS entertainment program. / 10

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### Online with Steve Case

The entrepreneurial Steve Case has led America Online from a small start-up online computer company a few years ago to a major force in that rapidly evolving sector of the communications universe. Cover photo by Stephen R. Brown. / 33



Case logs on with his views of the multimedia future. / 33

## PROGRAMMING

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NBC President Robert Wright says that although talks with potential investors in the network are on pause, the process "won't stop." / 20

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Based in part on Comedy Central's past success with programming marathons, the cable network's prime time and weekend schedules are being revised to include fewer stripped shows and more thematic-programming blocks. / 23

### 'Newz' on the move

Columbia TriStar Television Distribution's syndicated *The Newz* late-night, sketch-comedy strip has been downgraded in three of the four top markets. But the syndicator says that the moves may be for the better if they reduce competition and allow the strip more time to find an audience. / 23



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### Rainbow adds to programming stable

Rainbow Programming Holdings is chomping at the

**"As far as I can tell, broadcast TV and radio is long on opinions, but short on facts."**  
 —FCC Chairman Reed Hundt on the need for truth and responsibility in reporting

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bit with a new horse-racing channel that soon will join the company's growing portfolio of programming services. / 25

**USA boosts Latin American slate**

USA Networks is introducing 10 shows on its fledgling Pan-Latin American network, USA America Latina, in an effort to cash in on the region. / 28

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Industry leaders support even more relaxed ownership restrictions beyond the 20 AM and 20 FM limit recently imposed by the FCC. / 37



Paul Harvey (l) addressed the NAB Radio Show and several talk show hosts originated their shows from the convention. / 37

**Fragmentation forecast**

Radio leaders expect station groups to consolidate further and anticipate that program formats on both AM and FM stations will become increasingly fragmented during the next five years. / 38



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FCC Chairman Reed Hundt has no plans to resurrect the fairness doctrine or to try to mitigate TV violence through regulation. However, he warned broadcasters "not to put their heads in the sand." / 41

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Broadcasters told the U.S. Court of Appeals that the FCC has offered no proof to justify the midnight-6 a.m. "safe harbor" for indecent broadcasts. / 41



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Vice President Al Gore says an information superhighway bill will pass next year because it is best for consumers. / 42

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Skin-contour technology, promoted as a way of reducing the apparent age of

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**Football deal opens fiber pathway**

Vyvx has outfitted each NFL venue with new equipment to allow for a digital fiber path between stadiums and the Vyvx network. The link will eliminate 60% of the possibilities for a mechanical-switching malfunction when the signals are delivered from stadiums. / 45

**America Online, Apple, Medeor go shopping**

America Online, Apple Computer and Medeor Inc. next month will announce the launch of an electronic shopping service, 2Market, that combines the storage capability of CD-ROM with the communications and transactions options of online services. / 29

*Telemedia Week*

**HSN sets up online shop**

Home Shopping Network's new online store on Prodigy and the Internet is part of a strategy to build online services that will be available via future broadband networks. / 29



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NTN Communications Inc. will help ABC develop interactive games that will allow consumers to play along with ABC's sports, daytime, news and other network and cable programming. / 30

**Set-tops: The next generation**

Oracle's "set-top alliance" met for the third time last week, bringing together digital converter manufacturers that are interested in devising a basic framework for the contents and operation across networks for the next generation of set-top boxes. / 31

**GI wins digital set-top deal**

Despite slackening demand for digital set-top boxes, Jones Intercable will purchase 150,000 of General Instrument's DigiCable boxes for its upgraded cable systems. / 32

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## Telcos close in on cable

Commission's revised video dialtone rules encourage telco entry into TV, alarm cable operators

By Christopher Stern

Local telephone companies edged closer to entering the cable TV business as the FCC last week adopted revised "video dialtone" rules governing their entry.

But the telcos still have to win FCC approval of individual VDT networks and rates before they can compete for cable subscribers. And to win it, they will have to overcome stiff opposition from cable operators.

Alarmed by the prospect of competition from the deep-pocketed telcos, cable operators already have objected to almost every one of the 28 applications now pending at the FCC to build VDT systems.

In any case, the new rules constitute a renewal of the FCC's determination to break up cable's local monopolies by unleashing the telcos.

The action "is an important step toward promoting competition in all telecommunications markets...while protecting [telephone] ratepayers," said FCC Chairman Reed Hundt.

The telcos agreed. The "ruling will result in millions of Americans having choice between at least two video providers," said Bell Atlantic's Ed Young, president, external affairs and associate general counsel.

To the dismay of cable, the new rules fail to impose tough and comprehensive safeguards against telcos use revenues from their monopoly telephone business to subsidize their video services.

"This is an incredibly bad decision that flies in the face of all logic and the record before the FCC, and we will appeal it," said Decker Anstrom, president of the National Cable Tele-

vision Association.

Under the new rules, the telcos will have to show in applying for permission to construct systems how the incremental costs of providing video will be recovered through video revenues—the so-called 214 process.

But the stickier questions of how common costs of overlapping or integrating telephone and video networks are allocated will be handled on a case-by-case basis in subsequent tariff proceedings, in which the telcos seek approval of their proposed rates.

House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) shared cable's disappointment in the cost-allocation plan. "This laborious, time-consuming process is made necessary by the commission's decision to put off the most basic cost decision—who's going to pay for this—until sometime in the future."

So far, only one commercial VDT system has been approved: Bell Atlantic's Dover Township, N.J., system. The telco has yet to file its tariff.

Despite the cable criticism, FCC officials are satisfied that the rules will protect telephone ratepayers. They will pay "none" of the video costs, said FCC Chief Economist Michael Katz.

The VDT rules, first adopted by the FCC in 1992 under the leadership of then Chairman Alfred Sikes, require the FCC to lease capacity to unaffiliated programmers as common carriers—that is, without discrimination—on a first-come, first-served basis.

The rules exempt the VDT operators from having to obtain municipal cable franchises and pay annual franchise fees, typically 5% of revenues.

Although cable lost on the cost-allocation rules, it won on the so-called anchor programming question. Because of limited channel capacity, some telcos had asked for permission to lease most of capacity of their systems to a single selected programmer.

But the FCC ruled that such dis-

*continued on page 18*

### Hundt's big picture

The latest incarnation of video dialtone rules adopted last week is an integral part of FCC Chairman Reed Hundt's multipoint plan to put the cable and telephone industries in each other's business.

"Broadcasters and cable programmers will be the big winners," says Hundt. "They will have more ways of getting to consumers and cheaper ways of getting to consumers."

What's more, the competition will provide choice and "better value" in telephone and video services to 75 million homes, he says. And it will create a surge in economic growth due to of increased investment in telecommunications services and increased demand for them.

The Hundt plan:

- Protect local telephone customers from unwarranted price increases.
- Require telephone's shareholders and video subscribers to bear the costs of its entry into video.
- Insure fair competition between cable and telephone companies.
- Protect consumers of basic and enhanced basic cable services through rate regulation.
- Provide incentives for cable operators to increase channel capacity (e.g. the proposal to permit cable operators to create an unregulated tier of new programming services [see page 18]).
- Remove whatever regulatory obstacles the FCC can to cable's offering telephone services. "We're going to bang on the door of the telephone companies until cable can get in."

—HAJ



## New World unveils development

New World Entertainment has seven first-run syndication projects on its slate for possible launch in 1995, sources have confirmed. Some shows are likely to be launched first on New World and Fox Inc.-owned television stations under the alliance struck earlier this year between the two companies.

Among the shows in development:

- Three 30-minute reality shows: *Coroner's Report* focuses on coroners as crime solvers and is produced by *Real Stories of the Highway Patrol* executive producer Mark Massari; *Citizen's Arrest*, from *Cops* producers Barbour Langley Productions, features people involved in the capture of criminals; previously announced *Juvenile Justice* is hosted by Houston municipal court judge Eric Andell and is produced by Grosso-Jacobson Productions, producers of Genesis Entertainment's syndi-

cated off-network strip *Top Cops*.

- A daytime talk show hosted by ESPN's Mark Wallberg and produced by Four Point Entertainment.

- A late-night drama, *Joy Ride*, focuses on a trio of women who have adventures in various cities. It is produced by Randall Douthit.

- A tabloid magazine strip, *Weekly World News*, that New World Entertainment Chairman Brandon Tartikoff previously developed for his own Moving Target production company. Kathy Kloves will produce.

- A parody show, *24 Minutes*, from John Mofitt and Pat Lee, the pair behind HBO's satirical *Not Necessarily the News*.

—DT



# FCC moves on prime time access rule

*Hundt chairman appears to lean toward alteration of off-net ban*

By Chris Stern and David Tobenkin

**F**or the first time in 24 years, the FCC will review the prime time access rule, which effectively bars network affiliates in the top 50 markets from broadcasting network programs or reruns between 7 and 8 p.m.

The proposed rulemaking is broad and neutral, asking for comment about retaining the rule, modifying it or scrapping it.

Rich Frank, chairman, Disney Television and Telecommunications Unit, hailed the proposed rulemaking as a victory for the rule's opponents. "It feels fantastic that after five years of trying to get a forum we finally have a platform," he said.

Independent and Fox stations, which are exempt from the rule, like PTAR because it allows them to acquire off-network programs without bidding against affiliates. Disney, which syndicates many of the most popular shows, is leading the fight against PTAR.

Frank said that if the FCC keeps to its 60-day comment period, followed by a 30-day reply period, a new rule could be in place by next spring.

The Association for Independent Television Stations wants a longer comment period. "It's terribly hasty, given the breadth of the questions that have been posed," INTV's Jim

Popham said. Frank disagrees, calling that suggestion a delay tactic.

FCC Commissioner James Quello, who pushed for a neutral review of the rule, last week said it was time to take another look at PTAR, but he was concerned about how changes would affect independent stations and new networks.

FCC Chairman Reed Hundt appeared to favor at least some modification of PTAR when he asked rhetorically, "Does the government need to micromanage some part of prime time?" Hundt encouraged broadcasters to focus on four factors in their comments: the law, facts, economics and "creative policy ideas." Hundt said commenters should look at the rule's history and changes in the marketplace and technology. "I think it's quite clear that things are quite different," Hundt said. "It's high time we took another look at the situation."

The commission wants answers to three questions:

- Is PTAR responsible for increasing the number of independent programs and producers?

- Does PTAR restrain the ability of the three major networks to dictate program choices to their affiliates?

- Does PTAR encourage the development and growth of independent stations and new or emerging networks?

The Coalition to Defend Prime Time Access, a group of 12 independent producers, said opponents of PTAR "should have to show how the public interest will benefit from doing away with the rule."

If the FCC does scrap the Prime Time Access Rule, it likely will increase the prices for some off-network sitcoms and reduce the prices commanded by some first-run shows, but experts disagree on how large that impact would be.

Although high-priced blockbuster off-network shows like *Seinfeld* and *Home Improvement* are unlikely to see increased license fees, it is the second-tier shows, which now sell for dramatically less money, that would be the biggest beneficiaries, syndicators and analysts agree.

"For the lower-profile sitcoms, the average syndicator could earn twenty to twenty-five percent more in prices," says Larry Gerbrandt, senior vice president at entertainment research firm Paul Kagan Associates Inc.

On the other side of the coin, first-run shows would have a harder time getting launched. "You would lose some of the weaker first-run properties," says Jim Curtain, vice president and director of programming at station rep firm Harrington, Righter and Parsons. "You would lose important time periods in major markets." ■



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# Networks ready to mix it up in November

Minis, retros, theatricals and series vie for ratings victory

By Steve Coe

As the November sweeps approaches, CBS, in third place in prime time, is looking for some much-needed firepower from its big-ticket specials. Theatricals and made-fors are high on NBC's hit list, while ABC weighs in with movies and specials and Fox attacks primarily with heavily promoted regular series.

The crown jewel of what CBS is hoping will be a royal November is the network's eight-hour *Scarlett*, starring Joanne Whalley-Kilmer and Timothy Dalton in the sequel to



ABC and NBC have theatricals such as 'Lethal Weapon III' (ABC) and 'Home Alone' (NBC) on tap for the November sweeps.



"Gone With The Wind." It is one of two CBS miniseries scheduled during the month.

*Scarlett* will air over four nights

from 9-11 p.m. beginning Sunday, Nov. 13. It will be followed by Part 2 on Tuesday, Nov. 15, and Parts 3 and 4 the next two nights.

*Million Dollar Babies* is a four-hour miniseries based on the life of the Dionne quintuplets. The movie stars Beau Bridges and Kate Nelligan and airs over two nights—Sunday, Nov. 20, and Tuesday, Nov. 22, at 9-11.

Most of the remainder of CBS's sweeps programing will be specials, including six hours of figure skating and a *Star Trek* retrospective. *Star Trek* originally aired in 1966-69 on NBC. CBS's

special, without an air date, will be hosted by William Shatner. Producers have managed to lock a tractor beam on the series' stars, bringing them back for interviews about the show, which has spawned theatricals, three spin-off TV series and an entire cottage industry in licensed merchandise.

Other CBS specials include *Sinatra Duets* (Friday, Nov. 25, 10-11 p.m.), featuring Frank Sinatra and performers who collaborated on his "Sinatra Duets," and *The Rockford Files: I Love L.A.* (Sunday, Nov. 27, 9-11 p.m.), which stars James Garner in the first of a series of new made-for-TV movies.

## NBC goes theatrical

NBC is relying on theatrical titles and a slate of made-for-TV movies featuring high-profile stars.

The theatricals include "Bugsy" (Friday, Nov. 4, 8-11 p.m.), starring Warren Beatty; "Star Trek VI: The Undiscovered Country" (Sunday, Nov. 6, 9-11 p.m.); "JFK," starring Kevin Costner (Part 1 on Sunday, Nov. 13, 9-11 p.m.; Part 2 on Wednesday, Nov. 16, 9-11 p.m.); "Home Alone" (Thursday, Nov. 24, 8-10 p.m.), and "My Girl" (Saturday, Nov. 26, 8-10 p.m.).

In the made-for-television-movie category, NBC has, among others, *A Burning Season: The Margaret Mitchell Story* (Monday, Nov. 7, 9-11 p.m.), starring Shannon Doherty. The network no doubt hopes to cash in on the interest generated by CBS's *Scarlett*. Other made-fors include: *A Child's Cry for Help* (Monday, Nov. 11, 9-11 p.m.),

## Frankly, CBS gives a damn



'Scarlett' is commanding \$325,000 per 30-second spot—the highest of the special sweeps programs.

The promotion effort behind *Scarlett*, which makes its debut during the November sweeps, will be the biggest ever for a CBS entertainment program, says CBS marketing chief George Schweitzer.

The miniseries has taken on added importance due to CBS's third-place standing in prime time ratings, he says.

The sequel to "Gone With The Wind" is commanding the highest advertising price among all special November sweeps programing. According to advertisers, a 30-second spot during *Scarlett* will cost \$325,000. Prices for regular series *Roseanne*, *Home Improvement*, *Grace Under Fire* and *Seinfeld* are higher.

According to Schweitzer, half the inventory sold out immediately to the Ford Motor Co. and K-Mart, each of which purchased 25% of the time. Other significant advertisers include Procter & Gamble, Kraft, Discover Card, IBM, Campbells Soup and Timex.

The network has guaranteed advertisers that the eight hours will average a 24 rating/36 share—lofty figures, given CBS's performance so far this season. Not only is the network third in the season-to-date prime time ratings race, it is battling with Fox for third place among adults 18-49.

"When the time was originally sold, it was sold as from the number-one network. But now [*Scarlett* is] not preempting programing from the number-one network, it's preempting programing from the number-three network," one advertiser says.

"Total nonsense," Schweitzer says of the advertiser's comments. "For one thing, we're three-tenths of a rating point out of first place, not three rating points. Second, we're putting an enormous effort behind it." —SC

starring Veronica Hamel and Pam Dawber, about a doctor who struggles to find the cause of a child's mysterious illness; and *Mortal Fear* (Sunday, Nov. 20, 9-11 p.m.), from the novel by Robin Cook, starring Joanna Kerns and Gregory Harrison in a thriller about a Boston doctor who risks her life to explain why healthy patients mysteriously are dying.

NBC also has several specials planned, including a second installment of the successful *Ancient Prophecies*, which aired last season. Part 2 will air Friday, Nov. 18, 8-10 p.m. *The World's Greatest Magic* features some of the world's best-known magicians performing in Las Vegas. *Magic* airs on Wednesday, Nov. 23, 8-10 p.m. *Abbott & Costello Meet Jerry Seinfeld* has Seinfeld hosting a look at the famous comedy duo. The special airs Thursday, Nov. 24, 10-11 p.m.

#### Barbara Walters holds down ABC fort

ABC also will feature mostly theatricals and specials, including the requisite Barbara Walters special, during November. "Ernest Scared Stupid" on Saturday, Nov. 5, 8-10 p.m., is the first of the network's November theatricals. "The Hand that Rocks the Cradle" airs Sunday, Nov. 6, 9-11 p.m. On Sunday the 13th, "Lethal Weapon III" airs from 9-11:30 p.m. "The Last Boy Scout," starring Bruce Willis, airs Sunday, Nov. 20, 9-11 p.m., and "Father of the Bride," starring Steve Martin, airs 9-11 p.m. on Sunday, Nov. 27.

Barbara Walters's special airs on Wednesday, Nov. 9, 10-11 p.m., and features Heather Locklear, Kelsey Grammer and Brett Butler. Leading off that night from 8-9 is *The World's Funniest Commercials*. On Sunday, Nov. 27, the network airs *Before They Were Stars II* from 8-9 p.m. *Who Makes You Laugh*, featuring comedians, will air Wednesday, Nov. 30.

#### Fox features Streep on 'The Simpsons'

As in the past, Fox will rely almost exclusively on heavily promoted episodes of regular programming. However, the network will air the theatrical "White Men Can't Jump" on Tuesday, Nov. 15, 8-10 p.m. The network will rerun the movie at the same time on Sunday, Nov. 20.

Meryl Streep lends her voice to an episode of *The Simpsons* on Sunday, Nov. 6. Fox will air *Best of the X-Files* on Sunday nights from 7-8. ■

## Ito reverses decision to bar press from jury selection

By Steve McClellan

Judge Lance Ito took steps to further limit press coverage of the O.J. Simpson double-murder trial, only to reverse himself a day later. Last Thursday he booted print and broadcast pool reporters from the courtroom, barring coverage of the jury-selection process.

On Friday, Oct. 21, after the Simpson defense team flip-flopped on the issue and said the press should not be barred, Ito reversed his order, allowing the pool reporters back in. However, at press time, the plug still was pulled on the audio feed of the proceedings piped into the adjoining press room.

News organizations that include ABC, CBS, NBC, Gannett, AP and the *Los Angeles Times*, appealed that decision to a higher court.

However, Court TV, which operates the pool camera in the courtroom, last Friday said it will not appeal. "We agree with the judge's decision," Court TV spokeswoman Lynn Rosenstrach said. Ito is trying to balance the First Amendment with Simpson's right to a fair trial, she said.

Ito also tried to get three news organizations to delay broadcasting interviews with Faye Resnick, author of a new book about the relationship between Simpson and his murdered ex-wife, Nicole Simpson. Only CNN agreed to comply. CBS and syndicated talk show host Maury Povich declined.

Ito's decision to bar coverage came after one prospective juror complained of hearing reporters discuss the Simpson case in court hallways. Another jury pool member reported that her friends recognized her on television as she was leaving court.

Although CNN is not part of the appeal, it still takes issue with Ito's decision. "He's just plain wrong," CNN Executive Vice President Ed Turner said. Although Turner was sympathetic to the judge's concern that the intense media coverage not deprive Simpson of his right to a fair trial with impartial jurors, "juries should not be created or selected in



CBS's 'Eye to Eye with Connie Chung' aired an interview last Thursday. Responding to Ito's request, CBS News President Eric Ober said, "We believe that broadcasting [the interview] is fully consistent with responsible journalism."

the dark," he said.

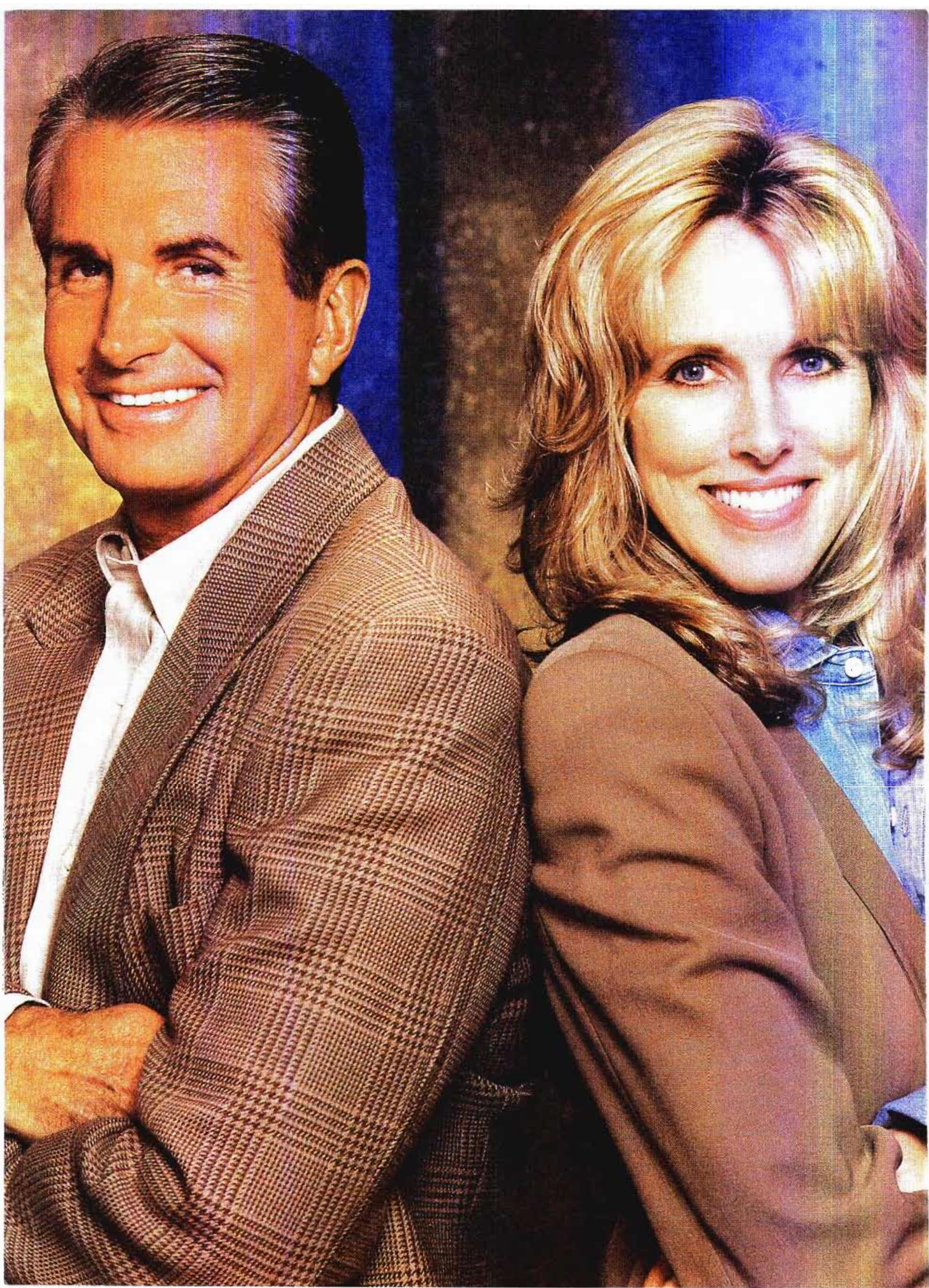
AP President Louis Boccardi agreed, and said that was why the news organizations appealed to the U.S. Circuit Court in Los Angeles. "Trials are supposed to be open to protect every citizen, and jury selection is part of the trial," he said.

Turner said CNN preferred to resolve the matter in chambers with Ito rather than appeal. Ito's ban of all reporters from the trial is limited to one aspect of jury selection in which potential jury members are quizzed about the impact of media coverage on their ability to remain impartial.

The questioning of the jury pool on that issue is expected to be concluded by this Wednesday.

Although Turner said Ito was wrong to ban coverage of the trial—even for a short time—delaying the Resnick interview (via the "Larry King" show) is a relatively minor and "almost moot" point in comparison. "We'd all reported the highlights of the book. It's not as though the public's need to know hasn't been served."

But Povich argued that Ito "essentially solved his own problem" by instructing jurors not to read newspapers, watch TV or go into bookstores. He also argued there is a legitimate journalistic process that should not be delayed: exploring the credibility of Resnick and her book, "Nicole Brown Simpson: The Private Diary of a Life Interrupted." Povich's interview with Resnick aired last Friday (Oct. 21). ■



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# FCC considers reviving minority program

*Station ownership limits would be raised for participants*

By Kim McAvoy

**T**he FCC may soon consider a proposal to increase minority ownership in radio and TV that also would enable large broadcast groups to become larger.

Last week, FCC Mass Media Bureau Chief Roy Stewart told BROADCASTING & CABLE the bureau may recommend that the agency "resurrect" the so-called incubator program.

The program was originally proposed by FCC Chairman Al Sikes in 1992, but never was enacted. It would permit group owners to exceed the national ownership limits if they helped to establish minority training programs or provided technical assistance to minorities.

The program, designed to enhance minority ownership, is one of several ideas the bureau may include in a proposed rulemaking to encourage and foster an increase in minority ownership in broadcasting.

There also is a possibility that the minority ownership rulemaking will include cable, but that has not been decided. The bureau still is refining its proposal to present to commissioners,

a source said.

Stewart said loan guarantees by group operators to minorities might be part of the incubator program. He cited the financial backing Fox Broadcasting and Tribune are planning to give minorities in joint ventures as an example of what can be done to help "new entrants." "We're thinking about how we can give the program more definition," said one commission source.

Fox is investing up to \$20 million in Blackstar Acquisition, a minority-owned company that plans to purchase 11 VHF TV stations and convert them to Fox affiliates. Tribune plans to invest in a minority-owned company that would acquire TV and radio stations.

Just how far beyond the national cap the FCC will allow broadcasters to go is unclear. The cap is now set at 20 TV and 20 radio stations, although minority broadcasters now can operate 25 radio stations. Broadcasters would like to see an arrangement that essentially would permit them to acquire one more station for every minority group they assist.

It is a move that broadcasters might embrace, especially since many of the

large groups and networks have been lobbying the agency to expand the national ownership limits. The incubator program would give broadcasters a chance to respond to the FCC's call to help advance broadcast ownership by minorities.

At last week's FCC meeting, Stewart told commissioners the bureau would have a proposed rulemaking ready "soon." He said they probably will suggest taking another look at the agency's tax certificate policy.

The commission's tax certificate policy allows broadcasters and cable operators who sell properties to minorities to defer the capital gains tax. It has been suggested that the FCC adopt a less stringent requirement for what constitutes minority participation.

FCC Chairman Reed Hundt has made minority ownership a priority for the commission. He has said since he assumed the chairmanship that more needs to be done in this area.

Hundt appears to be in lockstep with the administration on this matter. Last month Vice President Al Gore said the lack of minority ownership in the broadcasting and cable businesses is a "disgrace." ■

## Nielsen reexamining black ratings sample

**A** task force on national and local measurement of black viewers by Nielsen Media Research last week said it has agreed to discuss the possibility of larger sample sizes—perhaps by increasing the number of blacks in the present sample, by expanding the overall sample, or by creating a separate sample—and to consider the entire industry's willingness to support such increases.

The task force, formed by Representative Cardiss Collins (D-Ill.) and co-chaired by NMR President John Dimling and producer Don Cornelius, also said it plans to help target marketers understand how to use the information; encourage the use of black data when targeting black consumers; improve the way black data is reported in local markets, especially in central city areas, and improve efforts to insure the proper representation of blacks in the samples. —RB

### Radio's minority ownership cap raised to 25

In an effort to boost minority ownership in radio, the FCC has raised the national ownership cap for minorities from 20 AMs and 20 FMs to 25 of each.

The decision, made last week, also allows non-minorities to hold a non-controlling interest in five more AMs and FMs as long as those stations are controlled by minorities. The commission rejected proposals to repeal recent increases in the radio ownership limits. Last month the ownership cap for radio was expanded from 18 of each service to 20.

The commission did not change the local radio ownership rules. The National Association of Broadcasters had asked for duopoly relief for small-market stations. Specifically, it requested that small-market broadcasters be allowed to own 50% of the stations in their market. Currently, they are restricted to owning "less than 50%" or three stations in a market.

The FCC rejected that request, but did agree to consider small-market duopolies on a case-by-case basis.

"We are disappointed that the commission chose not to move ahead with a proceeding to provide additional duopoly relief for small-market broadcasters," says Jeff Baumann, NAB's executive vice president and general counsel. But Baumann says that the agency's willingness to consider waivers "will give small-market broadcasters an opportunity to make their case for relief based on the specific circumstances in their communities." —KM

# AM pioneers chosen for expanded band

Seventy-nine stations to move to expanded frequency of 1605-1705 khz

By Chris McConnell

The FCC has chosen 79 AM stations to take a crack at moving into the expanded AM band.

Commission staff issued the list after the commissioners decided against a petition to reconsider the process the FCC used to rank stations seeking to move into the expanded territory between 1605 and 1705 khz. The commission, which is seeking to reduce interference in the AM band by moving some stations to the new spectrum, late last year ranked 688 stations seeking to move into the expanded band. The ranking was based on which stations would most improve broadcasting conditions in the existing band by leaving.

Those planning to pioneer the expanded band also hope the new territory will provide a better broadcasting environment. "I think this is a great way for putting AM radio on a par with FM signals," says Bob Eolin, president, WEHH-AM Elmira Heights, N.Y. Eolin says his station plans to power up from 500 watts to 10,000 watts during the day once it is on the air at 1620 khz. Richard Daly, senior vice president of broadcasting at WNED-AM Buffalo, N.Y., says the new channel will allow his station to trans-

## Proposed expanded AM band allotments (in khz)

Frequency		Frequency		Frequency	
State/City	Call Present New	State/City	Call Present New	State/City	Call Present New
AL Cullman	WFMH 1460 1700	GA Adel	WBIT 1470 1650	NM Farmington	KENN 1390 1610
AL Huntsville	WEUP 1600 1610	GA Atlanta	WAOK 1380 1640	NY Buffalo	WNED 970 1680
AL Mobile	WKRG 710 1690	GA Warner Robins	WRCC 1600 1670	NY Elmira Heights	WEHH 1590 1620
AR Fort Smith	KWHN 1320 1670	IA Cedar Falls	KCFI 1250 1650	NY Troy	WTRY 980 1640
AR Little Rock	KITA 1440 1650	IA Iowa City	KCJ 1560 1630	OK Claremore	KTRT 1270 1640
AZ Phoenix	KIDR 740 1630	ID Blackfoot	KECN 690 1610	OK Enid	KCRC 1390 1690
AZ Tucson	KCEE 940 1700	IL Normal	WBCI 1440 1690	OR Lake Oswego	KPHP 1290 1640
AZ Yuma	KBLU 560 1660	IN South Bend	WIWO 1580 1640	OR Phoenix	KTMT 880 1630
CA Auburn	KAHI 950 1700	KS Liberal	KYUU 1470 1630	PR Adjuntas	WPJC 1020 1660
CA Concord	KKIS 1480 1680	KY Bowling Green	WKCT 930 1680	TX College Station	WTAW 1150 1630
CA Crescent City	KFVR 1310 1610	LA Port Sulphur	KAGY 1510 1660	TX Denison-Sherman	KDSX 950 1680
CA El Cajon	KECR 910 1670	MD Salisbury	WTGM 960 1670	TX Edinburg	KURV 710 1640
CA Fresno	KFRE 940 1690	ME Brewer	WNSW 1200 1680	TX El Paso	KSVE 1150 1650
CA Long Beach	KFRN 1280 1650	MN Duluth	WEBC 560 1680	TX Fort Worth	KAHZ 1390 1700
CA Merced	KLOQ 1580 1640	MN Jackson	KKOJ 1190 1670	TX Fort Worth	KHVN 970 1660
CA Redding	KNRO 600 1650	MO Hannibal	KHMO 1070 1620	TX Granbury	KPAR 1420 1620
CA Roseville	KRCX 1110 1660	MS Biloxi	WVMI 570 1620	UT Brigham City	KSOS 800 1650
CA Vallejo	KXBT 1190 1620	NC Farmville	WGHB 1250 1690	UT Sandy	KTKE 830 1630
CO Arvada	KQXI 1550 1680	NC Laurinburg	WLNC 1300 1620	VA Leesburg	WAGE 1200 1700
CO Denver	KRKS 990 1640	NC Mount Airy	WSYD 1300 1630	VA Portsmouth	WPMH 1010 1650
CO Fort Collins	KCOL 1410 1660	NC Sylva	WRGC 680 1660	VI Frederiksted	WRRR 1290 1690
FL Callahan	WELX 1160 1680	ND Bismark/Mandan	KLXX 1270 1640	VI St. Thomas	WGDG 1090 1620
FL Mims	WPGS 840 1630	ND West Fargo	KQWB 1550 1620	WA Dishman	KEYF 1050 1660
FL Punta Gorda	WCCF 1580 1660	NE Grand Island	KRGI 1430 1700	WA Olympia	KCPL 920 1700
FL Winter Garden	WOKB 1600 1700	NJ Elizabeth	WJDM 1530 1680	WA Renton	KRIZ 1420 1620
				WA Seattle	KPOZ 1590 1680
				WI Sussex	WKSH 1370 1700
				WI Wisconsin Dells	WNNO 900 1660
				WY Fox Farm	KSHY 1530 1620

mit an omnidirectional signal reaching portions of his market not covered by the current signal. "We have almost no signal at all going south," Daly says.

The 79 stations getting the green light to move could be licensed to operate in the band in as little as four months if the rulemaking does not encounter more delays. But several obstacles to an uninterrupted proceeding remain. Those objecting to the new list will have 30 days in which to file a petition for reconsideration. Commission staff, recently returned from the National Association of Broadcasters

Radio Show in Los Angeles, say they expect at least one such petition.

Once any such petitions are resolved and the FCC notifies stations of their inclusion on the final list, those on the list will have 60 days to file applications for the new channels above 1605 khz. Each application then will be put on a 30-day notice during which interested parties would have another opportunity to file a petition for reconsideration. Once licensed at the new channel, broadcasters will be able to simulcast from the new and current frequencies for five years. ■

## FCC says radio LMAs, duopolies on the rise

By Julie A. Zier

Two years after the FCC relaxed its radio ownership rules, broadcasters are showing their approval by way of the rise in local marketing agreements (LMAs) and duopolies.

A study conducted by the commission's Mass Media Bureau shows that more than 2,000 of the 10,057 commercial radio stations have entered into duopolies or LMAs since those two arrangements were approved in September 1992. The average group owner increased his portfolio, the

study shows, from 6.1 to 6.2 stations.

By the FCC numbers, more than 20% of the industry already is consolidated. Industry observers expect that figure to increase to 60% by 1997.

Less than half of the 300 operating LMAs on file at the FCC are pure LMAs, according to Scott Roberts, a Mass Media Bureau economist and author of the study. More than half have purchase agreements, and about 14 stations give a broker the right of first refusal if the station is sold.

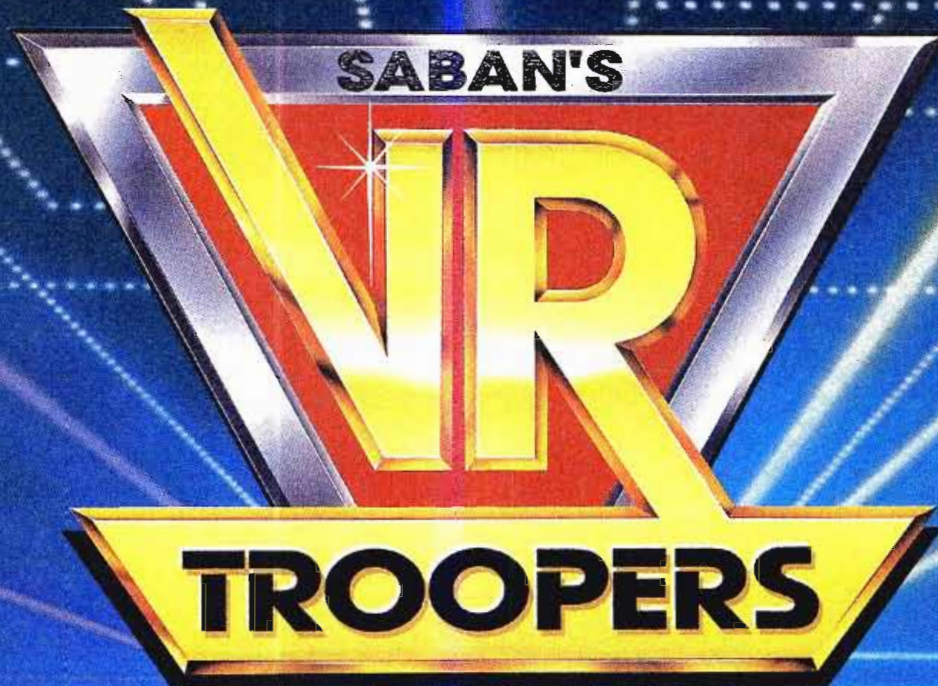
Surprisingly, duopolized stations

show almost no change in audience and revenue share from before the rule change two years ago. Roberts says the 23 markets identified show an almost identical before-and-after picture.

Roberts is quick to explain that two years of data cannot accurately indicate revenue trends. The report is intended to show data, he says, and does not draw conclusions or point to any future rulemaking.

The report, which has been presented to the commissioners, will be released to the public this week. ■

# SABA



TM

	<u>Boys 2-11</u>	<u>Boys 6-11</u>
<b>VR TROOPERS</b>	<b>6.7*</b>	<b>7.5</b>
Aladdin	5.8	6.5
Bonkers	3.4	3.6
Samurai SyberSquad	3.2	3.8
Transformers Generation 2	3.1	3.3
Goof Troop	3.1	3.0
Adv. Sonic The Hedgehog	2.6	2.7
Mighty Max	2.4	2.5
Biker Mice	2.0	1.9
Darkwing Duck	2.0	1.4



# N is #1



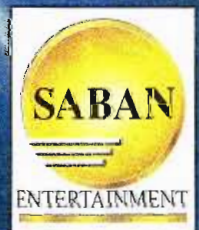
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THE #1 PROGRAM  
FOR KIDS 6-17!\*\*



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**TELCOS** *continued from page 6*

criminy treatment violates VDT's common-carrier roots. VDT operators may not "provide all or substantially all of the video dialtone platform capacity to any one programmer," the agency said.

However, planning further refinements of the rules, the FCC asked for comments on ways to "address the technical and economic constraints" on VDT channel capacity, particularly a proposal to allow multiple programmers to jointly program a block of channels to deliver broadcast signals and popular cable services, according to an FCC official.

The FCC also asked for comment on whether VDT operators may give preferential carriage treatment to certain "classes" of programmers, namely broadcasters. Bell Atlantic has proposed carrying all broadcast signals in its VDT systems.

Still unresolved is Bell Atlantic's request to provide some of the programming on its VDT systems. The 1984 Cable Act prohibits telcos from offering video services in their telephone regions, but federal courts have declared the statute unconstitutional in the Bell Atlantic, US West and BellSouth regions. ■

**Going forward bogs down at FCC**

New cable rules providing incentives for operators to add new programming services failed to emerge from the FCC last week as expected.

The rules were victims of a growing debate among FCC Chairman Reed Hundt and the other four commissioners.

Nonetheless, FCC officials expressed hope a consensus would be reached this week. "This has dragged on long enough," said one cable lawyer.

The sticking points: caps on how much operators may increase subscriber rates to offset the cost of new programming services, whether operators may move services from basic tiers to a la carte tiers and clarification on what constitutes permissible discounts of a la carte packages.

According to sources, Chairman Reed Hundt is calling for a cap of 15 cents per month per subscriber for each service added with a total cap of \$1.50 over two years. In other words, a subscriber's monthly bill could not be hiked more than \$1.50 over two years. But Commissioners Jim Quello, Andrew Barrett and Rachele Chong advocate higher caps, sources say. They are believed to support a per-service cap of 20 cents with a total cap of \$2 over two years. The cable industry had asked for caps of 25 cents and \$3.

Hundt is said to want a ban on migration of basic services to a la carte. But Barrett, Quello and Chong are said to favor limited migration. (It is unclear where Commissioner Susan Ness stands on the issue.)

But perhaps the most hotly contested issue deals with a la carte packages. Cable operators want the FCC to clarify what it considers acceptable discounts on a la carte packages so they can offer them without fear of running afoul of rate regulations. Hundt opposes such revisions, but the others support or are inclined to support them. The issue may be tabled until later.

As word of the FCC's plan leaked out last week, fX, Fox's new cable programming service, wrote Hundt protesting the restriction on migration and the \$1.50 two-year cap. fX Chairman Anne Sweeney urged Hundt to allow a "modicum of migration."

—KM

**IRTS gathers the media movers**

The International Radio & Television Society held its annual newsmaker luncheon last Wednesday (Oct. 19) at New York's Waldorf-Astoria. The featured speaker was FCC Chairman Reed Hundt (see page 41). Industry luminaries on the dais:

**Front row (l-r):** William Blackwell, Jefferson-Pilot Communications; Arthur Carlson, Susquehanna Radio Corp.; Don Cornwell, Granite Broadcasting Corp.; Ronald Davenport, Sheridan Broadcasting Corp.; Ron Hubbard, United States Satellite Broadcasting; Mel Karmazin, Infinity Broadcasting/Westwood One; Frank Osborn, Osborn Communications; Ward Quaal, The Ward L. Quaal Co.; Percy Sutton, Inner City Broadcasting; Cecil Walker, Gannett Broadcasting; Nancy Widmann, CBS Radio; Thomas Burchill, Petry Inc.; Eduardo Caballero, Caballero Spanish Media; Raymond Johns, Seltel Inc.; Thomas Olson, Katz Media Corp.; Peter Ryan, Harrington, Righter & Parsons.

**Second row:** Tim Robertson, International Family Entertainment; Thomas Rogers, NBC Cable; Douglas McCormick, Lifetime Television; Stephen Weiswasser, Capital Cities/ABC; Gerald Levin, Time Warner Inc.; Howard Stringer, CBS/Broadcast Group; Robert Wright, NBC; Reed Hundt, FCC; Peter Lund, CBS Television Network; John Conomikes, Hearst Corp.; Michael Fuchs, HBO; James Rosenfield, Veronis Suhler & Associates; Betty Hudson, NBC Productions; James Greenwald, Katz Media Corp.; Jerome Feniger, Station Representatives Association; Maurie Webster, Center for Radio Information; Giraud Chester, TV producer.

**Third row:** David Bartlett, RTNDA; Rick Devlin, Radio Network Association; Terri Dickerson-Jones, American Women in Radio & Television; Gary Fries, Radio Advertising Bureau; Lynne Grasz, Broadcast Designers Association; Sandy Josephson, NYMRAD; Joseph Ostrow, Cabletelevision Advertising Bureau; Marcella Rosen, Network Television Association; Ruth Wooden, The Advertising Council; Margita White, Association for Maximum Service Television; Ron Alridge, *Electronic Media*; Joseph Barletta, *TV Guide*; Gerard Byrne, *Variety*; Peggy Conlon, BROADCASTING & CABLE; Albert Warren, Warren Publishing.

## Littlefield looks to seize momentum

Reinvigorated NBC will use Tuesday, Thursday 8:30 slots to test new shows

By Steve Coe

**N**BC is boasting a stronger-than-ever Thursday night, a successfully launched Tuesday night, an improved Wednesday night and first-place performances for its Monday movie. All told, the network is holding close to ABC in the season-to-date race and is a solid number two among adults 18-49. It is also the only network to show growth versus last season.

With those successes in hand, the network is focusing its attention on the trouble spots. "Our situation falls under the headline of 'while we're extremely pleased with our initial showing, our work is never done,'" says Warren Littlefield, president, NBC Entertainment.

First off for the network is the declining Monday 8-9 p.m. block of *Fresh Prince* and *Blossom*, the lead-in to the *NBC Monday Night Movie*. "We need to introduce some new product in those time slots," says Littlefield. "We'll be introducing at least one new series in that time period as a contender for the fall lineup."

One strategy the network will employ is using the 8:30 time period on Tuesday and Thursday night as a testing ground for new sitcoms. "We're going to take advantage of the hammock time periods on Tuesday and Thursday nights," he says. "We'll probably look at four or more short-order series to go in those various hammocks during the season."

NBC has two sitcoms on the shelf that can be called upon for use when needed: *The Ties that Bind*, starring Ralph Macchio, and *The Mommies*, a holdover from last season. In December, one of those two or *Something Wilder*, which airs on Saturday night, will fill the Tuesday 8:30 time slot, which had been home to *The Martin Short Show*. The latter is on hiatus undergoing retooling while repeat episodes of *Wings*, *Mad About You* and *Friends* fill the bill through the November sweeps.

Although the network sees a sag on Wednesday night at 9-10 with *Date-*

*line NBC*, which follows *The Cosby Mysteries* and leads into *Law & Order*, Littlefield is not ready to ask the news division to return the time period. "These news magazines are workhorses. *Dateline* goes up against *Roseanne* and *Ellen*, one of the toughest hours on television. The news division deserves an assist for our success," he says.

Littlefield says Saturday night may see some schedule changes, but not until after December. "Our biggest problem on Saturday is at 8 p.m.," he says, referring to *Something Wilder* and *Empty Nest*, which have flip-flopped time periods. "We haven't been able to generate much of an audience, possibly because the *ABC Family Movie* has been taking away some of the sitcom audience. We're still getting discovered at 9 p.m. [with *Sweet Justice*], and viewers are coming in from all over for *Sisters* [at 10 p.m.]," he says. "Right now we're very much in the game."

Littlefield acknowledges there are two dramas in production and will be

ready by December that will be likely candidates for Saturday night. *Amazing Grace*, starring Patty Duke and from NBC Productions, has been given a six-episode order, as has *Search & Rescue* starring Robert Conrad and Dee Wallace Stone. "They're both contenders for the night," he says. Although NBC finished third two weeks ago on Friday night and continues to have trouble, Littlefield points out that "we're actually up on the night over last year."

He concedes it will take some time "for us to get people to know there's a drama alternative to *Picket Fences* at 10 p.m. in *Homicide*." He also says *Unsolved Mysteries* will attract its loyal audience no matter where it is scheduled.

Littlefield stresses that the network won't sit back and admire its early season successes. "We expect to do a midseason and a spring launch. We want to put shows in time periods that are troubled as well as time periods where we can try out product and also bring in viewers," he says. ■

## Norville joins 'Inside Edition'

Replaces O'Reilly at KWP magazine strip

By Steve McClellan

**C**BS News correspondent Deborah Norville will replace Bill O'Reilly as anchor of King World's syndicated magazine show *Inside Edition* sometime early next year.

Norville, who anchored the CBS summer magazine *America Tonight*, will stay at CBS News until early December. She's expecting her second child on Christmas Eve and wants to be at work on *Inside Edition* by late February or early March, she told BROADCASTING & CABLE last week.

O'Reilly's contract expires next May. In July, O'Reilly informed KWP that he would not renew and wanted to give the company plenty of lead time to find a replacement.



Norville leaving CBS for KWP

Reached last week, O'Reilly confirmed that one of the things he will

explore is a possible challenge to Democratic Congressman Bill Ackerman in his home district on Long Island, N.Y., in 1996. He also said he'll consider new television projects.

Norville says she is looking forward to joining *Inside* where she'll have a more hands-on role in various areas of the show, including anchoring, field reporting, producing and generating story ideas.

Norville acknowledges that she was concerned at first about the so-called tabloid label attached to the syndicated magazines, but she says her concerns were allayed after talking to show producers John Tomlin and Bob Young as well as KWP chiefs Michael and Roger King. "I talked about some of the issues that are important to me, and we're on track in terms of the ethics and pro-

prieties of what we ought to do," she says.

Norville will be *Inside*'s third anchor, succeeding O'Reilly, who took over for David Frost several months after the show debuted in 1989. Now in its sixth season, the show is frequently first or second in the Nielsen ratings (depending on the daypart) among syndicated magazines. ■

## NBC still considering offers, Wright says

*Affiliate compensation also discussed at AWRT seminar featuring network executives*

By Steve McClellan

**N**BC President Robert Wright said last week that although talks with potential investors in the network are on pause, the process "won't stop."

Wright made the remarks after participating in a New York luncheon seminar sponsored by American Women in Radio and Television. "We're taking a break," Wright said. "All the major players are taking time to reassess ourselves and our strengths and weaknesses. But it won't stop."

The "major players" include Time Warner, Turner Broadcasting and Disney, each of which has talked with NBC and parent GE about purchasing outright or taking a substantial interest in the network.

Wright was joined by ABC Network Group President David Westin, CBS Television Network President Peter Lund and Fox Broadcasting Co. President, network distribution, Preston Padden. They all agreed that their affiliate compensation costs are rising dramatically as a result of the recent affiliate realignments.

They also agreed that Fox's ability to switch to VHF affiliates in key markets will come at their expense. "We will be slightly weakened" in terms of the overall strength of the network's affiliate lineup and circulation, acknowledged ABC's Westin. And, he said, "we will pay substantially more for the distribution system."

But the flipside, said NBC's Wright, is that the station reshuffling has forced a long-overdue updating of network-affiliate contractual agreements. "The network-affiliate

### SYNDICATION MARKETPLACE

#### New strips from MCA

MCA TV is developing three new syndicated strips for launch in 1995, two talk shows and a current affairs show, confirms an MCA spokeswoman. The first is a talk show hosted by syndicated radio therapist Laura Schlessinger, who authored the best-selling book *Ten Stupid Things Women Do to Mess Up Their Lives*. The show will be positioned as a topical talk show rather than as a heavy psychology show and is being produced by Four Point Entertainment. Another project pairs KCOP-TV Los Angeles TV reporter Wendy Walsh and KTTV(TV) Los Angeles weatherman-anchor Mark Thompson in *He Says, She Says*, a current affairs show aimed at daytime, with the hosts drawing on guests, satellite feeds, specially produced segments and other creative content. The show is being produced by Woody Fraser Productions. A third show, previously

reported, is a talk show piloted by Joan Rivers's daughter Melissa.

#### Rush to renew

Multimedia Entertainment Inc. has renewed Rush Limbaugh's contract to host *Rush Limbaugh, The Television Show* for three more years—through the 1997-98 season. *Limbaugh*, the top-rated late-night syndicated television talk show, is cleared in 242 markets representing 98% of the country.

#### Package deal

The African Heritage Network and Baruch/BET Entertainment have cleared a third year of the syndicated *African Heritage Network Movie of the Month* feature-film package in 77% of U.S. households and 89% of U.S. African-American TV households. Among the 16 titles in the 1995 package are "Mississippi Masala," "Uptown Saturday Night," "The Wiz" and "Purple Rain."

Clearances include WABC-TV New York, KABC-TV Los Angeles and WLS-TV Chicago. The package's one-month windows begin in January 1995. Baruch/BET also says it has teamed with Grace Products of Dallas to syndicate *The Quest for Freedom: The Harriet Tubman Story*. The hour educational film has been cleared in more than 80% of black TV households, with top market clearances including WABC-TV New York, KCBS-TV Los Angeles and WMAQ-TV Chicago. The company also has signed with Hearst Broadcasting giving Baruch/BET syndication rights for a second year to *Martin Luther King Jr.'s March to Freedom* one-hour special and the half-hour premiere of *By River, By Rail: The Story of the Great African-American Migration (1915-1940)*. Both programs are available for a Jan. 7-Feb. 26 window, are cleared in WABC-TV New York, KABC-TV Los Angeles and WLS-TV Chicago.

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Jimmy Durante



C.E. Hooper



Harold Hough



Michael Landon



Guglielmo Marconi

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___ PATRON TABLE SEATING TEN	<b>\$5,500</b>	(\$4,250 is tax deductible)
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___ SINGLE TICKET	<b>\$450</b>	(\$325 is tax deductible)

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legal relationship has been governed by 30-year-old case law at FCC," said Wright. "It prevented us from having a rational relationship with our affiliates."

Many new agreements with affiliates cover 10 years, but the standard deal used to be two. In NBC's case, Wright said, the new contracts are also more detailed on the network's obligations to deliver "quality" shows (that meet certain rating levels).

In-house program production at the networks is likely to increase, but all the executives on the panel said the name of the game still is to get hits, which means tapping multiple program sources. "We talk of producing between 35% and 50% of our schedule," said Wright. But the top priority, he said, is "making sure we have access to the right people to write and produce shows."

Speaking generally of the business, CBS's Lund said the network business will continue to be viable, albeit with low profit margins, because advertiser demand will continue to exist. "That demand will be there even if the network share of audience drops to 50% or even 45%," he said. "Network television will continue to be the mass advertiser medium. The challenge for the networks will be to contain costs."

The executives would not rule out the possible success of either the new United/Paramount or WB networks. Fox's Padden said the network is taking a hard line on its affiliates negotiating secondary deals with the would-be program services because it plans more weekend sports programming and expects most of its affiliates to do 10 p.m. news. ■

### Station advisories

Station rep Petry Television issued advisories to its stations on three new syndicated shows for fall 1995: MTM's *America's Funniest Home Videos* off-network strip, Warner Bros.' *Carnie Wilson* talk show strip, and Kelly News & Entertainment's *Safe Streets*, a weekly reality public affairs show. Petry "highly recommended" *Safe Streets*, "recommended" *Carnie*, and said it does not recommend *Home Videos* for access or late fringe but has mixed opinions for other dayparts.

# Comedy Central: Playing with blocks

Cable channel revises schedule to include more thematic programming

By Rich Brown

There will be less stripping on Comedy Central starting on Oct. 31. Stripped programming, that is. Based in part on Comedy Central's past success with programming marathons, the cable network's prime time and weekend schedule is being revised to include fewer stripped shows (regularly scheduled, Monday-Friday series) and more thematic-programming blocks.

The five two-hour prime time blocks will run at 8-10 p.m. ET/PT, Monday-Friday, with additional plays at 8 a.m. and 2 a.m. The themed blocks will include "London Calling" on Mondays, featuring British comedies, including *Absolutely Fabulous* and *Monty Python's Flying Circus*; "Saturday Night Live: The First 20 Years" on Tuesdays, including classic episodes of the late-night show as well as cast-member interviews; Totally Free Movie on Wednesdays; "Spotlight" on Thursdays, focusing each week on the work of a different popular comedian, and "Play MiSTee For Me" on Fridays, featuring the cult hit original series *Mystery Science Theater 3000* (the network is closing in on a deal with an online service that will enable viewers to select the week's episode).

Other theme-oriented program blocks appearing on the weekend will include "Nit Wits" (slapstick); "Girls, Girls, Girls" (female performers); "The Best and The Brightest" (limited series and specials); "Soap Block" (replay of the week's *Soap* episodes); "Politically Incorrect: Week in Review" and "Sitcom Sanctuary" (limited-run sitcoms).

Comedy Central executives hope the theme-oriented program blocks will keep viewers tuned to the network in the same way that viewers stay tuned to its marathons. The blocks will give the network more freedom in packaging, promoting and hosting existing material, says Vinnie Favale, vice president, program planning and scheduling. The blocks also are expected to make room for more short-form topical commentary pieces produced by the network, he says.

Comedy Central now produces at

**"I love the idea of getting out of the strip business."**

**Bob Kreek, president and CEO, Comedy Central**

least one topical interstitial segment per day in-house, but is looking to increase that output to help give the network more identity. Network President and CEO Bob Kreek says Com-

edy Central has earmarked roughly \$2 million for its ongoing efforts to produce original topical commentary.

The new programming grid bumps existing prime time strips such as *Soap* and *Saturday Night Live*, but those shows and others will continue to be stripped at other times of the day—at least for now. "We'll crack the case on 8-10 p.m., and then we'll go from there," says Kreek. "I love the idea of getting out of the strip business." ■

## 'Newz' on the move

Late-night strip pushed back in three of top four markets

By David Tobenkin

Columbia TriStar Television Distribution's syndicated *The Newz* late-night sketch comedy strip has been downgraded in three of the four top markets.

However, despite later clearances in New York, Los Angeles and Philadelphia, the syndicator says that the moves may be better for an unusual show like *The Newz* if they reduce competition and allow the strip more time to find an audience.

In fact, the move of the show from 11 p.m. to midnight on WWOR-TV New York, effective Oct. 10, resulted at least initially in better ratings for the show. Results for the show's first week on WWOR-TV following the move were a 2.1 Nielsen metered-market rating and a 7 share, up 17% in rating and 75% in share from the 1.8/4 the show earned at 11 p.m. a week earlier, and up 17% in both rating and share from the 1.8/6 Oct. 3-7 performance of its time period predecessor, Genesis Entertainment's *Top Cops*.

This week (Oct 24), the show moves from 11 p.m. to 12:30 a.m. on WPHL-TV Philadelphia, where it will follow an infomercial slot, and from 11 p.m. to 12 a.m. on KCOP(TV) Los Angeles, where it will follow news magazine *Premier Story*. Station executives in all three markets said that the shifts reflected the show's inability to secure a significant audience at the

earlier time periods and the traditional strength of reality and off-net sitcoms in the earlier periods.

KCOP will replace the show with a second daily run of *Roseanne* at 11 p.m. The *Newz*'s new time slot in that market also will push back Paramount's *Jon Stewart* show from midnight to 12:30 a.m. In both New York and Philadelphia, the beneficiary of *The Newz*'s move was *Top Cops*, which took its place in the earlier time period.

A CTTD spokesman said that, given the show's unique sketch-comedy format, scheduling adjustments and a longer trial period may be necessary in some markets for *The Newz* to find an audience. For the show's first five weeks in 32 metered markets, it has remained flat with a 1.7/5 season-to-date household average. However, the show has been among the leaders in new strips in several key demos.

Station reps had mixed reactions to the downgrades; some termed them a large setback to the show, given the lower viewing audiences in the later time periods. But at least one rep said that the move may give the show needed time to experiment and develop an audience. "It's much worse to be rigid about clearances and have stations not renew because they don't believe in the product and are angry," said the station rep. ■

# 'Aladdin,' 'V.R. Troopers' top kids strips

*New crop boasts strong performers but no breakout shows*

By David Tobenkin

There do not appear to be any overnight sensations on the order of *Mighty Morphin Power Rangers* among the new crop of syndicated kids strips, but Buena Vista Television's *Aladdin* is delivering a much-needed boost to the Disney Afternoon while Saban Entertainment's *V.R. Troopers* is proving that both its syndicator and the kids live-action format are more than one-hit wonders.

Among new strips, *Aladdin* and *V.R. Troopers* have been neck-and-neck for the ratings crown since debuting in early September. But analysts give the nod for top performer to *Aladdin*, given that the show does not have the advantage of a *Power Rangers* lead-in in seven of 32 metered markets, as does *V.R. Troopers*, and has a stronger kids 2-11



Disney hopes to boost afternoon block with stripped debut of new weekly, 'Gargoyles.'

demographic rating. *Aladdin*'s 3.1 Nielsen metered market average rating and 8 share for the season through Oct. 17 is up 14% (for shares) from the 2.7/7 of year-ago time period programing and is up 33% from its 2.2/6 lead-in. *Aladdin* also tops all kids syndicated strips in kids 2-11 demographics, with a 5.8 through Oct. 7, compared with *V.R. Troopers*'s 4.8. Both are well off *Power Rangers*'s 10.4 kid demo for the same period.

Over the same period, *V.R. Troopers* earned a 3.0/8 household, off 11% from its lead-in but up 14% from its 3.2/7 year-earlier time period. Disney this week will attempt to build on its lead with the addition of the weekly Disney Afternoon show *Gargoyles*, an older-skewing show that will be slot-

ted on Fridays. The show launches this week with a special five-part mini-saga airing Monday-Friday.

All American's new live-action strip, *SuperHuman Samurai SyberSquad*, earned a substantially lower 1.7/6, a figure that was, however, up 20% from the 1.4/5 of October 1993 programing in its time period and matched the 1.5/6 of its lead-in.

Genesis Entertainment's *Biker Mice from Mars* earned a 1.4/6, compared with its 1.2/6 lead-in and 1.6/6 November 1993 predecessor. Some reps said they were surprised the ratings weren't higher, given expectations and strong sales of its toy line.

Rounding out the strips were Claster's *Transformers Generation 2*, which earned a 1.5/6, slightly bettering its 1.4/6 lead-in but off 14% from its 1.9/7 time period predecessor, while Bohbot Communications' *Mighty Max* earned a 1.7/6, equaling its 1.7/6 November 1993 time period history and its 1.4/6 lead-in. MCA TV's *Exo-squad* earned a 1.1/5, compared with its 1.0/5 lead-in and 1.2/5 November 1993 predecessor. ■

## HEAD ENDINGS

### Cable viewing up

An average 13.4 million households watched basic prime time cable during the first four weeks of the 1994-95 season, a record number representing a 6.8% boost over the same period last year, according to A.C. Nielsen Co. data supplied by the Cabletelevision Advertising Bureau.

### FAST selling

Group W Sports Marketing has signed on as exclusive national sales representative for First Auto Sports Television (FAST), a full-service TV production company and exclusive provider of auto and motorcycle racing to Prime Sports-channel Network.

### New Savie from Nielsen

Nielsen Media Research has launched a computer-based service for local cable ad buying, the

Nielsen Savie System. Initial clients include McCann-Erickson, Ogilvy & Mather, Chiat-Day, Focus Media, SMY and Prime Ticket.

### Worldwide Discovery

Newly signed international agreements for The Discovery Channel include a deal with Samsung Group subsidiary Cheil Communications to distribute its programing on Korea's newly created Q Channel beginning on Jan. 5, 1995; a distribution agreement with Philippines cable system operator Sky Cable, and an exclusive output agreement with European video distributor Pickwick to distribute a minimum of 16 Discovery Channel titles per year to the UK and Ireland.

### More subs for Turner

Recent cable system launches for Turner Broadcasting's newest cable

networks helped boost distribution of the Cartoon Network to more than 11.6 million subscribers and pump up the subscriber base of Turner Classic Movies to almost 2 million subscribers. Turner is offering the services on flexible terms that include expanded basic, established tiers and newly formed tiers.

### Golden finalists

The National Academy of Cable Programing has selected five finalists for the 10th Annual Golden CableACE Award: the C-SPAN bus, which gave visitors hands-on experience with cable programing; The Discovery Channel's *Watergate* miniseries; Home Shopping Club's *Bring Them Home America* special; Lifetime's *Picture What Women Do* public-awareness campaign, and Turner's *A Century of Women* series. —RB



## Blockbuster's next TV move is Big Ticket

Blockbuster Entertainment Group, the parent company of Spelling Entertainment Group and known for its dramas such as *Beverly Hills, 90210*, *Melrose Place* and *Models Inc.*, has formed Big Ticket Television, a division that will develop and produce half-hour comedy series for network, cable and syndicated television. Larry Lyttle has been named its president.

Lyttle, most recently president of Spelling Television, where he developed the NBC series *Madman of the People*, immediately announced the appointment of Bill Sanders, senior vice president, creative affairs, and Neil Shenker, head of business and legal affairs. Sanders is supervising producer of HBO's *Dream On*, and Shenker most recently was senior vice president, business affairs, Reeves Entertainment.

"Our primary mandate is to develop and produce half-hour comedies for the networks, the new Warner Bros. and United/Paramount networks and for first-run," says Lyttle. He says that, secondarily, Big Ticket will work with Blockbuster-owned Virgin Interactive to develop interactive games as television shows. Lyttle says two such games already are being developed: a sports game that will be targeted for prime time or Saturday morning and another that is being looked at as first-run product.



Big Ticket's Larry Lyttle

Big Ticket Television, which Lyttle says has "several million dollars" in start-up money, will announce some writer and producer deals in the next two to three weeks. "We hope to have a project ready for next fall," he says, acknowledging "it'll be a scramble." He says the company already is in discussions with Creative Artists Agency about a female writer/producer with a series commitment from one of the networks.

Initially, the company will operate with a staff of four or five executives and three support people until series production begins and additional production people are brought

on board.

As for the company's production philosophy, Lyttle hopes Big Ticket will mirror such companies as "MTM in the Grant Tinker days and Castle Rock. We're going to carefully and prudently develop projects that we're interested in producing. We're going to be selective. We can't possibly afford to do 10 pilots."

"We're going to go specifically after intelligent comedies that have broad appeal," Lyttle says. Under the company's three-year business plan, he hopes to have "two to three series that are on the air and working after three years."  
—SC

## Rainbow adds to its stable of cable programs

*Horse-racing channel, shopping service, singles network in works*

By Rich Brown

**R**ainbow Programming Holdings is at the starting gate with a new horse-racing channel that soon will join the company's growing portfolio of programming services.

Working within a test period established by New York state, Rainbow is in active preproduction on a horse-racing network that will allow viewers to place their bets at home by telephone. The racing channel will be offered as a regional service for 90 days to cable systems in the state—including the many systems owned by Rainbow parent company Cablevision Systems Corp.—with revenues to be divided among Rainbow, the participating cable system and the state.

Meanwhile, Rainbow this week debuts a home shopping program with Fortunoff's department stores that will serve as a prototype for a region-

al shopping service. The program, to be telecast on a Cablevision system which was not identified by the company as of press time, will offer jewelry in the \$50-\$1,000 range. The company has tested a similar show with appliance retailer P.C. Richards and other tests are planned.

The increased cable system capacity that will come through digital compression technology is creating an unprecedented content race in the TV programming business, whether or not programmers realize it, says Josh Sapan, President/COO, Rainbow Programming Holdings.

"We think the flag went down 12 months ago, and no one heard the gun go off," Sapan says. "The first to market is frequently market-dominant."

In the past year Rainbow has launched a national sports news network, NewSport, and a movie chan-

## A Call For Entries

The American Legion 1995 Fourth Estate Award Competition

Individuals, publications or broadcast organizations may submit work completed between January 1 and December 31, 1994.

The work must cover an issue of national interest, be in accordance with American Legion principles, and have contributed to the furtherance of the American way of life.

Past winners of this prestigious award include *Fortune Magazine*, *The St. Louis Post-Dispatch*, *KMOX Radio*, and individual journalists from all across America.

Entry deadline is January 31, 1995. Award will be presented at the 1995 National Convention in Portland, Oregon.

Entries should be submitted to:  
The American Legion  
Public Relations Division  
700 North Pennsylvania Street  
Indianapolis, IN 46204



For more information call:  
(317) 630-1253

# Ratings: Week 4, according to Nielsen, Oct. 10-16

	<b>abc ABC</b>	<b>CBS</b>	<b>NBC</b>	<b>FOX</b>
<b>MONDAY</b>	<b>15.9/25</b>	<b>13.7/21</b>	<b>11.8/18</b>	<b>7.5/12</b>
8:00	54. <b>Coach</b> 9.9/16	25. <b>The Nanny</b> 12.8/20	58. <b>Fresh Prince</b> 9.6/15	64. <b>Melrose Place</b> 9.2/14
8:30	81. <b>Blue Skies</b> 7.6/12	18. <b>Dave's World</b> 14.1/21	54. <b>Blossom</b> 9.9/15	
9:00	6. <b>NFL Monday Night Football—Minnesota Vikings vs. New York Giants</b> 18.1/30	12. <b>Murphy Brown</b> 14.9/22	28. <b>NBC Monday Night Movies—Voices from Within</b> 12.6/20	92. <b>Party of Five</b> 5.8/9
9:30		22. <b>Love &amp; War</b> 13.5/20		
10:00		23. <b>Northern Exposure</b> 13.4/22		
10:30				
<b>TUESDAY</b>	<b>16.9/27</b>	<b>10.7/16</b>	<b>13.8/21</b>	<b>6.1/9</b>
8:00	25. <b>Full House</b> 12.8/21	40. <b>Rescue 911</b> 11.0/17	19. <b>Wings</b> 13.7/22	91. <b>Fox Tuesday Night Movie—Roseanne: An Unauthorized Biography</b> 6.1/9
8:30	27. <b>Me &amp; the Boys</b> 12.7/20		15. <b>Mad About You</b> 14.7/23	
9:00	1. <b>Home Improvmt</b> 21.0/31	47. <b>CBS Tuesday Night Movie—Beyond Betrayal</b> 10.5/16	10. <b>Frasier</b> 15.9/23	
9:30	2. <b>Grace Under Fire</b> 20.1/30		12. <b>Frasier</b> 14.9/22	
10:00	8. <b>NYPD Blue</b> 17.4/29		32. <b>Dateline NBC</b> 11.7/19	
10:30				
<b>WEDNESDAY</b>	<b>13.2/21</b>	<b>8.8/14</b>	<b>11.5/19</b>	<b>10.0/16</b>
8:00	35. <b>Thunder Alley</b> 11.4/19	73. <b>Boys Are Back</b> 8.6/14	45. <b>The Cosby Mysteries</b> 10.7/17	29. <b>Beverly Hills 90210</b> 12.3/20
8:30	35. <b>All American Girl</b> 11.4/18	79. <b>Daddy's Girls</b> 7.8/12		
9:00	7. <b>Roseanne</b> 18.0/28	60. <b>Touched by an Angel</b> 9.4/14	51. <b>Dateline NBC</b> 10.2/16	81. <b>Models Inc.</b> 7.6/12
9:30	11. <b>Ellen</b> 15.6/24	70. <b>48 Hours</b> 8.7/15	21. <b>Law and Order</b> 13.6/23	
10:00	38. <b>Turning Point</b> 11.3/19			
10:30				
<b>THURSDAY</b>	<b>10.3/17</b>	<b>9.8/16</b>	<b>16.9/27</b>	<b>8.2/13</b>
8:00		44. <b>Due South</b> 10.8/17	12. <b>Mad About You</b> 14.9/24	77. <b>Martin</b> 8.0/13
8:30	53. <b>Matlock</b> 10.1/16		19. <b>Friends</b> 13.7/22	65. <b>Living Single</b> 9.0/14
9:00		50. <b>Chicago Hope</b> 10.4/16	3. <b>Seinfeld</b> 20.0/30	79. <b>New York Undercover</b> 7.8/12
9:30		75. <b>Eye to Eye with Connie Chung</b> 8.2/14	15. <b>Madman/People</b> 14.7/23	
10:00	45. <b>Primetime Live</b> 10.7/18		4. <b>E.R.</b> 19.1/32	
10:30				
<b>FRIDAY</b>	<b>12.4/23</b>	<b>10.3/19</b>	<b>8.7/16</b>	<b>7.0/13</b>
8:00	35. <b>Family Matters</b> 11.4/22	51. <b>Diagnosis Murder</b> 10.2/19	69. <b>Unsolved Mysteries</b> 8.8/17	94. <b>M.A.N.T.I.S.</b> 5.0/9
8:30	34. <b>Boy Meets Wild</b> 11.5/21		60. <b>Dateline NBC</b> 9.4/17	68. <b>X-Files</b> 8.9/16
9:00	38. <b>Step By Step</b> 11.3/21	56. <b>Under Suspicion</b> 9.8/18		
9:30	43. <b>Hangin' w/Mr. C</b> 10.9/20	40. <b>Picket Fences</b> 11.0/21	77. <b>Homicide: Life on the Street</b> 8.0/15	
10:00	17. <b>20/20</b> 14.5/28			
10:30				
<b>SATURDAY</b>	<b>8.7/16</b>	<b>10.6/20</b>	<b>7.7/14</b>	<b>7.0/13</b>
8:00	89. <b>ABC Saturday Family Movie—Summertime Switch</b> 6.7/12	33. <b>Dr. Quinn Medicine Woman</b> 11.6/22	93. <b>Something Wilder</b> 5.4/10	88. <b>Cops</b> 6.9/13
8:30		56. <b>Five Mrs. Buch</b> 9.8/18	90. <b>Empty Nest</b> 6.3/12	85. <b>Cops</b> 7.2/13
9:00		65. <b>Hearts Afire</b> 9.0/16	74. <b>Sweet Justice</b> 8.5/15	84. <b>America's Most Wanted</b> 7.4/13
9:30		40. <b>Walker, Texas Ranger</b> 11.0/21	63. <b>Sisters</b> 9.3/17	
10:00	65. <b>The Commish</b> 9.0/17			
10:30				
<b>SUNDAY</b>	<b>10.0/16</b>	<b>14.2/23</b>	<b>10.9/18</b>	<b>7.2/12</b>
7:00	70. <b>Am Fun Hm Vid</b> 8.7/15	5. <b>60 Minutes</b> 18.3/31	76. <b>NBC Sunday Night Movie Special—Curly Sue</b> 8.1/13	85. <b>Encounters</b> 7.2/12
7:30	83. <b>On Our Own</b> 7.5/12	9. <b>Murder, She Wrote</b> 17.0/26		60. <b>Simpsons</b> 9.4/15
8:00	59. <b>Will You Marry Me?</b> 9.5/15			87. <b>Hardball</b> 7.1/11
8:30		29. <b>CBS Sunday Movie—Cries from the Heart</b> 12.3/20	29. <b>NBC Sunday Night Movie—Necessary Roughness</b> 12.3/20	47. <b>Married w/Chldr</b> 10.5/16
9:00				70. <b>George Carlin</b> 8.7/14
9:30	23. <b>ABC Sunday Night Movie—Without Consent</b> 13.4/21			
10:00				
10:30				
<b>WEEK'S AVGS</b>	<b>12.4/20</b>	<b>11.4/19</b>	<b>11.5/19</b>	<b>7.9/13</b>
<b>SSN. TO DATE</b>	<b>12.0/20</b>	<b>11.7/19</b>	<b>12.0/20</b>	<b>7.6/12</b>

RANKING/SHOW [PROGRAM RATING/SHARE] (nr)=NOT RANKED \*PREMIERE SOURCE: NIELSEN MEDIA RESEARCH YELLOW TINT IS WINNER OF TIME SLOT TELEVISION UNIVERSE ESTIMATED AT 95.4 MILLION HOUSEHOLDS; THEREFORE ONE RATINGS POINT IS EQUIVALENT TO 954,000 TV HOMES

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nel, The Independent Film Channel. Also new to the Rainbow portfolio is MuchMusic, the 10-year-old Canadian music video network that Rainbow is distributing in the U.S. Rainbow plans to start customizing the channel for the U.S. market in 1995 by incorporating footage shot on college campuses across the country. And on Jan.

1 Rainbow plans to debut The Singles Channel, a national programing service featuring locally inserted personal ads.

Sapan would not say how much money Rainbow is investing in the new services, but he did say the company is not expecting any early returns on its programing invest-

ments. Investing in services like The Singles Network will, within 10 years, prove to be a "humongous" opportunity for the company, he says.

"Our view is a very, very long view," Sapan says. "There's a long growth curve on programing, but there is a great payoff if you do it right." ■

## USA Networks boosts Latin American slate

*Network adds 10 shows to Latin American service; targets Brazil, Europe for expansion*

By Rich Brown

The growing competition among programers south of the border is about to heat up even more with the introduction of 10 shows on USA Networks' fledgling Pan-Latin American network, USA America Latina.

Although cable/MMDS penetration in Latin America stands at a relatively low 5-10 million, USA and other programers are betting on the tremendous upside potential of a developing region with 360 million people, says Rafael Pastor, executive vice president, managing director, USA Networks International.

New to the USA America Latina schedule beginning Nov. 23 is a Spanish version of USA's animated *Duckman* series and the company's first shows produced in Mexico: *Jaime Camil Internacional*, a weekly late-night talk show featuring interviews with international celebrities, and *Alto Riesgo*, featuring weekly sports/adventure journeys from around the world. These productions will be done in conjunction with Mexico-based Adela Productions.

Other exports joining the USA America Latina schedule in November include USA sitcom *Weird Science*; USA wrestling series *WWF Monday Night Raw*; *FBI: The Untold Stories*; *seaQuest DSV*; *Alfred Hitchcock Presents* and *Night Gallery*. The series join a lineup that already includes such exclusive programing as *Entertainment Tonight*, *Hard Copy*, *Wings*, weekly live boxing, classic movies, *Murder, She Wrote* and 12 hours from USA's Sci-Fi Channel.

USA America Latina, a partnership

with Latin American cable companies Multivision of Mexico and Produfe of Argentina, is available in 2 million homes. That figure is expected to reach 3 million in 1995 with the addition of many direct-to-home subscribers, Pastor says.

USA Networks executives are targeting entry into Brazil in 1995 and plan to launch a European USA service by early next year. ■



'Jaime Camil Internacional' is among 10 new shows on USA America Latina. ■

### Top cable shows

Following are the top 15 basic cable programs for the week of Oct. 10-16, 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. NFL Football	TNT	Thu 8:00p	4,864	7.9 5.1
2. College Football Score	ESPN	Sat 9:26p	3,532	5.6 3.7
3. CFA Prime Time	ESPN	Sat 6:30p	2,733	4.3 2.9
4. NFL Prime Time	ESPN	Sun 7:00p	2,681	4.2 2.8
5. CFA Prime Time	ESPN	Sat 9:39p	2,385	3.8 2.5
6. CFA Prime Time	ESPN	Sun 8:00p	2,049	3.2 2.1
7. Movie: 'Lakota Woman'	TNT	Sun 8:00p	1,817	3.0 1.9
8. Murder, She Wrote	USA	Mon 8:00p	1,787	2.9 1.9
9. Silk Stalkings	USA	Sun 11:00p	1,778	2.9 1.9
10. The Ren & Stimpy Show	NICK	Sun 11:00a	1,758	2.9 1.8
11. Silk Stalkings	USA	Sun 10:00p	1,744	2.8 1.8
11. NFL Gameday	ESPN	Sun 12:00n	1,697	2.7 1.8
13. Saved by the Bell	TBS	Thu 5:35p	1,652	2.7 1.7
14. Doug	NICK	Sun 10:00a	1,619	2.7 1.7
15. WWF Monday Night Raw	USA	Mon 9:00p	1,581	2.5 1.7

The top five basic cable services for the period of Oct. 3-9 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. TNT	1,514	2.5/4.0
2. ESPN	1,470	2.3/3.8
3. USA	1,240	2.0/3.2
4. TBS	1,093	1.8/2.9
5. NICK	797	1.3/2.1

# Telemedia

THE INTERACTIVE WORLD OF VOICE, DATA AND VIDEO

# Week

Interactive



## America Online, Apple, Medeor go shopping

2Market grows out of En Passant; expected to be ready in November

By Mark Bernstein

America Online, Apple Computer and Medeor Inc. next month will announce the launch of an electronic shopping service that combines the storage capability of CD-ROM with the communications and transactions options of online services.

The CD-ROM/online service will be called 2Market and is an outgrowth of En Passant, a pilot venture between Apple, EDS and Redgate Communications. The hybrid CD-ROM/online home shopping service will be delivered to personal computers and marks a departure from the linear home shopping service offered over cable television.

America Online acquired Redgate Communications earlier this year and the newly merged entity is quickly moving to create the home shopping venture and other services that combine the CD-ROM and online platforms.

"We can't talk about the specifics and will make a formal announcement concerning the launch on Nov. 21," says Lisa Cort, a 2Market spokesperson. She says the new venture is under non-disclosure agreements not to release the names of the national merchants involved, but she says that more than



continued on page 30

Online Services

## HSN sets up shop on Prodigy, Internet

Service has exceeded expectations, says HSN Interactive presi-

By Mark Bernstein

Home Shopping Network has launched its new online store on both Prodigy and the Internet.

Jeff Gentry, president of HSN Interactive, says the initial rollout of its online shopping service has thus far "exceeded expectations."

Gentry says that although HSN Interactive is participating in a couple of the interactive television trials around the country, its focus is on building online services that will be available over broadband networks in the future.

The online home shopping service developed by Home Shopping Interactive, a subsidiary of Home Shopping Network, is called Home Shopping Club Outlet Net. HSN says its online shopping outlet also is available through the Internet.

"All of our expectations have changed," Gentry says, adding that the service was designed for a male audience, but the majority of the products on the net have been bought by working women on their home PCs.

Although Gentry is pleased with the results of online shopping, the revenue generated doesn't compare with that from home shopping on cable. "Today,



online shopping is insignificant compared [with shopping on] television, but in the long term we see digital retailing becoming significant," Gentry says.

Gentry also says HSN Interactive has found that many customers watch the Home Shopping Network on television but use their PCs to browse through a catalogue of products.

Home Shopping Network Inc. announced financial results for the third quarter last week, with net sales increasing to \$276.6 million, or 6.2%, compared with net sales of \$260.5 million in the same period last year. ■

### 'SNL' 20th anniversary CD-ROM

GameTek and Broadway Video are releasing Saturday Night Live, a two disk CD-ROM retrospective of the NBC late-night comedy program that contains more than 50 video clips, hundreds of still photographs, sound bites and catch phrases, music and skit segments. The discs are available for both IBM and Macintosh multimedia personal computers and will cost \$79.99.

**AONL continued from page 29**

20 will be part of the service.

Cort says that the 2Market partners are considering the pricing structure and likely will offer the service on a subscription basis with additional online fees. She also says that there will be Windows and Mac versions of the CD-ROM software.

National merchants that were part of En Passant included Lands' End, Williams-Sonoma, The Nature Company and Tiffany & Co. The En Passant pilot was distributed to more than 30,000 homes with Macintosh computers equipped with CD-ROM drives.

2Market is being developed by several new media developers formerly of En Passant and Redgate Communications and is a spin-off of the new America Online Services Co. It is

headed by former Redgate president Ted Leonsis.

Steve Case, president of America Online, says 2Market is the first of a series of products marrying the online and CD-ROM platforms.

Case sees these "hybrid" online/CD-ROM products as precursors to the programming and services that will be available over broadband networks offered by the telcos and cable operators.

Medeor, a developer of CD-ROM products, is doing some interface design work for Time Warner's Full Service Network in Orlando, Fla.

The daily operations of 2Market will be managed by Tom Burt and Greg Shove, both of whom formerly worked on En Passant. Mike Minigan, former vice president of new media for Redgate Communications, also is involved with development of the new electronic home shopping service. ■

Interactive

# ABC signs NTN to create interactive services

Two companies will use network properties as springboard for software

By Mark Bernstein

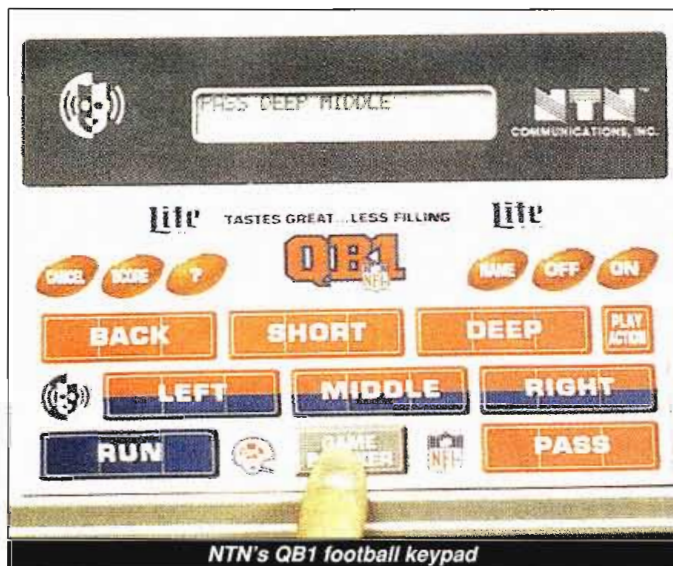
**A**BC owns and develops a wealth of video content, but knows next to nothing about creating interactive software products out of its various television franchises.

In an effort to parlay its programming assets into interactive services, Capital Cities/ABC has signed a multiyear, nonexclusive deal with NTN Communications Inc. to co-develop interactive programming and services to be available over multiple platforms ranging from online networks to interactive TV systems.

Pat Downs, NTN chairman, says ABC will select shows from its lineup, and NTN will develop interactive games that will allow consumers to play along with ABC's sports, daytime, news and other network and cable programming.

"They're going to come up with a roster of priority programming that they want to be interactive," Downs says. He says that ABC's challenge is choose which shows make sense interactively and then determine how to brand those properties for the new media.

NTN will make its QB1



interactive football game available with ABC college and pro games, including *Monday Night Football*. But only a limited number of consumers will have access to this service until interactive services are available through digital set-top boxes over cable and telco networks. Downs says QB1 will be available through Prodigy next year and already is running on GTE's Main Street interactive cable service.

NTN also is developing "Diamond Ball," an interac-

tive baseball game to be played in conjunction with Major League Baseball games televised on ABC or ESPN, a Capital Cities/ABC subsidiary.

Stephen Weiswasser, president, Capital Cities/ABC Multimedia Group, says game shows are a natural for developing a play-along interactive service, but he says that not all of ABC's successful TV properties will translate well to new media platforms.

As part of the deal, ABC will sell advertising time on

NTN Communications' existing network, which delivers interactive games to more than 2,000 bars, restaurants and hotels. NTN has ad deals with Miller Brewing and Chrysler, but still is negotiating terms with ABC.

Downs says his company is serving ABC as an "interactive production house, which can syndicate programming to multiple platforms." He says the deal does not preclude NTN from doing interactive production work for others.

Downs says that although there is a lot of discussion about the deployment of interactive set-top boxes and broadband networks by the telcos and cable operators, the real key is to develop compelling interactive services. He expects that it will be at least three years before "any significant deployment" of these new interactive TV networks is available to the consumer market.

Downs says it is important for ABC to maintain the "look and feel" of its network programming and also to make its content available across a range of different platforms. ■

Set Top Boxes

# Set-tops: The next generation

Oracle lines up manufacturers to recommend standards

By Mark Bernier

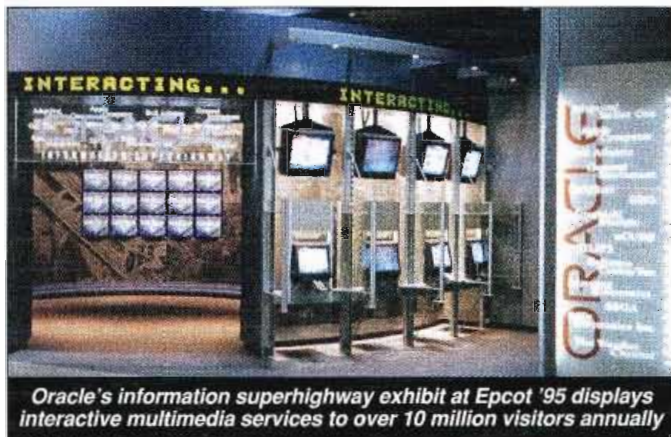
There are no standards for the next generation of set-top boxes for interactive television, but Oracle is trying to change all that.

Oracle's "set-top alliance" met for the third time last week in Orlando, Fla. The alliance brings together digital converter manufacturers that are interested in recommending a basic framework for the contents and operation across networks for the new set-tops. Without standards, each trial conducted has a different set-top, a nightmare for manufacturers.

But even as companies such as Apple Computer, Scientific-Atlanta and Sony attend Oracle's informal standards forums, they in no way are obligated to design their products around the discussions. The industry's standards bodies make the ultimate decisions.

Tim Hayden, senior product manager of new media, Oracle, says the company is recommending four interfaces be standardized in each future set-top box.

For one, Hayden says, a "boot protocol" is needed to allow the set-top box to identify itself to the network and the server. Then a communications protocol is needed to allow the network to commu-



nicate back to the set-top.

A video compression/decompression standard needs to be established, Hayden says. He expects MPEG-2 will be codified next month at a standards meeting in Singapore. Oracle also would like to see some type of "software-based hardware authentication" that would be burned into the memory of every set-top.

Hayden leads Oracle's relations with various standards bodies, including DAVIC, The Interactive Multimedia Association, The Corporation for Open Systems' Open Set-Top Executive Interest Group and VESA's Open Set-Top Special Interest Group.

"There really are not many standards for set-tops, except for NTSC," Hayden says, adding that a lot of work still needs to be done to establish

standards for the next generation. When those standards will be implemented is not known.

The most critical standard that needs to be established is a protocol for the communication between the set-top and the video server in a telephone company's central office or at a cable headend. This is a bare-bones requirement to insure a basic degree of interoperability between a range of set-top and video-server vendors, Hayden says.

Another important standard to be established deals with creating a software standard within the set-top so developers of interactive services can write applications that will have access to a variety of systems.

The other members of Oracle's set-top alliance: Acorn, Adaptive Micro-Ware/Stellar One Corp., General Instrument, Goldstar Co., Hewlett-Packard Co., Hyundai Electronics, Kyocera, Microware, Mitsubishi Electronics, Philips Consumer Electronics, Pioneer, Reliance Comm/Tec, Samsung Electronics, Sega, Sharp, Software Systems Ltd. and The 3DO Co.

The alliance was formed to "promote interoperability and speed the delivery of interactive television services to consumers," according to an Oracle release. ■

## TCI, Motorola link up with Chicago teleport

Tele-Communications Inc. and Motorola say they will join Teleport Communications Group to offer local telephone service in suburban Chicago, competing directly against Ameritech. TCI has close to 200,000 cable subscribers in the Chicago area and plans with its partners to offer business customers long distance access bypassing the local phone company. Motorola will provide the phone equipment, Teleport will provide the switching facilities for connection to the long distance carriers, and TCI will leverage its existing cable plant.

## IPO from PanAmSat

PanAmSat has filed an initial public offering (IPO) with the Securities and Exchange Commission to finance the construction and launch of its fifth and sixth satellites. Donaldson, Lufkin & Jenrette will underwrite the offering along with Bear Stearns and Merrill Lynch. One of the satellites covered by the financing effort—the PAS-5—will provide direct-to-home services to Latin America. PanAmSat last month said it had tapped Space Systems/Loral to build the satellite. The company last week said its IPO is only aimed at supporting the construction and launch of the PAS-5 and PAS-6, and not at supporting the rest of the planned direct-to-home business.

## PanAmSat goes public

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### Court TV putting Simpson transcripts online

Court TV said it will make transcripts of the O.J. Simpson trial available through America Online, Prodigy and CompuServe. Even if cameras are not permitted in the courtroom, online subscribers will be able to access the text of the trial's proceedings.

### Telephony over cable TV in Japan

First Pacific Networks said it is working with Fujitsu and Tomen to provide a trial residential telephone service to 300 households on Yokohama TV Corp.'s hybrid fiber/coax cable system in Japan. Japan's regulatory policy allows its cable TV operators to provide phone services.

*Calendar*

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

**Oct. 26-28**—Wireless Data '94, sponsored by Probe Research Inc., Sheraton Palace, San Francisco. Contact: Ted Sienicki, 201-285-1500.

**Oct. 27**—Television Programming...The Next Generation, sponsored by The New York Chapter of The Society of Satellite Professionals International, New York. Contact: Nancy Salvati, 202-945-3547.

**Oct. 27-28**—Converging Opportunities in the Interactive Marketplace: From Siliwood to the Infobahn, sponsored by Strategic Resources Institute, Hotel Inter-Continental, Los Angeles. Contact: 800-599-4950.

**Nov. 1-3**—The Media Alliances Conference, sponsored by The Kelsey Group, Editor & Publisher and Prodigy, Hyatt Regency La Jolla, San Diego, Calif. Contact: Natalie Kaye, 609-921-7200.

**Nov. 3-4**—Online Interactive Services, sponsored by Institute for International Research, Walt Disney World, Lake Buena Vista, Fla. Contact: 800-345-8016.

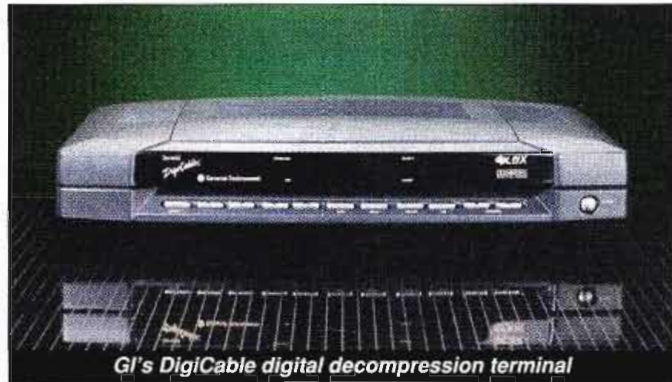
**Nov. 7-8**—Marketing & Distribution of Multimedia, sponsored by AIC Conferences, Marriot Marquis, New York. Contact: 800-409-4242.

**Nov. 14-15**—Convergence '94: The Information Superhighway, sponsored by Multichannel CommPerspectives. The Grand Hyatt Hotel, Washington. Contact: Sarah Harvey, 303-393-7449.

**Nov. 14-16**—Opportunities on the Information Superhighway, sponsored by Multichannel CommPerspectives, Grand Hyatt, Washington. Contact: Sarah Harvey, 303-393-7449.

**Nov. 15-17**—DRTV East Expo & Conference, sponsored by Advanstar Expositions, New York Hilton & Towers, New York. Contact: 800-854-3112.

*Interactive*



## GI wins digital set-top deal from Jones

*Telcos, cable cool to high costs, unknown services for new converters*

By Mark Berniker

Jones Intercable will purchase 150,000 of General Instrument's DigiCable digital set-top boxes for its upgraded cable systems.

General Instrument is the leading manufacturer of set-top converters for the analog cable television market, and it plans to make whichever black box the market demands for the coming digital world.

Dan Sutorius, GI's director of digital addressable systems, says that many network operators are looking for a combination of analog and digital boxes.

Sutorius says that although some will demand interactive services that will run through digital set-tops, many customers will be content with analog boxes offering traditional cable TV services at a lower cost. "Operators interested in offering some kind of near-video-on-demand service will find our digital boxes meet their needs," he says.

In addition to the Jones deal, Sutorius says GI has orders for digital boxes from TCI, Century, Newhouse, Cox, Shaw, Comcast, Cablevision Industries, Adelphi, Sammons and TeleCable. He says GI will begin delivering

the more than 2.5 million digital set-tops it has on order during the second quarter of next year.

But although GI has won a number of orders, digital set-top box vendors are beginning to receive a chilly reception from their prospective customers. Both telephone companies and cable operators are less enthusiastic about purchasing the expensive next-generation converters.

There are orders for the new set-tops from a variety of cable system operators and telcos, but questions remain about whether the current cost of the set-tops will be offset by the services they offer.

One of the reasons for slackening demand, cited by officials from the telephone industry, was the recent death of S. 1822, the so-called information superhighway bill.

But the fact remains that the price of the new digital set-tops is far more than the telephone companies are prepared to pay. And, in the case of the majority of cable operators, the new set-tops simply are not affordable.

The digital set-top vendors are waiting for widespread deployment of networks capable of delivering interactive

services via these new units in the home. But until large-scale rollouts take place, the current interactive TV trials represent a holding pattern.

"The people doing the manufacturing don't want to tip their hand," says John Hildebrand, chief operating officer of USA Video, a company that set up Rochester Telephone's video-on-demand trial, and who deals with both network operators and set-top box manufacturers.

Hildebrand says Bell Atlantic has issued an RFP for well over 1 million set-top boxes that is attracting the attention of all the set-top vendors entering the market. Sutorius says he expects GI will be a major provider of digital set-tops to Bell Atlantic.

"It's the increase in volume that is going to drive down the price of these new set-tops," Hildebrand says.

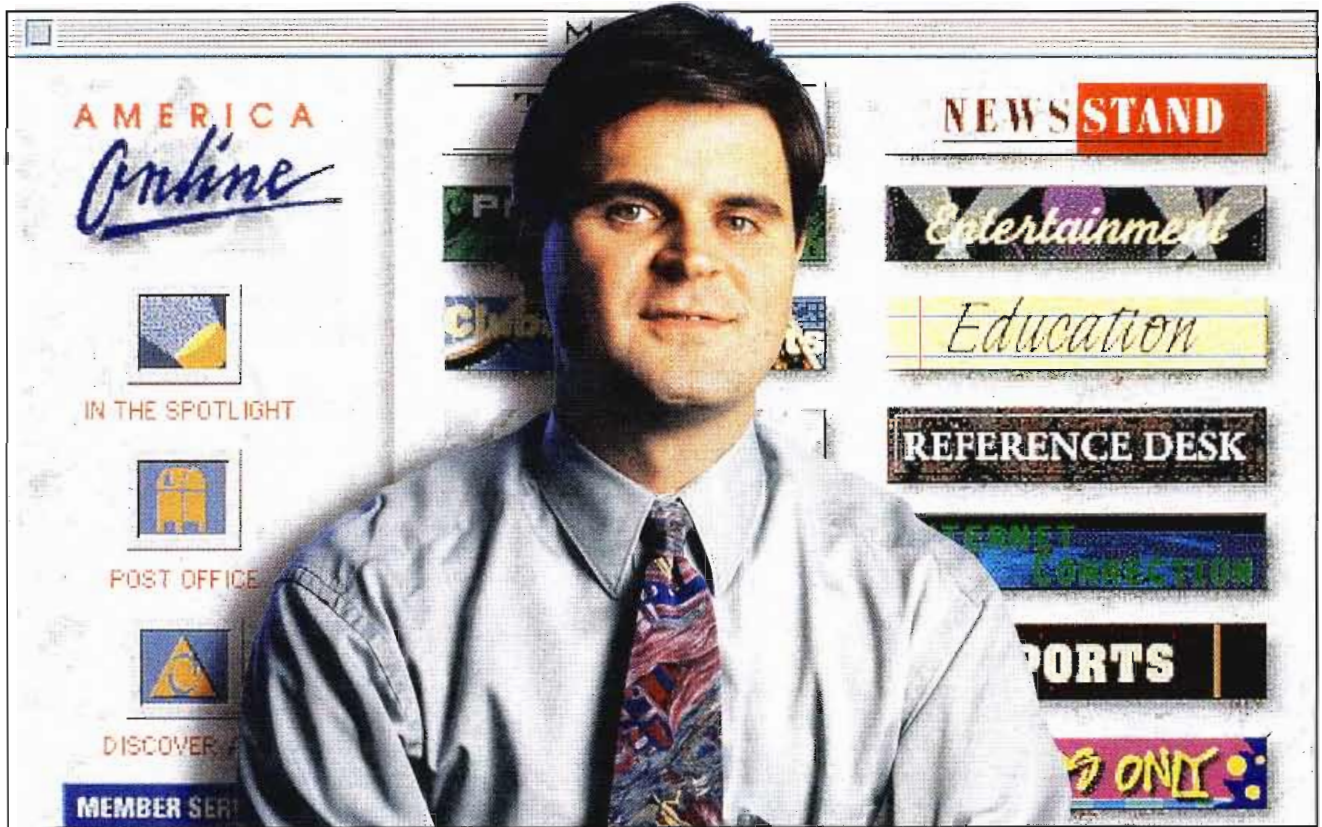
Current advanced interactive set-top boxes, such as the one being developed by Time Warner for its Full Service Network in Orlando, Fla., cost more than \$5,000 each. These boxes have very fast computer processing capabilities and a lot of memory, but basically are hand-built units that will never be widely deployed, Hildebrand says.

Hildebrand expects that next year, as volume goes up and hand-made prototype units are replaced by limited volume manufacturing, the price will drop to \$800-\$1,200, and orders will be in the tens of thousands for expanded market trials and limited commercial rollouts.

Hildebrand expects that by 1996 there will be a significant volume of manufacturing and prices will drop to \$300-\$600.

"But for every piece of functionality you put into the set-top box, you have to ask the question, 'Will I see an increase in revenue to justify the cost of the feature?'" Hildebrand says. ■





# Online with Steve Case

The online computer industry still is dwarfed by broadcast and cable television, but it is a growing market grabbing the interest of anyone contemplating the future of the media. Providing a view of the online present and a glimpse of its promising future is Steve Case, president of America Online. The entrepreneurial Case has led his company from a small startup a few years ago to a major force in that rapidly evolving sector of the communications universe. Case sat down last week with BROADCASTING & CABLE Senior Editor Mark Berniker to discuss the multimedia future.

## What is the role of the TV industry in the growth of new media, specifically online?

That depends on what you mean by the "television industry," because there are a lot of components. The television networks—ABC, NBC and the rest—have a significant role to play in leveraging their brands and their content, that is, their programming, to create online services. We announced last week, for example, an ABC area, and they're able to leverage the skills they've developed in terms of how to really engage a mass audience and connect it with the skills we've developed in this interactive world to create some interesting things.

As it relates to cable operators, which are the other side of the coin, there's also a significant role, both in leveraging the cable infrastructure for communications and as a conduit. It allows us to distribute more engaging multimedia services, whether it

be to a PC or to television, as well as try to help build an interactive television business with smart set-top boxes. When we think of cable television we think of cable and television as being separate opportunities. You have cable as a conduit to deliver services and television as an access device, alongside PCs and PDAs [personal digital assistants] and screenphones [screen-based telephone data devices], to essentially retrieve and participate in services.

This is not going to be a revolution, it's going to be more evolutionary, so that the fear somebody has of suddenly everything splitting into lots of small niche markets, and people not wanting to watch *Seinfeld* anymore, is a bit silly. The core business is in pretty good shape and the networks' brands are highly leveragable in this new medium—if they choose to play a role early on and learn about it. And many are.

COVER STORY

**How does the television content already online fit in with other material available? Is it an area of most interest? Least interest?**

It's really an area of recent interest. Our focus a couple years ago was more on print: magazines and newspapers. It's really only in the past year that we've started to focus on television networks. And the reason is that the content of a print publication is more easily leveraged in this stage of the interactive business because it is more text-oriented than some of the classic television programming. So it's really been a relatively new area of focus for us. We have made great progress in the past year because we've got a deals now with ABC, NBC, MTV and many other cable networks. But it's still just the beginning.

Today what's happening is doing interactive services as an adjunct to traditional linear programming, to provide more detailed information than you've heard on *The David Brinkley Show* or to provide a discussion forum to talk about the latest episode of *Roseanne*. That's really an adjunct. I think some of the TV networks we're working with are looking at developing original programming for this interactive medium. It'll be interesting to see how that develops. It holds great promise.

**What will it require for the online services industry to become a mass medium akin to a TV network?**

I'm not sure we're trying to be a mass medium like network television. I don't think that's really the goal. I think having broad reach, reaching tens of millions of people instead of just a few million, is the challenge and the opportunity. But we're coming at it with a different view, which is that this is a new medium. It requires a different perspective, a different skill set and it requires cooperation across many different industries that are building a tapestry of alliances of media companies, communication companies, software companies and so on. And we're on a path now that suggests to me that the market will develop more rapidly during the next five to 10 years and be more of a mainstream market.

For the cable industry, the magic number seemed to be 30%. When 30% of households were connected to cable, it was sort of a legitimate medium. For this medium, I'd say in terms of 30% penetration we're five years away, maybe a little bit more. For this medium, though, the [threshold] number might be lower. If it's the right 15% or 20% connected to this—in terms of the right demographics and the ability to do more special-interest programming and have more interactive participation—it could have a significant impact on other businesses in terms of revenue streams and business models. For example, in the special-interest area, if you had even a few million people connected to it—but it's the right few million—you could have a significant impact on the advertising-revenue streams in that particular business segment.

So it would be shortsighted for somebody to take too relaxed a view of this medium. Somebody's saying, "It's only 5% penetration now; it's at least five years away before it's 25% or 30% penetration, so why worry?" They should be recognizing that it's new, it's different, it requires a different skill set. They should get in early, so new franchises will be built and the pioneers likely will build those franchises, just as they did more recently in the cable world. ESPN now is a major franchise in sports; CNN is now a major franchise in news, and MTV is now a major franchise in music. And it was really first-to-market

with those concepts that gave them that position. So, people should take it seriously; should be trying to figure out a way to participate in this medium; start developing the new skills required for more of an interactive orientation; establish partnerships with the right companies. Because even though it will be evolutionary in its development, in terms of connecting more people, it will be, I think, revolutionary in its ultimate impact on business and society.

**How would you define interactive TV? And how will the online platform migrate to television in the future?**

We view the world a little bit differently. We take a step back and say: 'What's interesting is that a new interactive medium is developing.' We're not particularly obsessed with whether that medium is going to be delivered to personal computers or to televisions or to screenphones or to pocket digital systems or to some other gizmo somebody invents. And we're not particularly obsessed by whether it's developed by the telephone company or the cable company or the cellular company, or some new company. We think of this new medium as really connecting a variety of access devices and a variety of communication conduits to enable a platform that can reach millions of people and be leveraged by hundreds of media companies. So, therefore, we think of interactive TV as a piece of the puzzle, not the puzzle itself.

I think, in general, people define interactive TV as a box sitting on top of your TV that allows you to interact with programming that generally will be entertainment-and shopping-oriented. And that will be an important aspect of this medium, but just one aspect of it.

As it relates to online services, our opportunity is to provide for our customers a broad reach across many services, across many access devices, across many communication conduits—and integrate it all in a simple, affordable, useful, fun way.

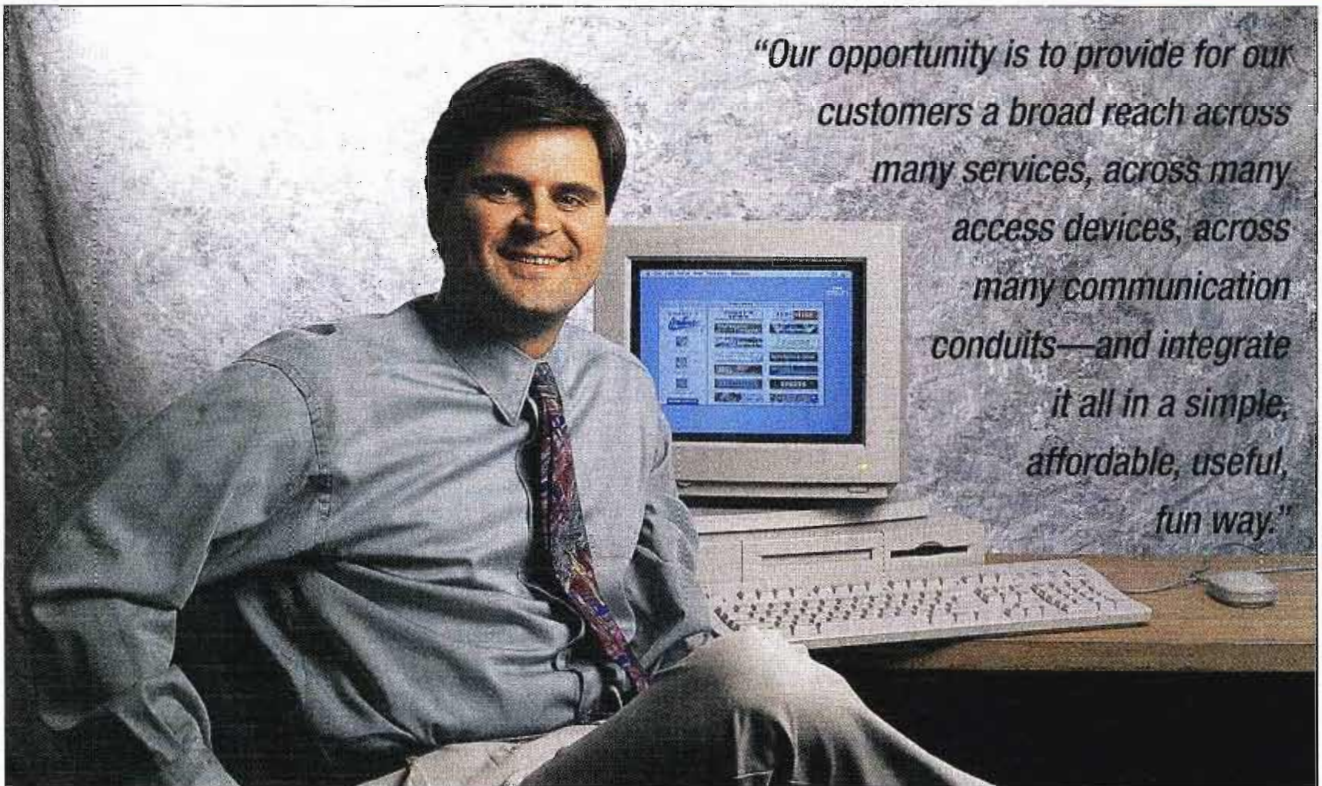
**You talk about CD-ROM and online coming together. Are they the precursor to interactive television or part of a different medium?**

I think a precursor. There has been a shift in the conventional wisdom in Hollywood and other places away from the view that was dominant a year ago that this world would quickly coalesce around TVs, around full-service networks, around smart set-top boxes, around video servers, around video on demand, around interactive shopping. And it was a cablecentric, TV-centric world. People are recognizing that there is a lot of momentum in the marketplace, that more consumers are buying personal computers. Those computers now have built-in communications capabilities. Most of them ship with modems and built-in multimedia capabilities because most of them ship with CD-ROM drives. And all the media companies I've talked to are reorienting their thinking and their development plans to support what's there today and what will be there tomorrow, as opposed to placing bets on things that are still in the laboratories.

And I do think that linking CD-ROM and online services can allow us to create more engaging services. They can reach a broader market, and the CD-ROM online hybrid offerings really are the training wheels for a broadband world.

**Does that mean CD-ROM will reside on servers and communications will go through places like America Online?**

Right now CD-ROM is by definition a physical medium.



*"Our opportunity is to provide for our customers a broad reach across many services, across many access devices, across many communication conduits—and integrate it all in a simple, affordable, useful, fun way."*

You slide your disk in and you use it. Up until now, CD-ROM has been completely disconnected from the rest of the world. And what's happening is people are saying, "That's kind of silly. Let's connect the world of CD-ROM to the world of online services so you get the best of both worlds: the pizzazz of multimedia that's enabled by CD-ROM and the interactivity and participatory nature of online services." In the near term, the CD-ROM disks will have online capabilities built-in; in the longer term, the software, instead of being distributed physically, will be distributed electronically on servers. But the important thing is less how to distribute it and more what new brands are built when new consumer services are built, leveraging the technologies that exist now and how leveragable they are long-term. My sense is they'll be highly leveragable.

**Do you see new media cannibalizing more traditional media?**

Only to a limited extent. People always are focused on this issue of cannibalization, and it almost never evolves that way. The existing media usually change a little bit, based on the development of new, alternative distribution channels, but they never go away. And I think the same will be true here. First of all, this is not going to develop overnight. So to the extent that there's a perception that there's going to be an interactive D-Day, and one morning you wake up and the whole world's connected and everything you know about the current linear world has disappeared, is really quite silly. But I think the momentum is there; the consumer interest is growing; the interest among media companies in building new products and services for these new digital technologies is growing. So we're on a path to move from being a niche market to being more of a mainstream market.

Probably the most interesting franchises that will be developed, or extended, over the next five or ten years will be hybrid products, like linking a print magazine with a

cable channel and an online service that connects to a CD and has an Internet server. It's those hybrid integrated offerings that are, I think, going to be important, because, ultimately, the center of this new medium has to be the consumer, and what consumers really would want in those instances would be an integrated cohesive set of products and services that meets their needs in a particular segment.

That's where Microsoft, for example, is focused. Microsoft over the next decade will be repositioned in most people's minds to be less about being a software company and more about being a media company. And right now they have more media properties under development than any other company in the country. More than 100 CD-ROM titles in a variety of consumer categories have been developed, and they've made it clear that they intend to link those to their own online services as quickly as they can. So they're recognizing that the world of computing is shifting away from traditional applications to more content, and they're shifting with it, trying to leverage their technologies to create new media franchises. Existing media companies should view that as a wake-up call.

The magazines, for example, that 10 years ago were not taking cable seriously regret it, because *Rolling Stone* magazine should have been the Rolling Stone Channel, not MTV. And CNN shouldn't have existed—it should have been Time Channel or Newsweek Channel, or something like that. And ESPN shouldn't have existed—it should have been The Sports Illustrated Channel, or some other franchise at the time, in the early 1980s. The reason these new franchises were developed—ESPN or CNN, or MTV or many others—is that the existing media companies didn't take it seriously; or did take it seriously but didn't have the right expertise and cultural mind-set to span a print world and a video world.

And they learned a lesson, and increasingly media companies are positioning themselves to straddle print and

video and interactive technologies. They have to. And, ultimately, the major media companies will be the ones that are able to straddle these various different technologies.

**What will the television production community bring to the table?**

It depends on what stage of the new interactive era you mean. Right now there's a growing interest among graphic designers and people with interest on the video side in working with online services to jazz them up—make them less computery and more mainstream. That's a relatively near-term opportunity. We think that the next wave of online service in the next few years will be a multimedia wave. You know, we have been working toward being the first major provider of what we call the "multimedia user interface." In the past five years, in the computer world, the dominant graphical user interface is basically text and icon. We think the next wave is multimedia user interfaces, which also include video, sounds, photos and so forth.

And as the palette becomes more interesting, in terms of what creative people can work with, the services will become more interesting. As we get more bandwidth through the development of higher-speed networks, obviously the canvas is even more interesting, and the palette of colors you can paint with in this digital medium becomes even more interesting.

**What do you see as a bigger threat to your business in the future: technology or competition?**

I'd say probably competition is a bigger threat than technology. The pace of technology, the pace of development, is quickening. I think that this will coalesce during the next five years into being a half-dozen major national providers each reaching millions of customers, each supporting many technologies, many access devices and many conduits. And I'm confident America Online will be one of those half-dozen major providers if we execute well, and we could be the leader of the pack—and that's what we're aiming to do.

**As you map your future strategy, what lessons can you draw from the evolution of radio, network television and cable?**

There are some parallels, but you should use the past for insights, not guideposts. If you're trying to look forward through a rear view mirror, you can crash.

**What do you see as the stumbling blocks and opportunities to growth of the information superhighway?**

There has been a lot of focus on it, particularly in the past year: a lot of conferences, a lot of articles written about it. And that probably has been helpful in terms of putting it on the agenda. However, at this stage there probably is too much hype. The information superhighway is only a marginally useful paradigm to think about. I'd prefer just thinking about it as a new medium—a new interactive, participatory medium. I would rather have more people participating in it as opposed to talking about what they're going to do.

**Where do you see biggest future competitive threats coming from?**

On the competitive level, our primary threat is Microsoft

in the next couple of years. Over time, a communications company like AT&T also will play a role. And we have great respect for Microsoft and obviously do take them very seriously. At the same time, there probably is too much of a presumption of overnight success for Microsoft in this business than is deserved.

So we have an opportunity to position America Online as an independent alternative to Microsoft. We think we can lead this medium, and that's what we intend to do. And we don't think, ultimately, anyone will dominate this business. The only thing that might change that is if Microsoft is allowed to leverage its existing operating-system monopoly in some anticompetitive way. That might tilt the playing field.

**The current buzzword is "content." But what is your future if content providers create their own services, or if Internet grows explosively, so that they don't need to go through services like America Online?**

I don't share that view of the future. First of all, consumers want aggregators that can bring together a wide variety of services and package and link them in intriguing ways. It's unlikely that most consumers five years from now will roll their own service and kind of surf the Internet. That presumes a level of interest and intrigue on the part of consumers that is overwhelming.

The mass market, going from 5% penetration to, say, 50% penetration, begs for more simplicity and more affordability than we have today—not less. So the whole belief that a la carte services will dominate is misguided at this stage of the market's development. I think the belief that all you have to do here is create an Internet web site and people will surf through a Mosaic interface to find you is misguided. Networks know that better than anybody else, because there's a lot of history of programs that are hits being basically developed over time—through cross promotion and scheduling and the like—that it's the linkages between shows that really drive networks, not any one show separately. Consumer interest in integrated software, not just stand-alone application software, and consumer interest in going to department stores and malls, where they can get lots of stuff conveniently, and consumer interest in basic cable channels as opposed to buying everything a la carte, would suggest to me that the model will continue to be driven by aggregators like America Online.

So, the premise of your question I would disagree with. But, on the other side of it, let's assume I'm wrong and you're right, and assume that it develops in more of an à la carte way. We would position ourselves, as we already have, as the friend of content, working with media companies to help them build these new digital franchises.

**You have said the greatest strength of online services is their ability to create communities. What impact do you see niche services and specific user-group communities having on the future of television?**

I think that's true. I do think that what we're doing is a little bit different. But, at the same time, I don't think what we're doing will displace what people are now doing. As I said, I don't think people are going to stop watching *Seinfeld* and *Roseanne* to exclusively entertain themselves through a service like America Online. I think it'll sit alongside radio and television and other media forms and be appreciated by a growing number of people. ■

## Broadcasters see revenue growth in radio's future

Participants at NAB Radio Show are bullish on the medium

By Donna Petrozzello

The National Association of Broadcasters' 1994 Radio Show in Los Angeles offered dialogue on radio ownership limitations, ad revenue and predictions on future radio business from industry leaders.

In the majority of more than 50 panel discussions and workshops, industry leaders supported even further relaxed ownership restrictions beyond the current 20 AM and 20 FM limit imposed by the FCC. The limit was increased from 18 AM and 18 FM properties to 20/20 in September.

"As an industry, I don't know what the rationale is for a 20/20 ownership limit," said Steve Dodge, chairman and CEO of American Radio Systems. "The increase has been tremendously positive, and I don't know why the limits shouldn't be 30 or 40 stations. I hope as a group we're effective in getting some further relaxation of the ownership limits."

Many group leaders agreed the past

year has been profitable for station operators, especially in revenue growth.

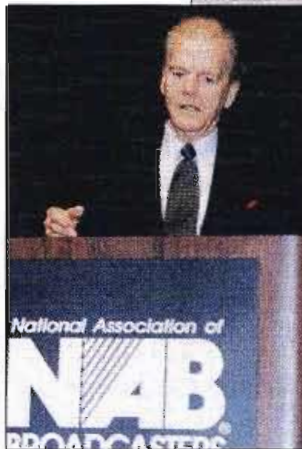
In his address to broadcasters, Radio Advertising Bureau President and CEO Gary Fries said radio should reach \$10.8 billion in gross station revenues by the end of 1994. Fries also predicted gross revenue will surpass \$13.5 billion by 1998.

Most group heads and industry insiders agreed the future portends continued revenue growth for radio, at least through the first quarter of 1995.

Strong sources for revenue will include increased television advertising on radio and revenue from the automotive industry. As broadcast and cable television become increasingly fragmented and stations shift in net-



Westwood One Radio Networks' G. Gordon Liddy (above) was one of several talk show hosts to broadcast live from the NAB Radio Show. Legendary radio personality and ABC Radio talk show host Paul Harvey (l) was awarded the NAB Spirit of Broadcasting Award and delivered the keynote speech at the Radio Show luncheon.



work affiliations, several group heads suggested, television will increase its spending on radio ads.

Likewise, the recently signed law allowing auto advertisers to sidestep the inclusion of a lengthy disclosure statement on radio ads will help draw automotive-leasing advertisers to radio, predicted the radio group owners.

Fries said the slump in the early 1990s ultimately benefited radio

## Year's best are honored

The 1994 annual Marconi Awards honored excellence in programming and quality stations and personalities for the year across the country. Rick Dees of *The Weekly Top 40 with Rick Dees* emceed the ceremony, the closing event of the National Association of Broadcasters Radio Show, on Saturday, Oct. 15, at the Westin Bonaventure in Los Angeles. The pop band Huey Lewis and The News performed. NAB sponsors the awards.

The winners:

- Large-market station of the year: WHAS(AM) Louisville, Ky.
- Rock station of the year: KQRS-AM-FM Minneapolis/St. Paul
- Oldies station of the year: KXKL-AM-FM Denver
- Religious/gospel station of the year: WVFL(AM) Peoria, Ill.
- Adult contemporary station of the year: WSPT(FM) Stevens Point, Wis.
- Medium-market station of the year: KLBJ(AM) Austin, Tex.
- Classical station of the year: KING(FM) Seattle
- Urban/R&B station of the year: WROU(FM) Dayton, Ohio
- Small-market station of the year: KUOO(FM) Spirit Lake,



Marconi Award winner Don Imus

- Iowa
- Big band/nostalgia station of the year: WPEN(AM) Philadelphia
- Major-market station of the year: WJR(AM) Detroit
- News/talk/sports station of the year: KRLD(AM) Dallas
- Contemporary hits station of the year: WXKS(FM) Boston
- Spanish station of the year: KBNA-AM-FM El Paso, Tex.
- Jazz station of the year: KIFM(FM) San Diego
- Country station of the year: KSSN(FM) Little Rock, Ark.
- Legendary station of the year: KDKA(AM) Pittsburgh
- Network/syndicated personality of the year: Don Imus, *Imus in the Morning*, Westwood One Radio Networks
- Small-market personality of the year: Jeffrey Steffen, KEXL(FM) Norfolk, Neb.
- Medium-market personality of the year: Bobby Byrd, WUSY(FM) Chattanooga
- Large-market personality of the year: Coyote Calhoun, WAMZ(FM) Louisville, Ky.
- Major-market personality of the year: J.P. McCarthy, WJR(AM) Detroit

because it forced advertisers to reexamine where they were spending the bulk of their budgets. As a result, Fries said, advertisers are "rethinking how to approach the consumer" and are seeking radio more frequently because of its ability to target specific demographic groups.

Dave Crowl, president of Citicasters Radio Group, expects advertisers also will return to "brand strengthening" advertising and will cease focusing as strongly on promotional radio advertising.

In various panel discussions on the changing attitudes of banks and private equity institutions toward radio, group owners noted that banks and lending institutions, which had shied away from radio in the early 1990s when the industry hit a slump, are coming back. Owners also noted that private equity lenders have emerged, which has benefits and disadvantages.

Bill Lisecky of Communications Equity Associates said banks have resumed lending seven times debt-to-operating cash flow to operators starting new stations. He also said that private equity has "flowed back into the marketplace and is helping entrepreneurial groups to start new companies."

Mark Mays, senior vice president of operations at Clear Channel Communications, said that an increasing number of "equity players" are coming into the radio market. The result, Mays said, has been higher station prices.



**ABC Radio introduced its talk show talent to radio executives with a party at the Westin Bonaventure on Oct. 14 during the NAB Radio Show. L-r: James Carney, host of 'Moby in the Morning'; Tom Joyner, host of 'The Tom Joyner Morning Show'; Rick Dees, host of 'The Weekly Top 40 with Rick Dees'; Nanci Donnellon, host of ESPN Radio's 'The Fabulous Sports Babe'; Bob Kingsley, host of 'American Country Countdown with Bob Kingsley,' and Dick Bartley, host of several syndicated oldies programs.**

Some group leaders said the higher prices could force owners to find alternate ownership arrangements. Higher prices also could portend disaster for some operators who purchase stations and may not see an adequate return on their investment, group owners predicted.

Frank Wood, president and CEO of Secret Communications, expects more owners will come to operate additional stations through mergers "as a way of short-circuiting temporary high prices."

Others said higher prices have caused operators and group heads to look into forging LMAs and mergers and buying less expensive stations in small markets.

"Operators today are aggressively looking at alternative buying strategies, such as friendly mergers, purchasing in smaller markets, buying companies with their public stock or simply sitting and waiting," Lisecky said.

Some group leaders stressed the need of their colleagues to grow cautiously and wisely with the recent upturn in business, reminding them of lessons learned in the down years suffered by radio in the early 1990s.

Dodge said the industry is "seeing escalations of multiples" and similar debt structures for radio properties now that existed in the late 1980s when station prices soared.

"I think the merger aspect is the next logical step for growth in the industry," Dodge said. "Those of us who are old enough to have lived through a lot of these cycles are a little bit nervous about the outlook for these kinds of deals. So I think there's a lot of cause for caution on the acquisition side of the business now."

However, Mays said, "If there is a train wreck coming, it's that the equity players will get a slightly reduced return on their money but will still get a good return over the next three to five years." ■

## Radio group heads foresee consolidation, format diversity

By Donna Petrozzello

**R**adio leaders expect station groups to consolidate further and anticipate that programming formats on both AM and FM stations to become increasingly fragmented during the next five years.

In a panel discussion at the NAB Radio Show, group heads discussed changes in the radio industry during the past five years and offered predictions on where the business is headed between now and 2000.

Panelists included Dick Ferguson of New City Communications, Scott Ginsburg of Evergreen Media Corp., John Hayes of Alliance Broadcasting,

Randy Michaels of Jacor Communications and Jim Thompson of Liberty Broadcasting.

Relaxed ownership rules adopted in 1992 that OK'd duopolies made stations with low revenue and ratings more valuable and enabled small companies to grow faster, Ferguson said.

Thompson predicted 15 large radio groups will emerge from continued consolidation and those groups will be managed by smaller management teams. Ginsburg expects fewer stations with low revenues and ratings to be available for sale in the next five years. He also supported further relaxed ownership rules for radio and predicted

newspaper groups will increase their broadcast ownership.

"Newspapers should be allowed to own radio stations," Ginsburg said. "I think the FCC will increase the national ownership limits [now at 20 AM and 20 FM] within the next 12 months."

Michaels agreed more stations will be managed by fewer groups in the future. He also said that "as the market contracts in the number of owners, there will be greater program diversity."

Hayes said broadcasters have been conservative in program formats, but they will be more inclined to take risks and create new programming in the future.

Ferguson anticipates programmers will "move away from sterile formats and go into personality radio."

Thompson also said radio will gain a larger share of the "advertising pie" and will be featured more prominently in ad budgets. ■

# Changing Hands

This week's tabulation of station and system sales

## KPRC(AM)/KSEV (AM) Houston

Clear Channel Communications Inc. (L. Lowry Mays, president/CEO) purchased 80% of a partnership from Sunbelt Broadcasting (Dan Patrick and Steve Sellers, principals), which will retain 20%. **Buyer** owns KHYS-FM/KRXX-FM Houston. **Seller** has no other broadcast interests. KPRC has news/talk format on 950 khz with 5

kw. KSEV has talk/business/sports format on 700 khz with 25 kw day and 1 kw night. *Broker: Bergner & Co.*

## WTVX-TV Fort Pierce/West Palm Beach, Fla.

Purchased by Whitehead Media Inc. (Eddie and Lynn Whitehead) from Krypton Broadcasting, debtor-in-possession, for \$17.175 million. **Buyer** has no other broadcast interests. **Seller** owns WABM-TV Birmingham, Ala. **Seller** is also selling WNFT-TV Jacksonville, Fla., below. WTVX-TV is independent on ch. 34 with 5,000 kw visual, 500 kw aural, and antenna 1,492 ft. *Broker: Kalil & Co. Inc.*

**WNFT-TV Jacksonville, Fla.** Purchased by RDS Broadcasting (Anthony Lubrano, Robert Rosenheim, Richard Kaylor and Douglas Bornstein, principals) from Krypton Broadcasting (C.E. Felner Jr.), debtor-in-possession, for \$10 million. **Buyer** owns KTFO-TV Tulsa, Okla. **Seller** owns WABM-TV Birmingham, Ala. **Seller** is also selling WTVX-TV Fort Pierce/West Palm Beach, Fla. WNFT-TV is independent on ch. 47 with 5,000 kw visual, 500 kw aural, and antenna 980 ft. *Broker: Kalil & Co. Inc.*

## WNTM(AM)-WKRK-FM Mobile, Ala.

Purchased by Capitol Broadcasting LLC (Kenneth Johnson, member) from Coast Radio LC (Thomas Diamond, manager) for assumption of debt worth \$4.46 million. **Buyer** is purchasing WGCX(FM) Atmore, Ala. **Seller** owns WCOA(AM)-WWRO(FM) Pensacola, Fla. Filed Sept. 23 (AM: BAL940923GG; FM: BALH940923GF).

**KKCD-FM Omaha** Purchased by

## Proposed station trades

By dollar volume and number of sales

This week:

AMs **\$1,230,000** **6**  
 FMs **\$6,038,000** **8**  
 Combos **\$5,140,000** **3**  
 TVs **\$27,175,000** **2**  
 Total **\$39,583,000** **19**

So far in 1994:

AMs **\$112,492,636** **134**  
 FMs **\$684,669,364** **270**  
 Combos **\$1,449,259,700** **127**  
 TVs **\$2,249,232,834** **69**  
 Total **\$8,273,436,470** **600**

WTMJ Inc. (Doug Kiel, president), a subsidiary of Journal Communications Inc., from Vantage Communications Inc. (Diane Landen, president/owner) for \$3.55 million. **Buyer** owns KEZO-AM-FM Omaha; WTMJ-AM-TV/WKTI-FM Milwaukee and WSAU(AM)-WIFC-FM Wausau, both Wisconsin; WSYM-TV Lansing, Mich.; KQRC-FM Kansas City, and KTNV-TV Las Vegas.

**Seller** has no other broadcast interests. KKCD-FM has classic rock format on 105.9 mhz with 5.2 kw and antenna 346 ft. *Broker: Media Venture Partners.*

**KCQR(FM) Ellwood, Calif.** Purchased by Spectacular Broadcasting Inc. (Richard Marsh, president) from South Coast Broadcasting Inc. (Sue Romaine, president) for \$1.2 million. **Buyer** owns KSPE(AM) Santa Barbara, Calif. **Seller** has no other broadcast interests. KCQR has classic rock format on 94.5 mhz with 1 kw and antenna 3,000 ft.

**WAZK(FM) Trinity, Ala.** Purchased by Griffith Broadcasting Inc. (Thomas Griffith, president/director) from Radio 92 Inc. (Dorsey Newman) for \$709,000. **Buyer** owns WTAK-FM Hartselle, Ala. **Seller** has no other broadcast interests. WAZK has classic rock format on 92.5 mhz with 3.1 kw and antenna 423 ft. Filed Oct. 7 (BALH941007GL).

**KALO(AM) Beaumont/Port Arthur, Tex.** Purchased by Faith Broadcasting Ltd. (Tony Chase) from Clear Channel Communications (L. Lowry Mays, president/CEO) for \$450,000. **Buyer** owns KGGR(AM) Dallas and is pending assignee of KALB(AM) Alexandria, La. **Seller** owns 15 AMs, 20 FMs and 8 TVs. KALO has black gold and gospel format on 1250 khz with 5 kw daytime.

**WHSY-AM-FM Hattiesburg, Miss.** Purchased by Blakeney Communications Inc. (Larry Blakeney, president/CEO) from J.C. Bell, bankruptcy case trustee, for \$450,000. **Buyer** owns WBBN(FM) Taylorsville, Miss.

# CLOSED!

KOAM-TV, Joplin, Missouri/Pittsburg, Kansas from Scarecrow, Inc., to Saga Communications, Ed Christian, President, for \$8,550,000.

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## Bloch, Spartan merging

Sonny Bloch's Bloch Broadcasting Group is merging with publicly traded Spartan Funding Co. in a \$120 million-share exchange. Privately held Bloch will absorb Spartan, giving Bloch access to the public market. Spartan Director Mike Cartmel says Bloch plans to acquire "at least 20 or more radio stations as a public company," most likely with talk formats. Bloch owns WBDN(AM) Brandon and WGGG(AM) Gainesville, both Fla., and KLXR(AM) Redding, Calif. For the past 15 years Sonny Bloch has broadcast a syndicated real estate talk show.

—JAZ

**Seller** has no other broadcast interests. WHSY(AM) has news/talk format on 1230 khz with 1 kw. WHSY-FM has AC format on 104.5 mhz with 100 kw and antenna 984 ft.

**WFBA(AM) Miami** □ Purchased by W.R.A./Broadcasting Inc. (Jose Ortega, president) from Community Broadcasters Inc. (Herbert Shapiro, receiver) for \$415,000. **Buyer** has no other broadcast interests. **Seller** has no other broadcast interests. WFBA is unbuilt, licensed to 990 khz with 5 kw. Filed Sept. 28. *Broker: Rumbaut & Associates Inc.*

**KURL(AM) Billings, Mont.** □ Purchased by Elenbaas Media Inc. (Herman Elenbaas, president) from Chris-

tian Enterprises Inc. for \$300,000. **Buyer** has no other broadcast interests. **Seller** has no other broadcast interests. KURL has religious/syndicated talk format on 730 khz with 5 kw day, 236 w night. Filed Sept. 26 (BAL940926EB).

**WBRX(FM) Patton, Pa.** □ Purchased by Sherlock Broadcasting Inc. (Edward Sherlock, president) from Kennedy Broadcasting Ltd. (John Kennedy Jr., president) for \$235,000. **Buyer** has interests in WBXQ(FM) Cresson, Pa. **Seller** has no other broadcast interests. WBRX is off-the-air, licensed to 94.7 mhz with 1 kw and antenna 551 ft. Filed Oct. 3 (BALH941003GG).

**WPLW(AM)-WKYM(FM) Monticello,**

**Ky.** □ Purchased by Stephen Staples Jr. from Stephen Staples Sr. for \$230,000. **Buyer** and **seller** have no other broadcast interests. WPLW has country format on 1360 khz with 1 kw. WKYM has AC format on 101.7 mhz with 1.75 kw and antenna 617 ft. Filed Sept. 15 (AM: BAL940915GG; BALH940915GH).

**KFXJ(FM) Abilene and KKLK(FM) San Angelo, both Texas** □ Purchased by Foster Communications Co. Inc. (Walton Foster, president) from Von Harshman, trustee in bankruptcy for American Indian Broadcast Group, for \$219,000. **Buyer** owns KKSA(AM)-KIXY(FM) San Angelo, Tex. **Seller** has no other broadcast interests.

**KLCR(FM) Nogales, Ariz.** □ Purchased by KZLZ Broadcasting Inc. (Amador Bustos, president/director) from Al Kackley, trustee, for \$85,000. **Buyer** is wholly owned subsidiary of Z Spanish Radio Network Inc., licensee of KZSA(FM) Placerville, KZWC(FM) Walnut Creek, KHOT(AM)-KXMX(FM) Madera and KJAZ(FM) Alameda, all California. **Seller** has no other broadcast interests. KLCR has AC format on 98.3 mhz with 215 w and antenna 228 ft. Filed Sept. 27 (BALH940927GK).

**WMTE-FM Manistee, Mich.** □ Purchased by Xavier University (Michael Conaton, chairman of the board) from Manistee Broadcasting Corp. for \$80,000. **Buyer** owns WXVM(FM) West Union, WVXU(FM) Cincinnati and WVXC(FM) Chillicothe, all Ohio, and WVXR-FM Richmond, Ind. **Seller** has no other broadcast interests. WMTE-FM has jazz format on 97.7 mhz with 3 kw and antenna 200 ft. Filed Sept. 16 (BALH940916GF).

**WYAK(AM) Surfside Beach, S.C.** □ Purchased by J4 Broadcasting (John Thomas, president/director) from Multi-Market Radio (Bruce Morrow and Michael Ferrel, co-CEOs) for \$65,000. **Buyer** has interests in WCIN(AM) Cincinnati and is pending assignee of WZAM(AM) Norfolk, Va. **Seller** owns WHMP-AM-FM Northampton, Mass.; WYAK-AM-FM Surfside Beach and WRXR-FM Aiken, both South Carolina; WPXX(FM) Enfield, Conn., and is pending assignee of Southern Starr stations: WPLR(FM) New Haven, Conn.; WGNE-FM Titusville, Fla.; WKNN-FM Pascagoula, Miss., and KOLL(FM) Maumelle, Ark. WYAK has country format on 1270 khz with 5 kw day, 500 w night. Filed Sept. 28 (BAL940928EA).



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## Hundt rejects fairness, violence regs

*But FCC chairman warns broadcasters must justify use of free spectrum*

By Steve McClellan and Kim McAvoy

**F**CC Chairman Reed Hundt says he has no plans to resurrect the fairness doctrine or to try to mitigate TV violence through regulation.

"But I do believe there is a need for a widespread self-initiated recognition that [violence] is a serious and important issue," he told reporters last week after his luncheon speech before the International Radio and Television Society (IRTS) in New York.

In the speech, the chairman said broadcasters should not have to pay for spectrum. But he warned them "not to put their heads in the sand." Americans are "about to watch the FCC raise billions of dollars auctioning off that which broadcasters receive for free," he said. The FCC expects to raise as much as \$12.5 billion this December by auctioning spectrum for the new personal communication services.

"I predict that America will ask what broadcasters are giving back to the public that justifies their deal," Hundt said.

Hundt said broadcasters could justify their deal through renewed commitment to "providing reliable information, to meeting the informational needs of children as well as parents, to including all Americans not only in their audience but also in their management."

Two weeks ago at the National Association of Broadcasters radio convention in Los Angeles, Hundt first discussed the need for broadcasters to "emphasize truth and responsibility in news and public affairs reporting" (BROADCASTING & CABLE, Oct. 17).

He repeated these concerns for the IRTS audience. "As far as I can tell, broadcast TV and radio is long on opinions, but short on facts. I see and hear no shortage of opinions," he said. "But whether broadcasters are



*FCC Chairman Reed Hundt says he doesn't want the FCC to become known as the 'Federal Censorship Commission.'*

*continued on page 43*

## Broadcasters attack indecency 'safe harbor'

By Christopher Stern

**T**he FCC has failed to lay the factual groundwork for its policy relegating indecent broadcasts to airing between midnight and 6 a.m., broadcasters have told the U.S. Court of Appeals.

The broadcasters said the FCC has offered no proof to justify the midnight-6 a.m. "safe harbor" for indecent broadcasts. "The commission simply has come up with no evidence of a problem here," said Timothy Dyk, who represents a coalition of broadcasters and public-interest groups.

Dyk also argued that the indecency policy infringes on the rights of adults to hear otherwise legally protected language.

The hearing last Wednesday was the latest bout in the ongoing tug-of-war between Congress and the courts over the FCC's indecency policy. Since 1987 Congress has ordered the FCC to enforce a variety of indecency rules, including the midnight-6 a.m. rule, and a rule since struck down that called for a 24-hour ban on indecent programming.

In an unusual move, all 11 federal appeals court judges heard last week's

arguments. Several observers said broadcasters face an uphill battle, since a majority of the court already has indicated it is unhappy with its three-judge panel's decision that supported broadcasters' position calling for the indecency policy to be thrown out. A majority of the court has to vote to review a decision made by a three-judge panel.

Judge Patricia Wald, who was a member of the panel that threw out the policy last November, continued to be critical of the policy.

"You are the national nana," Wald said, asserting that the FCC is trying to assume the parental role of deciding what children should not watch on television. The court defines children as those 12 and younger.

Chief Judge Harry Edwards, who also was on the panel, criticized the FCC for failing to establish that indecent material is harmful to children.

Edwards seemed to have been waiting for the FCC's deputy general counsel, Christopher Wright, to assert that case. "There is no data, none" proving that, Edwards said.

Wright countered that the U.S.

Supreme Court has ruled that the government has "a compelling interest in protecting children from indecent material."

Although liberal and conservative judges appeared to split along ideological lines, with the liberals looking to toss the policy and conservatives seeking to keep it, Republican-appointed judges Douglas Ginsberg and Laurence Silberman raised questions about the policy.

Silberman and Ginsberg were troubled by the policy's exemption for public broadcasting stations that go off the air at midnight. Those stations may begin airing indecent material at 10 p.m.

"How can this possibly be a logical approach?" Silberman asked. Wright said the public broadcasting rule is an effort to balance the interests of stations that go off the air with those that do not.

The court could uphold the indecency policy while throwing out the exception for public broadcasters.

Court observers said it could take up to six months for the court to issue a decision. ■

**What may be the first petition under the FCC's new hardship rules for small cable operators has been filed.** Marin County, California's Horizon Cable TV says that unless it gets permission to raise individual rates by up to \$6.50, it may default on its \$1.2 million bank loan. The cable operator says it needs the money to cover losses incurred during the past two years while its rates were frozen. The increase also would allow the 2,000-subscriber system to attract new capital and continue to expand, Horizon says. Although it says it needs higher rates than are allowed under the FCC's benchmark regulation, Horizon says it cannot afford the expense of filing a cost-of-service application.

**American Personal Communications (APC) says Pacific Telesis Chairman Phil Quigley violated ex parte rules when he publicly discussed the FCC's controversial pioneer preference policy** two weeks ago. Quigley made his comments Oct. 10 at the United States Telephone Association's convention in San Diego. APC says the pioneer preference policy is a restricted proceeding and comments should not be made in a public forum while FCC officials are present. The officials were not identified. The pioneer preference policy is the subject of litigation among the three pioneers—APC, Omnipoint and Cox Communications—and Pactel. Pactel has sued the FCC to kill the preference policy. The policy originally granted licenses to the three companies at no cost, but the FCC now is requiring them to pay 90% of the licenses' value. Quigley said the technological advances awarded by the policy do not merit a "billion-dollar discount." He also called Omnipoint the only "legitimate pioneer." There is no relationship between Pactel and Omnipoint. Pactel officials deny that the comments violated the FCC's ex parte rules.

**The relationship between House Telecommunica-**

**tions Subcommittee Chairman Ed Markey (D-Mass.) and Jack Fields of Texas, the panel's ranking Republican, for the most part has been congenial.** But that may change next year, some Capitol Hill insiders speculate. A far more partisan atmosphere is expected to emerge in the House, especially with Newt Gingrich of Georgia as the new Republican leader.

Republicans are even hoping to win enough seats to gain a majority, although many still think that is a long shot. Nevertheless, the GOP could gain enough seats to make passage of many Democratic initiatives impossible. And it is believed that

there will be more pressure on Fields from his fellow Republicans not to go along with Markey. Fields may push for an even more deregulatory information superhighway bill than the one he co-sponsored with

Markey this year. "Markey may have no choice" but to reconsider his stand on the legislation, one telecommunications lobbyist says.

**Broadcasters today will present their view of the information superhighway to administration officials.** Eddie Fritts, president of the National Association of Broadcasters, and John Abel, NAB's executive vice president for operations, will meet with Larry Irving, head of the National Telecommunications and Information Administration. Irving chairs the administration's Telecommunications Policy Committee.

**Byron Marchant, senior legal adviser to FCC Commissioner Andrew Barrett, is leaving the agency next month.** Marchant is talking with law firms, telecommunications companies and financial houses about a new job. Although he hasn't yet made a decision, he is "committed to moving on," he says. ■

## Washington Watch

Edited By Kim McAvooy

### Gore: Consumers will fuel infohighway bill

Vice President Al Gore blames Congress's failure to pass an information superhighway bill this year on a last-minute "barrage of special-interest attacks and non-negotiable demands."

Gore, who made his comments last Monday in New York at a seminar sponsored by the Center for Communication, made a pointed reference to the telephone company serving his hometown of Carthage, Tenn. The telco, BellSouth, sent letters to customers urging them to "please keep S. 1822 from coming to a vote this year."

Such tactics reflect an effort by phone companies to "disconnect their customers from the future," Gore said, adding that he is confident a superhighway bill will pass next year. "Change will come because it is being fought for [on behalf of] consumers."

The vice president said administration officials supported the bill, which, among other things, would have



Vice President Al Gore pledges that 'change will come.'

allowed cable and telcos into each other's businesses. But, he said, "unleashing monopoly power" is not the way to build competition. Gore also criticized "last-minute, non-negotiable" demands made by Senate Minority Leader Robert Dole (R-Kan.). Gore said the demands were unrealistic and would have treated "a telephone company with 99% of the market as if it had no monopoly power at all."

Gore praised a decision by New York's Public Service Commission that allows Time Warner's Rochester, N.Y., cable system to provide local phone service. The decision, he said, insures that

local phone rates won't go up for seven years. It's a "terrific" example of how states can enact progressive legislation.

"By experimenting with different forms of regulation, states can provide valuable experience on how real competition can be achieved," Gore said. —SM

**HUNDT**

*continued from page 41*

doing as much as they could or should do to disseminate true facts and to correct disinformation or misinformation—that is a serious and open question.”

Hundt doesn't want the FCC to become known as the "Federal Censorship Commission." Rather, the private sector should encourage broadcasters to "change their ways," he said.

**Redstone  
eager to sell  
cable assets**

Viacom-Paramount Chairman Sumner Redstone wants out of the cable TV distribution business because the industry is "highly regulated and subject to the onslaught of competition."

"There's room for the big operators," such as Tele-Communications Inc. and Time Warner, said Redstone, who appeared last Wednesday at a National Press Club luncheon in Washington, but "we're programmers, and we see cable as highly regulated."

Redstone, who answered questions about his company's efforts to sell its cable TV operations, also predicted that telephone companies will enter the cable business with relative ease. They will be effective competitors because they have the "one ingredient" necessary to succeed—"money."

Although cable may have coaxial cable, "the telcos have money, that's what counts," Redstone said. Furthermore, the FCC's cable rate regulations have financially strapped the industry, making it difficult for cable to compete with telcos.

Redstone predicted that Viacom-Paramount will get well over \$2 billion for its cable systems..

In his prepared remarks, Redstone said he is skeptical about the emergence of the information superhighway. "As I've said before, I will believe in the 500-channel world only when I see it and when someone explains to me what's going to be on it." —KM

Hundt's concerns echo those of President Clinton. In an interview with KMOX(AM) St. Louis (BROADCASTING & CABLE, July 4), Clinton complained about talk radio's "constant, unremitting drumbeat of negativity and cynicism." He singled out conservative talk show host Rush Limbaugh for spreading inaccuracies about the administration.

To define broadcasters' responsibilities in educating children, Hundt said, the FCC will launch a notice of rulemaking within the next several months. It will "fully and fairly" implement the Children's Television Act of 1990, he said.

"We know TV can reach kids. We want it to teach them, too. There is no one better suited to guide our thinking on this subject than broadcasters," he said.

The chairman also urged stations to increase minority employment, especially in news and talk. That will help broadcasters reach wider audiences and serve them better, he said. And it will "guarantee their participation in the vitally important public reasoning process that TV and radio

must facilitate."

Hundt's promise not to tackle TV violence at the FCC came as a relief to some broadcasters and producers. The chairman has been expressing concerns about the impact of televised violence since his confirmation hearing last year.

But his promise not to bring back the fairness doctrine was a disappointment to proponents of the rule. "It's frustrating," said Gigi Sohn of the Media Access Project, a public-interest law firm. "For someone who purports to serve the public interest, [Hundt] should see this as a tool by which the public gets information."

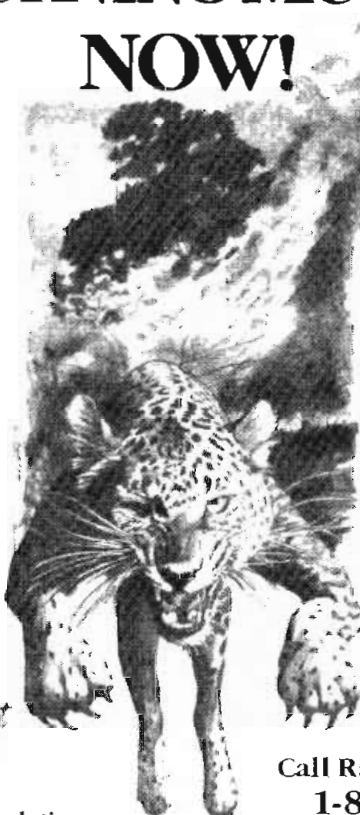
Led by Reagan-appointed Chairman Dennis Patrick, the FCC in 1987 repealed the fairness doctrine, which required broadcasters to air all sides of controversial public issues. Proponents of the doctrine, mostly liberal Democrats, had hoped Hundt would muster the votes to restore it.

The Media Access Project has not given up, Sohn said. It has asked a federal court in California to compel the FCC to at least consider bringing back the doctrine. ■

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## TV cameras offer face-lifts

*Skin-contour technology allows broadcasters to correct blemishes without changing television picture*

By Chris McConnell

**S**kin-contour technology—the TV camera's answer to make-up—is finding a home among broadcasters.

CBS is using the skin blemish-clearing system on several of its shows, including *The CBS Evening News* and *Late Night with David Letterman*. NBC also is using the system on news and other programming, while Ikegami Electronics reports the technology's use with its cameras at ABC.

The technology, which earlier this month netted a technical Emmy award for camera makers Ikegami and BTS, allows users to obscure wrinkles, spots and other facial defects without blurring an image. A broadcaster, for instance, can erase a wrinkle or age spot while retaining focus on the subject's eyes and hair. BTS has promoted the system as a way of reducing the apparent age of on-screen talent.

"It does make on-air personalities look younger," says Ikegami's Bob Estony.

"They make a very valuable addition to the tool box," CBS Senior Vice President of Technology Joseph Flaherty says of the camera. "I think everybody will pick [the technology] up."

The technology comes from work begun by RCA in the early 1980s. RCA, however, left the TV equipment field before it had a chance to bring the system to market. Ikegami later picked up on the work to introduce the first camera using the technology. BTS followed with a feature that allowed broadcasters to manipulate the skin tones of two on-screen images simultaneously. Other camera makers including Hitachi, Sony and Panasonic now offer skin-con-

tour features with their cameras.

The system uses white balance circuitry to generate a range of "vectors" representing a subject's skin tone. As the camera then scans across an image—such as a face—it can substitute the skin tone vectors for portions of the scanned image to soften skin tone without affecting the rest of the picture.

BTS's Greg Pine says the compa-



BTS, its LDK-10 camera shown here, and Ikegami Electronics recently netted Emmys for their work on skin-contour technology.

ny envisions using the skin-contour technology in applications beyond erasing wrinkles, although the company is not ready to announce anything specific. Pine, marketing manager of camera products at BTS, that estimates the company has sold some 125 cameras incorporating the technology.

"Even a person who is not aged can benefit from the softening effects," he says. Pine and others cite the unfor- giving effects studio lights can bring to facial appearance. With the light emphasizing every facial imperfection, says CBS's Jay Fine, the skin-contour technology can give subjects a chance to appear as they normally would.

"The results in general are just

more pleasing," says Fine, vice president of East Coast broadcast operations for the network. In addition to *Letterman* and *The Evening News*, his network also is employing the skin-contour technology on *60 Minutes* and *As The World Turns*. Fine says all of the network's East Coast productions are converting to Ikegami cameras that incorporate the technology. "It's commonplace at CBS," Fine says of the skin-contour system.

Voicing similar approval is Rod Robinson, director of engineering at KXTV(TV) Sacramento, Calif. Robinson, whose station produces a group of nationally syndicated shows, stresses the system's ability to erase the effects of harsh lighting more than

its ability to erase years from on-screen personalities. He says that the station recently added four BTS cameras carrying the skin-contour feature and is using the system on all of its studio productions.

Despite the enthusiastic responses, however, engineers still counsel caution when employing the contour system. Too much image enhancement, says CBS's Flaherty, can create a plastic-looking face.

"You must use it judiciously," says Jay Ballard, staff engineer at NBC. Ballard says the technology has worked well in adjusting skin tones for the net-

work's news productions, but he also says it can soften the detail of a picture if used improperly.

Ballard and others say the feature, although useful, is still just one of several to consider when purchasing cameras. CBS, says Fine, considered more than just the skin-tone feature when looking at the Ikegami cameras. "You really have to look at the camera in total," Fine says.

Fox's Andrew Setos agrees. Setos, senior vice president, describes the skin-contour feature as helpful, but not by itself a reason to invest in new cameras. He cites the existence of other tools for enhancing images, although he also welcomes new technological options: "It's always nice to have more tools." ■

# Football deal opens new fiber pathway

Vyvx equipment installed at football stadiums eliminates local loops

By Chris McConnell

**F**ox's fiber deal with Vyvx is paving the way for some new broadcast features at football stadiums.

With its new football contract in hand, Vyvx has outfitted each of the NFL venues with equipment to allow for a digital fiber path between stadiums and the Vyvx network. The service, VenueNet, allows broadcasters to bypass local telecommunications systems when transmitting sports backhauls over the Vyvx network.

"It's a digital home run," says Vyvx Sales Vice President Jim Trecek, who adds that most of the technical problems his company encounters have their root in local access to the fiber network. The new stadium-to-network link, Trecek says, will eliminate 60% of the possibilities for a mechanical switching malfunction when delivering the signals from stadiums.

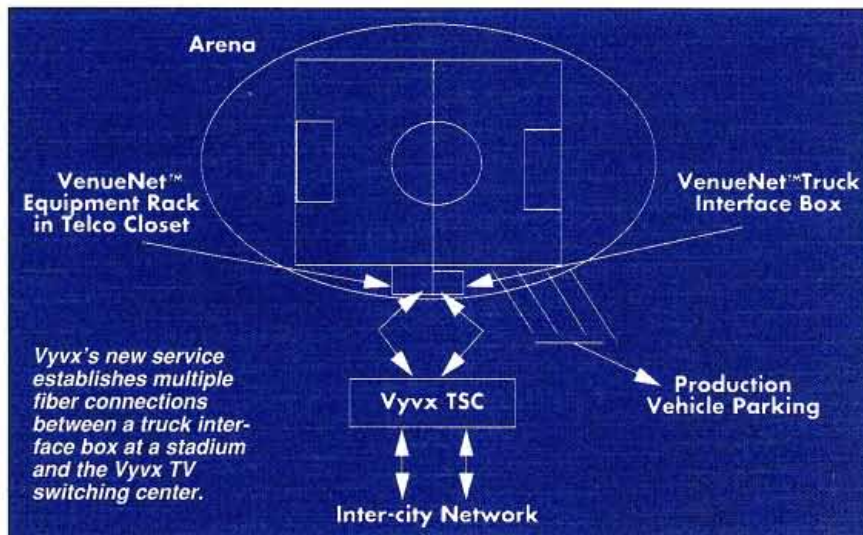
The system, already in use by Fox, consists of a "truck interface box" that is placed outside each stadium. The box provides crews with eight transmit-and-receive video circuits with four audio channels for each video circuit. The truck interface delivers feeds to and from what Vyvx calls a "diverse and redundant" fiber routing system that connects with the company's TV switching center. The diverse fiber routing system, Trecek says, involves multiple paths for delivering the fiber to the switching center.

The digital link will provide broadcasters with added quality assurance because they will be able to keep the signal in the digital domain rather than converting back to analog for the trip to the switching center, Trecek says.

"A lot more of the quality we generate in the truck gets home," says Jerry Gepner, vice president of field operations at Fox. "We're not going through a long local-loop situation." The improved transmission back to the studio, Gepner says, allows for a better picture once the signal is broadcast.

Vyvx had looked at the idea of establishing a direct link to stadiums but did not decide to implement the multimillion-dollar project until Fox committed to using Vyvx fiber for all of its football games, says Trecek.

"Without that, we would not have



rolled out this product," Trecek says. Now that the system is in place at each football stadium, he says, other networks can and have used the system for covering their own games. "The beauty is that it's there for everyone."

Even roaming ENG vans, Trecek says, can roll up to the truck interface boxes at stadiums at any time and use them for sending feeds back to base over the Vyvx network. Although the boxes will be locked, Vyvx will give crews the combinations for unlocking the units and sending video. To accommodate such use, the company is providing the VenueNet service in 15-minute increments.

The next step for the service, Trecek says, will be multipurpose stadiums and baseball parks. The technolo-

gy, which got its first use at last summer's All Star game, will go to each baseball park as soon as Vyvx can win similar commitments from the baseball rightsholders. Trecek says that the company is looking at other applications such as establishing direct fiber links from common news venues. "We plan to roll this out beyond the sports venues," he says.

To set prices for accessing the current service, Vyvx averaged the prices previously charged at each of the football stadiums, a figure that works out to more than \$1,000 for football games. Because cost can be amortized over the number of games, Trecek says, prices will be lower for baseball games once the service is established in baseball parks. ■

## Vyvx crosses the Atlantic

While enhancing its domestic fiber-to-stadium system, Vyvx also is getting into the transatlantic broadcast video business.

The company last week said it plans to provide a 45 megabit-per-second fiber transmission service between the U.S. and the UK beginning in January. The service will connect points served by the Vyvx network in the U.S. with British Telecommunications in London. Video will travel via the new CANTAT-3, a transatlantic fiber cable operated by Teleglobe Canada Inc.

With its new link, says Vyvx President Del Bothof, the company plans to pursue the occasional-use video market, with the delivery of news, sports and special event coverage as likely applications.

"This new service will give our customers one-stop shopping," Bothof says. Vyvx Sales Vice President Jim Trecek says the company has not yet signed any customer contracts, although he says customers are ready to use the service once it is operational. The service will be available in 15-minute windows priced at \$600. A one-hour block will go for \$1,995. —CM

# Cutting Edge

By Chris McConnell

**Andrew Corp.** has won a five-year contract from Fox Television Stations Inc. to supply UHF and VHF broadcast antennas. The sole-source contract calls for Andrew to supply its TRASAR UHF antennas and High Band VHF units to the broadcaster. The antennas come in variable sizes of up to 72 feet in length and 12,000 pounds in weight. The contract also calls for a new engineering effort to create broadcast antenna radiation patterns that will meet Fox's requirements.

**Harris Corp.'s Broadcast Division** has won a contract from the U.S. Information Agency to supply one-megawatt solid state medium wave broadcast transmitters. The agency's Voice of America (VOA) operation plans to use the two transmitters at relay stations in Bangkok, Thailand, and Poro, Philippines. Harris will supply its DX1000 transmitters. The company says the VOA deal represents an evolution in solid state, medium wave technology, which now is being used in 10-600 kilowatt transmitters around the world. The VOA transmitters are expected to be on the air within 19 months.

**Otari Corp.** says it has begun to ship the first production run of its new "random access digital audio recorder" (RADAR). The unit, which comes in 8-, 16- and 24-track configurations, is being manufactured by Vancouver's Creation Technologies. Otari is acting as the exclusive marketer and distributor of the product.

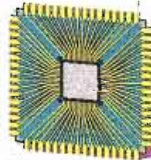
**Solid State Logic** has sold one of its 48-channel SL 5000 G Series consoles to ESPN. The cable sports network plans to install a customized version of the console specifically designed to support ESPN's multi-language requirements.

The equipment will allow for insertion of native-language voiceovers for ESPN's international feeds. The new console is scheduled to go online in ESPN's production control room early next year. The company also announced the sale of an SL 8048 G Plus console to NFL Films. The new console, which replaces an existing Solid State Logic unit, will support a variety of upcoming projects at NFL Films, including all music compositions for TNT's *75 Seasons: The Story of the National Football League*.

**Pinnacle Systems** has introduced a still store and video networking system. The company's Flashnet Plus can manage hundreds of still images from 10 or more workstations. Pinnacle says its new system supports either NTSC or PAL, analog composite, component or serial digital. The company also says ABC has adopted the technology initially to manage more than 100,000 images.

**ITS Corp.** has won a contract from Mexico City-based Multivision to supply multichannel, multipoint distribution service (MMDS) transmitter systems in Mexico City, Guadalajara, Monterrey, Tuxtla and Merida. The systems will feature ITS 1700 series transmitters in a

100 watt-per-channel configuration. ITS also says it has won a grant to conduct research in adaptive equalization of terrestrial digital TV transmission. The company, which will conduct the research under a Ben Franklin Partnership Challenge Grant, will be working on the project with Carnegie Mellon University. ITS hopes the research will result in transmitters and repeaters that automatically correct for a variety of time-variant distortions.



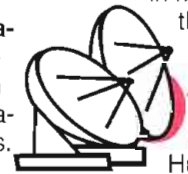
**Odetics Broadcast** introduced a Dual Channel CacheMachine at the recent World Media Expo in Los Angeles. The dual channel model provides online storage for commercials and other short material, while also providing a program and spot insertion channel for news operations. Transfer of archive masters to the digital cache is controlled by Odetics Archive Management Software.

**Standard Communications Corp.** has developed a new generation of domestic and international satellite receivers. The receivers, designed for use in broadcast, satellite newsgathering and cable TV systems, can be used in any area of the world from almost any satellite format, Standard says. The company has dubbed its new receiver the MT900 Intercontinental.

**Ampex Corp.** is closing its Betacam production facility in Hong Kong. The company says it will no longer sell Betacam recorders and systems. The exit from the Betacam market, Ampex says, is part of the company's strategy to restructure its product lines to place more emphasis on Ampex-designed digital products such as its DCT system. Although the company gradually will eliminate service and parts

supplies associated with the Betacam product line, Ampex will continue the functions needed to meet contractual obligations to previous Betacam customers. During the transition, the company plans to work with Sony to assure continuing service and parts supply for Ampex Betacam customers. The company will stop taking orders for Betacam recorders, cameras and camcorders as soon as existing inventories are gone.

**Chicago-based RCT International** is launching a satellite channel aimed at the U.S. Filipino audience. The FILSAT channel will feature 24 hours of entertainment, cultural, educational, sports and news programming. RCT says viewers will be able to access the programming directly through a C-band satellite dish and receiver, or through local cable operators as a premium channel in markets where there is enough support for the channel. The channel will be carried on the Hughes Galaxy 7 satellite.



**England's Oxtel Ltd.** is launching a group of logo inserters and picture library products for serial digital video. The company is offering three new products—BugBurner, Imagestore and Imagestore Upstream. The BugBurner, designed for logo or picture insertion, provides two independent channels, and an optional expansion board boosts the number of channels to four. The Imagestore offers two-layer keying and an internal picture library. Another version, the Imagestore Upstream, offers separate key and fill outputs. The three products list for less than \$9,000.

# Classifieds

See last page of classifieds for rates and other information

## RADIO

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**Radio Sales Manager.** High rated California AM/FM seeks Sales Manager with five successful years. Send resume, salary requirements, billing history and references: Radio Station, Box 675, Santa Maria, CA 93456. EEO employer.

**General Manager - Christian AM/FM** combo in Top 30 market has opening for sales oriented experienced GM. EOE employer. Resumes only to Box 00160.

**Dame Media, Inc.** one of the east's fastest growing broadcast companies, has immediate openings for General Sales Managers and Local Sales Managers. Please send resume and references c/o John W. Dame, Chief Operating Officer, Dame Media, Inc., 600 Corporate Circle, Harrisburg, PA 17110. EOE.

### HELP WANTED SALES

**Radio Advertising Sales.** High rated California AM/FM seeks Account Executive with two successful years. Send resumes, billing history, references: Radio Station Box 675, Santa Maria, CA 93456. EEO employer.

**Heritage AOR of South Texas** has opening for salesperson. Great small group environment. 1 - 3 years current experience, strong local direct skills. Order takers need not apply. Resume and cover letter to GSM, KNCN, 5544 Leopard, Corpus Christi, TX 78408. EOE.

**Account Executive** for top-rated suburban Chicago Country FM. Excellent opportunity with established list for competitive sales professional. Send resume to: Larry Frisaro, GSM, WCCO, 1520 N. Rock Run, Joliet, IL 60435. EOE.

### HELP WANTED NEWS

**Devils Lake, ND, FM afternoon air shift** available. AC. Minimum one year experience required. Excellent opportunity and lifestyle. Tape and resume to General Manager, KDWL, Box 190, Devils Lake, ND 58301. EOE.

**Producer/Anchor.** Immediate opening. The person we're looking for knows how to lay out a fast-paced cast, is a great writer, and knows how to communicate, on camera. One to two years experience preferred. Send tape (3/4" or VHS), resume, and writing samples to: Jim Harmon, Eagle Communications, P.O. Box 5268, Missoula, Montana 59806. No phone calls. EOE.

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**KQOI seeks top communicator.** Highly ranked in Tyler/Longview market - Texas' 5th largest. Full-service soft AC. Superior facility and staff. Future in beautiful, prosperous East Texas. Pros only. Send tape, resume to Dudley Waller, Box 1648, Jacksonville, TX 75766. Male/female. EOE.

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**Knowledge and solid business** approach to reversing low ratings and revenue is this GM's specialty. Let's communicate now. Reply to Box 00135.

**Dynamic GM/GSM** available to relocate east of Mississippi River. Great experience and skills in business planning, sales, expenses, programming and marketing/promotion! Jeff Clark (518) 885-6371.

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## SITUATIONS WANTED MARKETING

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**General Sales Manager.** KCEN-TV, Temple/Waco has an opening. We need a leader to handle both national and local. A can do, get the job done attitude is essential. (Sell me.) Send resume to: Gayle Kiger, KCEN-TV, P.O. Box 6103, Temple, Texas 76503. EOE.

## LOCAL SALES MANAGER

One of the highest rated ABC affiliates in the country, WPTA-TV, a Granite Broadcasting Corporation station, is looking for an LSM. If you possess outstanding administrative skills, the ability to lead and a desire to be part of a station of the future, we want to talk with you.

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**Director of Sales - KABB-TV,** a River City Broadcasting station in beautiful San Antonio, is seeking a Director of Sales. KABB-TV, a UPN affiliate in January 1995, will inaugurate a prime time news in March 1995. You must be a master of inventory control and pricing, prime time and news positioning, and new business development. You must have a thorough understanding of research, sales promotions and special events, traffic, and an ability to think outside the box. Above all else, you must be a leader and a teacher. If you have at least 5 years experience in TV sales management, send your resume to: General Manager, KABB-TV, 4335 N.W. Loop 410, San Antonio, TX 78229. No phone calls please. KABB-TV is an equal opportunity employer.

**KTVU/Fox Oakland-San Francisco** has an immediate opening for a leader to direct our sports marketing sales. As the flagship station for the SF Giants (baseball) and Fox 49'ers football, we need the best there is to join a top-notch sales management team. We are looking for strong prior experience with sports sales and marketing. The ideal candidate needs to think outside the box, be a self motivator, have high expectations, have displayed strong leadership skills, and bring new marketing ideas to the top station in the market. Please send resume and examples of your work to Jeff Block, General Sales Manager, KTVU-TV, Box 22222, Two Jack London Square, Oakland, CA 94623. No phone calls please. EOE.

**General Sales Manager - KSWT-TV,** Yuma, Arizona. CBS/Telemundo affiliate. Send resume and references to John Radeck, KTVH, P.O. Box 6125, Helena, MT 59604. EOE.

### HELP WANTED SALES

**Sales Account Executive.** Self-motivated innovator to sell promotions and sports, develop new business and pioneer new sales methods and revenue sources. Experience with NSI, NAR, Market Manager, Scarborough, computer literacy preferred. Mail or fax resume, cover letter and salary history to Local Sales Manager, Paramount 20/WDCATV, P.O. Box 9662, Washington, DC 20016. 301-654-5209. Equal opportunity employer.

**Sales Account Executive:** Group owned NBC affiliate has an immediate sales opening for their Yuma, Arizona station. Applicant must have previous sales experience, media knowledge helpful, possess a valid driver's license, have a dependable vehicle and proof of insurance. Company offers excellent employee benefit package including 401(k) plan. Send resume to the General Sales Manager, KYMA-TV, 1385 S. Pacific Avenue, Yuma, Arizona 85265. EOE.

**National Account Executive.** Sinclair Broadcast Group is growing and expanding. We are presently interviewing for the position of National Account Executive. Individuals will be based in Chicago and Los Angeles. These individuals will be our spot sales liaison between our stations and our rep firms. Individuals must have at least three years TV broadcast experience and have a proven record of overachievement in their broadcast career. Please send a detailed work history of achievement to: Steve Marks, General Manager, WBFF-TV Fox 45, 2000 West 41st Street, Baltimore, MD 21211. WBFF-TV and Sinclair Broadcast Group are equal opportunity employers.

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**Sales/AE - Film/video production company** in Billings, MT. Fax (406) 656-0124 to request job description.

**Traffic Manager** to direct all working aspects of midwest Fox affiliate Traffic Department. Candidate should have excellent communication skills and demonstrated experience working in fast paced environment. Must be able to handle multiple tasks and have strong supervisory skills. Columbia experience preferred. EOE. Reply in confidence to: Dave Wittkamp 1-800-733-2065.

**Account Executive.** Immediately available. Are you a star looking to expand your horizons? Ellis Communications, Inc., America's leader in broadcast growth is looking for sharp, motivated sales professionals to groom for future management. We offer great benefits, superior pay and terrific opportunity. Requirements: minimum 3 years successful sales record, computer literacy, ratings knowledge and application; TVScan and research background a plus. All inquiries to: Sheila J. Oliver, GSM, Fox 36 WUPW, Four Seagate, Toledo, Ohio 43604. Phone (419) 244-3600, Fax (419) 244-8842. WUPW and Ellis Communications are equal opportunity employers.

#### HELP WANTED TECHNICAL

**Senior Tape Operator.** Florida post production facility seeks senior tape operator with 5-7 years experience to oversee busy machine room. Must know digital/analog formats, broadcast quality standards and tape conversions. Mail or fax resume to J. Friedman, Century III, 2000 Universal Studios Plaza, Orlando, FL 32819 (407) 352-8662.

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State-of-the-art VHF independent seeks an engineering director to lead our engineering department. Candidate must possess in-depth knowledge of all facets of television broadcast engineering as well as graphics and studio operation. Requires 8-10 years of management experience. As a key member of the station's executive team, the candidate must be able to demonstrate top-notch management and leadership skills

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**Video Engineer.** Outstanding opportunity. Immediate opening in Midwest location. Must be proficient in maintaining full service multi-format production facility. In-depth hands-on experience a must. Excellent salary and benefits package. Call 1-800-960-3838, as well as faxing resume with salary history to John Prechtel 515-472-6043.

**Satellite Coordinator.** Small, rapidly expanding TV facility in Washington, DC seeks individual to carry out satellite and circuits bookings, coordinate feeds to customers satisfaction, provide customer interface, costing and quotations. Position requires 3-5 years experience; bilingual Spanish ability preferred. We offer a competitive salary and excellent benefits. Please send resume with salary requirements, in confidence, to: Personnel Manager, Reuters Television International, 1700 Broadway, 39th Floor, New York, NY 10019. EOE.

**Maintenance Technician - Wanted** for Top 20 ABC affiliate. 3-5 years experience repairing broadcast television equipment. We have Grass Valley switching systems, a Utah plant router, Quantel graphics equipment, BTS studio cameras on Vinten Microswift robotics, BetaCam SP field equipment and an Ampex ACR 225. Experience with VHF transmitters, ENG microwave equipment and Ku-Band uplinks is also desirable. Send resume to: Cindy Hutter, Chief Engineer, KTVI-TV, 5915 Berthold Avenue, St. Louis, MO 63110.

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**Chief Engineer.** NBC affiliate seeks hands on leader for maintenance of studio systems. UHF transmitter and personnel supervision. Send resume to Dave Tillery, General Manager, WICZ-TV, P.O. Box 40, Vestal, NY 13851. EOE.

**Chief Engineer:** Chief Engineer retiring. Looking for highly qualified experienced CE in all aspects of broadcast engineering to oversee/maintain transmitter and studio equipment. FCC general license; SBE certification required. Submit resume w/salary requirements to Box 00145 EOE.

**Technician Senior.** Argonne National Laboratory, one of the nation's premier energy research and development organizations, is currently seeking a Technician Senior for the Advanced Photon Source (APS)—the nation's largest synchrotron radiation facility. You will assist engineers and physicists in the development, improvement, and construction of RF electronics and amplifiers. This will involve assembly, testing and debugging, installation, operation and maintenance of high power RF amplifiers. This position requires an Associate's degree or equivalent along with 5+ years of experience building, testing and maintaining high power RF amplifiers and related power equipment. We also require extensive knowledge of RF construction and testing techniques, and familiarity with low-level equipment. At Argonne, you'll find an environment that encourages both personal and professional career growth, as well as excellent compensation and benefits. We welcome applications from candidates who can contribute to our EEO/Affirmative Action goals. For confidential consideration, please send a resume and salary history to: Sheila R. Heath, Employment and Placement, Box APS-114665-8Q, Argonne National Laboratory, 9700 S. Cass Avenue, Argonne, IL 60439. Telecommunication Device for the Deaf - (708) 252-7722. An equal opportunity/affirmative action employer.

**Studio/Transmitter Maintenance Engineer:** Wanted with minimum 5 years experience. RF maintenance experience with older VHF transmitters required. Resume to Chief Engineer, KEYT-TV, P.O. Box 729, Santa Barbara, CA 93102. EOE.

**WATL seeks full-time Operations Engineer:** Odetics-based Master Control, all VTR formats. Applicant must be able to read waveform monitor and vectorscope, have Master Control and videotape experience, FCC license, and ability to work flexible schedule. No phone calls! Fax resume to (404) 881-3749 or mail to Personnel Director, WATL Fox 36, One Monroe Place, Atlanta, GA 30324. EOE.

**TV Operations Engineer.** WPBT, public television in South Florida has an opening for someone to assume responsibility for quality control of video and audio signals in master control. Duties also include loading 1" Betacam machines, switching on-air station breaks, operating Odetics cart machine and maintaining accurate program and transmitter logs. Must have two years experience in set-up and shading of studio production cameras and working in a master control on-air operation. Must have an FCC restricted license. Work hours and days may change weekly and include weekends and some holidays. Send resume with salary requirements to: Human Resources, WPBT/TV2, P.O. Box 2, Miami, FL 33261-0002. An equal opportunity employer. M/F/H/V.

**TV Chief Engineer.** Group owned dominant CBS station with excellent equipment. Responsibilities include planning, procurement, installation and maintenance of studio and transmitter facilities. Send resume to VP/GM Joe Varholj, KLFY-TV, 2410 Eraste Landry Road, Lafayette, LA 70506. Phone (318) 981-4823. EOE.

**Chief Engineer** needed for a new and growing company. Established southeast Fox affiliate. Applicant must have UHF transmitter experience. Hands on experience with studio maintenance and good managerial experience. Engineering degree preferred. Good benefits available. Reply to Box 00154 EOE.

**HELP WANTED NEWS**

**Photojournalists needed:** Top 20 start up newsroom needs experienced photographers. NPPA a must. Minimum 5 years experience. Creative and outgoing people with the desire to do news different than all the rest. Please send non-returnable tape to: KNXV-TV, 4625 S. 33 Place, Phoenix, AZ 85040. KNXV is an equal opportunity employer.

**Weekend Anchor.** Small market, network affiliate. Award winning news team. Great community. Excellent quality of life. Minimum two years anchor experience in commercial television news. Produce some weekend shows. Report three days a week. Send resume and non-returnable tapes to Box 00155 EOE.

**PROMOTION WRITER/PRODUCER**

KABC-TV, the #1 station in the #2 market, is looking for a cutting edge news Promotion Writer/Producer to take our daily news teases and promos to new heights. The successful candidate will have solid writing skills and a strong knowledge of graphics and post-production. Send your tape packed with great news spots and resume (no phone calls) to: **William Burton, Director of Creative Services, KABC-TV, Dept. PWR-BC, 4151 Prospect Ave., Los Angeles, CA 90027.** Equal Opportunity Employer.



**KTVT-TV,** the CBS affiliate in the 8th market, is dramatically expanding it's news operations. We are hiring the following people: 1) Assistant News Director, 2) Anchor/Reporters, 3) Meteorologists, 4) General Assignment Reporters, 5) Sports Photographer/Reporter, 6) Sports Anchor/Reporters, 7) Producers, 8) Associate Producers, 9) Photojournalists, 10) Videotape Editors, 11) News Director's Secretary, 12) Desk Assistants. We want aggressive, talented and experienced people who understand contemporary broadcast journalism. Send tape and resume to: News Director, P.O. Box 2495, Fort Worth, TX 76113. No phone calls please! We are an equal opportunity employer!

**Anchor the Capital Region's** first hour-long morning newscast. Fast, fun, interactive format. Resume and non-returnable tapes to: Don Decker, WTEN-TV, 341 Northern Boulevard, Albany, NY 12204. EOE.

**Director.** Top-50 market station with award-winning news department seeks an energetic director. The ability to make quick decisions and switch accurately under pressure is essential. Qualified applicants must have a minimum of two years experience directing and switching live broadcast news. Prefer experience with Grass Valley 300, Grass Valley DPM-700, Chyron 4100 EXB, SuperScribe and Infiniti! CMX editing experience and familiarity with Grass Valley 200, Ampex ADO-100 and Abekas A-42 are also desirable. Send resume, references, salary requirements and non-returnable resume tape (with director's track) to Job Screening Committee, WWL-TV Production Department, 1024 North Rampart Street, New Orleans, Louisiana 70116-2487. No telephone calls, please. EOE.

**WDTN** is looking for a Newscast Producer. The Show Producer is in charge of daily newscast, from story selection to writing, to on-air presentation, working with multiple live and satellite shots. Producer candidates should display good news judgement, have above average writing skills, the proven ability to make quick decisions and to communicate well with anchors and staff. Show Producers also act as Associate Producer of other news shows and special programs as assigned. Producer may be called upon to do daily writing of 2 News Fax. The candidate should have at least two years of experience as a daily line producer. Newsroom computer experience desired and candidates must be able to climb stairs, and to type. Send resume to Personnel Adm., WDTN TV2, P.O. Box 741, Dayton, OH 45402. M/F/H/V.

**ATTENTION TV NEWS PROFESSIONALS**

**NEWS ANCHORS  
SPORTS ANCHORS  
METEOROLOGISTS  
REPORTERS**

**PRODUCERS  
ASSIGNMENT EDITORS  
PHOTOGRAPHER/EDITORS  
WRITERS**

KABB-TV in beautiful San Antonio, Texas, is seeking to fill all positions for a start-up nightly newscast. All positions require at least two years television news experience. NO beginners. Individuals will be creative, energetic, absolutely love television news and have a great attitude. Send resumes, references and non-returnable VHS tape to:

**ALAN LITTLE/NEWS DIRECTOR  
KABB-TV  
4335 N.W. LOOP 410  
SAN ANTONIO, TX 78229**

Due to the expected volume of applicants, we regret we cannot return materials and will contact only the applicants that closely match our requirements. Thank you for your understanding. No phone calls or faxes, please. KABB-TV is an Equal Opportunity Employer.

**Top 15 net affiliate** is expanding staff and looking for you if you're among the best! Photographers: At least 4 years experience in photography and editing. Microwave experience helpful. Production skills important. You'll work with Beta, live helicopter and new ENG and SNG units. Reporters: Crack storytellers who aren't afraid to work "outside the box." 4 years experience in general assignment and live reporting. Enterprise and production skills are very important. Producers: Newscast and field producing positions available. Program producers must be extremely creative and understand what it takes to keep an audience motivated through the show. Field producer must have experience with a consumer/troubleshooter unit. Rush non-returnable tapes (Beta or 3/4") along with resume, references and salary requirements to: Mike Cavender, Vice President/News, WTSP, P.O. Box 10,000, St. Petersburg, FL 33733. Absolutely no phone calls! EOE.

**Anchor/Producer/Reporter and Photographer** sought by Mid-Atlantic ABC affiliate. Anchor must have 2 years on-air experience. Photographer/editor must have 1 year newsroom experience, be creative, excellent editing skills and live truck experience a plus. Send non-returnable tapes on 3/4" to: Neil Bayne, ND, WMDT-TV, P.O. Box 4009, Salisbury, MD 21803-4009. EOE/M-F. No phone calls.

**Anchor/Reporter** needed for African-American public affairs program. Position requires skills in field productions, news, writing, and beta editing. Send resume and tape to Prince Wooten, CN 777, 25 South Stockton Street, Trenton, NJ 08611. EOE.

**Anchor.** Named the best Newscast in the state of Florida by the Associated Press, Fox News at 10 seeks a Weekday Anchor. Position will also be a weekday reporter. Three years television experience required, college degree preferred. Send non-returnable tape and resume to: Mark Pierce, Station Manager, 621 SW Pine Island Road, Cape Coral, FL 33991. No phone calls please. We are an equal opportunity employer.

**Topical News Promotion Producer.** If you've got high energy, love to edit and write copy that sells under short turnaround times and thrive on working in a fast paced, creative environment, an Austin TV station is looking for you. We have an immediate opening for a Topical News Promotion Producer. You must have at least two years TV experience, strong writing skills and hands-on Beta editing ability. Send resume and tape to Box 00159 EOE.

**National Sports Jobs Weekly.** Current job openings. Media, Administration, Marketing. 8 weeks - \$48. Call 9AM-5PM PST (800) 339-4345.

**News Reporter/Anchor - WNWO-TV** is seeking an aggressive, experienced television reporter/anchor with good writing and editing skills. Five years of reporting and anchoring experience and degree preferred. Send resume and non-returnable tape to: News Director, WNWO-TV, 300 South Byrne Road, Toledo, Ohio 43615. No phone calls please. Deadline: November 4, 1994. WNWO-TV is an equal opportunity employer.

**Producer Needed** at top 35 ABC affiliate. We're looking for a solid journalist and a good writer who likes a fast-paced newscast packed with live shots. You must be creative and know how to use graphics. Two years experience required. Very competitive salary and great benefits for the right person. Send resume and writing samples to Box 00157 EOE Employer M/F/D.

**Producer.** Can you make a newscast sing with graphics and copy? Do you have great news judgement, vision, and people skills? Do you want to work in one of the Northeast's most progressive and liveable cities? If so, then you want to be our 5:00 or 6:00 weekday producer, here at Western New York's NewsChannel 8, the fastest growing news shop in town. Send a non-returnable tape and resume to Jon Greene, News Director, WROC-TV, 201 Humboldt Street, Rochester, New York 14610.

**Producer.** If you're a producer who loves fast paced, lots of action, eyewitness style news, we want to hear from you. No opening, but you know the business. Send us a current show, with critique and news philosophy to: Deborah Stanley, Executive Producer, KENS-TV, 5400 Fredericksburg Road, San Antonio, TX 78229. No phone calls please. We are an equal opportunity employer.

**Producer/Reporter:** Florida Public Television needs an experienced broadcast journalist to cover the Florida legislature. Must also serve as producer, reporter, and writer for public affairs documentaries. This is an entry level position. Starting salary is \$18,000. Send resume and tape to Executive Producer, P.O. Box 20066, Tallahassee, FL 32316-0066. EEO Employer.

**Reporter - WCBD-TV** needs a person who can turn both general assignments and investigative reports. Possible backup anchoring. Non-returnable tape, resume and references to News Director, WCBD-TV, P.O. Box 879, Charleston, SC 29402. Drug test. EOE, M/F. No phone calls.

**Reporter:** #1 station on California's central coast needs experienced male reporter who can also serve as a back-up anchor. The ideal candidate has solid writing and reporting skills. Creative storytelling a must. Send resume and 3/4" resume tape to: Sandra McKeller/M, News Director, KSBY-TV, 467 Hill Street, San Luis Obispo, CA 93405. EOE.

**Sports Anchor.** Highly-rated Southeast news department is looking for a Sports Anchor for 6 and 11 pm shows. We want innovative journalists who believe sports is more than reading and voicing over highlights. Exceptional anchoring and reporting skills are required. Also, we expect you to be involved in community events. Team players only. Send non-returnable tape, resume and salary history to Box 00147 EOE.

**We want a results and customer driven Production Manager.** Aggressive midwest market affiliate is in the news and commercial/industrial production business to the hilt. Your job is to grow production revenue in one facility while you finesse production values in our around-the-clock news operation. Technical experience important but foremost, you need to be a creative and innovative force in this TV station and a leader in our market. Please send resume and salary requirements to Box 00156 EOE.

**WTLX** has an opening for an assignment editor. The assignment editor works under the news director and is part of the news management team. Please send a resume to Chris Huston, News Director, WTLX, 8927 Thomasville Road, Tallahassee, Florida 32312.

**WOIO/WUAB** in search of one News Promotion Producer with minimum 3 years broadcast promotion experience, heavy emphasis on news; and one promotion writer/producer with minimum 2 years broadcast promotion experience. College education and good writing skills required. Production experience preferred. Job available immediately. Send resume and tape to Judy Hackett, General Marketing Manager, Channel 19, Inc., WOIO Channel 19, 2720 Van Aken Boulevard, Cleveland, Ohio 44120. Equal opportunity employer.

**WJKS Jacksonville, Florida** needs a strong reporter, capable of back-up anchoring. Send your award winning stories if you like but prove you can generate viewer grabbing reporting every day. Minimum 5 years TV news experience. No calls. Tapes to: Jay Solomon, News Director, 9116 Hogan Road, Jacksonville, FL 32216. Tape return with SASE only. WJKS-TV is an equal opportunity employer. M/F, Drug screening.

**Producer Wanted.** Aggressive, creative, dynamic medium market Producer position. Send 3/4" aircheck (no more than 3 days old), along with anything else you think we need to know to: Al Sandubrae, News Director, KARK-TV, 201 West 3rd Street, Little Rock, AR 72201. Give it your best shot, the first time. Great opportunity for the right person. Only those with experience should apply. Women and minorities are encouraged to apply. M/F. EOE.

**We're three fourths of the way** toward the best anchor team in the market...we need that rare individual who can combine weather skills with personality. We're not looking for either a weather druid or a clown...but a polished performer who can communicate weather to real people. AMS seal required. Our timetable is tight, so send resume and a tape to: WSYX-TV, P.O. Box 718, Columbus, Ohio 43216-0718. Attn: Weather Anchor. No phone calls please. Women and minorities are encouraged to apply. Pre-employment drug testing. EOE. M/F/D.

**Senior Videotape Editor.** The Christian Broadcasting Network, an international evangelical television ministry located in Virginia Beach, Virginia, is seeking a highly skilled Senior Videotape Editor. The successful candidate will possess the following qualifications: Experience as a videotape editor at a major production or broadcast facility; experience in television production and postproduction; experience designing DVE generated effects; and good computer skills. Experience with Intinit!, Grass Valley 200 and D-2 a plus. If you meet the listed criteria and share our vision and purpose, call our 24-hour line (800) 888-7894 to request an application. For full consideration, applications must be received by CBN no later than 7 November 1994. Resumes without applications will not be considered.

**WOKR-TV Job Opening.** Western New York's number one source for news has immediate openings for creative, committed broadcast journalists. At Rochester's NewsSource 13, we believe in uncovering the news as well as covering it. We are looking for a General Assignment Reporter who is a story teller. Enterprise and investigative skills, along with a positive, can-do attitude, are a must. Requirements: One year experience, college degree preferred. Anchor ability a plus. If you are the best in your newsroom and would like the freedom and coaching to be even better send a resume and non-returnable 3/4" tape to: Human Resources Generalist, WOKR-TV, 4225 West Henrietta Road, P.O. Box 20555, Rochester, NY 14602-0555. WOKR-TV is an equal opportunity employer. Minorities and women are encouraged to apply.

**For all your Classified Needs  
Call Antoinette Fasulo  
Tel: 212-337-7073  
Fax: 212-206-8327**

**Reporter/Photographer.** West Texas affiliate seeks a Reporter/Photographer. Must be able to gather, write and edit three-quarter inch video tape for broadcast. Must have journalism background and able to work flexible hours. Degree and/or prior experience preferred. Send resume to Personnel Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE.

**Assistant News Director** - Emmy winning and Edward R. Murrow winning WCBD-TV needs a person who can wear several hats. The right candidate will oversee daily production of newscasts, direct production of investigative reports and be responsible for all special projects. Not for beginners. Newscast producing background a major plus. Resume and references only to News Director, WCBD-TV, P.O. Box 879, Charleston, SC 29402. Drug test mandatory. M/F, EOE. No phone calls.

**Assignment Editor.** Fast paced T.V. newsroom needs Assignment Desk Editor with 3 years experience to organize daily coverage. Individual will coordinate and dispatch crews, make beat checks and maintain contacts with news sources. Resume should be directed to Mike Lewis, Assignment Manager, WDAF-TV, 3030 Summit, Kansas City, MO 64108. EOE.

**HELP WANTED PROGRAMMING PRODUCTION & OTHERS**

**Fast paced, energetic,** entertainment oriented production facility seeks an editor with 3-5 years experience on-line editing. Working knowledge of GVG 151, K-Scope, and 200 switcher preferred. Creativity and excellent client relation skills a must. Send resume and salary requirements to: Editor Search, 1899 Ninth Street, NE, Washington, DC 20018.

**Associate Director** - Experience necessary for a hands-on technician with newscast directing abilities and technical abilities in studio and control room capacities. Excellent communication and organizational skills are necessary for this position. Candidate must be able to work flexible hours and/or weekends. Send letter, resume and non-returnable tape to Veronica Bilbo, EEO Coordinator, KPLC-TV, P.O. Box 1490, Lake Charles, LA 70602. EOE.

**Producer/Director** needed for Wyoming Public Television Network, with studios just three hours from Teton and Yellowstone national parks. Must be able to do everything from conceptualization to editing, including directing live programs. Salary: \$20,708-\$27,658. For complete job description, phone: (307)856-6944. Application deadline: November 15, 1994. Minorities and women encouraged to apply. WPTV is an EEO/AEE.

**Producer/Editor.** WXIN-TV Fox 59 is seeking a Producer/Editor for the Promotion Department. The qualified candidate will possess strong creative writing and conceptual skills, proficiency with 3/4", Beta and CMX editing, knowledge of ADO and DVE, general lighting and shooting skills and two years television promotion experience with independent or Fox affiliate preferred. Quantel Paintbox experience helpful. College degree or equivalent in experience. Responsibilities will include, among others, the ability to conceive, write, produce off-line edit and produce on-air video pieces, tag and post weekly episodes and cart on-air promos. Candidate must be a good communicator and have the ability to direct talent. For consideration, send cover letter, resume and 3/4" tape by November 11 to: Judy Paluso, WXIN, 1440 N. Meridian Street, Indianapolis 46202. No phone calls please. EOE.

**HELP WANTED PROGRAMMING PROMOTION & OTHERS**

**PROMOTION ASSISTANT/ SECRETARY**

KABC-TV is seeking an individual with strong administrative skills to assist the department director and the creative services staff. The ideal candidates will have experience working in promotion or advertising, word processing skills and the ability to work independently in a fast paced environment. Send a cover letter and resume (no phone calls) to: **William Burton, Director of Creative Services, KABC-TV, Dept. PAS-BC, 4151 Prospect Ave., Los Angeles, CA 90027.** Equal Opportunity Employer.



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For Major Market (ABC-To-Be)

- Need Aggressive, Creative Leader
- Drive All Aspects of Promotion
- Manage 10 Person Promotion Staff That Insists on Winning

Send non-returnable tapes, resumes to:

**Bob Rowe, Station Manager  
KNXV-TV  
4625 S. 33rd Place  
Phoenix, AZ 85040**

KNXV-TV is an Equal Opportunity Employer.

**Creative Services/Marketing Manager:** News is our priority at Emmy Award winning KTNV-TV, ABC, Las Vegas. We are looking for an innovative and creative strategic thinker. Can you write, produce and edit spots that make a difference? Must have an understanding of print, radio and sales marketing concepts. This is your opportunity to live in the fastest growing city in America. Candidates must have leadership skills, 3-5 years experience as a promotions producer. Send resume, tape, and starting salary requirements to: General Manager, KTNV-TV, 3355 South Valley View Boulevard, Las Vegas, NV 89102. Women and minorities are encouraged to apply. EOE.

**Promotion Manager.** KPHO/Arizona 5 the Southwest's newest CBS affiliate is looking for a Promotion Manager who can produce hotter spots than a Phoenix summer. Do you have a great reel of on air promotion with a strong emphasis on news and off net product. Can you manage a staff that is expanding and work with all departments in the station as a team? Does your interest and background extend into the programming area? Then become part of television history as 4 stations in the Phoenix market switch affiliation. Send non returnable tape and resume to: Gene Steinberg, Director of Program Development and Operations, KPHO/Arizona 5, 4016 N. Black Canyon, Phoenix, AZ 85017. EOE/MF. Hurry the snow's about to fall on a market near you!!!

**#1 WABC-TV New York** needs top Writer/Producer: Tough job requires talented pro. WABC-TV seeks an experienced, dedicated promotion writer/producer with strong reel and talent to shine in #1 market. Extensive news topical experience, strong creative and production skills a must. Lots of pressure, tight deadlines, great opportunity. Send tape and resume to: Brigitte McCray, Director of Creative Services, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are an equal opportunity employer.

**WRDW-TV** seeks on-air promotion producer. Creativity, writing and 3/4" editing skills a must. Experience in television promotion preferred. Send resume and tape to: Jessica Guthrie, WRDW-TV, Post Office Box 1212, Augusta, GA 30303-1212. EEO.

**HELP WANTED RESEARCH**

**Research Director.** WXIN-TV Fox 59 seeks a Research Director for the Sales Department. The selected candidate will possess strong initiative, be creative and work well independently. Familiarity with Harvard Graphics, Page Maker, Scarborough and/or Marshall Marketing packages required. Minimum of two years research experience with an agency, rep firm or station helpful. College degree preferred or equivalent in experience. Responsibilities will include, among others, the ability to generate one-sheets from ratings sources, composition of sales presentations and reports, maintenance of avail system and competence to estimate numbers and rationale for new programs. For consideration, send cover letter and resume by November 11 to: Randa Minkarah, WXIN, 1440 N. Meridian Street, Indianapolis 46202. No phone calls please. EOE.

**Research Director.** CLTV, the Chicagoland areas only 24-hour Local News Channel has an immediate opening for a Research Director. Primary duties are to provide and analyze qualitative and quantitative television research materials for sales, marketing and programming. Previous experience as Research Director or Research Assistant is required. Computer fluency in MRI, Scarborough, Nielsen and Media Watch is essential. The position reports to VP/Director of Sales. CLTV is part of Tribune Company, a leading provider of multi-media news, entertainment and information. EOE. Send replies to: CLTV, Human Resources Director, 2000 York Road, Suite 114, Oakbrook, IL 60521.

**HELP WANTED ADMINISTRATION**

**Administrative Assistant.** Leading TV/Cable magazine has an exciting opportunity for a well-organized, self-starter. Typing essential and must be computer literate with knowledge of spread sheets and data bases. Excellent verbal and written communication skills necessary. Send resume with salary requirements to: Cahners Publishing, 5700 Wilshire Boulevard, Suite 120, Los Angeles, CA 90036, Attn: Gary Rubin. EOE, M/F/D/V.

**SITUATIONS WANTED NEWS**

**Award-winning News Director/Correspondent** with 16 years experience. Business news a specialty. Took elite 20-man team to the top at major broadcasting organization. Reply to Box 00143.

**Miss Universe** finalist from Caribbean, 2 years anchor/reporting/hosting. Management: Cathy St. George, P.O. Box 93773, LA, CA 90093 (213) 883-1651.

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PROMOTION & OTHERS**

"Cheers" for the 90's. Writer with B.A. in television seeks agent to represent dynamic and original sitcom concept. One call and you'll know it's real! Mike (619) 256-6213.

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**MISCELLANEOUS**

**Consultants:** Communications firm looking for individuals with international media and public information experience for short-medium term assignments in Eastern European and former Soviet Republics. Specialties include media project management, marketing, writing, photography, advertising, location video directing, camera and audio operators: foreign language helpful. Send CV to GVC, 1433 Powhatan Street, Alexandria, VA 22314 or Fax to (703) 836-8297.

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**CABLE****HELP WANTED MANAGEMENT****LOCAL SALES MANAGER**

Cox Cable Communications is seeking a Local Sales Manager for New Orleans, LA. Duties will include developing, maintaining, and servicing a client base to achieve revenue objectives and also supervising the complete sales activities of a local advertising sales staff including selecting, training, monitoring and coaching ad sales personnel. Ad sales experience required. College degree and management experience preferred. Send resume or call to the following:

**CABLEREP LOUISIANA  
338 EDWARDS AVENUE  
HARAHAN, LA 70123  
ATTN: MICHAEL SALGADO  
(504) 734-7345 EXT. 4435**

*Cox Cable Communications, Inc. is an  
equal opportunity employer.*

**ALLIED FIELDS****HELP WANTED INSTRUCTION**

Faculty Positions, Syracuse University's S.I. Newhouse School of Public Communications is seeking candidates for their Television/Radio/Film and Graphic Arts Departments. Two candidates are needed in the Television/Radio/Film Department to teach in the areas of Electronic Media Law, Policy, Research, Programming, and Management. Additional courses may be taught commensurate with the candidate's other areas of expertise. Rank and salary negotiable. In addition, the Graphic Arts Department is seeking three full-time tenure-track faculty members. Electronic Media: two positions to teach in the areas of Media Law, Policy, Research, Programming and Management. Additional courses may be taught in the candidates other areas of expertise. Send resume to: Peter Moller, Media Graphics: One position to teach graphics and imagery of the media. Must know typography, design, and imaging. Send resume to: Kevin Barnhurst. All candidates should be fluent in the use of computers and electronic data services and must have professional experience and a Master's degree. Teaching will include all aspects of the rapidly evolving industry. Send resumes to: Newhouse School, 215 University Place, Syracuse University, Syracuse, NY 13244-2100. Syracuse University is an Affirmative Action/Equal Opportunity Employer.

**ALLIED FIELDS****HELP WANTED INSTRUCTION****CHAIR, DIVISION OF MASS  
COMMUNICATION****Search Re-Opened**

Emerson College re-opens the search, and invites applications and nominations for the position of Chair of the Division of Mass Communication. With over 2,700 students, Emerson is the nation's only accredited undergraduate and graduate institution specializing solely in the study of the communication and performing arts.

The Mass Communication Division is one of seven major academic divisions in the College, with 23 full-time faculty. It offers degrees in both the theory and practice of Audio/Radio, Video/Television, Cinema/Film, Print/Broadcast Journalism, and Mass Media Generalists to approximately 1,100 undergraduate and 130 graduate students.

Successful candidates will give evidence of the ability to provide strong academic leadership in teaching, scholarship, and creative activities as well as provide vision in a changing environment. The candidate should have excellent administrative skills in planning and budgeting, should have the ability to advocate effectively for the division, and must be committed to the goals of affirmative action, cultural diversity, and international/multicultural education.

Applicants must hold a terminal degree or equivalent professional experience in a field of mass communication. The rank is Associate or Full Professor; the salary and benefits are highly competitive. Applications will be reviewed beginning December 2 and will be continued until the position is filled. **Qualified applicants should send letter of inquiry, curriculum vitae, references, and other supporting information to: Walter Littlefield, Acting Chair of Mass Communication, Emerson College, 100 Beacon Street, Boston, MA 02116.**

Emerson College is an Equal Opportunity/Affirmative Action Employer. Minorities and women are encouraged to apply.

**EMERSON  
COLLEGE**

Northeastern University's School of Journalism seeks two full-time, tenure-track faculty positions in broadcast and print journalism, beginning Fall 1995. The minimum qualifications include a master's degree, 7-10 years full-time professional media experience; national/international experience desirable. Successful candidates will demonstrate a desire to enter fully into academic life while maintaining identity and activities as professional journalists. Superior teaching and research abilities essential. Send letter outlining career goals, curriculum vitae, names of five references, and supporting material to Nicholas Daniloff, Chair, Box B, Northeastern University, School of Journalism, 102 Lake Hall, Boston, MA 02115. Northeastern University is an equal opportunity/affirmative action Title IX employer.

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Robert Ross  
Senior Vice President & Executive Director  
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**PUBLIC NOTICE**

UNITED STATES BANKRUPTCY COURT  
SOUTHERN DISTRICT OF NEW YORK

In re

MICROBAND CORPORATION OF AMERICA,  
THE MICROBAND COMPANIES INCORPORATED,  
MICROBAND WIRELESS CABLE OF NEW YORK, INC.  
MICROBAND WIRELESS CABLE CORPORATION

Chapter 11

Case Nos. 89 B 13215 (FGC)  
89 B 13323 (FGC)  
89 B 13325 (FGC)  
89 B 13329 (FGC)

Debtors

(Jointly Administered)

**AMENDED NOTICE OF HEARING TO CONSIDER THE (1) SALE OF SUBSTANTIALLY ALL OF THE ASSETS OF THE DEBTORS' WIRELESS CABLE TELEVISION BUSINESS IN THE NEW YORK METROPOLITAN AREA AND (2) ASSUMPTION AND ASSIGNMENT OF EXECUTORY CONTRACTS AND UNEXPIRED LEASES WITH RESPECT THERETO PURSUANT TO SECTIONS 363 AND 365 OF THE BANKRUPTCY CODE**

TO: ALL CREDITORS AND OTHER PARTIES IN INTEREST:  
NOTICE IS HEREBY GIVEN as follows:

1. On September 19, 1994, the United States Bankruptcy Court for the Southern District of New York (the "Bankruptcy Court") signed an order (the "Amended and Restated Scheduling Order") pursuant to which, among other things, a hearing (the "Hearing") has been scheduled to consider certain transactions involving Microband Corporation of America. The Microband Companies Incorporated, Microband Wireless Cable of New York, Inc. and Microband Wireless Cable Corporation (collectively referred to herein as "Microband" or the "Debtors"). At the Hearing, an order pursuant to Sections 363 and 365 of title 11 of the United States Code (the "Bankruptcy Code") will be sought seeking authorization for the (a) sale of substantially all the assets of the Debtors' wireless cable television system in the New York metropolitan area, free and clear of all liens, claims and encumbrances and free of any stamp or similar tax requirements; and (b) the assumption and assignment of certain executory contracts and unexpired leases to the bidder (the "Successful Bidder"), if any, making the best offer, as determined by the Court, for the assets of the Debtors.

2. At the Hearing, the Court will consider the sale of all of Microband's assets and properties used or useful in the wireless cable system operated by Microband in the New York metropolitan area (the "Business") and Microband's assumption and assignment to the Successful Bidder of certain executory contracts and/or unexpired leases used in connection with the Business (collectively, the "Transaction").

3. The Transaction for which authority to consummate is sought contemplates that the Successful Bidder will acquire the Business for such consideration as may be approved by the Court (the "Purchase Price"). The bidding process shall take place in accordance with the Amended and Restated Terms and Conditions of Sale, which was approved by the Amended and Restated Scheduling Order, and which is annexed to the Amended and Restated Scheduling Order as Exhibit A. The Amended Approved Terms and Conditions of Sale shall apply to all competing bids.

4. Pursuant to the Amended and Restated Scheduling Order, the Hearing to consider the Transaction will be held on December 22, 1994, at 10:00 am, or as soon thereafter as counsel may be heard, before the Honorable Francis G. Conrad, United States Bankruptcy Judge, at the United States Bankruptcy Court, United States Custom House, One Bowling Green, New York, New York 10004. The Hearing may be adjourned from time to time without further notice other than an announcement in open court at the Hearing of the adjourned date or dates for the adjourned Hearing.

5. The Amended Approved Terms and Conditions of Sale and the Escrow Agreement attached as Exhibit C to the Amended and Restated Scheduling Order may be modified at or prior to the Hearing to accommodate objections by interested parties. At the Hearing, the Court may enter such orders as it deems appropriate under applicable law and as required by the circumstances and equities of the Debtors' Chapter 11 cases.

6. Objections, if any, to approval of the Transaction shall be in writing, shall conform to the Federal Rules of Bankruptcy Procedure and the Local Rules of the Bankruptcy Court, shall set forth the name of the objectant, the nature and amount of any claims or interests held or asserted against the Debtors' estates or property, the basis for the objection and the specific grounds therefor, and must be served by hand, courier or overnight delivery service upon the following parties and filed with the Bankruptcy Court, together with proof of service thereof, so as to be received no later than fourteen (14) days prior to the Hearing: (i) Kensington & Ressler P.C., counsel for the Debtor, 400 Madison Avenue, New York, New York 10017. Attention: Howard D. Ressler, Esq.; Berlack, Israels & Liberman, counsel for the Official Committee of Unsecured Creditors, 120 West 45th Street, New York, New York 10036, Attention: Edward S. Weisfelner, Esq.; Edwards & Angell, counsel for TA Funds, 750 Lexington Avenue, New York, New York 10022. Attention: Sandra A. Riemer, Esq.; Hebb & Gitlin, P.C., counsel for New York Life, One State Street, Hartford, Connecticut 06103. Attention: Michael J. Reilly, Esq.; and the Office of the United States Trustee, 80 Broad Street, 3rd Floor, New York, New York 10004-1408, Attention: Joseph Gibney, Esq.

7. Copies of the Amended and Restated Scheduling Order (with all exhibits thereto) are available for inspection during regular court hours at the office of the Clerk of the Bankruptcy Court, United States Courthouse, Fifth Floor, One Bowling Green, New York, New York 10004-1408, and may be obtained upon written request to the Debtors' counsel.

Dated: New York, New York  
September 19, 1994

s/Francis G. Conrad  
Honorable Francis G. Conrad  
United States Bankruptcy Judge

The New Orleans City Council has issued a Request for Proposals (RFP) for the professional facilitation of the City of New Orleans entry into the "Information Superhighway." The City of New Orleans is interested in the following overall objectives: (a) universal residential, commercial, industrial and institutional access to advanced telecommunications services and technologies; (b) early and extensive deployment of advanced telecommunications infrastructure and systems; and (c) educational, government, health, public and social service delivery through advanced telecommunications systems and technologies. Responses are due November 17, 1994. A copy of the RFP is available from:

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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.

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**WCIX(TV) Miami** (BALCT940824KF)—Action Sept. 14.

**KVIK(FM) Decorah, IA** (BAPH940809GM)—Action Aug. 29.

**KBSD-TV Ensign, KS** (BALCT940629LG)—Action Oct. 7.

**KBSH-TV Hays, KS** (BALCT940629LH)—Action Oct. 7.

**KWCH-TV Hutchinson, KS** (BALCT940-629LF)—Action Oct. 7.

**KBSL-TV Goodland, KS** (BALCT94062-9LI)—Action Oct. 7.

**KQNS-FM Lindsborg, KS** (BALH9407-11GG)—Action Aug. 29.

**KALB(AM)-KZMZ(FM) Alexandria, LA** (AM: BAL940701EG; FM: BALH940701EH)—Action Sept. 1.

**KALB(AM)-KZMZ(FM) Alexandria, LA** (AM: BTC940713EA; FM: BTCH940713EB)—Action Sept. 1.

**WHDH(AM) Boston** (BAL940815EA)—Action Sept. 1.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; H&V—horizontal and verticle; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; mod.—modification; MP—modification permit; ML—modification license; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power update; U or unl.—unlimited hours; vis.—visual; w—watts; \*—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

**WHPR-FM Highland Park, MI** (BALED931210GG)—Action Aug. 31.

**WHSY-AM-FM Hattiesburg, MS** (AM: BAL940809GE; FM: BALH940809GF)—Action Aug. 30.

**KHST(FM) Lamar, MO** (BALH940705GJ)—Action Oct. 6.

**KFLW(FM) St. Robert, MO** (BALH940712-GG)—Action Aug. 30.

**KHAS(AM) Hastings, NE** (BTC940722-EB)—Action Sept. 14.

**WJNN(FM) North Cape May, NJ** (BALH94-0803GK)—Action Oct. 6.

**KZSS(AM)-KZRR(FM) Albuquerque, NM** (AM: BTC940620GE; FM: BTCH94062-0GG)—Action Aug. 29.

**KLSK(FM) Santa Fe, NM** (BTCH9406-20GF)—Action Aug. 29.

**WBNR(AM) Beacon, NY** (BAL940823GI)—

Action Sept. 16.

**WSPK(FM) Poughkeepsie, NY** (BALH940-823GJ)—Action Sept. 16.

**WCSS(AM) Amsterdam, NY** (BAL9406-21EA)—Action Oct. 3.

**KAGO-AM-FM Klamath Falls, OR** (AM: BAL940715ES; BALH940715ET)—Action Sept. 14.

**WCAU-TV Philadelphia** (BALCT940824-KE)—Action Sept. 14.

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**WWST(FM) Karns, TN** (BALH940207HI)—Action Sept. 15.

**WKWT(FM)/WWUC(FM) Union City, TN** (WKWT: BTCH940609GE; WWUC: BTCH-940609GF)—Action Sept. 16.

**KLVI(AM)-KYKR(FM) Beaumont, TX** (AM: BTC940713GE; FM: BTCH940713GF)—Action Aug. 31.

**WTAW(AM)-KTSR(FM) College Station, TX** (AM: BTC940309GI; FM: BTCH940309GJ)—Action Sept. 16.

**KOFX(FM) El Paso, TX** (BALH940707GF)—Action Aug. 31.

**KLFX(FM) Harker Heights, TX** (BTCH9-40309GL)—Action Sept. 16.

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

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**KIIZ-FM Killeen, TX** (BTCH940309GK)—Action Sept. 16.

**KRLB-FM Lubbock, TX** (BTCH940309GG)—Action Sept. 16.

**KKAM(AM)-KFMX-FM Lubbock, TX** (AM: BTC940309GE; FM: BTCH940309GF)—Action Sept. 16.

**KYKS(FM) Lufkin, TX** (BTCH940713GG)—Action Aug. 31.

**KLTN(FM) Port Arthur, TX** (BTCH940713GH)—Action Aug. 31.

**KGLD(AM)-KDOK(FM) Tyler, TX** (AM: BTC940623EE; FM: BTCH940623EE)—Action Sept. 1.

**KIXS(FM) Victoria, TX** (BTCH940713GI)—Action Aug. 31.

**KSVC(AM)-KKWZ(FM) Richfield, UT** (AM: BAL931201GN; FM: BALH931201GO)—Action Sept. 15.

**WEGV(FM) Mishicot, WI** (BAPH940425GE)—Action Sept. 1.

#### Dismissed

**KTTY(TV) San Diego, CA** (BTCCT940831KH)—Action Oct. 7.

## FACILITIES

### Applications

**Indio, CA** KCRY(FM) 89.3 mhz—Santa Monica Community College District seeks CP to make changes: main studio location.

**Palm Springs, CA** KESQ-TV ch. 42—Gulf-California Broadcast Co. seeks CP to change: TL: atop Pine Mtn. near Palm Springs, CA; ant. 1087 m.; ERP (vis): 1820 kw.

**Thousand Oaks, CA** KCLU(FM) 88.3 mhz—California Lutheran University seeks mod. of CP to make changes: ERP: 1.25 kw; ant. 158 m.

**Jensen Beach, FL** WHLG(FM) 102.3 mhz—HLG Inc. seeks CP to make change: ERP: 22 kw; change class to C3 (per MM docket 93-307).

**Lakeland, FL** WEZY-FM 94.1 mhz—Chapman S. Root 1982 Living Trust seeks mod. of CP to make changes: ant. 455 m.; TL: SE Hillsborough Co., FL, 3 km N of Manatee Co. Line, and 5.4 km W of Polk Co. line.

**Melbourne, FL** WFIT(FM) 89.5 mhz—The Florida Institute of Technology seeks CP to make changes: ERP: .7 kw; ant. 45.5 m., change class to C3.

**Tarpon Springs, FL** WYFE(FM) 88.9 mhz—Bible Broadcasting Network Inc. seeks mod. of CP to make changes: ERP: 60 kw; TL: SW corner Massachusetts Ave., Keena St., New Port Richey, Pasco Co., FL.

**Vidalia, GA** WGPB(FM) 91.5 mhz—Georgia Radio Fellowship seeks CP to make changes: ERP: 155 m.; ant. 40 kw.

**Springfield, IL** WSCT(FM) 90.5 mhz—Illinois Bible Institute seeks CP to make changes: ERP: 1.5 kw.

**Bay Springs, MS** WIZK-FM 93.5 mhz—Cotton Valley Broadcasting Co. seeks CP to make changes: ERP: 25 kw; ant. 90 m., change class and frequency to 232C3 (per MM docket 91-303).

**Southern Pines, NC** WAHP(FM) 102.5 mhz—Greene Broadcasting Inc. seeks mod. of CP to make changes: ERP: 3.4 kw; ant. 133 m.; TL: 0.7 km W of Hwy 5, Pinehurst Moore Co., NC, and to change antenna supporting-structure height.

**Grand Island, NE** KTVG(TV) ch. 17—Hill Broadcasting Co. Inc. seeks MP to change: TL: 12100 Rainforth Rd., 4.8 km/3 mi N of Prosser, NE. Ant. 187 m.; ERP (vis) 1877 kw.

**Champlain, NY** WCHP(AM) 760 khz—Champlain Radio Inc. seeks CP to add night power with 11 w.

**Akron, OH** WAKC-TV ch. 23—VVI Akron Inc. seeks CP to change: ant. 293 m.; ERP (vis): 5,000 kw.

**Walterboro, SC** WPAL-FM 100.9 mhz—Gresham Communications Inc. seeks mod. of CP to make changes: TL: 2.35 km S of Irons Crossroads, just W of State Hwy. 651 in Colleton Co., SC.

**Crozet, VA** WMRV(FM) 103.5 mhz—Board of Visitors of James Madison University seeks mod. of CP to make changes: ERP: .28 kw; ant. 446 m.; TL: W Knob of Castle Rock Mtn., 4 km SSE Batesville, VA.

**Big Sandy, TX** KBAU(FM) 90.7 mhz—Ambassador College seeks mod. of CP to make changes: ERP: 5.8 kw; ant. 157 m.

**Three Lakes, WI** WHTD(FM) 93.7 mhz—Northwoods Broadcasting Inc. seeks mod. of CP to make changes: Raise antenna 8 m.; ant. increased to 101 m.

### Actions

**Corning, CA** KCEZ(FM) 100.7 mhz—Granted app. of Phoenix Broadcasting Inc. for CP to make changes: ERP: 20.5 kw; ant. 531 m.; TL: Tuscan Butte, approx. 16 km NE of Red Bluff, CA, and to change antenna supporting-structure height. Action Aug. 25.

**Corning, CA** KCEZ(FM) 100.7 mhz—Dismissed app. of Phoenix Broadcasting Inc. for CP to change antenna supporting structure height. Action Aug. 25.

**Gainesville, FL** WYKS(FM) 105.5 mhz—Granted app. of Gillen Broadcasting Corp. for mod. of CP to correct coordinates, and change ant. to 142 m. Action Sept. 14.

**Key West, FL** WSKP(FM) 107.9 mhz—Granted app. of CSJ Investments Inc. for mod. of CP to make changes: ant. 167 m.; TL: Blimp Rd.; Cudjoe Key, Monroe Co., FL. Action Sept. 14.

**Newberry, FL** WNFQ(FM) 100.5 mhz—Granted app. of Newberry Broadcasting Corp. seeks mod. of CP to change TL: 330 ft. W and 200 ft. S of NE corner of section 9, Town 8S, range 16E, Gilchrist Co., FL.; 11.2 km at 261 degrees from High Springs, FL. Action Sept. 30.

**Fort Bragg, GA** KSAY(FM) 98.5 mhz—

Granted app. of Axell Broadcasting for CP to make changes: ERP: 3.5 kw; class changed from A to B1 (per MM docket 91-310). Action Oct. 7.

**Lewiston, ID** KLHS-FM 88.9 mhz—Dismissed app. of Independent School District No. 1 for CP to change ERP: .1 kw, and TL: 1.5 mi. N of Clearwater River Bridge, alongside Old Hwy 95. Action Oct. 7.

**Carlyle, IL** WUTC(FM) 88.1 mhz—Granted app. of Clinton Co. Broadcasting Inc. for mod. of CP to make changes: ant. 271 m.; TL: 1236 Sawyer Cemetery Rd., Signal Mtn., Hamilton Co., TN. Action Sept. 15.

**Bardstown, KY** WOKH(FM) 96.7 mhz—Granted app. of Nelson County Broadcasting Co., Inc. for CP to make changes: ERP: 3 kw; ant. 100 m.; TL: approx. .15 km due E of State Rd. No. 49; 6.1 km at 314' to Balltown, Nelson Co., KY. Action Sept. 15.

**Maysville, KY** WFTM-FM 95.9 mhz—Granted app. of Standard Tobacco Co. Inc. for CP to make changes: coordinate correction. Action Sept. 8.

**Folsom, LA** KGZC(FM) 104.9 mhz—Granted app. of Enon Broadcasting Inc. for mod. of CP to make changes; ERP: 3.1 kw; TL: approx. 3.9 km at 209 degrees true to Fussel Cemetery, St. Tammany Parish, LA; antenna supporting-structure height. Action Sept. 14.

**Washington, LA** KNEK-FM 104.7 mhz—Granted app. of KNEK-FM for CP to make changes: ERP: 25 kw; class changed to C3 (per MM docket 92-29). Action Sept. 14.

**New York** WINS(AM) 1010 khz—Granted app. of Group W Radio Inc. for MP to make changes in antenna system. Action Sept. 14.

**Raleigh, NC** WPTF(AM) 680 khz—Granted app. of First State Communications for CP to make changes in antenna system. Action Aug. 31.

**Elk City, OK** KZRU(FM) 94.3 mhz—Granted app. of Brooks Brewer for CP to make changes: ERP: 7.85 kw; ant. 176.6 m; change channel from 232A to 232C3. Action Sept. 8.

**Murfreesboro, TN** WRMX(FM) 96.3 mhz—Granted app. of South Central Communications Corp. for mod. of CP to make changes: ERP: 53 kw; ant. 388 m.; TL: Brick Church Pike and Old Hickory Blvd., Davidson Co., Nashville, TN. Action Sept. 15.

**Austin, TX** KNVA(TV) ch. 54—Granted app. of 54 Broadcasting Inc. for MP to change ERP (vis): 3.43 kw. Action Aug. 31.

**Giddings, TX** KOKE(FM) 101.5 mhz—Granted app. of Radio Lee County for CP to make changes; ERP: 100 kw; ant. 299 m; TL: S of SH 535, 4 miles W of Rosankee, Bastrop Co., TX on Co. Rd. 238; channel: 268C1 (per MM docket 89-459). Action Sept. 14.

**Rainelle, WV** WRRL-FM 95.3 mhz—Granted app. of R-B Co. Inc. for CP to make changes: ERP: 12.9 kw; change class from Class A to Class B1 (pursuant to MM docket 93-209). Action Sept. 15.

# Datebook

## THIS WEEK

- Oct. 24**—Washington, D.C. chapter *Women in Cable* 10th annual Benefit Gala, Omni Shoreham, Washington. Contact: Lynn Grosz, (703) 691-8875.
- Oct. 24-25**—Cable telecommunications conference presented by *Oregon Cable Telecommunications Association*, Shilo Inn Suites Hotel-Airport Way, Portland. Contact: Mike Dewey, (503) 362-8838.
- Oct. 24-28**—Technology studies seminar for educators in journalism and mass communication. Presented by *Freedom Forum Media Studies Center*, Columbia University School of Journalism, New York. Contact: (212) 678-6600.
- Oct. 25**—*Women in Cable* past president council luncheon, Four Seasons Hotel, Washington. Contact: Tracy Mitchell, (312) 634-2339.
- Oct. 25**—*John Bayliss Broadcast Foundation* 9th annual media roast, Waldorf-Astoria Hotel, New York City. Contact: Kit Hunter Franke, (408) 624-1536.
- Oct. 25**—Cable TV rate filings seminar, Hyatt Regency Tech Center, Denver. Presented by *URBAN/Telecommunications*. Contact: (202) 416-1640.
- Oct. 25**—*Broadcast Cable Financial Management Association* regional seminar, Omni Hotel, Atlanta. Contact: Cathy Lynch, (708) 296-0200.
- Oct. 25-26**—The Future of Radio & TV: Acquisitions & Finance, Park Lane, New York. Sponsored by *Kagan Seminars Inc.* Contact: Genni Russell, (408) 624-1536.
- Oct. 26-27**—*Ohio Association of Broadcasters* annual fall convention, Hyatt on Capitol Square, Columbus, Ohio. Contact: Dale V. Bring, (614) 228-4052.
- Oct. 27**—The Future of Wireless Cable: Values & Finance, Park Lane, New York. Sponsored by *Kagan Seminars Inc.* Contact: Genni Russell, (408) 624-1536.
- Oct. 27**—Television Programming: The Interactive Zone, panel discussion presented by the *Society of Satellite Professionals*, New York chapter, The Viacom Bldg., New York. Contact: Nancy Salvati, (201) 945-3547.
- Oct. 27**—*Broadcast Cable Financial Management Association* regional seminar, The Biltmore Hotel, Los Angeles. Contact: Cathy Lynch, (708) 296-0200.
- Oct. 28-29**—*National Academy of Television Arts & Sciences* board of trustees' fall meeting, Marriott Marquis Hotel, New York City. Contact: Trudy Wilson, (212) 586-8424.
- Oct. 30-Nov. 2**—*Association for Local Telecommunications Services* annual convention and trade exhibition, Sheraton Harbor Island, San Diego. Contact: (703) 528-8484.

## NOVEMBER

- Nov. 2**—The Future of Television in Germany: Financing and Investing in Cable TV & Broadcasting, Hyatt Regency, Köln, Germany. Sponsored by *Kagan World Media*. Contact: Genni Russell, (408) 624-1536.
- Nov. 3-4**—"Cable 101: The Basic Package," sponsored by *Women in Cable*, Radisson Hotel, Denver. Contact: Christine Bollettino, (312) 634-2335.
- Nov. 5-7**—*Community Broadcasters Association* annual LPTV convention, Hyatt Crystal City, Arlington, Va. Contact: Stewart Herbert, (703) 506-3270.
- Nov. 6-8**—Multimedia 1994: "Positioning for Profit in an Interactive World" conference, Hotel Nikko, San Francisco. Sponsored by the *International Business Forum and Business Research Publications*. Contact: (800) 822-6338.
- Nov. 6-8**—6th annual *EPM Entertainment* Market Conference, Universal City Hilton & Towers, Los Angeles. Contact: (312) 472-2466.
- Nov. 6-9**—*Canadian Association of Broadcasters/Western Association of Broadcast Engineers* joint convention and national trade show, Winnipeg Convention Centre, Winnipeg, Manitoba. Contact: Nathalie Samson, (613) 233-4035.
- Nov. 7**—BROADCASTING & CABLE 1994 Hall of Fame dinner, New York Marriott Marquis. Information: Steve Labunski, Circle Special Events, (212) 686-2200.

**Nov. 8**—Media Sports Business, Park Lane, New York. Sponsored by *Kagan Seminars Inc.* Contact: Genni Russell, (408) 624-1536.

**Nov. 9-10**—"Engineering for the Non-Engineer," sponsored by *Women in Cable*, Marriott West, Philadelphia, Pa. Contact: Christine Bollettino, (312) 634-2335.

**Nov. 10-11**—"Marketing in a Competitive Environment," sponsored by *Women in Cable*, TCI Training Center, Englewood, Colo. Contact: Christine Bollettino, (312) 634-2335.

**Nov. 10-13**—97th *Audio Engineering Society* convention, Moscone Center, San Francisco. Contact: (212) 661-8528.

**Nov. 12**—"A Buyer's Guide to Media Tools," seminar presented by *UCLA Extension and NewMedia Magazine*, UCLA Math Sciences Bldg., Los Angeles. Contact: (310) 825-9064.

**Nov. 15-17**—RF Expo East, Disney Contemporary Resort, Orlando, Fla. Sponsored by *RF design* magazine. Contact: Bob James, (202) 371-0700.

**Nov. 15-17**—DRTV East (direct response TV expo and conference), New York Hilton & Towers, New York City. Sponsored by *ResponseTV*. Contact: Gabrielle Bergin, (800) 854-3112.

**Nov. 17**—TV Production and Finance, Ma Maison Sofitel, Los Angeles. Sponsored by *Kagan Seminars Inc.* Contact: Genni Russell, (408) 624-1536.

**Nov. 17-18**—Digital Media Forum, Washington, D.C. Sponsored by *The International Institute of Communications*. Contact: Tom McQuaide, +44 (0)71 388-0671 (London).

**Nov. 22**—Forum in telecommunications practice, Polytechnic University, Brooklyn, N.Y. Sponsored by *Polytechnic University Center for Advanced Technology in Telecommunications*. Contact: Ameena Mustafa, (718) 260-2050.

**Nov. 29-Dec. 2**—Western Cable Show, Anaheim Convention Center, Anaheim, Calif. Sponsored by *California Cable Television Association*. Contact: Mary Pittelli, (301) 206-5393.

**Nov. 29**—Cable TV rate filings seminar, Hyatt Regency Alcantara, Anaheim, Calif. Presented by *URBAN/Telecommunications*. Contact: (202) 416-1640.

**Nov. 29**—International cable/pay TV investments and finance, Anaheim Marriott, Los Angeles. Sponsored by *Kagan Seminars Inc.* Contact: Genni Russell, (408) 624-1536.

**Nov. 30-Dec. 2**—Western Cable Show, Anaheim Convention Center, Anaheim, Calif. Sponsored by *California Cable Television Association*. Contact: Mary Pittelli, (301) 206-5393.

**Nov. 30-Dec. 2**—1994 Asia-Pacific Cable and Satellite Summit, Hong Kong Convention and Exhibition Centre, Hong Kong. Sponsored by *The Institute for International Research*. Contact: (+852) 525-5111 (Hong Kong).

## DECEMBER

**Dec. 1-3**—*MIP Asia*, international film and program market for TV, cable, video and satellite. Hong Kong Convention and Exhibition Centre, Hong Kong. Contact: Barney Bernhard, (212) 689-4220.

**Dec. 1-3**—"U.S. Competitiveness in the Global Fiber Optics Market," seminar organized by the *U.S. Dept. of Commerce and Information Gatekeepers Inc.* Crystal Gateway Marriott, Arlington, Va. Contact: (800) 323-1088.

**Dec. 6**—Hale House Benefit Gala, sponsored by the New York chapter of the *National Association of Minorities in Cable*. The Supper Club, New York City. Contact: (212) 708-1766.

## JANUARY 1995

**Jan. 5-7**—4th annual ShowBiz Expo East, New York Hilton & Towers. Presented by *Advanstar Expositions*. Contact: Gabrielle Bergin, (800) 854-3112.

**Jan. 5-7**—Marketing and revenue management conference co-sponsored by the *National Association of Broadcasters* and *Maxagrid International, Inc.* The Doubletree Park West, Dallas, Tex. Contact: (800) 738-7231.

**Jan. 13**—16th annual CableACE Awards (non-televized ceremony), Century Plaza Hotel, Los Angeles. Presented by *National Cable Television Association*. Contact: (202) 775-3629.

**Jan. 15**—16th annual CableACE Awards (televized ceremony), Wilton Theatre, Los Angeles. Presented by *National Cable Television Association*.

Contact: (202) 775-3629.

**Jan. 16-18**—Mobile Communications '95 Conference, Westin Hotel-Galleria Dallas, Dallas, Tex. Presented by *Frost & Sullivan*. Contact: Conference Division, (800) 256-1076.

**Jan. 20**—The *New York Festivals* 1994 International Television Programming Awards presentation, Sheraton New York Hotel & Towers, New York City. Contact: Anne White, (914) 238-4481.

**Jan. 23-26**—32nd annual *National Association of Television Programming Executives (NATPE)* program conference and exhibition, Sands Expo Center, Las Vegas. Contact: (310) 453-4440.

**Jan. 29-Feb. 1**—RF Expo West and EMC/ESD International, San Diego. Sponsored by *RF design* magazine and *EMC Test & Design* magazine. Contact: Bob James, (202) 371-0700.

## FEBRUARY

**Feb. 11-14**—52nd annual *National Religious Broadcasters* convention and exposition, Opryland Hotel, Nashville, Tenn. Contact: (703) 330-7000.

**Feb. 15-17**—*Broadcast Cable Credit Association* seminar, The Scottsdale Hilton, Scottsdale, Ariz. Contact: Cathy Lynch, (708) 296-0200.

## MARCH

**Mar. 1-3**—"Satellite '95: Targeting the New Millennium" annual conference and exhibition, sponsored by *Phillips Business Information Inc.* Sheraton Washington Hotel, Washington, D.C. Contact: Scott Chase, (301) 340-1520.

**Mar. 19-22**—Latin American conference on programming and promotion co-sponsored by *NATPE International, Promax International* and *NIMA International*. Hyatt Regency Santiago, Santiago, Chile. Contact: Paul Nichols, (213) 965-1990.

**Mar. 19-22**—*Cable Television Public Affairs Association* annual forum, Stouffer's Resort, Orlando, Fla. Contact: Sally Flynn, (202) 667-0901.

**Mar. 20-23**—Supercomm '95 global telecommunications conference and exhibition co-sponsored by the *Telecommunications Industry Association* and the *United States Telephone Association*, Anaheim Convention Center, Anaheim, Calif. Contact: (202) 326-7300.

## APRIL

**Apr. 3-5**—Cable & Satellite '95 conference and exhibition, The Grand Hall at Olympia, London. Sponsored by *Reed Exhibitions*. Contact: 081 948 9800.

**Apr. 10-12**—*Television Bureau of Advertising (TVB)* annual sales and marketing conference, Las Vegas Convention Center. Contact: Robert Romano, (212) 486-1111.

**Apr. 10-12**—*Kentucky Cable Television Association* annual spring convention, Holiday Inn North, Lexington, Ky. Contact: Randa Wright, (502) 864-5352.

**Apr. 26-29**—8th world conference of broadcasting unions, Shelbourne Conference Center, St. Michaels, Barbados. Sponsored by *World Broadcasting Unions*. Contact: (613) 738-6564.

## MAY

**May 21-24**—35th annual *Broadcast Cable Financial Management Association/Broadcast Cable Credit Association* conference, The Mirage Hotel, Las Vegas. Contact: Cathy Lynch, (708) 296-0200.

## JUNE

**June 12-15**—*Women in Cable* national management conference, Radisson Hotel, Denver, Colo. Contact: Tracy Mitchell, (312) 634-2339.

**June 18-24**—16th annual *Banff Television Festival*, Banff Springs Hotel, Banff, Alberta, Canada. Contact: Katie Daniel, (403) 762-3060.

## JULY

**July 20-23**—8th annual *International Teleproduction Society* forum and exhibition, Parc Fifty Five Hotel, San Francisco. Contact: Jessica Josell, (212) 877-5560.

## CONTINUING

**Now through Nov. 2**—"Rock 'n' Roll and Radio," a listening series. Sponsored by *The Museum of Television & Radio*, New York. Contact: Dana Rogers, (212) 621-6705.

• **Major Meetings**

## Van Eric Toffler

**V**an Toffler's rise at MTV has been precipitous: from a young lawyer in the network's early days to chief of new business development and recent promotion to head the newly created MTV Interactive.

Toffler, 35, reports to Music Television chiefs Tom Freston and Judy McGrath. Recently, Freston and McGrath reorganized some of MTV's divisions and in the shakeup, Toffler was extended responsibility for worldwide consumer products and international program sales.

Toffler still leads a number of important segments of the company that center around new business development and consumer products, including licensing and merchandising. He has been deeply involved with creating consumer products for MTV and sealing all the contractual, licensing and merchandising issues for everything from T-shirts to movies, books, videos and interactive products.

Now, as head of MTV Interactive, Toffler will collaborate with Ed Horowitz, chief of Viacom Interactive Media, on a variety of videogame, CD-ROM, online and interactive television projects.

One such project is Viacom Interactive Media's pilot project with AT&T in Castro Valley, Calif. MTV is toying with a variety of options for the Viacom-owned cable system, including music videos and original programming such as *Beavis & Butt-head* or *Real World* on demand.

Most of MTV's audience, which tends to be younger and from an upscale demographic, is "predisposed to interactive technologies," Toffler says. MTV is working to develop "new media applications for music" that will grow out of its music video archives and new intellectual properties, such as original programming.

But although Toffler is leading MTV's new interactive arm, "not all that much is happening" in the field, and most of the excitement surrounding anything having to do with interactivity is a lot of "talk," he says, adding MTV's work in terms of interactive television is mostly in research and development.

"However, we would be remiss if we weren't looking at it," Toffler says. MTV prides itself on staying on the



edge of American culture, he adds, and right now there is a lot of interest in online networks, CD-ROM software and the potential of interactive television.

MTV already has gotten its feet wet in the online world through its "experimental" relationship with America Online this past summer. MTV and AOL continue to work together, but have no formal long-term contract. MTV also has been testing audience interest in interacting with the network via the Internet.

Although MTV sees itself as a trailblazer in cable programming, now that the network is diversifying, many of its new ventures fall under the aegis of its parent, Viacom. Viacom recently announced its own online division; it is expected that MTV will be incorporated into Viacom Online's strategic plans and alliances.

"We're also in the process of figuring out how MTV will fit in with other Viacom properties," Toffler says. MTV has established an "interactive creative committee" to bring musicians, producers, writers and animators together with Viacom Interactive

Media staff to come up with ideas for interactive products.

MTV recently began to dabble in CD-ROM and soon will release its first disc. "Club Dead" is an "interactive novel on CD-ROM," Toffler says. Also planned are CD-ROM products that relate to MTV's *Aeon Flux* and *Brothers Grunt* animated series.

"We are looking at what MTV might look like in a nonlinear television environment," Toffler says. To that end, MTV is creating a "new action-based music experience for the next generation of set-top platforms." MTV is experimenting with unbundling its weekly music television programming into specific segments that consumers could order over interactive cable and telephone networks.

"We are definitely banking a lot on interactive technology," Toffler says.

Although many changes are happening, Toffler says there are no plans to change MTV's core focus on music videos. The network's top brass have not lost their vision of basing the network on music videos and making its

programming lineup appealing to new audiences, he says.

Nor are drastic changes expected in original programming. However, MTV is considering the development of "other cutting-edge animated series [and] genre-specific programs" such as *120 Minutes* for the alternative music audience and *Yo MTV Raps* for the hip-hop audience, Toffler says. Devel-

oping stars through shows, such as Cindy Crawford in *House of Style* and Dan Cortez in *MTV Sports*, has worked well and will be pursued, he says.

MTV also is moving into the business of making motion pictures and next spring will go into production on "Joe's Apartment" with David Geffen Co. And a feature-length film about *Beavis and Butt-head* is in script development. —MB

**Senior vice president, program enterprises and business development, MTV: Music Television, New York; b. Dec. 5, 1958, New York; BA, George Washington University, Washington, 1980; JD, University of Pennsylvania, 1983; associate, Kaye, Scholer, Fierman, Hays & Handler, New York, 1983-87; law and business affairs executive, MTV Networks, New York, 1987-89; MTV: Music Television: senior counsel, law and business affairs, 1989-90; VP, business management, 1990-91; current position since 1991; m. Cheryl Brahen, July 12, 1987; child: Matthew, 3.**

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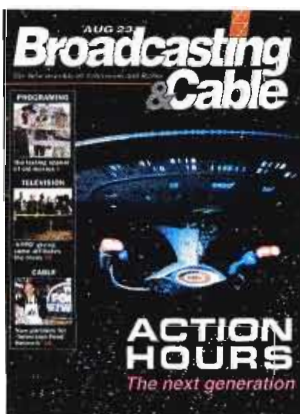
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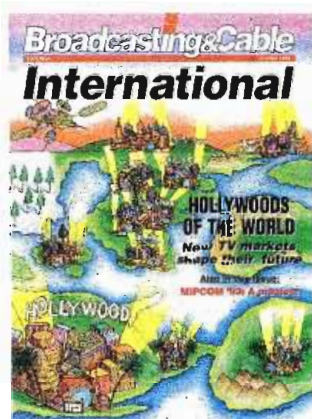
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# Fates & Fortunes

## BROADCAST TV



Arnost

**Tom Arnost**, station manager, KMEX-TV Los Angeles, named executive VP, sales, Univision Television Group there.

Appointments at Katz American Television, New York: **Jay Zeitchik**,

VP/manager, named NSM; **Jay Friesel**, VP/GM, named VP, strategic planning, Katz Television Group.

**Michael Romano**, executive director, planning and construction, Paramount Pictures Studio Group, Hollywood, named VP.

**Tom Goodman**, VP, communications, CBS News and CBS Television Stations, New York, named VP, media relations, CBS/Broadcast Group.

**Jed Petrick**, VP, sales, The Baseball Network, New York, joins WB Television Network, Burbank, Calif., as head, media sales.

**Vance Van Petten**, senior VP, business and legal affairs, domestic television, Twentieth Television, Beverly Hills, Calif., named executive VP.



Van Petten

**Ian Rae**, VP/news director, WNYW-TV New York, named executive VP, Fox News, Fox Television Stations Inc., Los Angeles.

**Donald Youpa**, executive VP, KCET(TV) Los Angeles, named executive VP/COO.

**Dawn Rodriguez Hudson**, director, sales promotions WJXT(TV) Jacksonville, Fla., named marketing specialist.

**Teresa McManus**, producer, Post Newsweek Cable, Santa Rosa, Calif., joins KFTY(TV) there as manager, production.

**Patty Golden**, LSM, ChicagoLand Television, Chicago, joins WGN-TV there in same capacity.

**J. Brian Brady**, producer, WEEK-TV Peoria, Ill., joins WDAF-TV Kansas City, Mo., in same capacity.

Appointments at WTTG(TV) Washington: **Susan Truitt**, producer, *Fox Morning News*, named executive producer; **Gina Screen**, writer/producer, *The Ten O'Clock News*, named producer, *Fox News at Noon*; **Bill Albert**, assignment editor, named managing editor.

**Duane Lammers**, VP/GM, KFDX-TV Wichita Falls, Tex., joins WHTM-TV Harrisburg, Pa., in same capacity.



King

**Dana King**, co-anchor, *America Tonight*, CBS News, New York, named co-anchor, *CBS Morning News*.

**Mike Rolfe**, news producer, WCBD-TV Charleston, S.C., joins WOTV(TV) Battle Creek, Mich., as producer.

**Bob Read**, producer, *Inside Edition*, New York, named senior producer, *Inside Edition* and *American Journal* investigative unit, there.

Appointments at WMAQ-TV Chicago: **Lisa Churchville**, director, sales, named VP, marketing and promotion; **David Mayber**, local sales manager, named director, sales.

Appointments at WAVE(TV) Louisville, Ky.: **Dawne Gee**, news director/morning drive personality, WRKA(FM) St. Matthews, Ky., joins as writer/producer; **Jill Grever**, producer, WLWT(TV) Cincinnati, **Kevin Rand**, photojournalist, WHOI(TV) Peoria, Ill., and **Robert Allen**, reporter, WTVG(TV) Toledo, Ohio, join in same capacity.

## RADIO

**Edward Krampf**, VP, California stations, The Park Lane Group, Menlo Park, Calif., named senior VP, operations.

**Mary McCarthy**, senior manager, affiliate relations, CBS Radio Networks, New York, named district director, southeast central region.

**Mike Woodley**, sports talk host, WCCO(AM) Minneapolis, KSTP-FM St. Paul, joins KFAN-FM Johnson City, Tex., in same capacity.

**Nan Wyatt**, special assignment reporter/anchor/host, KMOX(AM) St. Louis, joins WBBM(AM) Chicago as anchor.

**Lisa Lopez**, morning personality,

WBLS(FM) New York, joins WOR(AM) there as weather reporter.

**Bob Huntley**, VP/GM, WCNN(AM) North Atlanta/WALR(FM) Athens, Ga., joins KRLD(AM) Dallas as GSM.

Appointments at The Texas State Network, Dallas: **Andy Barrett**, president, Great Lakes Networks, Chicago, joins as GSM; **Jim Roberts**, director, affiliates, also of the Great Lakes Networks, joins in same capacity.

**Gary Spears**, afternoon personality, WBBM-FM Chicago, joins WEZB(FM) New Orleans as late afternoon show co-host.

Appointments at Paxson Communications, Orlando, Fla.: **Alison Stuart**, manager, research, WMGF(FM) Mount Dora, Fla., named promotion manager; **Brent Dunlap**, associate director, promotions, WJRR(FM) Cocoa Beach, Fla., named promotion manager.

**Dennis Green**, director, corporate development, Mid-Continent Conference, Naperville, Ill., joins Illinois and Wisconsin Radio Networks, Chicago, as director, affiliate relations.

## CABLE

Appointments at Classic Sports Network, New York: **Douglas Warshaw**, broadcast producer, ESPN there, joins as executive producer, programming; **Joe Salerno**, GSM, Time Warner Cable, Columbus, Ohio, joins as VP, sales; **Marcy Brafman**, director, on-air promotion/program services, MTV there, joins as executive creative director; **Scott Marshall**, director, finance, Capital Cities/ABC there, joins as VP, finance.



Davies

**John Davies**, GM, Sport For Television, New Zealand, joins ESPN Asia, Singapore in same capacity.

Appointments at E! Entertainment, Los Angeles:

**Cyndy Cecil**, director, creative services, Turner Entertainment Network, International, Atlanta, joins as director, on-air promotion; **James Hughes**, manager, promotions, named director.

**Emmett Clements**, director, national sales, Showtime Satellite Networks

Sales and Marketing, New York, named regional VP, northeast region.

Appointments at Showtime Networks Inc., New York: **Abby Wallach**, senior publicist, special events, named manager; **Jean Guerin** and **Kat Stein**, publicists, consumer public relations, named senior publicists.

**Tom Smith**, senior VP, marketing and new business development, Multimedia Cablevision, Wichita, Kan., joins USA Networks, New York, as VP, affiliate relations, eastern region.

**Peter Sturtevant**, VP, business news, CNBC, Fort Lee, N.J., joins NBC Cable, New York, as senior VP, International Business News.

Appointments at Liberty Sports, Irving, Tex.: **Tony Acone**, assistant to the chairman, Prime Ticket Network, named VP, affiliate MSO relations;

**Dave Almstead**, VP, named senior VP, programming;

**Dick Barron**, acting GM, Prime Ticket Network, named VP, programming operations.

**Lisa Niedenthal**, director, production, motion pictures, Showtime Entertainment Group, New York, named VP.

**Steve Wynn**, chairman/CEO, Mirage Resorts Inc., Las Vegas, named to board of directors of International Cablecasting Technologies Inc., Los Angeles.

**Chris Bourne**, VP, operations, Prevue Networks, Tulsa, Okla., named senior VP, operations/customer services.

Appointments at Home Shopping Network, St. Petersburg, Fla.: **Stella Tavilla**, executive VP, MIS and transaction services, named chief information officer/executive VP; **Louise Cleary**, director, corporate communications, named VP.

Appointments at Encore Media Corp, Englewood, Calif.: **Laura Benson**, **Doug Gervais** and **Len Marino**, producers, named managing producers; **Charles Zabilski**, director, engineering, named chief engineer; **Greg Mills**, director, strategic planning, named VP, strategic planning and analysis; **Jillaine Harbaugh**, regional VP, sales and affiliate marketing, named VP, sales and affiliate relations.



Almstead

## ALLIED FIELDS

**David Pierce**, senior VP, sales, Columbia TriStar Home Video, Los Angeles, joins Sony Music Distribution, New York, as senior VP, video sales and marketing.

**Chuck Braverman**, executive producer, Quincy Jones-David Salzman Entertainment, Los Angeles, joins Sony New Technologies Inc., New York, as senior VP, production.

**Spencer Grimes**, director, affiliate ad sales and marketing, leaves MTV Networks, New York, to launch Southland Television Group, Kennewick, Ga., as executive VP.

Appointments at Ameritech Corp., Chicago: **Oren Shaffer**, president, Virgo Cap, Naples, Fla., joins as CFO; **Sari Macrie**, VP, Christensen & Assoc., Scottsdale, Ariz., joins as VP, investor relations.

**Martin Lafferty**, CEO, Rainbow-NBC Olympics, New York, joins FutureVision, West Conshohocken, Pa., as executive VP.

**Orlando Raimondo**, president/CEO, Pirelli Cable, N.J., joins Technicolor Video Services, North Hollywood, as president.

**Kenneth Knaus**, manager, business planning, Kodak Motion Picture and Television Imaging Division, Los Angeles, named CEO, FPC Inc., Hollywood.

## TECHNOLOGY



Stefanovic

Appointments at Zenith Electronics Corp., Glenview, Ill.: **Kell Benson**, VP, finance/CFO, named senior VP, finance/CFO; **Philip Thompson**, VP, operations, product development and manufacturing, Pitney Bowes, Miamisburg, Ohio, joins as senior VP, operations.

**Neville Ronan**, assistant VP, marketing, Porta Systems, Syosset, N.Y., joins GC Technologies Inc., Atlanta, as VP, sales and marketing.

**David Eng**, regional sales manager, Southwestern Bell, Denver, joins C-

COR Electronics Inc., State College, Pa., as VP, sales and service.

**Seth Haberman**, director, R&D, Montage Group, Ltd., New York, named president.

## INTERNATIONAL



Robertson

**Gregory Robertson**, GM, Australia and Far East, WB International Television Distribution, Burbank, Calif., named VP, Asia.

**Richard Hearsey**, senior executive producer, Fremantle GmbH, Cologne, Germany, joins Reg Grundy Productions Ltd., London, as executive producer, light entertainment.

## DEATHS

**Stanford Bohrman**, 63, retired radio and television newsman/talk show host and Emmy award winner, died Oct. 12 of cancer in Tarzana, Calif. Bohrman's career spanned five decades, beginning in the 1950s with Armed Forces Radio, Japan. Later he worked for KABC-TV Los Angeles, KPX-TV San Francisco and KYW-TV Philadelphia. He retired in 1990 from KFWB(AM) Los Angeles. He is survived by his wife, two daughters and one son.

**Jim Bolen**, 67, anchor/reporter, KMOV (TV) St. Louis, died Oct. 15 following surgery for an abdominal aneurysm in Belleville, Mo. Bolen reported sports, weather and news for KMOV since 1958. Most recently he co-anchored the noon news. Before joining KMOV he played Cookie on the children's program *Cookie and the Captain* on KPLR-TV St. Louis. He is survived by his wife and eight children.

**Vir N. James**, 85, owner/engineer, Vir James Consulting Radio Engineers, Denver, died Oct. 12 there. He suffered from Alzheimers disease. James spent his life in broadcasting, first working for KGGI(FM) Grundy Center, Iowa, then moving to CBS. In the '40s and '50s he founded two radio stations, KVRH-AM-FM and KLVC(AM), all in Salida, Colorado. James authored several professional papers and publications. One paper, "Radio Frequency Measurements" is published in the NAB Engineering Handbook. He is survived by his wife, Clo.

**CBS and Group W are developing their first project under a recently announced alliance**, a big-budget, feature-oriented news/talk strip that could bow as early as summer on the CBS and Group W O&O stations and is intended for eventual national launch in syndication, possibly by next fall. The show, still unnamed, would be aimed at early fringe. It is being produced by Group W, with the search on for nationally recognized talent to host the show and for an executive producer.

Anticipating a deal in Denver that will see KCNC-TV, the NBC-owned outlet, sold to CBS (as part of a swap involving CBS-owned WCAU-TV Philadelphia), McGraw-Hill's **KMGH-TV Denver announced Friday it had agreed to become an ABC affiliate**. The exact date of the switch from CBS to ABC has yet to be determined, said a KMGH-TV spokeswoman. Sources confirmed last week that talks are on track for the CBS-NBC swap of stations in Denver and Philadelphia in a deal that also could involve O&Os in Miami and Salt Lake City. Gannett, which owns the current ABC affiliate KUSA-TV, confirmed it has entered "a new agreement," but declined to elaborate. Logic dictates it is with NBC.

## TCI goes gaming; buys 10% Of Acclaim Entertainment

Tele-Communications Inc. is investing \$80 million for a 10% investment in Acclaim Entertainment Inc. The partners also will form a joint-venture company that will develop and acquire entertainment and gaming software to be delivered via broadband interactive networks to digital set-top boxes.

Acclaim has made a name for itself in the videogame industry with its *Mortal Kombat* series, a huge sales and revenue success. TCI's investment in Acclaim will pump up the software developer's videogame production as well as its licensing and marketing efforts and will allow TCI to distribute the interactive video games via its cable TV infrastructure.

The joint venture—65% owned by Acclaim, 35% by TCI—will concentrate on creating, acquiring and licensing rights for video games. It will be led by three Acclaim executives and two officials from TCI. A name for the new company is expected within the next few months.

The partners are vague as to when the new company will begin to offer services or start to generate revenue, but it's expected to be a year or more before profits are seen by the partners. —MB

### Some dates for the changeover of New World stations to Fox:

On Dec. 11 WITI-TV Milwaukee, WAGA-TV Atlanta and WJBK-TV Detroit move. And on Dec. 12 WTVT-TV Tampa, Fla., and KSAZ-TV Phoenix will switch.

### Boston's WHDH-TV (ch. 7) will change its affiliation to NBC

effective Jan. 2, 1995. The station, owned by Ed Ansin's Sunbeam Broadcasting, is switching with CBS,

which moves to Group W's WBZ-TV (ch. 4). WHDH-TV plans to expand its news coverage in the process.

### Marty Pompadur is selling nine of his 10 TV stations in three blocks.

WRBL-TV (CBS) Columbus, Ga., WTWO-TV (NBC) Terre Haute, Ind., and KQTV-TV (ABC) St. Joseph, Mo., will be brokered by Michael Garin and Ray Timothy of Furman Sells Inc. WROC-TV (CBS) Rochester, N.Y., WEYI-TV (CBS,

## WB Network signs on the air on Jan. 11

The WB Network has chosen Wednesday night as its first night of programming and will debut on Jan. 11 with four comedies. Its debut date gives the network a five-night jump on the Paramount Network, which debuts the first of its two-night schedule on Monday, Jan. 16.

Garth Ancier, WB's head of programming, says launching on Wednesday offers several advantages: "Younger skewing comedy programming was not available to the audience, and in addition, Wednesday night enables WB to program completely in-pattern without baseball interruptions as a true network."

Leading off on Wednesday will be *The Wayans Bros.* starring Shawn and Marlon Wayans. At 8:30 is *Father Knows Nothing*, starring Robert Townsend as a college

professor struggling with the problems of fatherhood in the 1990s. *Unhappily Ever After*, from *Married...With Children* co-creator Ron Leavitt, airs at 9:30 and features a divorced father trying to live on \$6,000 a year and dealing with his contentious ex-wife. Ending the two-hour block is *Muscle*, a serialized comedy from Witt-Thomas Productions. The show is set in an Upper East Side fitness club and is described as being in the spirit of *Soap*.

The WB Network's younger-skewing lineup can expect to get its toughest competition from Fox, which airs *Beverly Hills, 90210* at 8 p.m. and *Models Inc.* at 9. WB also hopes to siphon some of ABC's audience. (ABC has an all-comedy lineup at 8-10 consisting of *Thunder Alley*, *All American Girl*, *Roseanne* and *Ellen*.) —SC

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but soon to be unaffiliated) Flint-Saginaw-Bay City, Mich., WRDW-TV (CBS) Augusta, Ga., and WTOV-TV (NBC) Steubenville, Ohio, will be brokered by Brian Cobb of Media Venture Partners. KATC-TV (ABC) Lafayette, La., and WREX-TV (ABC) Rockford, Ill., will be brokered by Ted Hepburn of the Ted Hepburn Co. and Barry Lewis of Sandler Capital.

**Clear Channel is shaking up the Houston market.** In addition to its purchase of KPRC(AM)/KSEV(AM) Houston last week (for an estimated \$28 million-\$30 million, see "Changing Hands," page 39), it also is buying KYOK(AM)-KMJQ-FM Houston from Noble Broadcast Group for \$38.5 million. All this would be impossible if the company weren't also selling KALO(AM)-KHYS-FM Beaumont/Port Arthur and KYOK(AM) Houston, both Texas, to Faith Broadcasting. When all is said and done, Clear Channel will own KPRC(AM)/KSEV(AM)/KBXX-FM/KMJQ-FM in Houston.

**Noble Broadcast Group also was busy last week.** It is selling WSSH(AM) Boston to Communicom Co. of America LP, headed by Richard Kylberg Jr. and Carl DiMaria, for an estimated \$2 million. The purchase marks Communicom's reentry into the industry. Broker: Richard A. Foreman Associates.

**Fox beat out NBC for the off-HBO rights to Dream On.** As part of the deal, Fox bought 13 episodes with an option on the remaining 80 episodes that HBO already has shown as well as the 20 additional episodes that the pay-cable service has ordered from producer MCA TV. Fox intends to air the episodes in prime time. Broadcast versions of the series, which contains nudity and strong language, will be shown.

**NBC has given Late Night with Conan O'Brien an extension** that guarantees the show life at least through the February sweeps.

**Michael Weiss**, Interep Radio Store regional manager, **has been hired to head Infinity Radio Sales**, the

rep firm created earlier this month by Interep and Infinity Broadcasting exclusively to represent national ad sales for two dozen Infinity stations. Weiss had led Interep's midwestern regional branch in Chicago.

**Fox Sports last week made a presentation to Wimbledon officials about how it would cover the tennis tournament.** A Fox spokesman denies a report that the network offered \$120 million for the next four-year rights cycle. "Dollar figures were not discussed," he says. "That will come in a future meeting if we decide to go forward." NBC, which had the Wimbledon rights in the just-ended cycle, was to make its presentation last Friday. CBS also has expressed interest.

**A meeting last Tuesday between MCA Inc. Chairman Lew Wasserman, President Sid Sheinberg and officials of MCA owner Matsushita Electric Industrial Co., failed to resolve differences**

between them. Wasserman, 81, also has declined to sign a new five-year contract with Matsushita, heightening speculation that he may leave the company when his contract expires at year's end. That's also when Sheinberg's contract expires.

**Viacom Inc. has hired TV veteran Karl Kuechenmeister to head its One World Entertainment barter sales unit** as senior VP. Kuechenmeister most recently was VP of advertising for Time Warner Interactive.

## Closed Circuit

WASHINGTON

### Selling reseller

Reuters-owned Reuters TV Satellite Service may be making a move. The satellite capacity reseller is holding discussions with "a small number" of potential buyers. One—Global Access Telecommunications Services—next month will take over sales and marketing for the service. The service could be sold and re-established under its former name, BrightStar. "We are discussing the re-establishment of BrightStar with a number of people," says Reuters TV Marketing Vice President William Page. He says that any deal likely would occur by year's end.

### Conus deal

Conus Washington has signed a multiyear deal with the Associated Press to provide North American news coverage for international distribution, according to Conus Division General Manager Tim Rudell. The deal is expected to be announced by Conus this week.

NEW YORK

### PCS pullout

Don't look for Time Warner to bid for PCS licenses at the upcoming auctions. However, the company told securities analysts in New York last week that it may bid indirectly as a minority partner in a consor-

tium. Time Warner has been involved in negotiations to form a PCS consortium with Sprint and other large cable operators. Also, its telco partner, US West, announced plans to bid in partnership with Bell Atlantic, Nynex and AirTouch. Another option for Time Warner, sources said, is to lease spectrum from winners of the PCS bidding.

### CCN makes real time

This week CNN will announce a new real-time information service using existing technology for delivery to personal computers. The service will transmit CNN's video newsfeed and additional information to the business market. CNN's partner in the deal is Intel. The service will compete with NBC Desktop, which delivers video and data to financial traders and businesses that rely on real-time information.



Drawn for BROADCASTING & CABLE by Jack Schmidt  
"You guys better not be watching football."

### NSS Pocketpiece

Nielsen has delayed reporting its national syndicated rank report for the week of Oct. 3-9. BROADCASTING & CABLE will run two weeks of rankings in its Oct. 31 issue.

## Talk about talk

We continue to disagree with Reed Hundt, but it's getting harder. The FCC chairman still is saying some of the wrong things (from our point of view), but he's tempering them with some of the right things. It's just that, in the long run, his true facts don't always jibe with our true facts.

The chairman introduced the "true facts" notion two weeks ago in a speech to the National Association of Broadcasters radio convention in Los Angeles, and repeated it last week in addressing the International Radio and Television Society in New York.

His target was radio talk shows, which he appears to feel are doing America (if not its President) a grave disservice. Hundt gives himself away in a series of questions: "Do talk radio and broadcast television help us learn true facts, or do they spawn misinformation and enhance disagreement? In short, does talk radio help us come together as a country on important issues of public discussion, or does it engender such skepticism and disbelief that, as a country, we just can't get anything done?" Hundt ties that sentiment to his agency by adding: "It is far from clear that *radio license holders* even accept that in programming talk radio they are playing a major role in determining what the public believes *are the facts* bearing on public policy determinations." (Emphasis supplied.)

Don't talk to journalists about true facts. We operate in a territory bounded on the one hand by disinformation and on the other by stone walls. Nor would we turn to lawyers to help us find the true facts, their livelihood depending on advocacy, not truth.

We again (as this page did last week) hasten to add that Chairman Hundt followed his criticism with a disclaimer:

"What we don't want is for the FCC to be the judge of the quality or content of public discourse. We don't want the FCC to be in the business of deciding who has spoken truly or falsely over the airwaves. We don't want it ever to become the Federal Censorship Commission."

Just right. Nor do we. But we would go Chairman Hundt one further. We don't want anyone or anything to be the judge of the quality or content of public discourse. We think talk radio (and television) are great in concept and not all that bad in execution, seeing that most of the lies, inaccuracies, stupidities and exaggerations heard thereon originate with the very public that Chairman Hundt and the broadcast media are both pledged to serve. If ever there were a people's medium, it's talk radio.

It's hard not to be an editor, as those who work here know well. Indeed, it's said that "the greatest temptation in life is to edit someone else's copy." That, indeed, is what's happening in talk radio: Everyone in America is editing everyone else.

The good news about Reed Hundt is that his mission increasingly seems to be more consciousness-raising than regulatory; we accept that he doesn't want to create a talk radio censorship commission, and we cheer to the rafters his announcement that he won't move to reinstate the fairness doctrine. Nor, for good measure, will he seek to regulate TV violence.

It's just easy to be confused by his roles as citizen and chairman. As citizen, his opinion about the failings or failure of talk radio are as good as the next person's. Speaking as chairman, with life or death jurisdiction over those "radio license holders," he needs to exercise greater restraint.

It's our impression that Hundt gladly will yield on the subject if someone else will just do something about it. It won't be us.

Say we: Let the pop vox.

Lawrence B. Taishoff, chairman  
Peggy Conlon, publisher

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