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# Broadcasting Cable

The Newsweek

Vol. 125 No. 12 64th

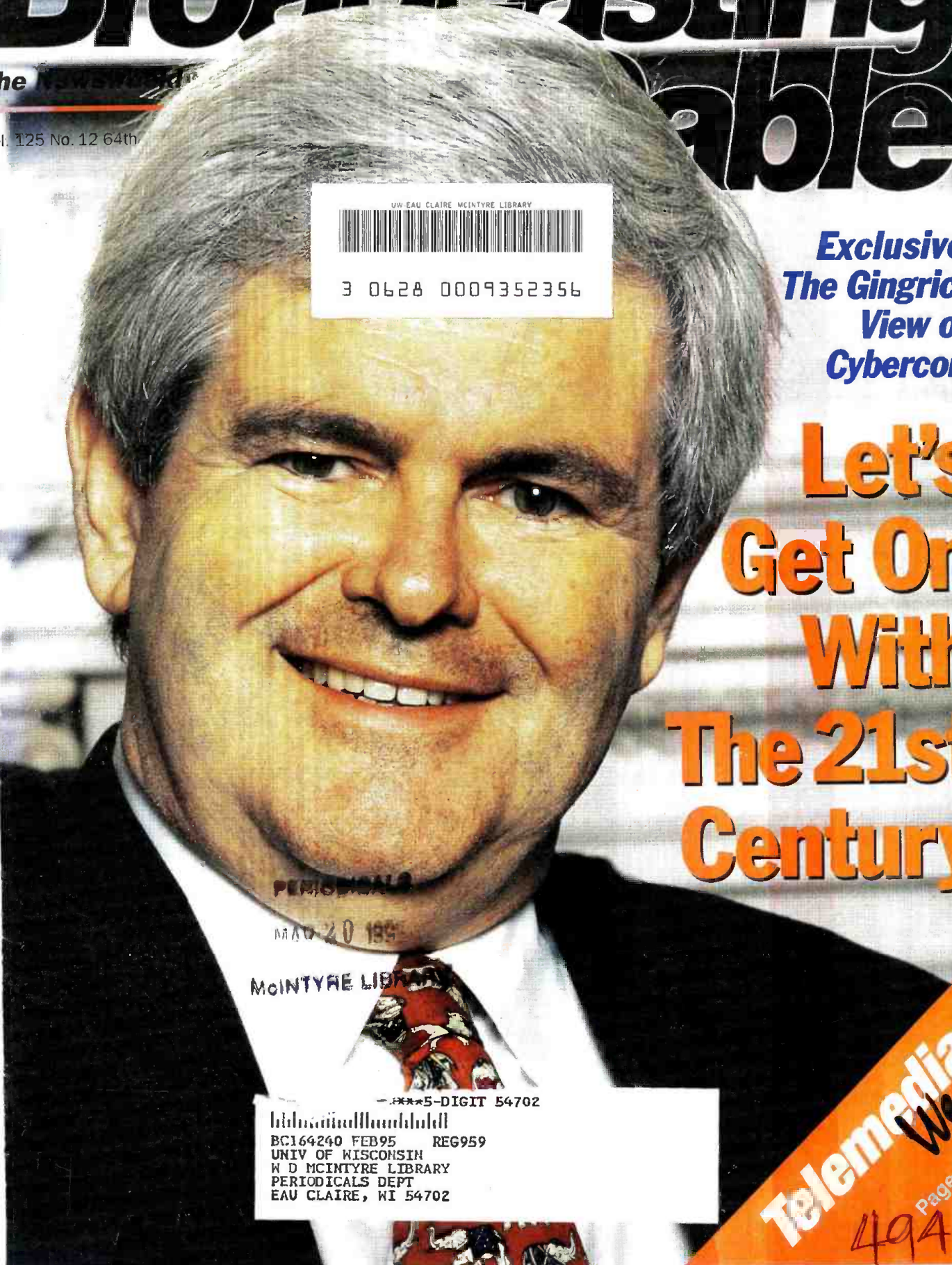
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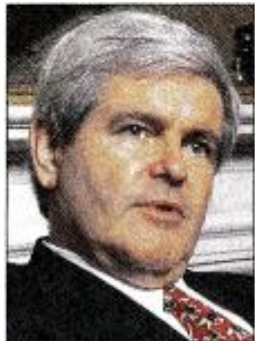


# Fast Track

MUST READING FROM BROADCASTING & CABLE

## TOP OF THE WEEK

### COVER STORY: Telecommunication's 'great liberator'



Newt Gingrich

Given his way, House Speaker Newt Gingrich would "liberate" the telecommunications marketplace. Among his favored deregulatory actions: repealing cable rate regulation, opening cable-telco competition and letting power companies enter the telecom business. In an interview, he adds that he's open to the idea of lifting most broadcast ownership rules. **Cover photo by Stephen R. Brown / 6**

**VDT plans jeopardized** Telephone companies including BellSouth and Bell Atlantic, fed up with long delays and regulatory hurdles, are considering cable as an alternative to video dialtone. / **10**

**FCC reviews network rules** The FCC next month is expected to put a new batch of regulations on the table, regulations that cover everything from the sale of advertising time to commission filing requirements. / **14**

**House rejects further CPB cuts** While supporters of continued federal funding for public broadcasting failed to kill a plan to cut the budget of the Corporation for Public Broadcasting, they staved off a House amendment that called for larger cuts. / **15**

**PCS spells big bucks** Reed Hundt and the U.S. Treasury walked off with \$7.7 billion from the broad-

band PCS auction last week, and the cable television industry emerged as king of the hill. A consortium of cable operators and Sprint bid \$2.1 billion for licenses in 29 cities, prompting Hundt to say: "The auctions just created the single largest wireless company in the world, and it's the cable television industry." / **32**

## PROGRAMING

### Frank exits Disney to surf superhighway

The exit of Rich Frank, who built Walt Disney's television operations into an industry leader, represents the company's latest loss of top management talent. Frank is leaving to pursue entrepreneurial opportunities in the interactive future. / **18**



MTM has cleared the off-net strip of 'Dr. Quinn, Medicine Woman' on 15 stations representing 26% of the country for fall 1996. / **19**

### Nets look to fill fall holes

As the networks pore over their development slates for fall, each is keeping in mind specific holes to fill and nights to rework. For example, comedy development is key at ABC because of the scarcity of available 10 p.m. time periods and the network's needs in the early evening. / **19**

### Has talk gone too far?

A week after the fatal shooting of a Jenny Jones talk show guest—allegedly committed by another guest embarrassed by

his experience on the show—stations, station reps, advertisers and syndicators were divided over whether the incident reflected larger issues of control on increasingly edgy syndicated talk shows and, if so, how to respond. / **22**

### PBS gets crack at 'Wishbone'

The only new kids show from PBS for fall is *Wishbone*, a live-action look at classic literature. The show is also one of the "new breed" of noncommercial shows whose contracts stipulate that PBS receive a cut of all ancillary revenue. / **26**



PBS's 'Wishbone' encourages children to read classics. / **26**

## RADIO

### RADAR zooms in on ratings

ABC's Prime was the top-ranked network again last year as network radio listening increased slightly, according to RADAR 50, the latest network audience survey. / **44**

### Radio said to measure up to network TV

Radio is "in the best position it's been in for decades."

**"We're at a point where we can liberate the market and let the technologies sort themselves out."**

—House Speaker Newt Gingrich

MARCH 20, 1995

Advertisers are expected to remain bullish on radio, and larger radio groups should develop under relaxed ownership laws, media analysts at leading advertising and financial firms say. / 45

**BUSINESS**

**United, BHC come together in United Sales**

Station owner United Television/BHC Communications and Katz Media have formed United Sales Enterprises, a new rep firm designed to sell national spot advertising time for the United/BHC group's eight stations. / 46

**WASHINGTON**

**Senators join opposition to tax break**

Viacom's plans to sell its cable systems to an African-American businessman for \$2.3 billion appear to be on the rocks after a Senate committee voted to kill a tax certificate program that would benefit Viacom. / 51

**League of Cities seeks input on infohighway**

More than 3,000 members of the National League of Cities came to Washington last week, in part seeking to insure that cities are able to charge telecommunications companies for the use of public rights-of-way. / 51



A bill from Reps. Tom Bliley (l) and Ed Markey would allow consumers to buy their own set-top boxes. / 54

**TECHNOLOGY**

**Digideck gets nod**

Digideck should get the nod to proceed to the next testing round in a project to set a digital broadcasting standard, says a working party of the National Data Broadcasting Committee. "Color smears" were observed in tests with technology developed by competitor WavePhore. / 56

**Hybrid equipment being born**

Odetics Broadcast and Panasonic Broadcast & Television Systems are introducing equipment supporting broadcast facilities they say will use both disk and tape machines for the expected "hybrid" world of tape and disk storage. / 57

**Cable-Sprint venture bids billions for PCS**

Sprint made major headway toward becoming a national wireless telephony provider when its joint venture with TCI, Comcast and Cox won more licenses than any other group in the FCC's PCS auctions. The bulk of the remaining licenses was won by AT&T, Pacific Telesis Group and a consortium of Nynex, Bell Atlantic, US West and AirTouch Communications. / 32

**Rating the new world**

Arbitron's new interactive measurement system will gauge consumer behavior with interactive media. General Motors is the first major advertiser to sign on, and BellSouth is expected to be the second. / 32

**Broadcasters urged to approach Internet**

If broadcasters are to prosper in the future, they must recognize consumers' demand for access and choice, says high-tech marketing consultant Regis McKenna. They should consider developing information services for the Internet, McKenna says. / 33

**VOD warning flag**

A government-sponsored trial in Japan suggests that VOD will not generate enough revenue to justify the cost, according to a Sony new-media executive. In the first month, the average home bought 14 films. But after six months, the per-month figure had fallen to 3.5. / 33

**Paramount may beam more shows to 'Net**

Encouraged by the enthusiastic response to its *Star Trek: Voyager* area on the Internet, Paramount is considering similar sites for *Hard Copy*, *Entertainment Tonight* and *Frasier*. / 33

**New DTH competitor**

Ontario-based Tee-Comm is leasing space on an AT&T satellite to launch a 100-channel direct-to-home service. Its planned AlphaStar service will expand to more than 200 channels with the launch of another AT&T satellite. / 36

**Telemedia Week**



The Cartoon Network is expanding its America Online presence into new 'cyber rooms' for online chatting about animated programming. / 32

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## Newt Gingrich: The Great Liberator for Cybercom

**G**iven his way, House Speaker Newt Gingrich would "liberate" the telecommunications marketplace.

*"Let the technologies sort themselves out over the next 10 or 15 years. Then, Congress can revisit the issue of whether you need regulation," says Gingrich. "But I think in the near future the less regulation, the better."*

*Gingrich's views on key telecommunications issues were elicited last week in an exclusive interview with BROADCASTING & CABLE editors Kim McAvoy and Don West. Among his favored deregulatory actions: repealing cable rate regulation, letting cable compete with telcos, allowing telcos to offer cable services and permitting power companies to enter the telecommunications business.*

*Telecommunications reform legislation is still being worked out, says Gingrich, but he's predicting House action on a bill by May or "June at the latest." The information highway concept he finds dated, preferring to speak in terms of cyberspace.*

*On the broadcasting front, the Georgia Republican says he's "open" to the idea of lifting most broadcast ownership rules. "I am not troubled by the idea of letting the market decide on the best entrepreneurial level," he says. But Gingrich thinks the duopoly rule for television "ought to stay."*

*The good news for networks is that the speaker also would let them own cable systems.*

*The bad news is that he thinks they're "in grave danger of being irrelevant."*

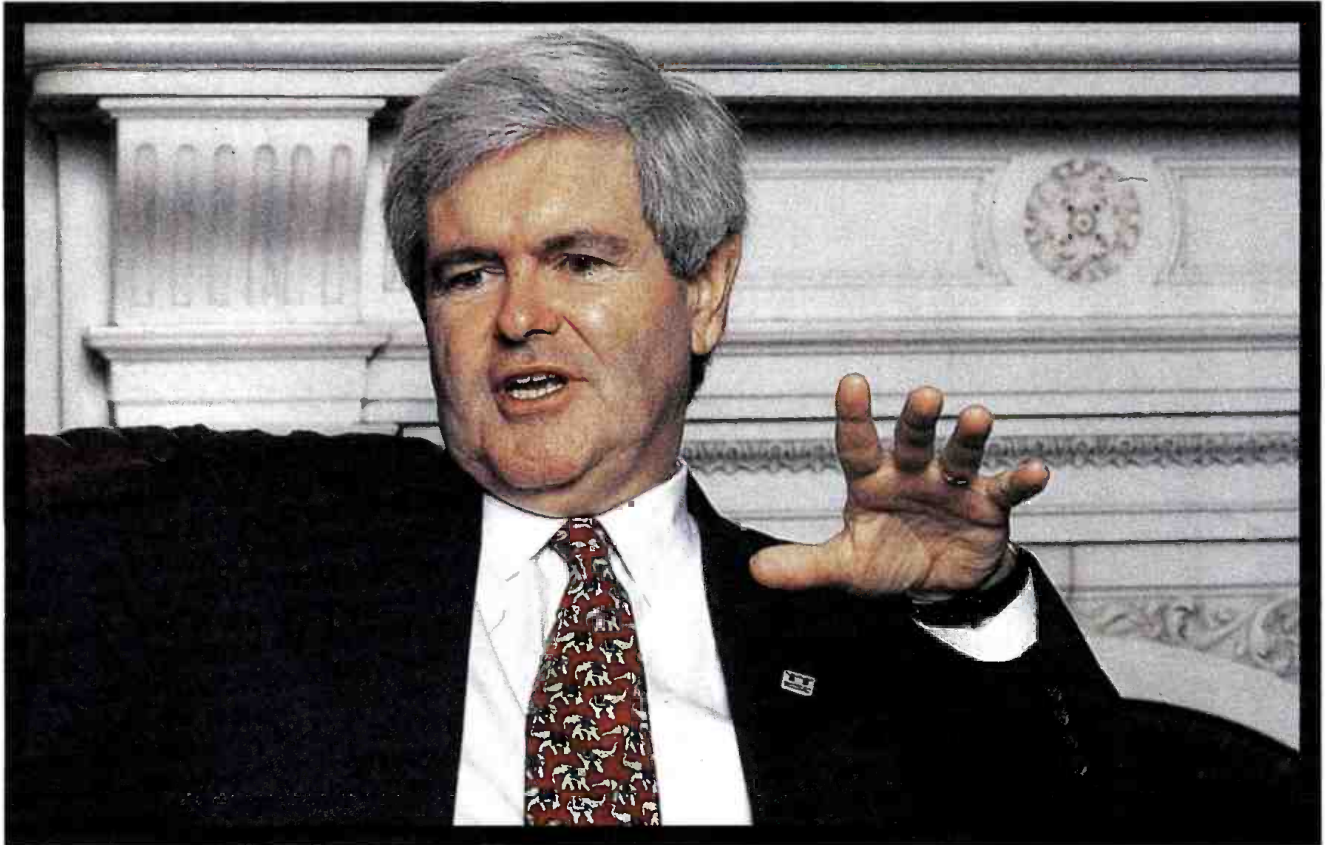
*Gingrich supports repealing foreign ownership restrictions for broadcasters but only on a reciprocal basis. And while he thinks imposing a spectrum fee on broadcasters is "in all honesty, totally legitimate," nobody in Congress wants to "take on the broadcasters." As for future spectrum: "I'm not sure why we shouldn't be allowed to charge some access fee for the rest of the spectrum [beyond the transition to digital]," he says.*

*Free airtime for politicians may not be such a bad idea either. Says Gingrich: "I am not wedded to it, but I think it's certainly worth exploring...If you look at the general profitability of a station, I'm not sure why asking for some limited amount of time every two years is necessarily a gigantic imposition."*

*The speaker also decries what he says is "too much violence" in the media today. He cites in particular the broadcast of rap music which "encourages the raping and mutilation of women." The best way to stop it, he says, is by urging major advertisers to pull advertising from stations broadcasting that kind of music.*

*Gingrich's regulatory reach could include the FCC. He says he was "stunned at the intensity and the unanimity [expressed by telecommunications executives] that the FCC is a major block to our getting into the 21st Century."*

**COVER STORY**



**Will the House be able to pass an information superhighway bill by the July 4th deadline set by Senators Robert Dole (R-Kan.) and Larry Pressler (R-S.D.)?**

I certainly hope we'll be able to bring a bill in, probably in May, and I think that Congressman [Jack] Fields [R-Tex.] and Congressman [Michael] Oxley [R-Ohio] are working very hard on a new telecommunications bill. I think more in terms of cyberspace than an information superhighway, because a superhighway is sort of a second-wave industrial term. It's not quite the way the electronic age works; it's too narrow. But I think you'll see a substantially more free market, more competitive bill coming, probably in May, June at the latest.

**When you say "cyberspace," does that suggest you're thinking less about television and more about computers?**

I just think they will all become the same thing sometime in the next 15 years. You have a device that is potentially uplinked to a satellite, is potentially wired to fiber optics, is part computer, part telephone, part television. It's part entertainment, part work. I don't think we yet know how it's going to evolve.

**Are you as encouraged about it now as you were a year ago?**

Everything I've seen says the rate of change has accelerated. We've just opened Thomas [the online public access system named after Thomas Jefferson] at the Library of Congress, which is on the Internet, so people can access the U.S. Congress through the Library of Congress. We're a part of the National Digital Library program that Librarian [Dr. James H.] Billington has developed, which is designed

to digitize 5 million pieces of Americana and make them available worldwide by Internet and by CD-ROM. I think about the breakthroughs we're seeing in both the traditional cable systems and the new Hughes direct broadcast satellite system. Every time I turn around, I see new breakthroughs. My younger daughter works in cellular for BellSouth and used to work for Sterling Cellular. When we talk about the different things that are coming down the road, to me we're right on the edge of a whole new wave of breakthroughs.

**You talked about this bill being more deregulatory than the version that passed the House last year. How far do you want to go?**

They won't go as far as I want to go.

**How about repeal of cable rate regulation?**

I think that's very possible. On all the details, you have to ask Congressman Fields right now because he's doing the negotiating, he's trying to work out the details of this thing. But I really do believe, particularly if you go to a competitive environment where you're allowing the telephone companies in, you ought to allow the power companies in to compete—they have the largest fiber optic network in the country. You ought to let the cable people compete in telephone. At the same time, you've got all the new kinds of non-fiber systems and non-cable systems that are coming up, like Hughes, like the Motorola proposal for a worldwide telephone system by satellite.

I just think we're at a point where we can liberate the

*Continues on page 38*



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# Bell South, Bell Atlantic say regs jeopardize VDT

*Telcos complain of FCC delays; may opt for cable regulations*

By Christopher Stern

**F**rustrated telcos fed up with long delays and regulatory hurdles are taking a close look at cable as an alternative to video dialtone.

"We are giving serious consideration to going under the private cable model as an alternative to VDT," says BellSouth's Tom Rawls, general counsel, Interactive Media Services, adding: "The uglier VDT gets, the more attractive that alternative avenue appears."

Bell Atlantic CEO Ray Smith sent a letter to FCC Chairman Reed Hundt earlier this month that complained that the commission's regulatory approach to VDT was putting deployment of the technology at risk.

Ameritech and PacTel executives also expressed frustration with the VDT process and did not rule out entry into the cable business if the regulatory process continues in the current direction. The cable industry has maintained all along that the telcos wanted nothing more than to be cable operators.

National Cable Television Association President Decker Anstrom called Smith's letter an "outright

contradiction of what Bell Atlantic has been telling the commission for the last two years." He called on Smith to "do the honorable thing and withdraw his applications."

Telcos say cable is largely to blame if the VDT model is abandoned. The cable industry has opposed each of the more than 30 applications filed at the FCC. Telcos also say cable is attempting to sabotage VDT by vigorously opposing each application at the commission.

It's not just the long wait for approval to build and operate the advanced interactive networks that is frustrating the telcos; they also are concerned about the regulatory direction the FCC appears to be taking on VDT.

Last December, BellSouth's David Markey, vice president, government affairs, wrote Hundt that he had "deep concern over the competitive viability of the commission's VDT model."



*BA's Smith calls for 'blanket approval' of VDT applications.*

The video dialtone system of the future is expected to be an advanced interactive video network with capacity for hundreds of digital channels. But at the heart of almost every VDT proposal are 60 or 70 analog channels that will be available to all subscribers, regardless of whether they have an expensive digital set-top box or not.

Markey argues that the relative shortage of analog channels in VDT systems puts telcos at a competitive disadvantage. BellSouth cannot compete with cable, Markey wrote, if it "cannot package programming and programmers in the same way the cable systems do today."

But Rawls also said last week that, regulatory troubles aside, BellSouth believes there may be "fundamental flaws" in the VDT model. He is particularly concerned that consumers may be put off by complicated choices the advanced network will offer.

Telcos don't know if consumers will welcome the choice or be put off by its complexity, says Rawls.

If BellSouth opts to enter the television business through cable rather than video dialtone, it will not go on a shopping spree for cable systems, says Rawls. The telco will use its infrastructure to provide video signals, he says. BellSouth is already lining up programming through a joint venture with Ameritech, Southwestern Bell and Disney.

Smith complains in his letter to Hundt that the FCC is requiring telcos to build too much capacity on the VDT networks and that many of the channels will not be used. "If the commission were to adopt rules that would allow large portions of the video dialtone network to lie fallow, Bell Atlantic could not afford to take the risk of deploying video dialtone service."

To keep VDT alive, Smith says the FCC could determine that VDT is in the public interest and "grant blanket approvals for video dialtone construction within telco service areas." ■

## Keystone expands with IDB assets

Keystone Communications last week sealed a deal to merge with IDB Broadcast. The satellite capacity reseller will manage the business under the Keystone name.

The deal, with IDB parent company LDDS Communications, gives Keystone the option to acquire all IDB's assets after two years. The expanded Keystone will carry 35 transponders, including 17 domestic transponders. The deal also gives Keystone control of the IDB Broadcast teleports.

"Our C-band inventory increases considerably," Keystone President Peter Marshall says, adding that the two businesses have combined revenues of \$100 million. The merger will not alter the arrangements for current IDB customers: "We are responsible for managing all the existing business," Marshall says.

The companies last fall signed a letter of intent that put a \$31 million price tag on IDB Broadcast's assets. Before completing the deal, Keystone had to await the Dec. 30, 1994, conclusion of IDB Communications' purchase by long-distance carrier LDDS.

—CM



# Staff shake-up coming at Showtime

By Rich Brown

Showtime Networks Inc., which is adjusting to a new reporting structure within the Viacom media colossus, is considering a management restructuring that is expected to result in staff cutbacks at the nation's second-largest pay cable company.

SNI executives have not yet indicated when the cuts will come and how many jobs will be affected at the company of more than 700 employees. But SNI has been meeting with staffers this month and updating them on the plans. Staffers have been told that the company expects to eliminate some positions and will do so wherever possible by attrition.

The staff reductions have been under consideration for about a year, but the actual cutbacks will be carried out under a relatively new regime. As a result of Viacom's merger with Block-

buster last fall, SNI chief executives now report to Blockbuster executive Steve Berrard and no longer to Viacom President/CEO Frank Biondi.

SNI already saw one major shake-up last month when newly named CEO Matthew Blank replaced Winston H. (Tony) Cox as head of the pay TV company. Cox had moved into a senior vice president position at Viacom in charge of the company's pay-per-view operations. But it was a move that proved to be short-lived—Cox last week resigned from Viacom after serving eight years with the company. There is no word yet on the pay TV veteran's next move.

Ironically, the SNI staff shake-up



Tony Cox, who was replaced at Showtime helm last month, resigned from parent Viacom last week.

comes during a period of subscriber growth for its flagship Showtime pay cable network and the launch of new SNI networks. Showtime's subscriber base grew by 1.4 million households in 1994, climbing to its current reach of more than 13 million nationally. In terms of launches, SNI debuted a Spanish-language version of Showtime last September and later this year plans to

debut a new independent film network, The Sundance Film Channel. Viacom does not break out specific financial data on SNI in its financial reports but indicated that the company posted higher revenue and earnings from operation in 1994 than in 1993. ■

## Deadline approaching for SAG contract

Program suppliers begin looking at options in case of strike

By Steve Coe

The current Screen Actors Guild contract with the Alliance of Motion Picture and Television Producers (AMPTP) is set to expire on June 30, and producers are looking at several contingency plans in the event of a strike.

Negotiators from both sides have been meeting regularly since Feb. 7 in an effort to reach a consensus and avoid the first work stoppage by SAG since 1980.

Although both sides insist that neither is planning for or anticipating a strike, some television program suppliers are looking at their options in the event of a strike. "We're taking this thing seriously because we think some of the issues are ludicrous," said one studio source.

According to an executive at a major studio, one option is to bankroll episodes. Under that scenario, the studio would extend production on series

currently in production so that additional original episodes would be available in the fall if a strike prevented production during the summer.

Another alternative for suppliers who produce shows for Fox, WB Network or UPN is to use talent from the American Federation of Television and Radio Artists (AFTRA). AFTRA also is part of the negotiations, but only for sitcoms on the Big Three networks. If a strike were called, AFTRA artists would not violate any union rules by working on videotape projected for Fox, WB or UPN.

The studio source said that with regard to the production of made-for-TV movies, "We could use the Canadian union. We do a certain amount of our made-fors in Canada anyway."

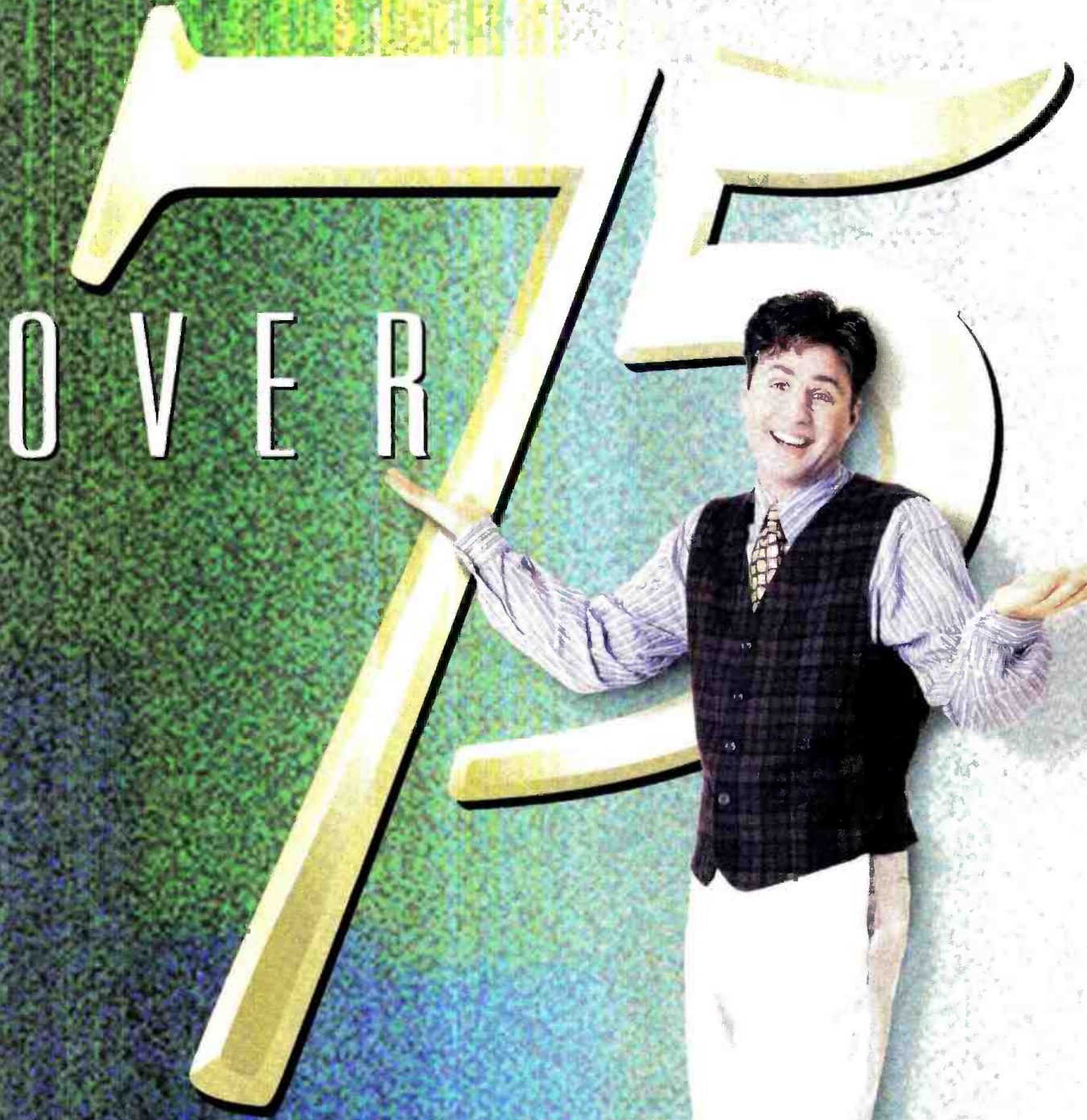
Matt Herman, executive vice president, production, Cannell Studios, said some shows that normally would begin production in July might begin in May instead. He said the company

would decide next month whether to start production early on some series.

Cannell finds itself in a somewhat unusual position in that the head of the company is also set to host a new syndicated hour for the fall. Stephen J. Cannell, chairman/CEO of The Cannell Studios, who will host *U.S. Customs: Classified*, was on vacation last week and unavailable for comment. However, a Cannell spokeswoman said while Cannell, a SAG member, has not discussed the situation, she doubted he would violate union rules.

One scenario not being discussed is using Canadian, AFTRA or replacement actors on veteran network series, a plan likely to generate as much if not more ridicule than that directed at baseball's replacement player strategy. "The business can continue to operate to some degree with scab directors or scab writers during DGA or WGA strikes, but it can't operate with scab actors," said one source. ■





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# King World talks to Big Three

Sources say company prefers strategic alliance to buyout

By David Tobenkin

**R**epresentatives of leading independent syndication company King World Productions last week talked with officials of ABC, CBS and NBC about the sale of the company or strategic alliances, and they soon will meet with Sony brass, sources say.

Investment bank Goldman Sachs has been retained by the highly profitable distributor of game shows *Wheel of Fortune* and *Jeopardy!*, magazine shows *Inside Edition* and *American Journal*, and talk shows *Oprah* and *Rolonda* to discuss strategic options for its future, sources say. Goldman Sachs also was recently chosen by diversified media conglomerate and leading syndicator Multimedia Inc. to entertain buyout offers for that company.

Representatives of King World, Sony and the networks said it is their companies' policy not to comment on speculation regarding mergers and acquisitions.

Word of the meetings Friday resulted in heavy trading of King World's stock on the New York Stock Exchange. The stock closed at 39 1/2 up 3 1/2 or 10%.

It is far from the first buyout rumor regarding King World. Capital Cities/ABC, whose stations carry many King World shows in top markets, previously examined acquiring the company and declined to do so. However, one network source said that KW appears to be more interested in a strategic alliance than a buyout.

The fact that the company has renewed many of the shows through 1999 has made it cash rich and thus a more tempting acquisition target.

On the negative side, King World distributes but does not own its top three shows, *Wheel of Fortune*, *Jeopardy!* and *Oprah*. The future of syndication, to which the company's fortunes are directly tied because it is not diversified, is also unclear given



'Jeopardy!' is one of King World's big performers.

the entry of two new networks that reduce available timeslots for syndicated shows; possible repeal of the prime time access rule, which aids independents like KW by keeping CBS, ABC and NBC network shows or reruns out of the access hour on affiliates in top 50 markets; and the possible emergence of new competing modes of distribution.

A big question mark in any sale of the company would be the price. Some industry analysts value the company at \$2 billion, or \$50 per share, but others say that pricing the company is difficult.

"The two things they have are a valuable distribution franchise in time slots and expertise," says Harold L. Vogel, a stock analyst at Cowen & Co. "But there is a sense in the media world that they are too big to be small and too small to become big—which is exactly the same situation Multimedia finds itself in." ■

## Dual network, other rules, up for review

By Christopher Stern

**T**he FCC next month is expected to continue to examine its network rules by putting a new batch of regulations on the table—covering everything from the sale of advertising time to the filing requirements at the commission.

The dual network rule also is in play, but may not make the agenda for the FCC's April 5 meeting. The rule, in effect, bars ABC, CBS, NBC and Fox from operating second or third networks.

Network affiliates are leery of any change in the dual network rule because it could lead to increased competition for programming. The networks want the rule changed now, but affiliates would like the FCC to tie

any change to the availability of a second channel for broadcasters.

That second channel may become available to broadcasters when the industry begins the transition from analog to digital transmission. Networks want the dual network rule eliminated now, but they likely will not risk a confrontation with their affiliates on the issue.

The dual network rule was originally put out for comment in 1991 and can be changed without a notice of proposed rulemaking.

The FCC also is expected to formally propose the elimination of several other network rules covering the sale of advertising time and carriage of network programming. On the table for next month's meeting:

- The time option rule, which prevents networks from reserving blocks of station time without assigning specific programming to the time.

- The no representation rule, which bars broadcast networks from representing their affiliates in the sale of national spot advertising.

- The rate control rule, which bars networks from influencing the advertising rates of their affiliates. Industry executives say growth in the broadcasting industry has made this rule obsolete.

The FCC also is expected to propose elimination of the rule that requires networks to file all of their affiliation agreements at the FCC. The FCC will propose that networks make the agreements available on request. ■



# House makes CPB cuts

*Senate action not yet set*

By Elizabeth Rathbun

Commercial television came under sharp criticism last week as supporters of continued federal funding for public broadcasting made their last-ditch pitch in the House.

The criticism hammered what the supporters called the poor quality and high amount of violence on commercial TV. Nevertheless, the House last Thursday voted to cut the budget of the Corporation for Public Broadcasting by 15% in 1996 and 30% in 1997. It staved off an amendment that called for reductions of 33% over the next three years.

One of the most vehement critics of network TV during last week's House debate was Representative David Obey (R-Wis.): "[Republicans] say our kids could not afford the money we are spending on public broadcasting. What our kids cannot afford is the garbage that passes for entertainment on commercial television."

"When you rely only upon the commercial sector to produce programming that is in [children's] interest, you do sacrifice quality and content," said James Moran Jr. (D-Va.). "The only quality is that which you get on public broadcasting."

Jack Fields (R-Tex.) reluctantly opposed Crane's amendment, noting that he has a "gentleman's agreement" with CPB, the Public Broadcasting Service and National Public Radio to gradually withdraw federal funding. Meanwhile, public broadcasters are to find alternative sources of revenue, such as more advertising.

Public broadcasters also are working on a plan to gradually withdraw support for large stations that don't need it, and to reduce or eliminate station overlap, said John Porter (R-Ill.), chairman of the subcommittee that recommended the cuts.

CPB's \$285.6 million budget was considered as part of a \$17 billion package of spending cuts. The package passed 227-200. Senate action has not been scheduled. ■

## Cloudy future for Senate dereg bill

Spectrum flexibility, navigational safeguards and broadcast license renewal reform are expected to be included in a bill that the Senate Commerce Committee may consider Thursday.

There is also a chance that the legislation, which is expected to be introduced this week, will repeal most national and local ownership rules for radio. Industry sources aren't sure what the bill ultimately will say about TV ownership issues.

The primary objective of the bill is to set the ground rules for cable competition in local telephone markets and telco delivery of video services.

Reports last week had Bell Atlantic, representing the Bell operating companies, and the National Cable Television Association working hard to reach an accommodation on provisions dealing with cable's entry into the local loop.

Broadcast industry sources, meanwhile, were fairly optimistic that the bill would include a two-step license renewal proposal and navigational safeguards that would insure easy viewer access to broadcaster signals on multichannel telco-owned video networks (see box, below). Broadcasters also expect language that would impose the same syndicated exclusivity and network nonduplication requirements on telcos as cable now has.

As for the TV ownership issues, one network source thinks there will be "considerable or complete" repeal of the rules. It's believed that Commerce Committee Chairman Larry Pressler (R-S.D.) has suggested a national cap of 35%, which would be increased over a period of time to 50%. But Commerce Committee Democrats, as of late last week, had not accepted the offer.

The TV industry is divided over the ownership issue. The network affiliates oppose wholesale repeal of national and local ownership rules, while the networks are seeking broader deregulation. The networks support a Senate proposal that would repeal all ownership rules, including the 25% cap on national ownership.

But some of the large TV group owners agree with the networks. They want greater deregulation, including repeal of the one-to-a-market rule for television. The Association of Independent Television Stations supports common ownership of two TV stations in a local market as long as one is a UHF. And it favors a 35% cap.

Broadcasters on Tuesday will debate the pros and cons of TV ownership rule changes at a Commerce Committee hearing. Fox Broadcasting's Preston Padden will present the network perspective; the affiliates will be represented by Jim Waterbury of KWWL-TV Waterloo, Iowa, and Bert Ellis of Ellis Communications is expected to testify on behalf of TV groups that favor substantial ownership deregulation. —KM

## How broadcasters plot navigation

Under the "navigation" provision that broadcasters are trying to insert into telecommunications reform legislation, telephone companies with video networks would have to make tuning in broadcast signals they carry as easy as possible. The provision would:

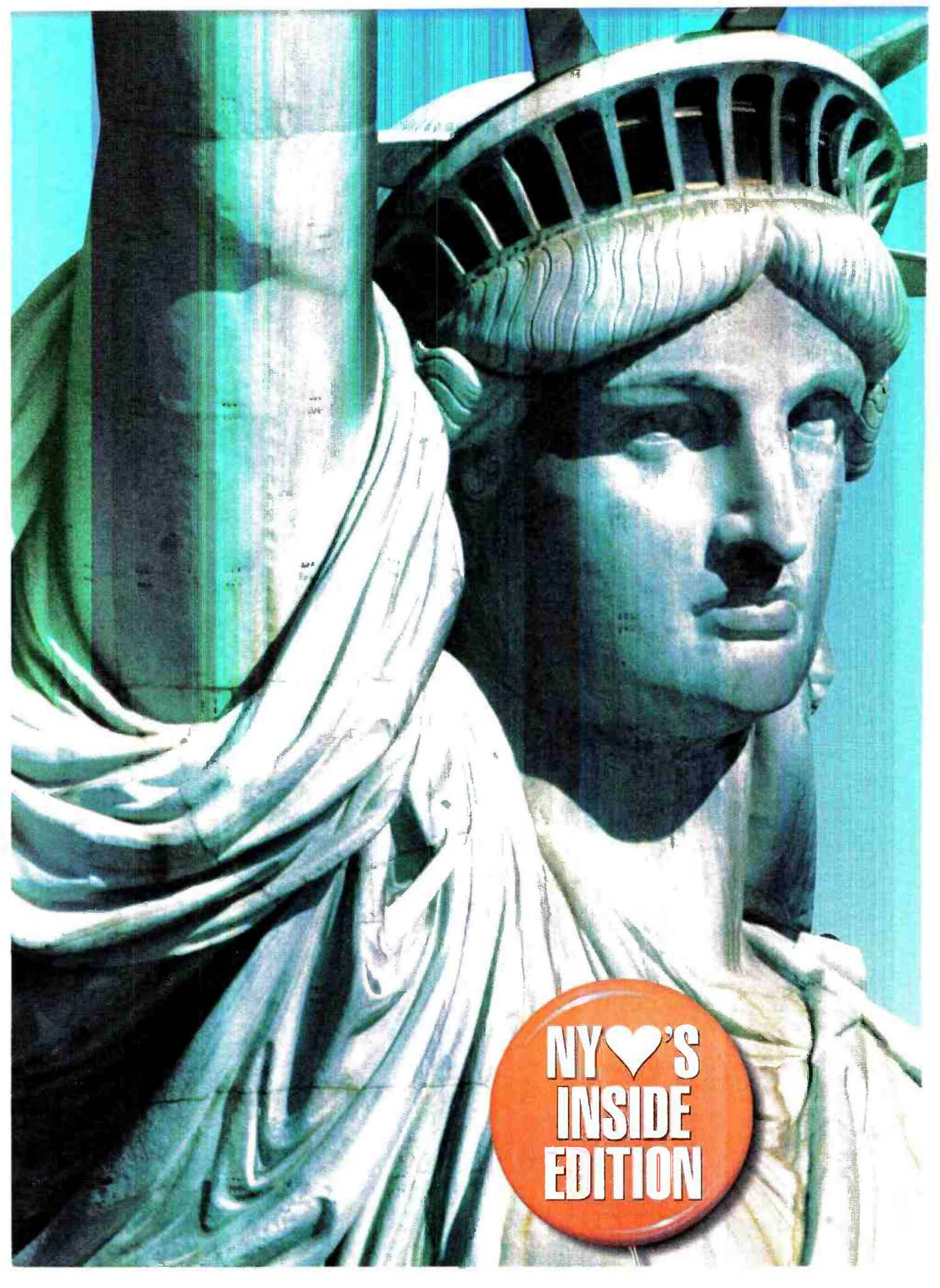
- Require telcos to "display clearly and prominently" broadcast signals at the beginning of any program guide or menu.

- Require that subscribers be able to access broadcast signals without "first having to view advertising or promotional material" or go through a program menu that omits the signals as an option.

- Prohibit telcos from discriminating against any program service in information dealing with how to access the services.

- Insure that broadcasters and others can "suitably and uniquely...identify their programming services to subscribers." Telcos would be prohibited from altering such IDs. —HAJ





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## Frank exits Disney to surf infohighway

Looks to build equity in multimedia future; replaced by consumer products division chief

By David Tobenkin

**W**hile still adjusting to the new reality of a Walt Disney Co. television and telecommunications wing without industry leader Rich Frank at the helm, many praise his successor, Dennis F. Hightower, for solid management skills, despite Hightower's lack of direct television experience.

"He's very smart, a good learner and a very good networker," says Lee Isgur, a longtime analyst of the company at Jeffries & Co. Isgur notes that Hightower's experience as president of Disney's consumer products wing in Europe, Africa and the Middle East gives him a strong background in the international arena, which could prove one of the biggest growth areas for the division.

Such reassurances are helping mute concern over the departure of Frank, who built the TV operations into an industry leader during the past decade and whose exit represents Disney's latest loss of top talent. Corporate president Frank Wells died in a helicopter crash in 1994, and filmed entertainment head Jeffrey Katzenberg left in August to form new studio DreamWorks with David Geffen and Steven Spielberg.

Frank says he is leaving the studio, despite his recent promotion to chairman of the television and telecommunications division, to pursue as yet undefined entrepreneurial opportunities in the interactive future.

"It started at the Superhighway Summit a year ago, when I asked myself why everyone important in the industry was in one place on the same day spending the entire day there," says Frank. "In my mind it

was because a giant shift was about to happen in the way people received entertainment, education and transactional services. It started me thinking that maybe it was time for me to look at doing something myself that I could have an equity interest in."



Frank wants multimedia equity.



Hightower takes over.

Frank denied Hollywood insider accounts that general friction between himself and Disney corporate chairman Michael Eisner and Eisner's refusal to give him control over the film studio contributed to his decision.

Frank, who will consult Disney on the transition through the end of April, says he has no plans to join DreamWorks.

Hightower, who says that Eisner first discussed the job with him only two days before Frank announced his decision to leave on Friday, March 10, last week began meeting with executives of the various divisions under his command.

The \$4-billion-revenue operation he inherits enjoys strong results in nearly all operating areas. Its holdings include leading network television (*Home Improvement*, *Ellen*) and syndication (*Live with Regis & Kathie Lee*, *The Disney Afternoon*) operations, owned-and-operated independent

television station KCAL-TV Los Angeles, pay per view, Buena Vista Home Video and the rapidly expanding Disney Channel premium cable channel as well as the company's telecommunications and new-media unit, including a joint venture with telcos Southwestern Bell, Ameritech and BellSouth to explore video dialtone and interactive projects.

Hightower, 53, says he is impressed by the operations and the divisions' top executives and has no immediate plans for changes.

"We have a high-level professional and talent base, which reflects a good hiring process by Rich," says Hightower. "Based on my discussions with Rich, I haven't seen anything broken that needs fixing, but any executive

coming in has to put his own imprint on the organization. I don't know what form that will take."

Disney staffers praised Hightower's go-slow approach, although one top executive, Randy Reiss, who is Frank's first cousin and television and telecommunications executive vice president, says the transition may be a challenge. "Losing a partner like Rich after working with him for 20 years is never easy," says Reiss. "Dennis Hightower is someone I think I can work with, although only time will tell."

Meanwhile, Frank says that since making his announcement he has received numerous calls from suitors seeking his participation in entertainment ventures.

"I haven't been able to get off the phone since Saturday morning [following the announcement]," he says. "People have approached me to sit down and talk about ventures with



telcos, cable, broadcast ownership and others, especially people on Wall Street looking to invest in the right area."

Hightower says that his knowledge of the television industry is greater than might be supposed because of the close ties of the consumer division to Disney's television programming offerings abroad. In some markets, Hightower was charged with finding sponsors to underwrite the production costs of Disney shows.

Hightower says that one area of emphasis will be to try to replicate in Latin America and Asian markets the success of the company's European television operations.

Hightower boasts a blue-chip resume. A graduate of Howard University, he rose to the rank of major in the Army by the age of 27, serving in strategic intelligence planning and field operations. He then joined Xerox Corp., earned an MBA from Harvard Business School, became a

management consultant at McKinsey & Co. Inc., and held corporate and strategic planning positions at General Electric and Mattel Inc. In his final position before joining Disney in 1987, Hightower managed the Los Angeles office of executive search firm Russell Reynolds Associates Inc.

At Disney he was credited with improving retail sales in the areas he controlled sevenfold over an eight-year period, from \$650 million to \$4.5 billion. ■

## Nets look to fill holes for fall

*Eye development slates for shows to strengthen weak nights or lock up solid ones*

By Steve Coe

As the networks pore over their development slates for new projects that will be included in the fall schedules (BROADCASTING & CABLE, March 13), each has specific holes to fill and nights to be reworked.

As part of its efforts to improve its once-dominant Tuesday and Wednesday nights, ABC will test *Grace Under Fire* in the Wednesday 9 p.m. anchor slot beginning at the end of the month. Because of the test, *Roseanne*, which has been anchoring the night, will move to the 8 p.m. slot, possibly a precursor for the fall schedule.

Due to the scarcity of available 10 p.m. time periods, typically used for drama series, and the network's needs early in the evening, ABC Entertainment President Ted Harbert says, comedy development this year was key. "Because we didn't spring out any new hits, we're leaving no stone unturned. We're really going after the Tuesday and Wednesday 8-9 p.m. area," he says.

ABC also has changed its philosophy slightly about the type of comedy it will look to schedule in the fall. "Our comedy development is really different-looking [this year]. We have more adult-driven comedies. We're not relying on the kid-driven shows," he says, referring to the sitcoms that populate ABC's lineup, especially on Friday night.

Harbert also is considering going back to using an action hour or hour drama on Monday night as the lead-

in to *Monday Night Football*. At the start of this season, ABC scheduled *Coach* and *Blue Skies* at 8-9 p.m., but the veteran comedy suffered and the first-year sitcom bombed.

Harbert also pointed to Thursday night, which because of NBC's strength will no doubt be targeted by CBS and Fox. Although no decisions have been made regarding the night, Harbert said ABC may try to counter-program NBC's comedies. "On Thursday, we're probably looking to overwhelm the night with dramas," he says.

According to Peter Tortorici, president, CBS Entertainment, establishing "early evening comedies" is one of the network's top priorities for the fall. To that end, "for every drama pilot we shoot this year, we'll shoot

two comedy projects. We have to get into the early comedy game," he said.

CBS, despite being in third place in households and waging a battle with Fox for third among adults 18-49, is winning or tied for first on three nights—Sunday, Monday and Saturday. On Sunday, the network recently firmed up its lineup by signing Angela Lansbury to a 12th season of *Murder, She Wrote*.

Tuesday, Thursday and Friday will be targets for improvement next season. On those nights CBS is lacking any series around which it can build the rest of the night. Therefore, hopes are that the development slate will yield some break-out sitcoms that can become nightly anchor series.

The network is overhauling a major-

### 'Dr. Quinn' sews up top three

MTM Television Distribution has cleared the off-net strip of *Dr. Quinn, Medicine Woman* in 15 stations representing 26% of the country, including the top three markets, for a fall 1996 debut. The first stations committing to the one-hour drama for 1996-97 include WCBS-TV New York, KCBS-TV Los Angeles, WBBM-TV Chicago, WOIO-TV Cleveland, WCCO-TV Minneapolis, WCIX-TV Miami, KVVU-TV Las Vegas, KSL-TV Salt Lake City and WSLs-TV Roanoke.

"It is very unusual for stations to commit to a program this far in advance," says Chuck Larsen, MTM Worldwide Distribution president. "It confirms the value we have always recognized in *Dr. Quinn* as a strong dramatic alternative to the waning daytime and early fringe talk/strip genre." About 100 episodes will be offered on a two-year term with an even seven-minute local/national barter split. Stations also will have the option of a barter-free sixth weekly episode.

The episodes will receive a subsequent cable run on MTM sibling cable channel The Family Channel.

—DT

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ity of its schedule to attract more younger viewers. Totorici likens the strategy to the moves CBS made in the 1960's when it jettisoned highly-rated but spotty demographic shows such as *Green Acres* and *The Beverly Hillbillies* in favor of more urban fare such as *All in the Family* and *Mary Tyler Moore*.

The primary needs for Fox, which is entering its second season as a seven-night-a-week network, are Sunday night, its Tuesday movie night and the 9-10 p.m. time periods on Monday and Wednesday nights following *Melrose Place* and *Beverly Hills, 90210*, respectively.

"Sunday is the big target for us," says John Matoian, president, Fox Entertainment. The network's challenge is to deliver as much of the audience from its football lead-in to its prime time lineup as possible, a difficult prospect thus far given Fox's younger-skewing programs. Football overruns have hurt the entertainment shows, acknowledges Matoian. One possibility would be to use reality programming in the 7-8 p.m. time period, some portion of which would be easier to preempt in the event of football overruns.

"People have said we haven't capitalized on the bulk of the household numbers from football that we should have," says Matoian, referring to audience drop-off. "But we may never get those 55-plus viewers to stay with us regardless of what we put on." He added that the network's chief target following football is the 18-49-year-old audience.

With CBS moving its Tuesday movie night to Wednesday, Matoian says, "It leaves us open to be the premier movie on that night." He cites recent deals with Hallmark and the acquisition of some new theatricals, which he believes will improve Fox's movie numbers. Additionally, Fox's long-form division is expected to produce up to 25 original movies for the 1995-96 season, by far the largest output to date.

On Monday night, Fox has an established performer in *Melrose Place*, but its critically acclaimed but low-rated *Party of Five* probably will not be renewed, leaving a hole at 9-10. Matoian does not rule out scheduling two comedies.

The situation is similar on Wednes-

day night, where *90210* has been rejuvenated and is performing well in the 8-9 slot. The network will test the sci-fi *Sliders* in the 9-10 p.m. slot later this month, and its performance will determine its prospects for the fall.

At NBC, clearly the network with the most momentum going into the fall, the priorities are to cement its Tuesday and Thursday night schedules, the 8-9 p.m. time slots on Monday and Wednesday, and the Saturday 8-10 p.m. block.

The "must-see TV" nights of Tuesday and Thursday each need a half-hour in the 8:30-9 p.m. slot. On Tuesday nights at 8:30, the network tried out *The Martin Short Show*, which was pulled and is being reworked, and *Something Wilder*. In addition to developing a new comedy for that time period, Warren Littlefield, president, NBC Entertainment, says the network will decide if 9:30-10 p.m. "is the best place for *The John Larroquette Show*."

At 8:30 on Thursday, the network is now testing *Hope & Gloria* with the hope the sitcom will fit into the otherwise tremendously successful night.

"We also want to invigorate the Monday 8-9 p.m. hour with family comedies," says Littlefield. While ABC is looking to develop more

adult-driven comedies, which is NBC's specialty, NBC would like to develop more family-type sitcoms. "ABC's *Roseanne*, *Home Improvement* and *Grace Under Fire* are hits that are not lost on us. We look to have some family comedies that can play at any time," he says.

Littlefield says the network needs to improve its Wednesday 8-9 p.m. performance. "Whether we go with an improved *Cosby Mysteries* or something else, we can do better."

On Saturday night at 10-11 the network is set with *Sisters*. NBC recently gave the drama a one-year, 28-episode pickup, and Littlefield says development for the 8-10 p.m. block will be geared to take advantage of the viewers *Sisters* brings in at the end of the evening. "We'll try to get that female audience to tune in earlier. Our dramatic development is aimed to that," he says.

Littlefield also says the network is considering another overhaul of its Friday night schedule, possibly with adult-driven comedies. "We may introduce adult-driven comedies to counterattack ABC, or we may stay with what we're doing and continue with our slow growth and let CBS figure out a way to get in." ■

## Has talk gone too far?

'Jenny Jones' incident prompts questioning

By David Tobenkin

**A** week after the fatal shooting of a *Jenny Jones* talk show guest allegedly committed by another guest embarrassed by his experience on the show, stations, station reps, advertisers and syndicators were divided over whether the incident reflected larger issues of control on increasingly edgy syndicated talk shows and, if so, how to respond.

Some station reps and stations carrying talk shows voiced concerns that the increased use of sensational "relationship" shows featuring young, often emotional guests divulging secrets about their lives and those of others will inevitably lead to other incidents and possible calls for censorship of shows.

"The problem is one of oneness that requires everyone to try to outdo each other. We just ask for problems like this," says Dick Kurlander, vice president and director of programming for Petry. "The industry needs to assess this whole situation. We cannot continue to outdo one another. There is a limit, and we have hit that limit."

"[Some talk shows] are interesting but are exploitive in that they achieve humor or entertainment at the expense of someone on the stage laughing at them," says Randy Reiss, executive vice president at Walt Disney Television and Telecommunications. "Viewers watch some of these shows like road kill on the highway. They may watch, but in the long term



at some point these shows are likely to turn off viewers."

Advertisers, too, may be re-examining the issues. Some say that although last week's incident did not alter their opinion on the issue, in many cases—at clients' behest—they already are avoiding the more controversial talk shows.

Some talk show syndicators and stations say they already have taken measures to insure that shows do not spin out of control.

Most syndicators cite consent forms that guests must sign informing them of the potential for surprises on shows and binding them to tell the truth. Many say they edit out fights. And Paramount's *Montel Williams* offers post-taping counseling sessions to cool down audience members and guests worked up or offended during a show.

Multimedia Entertainment Vice President of Programming Burt Dubrow says any producers or show creative talent discovered to have lied to guests about what they would experience during a show's taping would be fired.

Executives at some stations say they screen episodes for inflammatory content, adding advisories and sometimes pulling episodes.

WDIV(TV) Detroit, the station in the market that airs *Jenny*, takes that approach and recently declined to run a repeat of one *Jerry Springer* show about "tales of high-class hookers" that degenerated into a fight, says Henry Maldonado, vice president of programming and promotion.

Many others say the volume of episodes and limited time make such measures infeasible. Some also say they have expressed concerns to syndicators about specific shows.

But many more syndicators and stations label the shooting a freak occurrence that does not reflect on either *Jones* or the genre. They say that edgy shows are what the public watches and that they feel uncomfortable second-guessing the desires of the adult viewers who are talk shows' primary audience.

"There are a lot of crazies out there; it's very difficult to control every person on every one of these shows," says Rick Feldman, general manager of KCOP(TV) Los Angeles,

## Lawyer at large

George Vradenburg III, a leading communications lawyer and most recently executive vice president of Fox Inc., will join the Latham & Watkins law firm as partner-in-charge of a new Entertainment and Media Industries Practice Group, headquartered in Los Angeles. Among the firm's clients are Hughes Communications/DIRECTV, Evergreen Media, Bell Atlantic, Bell South, Liberty Media, MCA and Disney. Before joining Fox as general counsel in 1991, Vradenburg was vice president and general counsel at CBS, a company he joined in 1980. He called "the convergence and globalization of the entertainment, media and communications businesses a rare opportunity for a world-class law firm," citing Latham & Watkins' 600 lawyers in 11 major cities in the U.S. and abroad.



which runs talk shows including *Montel Williams*, *Ricki Lake*, *Richard Bey* and *Jenny Jones* that have significantly improved the station's daytime ratings over the past year. "We are not getting any letters or phone calls complaining about the shows.

Meanwhile, Telepictures Productions, the Warner Bros. subsidiary that produces *Jenny Jones*, finds itself enmeshed in the legal proceedings related to the shooting. Police and now the prosecutor in the murder case allege that Jonathan T. Schmitz told them he shot Scott Amedure March 9 after Amedure embarrassed him by revealing during a *Jones* taping that he had a crush on him. Schmitz pleaded not guilty when he was arraigned.

The prosecutor in the case claims that Warner Bros., which says it will not air the episode, failed to tell Amedure his secret admirer might be a man. "I think the *Jenny Jones* show had at least a moral responsibility—[although] not a legal or criminal one—for setting up this individual with an embarrassing situation," says Richard Thompson, the prosecutor for Oakland County. "He was ambushed."

Telepictures Productions responded in a release that Schmitz was informed of the possibility that his secret admirer might be a man and that nothing was observed in his behavior during or after the taping of the show that would suggest the possibility of violence. ■

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# PBS gets piece of 'Wishbone'

Network will receive cut of ancillary revenue for new show

By John Eggerton

**P**art Mr. Peabody ("Set the way-back machine, Sherman"), part canine Pagemaster, Wishbone, a Jack Russell terrier with a taste for the classics, is headed for the PBS schedule this fall.

Produced by Dallas-based Big Feats! Entertainment, the half-hour *Wishbone* is a live-action look (filmed in 16 mm) at classic literature. PBS has committed to 40 episodes over three years.

The series, the only new kids show from PBS for fall, also is one of the "new breed" of noncommercial shows whose contracts stipulate that PBS receive a cut of all ancillary revenue. That revenue will include proceeds from a series of 12 books and three videotapes to start with, targeted for fourth quarter '95 release.

If the show catches on, the ancillary revenue could be substantial. *Wishbone* is being marketed by Lyrick Studios, the same company that helped turn *Barney* and friends into multimillionaires many times over. Although that program's contract with PBS cut the public broadcaster in on home video and foreign rights, PBS was shut out of the ancillary licensing rights that

made up a big part of *Barney's* fortune. (PBS has since renegotiated that contract to improve its take with a minimum revenue guarantee.)

"An important distinction [between *Wishbone* and *Barney*]," says Peter Downey, PBS vice president for program business affairs, "is that PBS will share in revenue from all *Wishbone's* commercial activities, in contrast to *Barney*." That broad profit participation, says Downey, will be the standard henceforth.

He also says PBS's commitment to get more bang from its programming came at a board meeting almost a year ago, before the recent flap over PBS funding. It was a response, says Downey, to PBS's increased dealings with for-profit producers. Downey would not divulge PBS's percentage of *Wishbone*, but says it is "quite satisfied" with the deal.

But money is not the object, says Doris Simpson, the show's educational adviser. In fact, Big Feats! considered pitching the show to commercial TV, where the dollars are bigger, but thought it would lose editorial control. "[Commercial broadcasters] are afraid of us because they think we're boring, and we're afraid of



'Wishbone' as Sherlock Holmes

them because we think they're superficial," Simpson says. The goal, she says, is to foster "story-fed imaginations" and encourage children to read more about the classic stories.

The show will put *Wishbone* into the story lines of classic literature: *Oliver Twist* begging for more gruel, for example, or *Sherlock Holmes* sniffing for clues. There will be a wraparound story featuring *Wishbone's* young owner and his friends that will mirror and reinforce the classic story line, says Simpson.

*Wishbone* is targeted to kids 6-11 and is planned for an afternoon slot on some 300 PBS stations. ■

## HEAD ENDINGS

### Comcast sports deal

Comcast Cable has reached a long-term carriage deal with SportsChannel Regional Network for 1.2 million of its subscribers. Regional sports networks included in the deal are PRISM and SportsChannel services in New York, Chicago, New England, Florida and Philadelphia.

### Howie on Showtime

Showtime in the second half of 1995 plans to debut *The Howie Mandel Show*, a weekly half-hour sketch comedy series starring the off-the-wall comedian. The series begins taping April 4 in Toronto as

a production of Atlantis Films Ltd. and Mandel's production company, LTMN Inc. Productions. The show will feature recurring characters and guest stars.

### MTV Latin America

MTV Networks in 1996 plans to debut a Spanish-language version of VH1 for Latin America. The company launched a German version of the music video network last week and has operated a UK version since September 1994.

### ESPN catches the wind

ESPN and ESPN2 are teaming to present 84 hours of racing from the 1995 America's Cup in San

Diego. Coverage sets sail on March 18 at midnight ET on ESPN2, which will present same-day coverage through the finals. ESPN's coverage begins with live telecasts of the finals and will continue through the best-of-nine America's Cup May 6-20.

### 'Discover' on Discovery

The Discovery Channel and *Discover* magazine are co-producing a science series scheduled to debut on the cable network in 1996. In addition to co-producing the series, The Discovery Channel and *Discover* will combine print and on-air buys into special packages for advertisers.



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# Welcome has clearer field

By David Tobenkin

**H**BO's decision to scale back its video visitor-information services in hotel rooms nationally by April 30 (BROADCASTING & CABLE, March 13) was a major victory for a small rival service launched three years ago in Los Angeles.

Despite having only a fraction of the resources of HBO's Visitor Information Network (VIN), the Welcome Channel was able to fend off a challenge by VIN. In Los Angeles, after nearly two years of competition, VIN is in 13 hotels with about 2,900 rooms, while the Welcome Channel is carried in 80 hotels with 30,000 rooms.

"When we heard they were coming into the market we were understandably nervous, but we focused on quality product and quality service," says Mark Benjamin, president and co-founder of the Los Angeles-based

## Last call for 'Last Call'

MCA TV has ceased production on its low-rated, syndicated late-night panel discussion show *Last Call*. The show, executive-produced by Brandon Tartikoff, will continue to run in national syndication through April 14. MCA and Tartikoff said in a statement they are exploring a variety of options to keep the show in production, including cable distribution, new production sites and "new creative elements."

## 'Tide' shifts to San Diego

Production company Franklin/Waterman Entertainment will move production of syndicated action hour *High Tide* from New Zealand to San Diego if the action hour is green-lighted for a second season. The show, which so far has been renewed by syndicator ACI in 42% of the country, is switching continents to gain access to better production talent and guest stars and because cost savings in New Zealand were not as great as anticipated, says producer Steve Waterman. The show has added Stu Seagal (*Hunter, Renegade, Vanishing Son*) as co-executive producer. *High Tide* stars Rick Springfield and Yannick Bisson have signed exclusive deals for the 1994-95 season with ACI. —DT

Welcome Channel. However, it could be a short-lived victory for the Welcome Channel and other services like it, which soon will face competition from big-budget hotel room interactive services being rolled out by telcos such as US West and Bell Atlantic. That new competi-

tion was the reason HBO gave for dismantling VIN in eight of 10 markets, including Los Angeles. Benjamin says he has had talks with potential telephone partners about joining forces to offer advanced services in Los Angeles and other markets. ■

## PEOPLE'S CHOICE: TOP CABLE SHOWS

Following are the top 15 basic cable programs for the week of Mar. 6-12, 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 95.4 million households with TV sets. Source: Nielsen Media Research.

Program	Network	Time (ET)	HHs. (000)	Rating Cable	U.S.
1. <i>O.J. Simpson Trial Coverage</i>	CNN	Thu 5:30p	4,423	6.8	4.6
2. <i>O.J. Simpson Trial Coverage</i>	CNN	Thu 6:00p	4,102	6.4	4.3
3. <i>O.J. Simpson Trial Coverage</i>	CNN	Thu 5:00p	4,027	6.2	4.2
4. <i>O.J. Simpson Trial Coverage</i>	CNN	Wed 5:30p	3,927	6.1	4.1
5. <i>O.J. Simpson Trial Coverage</i>	CNN	Fri 3:00p	3,858	6.0	4.0
6. <i>O.J. Simpson Trial Coverage</i>	CNN	Wed 6:00p	3,817	5.9	4.0
7. <i>O.J. Simpson Trial Coverage</i>	CNN	Wed 5:00p	3,625	5.6	3.8
8. <i>O.J. Simpson Trial Coverage</i>	CNN	Fri 2:00p	3,486	5.4	3.7
9. <i>O.J. Simpson Trial Coverage</i>	CNN	Tue 5:30p	3,374	5.2	3.5
10. <i>O.J. Simpson Trial Coverage</i>	CNN	Tue 6:00p	3,321	5.1	3.5
11. <i>O.J. Simpson Trial Coverage</i>	CNN	Mon 5:30p	3,294	5.1	3.5
12. <i>O.J. Simpson Trial Coverage</i>	CNN	Mon 6:00p	3,236	5.0	3.4
13. <i>O.J. Simpson Trial Coverage</i>	CNN	Thu 2:00p	3,207	5.0	3.4
14. <i>O.J. Simpson Trial Coverage</i>	CNN	Fri 1:45p	3,110	4.8	3.3
15. <i>O.J. Simpson Trial Coverage</i>	CNN	Wed 2:00p	3,098	4.8	3.2

Following are the top five pay cable programs for the week of Mar. 6-12, ranked by households tuning in. Source: Nielsen Media Research.

1. <i>Movie: 'Blue Chips'</i>	HBO	Sat 8:00p	3,142	14.2	3.3
2. <i>Movie: 'Judicial Consent'</i>	HBO	Sun 8:00p	2,998	13.6	3.1
3. <i>Boxing: Bowe-Hide</i>	HBO	Sat 10:00p	2,721	12.3	2.9
4. <i>Movie: 'Major League II'</i>	HBO	Tue 8:00p	2,478	11.2	2.6
5. <i>Movie: 'No Contest'</i>	HBO	Sat 12:04a	2,236	10.1	2.3

## PEOPLE'S CHOICE:

Ratings for emerging broadcast networks, week of Mar. 6-12

U/P/N	
<b>MONDAY</b>	3.7/6
8:00	93. <i>Star Trek: Voyager</i> 4.8/7
8:30	
9:00	96. <i>Platypus Man</i> 2.5/4
9:30	96. <i>Pig Sty</i> 2.5/4
<b>TUESDAY</b>	4.4/7
8:00	
8:30	94. <i>UPN Special Presentation—The Shamrock Conspiracy</i> 4.4/7
9:00	
9:30	
<b>WEEK'S AVG SSN TO DATE</b>	4.0/6 4.8/7
WB	
<b>WEDNESDAY</b>	2.0/3
8:00	98. <i>The Wayans Bros.</i> 2.1/3
8:30	98. <i>The Parent 'Hood</i> 2.1/3
9:00	100. <i>Unhap Ever After</i> 1.9/3
9:30	101. <i>Muscle</i> 1.5/2
<b>WEEK'S AVG SSN TO DATE</b>	1.9/3 2.0/3

SOURCE: NIELSEN MEDIA RESEARCH



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# PEOPLE'S CHOICE WEEK 25 *According to Nielsen ratings, Mar. 6-12*

				
<b>MONDAY</b>	<b>11.9/19</b>	<b>10.6/17</b>	<b>11.3/18</b>	<b>8.0/12</b>
8:00	54. <b>Coach</b> 8.9/14	20. <b>The Nanny</b> 12.4/19	41. <b>Fresh Prince</b> 10.1/16	56. <b>Road to Fame</b> 8.7/13
8:30	36. <b>Am Fun Hm Vid</b> 10.5/16	44. <b>Double Rush</b> 9.8/15	40. <b>Blossom</b> 10.2/16	
9:00		25. <b>Murphy Brown</b> 11.8/18		77. <b>Models Inc.</b> 7.3/11
9:30	15. <b>American Comedy Awards</b> 13.0/21	48. <b>Cybill</b> 9.5/15	24. <b>NBC Monday Night Movies—Hart to Hart: Secrets of the Hart</b> 11.9/19	
10:00		43. <b>Chicago Hope</b> 9.9/17		
10:30				
<b>TUESDAY</b>	<b>15.6/25</b>	<b>8.6/13</b>	<b>10.8/17</b>	<b>8.0/12</b>
8:00	6. <b>Home Improvmt</b> 17.0/27	51. <b>Rescue: 911</b> 9.2/14	59. <b>Wings</b> 8.5/13	68. <b>Fox Tuesday Night Movie—Deadly Invasion</b> 8.0/12
8:30	10. <b>Thunder Alley</b> 14.3/22		64. <b>Smthng Wilder</b> 8.1/13	
9:00	4. <b>Home Improvmt</b> 17.6/26		19. <b>Frasier</b> 12.5/19	
9:30	4. <b>Grace Under Fire</b> 17.6/27	62. <b>CBS Tuesday Movie—Boyz N the Hood</b> 8.3/13	44. <b>J Larroquette</b> 9.8/15	
10:00	14. <b>NYPD Blue</b> 13.4/23		15. <b>Dateline NBC</b> 13.0/22	
10:30				
<b>WEDNESDAY</b>	<b>12.2/20</b>	<b>8.4/14</b>	<b>10.1/17</b>	<b>7.1/11</b>
8:00	49. <b>Sister, Sister</b> 9.3/15	34. <b>George Wendt*</b> 10.8/18	64. <b>Cosby Mysteries</b> 8.1/13	64. <b>Beverly Hills, 90210</b> 8.1/13
8:30	47. <b>All American Girl</b> 9.7/15	60. <b>Double Rush</b> 8.4/13		
9:00	12. <b>Roseanne</b> 14.1/22	76. <b>Due South</b> 7.4/12	28. <b>Dateline NBC</b> 11.2/18	90. <b>Party of Five</b> 6.0/9
9:30	12. <b>Ellen</b> 14.1/22	62. <b>Northern Exposure</b> 8.3/14	30. <b>Law and Order</b> 11.1/19	
10:00	15. <b>Primetime Live</b> 13.0/23			
10:30				
<b>THURSDAY</b>	<b>7.3/11</b>	<b>7.4/12</b>	<b>20.2/32</b>	<b>8.0/12</b>
8:00	78. <b>Extreme</b> 7.1/11	91. <b>Due South</b> 5.4/9	8. <b>Mad About You</b> 15.8/25	60. <b>Martin</b> 8.4/14
8:30			7. <b>Hope &amp; Gloria*</b> 16.3/25	51. <b>Living Single</b> 9.2/14
9:00	69. <b>The Commish</b> 7.8/12	70. <b>Eye to Eye w/Connie Chung</b> 7.7/12	2. <b>Seinfeld</b> 20.7/31	78. <b>New York Undercover</b> 7.1/11
9:30		53. <b>48 Hours</b> 9.0/15	3. <b>Friends</b> 20.0/31	
10:00	82. <b>Day One</b> 7.0/11		1. <b>E.R.</b> 24.2/40	
10:30				
<b>FRIDAY</b>	<b>11.6/20</b>	<b>7.4/13</b>	<b>7.0/12</b>	<b>9.2/16</b>
8:00	28. <b>Family Matters</b> 11.2/20	82. <b>Diagnosis Murder</b> 7.0/12	86. <b>World Figure Skating</b> 6.7/12	72. <b>VR5*</b> 7.6/13
8:30	25. <b>Boy Meets Wld</b> 11.8/20			
9:00	27. <b>Step By Step</b> 11.3/19	78. <b>Under Suspicion</b> 7.1/12	70. <b>Dateline NBC</b> 7.7/13	35. <b>The X-Files</b> 10.7/18
9:30	36. <b>On Our Own</b> 10.5/18	64. <b>Picket Fences</b> 8.1/15	86. <b>Homicide: Life on the Street</b> 6.7/12	
10:00	21. <b>20/20</b> 12.3/23			
10:30				
<b>SATURDAY</b>	<b>6.9/13</b>	<b>9.7/17</b>	<b>9.3/17</b>	<b>7.2/13</b>
8:00	88. <b>ABC Saturday Family Movie—Any Which Way You Can</b> 6.6/12	44. <b>Dr. Quinn Medicine Woman</b> 9.8/18		85. <b>Cops</b> 6.8/13
8:30		56. <b>The Office*</b> 8.7/15		72. <b>Cops</b> 7.6/14
9:00		54. <b>Five Mrs. Buch</b> 8.9/16	49. <b>World Figure Skating</b> 9.3/17	78. <b>America's Most Wanted</b> 7.1/13
9:30		36. <b>Walker, Texas Ranger</b> 10.5/19		
10:00	74. <b>The Marshal</b> 7.5/14			
10:30				
<b>SUNDAY</b>	<b>11.5/19</b>	<b>13.0/21</b>	<b>9.4/15</b>	<b>7.7/13</b>
7:00	31. <b>Am Fun Hm Vid</b> 11.0/20	9. <b>60 Minutes</b> 15.7/27	82. <b>World Figure Skating</b> 7.0/12	95. <b>Martin</b> 4.2/8
7:30	15. <b>Am Fun Hm Vid</b> 13.0/22			92. <b>Martin</b> 5.3/9
8:00	22. <b>Lois &amp; Clark</b> 12.2/19	11. <b>Murder, She Wrote</b> 14.2/22	88. <b>Earth 2</b> 6.6/10	42. <b>Simpsons</b> 10.0/16
8:30				58. <b>The Critic</b> 8.6/13
9:00				39. <b>Married w/Chld</b> 10.4/16
9:30	33. <b>ABC Sunday Night Movie—Far and Away, Part 1</b> 10.9/18	31. <b>CBS Sunday Movie—Young at Heart</b> 11.0/18	23. <b>NBC Sunday Night Movie—In the Line of Duty: Kidnapped</b> 12.0/20	74. <b>Dream On</b> 7.5/12
10:00				
10:30				
<b>WEEK'S AVGS</b>	<b>11.0/18</b>	<b>9.5/16</b>	<b>11.1/18</b>	<b>7.8/13</b>
<b>SSN. TO DATE</b>	<b>12.1/20</b>	<b>11.4/19</b>	<b>11.6/19</b>	<b>7.8/12</b>

RANKING/SHOW [PROGRAM RATING/SHARE] (nr)=NOT RANKED \*PREMIERE TOP TEN SHOWS OF THE WEEK ARE SHOWN IN RED TELEVISION UNIVERSE ESTIMATED AT 95.4 MILLION HOUSEHOLDS; THEREFORE ONE RATINGS POINT IS EQUIVALENT TO 954,000 TV HOMES

YELLOW TINT IS WINNER OF TIME SLOT SOURCE: NIELSEN MEDIA RESEARCH



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# Telemedia

THE INTERACTIVE WORLD OF VIDEO, VOICE AND DATA

# Week

PCS

## Cable-Sprint venture cops 29 PCS licenses

Bids for wireless telephone service total \$7.1 billion

By Mark Berniker

**W**irelessCo.—the joint venture of three top cable companies and Sprint—tentatively won FCC licenses to offer wireless telephone service in 29 markets, including New York, San Francisco, Detroit, Dallas and Boston.

When the FCC auction of personal communications service (PCS) licenses came to an abrupt end last week, WirelessCo. had made high bids for one of the two licenses in each of the 29 markets, which include 180 million people. The bids total \$2.1 billion.

Sprint owns 40% of WirelessCo.; Tele-Communications Inc., Cox and Comcast, 20% each.

If WirelessCo. makes good on its bids, it will emerge from the auction as the top bidder and walk away with the most licenses. AT&T was second, bidding \$1.7 billion for 21 markets. In all the auction, of 99 licenses yielded more than \$7 billion (see chart, page 36).

“The auctions just created the single largest wireless company in the world, and it’s the cable television

industry. This is the place where actual convergence between telephone, cable and long distance is taking place,” says FCC Chairman Reed Hundt.

Now PCS auction winners must pay for their licenses. And constructing new wireless networks is expected to cost several billion dollars.

Continues on page 34

Interactive

## Arbitron moves toward tracking interactive media

Media and advertisers need to quantify consumer demand for new services

By Mark Berniker

**A** number of companies are in a quandary over how to measure consumer usage of interactive media.

Arbitron has completed a study on the state of new media and also has entered into a deal with ASI Market Research and Next Century Research to create the Interactive Information Index, which aims to gauge consumer behavior with interactive media—whether online, CD-ROM or interactive television.

The new interactive measurement system has the backing of the Coalition of Advertising Supported Information and Entertainment (CASIE), a group backed by several



### Cartoon Network revamps AOL area

Ted Turner's Cartoon Network has expanded its area on America Online with new "cyber rooms" for online chatting about animated programming, including *The Moxy Show*, *World Premiere Toons* and *Space Ghost Coast to Coast*. Online users also will have the option of purchasing merchandise in the Toon Boutique. Hanna-Barbera Cartoons graphics, photos, sounds and other multimedia content can be downloaded via personal computers, and cartoon program schedules, bios and show scripts also are available through the improved AOL forum.

major advertising agencies. General Motors is the first major advertiser to sign with Arbitron and its new allies, and BellSouth is expected to be the second.

One of the components of the Interactive Information Index is a new means of measurement whereby the number of remote control clicks by a consumer will connect to a set-top box and, in turn, provide additional information about household behavior for advertisers.

However, there are widespread privacy concerns that the next generation of set-top boxes will be able to closely monitor the viewing and purchasing habits of household members. Although Arbitron is pushing for its propri-

Continues on page 36



The Internet

# Broadcasters approaching the Internet

Stations urged to develop information services

By Harry A. Jenell

It's access, not broadcast," high-tech marketing consultant Regis McKenna told broadcasters in Carmel, Calif., last week.

If broadcasters are to prosper in the future, they must recognize consumers' demand for access and choice, McKenna said.

Just how broadcasters might meet the demand was left to the other consultants, computer executives and futurists gathered at the Pebble Beach Lodge by the National Association of Broadcasters for its annual Futures Summit.

Many urged the broadcasters to consider developing information services for the Internet, the ubiquitous computer network of networks, whose users are multiplying at the same dizzying pace as the information on it.

The Internet proponents said broadcasters could use

the Net to promote programming or to provide local news and information. With the Net now able to support full-color graphics and low-grade video, they said, such services could be advertiser-supported.

To get on the Net, said Paul Gudonis, CEO of BBN Planet, a station could spend anywhere from \$5,000 to \$250,000, depending on the nature and extent of the service. A typical news-and-information service would cost \$30,000-\$50,000, not counting the cost of a high-speed telephone line to link the station with the Net and the cost of creating the content daily, he said.

John Duhring, VP, business development, WAIS Inc., acknowledged that the cost of developing and maintaining a first-class Internet service could cost hundreds of thousands of dollars a year.

But Paul Saffo, of the

Institute for the Future, said stations can "start small" and build their service as use and speed of the Internet increase. For instance, Saffo said, the station could simply provide indices of other Internet services that may interest local users. The important thing is to get people in the habit of logging into the service, he said.

Other new-media opportunities for broadcasters include video retailing—home shopping—and MUDs, said Saffo. MUDs, multiple user dimensions, are sophis-

ticated Internet-based games in which two or more users create characters for themselves and interact in simulated environments. MUDs are the nexus of broadcasters' talent for TV shows and the power of personal computers, he said.

McKenna said broadcasters still can glean "big opportunities" from the old media, and he reminded the broadcasters that any new service should supplement the old. "Abandoning current customers is always a big mistake." **TM**

## Paramount may beam up more shows to 'Net'

Encouraged by the enthusiastic response to its *Star Trek: Voyager* area on the Internet, Paramount is considering similar sites for *Hard Copy*, *Entertainment Tonight* and *Frasier*, a Paramount executive says.

Like the *Star Trek* service, the other services primarily would promote the shows, Sueann Ambrom, vice president, advanced media, Paramount Technology Group, said last week at the NAB's Futures Summit. *ET* and *Hard Copy* are first-run shows syndicated by Paramount; *Frasier* is a Paramount-produced hit NBC sitcom.

Paramount also is developing new shows that "integrate" the Internet or other commercial online services, she said. "We're looking at the intersection of online and TV," she said. "What does online bring to TV, and what does TV bring to online?" She declined to elaborate.

Despite limited promotion, the *Star Trek* service has attracted 3.5 million "requests for pages" since it first appeared on Jan. 9, she said.

The service offers *Star Trek* trivia, profiles of the actors and a list of TV stations airing the weekly, hour-long drama. Those who log in get a tour of the starship in a game environment.

The service has generated plenty of e-mail, she said. And the show's producers appreciate it. It tells them "what's working and what's not," she said.

*Star Trek: Voyager* is found on the Internet's World Wide Web: [HTTP://voyager.paramount.com](http://voyager.paramount.com).

—HAJ

Video On Demand

# Warning flag over VOD

Japanese study finds new service will not pay for investment

By Harry A. Jenell

Beware of big investments in video-on-demand services, said a Sony new-media executive last week.

A government-sponsored trial in Japan suggests that VOD will not generate enough revenue to justify the cost, Toshi Doi told top broadcasters at the National Association of Broad-

casters Futures Summit in Carmel, Calif. The results are "discouraging," said Doi, a Sony director and head of research and development.

The trial involved 400-500 homes and 200-300 VOD movies, and in the first month the average home bought 14 films. But after six months, Doi said, the per-month figure had fallen to 3.5. The falloff might not have been as

great if the library had been refreshed more quickly with new titles, he said. Only 10%-15% of the films were replaced each month.

Offering VOD on a large scale—3 million-5 million homes—would require an investment of \$2 billion-\$3 billion, Doi said. To make money the operator would have to generate \$30 per home per month; anything less than \$20 is "terrible," he said.

In other words, VOD is high risk, Doi said. If the VOD provider sells 10 films at \$3 each per month, it's a success, but if it sells just four fewer, it's a flop. **TM**

### Location-finder from Kodak

Eastman Kodak is marketing an online service, The Eastman Exchange, to help TV and movie producers scout locations long-distance. The service will link users with photos and profiles from film commissions across the country. Thumbnail previews of locations can be downloaded in only three seconds using standard phone lines and a modem, according to the company. Kodak plans to meet with representatives from the major Hollywood studios to discuss that and other potential uses. The Eastman Exchange software sells for \$99; access charges are \$1.95 per minute.

### S-A, Siemens deal

Scientific-Atlanta has entered a global joint venture with Siemens Public Communications Network Group for telephony-over-cable products. The products are expected to be marketed to cable and telephone companies interested in delivering video and communications services.

### Continental, Tomen form joint venture

Continental Cablevision Inc. and Tomen Corp. are creating a joint venture to provide integrated television and communications systems in Japan. CT Telecom will offer cable TV, telephony and interactive multimedia services to subscribers in major Japanese metropolitan areas.

### BellSouth Picks CableData

BellSouth has chosen CableData's subscriber management and billing support systems for its interactive TV trial in Atlanta. CableData's Intele-cable system will provide operational support for the trial, including order-processing, collections, charging and billing, field communications, marketing and financial reporting.

## PCS auction winners

Total bids	Bidder	Markets
\$2,110,079,168	WirelessCo. (Sprint, TCI, Cox, Comcast)	NY, SF, Det, Dallas, Bos, Mpls-St. Paul, Miami, New OrL, St. Lou, Mil, Pitt, Den, Seat, Lvl-Lex-Evnsvl, Phnx, Birm, Portld, Indpls, Des Moines, San Ant, KC, Buff, Salt Lake, Ltl Rock, OK City, Spok, Nash, Wich, Tul
\$1,684,418,000	AT&T	Chi, Det, Char-Gnsbr, Bos, Phil, DC, Atl, Clev, Cinc, St. Lou, Rich, PR, Lvl-Lex-Evnsvl, Phnx, Buff, Col, El Paso, Nash, Knox, Omaha, Wich
\$1,107,226,000	PCS Primeco (Nynex, Bell Atlantic, AirTouch, US West)	Chi, Dallas, Tampa, Hous, Miami, New OrL, Milw, Rich, San Ant, Jcksnl, Hon
\$695,650,000	Pacific Telesis	LA, SF
\$398,251,451	GTE Macro	Atl, Cinc, Den, Seat
\$288,872,034	Am. Portable Telecomm.	Mpls-St. Paul, Tampa, Hous, Pitt, KC, Col, Alaska, Guam
\$158,100,000	Ameritech	Clev, Indpls
\$144,208,262	Western PCS	Portld, Des Moines, Salt Lake, El Paso, OK City, Hono
\$124,447,000	Powertel PCS	Memphis, Birm, Jcksnl
\$84,995,012	PhillieCo (TCI, Cox, Sprint)	Phil
\$82,056,001	BellSouth Personal Comm.	Char-Gnsbr, Knox
\$73,463,184	Southwestern Bell Mobile	Mem, Ltl Rock, Tulsa
\$54,672,000	Centennial Cellular	PR
\$5,795,000	Poka Lambro	Spok, Guam
\$1,650,129	GCI	Alaska
\$228,001	Communications Intl.	Am Samoa
\$214,555	South Seas Satellite	Am Samoa
\$701,780,374	Pioneer Preference Revenue	
-14,836,213	Withdrawal Penalties	

Notes: Cox received L.A. as pioneer preference. American Personal Communications received Washington as pioneer preference. Source: FCC

### PCS AUCTION

Continued from page 32

Sprint says WirelessCo. may begin offering PCS as early as next year in Los Angeles and Washington, but it may be two to three years before the service is widely available.

Today the cellular industry has 25 million customers, primarily in the business market, but it is thought that multiple competitors in the market will drive down the price of services, making them affordable to consumers.

Based on their percentages of ownership, Sprint will have to come up with \$840 million to pay for WirelessCo.'s licenses. Each cable partners will have to come with \$420 million.

"Most of the cable companies are going to have to use a mixture of debt and equity financing in order to maintain their existing credit ratings," says Stuart Ross-

millier, director of media and telecommunications for Fitch Investors Service.

Beyond the cost of the licenses, the cable companies have the financial pressure of paying for the build-out of the wireless network at a time when they are investing millions in fiber to upgrade their cable systems to prepare for competition from telephone companies.

One of the goals of the Sprint cable venture is not only to stake out positions in top markets but also to focus on wireless coverage in markets where TCI, Comcast and Cox already have cable systems. The strategy is eventually to provide a combination of wireline and wireless voice services, data services and cable-based video services.

"We want to run cable into local phone service and offer about 180 million potential customers one-stop shopping for telephone and video

services," says Gary Forsee, interim CEO for the Sprint-cable consortium.

Besides the Sprint-cable consortium, the other auction winners were leading telcos. AT&T, which paid \$1.7 billion for 21 licenses, plans to offer wireless services by 1997 in Chicago, Boston and several other major markets.

Another consortium, PCS Primeco (Nynex, Bell Atlantic, US West and Air-Touch Communications), invested \$1.1 billion for 11 licenses including Chicago and Dallas.

The FCC requires that PCS winners have their networks in place within five years to serve at least one-third of their potential customers. The winners have 10 years to complete construction.

The FCC is expected to begin the next round of PCS auctions for licenses in smaller markets within the next six weeks.



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## Calendar

**March 20-23**—SUPERCOMM '95 with ICA EXPO, sponsored by the Telecommunications Industry Association, the United States Telephone Association and the International Communications Association. Anaheim Convention Center, Anaheim, Calif. Contact: ICA, 214-716-4140; TIA, 202-457-4935; USTA, 202-326-7279.

**March 23-24**—Cable/Telephony Broadband Deployment Strategies, sponsored by The Information Technology & Telecommunications Division of the Institute for International Research. Wyndham Paradise Valley Resort, Scottsdale, Ariz. Contact: 212-661-8740.

**March 31-April 1**—Navigating the Information Superhighway and New Media, sponsored by Society of Professional Journalists. Westin William Penn Hotel, Pittsburgh. Contact: 412-392-3987.

**April 3**—Hollywood in Cyberspace: Staking Your Claim on the Online Frontier, sponsored by Sensational Seminars Inc. Pacific Design Center, Los Angeles. Contact: Nina Steiner, 310-288-3425.

**April 4**—The Big Picture: The Business of Entertainment, sponsored by *Variety* and Wertheim Schroder & Co. The Pierre Hotel, New York. Contact: Davia Temin, 212-492-6082.

**May 7-10**—Cable '95, sponsored by the National Cable Television Association. Dallas Convention Center, Dallas. Contact: NCTA, 202-775-3606.

**May 31-June 3**—Multimedia '95 Exposition and Forum, sponsored by Multimedia Trade Shows Inc. Metropolitan Toronto Convention Centre, Toronto, Canada. Contact: 905-660-2491.

**June 5-7**—Digital World, sponsored by Seybold Seminars and Softbank Expos, Los Angeles Convention Center. Contact: Kathleen Burke, 415-578-6963.

etary standard for measuring interactive services, there are no accepted standards and Nielsen also is doing research work in this area.

But while telephone and cable companies invest billions in video servers, network equipment, set-top boxes and the interactive services to offer over their video dialtone networks, there are two unanswered questions: Will the technology work, and will consumers want to pay for hypothetical interactive services?

"There is enormous concern over making the technology work," says Roberta McConochie, Arbitron's director of strategic research.

She adds that even if it is possible to deliver the technology for advanced interactive broadband services, "there are so many unknown factors [regarding] whether consumers will be willing to pay the bill."

Today there is no means to measure interactive services. This poses a thorny problem for advertisers that are interested in getting involved but



Roberta McConochie

are concerned about being left behind in this quickly evolving marketplace.

Arbitron is putting the finishing touches on its "New Media Pathfinder Study," based on a national telephone and mail survey of 4,199 adults ages 16-74.

"Cable stands to gain so much more than the telephone company," McConochie says, adding that if cable operators achieve 20%-30% market penetration in telephony markets, the "relative contribution to their bottom line is much larger than if the tele-

phone company does the same to them."

McConochie says one of the most difficult aspects of designing a comprehensive research study on this topic is that "the new services don't exist today." Meanwhile, the size of the financial investments by the telephone and cable companies puts further pressure on an already unclear situation.

However, a number of cable and telcos are beginning interactive TV trials and limited commercial rollouts. The question becomes how much reliable information can come from those trials, which are extremely expensive for network operators.

"The data is of very limited generalized ability," McConochie says, adding that often the households are hand-picked and are given expensive special equipment and free access to services that are likely to be much different from what eventually will be offered commercially.

"There are distinctive segments of consumers that have different preferences," McConochie says. She would not disclose any specific details of the study.

McConochie says she expects consumers eventually will be able to view, browse, request information, conduct transactions and send and receive electronic messages through fast-speed interactive broadband networks offered by cable, telephone and other future network providers.

She expects television will be "mediated" by communications technology and computer intelligence, which ultimately will make the interactive TV experiences seamless and user-friendly for consumers. But she adds that a lot must happen before that goal is realized.

## Canadian player eyes U.S. DBS market

Another player is looking to jump into the U.S. direct-to-home arena.

Ontario-based Tee-Comm says it is leasing space on an AT&T satellite to launch a 100-channel direct-to-home service. Tee-Comm, a maker of integrated receivers for home satellite systems, says its planned AlphaStar service will expand to more than 200 channels with the launch of another AT&T satellite.

The company's plan calls for launching the service in December from Ku-band transponders on the AT&T Telstar 402R satellite. The company also says it has leased capacity on AT&T's planned Telstar 5.

Tee-Comm will manufacture 24-inch receiving dishes and set-top units for the service, although the company's Murray Klippenstein says that Tee-Comm expects other manufacturers to offer receivers for the service. The company has not announced pricing for the receive dishes but says they will not cost more than a competing unit.

Klippenstein, Tee-Comm's vice president/general manager, says the company hopes additional manufacturers will be able to offer the receivers through consumer electronics stores, but adds that Tee-Comm plans to distribute hardware through sellers of C-band home satellite dish equipment. "They're a very effective distribution chain," Klippenstein says. "They're just dying to have a product they can use."

Tee-Comm, a one-third owner of Canada's Expressvu direct-to-home venture, also has tapped San Diego-based TV/COM to supply compression and signal security technology.

—CM



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**NEWT GINGRICH***Continued from page 7*

market and let the technologies sort themselves out over the next 10 or 15 years and then revisit whether you need regulation. But I think in the near future, the less regulation, the better.

**Do you support so-called flexibility for broadcasters—that is, their ability to use the extra spectrum that might come with HDTV for non-broadcast purposes?**

We are looking into that now. I'm intrigued with the idea that, in the first place, we're going to have extra megahertz that may be reavailable when they finish the transition. As you know, they have six megahertz currently and will get a second matching bandwidth for the transition. But when they complete the transition, that means the first bandwidth will be available. We're looking at who that should belong to, should we auction it off, and what would the auction results be?

Second, I can imagine a circumstance where you could decide that rather than go to HDTV you could use digital compression and have, in effect, four or more channels within one channel. And it may well be that the marketplace says that there are 10 other, better, smarter ways to use it rather than HDTV. And it may be—I'm not prejudging this; the market should decide—that when you see digitized TV, that HDTV is not a big enough improvement to justify the full bandwidth, that there's no great competitive advantage to the human eye and the human ear once you get to a fully digitized system. It may well be that when you get to the fully sophisticated second-generation digitized system, you don't get enough of a jump from that to HDTV to justify the investment. But again, I think we'll let the market decide that.

If you go back and look at the original Beta-VHS fight, I don't know what a government would have chosen. The marketplace chose VHS. I don't know that a government would have done it because it wasn't technically superior. But it was commercially superior; it was more customer-friendly. I'd like to have people playing around with this and then let the customers decide.

**You talked about auctions and the possibility that Congress might want to auction that spectrum. How do you feel**

**about spectrum fees for the current broadcaster spectrum?**

Politically, it's a very hard issue. But, in all honesty, it's a totally legitimate one. Why not?

If you're asking theoretically—and let me be very clear about this—my answer is that there's a good theoretical case that this is the public's spectrum and that, just as we're auctioning other parts of the spectrum, we could certainly auction that.

The practical fact is, nobody's going to take on the broadcasters; therefore, I don't think it will happen. It's one of those things that Washington staffs come up with regularly and they rush and say, "Let's do this."

On the other hand, if you're talking about future spectrum, I'm not sure why we shouldn't be allowed to charge some access fee for the rest of the spectrum.

And by the way, all of this should be seen in the context of our passion for getting to a balanced budget and not piling more debt on our children, and looking for non-tax-increase ways of getting there.

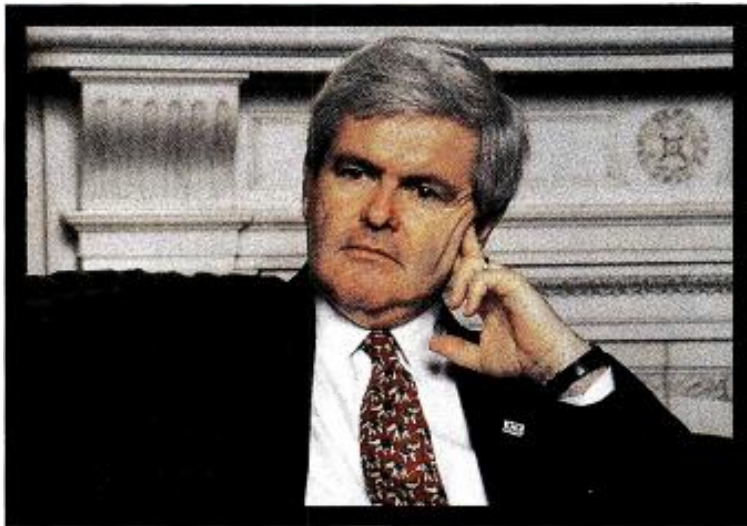
**Do you support deregulation of broadcast ownership? Senator Pressler has proposed that there be no cap at all on the percentage-of-the-U.S. reach of broadcast owners, while FCC Chairman Reed Hundt has suggested a 50% cap.**

I don't see the kind of

fears we used to have when we thought that broadcasting was going to be a scarce commodity and so we wanted to be very careful about who owned what, could you build monopolies, and all this stuff. I think you're about to have 500-plus channels, plus Blockbuster Video plus your local movie station, plus the FM and AM, plus regular broadcast television. I don't think the problem is going to be monopolies, and in that sense if people want to mess around and try to figure out how to put together large conglomerates, I don't think that's a threat. I think we're going to have a surplus of available competitive opportunity.

**So you would support no cap at all on broadcast ownership?**

I'm not troubled by it. I don't have a firm, fixed position, but I'm not troubled by the idea of letting the market decide on the best entrepreneurial level. I mean, if you'd had caps in software, you couldn't have Microsoft, and I'm not sure that America would be stronger if we had not allowed Bill Gates's genius to flourish and the Microsoft team to be successful. So



*"I don't think [fees for current spectrum] will happen. On the other hand, I'm not sure why we shouldn't be allowed to charge some access fee for the rest of the spectrum."*



I'm not prepared to automatically say we need caps. I'm open on that question. I'm not prepared to say that we should drop the caps.

**Does your feeling about spectrum scarcity, or non-spectrum scarcity, extend to the First Amendment? Are you ready to let broadcasters have full First Amendment rights?**

I think they're pretty close to it now.

**But there is still the threat of the fairness doctrine, there are impositions on children's programming, there's talk of limiting violence on television, issues that go to program content.**

Let me say two things, one that will make broadcasters happy and one that will infuriate them.

One, you cannot have successful First Amendment restrictions by government because the courts will block censorship. I think rap music that encourages the raping and mutilation of women is sick and should not be on the air, but every time I talk to lawyers and try to find a clever way to stop it, I'm told unequivocally that the courts will never tolerate it.

Second, I would very strongly urge the major advertisers of this country to form a council and pull all advertising from any station that broadcasts the kind of rap music that encourages the beating and mutilation of women.

I do believe that society has the right to establish standards as a society. I think that there is too much violence and too much pathology in the common media today and that we have to find ways of reregulating ourselves outside of government—not as government censorship, but that society has every right to say, "There's some sickness we're not going to tolerate." Now, I don't know where you draw the line. There would be a ferocious argument on where's the line. I know broadcasters will dislike intensely the idea that advertisers ought to pay attention to what their subject material is.

**Should we tie this in with your remarks about newspaper editorial boards being populated by socialists and so forth?**

It's a slightly different problem. This is actually closer to Gertrude Himmelfarb's point about Victorian England in her book *The Demoralization of Society* and her argument that cultures can establish standards outside of government, that if you are prepared to be tough-minded about

it, the major 20 advertisers in this country by themselves could impose a standard because among them they are such a dominant force in the market.

My point in the other direction is that the business side of the broadcast industry ought to educate the editorial writing side of the broadcast industry; I mean, I went into a major cable company that owns a daily newspaper, and the newspaper's editorial page is attacking the very position of the cable company. I think the managers ought to sit down in a room with their writers and talk through market economics. It strikes me as being dumb. And then they come to lobby me and say, "Please ignore the editorials [in the paper] that we own because they don't know

what they're talking about." I think, wait a second, that is a totally irresponsible statement.

**One of the issues that's on the table right now is the crossownership rules, like the network-cable crossownership. Do you think the networks should be allowed to own cable systems?**

I think the networks are in grave danger of being irrelevant. If you look at the long-term future of the networks, there are going to be more and more of them; any one network is going to have a smaller and smaller market share and will have less and less proportionate impact.

**So you don't have a problem with their getting into the cable business?**

I think they'll be less and less powerful.

**Do you feel that newspapers can own co-located broadcast stations?**

They do.

**Only if grandfathered.**

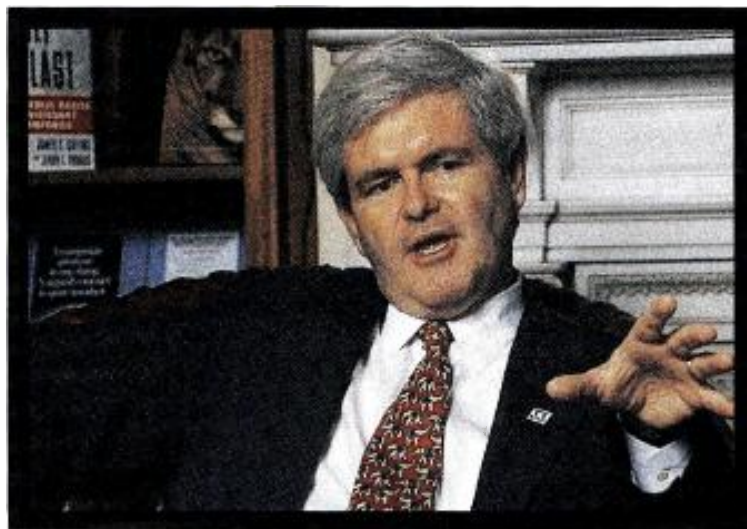
I live in a city where WSB radio, WSB television and the *Atlanta Constitution* are all owned by the same entity.

**And you see no difficulty with that?**

No. If anything, I see a level of confusion that makes it sort of interesting.

**So a broadcaster could own as many stations as it wanted to in a market, TV and radio?**

Until they went broke, sure—as long as you have an open-entry policy where anybody else could come and



*"I think the networks are in grave danger of being irrelevant. Any one network is going to have a smaller and smaller market share and will have less and less proportionate impact. I think they'll be less and less powerful."*

*Continues on page 42*



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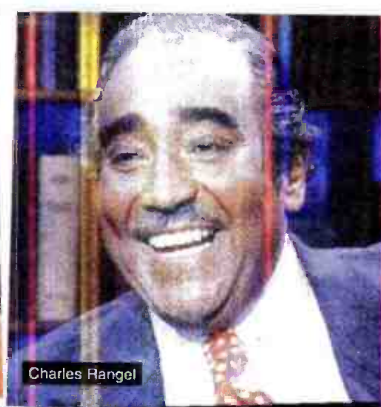
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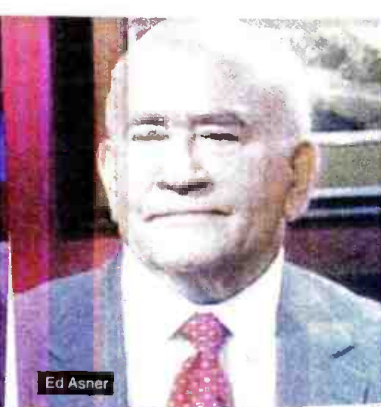




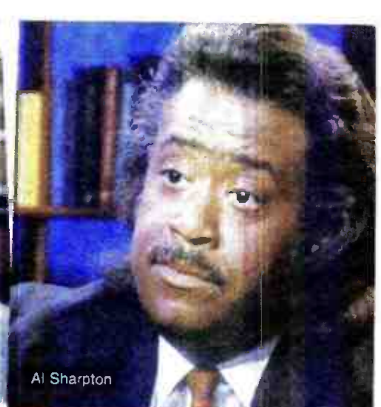
Katie Couric



Charles Hangel



Ed Asner



Al Sharpton



N. Gore



Barbara Jordan



Alan Dershowitz



Mike Wallace



Barbara Bush



Ed Koch



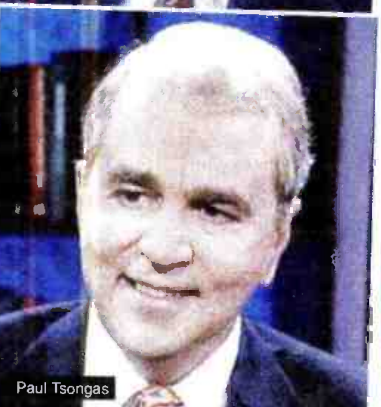
Geraldine Ferraro



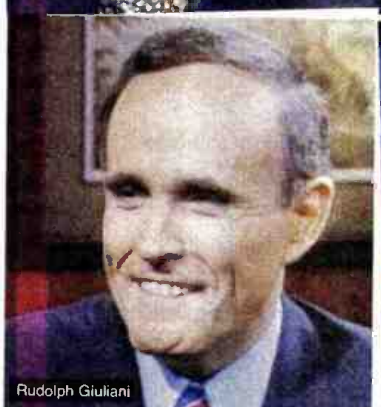
Henry Kissinger



[Name obscured]



Paul Tsongas



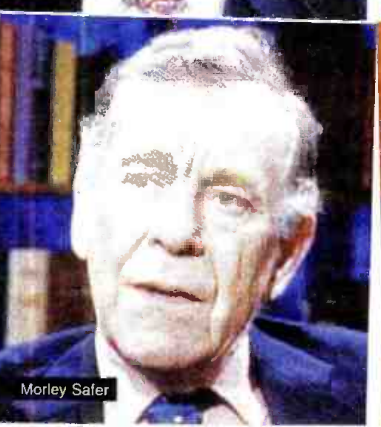
Rudolph Giuliani



Don King



Wesley Stahl



Morley Safer



Robert Reich



Lamar Alexander



**NEWT GINGRICH***Continued from page 39*

play, because the spectrum has expanded so much. Now, when you said in a market....

**Yes. Right now there's a one-to-a-market rule.**

I think that rule ought to stay. I don't care if the same company owns a TV station, a radio station and a newspaper.

**But you'd be against duopoly?**

I wouldn't be so much worried about duopolies; I would be worried about what's happened in the airlines where you suddenly have a hub and somebody cleverly decides they want to own five stations in a market. I think that's wrong. Again, I don't know what Fields thinks, so Jack may well decide to ignore me, because I'm not micromanaging the bill. I'm just nudging it in a general direction.

**How do you feel about foreign ownership of broadcast properties?**

Well, I think the problem is that it ought to be done reciprocally. If we're allowed to own stations in Japan, the Japanese are allowed to own here; if we're allowed to own stations in Germany, they're allowed to own here. But I favor a reciprocal agreement between nations. I would not favor only opening the American market.

**So you're not against the foreign ownership limits going up?**

As long as we create relationships with the other countries where we can do the same thing.

And again, when you go to the next generation—for example, the Star Satellite System in Asia. How do you describe a system that is broadcasting from overhead to 25 different countries, and what do we mean by ownership anymore if what it's broadcasting is CNN, which is owned by Turner. How does this all fit? I'm not sure that the old rules necessarily fit in a space age, cyberspace kind of world.

**We already know your political position on tax certificates, but we'd like to know more of the philosophy behind it—particularly regarding the use of tax certificates to encourage minority ownership of broadcasting.**

Well, I'm deeply opposed to any kind of genetically based quota or set-aside system. I think it tends to lead to scams,

to rich people having advantages that are irrespective of need but based upon gaming the system.

**It's known that you favor an end to federal funding for public broadcasting, but do you favor an end to public broadcasting itself?**

No. In fact, I just did a commercial for WPBA(TV) Atlanta, ch. 30, urging people to send money, which they said raised \$30,000 the first time it was shown. I haven't yet been taken up on it by the Corporation for Public Broadcasting, but I've said I'd be willing to run a "match Newt" campaign where I'll put up \$2,000 a year for five years, and everybody who says they love public broadcasting can match it. My guess is they could raise the amount that they get out of the federal government.

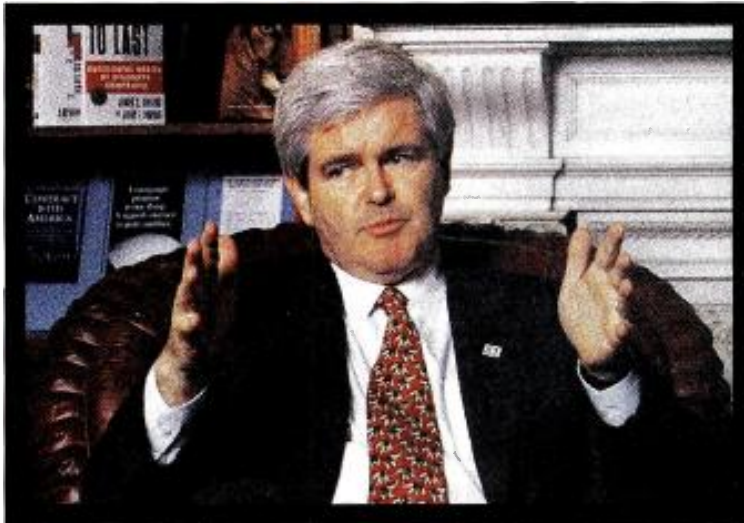
**Do you support legislation to provide free commercial time for politicians?**

It's certainly worth looking at, whether or not political parties should get free time as they do in Britain and Canada and Germany as a way of strengthening political parties. I think Tom Bliley [R-Va., chairman of the House Energy and Commerce Committee] does intend to introduce it. I'm not wedded to it, but I think it's worth exploring.

And again, if you look at the general profitability of a station, I'm not sure why asking for some limited amount of time every two years is necessarily a gigantic imposition. But it is a tax; it is a form of saying that, in order to have the right to use the public airways, we're going to ask you to give this amount back. I can appreciate that. But I certainly have no problem holding hearings on it and exploring it.

**A quick question about the FCC. I've heard that you've kicked around the idea of somehow phasing it out.**

I was at a dinner one night and I asked 15 CEOs of telecommunications companies if we would be better off if it were abolished, and all 15 raised their hands. Every one of them said the FCC is slowing down the development of the 21st century, that it cost us billions of dollars and thousands of jobs in the cellular industry and that we would be better off and would dominate the world market better and create more jobs for Americans if we did not have the current FCC structure. I was stunned at the intensity and the unanimity that the FCC is a major block to our getting into the 21st century. ■



*"I'd be willing to run a 'match Newt' campaign where I'll put up \$2,000 a year for five years, and everybody who says they love public broadcasting can match it."*



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BET	ESPN2	Lifetime	Request Television
The Box	Faith & Values - VISN	Mind Extension	Sci-Fi Channel
Bravo	The Family Channel	University	Sega Channel
Cartoon Network	Headline News	The Movie Channel	Showtime
Country Music Television	The History Channel	MTV	TBS Superstation
CNBC	Home & Garden Network	MuchMusic USA	TNT
CNN	HBO	The Nashville Network	Turner Classic Movies
Court TV	Independent Film Channel	NewSport	USA Network
The Discovery Channel	Inspirational Network	NewsTalk Television	VH1
		Nickelodeon	The Weather Channel
		Nostalgia Television	Z Music

## Listening up, affiliations grow

*ABC draws largest network audience; four Westwood One networks rank in top 10*

By Donna Petrozello

**A**BC's Prime was the top-ranked network again last year as network radio listening increased slightly, according to RADAR 50, the latest network audience survey from Statistical Research Inc.

ABC Radio Networks garnered nearly 45% of the network listening audience ages 12 and older. Westwood One Radio Networks earned 40.7%, and CBS Radio Networks earned 14.4%.

RADAR 50, which measured network listening from November 1993-October 1994, showed audience share for adult networks was up 1.3%, while share for young-adult networks among listeners 12+ grew 2.9%. An earlier survey, RADAR 49, released last spring, had shown a 9.7% decline in share for adult networks and a 2.2% decline for young-adult networks.

"Radio listening overall went up, and the networks gained new affiliates," says Bill McClenaghan, senior vice president, research and develop-

ment, ABC Radio Networks.

While ABC captured three of the top-10-rated adult networks among listeners 12+, Westwood One came out on top with four of the top 10. CBS had two of the top 10 networks, and the American Urban Radio Networks had one.

### ABC Radio Networks

ABC's Prime again was the top-ranked network, with an estimated 4 million weekly listeners ages 12+. However, that is down 6.3% from the earlier survey, when Prime had an estimated 4.1 million listeners. ABC's Platinum ranked as the second top-rated network with some 2.1 million listeners 12+, slightly above its previous rating.

ABC's Excel, a rock-formatted network, showed the largest audience-share gain by any single network. Among listeners 12+, Excel gained 19.3% from the earlier survey. McClenaghan attributes this steep gain to more listeners tuning in to youth-oriented formats such as rock.

ABC's Prime, Platinum and Galaxy networks were top-rated adult networks among listeners 25-54, with Galaxy increasing its share 8.8% from the earlier survey.

ABC Radio Networks also captured nine of the top-10-rated network radio programs. ABC News veteran commentator Paul Harvey's *The Rest of the Story* reached a combined weekly audience of more than 30 million.

And ABC's Genesis was top-rated in several different demographic groups, including adults 18-34 and people 12-24. ABC's Prime was top-rated with adults 18+, 18-49 and 25-54, McClenaghan reports.

### Westwood One

Westwood One's Variety, CNN+, Adult Contemporary and Country rated among the top-10-ranked adult networks with listeners 12+. Among young-adult networks, Westwood One Young Adult and Source ranked second and fourth.

Westwood One's Adult Contemporary, Country, Variety and Young Adult networks gained listenership, with Adult Contemporary up 11.2% and Country gaining 9.8% among listeners 12+.

However, audience share for the Source dropped 8.2%, and shares for CNN+ dropped 3.7% among listeners 12+.

Westwood One networks also showed share growth among listeners 25-54: 15.1% for Adult Contemporary; 13.5% for Variety; 13.1% for Country, and 7.3% for Young Adult.

### CBS Radio Networks

CBS Radio's Spectrum Network increased its audience share modestly among listeners 12+ with a 1.3% gain compared with the earlier survey. The CBS Radio Network showed a slight decline of .9% in audience share among listeners 12+. Within the 12+ demographic, CBS Radio Networks ranked seventh and CBS Spectrum ranked fifth.

CBS performed well among listeners 25-54: CBS Radio Networks increased its share by 7.6% and CBS Spectrum by 2.2%. ■

## Perot pulls plug on radio

While former political figures are signing on as talk radio hosts in droves, former presidential candidate Ross Perot plans to abandon his Sunday night show in June, nine months after its October 1994 debut.

The hour-long show, which originates from KRLD(AM) Dallas, apparently requires more preparation time than Perot is willing to devote. "Mr. Perot has a lot of ongoing commitments, and the show was taking more time than he envisioned," says Kenton Morris, general manager of the Tribune Radio Networks, which syndicates the show to 150 stations.

Perot's final Sunday evening show is scheduled to air June 4, Morris says. The companion two-minute weekday commentaries by Perot are expected to cease June 9. According to KRLD, Perot's ratings varied for his Sunday 8-9 p.m. ET show. Among listeners 35+, Perot earned a 5.5 share; among listeners 12+ he earned a 2.4, and among listeners 25-54, a 0.2 share in the fall 1994 Arbitron ratings, according to a KRLD official.

Meanwhile, Chicago talk radio host Bruce DuMont, who claimed that Perot and Tribune executives fashioned Perot's show after DuMont's long-running political talk show *Inside Politics*, has renamed his show *Beyond the Beltway* and signed WBAP(AM) Dallas as his 24th affiliate. —DP



# Advertisers expected to favor radio in '95

Medium called 'best positioned' for next five years

By Donna Petrozello

Advertisers are expected to remain bullish on radio, and larger radio groups should develop under relaxed ownership laws, media analysts at leading advertising and financial firms say.

"The radio industry is probably in the best position it's been in for decades and will be the best-positioned medium for at least the next five years," says Fritz Beesemyer, senior vice president, media, Oppenheimer & Co.

Beesemyer was joined last Tuesday by William Donald, media analyst, Standard & Poors, and Howard Nass, senior VP/corporate director, spot broadcasting, Foote, Cone & Belding advertising, at a breakfast seminar organized by the New York Market Radio Broadcasters Association. WLTW(FM) and WNEW(FM), both New York, hosted the seminar.

Beesemyer noted that 7% of all advertising dollars are spent on radio spots, and radio's share appears to be growing. Combined advertising revenue devoted to local, national and

network radio exceeded \$10 billion in 1994, 11.3% more than in 1993, according to a market survey compiled by the Radio Advertising Bureau.

Donald this year expects a 7.5% gain in total advertising dollars spent in the U.S. While the "domestic economy may slow down, the upward momentum in advertising should continue for 1995," he said.

Given network television's problems with "channel surfing," new networks, declining viewership and expanded satellite channels, radio measures up favorably, Nass said.

The speakers also pointed out radio's selling points to advertisers, including its portability and its ability



Fritz Beesemyer, senior VP, media, Oppenheimer & Co.; Howard Nass, senior VP/corporate director of spot broadcast, Foote, Cone & Belding; and William Donald, media analyst, Standard & Poors, at NYMRAD's breakfast seminar March 14 in New York.

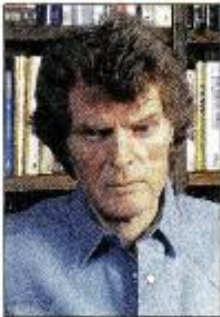
to deliver a targeted audience and reach consumers close to the point of purchase.

However, Nass said, local cable operators could give radio some competition because they can offer advertising spots on television more inexpensively than can national cable operators and may attract advertising dollars that might have been spent in radio. ■

## R I D I N G   G A I N

### Imus raises money for SIDS

Disk jockey Don Imus on Wednesday will kick off his annual "radiothon" at flagship WFAN(AM)



New York to benefit the CJ Foundation for Sudden Infant Death Syndrome. The nearly 29-hour radiothon will be broadcast on Imus's 47 affiliates. Imus and WFAN created the radiothon in 1990 and so far have raised \$5.2 million for children's charities. They also have established the Don Imus/WFAN Pediatric Center for Tomorrow's Children at Hack-

ensack Medical Center of New Jersey.

### Multi-Market acquires Southern Starr

Shareholders of Southern Starr Broadcasting have agreed to sell the group's 1.8 million outstanding shares and stock options to Multi-Market Radio at \$13.75 per share, or an estimated \$25.5 million. Multi-Market President Michael Ferrel says the merger "will more than double the size of our company."

New York-based Multi-Market owns eight radio stations in four markets; following the Southern Starr acquisition, it will own 15 stations in eight markets, including Daytona Beach, Fla.; New Haven, Conn., and Little Rock, Ark. Rumblings of a merger between the

broadcasters were first heard last spring. The deal is expected to close later this month.

### New home for Redskins

Infinity's WJFK-FM Washington signed a three-year deal making it the flagship for Washington Redskins football games beginning with the 1995 season. WJFK-FM also feeds the games to a Redskins radio network throughout the Southeast. WJFK-FM said the deal marks the first time Redskins games will be broadcast in stereo.

The Redskins had been on Colfax Communications' sports/talk WTEM(AM) since 1992. Infinity plans to simulcast the games on its WLIF-FM Baltimore. The value of the deal was estimated between \$3.5 and \$4 million. —DP

## United, BHC come together in United Sales

New national rep firm starts with \$180 million in national spot billings

By Steve McClellan

**U**nited Television/BHC Communications, the Beverly Hills, Calif.-based group station owner, and N.Y.-based Katz Media have formed a rep firm designed to sell national spot advertising time for the eight stations in the United/BHC group.

Combined, these stations represent about \$180 million in annual gross national spot TV billings. The new firm could be up and running by June.

Creation of the firm means that N.Y.-based rep firm MMT will lose three client stations representing about \$45 million in gross national spot billings, or roughly 10% of its annual business. Those stations are KMSP-TV Minneapolis, KTVX Salt Lake City and KMOL-TV San Antonio, Tex.

Petry Television will lose one station, KUTP(TV) Phoenix, which bills around \$15 million annually in national spot, according to sources.

Katz Television already represents

the other four United/BHC stations: WWOR-TV New York, KCOP-TV Los Angeles, KPTV(TV) Portland, Ore., and KBHK-TV San Francisco.

Under the terms of the agreement, the rep firm will be wholly owned by United/BHC, although it will be managed like a 50-50 joint venture, says Garth Lindsey, chief financial officer, United/BHC. "The fruits will be shared pretty much equally," he says.

The new firm, United Sales Enterprises, will be based in New York and have a staff of about 80 people in 12 offices around the U.S. Its board of directors will comprise Katz and United/BHC executives. The yet-to-be named president will report to an operating committee that includes Katz Media President Tom Olson and United/BHC Executive VP Bill Frank.

According to Lindsey, the primary reason for the new venture is to create a more "arm's-length" operational structure for its national spot sales activity in the face of increasing

consolidation in the rep industry. Katz, for example, owns Seltel, while Cox Communications owns Telerep and HRP.

In many cases, the co-owned firms represent different stations in the same market. "We see the potential for significant conflicts," Lindsey says. With United Sales, "We'll have more control, which gives us the comfort level we're looking for to offset these potential conflicts."

Meanwhile, there was speculation that MMT was ripe for a takeover, with Petry, Blair and even Cox and Katz mentioned as possible suitors. Telerep is said to be the largest single biller in the rep industry, with roughly \$1.2 billion in gross annual sales. Petry and Katz are next, with about \$1 billion each, followed by Blair at about \$800 million.

Seltel and HRP are said to bill more than \$500 million each, while billings for MMT reportedly approach \$450 million. ■

## Changing Hands

This week's tabulation of station and system sales

**WKEF-TV Dayton, Ohio** □ Purchased by Max Television Co. (Charles McFadden, president/100% owner) from WKEF Corp., an affiliate of CitiCorp. (Carlton Klein, president) for \$40 million. **Buyer** owns WSYT-TV Syracuse, N.Y., and WEMT-TV Tri-Cities, Tenn. WKEF-TV is NBC affiliate on ch. 22 with 2340 kw visual, 234 kw aural, and antenna 1,152 ft. Filed Feb. 21 (BALCT950221KI).

**KUFX(FM) Gilroy, Calif.** □ Purchased by BayCom San Jose LP (John McSorley, president/100% interest) from KOOL Communications Inc. (Martin Loughman, president/40% shareholder) for \$9.7 million. **Buyer** owns KSJO/KSJM San Jose, Calif. Loughman is also president/COO of Shamrock Broadcasting,

Proposed station trades	
By dollar volume and number of sales	
This week:	
AMs	\$1,313,500 □ 9
FMs	\$22,870,000 □ 10
Combos	\$1,745,000 □ 3
TVs	\$42,700,000 □ 3
Total	\$68,628,500 □ 25
So far in 1995:	
AMs	\$31,480,500 □ 41
FMs	\$224,830,720 □ 78
Combos	\$402,791,800 □ 56
TVs	\$1,015,912,000 □ 24
Total	\$1,675,015,020 □ 199

licensee of 7 AMs and 12 FMs. KUFX has classic rock format on 94.5 mhz with 1.23 kw and antenna 2,535 ft.

Filed March 3 (BALH950303GE).

**WCFB(FM) Daytona Beach, Fla.** □ Purchased by NewCity Communications of Daytona Inc. (Richard Ferguson, president/director) from the Chapman S. Root 1982 Living Trust for an option to purchase valued at \$6 million. **Buyer** owns WZZK-AM-FM/WOPL(FM) Birmingham, Ala.; KRMG (AM)-KWEN(FM) Tulsa, Okla.; WDBO (AM)-WWKA(FM) Orlando, Fla.; WSYR (AM)-WYYY(FM) Syracuse and WBBS (FM) Fulton, both New York, and KKYX (AM)-KCYX(FM) San Antonio, Tex. **Seller** owns KMVT(TV) Twin Falls, Idaho, and WNDP(AM) Daytona Beach and WLKF(AM)-WEZY(FM) Lakeland, both Florida. WCFB has AC format on 94.5 mhz with 100 kw and antenna 1,500 ft. Filed Feb. 17 (BALH950217GQ).



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NCTA Tabloid DAILIES	May 9 May 10	April 28	<ul style="list-style-type: none"> <li>Daily show developments</li> <li>New cable networks</li> <li>Special events and appearances</li> </ul>	<ul style="list-style-type: none"> <li>Room to room at major hotels</li> <li>At exhibition hall</li> </ul>

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**KGSR(FM) Bastrop, Tex.** □ Purchased by Sinclair Telecable Inc. (John Sinclair, director/64% interest) from Central Texas Broadcasters Inc. for \$5.3 million-\$5.6 million. **Buyer** owns WNIS(AM) Norfolk, WCDX(FM) Mechanicsville, WGCV(AM)-WPLZ-FM Petersburg and WROX-FM Cape Charles, all Virginia. **Seller** is a subsidiary of Beasley Broadcasting (George and Bruce Beasley, father and son). **KGSR** has progressive/AOR format on 107.1 mhz with 46 kw and antenna 518 ft. *Broker: Americom.*

**WDAU-TV Ozark, Ala.** □ Purchased by Woods Television Co. LLC (David Woods, president/70% interest) from Judah Broadcasting Systems Inc. (Durwood Judah) for \$2.5 million. **Buyer** owns WCOV-TV Montgomery, Ala. **Seller** has no other broadcast interests. **WDAU-TV** is Fox affiliate on ch. 34 with 1120 kw visual and antenna 466 ft. Filed Feb. 28 (BALCT950228KE).

**KHSL(AM) Chico and KHSL-FM Paradise, both California.** □ Purchased by ALTA California Broadcasting Inc. (John Power, president) from G.E. Radio Co. (Mr. and Mrs. Hugh McClung) for \$1.15 million. **Buyer**, a wholly owned subsidiary of Redwood Broadcasting Inc., has no other broadcasting interests. **Seller** has no other broadcast interests. **KHSL(AM)** has country format on 1290 khz with 5 kw. **KHSL-FM** has country format on 103.5 mhz with 1.61 kw and antenna 1,250 ft. Filed Feb. 23 (AM: BAL950223EA; FM: BALH950223EB). *Broker: Crisler Capital Co.*

**WEXP(FM) Plattsburgh, N.Y.** □ CP purchased by Hall Communications Inc. (Arthur Rowbotham, president; Robert Hall, chairman of the board/CEO/56% stockholder) from UBC Inc. for \$1.1 million. **Buyer** owns WONN(AM) Lakeland and WPCV (FM) Winter Haven, both Florida; WLPA (AM)-WROZ(FM) Lancaster, Pa.; WNBH (AM)-WCTK(FM) New Bedford, Mass.; WJOY(AM)-WOKO(FM) Burlington, Vt.; WICH(AM)-WCTY(FM) Norwich, Conn.; and is pending assignee of WNLC(AM)-WTYD(FM) New London, Conn. **Seller** has no other broadcast interests. **WEXP** has alternative album rock format on 105.1 mhz with 23.5 kw and antenna 103 m., pending FCC approval. Filed Feb. 28 (BAPH-

950228GI).

**WICE(AM) Providence, R.I.** □ Purchased by Back Bay Broadcasters Inc. (Peter Ottmar, CEO; Peter Crawford, president/COO) from TransNet Stations Inc. (Carl Grande, president) for \$600,000. **Buyer** owns WBNW(AM) Boston. **Seller** has no other broadcast interests. **WICE** has oldies/news/sports format on 550 khz with 1 kw day and 500 w night.

**KSSZ-FM Kindred, N.D.** □ Purchased by Above and Beyond Broadcasting LLC (James Erickson, president/member of board of governors/77.78% interest) from CERM Broadcasting Corp. for \$390,000. **Buyer** and **seller** have no other broadcast interests. **KSSZ-FM** has CHR format on 92.7 mhz with 4 kw and antenna 151 ft. Filed Feb. 23 (BALH950223GM).

**WIFF-AM-FM Auburn, Ind.** □ Purchased by Frank Kovas from C.P. Broadcasters Inc. for \$300,000. **Buyer** owns WGL(AM) Fort Wayne, WGL-FM Roanoke and WKQM(FM) Churubusco, all Indiana, and WONX(AM) Evanston, Ill. **WIFF(AM)** has talk format on 1570 khz with 500 w day and 151 w night. **WIFF-FM** has talk format on 102.3 mhz with 3 kw and antenna 300 ft. Filed Feb. 16 (AM: BAL950216GE; FM: BALH950216GF).

**KSTC(AM)-KNNG(FM) Sterling, Colo.** □ Transfer of control from Mel Adams (2,001 shares), Ray Lockhart (2,499 shares) and Huberta Adams (500 shares) to KSTC Inc. (William Arnold, guarantor) for \$295,000. Lockhart owns KOGA-AM-FM/KMCX(FM) Ogallala, Neb. **KSTC** has C&W format on 1230 khz with 1 kw. **KNNG** has AC format on 104.7 mhz with 100 kw and antenna 500 ft.

**WQHA-TV Aguada, P.R.** □ Purchased by Concilio Mission Cristian Fuente de Ayua Viva Inc. (Rodolfo Font, president/40% interest) from Channel 50 Television (Aurio Matos Chaparro) for \$200,000. **Buyer** has no other broadcast interests. **Seller** owns WNNV-FM Aguada, P.R. **WQHA-TV** is licensed to ch. 50 with 2000 kw visual, 200 kw aural, and antenna 1,122 ft. Filed Feb. 22 (BALCT-950222KG).

**KMMR(FM) Malta, Mont.** □ Purchased by Greg and Claudette Kielb,

(husband and wife) from Malta Broadcasting Corp. (Willard Holter, CEO/majority shareholder) for \$160,000. **Buyer** has no other broadcast interests. **Seller** owns KLTZ(AM)-KLAN(FM) Glasgow and KBLL-AM-FM Helena, both Montana. **KMMR** has MOR format on 100.1 mhz with 2.25 kw and antenna 370 ft. Filed Feb. 22 (BALH950222GI).

**KIOX(AM) Bay City, Tex.** □ Purchased by Chameleon Radio Corp. (Don Werlinger, president; Jo Nell Werlinger, board chair/100% interest) from Landrum Enterprises Inc. for \$150,000. **Buyer** has no other broadcast interests. Jo Nell and Don Werlinger are mother and son. **Seller** has no other broadcast interests. **KIOX** has contemporary hit country format on 1270 khz with 1 kw. Filed Feb. 16 (BAL950216EH). *Broker: John W. Saunders.*

**WQKS(AM) Hopkinsville, Ky.** □ Purchased by Gary and Deborah Marsh (50% interest each) from Regional Broadcasting Inc., a subsidiary of NewCity Broadcasting Co. Inc., for \$142,000. **NewCity** owns WZZK-AM-FM/WOPL(FM) Birmingham, Ala.; KRMG(AM)-KWEN (FM) Tulsa, Okla.; WDBO(AM)-WWKA(FM) Orlando, Fla.; WSYR(AM)-WYYY(FM) Syracuse and WBSB(FM) Fulton, both New York; and KKYX(AM)-KCYF(FM) San Antonio, Tex. **WQKS** has urban contemporary format on 1480 khz with 1 kw day and 24 w night. Filed Feb. 21 (BAL950221EB).

**WRSR(FM) Twin Harbors, Minn.** □ Purchased by J. Thomas Lijewski from Twin Ports Broadcasting Inc. (Dennis Carpenter, president) for \$100,000. **Buyer** has no other broadcast interests. **Seller** is a wholly owned subsidiary of StarCom, licensee of KKSJ(FM) Sartell, Minn. **WRSR** is licensed to 104.3 mhz with 3 kw and antenna 328 ft. Filed Feb. 15 (BAPH950215GM).

**WHRD(AM) Huntington, W.Va.** □ Purchased by Simmons Broadcasting Co. (W. Lee Simmons, president; David Simmons, VP/100% interest) from Southern Communications Corp. (R. Shane Southern, president) for \$85,000. **Buyer** owns WFXN(FM) Milton, W.Va., has interests in WFXH-AM-FM Hilton Head Island, S.C., and is pending



assignee of WMLV(FM) Ironton, Ohio. W. Lee Simmons owns WLOW(FM) Bluffton, S.C. **Seller** owns WIWS(AM)-WCIR-FM Beckley, W.Va. WHRD is licensed to 1470 khz with 5 kw. Filed Feb. 15 (BAL950215EF).

**KSHY(AM) Cheyenne, Wyo.** □ Purchased by Christus Broadcasting Inc. (Paul Montoya, president/70% shareholder) from Radio Property Ventures-Cheyenne Inc. (Burt Kaufman, president) for \$80,000. **Buyer** has no other broadcast interests. **Seller** owns KXEN(AM) Festus-St. Louis, Mo.; KQXI(AM) Arvada, Colo.; and KXEG(AM) Tolleson, Ariz. KSHY has Christian format on 1370 khz with 1 kw day and 66 w night. Filed Jan. 25 (BAL950125EA).

**WSVS(AM) Crewe, Va.** □ Purchased by WFLO Real Estate and Colonial Broadcasting of Crewe Inc. (John Wilson, president/director/75% voting interest) from ABS Richmond Partners II LP (Kenneth Brown) for \$80,000. **Buyer** owns WFLO-AM-FM Farmville, Va. wsvs has C&W format on 800 khz with 5 kw day and 275 w night. Filed Feb. 15 (BAL950215EE).

**KOKC(AM) Guthrie, Okla.** □ Purchased by Griffith Broadcasting (George Griffith, president/98% interest) from OKC Ltd., a subsidiary of Larry Jones International Ministries Inc. (W.E. McAbee Jr., president) for \$70,000. **Buyer** and **seller** have no other broadcast interests. KOKC has classic country format on 1490 khz with 1 kw. Filed Feb. 21 (BTC950221EA).

**KITZ(AM) Silverdale, Wash.** □ Purchased by KITSAP Broadcast Group Inc. (Donald Atkinson, president/20% shareholder) from KITZ Broadcasting Inc. (Celia Johnson, president) for \$56,500. **Buyer** and **seller** have no other broadcast interests. KITZ has news/talk format on 1400 khz with 1 kw day and 890 w night. Filed Jan. 24 (BAL950124EE).

**KOYT(FM) Espanola, N.M.** □ Purchased by Rio Chama Broadcasting Co. (Richard Garcia, president/100% interest) from Wizard Broadcasting Co. (Elliott McDowell, president) for \$50,000. **Buyer** owns KDCE (AM) Espanola, N.M. **Seller** owns KIOT (FM) Los Lunas, N.M. KOYT has div. news format on 102.3 mhz with

1.1 kw and antenna 636 ft. Filed Feb. 24 (BALH950224GE).

**WZKS(FM) Union, Miss.** □ Transfer of control of Double B Broadcasting from permittee Timothy Barber (president/ director/51% interest) to Voncile Pearce (successor-in-interest to G. Dean Pearce, owner of 49% of company) for \$50,000. **Buyer** has interests in KLCL(AM)-KHLA(FM) Lake Charles, La., and WARF(AM) Jasper and WFFN(FM) Cordova, both Alabama. **Seller** has no other broadcast interests.

**KZMO(AM) California, Mo.** □ Purchased by Moniteau Communications Inc. (Jeffery Shackelford, president/50% interest) from Town & Country Communications Inc. (Ray Rouse, president) for \$50,000. **Buyer** and **seller** have no other broadcast interests. KZMO has country format on 1420 khz with 500 w day and 225 w night. Filed Feb. 15 (BAL950215ED). *Broker: Sunbelt Media.*

**KZPD(FM) Everton, Mo.** □ CP purchased by Positive Dimension Communication and Development Co. Inc. (Rex Gardner, president/17% interest) from Ashgrove Inc. (Joseph Evans, president/sole stockholder) for \$20,000. **Buyer** has no other broadcast interests. **Principal of seller** has interests in KNEU(AM)-KIFX(FM) Roosevelt, Utah. KZPD is unbuilt, licensed to 104.1 mhz with 3 kw and antenna 194 ft. Filed Feb. 21 (BAPH950221GP).

**Errata**

In the March 13 "Changing Hands," Star Media Group was broker of KRBB-FM Wichita, Kan.

In the March 6 "Changing Hands," Gammon Media Brokers was broker of KCYT(FM) Granbury, Tex.

In the Feb. 27 "Changing Hands," WSTP(AM)-WRDX(FM), being sold by William and Susan Dalton, are licensed to Salisbury in North Carolina, not Maryland. The purchase price is \$3 million, including non-compete agreements.

Also in Feb. 27, Richard A. Foreman Associates was broker of WWRX(FM) Providence, R.I.

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## Senators join opposition to tax break

Committee follows House in voting to kill minority tax certificate program

By Christopher Stern

**V**iacom's plans to sell its cable systems to an African-American businessman for \$2.3 billion appear to be on the rocks after a Senate committee voted to kill an FCC tax break that would benefit Viacom.

The Senate Finance Committee last Wednesday voted to end the FCC's minority tax certificate program, which for 17 years has been the cornerstone of the agency's affirmative action policies. The program allows companies that sell a broadcast or cable property to a minority to defer capital gains taxes on the sale.

A tax certificate could be worth as much as \$600 million to Viacom, which plans to sell its cable systems to Frank Washington, a minority businessman based in California.

The Finance Committee followed the House's lead in voting to end the program retroactive to Jan. 17, just days before Viacom announced its deal was final. The proposal would earmark the savings from killing the program to allow the self-employed to deduct 30% of their health insurance costs.

Viacom was counting on Senate Republicans, who previously have opposed retroactive tax provisions, to

### The waiting list

The FCC has approved more than 300 minority tax certificates since the program began in 1978. Twenty applications are pending at the FCC:

	APPLICANT	LOCATION OR STATION	DATE FILED
CABLE	<b>CableSouth</b>	Alabama	Jan. 13
	<b>Garden State Cablevision</b>	Audubon, N.J.	Nov. 3, 1994
	<b>Bruce E. Kline</b>	N/A (seeking cable investor tax certificate)	Dec. 19, 1994
	<b>Peachtree Cable TV</b>	Georgia	Feb. 1
	<b>Scholastic Inc.</b>	N/A (seeking certificate for investment in minority-controlled cable programer)	Nov. 18, 1994
	<b>Time Warner Entertainment</b>	Arkansas	Jan. 31
	<b>Viacom International</b>	San Francisco Bay area; Northern Calif.; Seattle-Tacoma, Wash.; Dayton, Ohio; Salem, Ore.; Nashville	Feb. 3
	<b>W.K. Communications</b>	Arkansas, Kansas, Missouri	Nov. 23, 1994
	<b>Busse Broadcasting</b>	WMMT Kalamazoo, Mich.	Jan. 11
	<b>Fox Television Stations</b>	WATL Atlanta	Dec. 14, 1994
TELEVISION	<b>Quincy D. Jones &amp; Warner Communications</b>	WKQL New Orleans	Dec. 14, 1994
	<b>Lewis Broadcasting</b>	WLTZ Columbus, Ga.	June 2, 1994
	<b>Clarence V. McKee</b>	WTVT Tampa, Fla.	Oct. 4, 1993
	<b>Shareholders of Pueblo Broadcasting</b>	KXLN Rosenberg, Tex.	Nov. 16, 1994
	<b>The Ulloa Group</b>	KFDW Irving, Tex.	March 1
	<b>Design Media</b>	WQUL-FM Griffin, Ga.	Nov. 15, 1994
	<b>Michael Ginter</b>	WTNX(AM) Lynchburg, Tenn.	April 2, 1993
	<b>Mountain Broadcasting</b>	KTOT-FM Big Bear Lake, Calif.	Feb. 6
	<b>Ridgefield Broadcasting</b>	WREF(AM) Ridgefield, Conn.	Jan. 6
	<b>Transcontinental Broadcasting</b>	KPRR-FM El Paso, Tex.	Sept. 27, 1994
RADIO			

### League of Cities seeks infohighway input

Local government wants to help Congress set some of the ground rules for the information highway.

More than 3,000 members of the National League of Cities came to Washington last week to discuss, among other things, proposed telecommunications legislation. The league wants to insure that cities are able to charge telecommunications companies for the use of public rights-of-way.

Nor do the cities want to see their authority to charge franchise fees eroded. Under a Senate Republican proposal, cities could not regulate cable operators that provide telephone service, nor could they charge telephone companies a franchise fee for providing video services over a video dialtone network.

So far, the Senate proposal does include provisions that address league concerns about public rights-of-way, but an official bill has not been introduced.

The National League of Cities also held a special town meeting on telecommunications that featured FCC Chairman Reed Hundt and House Telecommunications Subcommittee Vice Chairman Mike Oxley (R-Ohio). As one city official put it to Oxley: "Give us the right to manage public rights-of-way, the right to receive compensation for the use of the rights-of-way, and preserve our access to telecommunications networks."

Moreover, that city official added, "some form of rational cable rate regulation" is needed. The Senate proposal would repeal all cable rate regulation. —KM

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**April 10 Show issue** – Features show coverage, "Broadcasters on the Information Highway Special." **Close: March 31.**

**April 17 Post-Show issue** – wrap-up issue with highlights from the convention floor. **Close April 7.**

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reject the House proposal. But during a break in last week's Senate committee debate, Republicans were told that Majority Leader Bob Dole (R-Kan.) wanted the bill to be retroactive. A floor vote could come as early as this week.

The Viacom deal, along with 19 other broadcasting and cable tax certificate deals awaiting FCC approval, may be the first casual-

ties in a broad Republican effort to eliminate almost all federal affirmative action programs.

"After nearly 30 years of government-sanctioned quotas, timetables, set-asides and other racial preferences, the American people sense all too clearly that the race-counting game has gone too far," Dole said on the Senate floor shortly after the Finance Committee vote.

Committee Chairman Bob Packwood (R-Ore.) acknowledges that the minority tax certificate program would be alive and well had it not been for the "800-pound gorilla" Viacom deal.

House Ways and Means Chairman Bill Archer (R-Tex.) targeted the pro-



*Senator Carol Moseley-Braun does not rule out a filibuster to try to restore the FCC's minority tax certificate program.*

gram after published reports speculated about the tax savings Viacom would reap by selling its cable systems to Washington. The \$2.3 billion sale would involve 1.1 million subscribers in Seattle, San Francisco and Tennessee.

Washington heads Mitgo, a limited partnership that would own 21% of the cable properties. But most of the money for the deal is coming from Interme-

dia Partners, an investment group that includes Tele-Communications Inc., the nation's largest cable operator.

Washington says he is "very disappointed" by the Finance Committee action and hopes the full Senate will revive the deal. Finance Committee member Carol Moseley-Braun (D-Ill.) says she will do everything she can to save the program on the Senate floor. She does not rule out a filibuster. "This vote cements the glass ceiling and locks out women and minorities in broadcasting," Moseley-Braun says.

Both Moseley-Braun and Senator Pat Moynihan (D-N.Y.) offered amendments in committee that would

have saved the program.

Other supporters of the program are not optimistic that it will be saved on the Senate floor. "Anyone who witnessed what went on in the committee can't be optimistic about a floor vote," says Jim Winston, executive director, National Association of Black Owned Broadcasters.

Viacom plans to sell the cable systems with or without the tax break. "We are still committed to selling our cable systems," a company statement says.

That's the message Wall Street wants to hear, says Ed Hatch, an analyst with UBS Securities. "At the end of the day, a couple of hundred million dollars on a \$2 billion dollar deal doesn't really matter." Hatch says that Wall Street is chiefly concerned with Viacom's commitment to reducing its debt from its acquisition of Paramount. The company is more than \$9.9 billion in debt.

Viacom will continue to look for a way to structure the deal to avoid full payment of the capital gains tax, a Viacom spokesman says. Options include a stock swap with another company.

Asked if there is a way to restructure the deal without the tax certificate, Washington replied: "Not one that includes me." ■

## Congressmen want set-tops for consumers

By Kim McAvoy

**A** House Republican and Democrat have joined forces to introduce a bill that would allow consumers to buy their own set-top boxes.

"Restricting consumers' ability to purchase and own cable set-top boxes and other communications interface equipment is like putting a straitjacket on technological development," says House Commerce Committee Chairman Tom Bliley (R-Va.). Bliley and Ed Markey (Mass.), the ranking Democrat on the House Telecommunications Subcommittee, authored the measure.

Under FCC regulations, consumers have no choice but to rent converter boxes from cable operators. But the bill, introduced last week, would require the FCC to adopt new regulations "to assure competitive availabil-

ity—to consumers of telecommunications services—of converter boxes, interactive communications devices and other customer premises equipment from manufacturers, retailers and other vendors not affiliated with any telecommunications system operator."

The lawmakers say their bill also would apply to future telecommunications devices, which will be "our entrance ramps onto the information superhighway," Bliley says. "Today's advanced phones happened only because of a healthy, competitive retail market—and so did the revolution in computer modems and fax machines that followed."

The measure was endorsed by consumer groups and retailers, including the Consumer Federation of America

and the Electronic Retailers Coalition. "We commend Chairman Bliley and Representative Markey for standing behind the principle that consumers have a right to choose the source of their electronics equipment for the information age," says Brad Stillman of the CFA. ■

### Errata

Jack Loftus, vice president of communications, Nielsen Media Research, was misquoted in the March 13 article "INTV examining Nielsen pricing." Loftus actually said: "[The issue] is not one of pricing to us. It's one of value—customer service, quality and technology."



**A federal appeals court in Washington has put the FCC's plans to conduct its second PCS auction on hold**, pending resolution of a legal challenge to the spectrum sale's rules. The "entrepreneurs' block" spectrum sale includes 493 licenses for which only minorities, women and small businesses may bid. But a rural telephone company that objects to the rules of the auction won a court order to block the start of the auction, which was scheduled for May. Telephone Electronics Corp., a small Illinois telephone company, argued that FCC preferences for minorities and women are unfair. The court scheduled a September trial date, which could delay resolution of the case for up to a year. Industry observers say a year's delay could put the auction participants at a disadvantage to other holders of personal communications services licenses. Last week, the FCC concluded the \$7 billion sale of 99 large PCS licenses. The licenses set to be sold in the entrepreneurs' block auction cover smaller geographic areas and are expected to bring in far less revenue to the U.S. Treasury.

**Some repeal of cable rate regulations is necessary**, says Mike Oxley (R-Ohio), vice chairman of the House Telecommunications Subcommittee. Oxley last week told members of the National League of Cities that a "rollback of some of the regulatory burden [imposed by the 1992 Cable Act] is needed." He said House Republicans are likely to support the National Cable Television Association, which is calling for rate relief for enhanced—not basic—cable services. Senate Republicans, on the other hand, have been talking about repealing all cable rate regulation.

**The National Cable Television Association hopes to set another record** May 7-10 at its annual convention in Dallas. More than 22,000 attended the 1994 convention, up 33% from 1993. NCTA already has attracted more than 300 companies as exhibitors, 18% more than last year. NCTA is using this year's convention to highlight the industry's efforts to remain a leader in providing telecommunications services. "By focusing on customer service, technology and education, we'll continue to be at the forefront of bringing the benefits of new programming and services to our customers across the nation and around the world," NCTA President Decker Anstrom says.

**Foreign ownership restrictions on telecommunications companies should be lifted.** That's what The Heritage Foundation, a conservative think tank, is advocating. In a report issued earlier this month, the foundation says Congress should open "the telecommunications market to foreign competition immediately." It also endorses House legislation that would lift the restrictions unconditionally. However, the group does not favor repealing the restrictions on a reciprocal basis, which is the approach proposed in the Senate. Reciprocity clauses would prove "disastrous" because they would encourage "bilateral trade wars that rarely achieve their intended goals. In addition, by restricting beneficial foreign invest-

ment from such countries, Congress would be denying consumers the right to choose among more and lower-priced goods and services."

**The National Association of Broadcasters has weighed in on the tax certificate debate.** NAB last Tuesday sent a statement endorsing the controversial FCC program to members of the Senate Finance Committee. But the association's stand apparently didn't stop a majority of the committee from voting Wednesday to repeal the controversial program that allows sellers of broadcast and cable properties to defer capital gains tax if they sell to a minority or woman. "NAB has supported this policy from the very start," the statement says. According to NAB, the FCC program has led to increased minority ownership in broadcasting. "It is a voluntary federal policy designed to further a worthy policy objective. Many minority broadcasters will attest that, but for this policy, they would not own a broadcast station today," NAB says.

**"Viewer discretion" warnings may decrease viewership of violent TV programming, at least among children**, according to a study by Duke University, Durham, N.C. A report by the Duke Program

on Violence and the Media concludes that labeling TV programs for their violent content has resulted in fewer children in the audience. The study looked at prime time movies broadcast from September 1987-September 1993. It found that "viewing among children 2-11 was lower on prime time network movies carrying viewer-discretion advisories. Movies that carried the warning lost .59 ratings points among children 2-11, which translates into 222,000 fewer children in the audience (approximately a 14% drop from the average rating for this age group). The warnings did not have a statistically significant impact on viewing by teens and adults. The results also revealed a preference for some type of violent programming among all adult demographic groups." The effectiveness of advisories has been questioned. Some think they have no impact and others say the advisories actually could promote the viewing of violent programs by kids and teenagers.

**"I believe that broadcasters must make a commitment—preferably voluntary—to air more children's educational programming,"** FCC Commissioner Rachele Chong said last week. Chong was a featured speaker at the "World Summit on Television and Children" in Melbourne, Australia. Broadcasters should make the commitment "because it is their duty as public trustees of the airwaves to serve children as well as the adults in the audience," said Chong. It's up to broadcasters, she said, "to step forward with new solutions, ones that they can live with, ones that are good for our children." Chong also thinks parents should tell networks, programmers and advertisers they want "programs that are educational, nonviolent and that are pro-social for their child's development."



# Washington Watch

Edited By Kim McAvo

## Digideck gets push toward standard

*Working party says company's digital TV technology should be field-tested*

By Chris McConnell

**A** group is recommending that Digideck be given the nod to proceed to the next testing round in a project to set a digital broadcasting standard.

The group, a working party of the National Data Broadcasting Committee (NDBC), is recommending that the full committee send the Menlo, Calif.-based company's technology on to a battery of field tests. The committee, which is overseeing the effort to set a voluntary standard for broadcasting data within existing NTSC signals, will consider the recommendation at its next meeting, which has not yet been scheduled.

The working party recommendation follows a review of test results conducted at the Alexandria, Va.-based Advanced Television Test Center (ATTC) on the Digideck system and technology developed by Tempe, Ariz.-based WavePhore. The testing evaluated the claimed performance of both systems and observed the data payload's effect on TV pictures.

Observers of the test said those effects were more noticeable in pic-

tures displayed during the WavePhore testing than during testing on the Digideck system. Observers reported "color smears" in pictures carrying information inserted with the WavePhore technology.

The NDBC working group's recommendation also reports "much better robustness to all tested impairments" for the Digideck system than for WavePhore's.

But the working party stopped short of making a recommendation on WavePhore's participation in further testing, electing instead to leave the issue in the hands of the full committee. The group listed three possible options for the committee: field-testing both systems; field-testing WavePhore if Digideck does not perform as well as expected, or field-testing WavePhore if the process



*Observers at the Advanced Television Test Center gave higher marks to Digideck's technology.*

does not add "significant logistic problems or supplementary cost."

NAB's Lynn Claudy cites the potential value of additional field-testing information as well as concern over WavePhore's reaction to being eliminated from the process as reasons for leaving the field test issue to the full committee.

WavePhore has objected to elements of the lab-testing and also has said that an implementation error impaired its technology's performance at the test center. Participants in the standard-setting project say the company has threatened to drop out of the process if its concerns with the testing are not addressed.

WavePhore Secretary Treasurer Glenn Williamson says his company is staying involved in the process and is looking forward to the full committee's decision on the field test. He adds the ATTC tests covered only a portion of the issues relevant to establishing a data broadcasting system.

"Put both systems out [for field-testing]," Williamson says. "It can't hurt anybody."

He also maintains that his company's system has elicited no complaints from viewers in areas where it has been used to transmit data.

### **MegaWave to work on new set-top antenna**

The NAB has selected a developer in its effort to improve television set-top antennas.

The association has chosen Boylston, Mass.-based MegaWave Corp. to develop a prototype TV antenna. NAB requested proposals on improved antennas last year, maintaining that more than 50% of all U.S. sets rely on set-top antennas to receive signals (BROADCASTING & CABLE, June 20, 1994). The association selected MegaWave's proposal from five responses to the initiative.

NAB says MegaWave's television antenna development springs from work the company has conducted for the Defense Department's Advanced Research Project Agency (ARPA). The association says MegaWave now will conduct a two-phase project to develop a prototype antenna. During the first phase, MegaWave will use computer analysis to evaluate potential antenna configurations. In phase two, the company will construct and test a prototype antenna. NAB expects the prototype to be completed by early summer.

—CM



KTVK(TV) Phoenix Chief Engineer William Lawrence agrees. He says the WavePhore system has not affected the pictures transmitted from KTVK, which has been using the technology to insert data into its signal.

Williamson also hopes the NDBC will examine compatibility between

the WavePhore and Digideck systems. He cites his company's recent acquisition of Canada's BleuMont Telecom, which had developed a system to deliver data through the vertical blanking interval. Williamson says WavePhore has been able to integrate the technology of BleuMont (now called

WavePhore Canada) into its system.

NAB's Claudy does not rule out the possibility of a dual technology standard, but says committee members would prefer to select a single system as the voluntary data standard. "The committee is not afraid of making decisions," he adds. ■

## Odetics, Panasonic growing hybrid storage

*Both companies will introduce disk/tape systems at NAB*

By Chris McConnell

**T**wo more companies are building products around an anticipated "hybrid" world of tape and disk storage.

Odetics Broadcast and Panasonic Broadcast & Television Systems Co. both plan to introduce equipment at next month's National Association of Broadcasters convention supporting broadcast facilities they say will use both disk and tape machines. Odetics plans to demonstrate its "hierarchical video management (HVM)" architecture, and Panasonic will bring its new DVCPRO family of products to Las Vegas.

"The need for storage on tape is not going to go away," says Ralph Biesemeyer, Panasonic's product manager. Odetics Product Development Director Raymond Baldock also cites continued advantages of tape and stresses the need for "application-specific" storage among tape and disk machines.

His company's HVM approach seeks to incorporate elements of computer industry data management in which information needed most often is kept on a disk, while other material is kept on tape. Baldock says the HVM approach accounts for differences between the video and computer industries, such as the larger size of video files and the industry's stricter requirements for retrieval time. To support the hierarchical storage architecture, Odetics this year is introducing a scaled-down version of its TCS90 library management system. Odetics hopes its new Prophet video library will accommodate a reduced demand for

tape storage at stations installing disk machines.

"Where disk is used, the need for the number of tapes is reduced," Baldock says. He cites the savings on tape space and VTRs that results from storing spots on a disk for playback to air rather than playing them from tape, a process that often requires spots to be played from separate cassettes and VTRs.

Odetics also plans to introduce software aimed at coordinating the recording of incoming feeds among the tape machines in a broadcast facility. The company says its RecordList software will assign recoding chores to the VTRs in a broadcast facility and will alert operators to any shortages in available tape machines.

Also anticipating a combination of disk and tape machines at TV stations is Panasonic, which will bring its DVCPRO equipment to Las

Vegas. Biesemeyer says the equipment will provide broadcasters with a digital component system encompassing tape and disk storage.

"It's hierarchical data storage," Biesemeyer says. Panasonic plans to show the DVCPRO products along with Hewlett-Packard's Broadcast Video Server, introduced at last year's NAB convention. Additionally, Panasonic says it is working with Storage Technology Corp. to implement the company's MediaVault system as an archive for the Hewlett-Packard server.

The DVCPRO products slated for introduction next month include an 11-pound camcorder that the company says will be able to record one hour of digital component material. Other products in the DVCPRO family will include a field recorder, a field edit package, a studio recorder and a digital optical videodisk recorder. ■

### Satellite waivers granted

The FCC last week granted a series of waiver requests from domestic satellite carriers to begin constructing satellites prior to receiving a license. The waivers will allow Hughes Communications, AT&T and GE Americom to begin building seven satellites "at their own risk" before winning a license. In issuing the waivers the commission's International Bureau cited the shortage of C-band capacity, but also said it may not be able to accommodate all pending satellite applications.

The bureau also said it plans to initiate a rulemaking aimed at streamlining licensing procedures for domestic and international satellite services. Items to be considered, the bureau said, will include facilitating the process for allowing domestic satellites to operate beyond the 10-year term, eliminating requirements for construction permits for satellites and reducing reporting requirements for earth stations and satellites. —CM

# Classifieds

See last page of classifieds for rates and other information

## RADIO

### HELP WANTED MANAGEMENT

**Local Sales Manager.** Experienced Local Sales Manager needed to assist the General Sales Manager with station revenue generation. Will work with Account Executives on local sales accounts, special promotions and special projects. Professional skills to provide strong leadership within the Sales Department among sales staff are required. Must achieve new business development, station goals, including local and regional business. Will serve as a liaison for the station and a member of the WROU management team. Requirements: B.A. Degree in communications, marketing or related field. Previous media sales experience, excellent verbal and written communication skills, and strong leadership abilities a must. Submit your resume to: WROU-FM, General Sales Manager, 211 South Main Street, Suite 400, Dayton, Ohio 45402.

**G.M./S.M.** for profitable, growing, sophisticated small market midwest FM. Must have proven sales success, previous management experience, strong leadership skills. Seeking a community minded individual who will train and motivate. Creativity and knowledge of promotions a must. Great compensation for the right person! Confidentiality assured. Reply to Box 00360 EOE.

**Looking for Mr./Ms. General Patton.** GM/GSM wanted--Rapidly expanding regional radio group is seeking an aggressive, motivated leader with a strong sales background to lead our recently acquired small market AM/FM to its full revenue potential. Leadership, high energy and the ability to manage people in the trenches is a must! Send resume and salary requirements to Jim Gregori, P.O. Box 1035, Neenah, WI 54957-1035. EOE MF.

### HELP WANTED NEWS

**Country music FM** near Phoenix, seeks entry level News person. Returnable tape photo resume. EOE. KQSS, Box 292, Miami, AZ 85539.

### HELP WANTED SALES

**Account Executive.** Needed an experienced Account Executive who knows how to sell, not afraid to make cold calls, have the ability to become a top biller, and have the savvy to work with clients to develop promotional and marketing plans, proposals and be knowledgeable in market and industry research. If you have the ability to become a leader we need you. We are a strong Urban Radio Station in the Ohio market. Requirements: B.A. Degree in communications, marketing or related field. Previous media sales experience, good oral and written communication skills, and strong leadership abilities a must. Submit your resume to: WROU-FM, General Sales Manager, 211 South Main Street, Suite 400, Dayton, Ohio 45402.

**Daily (Print) Publication** in Elkhart, IN seeks advertising sales rep. Excellent opportunity for top sales producer with a winning attitude. Fax resume and cover letter to: JNW (708) 627-1233.

**Experienced Account Executive.** Immediate opening for self-motivated, aggressive professional at growing FM. High-earning potential. Send cover letter and resume to: Kevin J. Simkins (WBGE), 516 West Main Street, Peoria, IL 61606. EOE.

### HELP WANTED TECHNICAL

**Radio Maintenance Engineer - KPBS Public Radio - San Diego.** Qualifications: Minimum two years experience, FCC, SBE License preferred. MS-DOS knowledge needed. Salary range: \$2,499 - 3,002/month. Excellent benefits. Obtain employment application from: SDSU Personnel Services, San Diego State University, San Diego, CA 92182. Applications will be accepted until position is filled. Application screening process will begin around April 10, 1995. For more information, call Mike Tosch at (619) 594-8145. EEO/AA/Title IX Employer.

### HELP WANTED PRODUCTION

**KPBS-FM, San Diego's only public radio** station has three openings for experienced News Reporters/Producers. These three positions are: (1) Morning Edition News Anchor with reporting and producing responsibilities; (2) General Assignment Reporter/Producer with All Things Considered news anchoring responsibilities; and (3) General Assignment Reporter/Producer with fill-in news anchoring responsibilities. KPBS-FM will soon be moving into a newly built and fiber optic wired 62,000 square foot telecommunications center. Minimum qualifications: three years full-time, professional experience as a radio news reporter/producer or equivalent. Demonstrated experience in news gathering, including strong anchoring and interviewing skills. Ability to deliver news within a live network clock; network contributions important. Bilingual (Spanish/English) a plus. Appropriate bachelor's degree. Salary range: \$2,004 - \$2,778 per month, with excellent benefits. Obtain employment application directly from: San Diego State University Foundation, Personnel Office, 5250 Campanile Drive, Suite 4502, San Diego, CA 92182-1945. Submit completed application form, resume, and audio cassette aircheck, with long and short form news examples and news anchoring examples directly to SDSU Foundation Personnel Department and please specify job announcement number F95-059. Application materials must be received no later than April 14, 1995. Reporter/Producers must be able to start immediately. EEO/AA/Title IX employer.

### HELP WANTED PROGRAMMING

**Program Director/Air Talent.** Dayton's Choice...U92FM. Urban contemporary radio Programmer needed. Applicant should have previous programming experience to continue a winning tradition. Must be creative, think strategically, and team leadership abilities are required. Experience with the urban format and a Bachelors Degree in Communications and/or a related field desired. Submit your tape and resume to: WROU-FM Radio Station, Administrative Office, 211 South Main Street, Suite 400, Dayton, OH 45402.

### HELP WANTED FINANCIAL & ACCOUNTING

**Growing radio broadcasting company,** headquartered in Sacramento, CA is looking for a skilled, energetic and articulate accountant to grow into the position of controller/CFO. A competitive salary, benefits and unique educational allowance will be offered to the winning candidate. Company requires a minimum of two years broadcast accounting experience, and a BA/BS degree in accounting. CPA preferred but not required. Reply to Box 00359. An equal opportunity employer.

### SITUATIONS WANTED MANAGEMENT

**GM/GSM.** Duopoly and group manager with 20 years success in various size markets. A highly motivated, hands on manager with a strong bottom line orientation. Looking for new leadership? Let's get together at the convention in Vegas. Call (805) 837-8842, ask for Doug. Strict confidence assured.

**Seeking position as General Manager/General Sales Manager or DJ/Newsman** in small to medium market. Experienced in radio and TV management, and real estate. Top biller. Ambitious. Prefer south Florida or NY State or PA but will consider other areas. Ted 914-357-9425, 914-357-4861.

**Sales Management.** Medium to major market. Strong leadership, management, sales and training skills. Immediate impact. Combo, vendor and sports sales experience. Record-setting performer posting 50%+ sales increases. Call 1-800-841-5168.

**Results guaranteed.** Choose your radio stations future. Top management available now. Short or long term. Maximize your AM or FM. Get more than your market share. Intensive new business development. Marketing, promotion and sales. More than a consultant, hands on, in your market and radio station. Specializing in turnaround and start-ups. We can make it happen fast. Call now for a free consultation. Champion Radio 800-900-1177.

**Problems with ASCAP, BMI, SESAC?** Fees too high, audit claims, annual and per program reports. Call for help today. Bob Warner 609-395-7110.

### SITUATIONS WANTED ANNOUNCERS

**Young, experienced Station Manager** seeks medium/medium-small market anywhere. I'm a swell guy. Give me a call, let's talk. Terry Tobinson 303-867-5465.

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PROGRAMMING SERVICES

**NICHE 2** fast-growing satellite radio formats to fill the niche in your market:  
 ★ **Christian A/C**  
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TELEVISION

HELP WANTED MANAGEMENT

**Vice President/General Sales Manager.** KRIV TV, the FOX O&O in Houston, Texas seeks a creative, experienced, dynamic revenue driven General Sales Manager. Must have extensive background and experience both at the local and national levels. Candidate should possess computer and research experience; sales promotional and marketing expertise (value added promotions); be well versed in the sale of sports and news programming, i.e. the NFL and NHL. Minimum 3-5 years experience in sales management. National sales, local sales, traffic, research and sales promotion will be your responsibility. KRIV is heavily committed to news, in the A.M., noon and prime time. We are one of the top FOX stations in the country and would expect the VP/GSM to make us even better. Send resume and salary requirements to: Jerry Marcus, V.P. General Manager, FOX TV Channel 26, P.O. Box 22810, Houston, Texas 77227. EOE.

**General Manager** for top 25 West Coast independent. Must be strong and tested leader. All replies held in strict confidence. Send replies to Box 00349 EOE.

**Wanted:** General Sales Manager. New station acquisition in Midwest. Must be solid performer with proven track record. Reply to Box 00334 EOE.

**Director of Sales and Marketing** for growing midwest Fox affiliate. Seeking a skilled Sales Manager with fresh ideas and a winning attitude. Reply in confidence to Box 00352 EOE.

**Need General Manager** for top 50 Southeast affiliate. Dominant station. Send replies to Box 00350 EOE.

**News Director/Executive Producer** wanted in medium size California market. Applicants must demonstrate strong leadership/teaching skills for both a seasoned staff and a group of new reporters. Candidates should have a minimum of three years experience as News Director and experience with top news consultants. If you are dedicated, driven to be number one, and demonstrate the characteristics of a dynamic leader, send a cover letter, resume and best air check of news program to Box 00358 EOE.

**Director of Programming and Public Affairs.** Production experience and four year college degree or its equivalent required. Must have excellent written and verbal communication skills. Reply to Box 00345. This company is an equal opportunity employer.

**Local Sales Manager.** Exceptional opportunity for individual with independent TV sales management expertise. Candidates must be highly motivated, possess strong communication skills and have the knowledge and leadership abilities to head up the local sales team of Channel 61 in Phoenix signing on the third quarter of 1995. College degree, extensive co-op and vendor support experience, and top notch creative ability preferred. Channel 61 is an LMA of KTVK-TV, is programmed to kids, teens and young adults and applicants should have TV sales background focused on those demographics. Send resume and references to: Jim Galvin, General Sales Manager, KTVK-TV, 3435 North 16th Street, Phoenix, AZ 85016. Equal opportunity employer.

**Local Sales Manager - WTVZ-TV,** Norfolk, Virginia has an immediate opening for a team leader in local sales. We are an aggressive Fox affiliate in need of an experienced manager that can motivate a staff to be the best. Our future LSM must have a minimum of three years local and/or national television sales experience. PC knowledge, including TV Scan, Qualitap, and CMR are crucial. Additionally, new business talents will give you an edge. Resumes and cover letters should be sent to: General Sales Manager, WTVZ-TV, P.O. Box 148, Norfolk, VA 23501-0148.

**Wanted:** General Manager for small market ABC affiliate in Midwest. Must have good leadership skills. Reply to Box 00333 EOE.

HELP WANTED SALES

**Join one of the hottest** broadcasting companies in the country in one of the healthiest markets - Columbus, Ohio, home of Six on Your Side - WSYX-TV and the Ohio State Buckeyes. We're looking for an experienced TV seller (minimum 3 years experience) who is creative, hard working, aggressive and loves selling new advertisers on the value of TV. Interested??? Send your resume to: WSYX-TV, P.O. Box 718, Columbus, OH 43216-0718, Attn: Account Executive. No phone calls please. Women and minorities are encouraged to apply. Pre-employment drug testing. EOE. M/F/D.

**Account Executive:** Southern California Independent seeks local direct AE with winning attitude and strong desire to succeed. Experience in TV or radio preferred. This is a solid opportunity with excellent earnings potential. Send resume to Steve Sipe, KHIZ-TV, P.O. Box 6464, Victorville, CA 92393. EOE.

**Account Executive - Hudson Valley, NY, WTZA-TV.** Bright, aggressive personnel needed for growing TV station. Cable, radio or TV experience necessary. Reply to Box 00340 EOE.

**Local Sales Manager.** WNDU-TV, South Bend, NBC affiliate has a challenging opportunity for an organized sales professional with a strong disciplined work ethic. Our candidate will have new business development, vendor, prior TV sales management experience, as well as knowledge of computers. Send cover letter, resume and salary requirements to: The WNDU Stations, Position #00109, Attention: Human Resources Manager, Box 1616, South Bend, IN 46634. No phone calls please!

**Marketing Director:** KFVS-TV is looking for a creative, problem-solving candidate to analyze research data, put together presentations, and help market to our advertising customers as well as our viewers. You must have a demonstrated knowledge of computer systems. Successful candidate will have to pass a drug test and possess a clean driving record. Equal opportunity employer. Send resume to: Human Resources Director, KFVS-TV, P.O. Box 100, Cape Girardeau, MO 63702.

**Local Sales Manager, WTVU-TV,** New Haven-Hartford, CT. Warner Bros. affiliate and Connecticut's newest station seeks creative, "hands-on" LSM. Radio, TV or Cable experience a must--independent sales and management a real plus. Must have experience in new business development, market research and staff development. Cover letter and resume to Bill Murphy, SM/GSM, WTVU-TV, 8 Elm Street, New Haven, CT 06508. EOE.

HELP WANTED MARKETING

**Affiliate Marketing Representative.** Needed immediately for America One Television. Essential Job Functions: Administer affiliate marketing programs, communicate with affiliates on all aspects relating to America One programming, maintain affiliate files. Candidates must have television industry experience and college degree or equivalent training is preferred. Las Colinas location and excellent benefits. Please send salary history and resumes to: Liberty Sports, 600 East Las Colinas Boulevard, #2200, Irving, TX 75039, Attn: HR/A1 or Fax to (214) 401-0386.

HELP WANTED TECHNICAL

**Chief Engineer** for Florida TV affiliate. We want an excellent engineer to provide leadership and management for our department. Responsibilities will include designing, installing and maintaining all technical facilities. If you enjoy managing by example, if you're a team player with excellent skills to offer and you want to help build for the future you'll want to be considered for this opportunity with one of the industry's best broadcast groups. Send resume with salary requirements to Box 00366 EOE.

**Assistant Chief Engineer:** INDY-TV is seeking an Assistant Chief Engineer. Applicant needs to be self-motivated and have 3-5 years of broadcast engineering experience. Beta cam, 1", serial digital experience helpful. UHF transmitter experience a plus. SBE certification preferred. Send resume to: WNDY-TV, Engineering Department, 1800 North Meridian Street, Suite 601, Indianapolis, IN 46202. EOE.

## SATELLITE NETWORK OPERATIONS CONTROLLER

Hughes Communications, Inc., the world's largest private commercial satellite operator, is solidly positioned to capitalize on the tremendous growth potential in global communications. As we build on more than a decade of rapid growth, we need additional people to help us continue our successes.

Working in the Network Operations Control Center, you will be a primary point of contact for operational customer support, directing and coordinating customers accessing the Galaxy Satellite fleet, in addition to monitoring and measuring the technical elements of customer's feeds. Requirements include: a BS in electrical engineering or telecommunications; 2-4 years working in a teleport or carrier environment performing technical measurements of satellite transmissions; an understanding of RF signal processing and knowledge of satellite communications hardware (video and data); and operation

of uplink hardware and customer service experience a plus. Must be willing to work rotating shifts, including nights, weekends and holidays, as required.

In return for your professional abilities, we offer an attractive salary and an outstanding benefits package. For immediate consideration, please send your resume and salary history to: Hughes Communications, Inc., Attn: Employment-MH, P.O. Box 92424, Los Angeles, CA 90009. No phone calls, please. Proof of legal right to work in the U.S. required. Equal Opportunity Employer.

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A unit of GM Hughes Electronics

## ASSISTANT DIRECTOR OF ENGINEERING

(Television)

KABC-TV has an immediate opportunity for an Assistant Director of Engineering. You must possess a demonstrable background in the development/ implementation of television technical facilities; a thorough knowledge of digital, audio and video; and a background in broadcast transmitters and Microwave/FR.

KABC-TV is a high energy environment looking to build a team that will lead, modernize and support all station operations. For immediate consideration send your resume to: Dave Converse, Director of Engineering, Dept. ADE-BC, 4151 Prospect Ave., Los Angeles, CA 90027. Equal Opportunity Employer.



**Maintenance Engineer:** Florida ABC affiliate has an immediate opening for an Electronic Maintenance Engineer. Applicant must have at least 5 years maintenance experience and a thorough knowledge of broadcast technical systems and electronics used in a state of the art facility. High level of knowledge with computers and computer networks, as well as, good communication skills with the ability to interact with photographers, editors, operating technicians and equipment manufacturers is a must. FCC general class license and/or SBE certification is desirable. Send your name and salary requirements to Box 00364 EOE.

**SNG Truck Operator:** Florida ABC affiliate needs an SNG Truck Engineer/Operator. This position will require ENG shooting and editing experience. Strong technical background and prior SNG truck experience also required. Candidate must have or be able to attain a commercial drivers license. Send resume and salary requirements to Box 00363 EOE.

**Operations Manager** wanted by affiliate who knows how to manage master control, production and all on-air efforts. Must be excellent trainer, interviewer, scheduler and motivator. Great staff needs a technical manager who has hands-on experience in all aspects of the TV on-air product. Not an administrative position. Detailed resume and salary needs to Frank Pilgrim, GM, WMDT-TV, P.O. Box 4009, Salisbury, MD 21803. EOE/M-F.

For all your Classified needs, call Antoinette Fasulo  
Tel: 212.337.7073 • Fax: 212.206.8327

**Wanted:** News director for 3 station market in upper Midwest. Outstanding opportunity. Reply to Box 00335 EOE.

**Director/Technical Director:** Florida ABC affiliate is looking for a top notch newscast director/switcher. If you enjoy directing a fast-paced 6PM newscast and you also enjoy switching the 11PM on the best switcher and with the strongest technical support available send your resume, tape and salary requirements to Box 00365 EOE.

**TV Studio Maintenance Engineer:** Must hold a general class FCC license or SBE certification. Should have a minimum of one year experience maintaining TV station equipment, including component-level troubleshooting. Seeking qualified women and minority candidates. Send resume to Personnel, WTVC, P.O. Box 1150, Chattanooga, TN 37401. No calls accepted. Equal opportunity employer.

**Engineering Manager - WABC-TV** is seeking an experienced professional with proven technical and leadership skills to supervise the day to day technical operation of the station including scheduling of technicians and the interpretation and application of Union Contract Provisions. Qualified candidates should have an Engineering Degree plus five or more years of Television Station Technical Management experience. Experience with Studio and Transmitter Maintenance, Digital Electronics, Audio/Video Systems and a FCC General Class License is required. Send resume to: James R. Baker, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are an equal opportunity employer.

**Maintenance Technician:** ABC affiliate, Nashville, TN: Requirements include four years training in electronics or equivalent experience. Must be experienced in service of Sony BetaCam, 3/4 and 1 inch VTRS. Experience with broadcast studio video systems, microwave systems, high power VHF transmitters, and computers is also desirable. Excellent communications skills are also necessary as well as familiarity with station operations. Competitive salary and benefits. Send resume, references, and salary history to Chief Engineer, WKRN-TV, 441 Murfreesboro Road, Nashville, TN 37210. EOE.

**Assistant Chief Engineer - Dominant CBS affiliate** is seeking experienced engineer. Must have 3 to 5 years experience repairing video tape machines, cameras, computers and RF transmission equipment. FCC license preferred. Send resume to: Chief Engineer, KLFY-TV, P.O. Box 90665, Lafayette, LA 70506. (318)981-4823. EOE.

**Weekend Anchor/Reporter.** Weekend Sports Anchor/Sports Reporter and Bureau Anchor/Reporter needed for Pacific Rim television and radio news department. We're a state-of-the-art newsroom with a strong emphasis on hard news and award winning investigations. We don't do puff and fluff. If you have at least a year of professional experience in a television or cable newsroom, send resume and tape to: News Director, Guam Cable TV, 530 West O'Brien Drive, Agana, Guam 96910. No phone calls.



## HELP WANTED NEWS

**NEWSWRITER/  
PRODUCER**

**KGO-TV** is seeking a Newswriter/Producer for a daily newscast. Candidates should have a minimum of 3-5 years of news writing experience in a major market with prior producer experience preferred. Application deadline is April 7, 1995. Please send resume and cover letter to:

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

**Videographer.** Named the Best Newscast in Florida by the Associated Press, Fox News at Ten, in the Ft. Myers market, needs two videographers. Two years experience required. Send non-returnable tape and resume to: Chris McKinney, Chief Videographer, 621 SW Pine Island Road, Cape Coral, FL 33991. No phone calls please. We are an equal opportunity employer.

**TV Engineer:** Expanding market broadcast station. Experience in TV station engineering, hands on maintenance, RF transmission and studio systems equipment. FCC General License required. SBE Broadcast Certificate preferred. EOE. Send resume, references, cover letter and salary requirements, no calls to: Ed Zellefrow, Chief Engineer, WTZA-TV, Kingston, NY 12401.

**Senior Director:** Position requires college degree with a minimum 5 years experience in on-air directing of TV newscasts. This person will also supervise the director's unit in the news department. Resume and one page current job description should be sent to Mike McDonald, News Director, WDAF-TV, 3030 Summit, Kansas City, MO 64108. No phone calls. EOE.

**WJBF**, the ABC affiliate for Augusta, Georgia, is looking for a competitive, driven News Director. A past competitive news environment is a must. Executive Producers and Assistant News Directors in medium sized markets will be considered. Send resume to Louis Wall, Mary Jones, Personnel Department, WJBF-TV, P.O. Box 1404, Augusta, Georgia. EOE. Females and minorities are encouraged to apply.

**Weekend Evening News Producers.** College degree and minimum 3 years television news experience required. Send resume and one page with current job description to: Mike McDonald, News Director, WDAF-TV, 3030 Summit, Kansas City, MO 64108. No telephone calls. EOE.

**Producer.** Cincinnati's #1 News Department seeks an aggressive, graphics-driven Producer who is ready to join a winning team. Candidates should be proficient in crafting a newscast that stands alone. Knowledge of newsroom computer systems, ENG and SNG are essential. Send resume and tape to Attn: Business Office-NP, WKRC-TV, 1906 Highland Avenue, Cincinnati, Ohio 45219. EOE.

**News Anchor/Reporter** for number one, award winning midwest station. This is an opportunity to really shine. Bring your skills to an Edward R. Murrow Award winning station. Anchor weekends/report weekdays. Experience preferred. Candidate with a top-notch internship considered. Position open now. Resumes and tapes to: Les Sachs, WGEM-TV, 513 Hampshire, Quincy, IL 62301. EOE M/F.

**News Director.** Dominant, West Texas, CBS Affiliate looking for top notch News Director to manage aggressive, 21-person department. Need strong journalistic and people skills. Responsible for 29 weekly newscasts in a very competitive, cable penetrated market. Previous news management experience essential. Prior on-air anchor experience helpful. Send complete resume and salary history to Personnel Director, KLST-TV, P.O. Box 1941, San Angelo, TX 76902. EOE.

**News Producer: WXYZ-TV Detroit.** We are looking for someone who recognizes the major stories of the day and know how to creatively put them on TV. Previous news producing experience required. Must be able to motivate and lead. Send resume/tape to: Walter Kraft, News Director, WXYZ-TV, P.O. Box 789, Southfield, MI 48037. No phone calls. EOE.

**Reporter.** #1 station on California Central Coast is looking for reporter to gather, write, and present news for various newscasts. Must be good storyteller, must enterprize and ask tough questions. BA in Broadcast Journalism or related field required. Please send non-returnable 3/4 inch tape to Sandra McKeller M, News Director, KSBY-TV, 467 Hill Street, San Luis Obispo, CA 93405.

**Regional Manager.** Conus Communications has an immediate opening for a Regional Manager. The candidate will manage a news cooperative of 10-20 stations. Coordinate the SNG needs of the region and facilitate a Regional daily news feed. Applicant must have experience with local news gathering operations and possess strong management and editorial skills. Strong experience in SNG coordination, computers and field producing is required. Send resumes and references to: Amy J. Stedman, EEO 49-95, Conus, 3415 University Avenue, St. Paul, MN 55114. No phone calls. Equal opportunity employer.

**News Director - Northeast Station** on the move is looking for the right person to take our news operation to the next level. Must be a strong leader and motivator, who knows what it takes to make a newscast really sing. Send tape, resume, news philosophy and salary requirements to Box 00362 EOE.

**Health Reporter:** Miami CBS-TV station needs a "breakthrough" specialty reporter who can grab viewers where it matters. Story-telling, energetic, self-produced, health/med idea-generators with a tape to prove it, should apply. All others need not. No phone calls. Resume and tape to: Sue Kawalerski, News Director, WCIX-TV, 8900 NW 18 Terrace, Miami, Florida 33172. EOE.

**General Assignment Reporter/Anchor:** CBS affiliate, Anchorage, Alaska. Journalism degree, valid driver's license required. One year experience. Non-returnable tape/resume to K. Ferrell, KTVA-TV, 1007 West 32nd Avenue, Anchorage, AK 99503. Close 4/1/95. EOE.

**News Reporter** with investigative or troubleshooting emphasis. We are looking for a seasoned pro who can produce, dig out and report troubleshooter stories, and become the person our market's viewers turn to for help. If you have extensive beat or consumer reporting experience, convince me you can become our helping hand. Growing midwest medium market affiliate. Send tape and resume to Box 00361 EOE.

**Chief Assignment Editor.** This position requires a minimum of three years experience as an Assignment Editor. Must have strong ability to plan, organize and maintain essential files for future stories, follow-up stories, and a wide range of local sources. Responsible for the coordination of reporters and photographers in the daily assignment schedule. Must be able to understand and implement news department philosophy. Must monitor police, emergency and other radios, news wires, and alternative news sources. Apply to WVEC-TV, 613 Woodis Avenue, Norfolk, VA 23510 or at our Hampton Bureau, WVEC-TV, 774 Settlers Landing Road, Hampton, VA 23669. EOE.

**Canal de Noticias NBC:** 24-hour Spanish news channel located in Charlotte, NC, looking for qualified journalists and technicians as it grows. Openings for anchors, Washington correspondent, reporters, producers, writers, editors, audio, chyron, graphics, and directors. Please send tapes, resumes and references to Box 00356 EOE.

**Executive News Producer:** Miami CBS-TV station needs a "hot" editorial and production-oriented manager to re-invent and produce the late weeknight newscasts. Creative, idea-generators with a tape to prove it should apply. Must be a strong writer and leader. The right person will go far. No beginners. No phone calls. Resume and tape to: Sue Kawalerski, News Director, WCIX-TV, 8900 NW 18 Terrace, Miami, Florida 33172. EOE.

**Anchor.** News leader on California's Central Coast looking for a journalist to co-anchor 6 and 11 pm newscast. The ideal candidate is an experienced professional communicator with strong reporting and writing skills. Must be ready to work hard and participate in community events. Please send non-returnable 3/4 inch or VHS tape to Sandra McKeller M, KSBY, 467 Hill Street, San Luis Obispo, CA 93405.

**Executive Producer:** Individual will oversee producer unit and also be in charge of afternoon news block. Minimum 5 years experience and college degree. Send resume and one page current job description to: Henry Chu, Assistant News Director, WDAF-TV, 3030 Summit, Kansas City, MO 64108. No phone calls, please. EOE.

**Executive News Producer.** Named Best Newscast in Florida by the Associated Press, Fox News at 10 in the Naples/Ft. Myers market, seeks number two person in news department. Successful candidate must possess 3 to 5 years experience in top 75 market. Candidate must be a leader, an exceptional writer and Foxified. Send non-returnable tape to: Mark Pierce, Station Manager, 621 SW Pine Island Road, Cape Coral, FL 33991. No phone calls please. We are an equal opportunity employer.

## HELP WANTED PRODUCTION

## PRODUCER WANTED

**TalkBack Live**, CNN's new daily interactive talk show is looking for a producer. Must have at least two years experience producing live TV or a strong background in talk TV. Must have good communication skills, and a strong news background. Knowledge of interactive technologies a plus. We are looking for a creative, risk-taking producer. Be a part of CNN's most talked about new show. Join the leaders in the world of talk TV.

Send resumes to:



**TEYA RYAN**  
EXECUTIVE PRODUCER - TALKBACK LIVE  
CABLE NEWS NETWORK  
ONE CNN CENTER  
ATLANTA, GA 30303

An Equal Opportunity Employer. No Phone Calls Please.

## SENIOR EDITOR WANTED

We need a sports minded editor with minimum of 5 years experience on the Sony 9000 editor, Grass Valley 300 switcher, and Abekas A53. If you have great client skills, love sports, and have creative editing talent, we want you! Come to the Sports Capitol of the World - Bristol, CT and work with New England's leading post-production facility! Send resume to **Alden Video Productions**, 10 Ronzo Road, Bristol, CT 06010, or fax to (203) 584-4130, to the attention of Mike Perry.

**WRCB-TV/ST Production Services**, Chattanooga, has an opening for a highly creative and motivated Graphic Artist/Designer. 2 years experience working with paint systems and Macintosh preferred. 3-D modeling and animation experience desirable. Must be a team player, adhere to strict deadlines and possess the leadership and creative skills needed to oversee the creation of news, promotion and client related graphics. Submit tape and resume with references and salary requirements to Vinnie Fusco, Operations Manager, WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405. Tapes will not be returned. WRCB-TV is an equal opportunity employer.

**V/R Graphic Artist**: WABC-TV, NY seeks vacation relief (fulltime) Computer Graphic Artist. Experience with Quantel Paintbox, Digital F/X, and Harris Still Store is required. News graphics experience and ability to handle tight deadlines is a must. Send resume and tape to: Karl Hassenfratz, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are an equal opportunity employer.

**Wanted**: Videotape Editor. Sony 9000, Grass Valley switchers. Sony VTR operation. Digital video effects. Routing switchers, etc. Fax resume to: 817-685-1977.

**Director/Chyron**. Small market, CBS affiliate, seeks experienced Director/Chyron for local newscast directing, commercial production, and related Chyron. Experience on Grass Valley 250 Switcher, ADDA Still Store, Ampex ADO-100; and Chyron IV preferred. Send complete resume and salary history to Personnel Director, KLST-TV, P.O. Box 1941, San Angelo, TX 76902. EOE.

**Traffic Manager**. WXXA-TV (Fox Affiliate) Albany, NY, is looking for a hard working person to oversee the Traffic department. Good organizational skills, problem solving ability and computer skills a must. Television/Radio and Columbia traffic system experience preferred but not required. Candidates send resumes to Personnel, WXXA TV-23, 815 Central Avenue, Albany, New York 12206. EOE.

**Producer/Director**. Producer/director needed for the Wyoming Public Television network. Applicants must have three years of experience as a producer/director. Absolutely must be capable of all aspects of production from lighting and videography through editing, directing and overall production coordination. Salary: \$25,708-\$32,708. For complete job description and application, call (307) 856-9291. Applications will be reviewed as received. Position open until filled. EEO/Affirmative action employer.

**Producer/Director**. Television experience required. Experience directing live newscasts, editing commercial production and field shooting. Our facilities include equipment from Grass Valley, Abekas, Chyron. Send resume and non-returnable tape to KOLR-10, P.O. Box 1716, Springfield, MO 65801. EOE.

**Senior On-Air Promotion Writer/Producer**. WLVI-TV in Boston seeks a Senior Promotion Writer/Producer. Creative thinker with experience in writing and producing movie, news and entertainment on-air promos. Complete understanding of design and production techniques is a must. Knowledge of Independent stations and marketing preferred. Minimum of 3-4 years experience as a promotion writer/producer in a medium to major market. Rush resume and tape to: Julie Miglietta, WLVI-TV, Department #157, 75 Morrissey Boulevard, Boston, MA 02125. WLVI-TV is a Tribune Broadcasting Station and an EOE.

**Television Studio Supervisor/Lighting Director**. WTVI, Charlotte Public Television, seeks a creative and detail-oriented individual to head its state-of-the-art 7,000 sq. ft. multi-camera studio operation supporting a wide range of local, regional and national production. Able to lead a production crew and manage day-to-day studio requirements; 3 years studio lighting experience. Send resume, salary requirements and non-returnable reel to Personnel, WTVI, 3242 Commonwealth Avenue, Charlotte, NC 28205. Closing date 3/31/95. EOE.

**Video/Photographer Technician**. KSDK-St. Louis' #1 station and #1 NBC affiliate seeks superstar technician. Must be proficient on CMX Omni Editor, Chyron Max, and Ampex ADO and Century Switcher. Person will work closely with producers and be responsible for promotion and sales production. Must be creative and able to meet strict deadlines. Please send resume and tape to: KSDK-TV5, Warren Canull, Director of Human Resources, 1000 Market Street, St. Louis, MO 63101. No calls. EOE.

**Video Editor**. International videojournalism company in Philadelphia seeks editors with minimum 2 years experience. Mostly interformat (Hi8 and Beta) off-line editing, but Avid experience helpful. Send resume and tape to: Robyn Goldman, Video News International, 555 North Lane #6120, Conshohocken, PA 19428.

**Broadcast Traffic Operator**. Duties include all aspects of broadcast traffic department. Have knowledge of computers, work well with people, handle fast paced atmosphere, experience on broadcast computerized system preferred. Opportunity for advancement. Send resumes to Jamie Politz, Director of Human Resources, P.O. Box 2906, Baton Rouge, LA 70821. EOE.

**Editor/Miami**. Venture Productions has an opening for Avid Nonlinear Off-line/Digital On-line editor. Long format experience is a plus. 3 years solid editorial experience required. Please send resume, demo reel and salary requirements to: Jim Dorriety, General Manager, Venture Productions, 16505 NW 13th Avenue, Miami, Florida 33169/Fax 305-621-0803.

**Commercial Editor**: KOLO-TV, the #1 station located near beautiful Lake Tahoe and at the foot of the Sierra Mountains has an immediate opening for an on-line editor. Experience with VVG 300, Sony BVE 9000 Editing system, and Chyron Max preferred but not mandatory. Please send tape and salary requirements to Sam Breen, Creative Services Manager, KOLO-TV, 4850 Ampere Drive, Reno, Nevada 89502-2374. EOE.

**Former Network T.V. News Producer** sought for very lucrative (\$75K+) N.Y.C., D.C., Atlanta or Miami-based position as a consultant to an expanding, high-powered TV publicity firm with national contacts. We do publicity to high journalistic standards. We require the same commitment plus a good working relationship with the most influential contacts at the network TV news level. Work from your home year-round, on easy schedule. Send resume plus general outline of areas of media influence to: New Century Communications, Inc., 1632 South Bayshore Court #502, Miami, FL 33133.

**Technical Director/Editor**. KDNL-TV, a River City Broadcasting station, in St. Louis, MO is seeking to hire a Technical Director/Editor. The selected candidate will have experience in switching and operating a character generator for newscasts. This candidate will also be proficient at using a computer editor and associated production equipment. This is a top technical position in an expanding news operation. We offer a great benefits package and a 401(k) plan. Send confidential resume to: KDNL-TV, Attn: Director of Operations, 1215 Cole Street, St. Louis, MO 63106. An equal opportunity employer.

## HELP WANTED PROMOTION

**Art Director**. Fox owned station in Chicago is looking for an Art Director to oversee the look of the station and manage a team of designers. Candidates should have excellent supervisory skills and extensive design experience in News, Sports and Promotion. Send work samples to: VP Creative Services, WFLD-TV, 205 N. Michigan Ave., Chicago, IL 60601. Fox is an equal opportunity employer.



## Director of Creative Services

WDAF-TV, NEWSCHANNEL 4, has the opening at the most dynamic television station in Kansas City. We're news, we're Fox, we're New World & we're making broadcast history!

Our requirements are simple: excellent people skills, strong production experience and a solid background in overall station marketing, both strategic and tactical, with major emphasis on news product. This position will oversee promotion, public relations, graphics, programming and special projects.

If you have a passion for this business and want a lifestyle good enough for Joe Montana, send your resume and tape to:



**Ed Plette**  
**President / General Manager**  
**WDAF-TV**  
**3030 Summit**  
**Kansas City, MO 64108**  
**EOE NO PHONE CALLS PLEASE**



**Director of Promotion:** Experienced, creative, motivated individual wanted to take charge of department in top 15 market affiliated television station. Responsible for on-air news, weather, sports, syndication, local promotion and on-air station and news image. Please send tape with resume and salary history to Box 00357 EOE.

**Promotions Director.** Develop and implement promotion plans. Interact with community organizations. TV production knowledge, solid writing skills and 3 years TV experience required. Resume and tape to: KJCT-TV, Attn: E.O.E. Officer, P.O. Box 3788, Grand Junction, CO 81502. EOE.

**Promotions Director.** Develop and implement promotion plans. Interact with community organizations. TV production knowledge, solid writing skills and 3 years TV experience required. Resume and tape to: KJCT-TV, Attn: E.O.E. Officer, P.O. Box 3788, Grand Junction, CO 81502. EOE.

**KERA Channel 13** public television seeks creative person with degree in TV/film or equivalent experience. Requires 4-5 years experience writing, producing and directing on-air promotions. Must have strong organizational skills in a high pressure environment; sense of humor, ability to work with talent, manage others, know TV computer graphics, be familiar with TV programming, promotion, and scheduling strategies. Will supervise, coordinate, write and produce on-air materials for KERA/Channel 13, KDTN/Channel 2 and KERA 90.1. We offer competitive salary and good benefits. Minority applicants are invited to apply. Send resume with a cover letter, non-returnable sample reel and salary history to: KERA, Attn: HN, 3000 Harry Hines Boulevard, Dallas, TX 75201.

**Creative Services Manager.** Minimum of three years experience as a television Promotion Manager and/or the equivalent in television promotional experience in a major market. Individual must possess good management and organizational skills, creative vision, planning abilities and be a total team player. A heavy background in news promotion experience is preferred and will be considered first. College degree in Marketing or equivalent is preferred. Please send your resume to: Personnel Department, KTRK-TV, 3310 Bissonnet, Houston, Texas 77005.

**News Promotion Producer/Writer.** If you are a witty and creative writer and can grab our viewer's attention, KIRO-TV in Seattle is searching for you. Qualifications will include a strong understanding of broadcasting news/promotion, and a creative flair. We will give the entire kingdom for a talented teaser writer (if we had a kingdom!). For consideration, resume and sample of your work to: KIRO-TV, News Director, 2807 Third Avenue, Seattle, WA 98121.

**Promotion Producer/Editor.** KMPH Fox 26 seeks a creative, motivated producer to join our Emmy winning promotion department. Great writing skills, creative ideas, CMX experience, a desire to work for the market leader and knock out promotion reel is what we are looking for. Minimum 1 to 2 years experience in television promotion required, BA in Communications preferred. If you have what it takes to join America's top Fox affiliate, send a resume, references and a non-returnable tape to: Personnel Department, KMPH Fox 26, 5111 East McKinley Avenue, Fresno, CA 93727. Applications will be accepted until 3/31/95. No beginners and no phone calls please. An EOE-M/F/D. Women and minorities are encouraged to apply.

**Promotion Manager** needed for WALA-TV in Mobile, AL. Can you produce break-through promos, on deadline and under budget? Do you have experience buying, creating and executing multi-media promotion campaigns? Can you manage people in your department and others to achieve set goals? If so, and you have five years of television promotion experience, with at least two years previous management experience, send your application to: Joe Cook, General Manager, WALA-TV, P.O. Box 1548, Mobile, AL 36633. EOE. M/F. No phone calls please.

**News Promotion Producer.** Aggressive Promotion team looking for high energy News Topical Promotion Producer for NBC affiliate that has great linear and digital edit suites. Must have proven experience writing, producing and editing News Promo. Send resume tape to Creative Services Manager, P.O. Box 4, Columbus, Ohio 43216. EOE.

**TV Promotion Manager** - Three years experience supervising a creative team that can change viewing habits. We need a persuasive writer with an intimate knowledge of electronic and graphic arts. Work with a southeastern, group-owned affiliate at a competitive salary. Show us what you're proud of. Send resume and tape to WJKS-TV, Personnel Department, P.O. Box 17000, Jacksonville, FL 32245. EEO-M/F. Drug testing.

**Advertising/Promotion Manager.** Join WRCB-TV's management team as a Department Head. Strong writing, production, post-production and media-buying skills required. Must be aggressive, well organized and creative. Must have 2 years experience in broadcast promotion. Send a cover letter, resume and tape of your best work (topicals, image, community service, etc.) to: Tom Tolar, President/General Manager, WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405. EOE.

### HELP WANTED PROGRAMMING

**Corporate VP Programming.** Ellis Communications, Inc., is looking for an individual to oversee programming for its soon to be 11 station group. Candidates would be responsible for first-run program development. Applicants should have a minimum of five years experience in station programming; ideal candidates will have exceptional track records in the following areas: scheduling, organizational skills, financial modeling, forecasting, negotiating, kids programming; experiences with FOX and "Big 3" a plus; program development should include writing business plans and producing all forms of programs; SNAP and computer software experience preferred. Salary and benefits commensurate with experience. Resumes to: Terry Mackin, EVP/COO, Ellis Communications, One Buckhead Plaza, Suite 340, 3060 Peachtree Road, Atlanta, GA 30305. No phone calls please. Ellis Communications is an EEO employer.

### HELP WANTED RESEARCH

**Research Analyst:** PA Top 50 Fox Affiliate seeking experienced Research Analyst. Candidate must be able to work with Sales Management on strategic planning and development of Sales promotional materials. Candidate must have a solid broadcasting or agency background and be P.C. proficient in a windows environment. Reply to Box 00354 EOE.

**HELP WANTED MISCELLANEOUS**

**Traffic Assistant** needed at TCI's National Digital Television Center, located in suburban Denver, Colorado. Responsibilities include: processing and adjusting daily program logs, coordinating programming with spots and log requirements, maintaining tape library and labeling system, interacting with clients, master control and other traffic staff, shipping and receiving, other duties as assigned. Overtime may be required including evenings and weekends. Minimum qualifications include: exceptional organizational skills, accuracy, attention to detail, flexibility, ability to handle multiple tasks and meet deadlines, ability to work at a fast pace while under pressure and with minimal supervision, ability to lift up to 50 lbs. Strong computer skills. Knowledge of broadcast or cable operations. A bachelor's degree in broadcasting or communications is preferred. Non-smoking environment. A drug test is required of successful applicant. Fax resume with cover letter to F. Smith, Traffic Manager, TCI, (303) 486-3891 no later than 3/26/95. EOE.

**HELP WANTED  
FINANCIAL & ACCOUNTING**

**KIRO-TV** in Seattle, a part of the A.H. Belo Corporation, is seeking a Controller for our corporate management team. 5 years broadcasting or related financial experience. CPA preferred but not required. Resume with salary requirements to Paul Fry, KIRO-TV, 2807 Third Avenue, Seattle, WA 98121.

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**SITUATIONS WANTED TECHNICAL**

**Chief Engineer, Project Engineer, Overseas Employment Desired.** Highly talented, VHF/UHF Television and AM/FM Radio Engineer, seeks contract or full time Stateside or overseas employment. Extensive US and overseas studio and RF design, construction, maintenance experience. Challenging projects welcome. Available to relocate worldwide. Call anytime for immediate resume. (909) 223-8955.

**SITUATIONS WANTED VOICEOVERS**

**NY Voiceover Artist.** Voiceovers, Promos, and Narrations. With digital recording studio including phone patch call Bill at 212-255-7859 or Fax for V.O. and/or promo demo at 212-229-1887.

**SITUATIONS WANTED NEWS**

**Fifteen years** radio announcer, salesman, production, plus one year TV anchor. Seek anchor job. But will consider radio or TV sales. Adept first call closer. Energetic worker. Credible. High integrity. Small to medium market. Ray 214-270-1114.

**VIDEO SERVICES**

**Need video shot in the New York metropolitan area? Experienced crews, top equipment. Call Camera Crew Network (CCN). 800-914-4CCN.**

**INTERACTIVE/MULTIMEDIA**

**HELP WANTED TECHNICAL**

**TECHNICAL LEADERS  
WANTED**



Video Dial Tone is the gateway to the interactive world. We are looking for Engineers and Technicians with hands-on cable and communications experience including hybrid fiber coax networks with digital/analog signal distribution to large, diverse customer bases. The ability to be the local engineering point person to maintain the network to the highest level of performance or the ability to monitor and direct performance from a network operations center to insure the network is operating to its capacity is required.

Chief Technicians and Chief Engineers in the cable TV, wireless and LAN network environments will find this opportunity to be challenging and rewarding. A technical degree and/or significant experience are preferred. People, technical assessment and organizational skills are musts in a team work environment. A willingness to learn and develop in digital, optical and interactive video, audio and data distribution systems is necessary.



We offer competitive salaries and an excellent benefits package. Please send your resume to: GTE Telephone Operations, Management Staffing, HQW01150, P.O. Box 152092, Irving, TX 75015-2092. An Equal Opportunity Employer, M/F/D/V.



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**INTERNET:AFASULO@BC.CAHNERS.COM**



**CABLE**

**HELP WANTED PRODUCTION**

**EDITORIAL & PRODUCTION OPPORTUNITIES IN CABLE TV**

National sports news channel seeks TV professionals for rapid expansion. Ability to lead and thrive in high pressure news gathering operation a must.

**SPORTS NEWS DIRECTOR:** Responsible for editorial direction, budget, strategic planning and management of news operation. Relevant degree and 10+ years of experience in tv news, with at least 5 in a management capacity are required.

**SENIOR ENGINEER:** Oversee the planning and implementation of new and existing broadcast facility. Manage maintenance staff and develop budget. Must be a "hands on" leader with 3-5 years of analog and digital video/audio broadcast maintenance experience; a relevant degree is preferred.

**PRODUCTION MANAGER:** Schedule crews and oversee daily operations. Intimate knowledge of broadcast production equipment, a degree in Communications, 3-5 years of tv facility and budget management experience, and PC skills required.

**PROMOTIONS PRODUCER:** Develop and create on-air promos. A degree in Communications, 3-5 years of experience in promo production, and a thorough knowledge of sports are essential.

In addition, we have many temporary positions for an expanded weekend news wheel, including **PRODUCER, DIRECTOR, AP, TD, PA, GRAPHICS** and **STILL STORE OPERATORS**. Weekend day and night shifts are available.

For consideration, please send your resume and salary requirements to: **NewSport, Box 999-PW, Woodbury, NY 11797**. No phone calls, please. We are an equal opportunity employer.

**ALLIED FIELDS**

**HELP WANTED INSTRUCTION**

**Augusta College, Senior Unit of the University System of Georgia, Augusta, Georgia.** Cree-Walker Distinguished Professorship in Communications. The Department of Languages, Literature and Communications is seeking a specialist in radio-TV broadcasting and/or film and video. Knowledge of general communication principles and theory, video production methods, corporate uses of audiovisual media, and emerging technologies desirable. Ph.D. in an appropriate communications field, evidence of effective teaching on the college-level, impressive research credentials, and/or creative endeavors required. This appointment will be a three-year, non-tenure track position, with the possibility of renewal for a second three-year term. Salary is approximately \$50,000.00 annually. Application letters, vitae, transcripts, and three letters of recommendations should be sent to **Dr. Lillie B. Johnson, Acting Chair, Department of Languages, Literature and Communications, Augusta College, Augusta, Georgia 30904-2200**, by **April 21, 1995**. Augusta College is an affirmative action/equal opportunity employer. Women and minorities are encouraged to apply.

**EMPLOYMENT SERVICES**

**JOBPHONE**  
 Inside Job Openings, Nationwide  
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## Digital rights

EDITOR: Your recent article on performance rights legislation ("Some find sour note in copyright bill," Jan. 23) misinterpreted my statements about the legislation in question. I stated that the proposed legislation is flawed in that it relies on the faulty premise that a digital signal is automatically the highest quality available. In reality, digital signals, depending on the compression used, may even be inferior to analog signals. Digital Music Express (DMX), which I serve as chairman and CEO, provides CD-quality music to its listeners and is not illustrative of my point.

At any rate, the issue of digital signal quality is not central to my objections to this legislation, which will require subscription-based digital audio services to pay a royalty to record companies (unlike analog radio, digital radio, television or any other transmission medium). As your article notes, I have been a supporter of performance rights legislation for 25 years, since I was an active member of the Recording Industry Association of America while heading up two major record labels. I firmly believe that record labels and artists should be compensated for their work, and DMX is willing to pay these fees. What is grossly unfair is that this legislation singles out only digital audio services (an industry which, at this point, consists of a grand total of two companies).

With digital broadcast television and digital radio promising to become reality before the end of the decade, legislation that exempts these entities is shortsighted and unfair, both to my company and to the recording industry. It is indeed unfortunate that powerful entities such as the National Association of Broadcasters have succeeded in gutting this legislation and placing the burden of paying these royalties on what remains a relatively fledgling industry, digital audio services.

Senator Hatch is cited in the article as claiming that this legislation is necessary to bring us into line

with the 60 other countries that have instituted performance rights fees, in order to allow American artists to begin collecting from foreign royalty pools. What is not mentioned, however, is that in every case these countries mandate performance rights payments from all distribution media, analog and digital. It is my sincere hope that Congress will recognize the wisdom of these policies and revise this legislation to require performance rights fees from all media, including broadcasters.

Having supported performance rights for many years, I can only hope that Congress will pass legislation that is truly equitable, and require all media to provide artists and record labels with the compensation they so richly deserve.—  
*Jerold H. Rubinstein, chairman/CEO, International Cablecasting Technologies Inc., Los Angeles.*

## Just say no

EDITOR: Re your March 13 article "Makegoods in radio?":

Dear Radio Colleagues,  
Catch a clue.

Radio and TV are definitely different, so let's not get caught up guaranteeing ratings points in radio like TV does.

TV guarantees points because the shows are constantly changing. In March a buyer books a flight for May. Between now and then the show gets canceled, replaced, rescheduled, preempted or what-not. So to insure buyer satisfaction, TV guarantees points.

Radio, unlike TV, is predictable. If a station's format is country, the buyer can be pretty well assured it will be country two months from now. If the station changed format, perhaps the buyer should not have considered one so unstable for his/her point-sensitive purchase in the first place. Each radio station's format equates to a TV program, if you will. When the buyer purchases a CHR, it's like getting *Beverly Hills 90210*, 24 hours a day. Predictable programming all day, all week, and usually all year long. There should

be no radical peaks and valleys in a stable radio station's performance. In addition, most national-caliber buyers buy off a four-book average to minimize statistical wobbles in Arbitron and to trend competitive format battles.

Guaranteeing points? Doesn't that strike radio broadcasters as inherently wrong? Years ago, when there were only three powerful national television networks, perhaps guaranteeing points made sense to some folks. But in radio—and today in television—where there isn't that consolidation of influence, isn't the practice of guaranteeing points archaic? Newspaper guarantees no points, nor does direct mail, nor does outdoor, nor should radio.

Please bear in mind that the pernicious habit of guaranteeing points in TV is a single-edged sword that cuts only in the buyer's favor. If a station doesn't deliver points, it makes 'em up or cuts charges. If a station over-delivers points, it is not paid for it. There is no upward adjustment made to award superior overperformance, even though the deduction is taken for underperforming. Seems to fly in the face of rewarding good work or behavior. Guaranteeing points simply punishes media; it has no reward side to it.

It's nice to see that Donovan Data Systems can develop technology to remodel Arbitron's already exasperating estimates of stations' ratings. But I think just because we can develop technology doesn't mean we should apply it. We don't use chemotherapy for colds, do we? —  
*Mike Ginsburg, vice president/general manager, KWNR(FM) Las Vegas.*

## Inner-circle observation

EDITOR: A quick glance at the cover of the March 6 edition of BROADCASTING & CABLE leaves little doubt that the old boys' network is alive and well.

Each one of those individuals is eminently qualified for his position. But in this day and age, it seems odd that no woman or minority is a member of Bob Wright's inner circle.—*Karen C. Heisler, Granger, Ind.*

# For the Record

## OWNERSHIP CHANGES

### Granted

**WWGA(FM) Georgiana, AL** (BAPH940629-GJ)—Action Jan. 18.

**WBXR(AM) Hazel Green, AL** (BAL940808-EA)—Action Sept. 29.

**WLXY(FM) Northport, AL** (BTCH941201-GE)—Action Jan. 31.

**KRML(AM) Carmel, CA** (BTC941213EB)—Action Jan. 13.

**KTNQ(AM)-KLVE(FM) Los Angeles (AM: BAL941220ED; FM: BALH941220EC)**—Action Jan. 25.

**KAGR(FM) Morro Bay, CA** (BAPH941213-GG)—Action Dec. 28.

**KMIX-AM-FM Turlock, CA** (AM: BAL941122EE; FM: BALH941122EF)—Action Jan. 23.

**KPOF(AM) Denver** (BTC941213EA)—Action Jan. 23.

**KSTC(AM)-KNNG(FM) Sterling, CO** (AM: BTC950103EB; FM: BTCH950103EC)—Action Jan. 30.

**WHCN(FM) Hartford, CT** (BTCH940311-GI)—Action Jan. 27.

**WNLC(AM)-WTYD(FM) New London, CT** (AM: BAL941201GH; FM: BALH941201-GI)—Action Jan. 19.

**WTWS(TV) New London, CT** (BALCT-941202KN)—Action Jan. 27.

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.

**WTGI-TV Wilmington, DE** (BALCT941019-KE)—Action Jan. 20.

**WXKB(FM) Cape Coral, FL** (BALH950111-GE)—Action Jan. 17.

**WQBA-AM-FM Miami** (AM: BAL941220EG; FM: BALH941220EF)—Action Jan. 13.

**WILN(FM) Panama City, FL** (BALH941216-GM)—Action Jan. 31.

**WZLZ(FM) Quincy, IL** (BALH941205GG)—Action Feb. 2.

**KYBD(FM) Copeland, KS** (BALH941213-GE)—Action Jan. 27.

**KBUZ(FM) Topeka, KS** (BALED940506-GI)—Action Dec. 30.

**WMTL(AM)-WKHG(FM) Leitchfield, KY** (AM: BAL941212GE; FM: BALH941212-GF)—Action Jan. 26.

**WLRS(FM) Louisville, KY** (BTCH940311-GK)—Action Jan. 27.

**WCGW(AM) Nicholasville, KY** (BAL-941215GE)—Action Dec. 30.

**WJMM-FM Versailles, KY** (BALH941215-GF)—Action Dec. 30.

**WBYU(AM) New Orleans** (BAL941206-EA)—Action Jan. 30.

**WNOE(AM) New Orleans** (BAL941109-ED)—Action Jan. 25.

**WCCL(TV) New Orleans** (BAPCT941228-KE)—Action Jan. 26.

**WYLD(AM) New Orleans** (BAL941223-EA)—Action Jan. 27.

**WTHT(FM) Lewiston, ME** (BALH950109-GJ)—Action Jan. 30.

**WSNE(FM) Taunton, MA** (BTCH940311-GH)—Action Jan. 27.

**WWMT(TV) Kalamazoo, MI** (BALCT-950110KG)—Action Jan. 27.

**WWSJ(AM) St. Johns, MI** (BAL941107-EA)—Action Jan. 23.

**KVBR-AM-FM Brainerd, MN** (AM: BAL-940706EA; FM: BAPLH940706EB)—Action Jan. 13.

**WMYQ-AM-FM Newton, MS** (AM: BAL-940422HC; FM: BAPLH940422HD)—Action Jan. 23.

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

EE)—Action Jan. 23.

**WMLV(FM) Ironton, OH** (BTCH941123-GH)—Action Jan. 31.

**WMPA(FM) Mansfield, PA** (BAPH94033-1GL)—Action Jan. 19.

## FACILITIES CHANGES

### Actions

**Decatur, AL WYFD(FM)** 91.7 mhz—Granted app. of Bible Broadcasting Network Inc. for CP to make changes: ERP: 14.125 kw; ant. 282 m.; TL: atop Capshaw Mtn., 1 km E of Wall Hwy, 32 km NE of Decatur site in Madison Co., AL; Class C2. Action Jan. 24.

**Evergreen, AL WPGG(FM)** 93.3 mhz—Granted app. of Wolf Broadcasting Corp. for CP to make changes: ERP: 100 kw; ant. 127 m.; change class to C1 (per MM docket 91-303). Action Jan. 20.

**Window Rock, AZ KWIM(FM)** 102.7 mhz—Granted app. of Western Indian Ministries Inc. for MP to make changes: ERP: 26 kw; ant. 91.2 m.; TL: 1.12 km E of NM/AZ state line just N of NM State Rte. 264, McKinley Co., NM; change class and frequency to 274C2 (per MM docket 93-160). Action Jan. 20.

**Groveland, CA KXSR(FM)** 91.7 mhz—

Returned app. of California State University for CP to make changes: ERP: 0 kw (H) and 3.9 kw (V); ant. 0 m. (H) and 509 m. (V); TL: Elizabeth Peak. Action Jan. 18.

**Lindsay, CA KZPO(FM)** 103.3 mhz—Granted app. of Lindsay Broadcasting for one-step app. to change class from A to B1. Action Jan. 30.

**Stockton, CA KSJC-FM** 89.5 mhz—Granted app. of San Joaquin Delta Community College District for CP to make changes: ERP: 0.007 kw; frequency from 208D to 208. Action Jan. 25.

**Ventura, CA KSTV-TV** ch. 57—Granted app. of Costa De Oro Television Inc. for CP to change: TL: S. Mtn., 3 Mi. SE of Santa Paula, CA; ant. 530 m.; ERP: 4575 kw. Action Jan. 26.

**Apopka, FL WTLN(AM)** 1520 khz—Granted app. of Alton Rainbow Corp. for CP to add night service with 350 w. Action Jan. 31.

**Clearwater, FL WXTB(FM)** 97.9 mhz—Granted app. of Citicasters Co. (c/o Koteen & Naftalin) for mod. of CP to make changes; ant. 100 kw; TL: approx. 0.4 km W of Dartmouth Ave., Gulf Harbors, Pasco Co., FL, and to change antenna supporting-structure height. Action Jan. 30.

**Key West, FL WKRY(FM)** 93.5 mhz—Granted app. of Key Chain Inc. for CP to make changes: ant. 138 ft./42 m.; TL: McDonald Ave., Stock Island, Key West division, Monroe Co., FL. Action Jan. 30.

**Orlando, FL WOMX-FM** 105.1 mhz—Granted app. of Nationwide Communications Inc. for CP to make changes: ant. 487 m.; TL: 2,000 ft., Christmas Rd., Christmas, Orange Co., FL. Action Jan. 26.

**Crawford, GA WGMG(FM)** 102.1 mhz—Granted app. of New Broadcast Investment Properties Inc. for CP to make changes; ERP: 25 kw; TL: 1.1 km W of Palmetto, Oglethorpe Co., GA; change to ch. 271C3 (per MM docket 90-496). Action Jan. 30.

**Honolulu KOBN(TV)** ch. 26—Granted app. of Oceania Broadcasting Network Inc. for CP to change TL: on site of existing KAIM-FM/KORL-FM Tower, atop Palikea Ridge. Action Jan. 26.

**Ketchum, ID KRMR(FM)** 104.7 mhz—Denied app. of Idaho Broadcasting Consortium Inc. for mod. of CP to make changes: ERP: 100 kw; ant. 512 m.; TL: 6.1 km S of intersection of U.S. Rte. 20 and Thompson Creek, Blaine Co., ID, class C (per MM docket 92-300). Action Jan. 30.

### THIS WEEK

**Through March 31**—"African American Images in Television Advertising," exhibit presented by *The Museum of Broadcast Communications* and *Burrell Communications Group*. The Museum of Broadcast Communications, Chicago. Contact: (312) 629-6000.

**March 20-23**—Supercomm '95 global telecommunications conference and exhibition, co-sponsored by the *Telecommunications Industry Association* and *United States Telephone Association*. Anaheim Convention Center, Anaheim, Calif. Contact: (202) 326-7300.

**March 21**—"1995 Cable Television Law & Management," seminar presented by the Florida chapter of the *National Association of Telecommunications Officers & Advisors* and *Leibowitz & Associates*. Tampa Airport Hilton, Tampa, Fla. Contact: (305) 530-1322.

**March 21-22**—"Winning with Conflict Resolution and Negotiation," presented by *Women in Cable & Telecommunications*. ADA Conference Center, Chicago. Contact: Christine Bolletino, (312) 634-2335.

**March 22-25**—*National Broadcasting Society—Alpha Epsilon Rho* annual convention. Omni at CNN Center, Atlanta, Ga. Contact: Richard Gainey, (419) 772-2469.

**March 23**—*National Association of Black Owned Broadcasters* 11th annual communications awards dinner. Sheraton Washington, Washington. Contact: Fred Brown, (202) 463-8970.

**March 21**—"1995 Cable Television Law & Management," seminar presented by the Florida chapter of the *National Association of Telecommunications Officers & Advisors* and *Leibowitz & Associates*. Sheraton Design Center, Fort Lauderdale, Fla. Contact: (305) 530-1322.

**March 26-27**—*West Virginia Broadcasters Association* annual spring conference. Radisson Hotel, Huntington, W.Va. Contact: Marilyn Fletcher, (304) 744-2143.

### APRIL

**April 1**—4th annual *Associated Press/Radio-Television News Directors Association/Emerson College* regional conference and awards ceremony.

## Datebook

ny. Marriott Long Wharf Hotel, Boston, Mass. Contact: Bob Salsberg, (800) 882-1407.

**April 3**—*Foundation of American Women in Radio and Television* Commendation Awards presentation. Waldorf-Astoria, New York City. Contact: (703) 506-3290.

**April 3-5**—Cable & Satellite 95 conference and exhibition, sponsored by *Reed Exhibitions*. The Grand Hall at Olympia, London. Contact: 081 948 9800.

**April 4**—*Wertheim Schroder/Variety* media conference on "The Business of Entertainment." Pierre Hotel, New York City. Contact: Davia B. Temin, (212) 492-6082.

**April 4**—"Introduction to the Internet: Implications for Business," forum in telecommunications practice presented by *Polytechnic University Center for Advanced Technology in Telecommunications*. Westchester Graduate Center, Hawthorne, N.Y. Contact: Ameena Mustafa, (718) 260-3050.

**April 4-6**—"The Pay-Per-View Millennium Is Coming," conference presented by the *Cable Television Administration & Marketing Society (CTAM)*. New Orleans Marriott, New Orleans. Contact: Maribel Maldonado, (703) 549-4200.

**April 5**—*International Radio & Television Society Foundation* Gold Medal Award dinner honoring Rupert Murdoch. Waldorf-Astoria, New York City. Contact: Maggie Davis, (212) 867-6650.

**April 7-10**—40th annual *Broadcast Education Association* convention. Las Vegas Convention Center, Las Vegas. Contact: Lara Sulimenco, (202) 429-5354.

**Sept. 27**—*BROADCASTING & CABLE* Interface IX Conference. The Willard Hotel, Washington. Contact: Joan Miller, (212) 337-6940.

**Nov. 6**—*BROADCASTING & CABLE 1995 Hall of Fame Dinner*. The Marriott Marquis Hotel, New York City. Contact: Steve Labunski, (212) 686-2200.

**April 7-12**—MIP-TV international television marketplace, sponsored by *Reed Exhibitions*. Palais des Festivals, Cannes, France. Contact: (212) 689-4220.

**April 9-13**—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

**April 10-11**—*Television Bureau of Advertising (TVB)* annual sales and marketing conference. Las Vegas Convention Center, Las Vegas. Contact: Robert Romano, (212) 486-1111.

### MAY

**May 7-10**—44th annual *National Cable Television Association* convention. Dallas Convention Center, Dallas, Tex. Contact: (202) 775-3669.

**May 21-24**—35th annual *Broadcast Cable Financial Management Association/Broadcast Cable Credit Association* conference. The Mirage, Las Vegas. Contact: Cathy Lynch, (708) 296-0200.

### JUNE

**June 1-3**—44th annual *American Women in Radio and Television* convention. Beverly Hilton, Beverly Hills, Calif. Contact: (703) 506-3290.

**June 7-10**—Promax & BDA '95 conference & exposition, presented by *Promax International* and *BDA International*. Sheraton Washington Hotel and Washington Hilton & Towers, Washington, D.C. Contact: (213) 465-3777.

**June 8-13**—19th *Montreux International Television Symposium and Technical Exhibition*, Montreux Palace, Montreux, Switzerland.

**June 18-24**—16th annual *Banff Television Festival*. Banff Springs Hotel, Banff, Alberta, Canada. Contact: Jerry Ezekiel, (403) 762-5357.

### SEPTEMBER

**Sept. 6-9**—Radio Show & World Media Expo, sponsored by the *National Association of Broadcasters, Radio Television News Directors Association, Society of Broadcast Engineers and Society of Motion Picture and Television Engineers*. New Orleans, La. Contact: Lynn McReynolds, (202) 429-5350.

• **Major Meetings**

—Compiled by Kenneth Ray



## Delano Eugene Lewis

**W**hen Del Lewis took over last year as president/CEO of National Public Radio, he never thought he would be devoting almost all his time and energy to simply keeping NPR alive.

But the appointment was an opportunity one. Lewis, a savvy Washington businessman, energetic fund-raiser and political insider, is wielding his decades of corporate and Capitol Hill experience in the ongoing battle for continued federal funding of public broadcasting.

Lewis marshals his resources from his top-floor office in NPR's gleaming six-story building in Northwest Washington. A telephone rests at one elbow; papers, potato chips and a soda are scattered on the coffee table in front of him. Lewis leans back on the black leather sofa to talk, then leaps up to illustrate a point on a large pad propped on a nearby easel. The office is scattered with family pictures and mementos.

He brings to NPR "an understanding of the business world and communications, and an understanding of the political process," he says. He is intent on breaking down "old, narrow views of radio" and making the medium "a player in the communications revolution." One way to do that is through content, he says: "We have content and cultur[al programing] unparalleled."

Also important is establishing a global mission. "You must think globally if you are going to survive." To that end, NPR and Public Radio International have formed America One, which provides U.S. radio programming to Europe.

Lewis's goals are rooted in a solid family life. An only child, he was brought up by his mother, a domestic worker, and his father, a railroad porter. Jacqueline Holt, who has been friends with Lewis since seventh grade, calls him "a Boy Scout of the first order. Squeaky-clean. Studious. Personable. Nothing has changed."

Lewis's mother instilled in him solid values to which he still subscribes, Holt says. Lewis agrees: "I had a very loving family and a very



strong mother who gave me a great deal of guidance and a great deal of confidence."

The confidence-building continued during his school years in Kansas. While "I went through segregated schools all the way up," there was a positive side to that, Lewis says: strong African-American male role models. "There was this positiveness [from] people who were committed to...your well-being."

After graduating from the University of Kansas, Lewis went to law school. His first jobs were as a lawyer with the Justice Department and the Equal Employment Opportunity Commission. But he found the EEOC too political and not committed to civil rights. So Lewis, his wife and their three young sons moved to Africa. Their fourth son was born in Kampala, Uganda, where Lewis was one of the Peace Corps' youngest country directors.

Upon his return to the U.S., Lewis worked legislative jobs on Capitol Hill for six years. Since then, his

career has been grounded in business: one business—C&P Telephone. He began as public affairs manager in 1973, working his way up to president in 1988. His spare time was filled with high-profile business and civic volunteer work.

But after 20 years with the telco, Lewis was intent on making a job change, says Lewis's former boss, Jim Cullen, vice chairman of the company now known as Bell Atlantic. "There's a very natural fit" between NPR and telco work, Cullen says. Lewis has the "skill, patience and charm" to work through regulatory thickets. And he's "an executive with vision, people skills and the ability to really galvanize an organization."

Lewis's lauded corporate experience was one of the reasons he was hired by NPR, which has 416 full-time employees and supplies programming to 520 diverse radio stations. Also attractive was Lewis's work with nonprofits: Fund-raising is a key part of his job.

Although maintaining NPR's high quality of programming is another of his tasks, Lewis is careful to avoid interfering with that side of the business. "I'm not a journalist," he says. Instead, Lewis is using his corporate skills to build NPR into a corporate team. He has defined the service's mission, hired its first chief operating officer and instituted management training.

While there is some tension over the changes, Lewis is tackling that head-on, as he seems to tackle everything. "He is as

open and as genuine a guy as you will ever find," says his acting COO, Peter Jablow. "With Del, everybody at all levels is active in the process." —EAR

**President/CEO, National Public Radio, Washington; b. Nov. 12, 1938, Arkansas City, Kan.; BA, University of Kansas, 1960; JD, University of Washburn, Topeka, Kan., 1963; attorney, Department of Justice/Office of Analysis & Advice, Equal Employment Opportunity Commission, Washington, 1963-66; associate director, Nigeria/country director, Uganda, Peace Corps, 1966-69; legislative assistant, Sen. Edward Brooke (D-Mass.), Washington, 1969-71; administrative assistant, Rep. Walter Fauntroy (D-D.C.), 1971-73; C&P Telephone, Washington: public affairs manager, 1973-76; assistant VP, revenue requirements/public affairs, 1976-83; VP/director, 1983-88; president, 1988-90; president/CEO, 1990-93; current position since January 1994; m. Gayle Jones, June 11, 1960; four sons: Delano Jr., 33; Geoffrey, 31; Brian, 30; Phillip, 27.**

# Fates & Fortunes

## BROADCAST TV

Appointments at Group W Television, Philadelphia: **Bill Aber**, senior VP/GM, Home Team Sports, Bethesda, Md., named VP/GM, WBZ-TV Boston; Aber succeeds **Debra Zeyen**, who assumes a new role as VP of Group W Television.

**Jean-Ann Lyons**, director, marketing, The Ziller Brazell Co., Dallas, joins KDFW-TV there as director, sales promotion and marketing.

**Jeff Pierce**, promotion and production manager, WNNE-TV Hartford, Vt., joins WBNS-TV Columbus, Ohio, as promotion writer/producer.

**Ernie Arboles**, producer, KNBC-TV Los Angeles, named executive producer.

**Michael DeLeir**, GSM, KAMR-TV Amarillo, Tex., joins WXXV-TV Gulfport, Miss., as GM.

**Thomas Conway**, executive VP/CFO, Dorna USA Inc., New York, joins WNET(TV) there as CFO.

**William Perry**, VP/director, sales and marketing, WDAM-TV Laurel, Miss., joins WPBN-TV Traverse City, Mich./WTOM-TV Cheboygan, Mich., as VP/GM.

## PROGRAMING

**Diane Julin Chavez**, director, business and legal affairs, 20th Century Fox, Twentieth TV, Universal City, Calif.,

joins Carsey-Werner, Studio City, Calif., as VP, legal affairs.



Green

Motion Picture Association of America, Washington, named director, worldwide market research.



Douthit

head, production, Klasky-Csupo, Los Angeles, joins Hanna-Barbera Cartoons Inc., Hollywood, Calif., as senior VP, production.

**Patrick Murphy**, VP, operations, Entertainment film & tape services, Turner Entertainment Co., Atlanta, named senior VP, EFTS/VP, TEC.

**Howard Green**, senior VP, sales operations, Twentieth Television, Beverly Hills, Calif., named executive VP.

**Lori Bushman**, manager, statistical services,

**Randy Douthit**, developer/former executive producer, *Jenny Jones*, and producer, Detroit, joins Genesis Entertainment's *Mark Walberg Show* as executive producer.

**Sherry Gunther**, head, production, Klasky-Csupo, Los Angeles, joins Hanna-Barbera Cartoons Inc., Hollywood, Calif., as senior VP, production.

**Peter Schoenfeld**, senior counsel, Fox Broadcasting, Los Angeles, joins MCA Television, Universal City, Calif., as VP, business development.

**Scott Goodfellow**, director, television development, Dow Jones & Co. Inc., New York, named director, Dow Jones Television.

**Peter Kilcullen**, GM, WOLF-TV Scranton, Pa., named director, programing and promotion, owner Pegasus Broadcast Television, Radnor, Pa.

**Karen Barnes**, senior VP, programing, Fox Children's Network, Los Angeles, named executive VP.

**George Geiger**, producer, *Miami Vice*, *Hunter*, *Scarecrow and Mrs. King*, *Simon & Simon* and *Magnum P.I.*, named creative consultant on *Baywatch Nights*.

## RADIO

**David Michael Papandrea**, GM, WLNA(AM)/WHUD(FM) Peekskill, N.Y., joins The Interep Radio Store as suburban marketing director, McGavren Guild Radio, New York and Boston.

**Lynne Wilson**, GSM, KEAN-AM-FM Abilene, Tex., joins WOGY-FM Germantown, Tenn., in same capacity.

**Don Oylear**, GSM, KING-AM-FM Seattle, joins KMTT-AM-FM Tacoma, Wash., as sales manager.

**Susan O'Connell**, associate producer, *The Derek McGinty Show*, WAMU(FM) Washington, named producer.

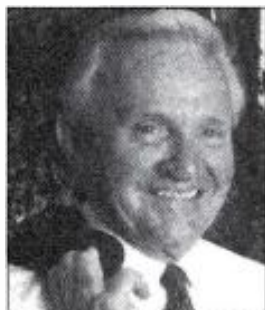
**Mark Ferri**, new business/marketing specialist, WYSP(FM) Philadelphia, joins WDRE-FM Garden City, N.Y., as sales manager.

Appointments at WBEB-FM Philadelphia: **Jim Ryan**, VP, programing/part owner, KXYQ(FM) Salem, Ore., joins as program director; **Erik West**, afternoon-drive personality/music director, named assistant program director.

**Edward Abels**, GM, Jukebox Radio, Bergen County, N.J., joins WRKL(AM) New City, N.Y., as GSM.

**Jay Supovitz**, director, national sales, Capitol Broadcasting Co., Raleigh, N.C., named GSM, WOCT(FM) Baltimore (subsidiary).

## Sparkman retires from TCI



Cable pioneer J.C. Sparkman has retired from Tele-Communications Inc. as executive vice president after 26 years with the multiple system cable operator. During his tenure, the Denver-based MSO grew from fewer than 100,000 customers and 400 employees to the nation's largest operator, with more than 11.6 million customers and 25,000 employees. TCI President and CEO John Malone last week credited Sparkman's role in that growth through his creation of TCI's field operations organization. Sparkman is a founder and current chairman of

Cable in the Classroom, an industry organization designed to create closer ties between cable and the nation's schools. Sparkman plans to continue consulting for TCI.

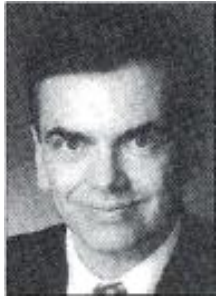


**Ed Mann**, VP, affiliate marketing, Premiere Radio Networks Inc., Los Angeles, named senior VP.

## CABLE

**Lisa Berger**, director, talent development, MTV, Los Angeles, named VP.

**Sean Henry**, director, scheduling and research, and **Michael Klein**, VP, programming, both of COMSAT Video Enterprises, Bethesda, Md., join Viewer's Choice, New York, as director, programming planning and scheduling, and VP, programming, respectively.



**Kent Rice**, fund VP, Jones Inter-cable, Englewood, Colo., joins Encore Media Corp. there as president/COO, the International Channel.

**Holly Culver**, promotion manager, The Cable Television Network, Trenton, N.J., named director, marketing and promotion.

**Bill Winger**, director, business operations, local ad sales and CNI division, Rainbow Advertising Sales Corp., New York, named director, finance.

**Robert Berman**, associate counsel, QVC Inc., West Chester, Pa., named associate director, new business development.

**Holly Leff**, executive director, original and event programming, Viewer's Choice, New York, joins Universal Pay Television, Universal City, Calif., as VP.

Appointments at CNN International, London: **Charles Hodson**, freelance presenter, Deutsche Welle TV, Berlin, joins as European business correspondent, *World Business Today*; **Charles Hoff**, bureau chief, Jerusalem, named deputy bureau chief, London.

**Josh Greenberg**, director, on-air promotions, MTV Japan, joins MTV Latino, Miami, in same capacity.

Appointments at Marcus Cable, Dallas: **Tom McMillin**, VP, finance and development, named CFO; **Richard Gleiner**, lawyer, joins as general

counsel/corporate secretary.

**John Cooke Jr.**, business manager, Jones Computer Network, Englewood, Colo., named VP/GM.

**Katherine Lewis**, VP, pay per view and business operations, Time Warner Cable, New York, joins Sega Channel there as GM.

**Douglas Briggs**, president, QVC electronic retailing/executive VP, QVC Inc., Philadelphia, named president, QVC Inc.

## DEATHS

**Howard Sidney Meighan**, 88, CBS executive, died of cardiac arrest March 8 at New York Hospital. Meighan joined CBS in 1934 as an account executive in radio sales and held



Meighan in 1964

many positions there, eventually becoming president of CBS Radio. Meighan changed the face of television by introducing videotape to the industry. Under his direction, CBS in the 1950s was one of the first buyers of the new videotape equipment manufactured by Ampex Corp. He also helped develop Television City, the network's Hollywood broadcast center. Meighan left CBS in 1958 to start Videotape Productions Inc., a company that videotaped commercials. He is survived by his wife, Maryelaine; two daughters, Deborah and Melissa; a sister, Ruth; and two brothers, Burton and Hunter.

**Frank Blair**, 79, former anchorman on NBC's *Today* show, died March 14 at his home in Hilton Head Island, S.C. Blair anchored the news desk from 1953 to 1975. He died 20 years to the day after he gave his last newscast on *Today*. His career began in the 1930s at radio stations in the South. In 1937 he joined WOL(AM) Washington. Later, he worked at WARL(AM) Arlington, and then as an instructor in radio and scriptwriting for Georgetown University in Washington. Survivors include his wife, Lillian, and six children.

**William Pritchard Becker**, 79, president/owner, Logan Broadcasting Corp., W.Va., died March 1 at Washington Hospital Center, Washington. In 1954 Becker became general manager of WVOW(AM) Logan, W.Va. At the station he hosted a *What's Your Opinion* show and a popular Christmas-season program for more than 35 years. He was often sportscaster for local events. Becker is survived by his wife, Martha, two daughters, one sister, one brother, two grandsons and several nieces and nephews.

**Robert Hershman**, 41, documentary producer, CBS News, died March 12 at his home in Santa Monica, Calif., of complications related to AIDS. Hershman produced the newsmagazine shows *48 Hours* and *West 57th*. He also worked with *CBS Reports* and *The MacNeil-Lehrer Report*. Hershman is survived by his companion, his parents, a sister and two brothers.

—Compiled by Denise Smith

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## Barry Diller last week denied a report that he was teaming with Disney to buy CBS.

Diller was quoted by CNBC as telling one of its reporters that the report was "completely untrue." No confirmation from Diller, however, on various reports during the past month that he was working with Allen & Co., New York, to raise money to buy the network. Meanwhile, sources at Turner Broadcasting System and Time Warner say they'll continue to try to reach an agreement on a TBS buy-back of its shares held by TW. Turner wants to get that done before making a formal bid for CBS, with backing from TCI. CBS Chairman Laurence Tisch already has rebuffed an informal \$75-a-share offer from Turner-TCI (BROADCASTING & CABLE, March 13).

**Bell Atlantic may now deliver video via satellite,** U.S. District Court Judge Harold Greene ruled last Friday. Bell Atlantic had been prohibited from transmitting video across regional calling area boundaries by a provision of the Modified Final Judgment which Greene oversees. The ruling is key to Bell Atlantic's plans to compete with cable. It also clears the way for the telco to own radio stations whose signals cross regional telco boundaries.

**Advertising revenue for 21 top basic cable networks climbed to \$2.847 billion** in 1994, representing a 17% boost over 1993, according to Broadcast Cable Financial Management Association data supplied by the Cabletelevision Advertising Bureau.

**Los Angeles Superior Court said last week that it would not charge broadcasters for the use of pooled video and audio feeds of the O.J. Simpson trial** in Los Angeles, as had been requested by

## SFX rejects Chancellor buyout

Radio group owner SFX Broadcasting Inc. has turned down a \$160 million cash buyout bid from Chancellor Holdings Corp. to purchase its 6 million shares of outstanding common stock and replace SFX Chairman/CEO Robert F.X. Sillerman with SFX President/COO R. Steven Hicks and Chancellor President/CEO Steven Dinetz as co-CEOs at SFX.

SFX owns 12 stations and the Texas State Networks. Chancellor owns 13 radio stations.

Dinetz said financial backers Hicks, Muse, Tate & Furst Inc. committed \$65 million in equity financing to the buyout. Partner Tom Hicks is the brother of R. Steven Hicks. Sillerman owns 57% of SFX common stock and controls 57% of the voting power on the SFX board.

In response to SFX's rejection, Chancellor reiterated its offer and wrote to Sillerman: "We remain confident that, upon reflection, SFX will recognize that in this era of consolidation in the broadcasting industry, there are obvious financial, strategic and operational advantages presented by our offer." —DP

the Los Angeles County Board of Supervisors. However, one county supervisor drafted proposed legislation that would change state law to allow such charges. Superior Court Presiding Judge Gary Klausner wrote in a letter to the board that "there is no specific indication...that sequestration is a result of cameras in the court. Without such a finding by the trial court, such assessments would be inappropriate." The decision elated broadcasters, who had threatened to fight any imposed fee in court and who vowed to oppose statewide legislation to allow such charges.

**KLDT(TV) Lake Dallas, Tex.,** was slapped with a \$15,500 fine for failing to adequately staff its main studio. The FCC originally proposed a \$20,000 fine, but reduced it on appeal. Included in the \$15,500 fine was a \$4,000 fine for failing to keep proper public files.

**Bill Aber,** senior VP/GM, Home Team Sports, the Washington-area regional sports network, has been named VP/GM of wbz-TV Boston. Aber replaces **Debra Zeyen,** who has been named VP, The Television

Group, the station joint venture formed by CBS and Group W last year and managed by Group W. Zeyen's first assignment is to head acquisition efforts for the venture, said Group W Television President Jonathan Klein, to whom she reports.

MCA TV's new syndicated action hour **Hercules: The Legendary Journeys,** which launched in January, topped an original episode of *Baywatch* in Nielsen Media Research's national syndicated program rankings for the Feb. 27-March 5 week to finish as the **second-highest-rated action hour.** The show's 6.4 average audience rating was behind top-ranked *Star Trek: Deep Space Nine's* 7.5, but ahead of *Baywatch's* 6.3.

**Television distributor ACI is providing the sequestered jurors on the O.J. Simpson murder case with videotapes** of 41 movies and miniseries from the company's library for their entertainment. ACI President Jamie Bennett said he decided to offer the tapes after learning that Judge Lance Ito was interested in providing jurors with filmed entertainment during their free time.

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# Closed Circuit

The Toronto-based **Catalyst Group of Cos.** and its UK partner, **The Britt Allcroft Group Ltd.**, have acquired a majority interest in **Phoenix Animation**, a Toronto-based production and animation studio. In the new strategic alliance, Catalyst, Canadian production partner of shows including *The Martin Short Show* and *Shining Time Station*, will become Phoenix's operating partner.

Television production company **Sunbow Productions** has changed its name to **Sunbow Entertainment** to reflect the company's evolution from a producer-for-hire to one that also produces and distributes its own shows and those of other producers. The company also has hired **Jane Smith**, previously head of sales for UK-based Hit Entertainment, as senior VP, sales.

**Worldvision** has signed an agreement with **Tribune Entertainment** to distribute Tribune's programs and program library (*Geraldo*, *Charles Perez*, etc.) internationally.

Former ESPN director of program planning **Peter Englehart** has been named VP of programming, production and operations of Times Mirror Programming's Outdoor Life Channel. Englehart, who led the strategic team in the launch of ESPN2, will oversee original and acquired programming, studio production and transmission operations for the planned Outdoor Life Channel. Times Mirror expects to launch the cable network this year.

## LOS ANGELES

### No 'Thanks' necessary

All American Television will "probably not" launch reality-based strip *Thanks a Million* in national syndication in fall 1995. The show, which was cleared in only about 30% of the country, had trouble securing clearances because it was released too late into the marketplace and faced difficulties as a half-hour show among predominantly hour time slots on most stations' schedules, said All American President of U.S. Syndication Sales George Back.

## NEW YORK

### At the 'Wheel'

Joel Hodgson, creator of Comedy Central's *Mystery Science Theater 3000*, is working on a special/pilot for HBO called *The TV Wheel*. The experimental sketch and variety show, which uses a locked-down camera and a rotating stage, was shot live-to-tape before a studio audience in Los Angeles last week. Featured guests include model builders, magicians and other performers.

## WASHINGTON

### New name for NET

National Empowerment Television (NET) has quietly changed its name to NET: The Political News-Talk Network, but apparently not without a few exchanges with Multimedia's NewsTalk Television. The cable channels decided to change names at about the same time (NewsTalk Television was The Talk Channel before its Jan. 31 name change), according to an NET spokesman, who said attorneys for the two networks had several conversations before it was decided both names could stand.

### Standard suit

A former reporter at Standard News is preparing to sue the agency, charging that he was fired for trying to unionize the news staff (the American Federation of Television and Radio Artists). Former Pentagon reporter Ivan Scott

says he was fired in April 1994 and as compensation is seeking \$40,000-\$50,000 in back pay and a new job with Standard News. The case has been scheduled for hearing before the National Labor Relations Board on March 28. Standard executives were not available for comment at press time.

## NEW YORK

### Take a letter

The New York-based Committee to Protect Journalists sent a letter to Russian President Boris Yeltsin expressing its concern over the execution-style slaying March 1 of popular Russian television journalist Vladislav Listyev outside his apartment in Moscow. "As a non-partisan organization of journalists devoted to a defense of our colleagues' rights throughout the world," said the letter, "CPJ respectfully urges Your Excellency to immediately investigate Mr. Listyev's murder. Although CPJ wrote to you last year on two occasions following the killing of journalists in Russia, in neither case have suspects been apprehended." So far in 1995, two journalists have been killed and two wounded in Russia.

In addition to hosting a popular daily TV talk show, the 38-year-old Lityev was president and co-founder of VID, a group of independent producers that worked for Soviet TV. He was to have become head of Russia's new network on April 1 (the state-run Ostankino was being privatized).



Drawn for BROADCASTING & CABLE by Jack Schmidt  
"Our Florida reporter just quit and signed up as a replacement player."

## NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending March 5. Numbers represent average audience/stations/% coverage.)

1. Wheel of Fortune	13.6/228/99
2. Jeopardy!	11.3/219/99
3. Features 14: 'The Burbs'	11.2/149/96
4. Oprah Winfrey Show	8.8/238/99
5. Buena Vista I	7.9/157/97
6. Star Trek: Deep Space 9	7.5/236/99
6. Wheel of Fortune—wknd	7.5/175/81
8. Entertainment Tonight	7.2/179/94
9. Roseanne	7.1/185/96
10. The Simpsons	6.7/133/85
11. Nat'l Geo On Assignment	6.5/152/94
12. Leg Journeys of Hercules	6.4/176/94
12. Inside Edition	6.4/173/92
14. Baywatch	6.3/215/97
15. Hard Copy	6.2/189/95

## Speaker from cybercom

The Fifth Estate has a tiger by the tail in the new Speaker of the House. Newt Gingrich is not only a different measure of man than we've been accustomed to in that post, but he's one who knows whereof he speaks when it comes to telecommunications. We came away thinking he's so far ahead of the curve that it may be difficult for the industry to catch up.

That notwithstanding, one has to be cheered by his outlook on the industries/media we cover. He's a deregulator, to the point of considering doing away with the FCC as an impediment to progress. He's a free enterpriser who would admit cable into telco and telco into cable, and let the devil take the hindmost. He's flexible on flexibility and on multiple ownership. He's negative on the networks, and that surprised us. We continue to think that, given fleetness of mind and execution, they can remain the greatest mass media in the land.

Our greatest differences turned out to be in the area of the First Amendment, but that's never a surprise on Capitol Hill. He thinks broadcasters are in pretty good shape, and that the courts won't put up with censorship. We're not so sanguine. And he thinks that requiring broadcasters to pony up free commercial time for politics wouldn't be so big a deal. We think it would be nothing less than unconstitutional. But it's hard to quarrel with his position that while society may seek to impose a code of conduct upon the media, the government should not.

## Retrenching

Speaker Gingrich and others hellbent on the cyberhighway should pay at least small heed to our second lead this

week (page 10). It describes the hue and cry telephone companies are putting up against the FCC's video dialtone regulations, led by Bell Atlantic Chairman Ray Smith's vigorous protest to Reed Hundt. Contained within the telco rhetoric is a real possibility that the Bells might opt to be plain old cable companies as opposed to universally serving common carriers. If that happens, the information superhighway could be reduced to a toll road.

The way things are going, Bell Atlantic and TCI could end up merging all over again.

## Talking about talk

We wish we could say that the death of a man after the taping of a *Jenny Jones* talk show episode two weeks ago came as a total shock. We can't.

For years, the talk program genre has been an escalating war of the sensational versus the bizarre. Adultery, incest, transvestism and other assorted muck are the daytime currency. There is even a cable show (*Talk Soup*) devoted to making fun of the exploitive extremes to which many such shows go to woo an audience. It wasn't so funny two weeks ago, however, when a man humiliated on TV retaliated with a shotgun.

In defense of their shows, some producers offer that they "edit out the fights" and offer post-program counseling. If guests are leaving the stage with shiners or in need of psychological treatment, where does that leave the audience at large?

Television as freak show plays even less well in Washington than it may in Peoria. Democrats like FCC Chairman Reed Hundt and Republicans like Newt Gingrich are united with responsible broadcasters everywhere in wanting to see television raise the bar rather than wallow in the mire.

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Donna Petrozzello, staff writer  
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David Tobenkin, staff writer

□ London Europa House, 54 Great Marlborough St., W1V1DD; 44-71-437-0493; Fax 44-71-437-0495  
Meredith Amdur, international editor

### Circulation

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Leonard Weed, fulfillment director

Founder and Editor  
Sol Taishoff (1904-1982)

**Broadcasting  
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Washington, DC 20036  
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Circulation: 800-554-5729  
Editorial Fax: 202-429-0651 □ Advertising Fax: 212-337-6947

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