

JULY 3

\$3.95

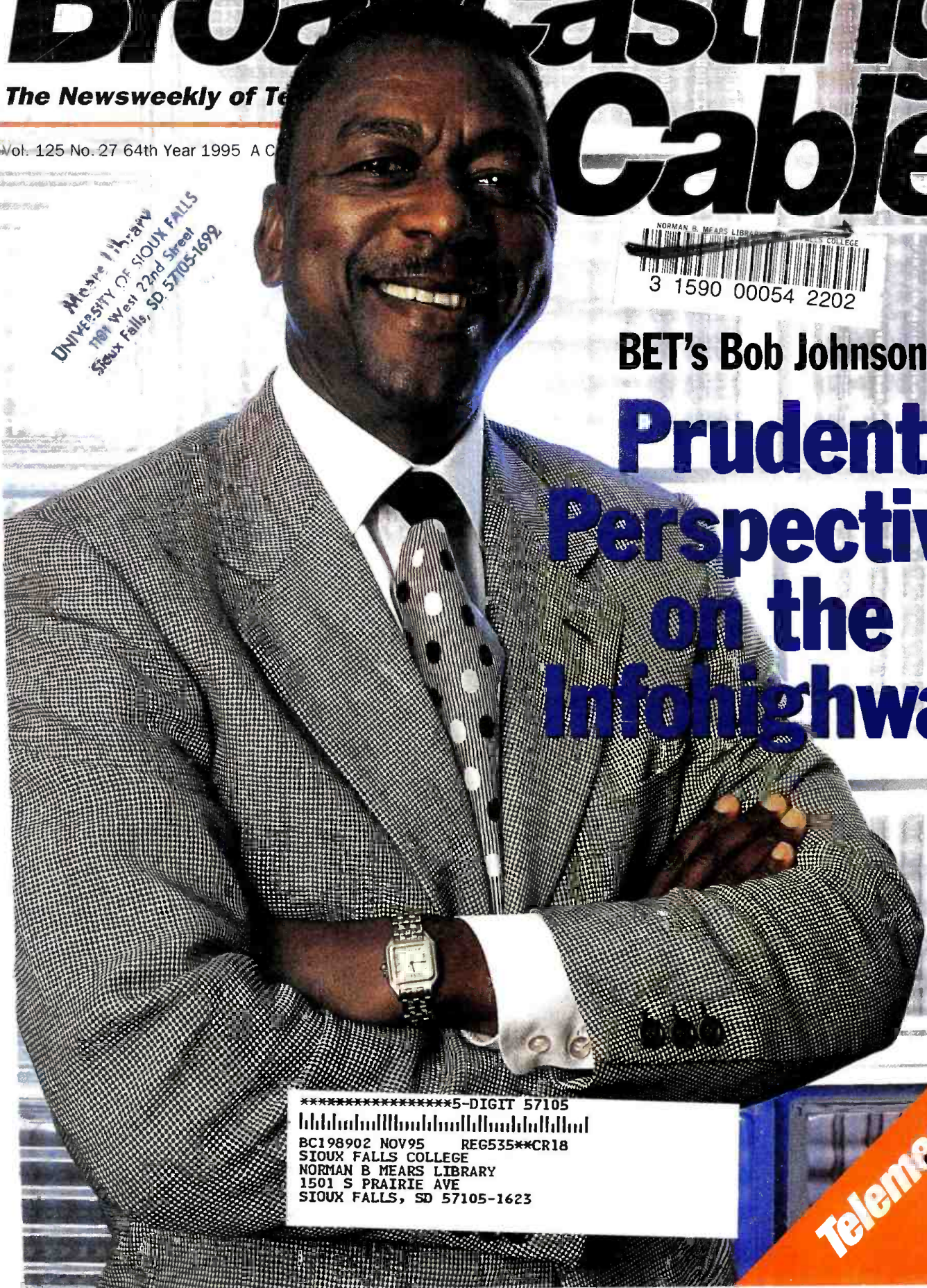
Broadcasting Cable

The Newsweekly of Television

Vol. 125 No. 27 64th Year 1995 A C

McAfee Library
UNIVERSITY OF SIOUX FALLS
701 West 22nd Street
Sioux Falls, SD 57105-1699

NORMAN B. MEARS LIBRARY
SIOUX FALLS COLLEGE
3 1590 00054 2202



BET's Bob Johnson

Prudent Perspective on the Infohighway

*****5-DIGIT 57105

BC198902 NOV95 REG535**CR18
SIOUX FALLS COLLEGE
NORMAN B MEARS LIBRARY
1501 S PRAIRIE AVE
SIOUX FALLS, SD 57105-1623

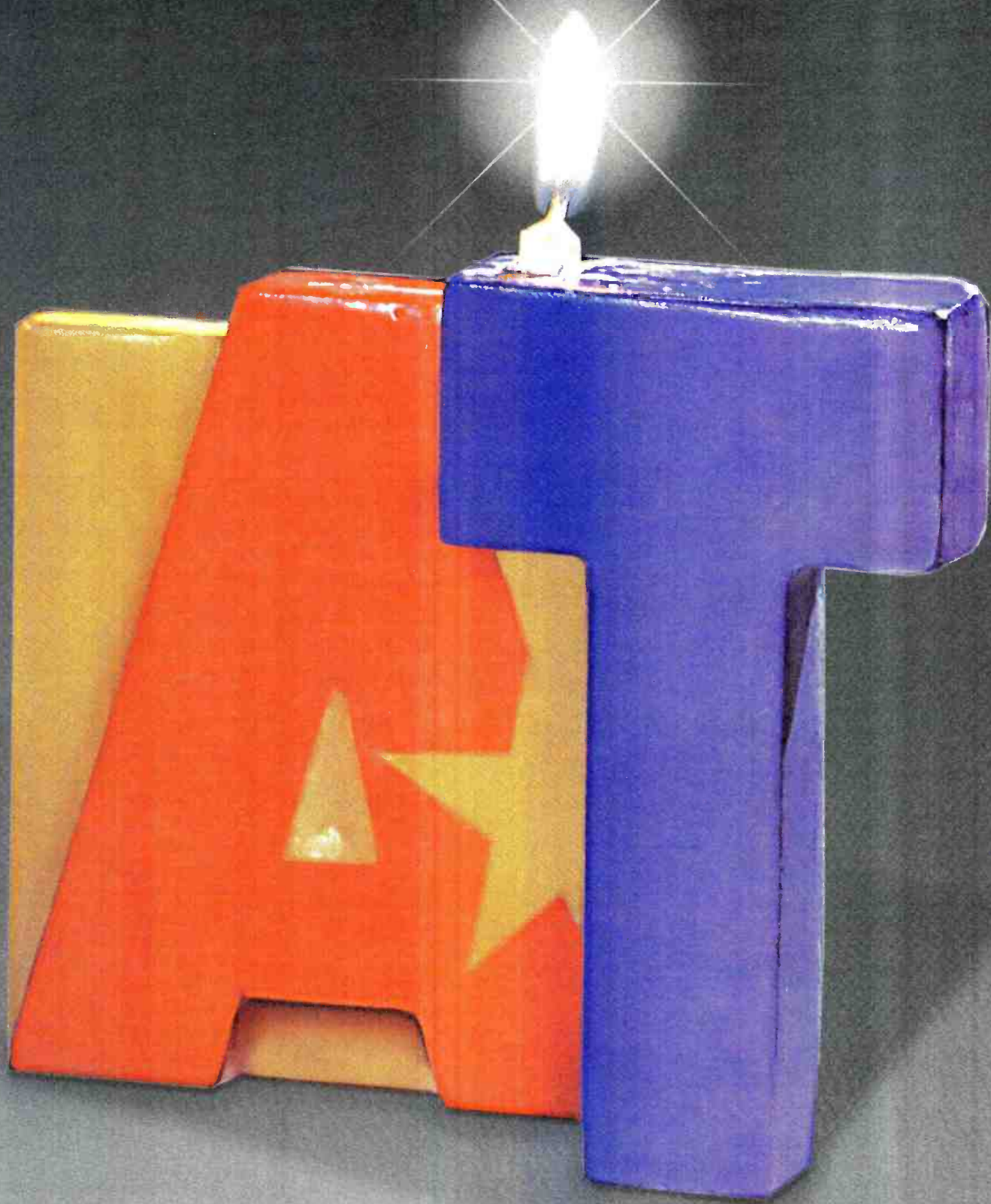
Telemedia
Week
Page 23

In less than a year, America's Talking has firmly established a unique news and information niche. As a new form of news, more and more people are embracing America's Talking to find out what's happening, why it's happening and how it affects their lives. Now on our first birthday, we'd like to thank our affiliates for their continued support and for helping us reach 16 million subscribers.



A new form of news.

A Service of NBC 



Fast Track

MUST READING FROM BROADCASTING & CABLE

JULY 3, 1995

TOP OF THE WEEK

Round 1 for digital must-carry Next week's FCC meeting could be the first round in what may be a long fight over mandatory carriage on cable systems for digital channels. / 5



Ameritech goes cable Ameritech has become the first Baby Bell to obtain a cable franchise in its own service area. Suburban Detroit will be the site of actual cable competition. / 6

NBC's Ohlmeyer takes over daytime NBC Television Stations President John Rohrbeck has ceded responsibility for the network's daytime programming to NBC West Coast President Don Ohlmeyer's Entertainment Division and will focus exclusively on station group issues, including acquisition. / 8



Don Ohlmeyer

Affiliate group considers replacing Nielsen A coalition of mostly Fox affiliates, led by Harry Pappas, wants Nielsen to drastically change the way it gathers ratings information, warning that otherwise, Nielsen may see a new entity take over the television-ratings-measurement business. / 9

COVER STORY

Bob Johnson: Tapping the power

"Everything that we do is going to be designed to pull out the billions of dollars that black consumers spend on entertainment and leisure-time activities," says Bob Johnson, CEO, Black Entertainment Television. That includes shopping, pay per view and cable. "Our brand travels better in a host of business opportunities," Johnson says. **Cover photo by Stephen R. Brown / 16**



PROGRAMING

Game show fortunes decline

The game show format seems to have collapsed from its mid-1980s high of five hours per day of network games to one network game and none in the pipeline. Not only have new game shows been locked out of access, but their older viewers are not as attractive to advertisers. / 11

Abramson talks on Twentieth

Menendez trial criminal defense attorney and ABC News commentator Leslie Abramson will host a half-hour talk or news series for Twentieth Television. / 14

CABLE

TNT bounds to No. 1 in prime time

The NBA playoffs helped propel TNT to number one in the prime time ratings for the second quarter of the year. On a full-day basis, Nickelodeon was the top-rated basic cable network. / 20

Programers oppose content control

Industry executives at a USSB-sponsored panel last week said TV program providers and viewers, not government officials, should decide what viewers watch. / 22

TELEMEDIA WEEK

FCC ponders telco franchise fees

The FCC may require telephone companies to pay local franchise fees if they offer programming over their VDT networks. The revised VDT rules will be voted on later this month. / 23

RADIO

Convention focuses on Liddy

Talk at the National Association of Radio Talk Show Hosts convention revolved around the association's awarding of its "Freedom of Speech" award to G. Gordon Liddy. / 26

WASHINGTON

Affiliates want to limit networks' NAB clout

Some network affiliates want to restructure the NAB TV board to reduce network influence. They are calling for elimination of three of the four network-designated TV board seats. / 30



Big Bird and First Lady Hillary Rodham Clinton take public broadcasting's side at a White House garden event. / 30

Changing Hands	28	Editorials	50
Classified.....	32	Fates & Fortunes	46

FCC proposes rate hikes for upgrades

Invites comment on allowing cable operators to raise rates to cover some capital expenditures

By Harry A. Jessell

Cable rates may be going up, even if Congress fails to lift rate controls.

FCC staff last week began briefing cable industry attorneys and representatives on a proposal that would allow cable operators to raise rates to offset some of the costs of capital improvements. The staff has invited the industry to comment on the plan by the end of this week.

The proposal would permit rate increases for expanding channel capacity, installing fiber-optic links and making other "significant" capital improvements.

Operators would be allowed to recover only the costs of improvements (or portions of improvements) that directly benefited the regulated basic subscribers who would be paying for them.

Cable attorneys familiar with the proposal were pleased that the agency was finally moving forward with it, but



some voiced concerns that the form operators would use to qualify for the pass-throughs was too vague and would draw operators into long and costly paper proceedings at the FCC. "We are looking for something here that creates certainty," said attorney Mike Hammer.

Cable operators think the plan is long overdue. The FCC tentatively adopted the so-called incentive upgrades plan in February 1994 as a simple way for operators to recoup some capital expenditures without going through a full-blown proceeding to justify rates higher than regulated levels.

But FCC Chairman Reed Hundt shelved the plan, fearing it would drive up cable prices and negate the FCC-mandated rate cuts of February 1994. Besides, Hundt argued, the FCC had just allowed operators to raise rates \$1.70 per subscriber per month over three years to cover the cost of new program services. The plan was resurrected this spring by the four other commissioners, who essentially overruled Hundt.

As drafted, the upgrade form requires operators to fully justify each upgrade, show how and to what extent it benefits regulated subscribers and

Round one for digital must-carry

The bell sounds next week for the first round of what may be a long fight over mandatory carriage on cable systems for digital channels.

Broadcasters say the digital signal that they will one day begin transmitting is entitled to must-carry status. The cable industry emphatically disagrees.

The FCC is expected to raise the issue at its July 13 meeting, the first of three proceedings on digital television for broadcasting.

Broadcasters are now entitled to demand carriage of their analog signal on local cable systems. But each television station in the country also is expected to be handed a second channel by the FCC to begin transition to a digital transmission. During the transition period, which might be as long as 15 years, broadcasters will have two channels: one analog, the other digital.

Cable, which has mounted a legal challenge to the original must-carry policy, says the current law requires the systems to carry only one signal at a time. "Our understanding of this is that it was never stipulated [that] the new [digital signal] would qualify for must carry," said a cable industry source.

The issue is complicated by the plans of some broadcasters to squeeze up to five video signals into the additional 6 mhz they will be given to develop digital television.

One broadcast source said last week that television sets will be adapted to display the multiplexed signals without taking up additional capacity.

In one scenario, a broadcaster who now uses channel 5 will be able to offer a multiplexed signal without requiring viewers to turn to another channel on their cable box. The subscriber in effect will be able to fine-tune the signal to receive channel 5(A), (B), (C) and (D).

But one cable source insisted last week that the industry is obligated to carry only one video signal, not whatever broadcasters manage to squeeze into the additional 6 mhz of spectrum they will receive for digital transmission.

Although cable opposes the digital standard now under consideration for broadcasting, sources said last week the industry would be able to retransmit the broadcast signal with only incremental costs. However, cable is opposed to any imposition of a digital standard within the headend and the home.

—CSS

demonstrate how costs are to be allocated. "It's more general, more open-ended than is desirable," said Phil Verveer, an attorney representing several large operators.

Like other attorneys, Verveer would prefer that the form specify what improvements directly benefit basic subscribers and contain a formula for allocating costs of improvements that only partially benefit them. To allay FCC concerns about undue hikes, he said, the allocation formula could include a cap similar to one used in the

programming incentive plan.

"It has to be specific enough so [operators] have a reasonable assurance that they can recover certain costs," said National Cable Television Association's Dan Brenner. "The banks want to see that."

Some FCC officials and cable operators see Hundt's basic opposition to upgrade incentives in the vagaries of the drafted form. "It's the bare minimum," said an aide to one commissioner.

Cable operators interest in incentive upgrades will wane if Congress passes

pending telecommunications, reform legislation relaxing the rate controls it imposed just three years ago. Also, some of the largest cable operators are negotiating individualized regulatory plans—social contracts—they would permit that to recover some capital expenditures.

Nonetheless, operators are eager for the FCC to act. Said Hammer: "Release of a proper form with appropriate upgrades will go a long way toward fostering deployment by cable operators of advanced technologies." ■

Ameritech goes cable

Baby Bell awarded cable franchise in its own service area; telco to offer service in suburban Detroit by early '96

By Mark Berniker

Ameritech has become the first Baby Bell to obtain a cable franchise in its own service area. The deal, signed last week, reflects the telco's movement from the common-carrier approach of video dialtone toward becoming a cable operator.

As a result of the seminal pact, suburban Detroit will be the site of competition in the cable market between an existing operator and a regional telephone company.

However, the shape of the competition is unclear because the existing local cable operator, N-COM, is in discussions with Continental Cablevision about a possible purchase of the suburban Detroit system.

"We're acting as a cable operator and are in the process of negotiating with several local communities for construction permits," says Ameritech spokesman Dave Onak.

Ameritech will not stop with suburban Detroit. The company is in similar local franchise talks with more than 30 midwestern municipalities to prepare for its builds in those areas.

Ameritech's new strategy will speed the telco's movement into cable, rather than going through the FCC's Section 214 application process for video dialtone. Onak says Ameritech is pursuing the "cable franchise model" while the FCC figures out how it is going to regulate telephone companies getting into video dialtone.



Ameritech will not stop with suburban Detroit. The company is in similar local franchise talks with more than 30 midwestern municipalities to prepare for its builds in those areas.

Although Ameritech received approval from the FCC for its five Section 214 applications to build video dialtone networks passing 1.2 million customers in Chicago, Detroit, Cleveland, Columbus, Indianapolis and Milwaukee, Onak says Ameritech is "not acting on" those approvals until the rules are clear: "We're waiting to see if the rules can allow us to compete effectively against the incumbent cable operator."

"There's a potential for us to act as a video dialtone network operator in certain communities and as a cable operator in others," he says.

The cable franchise was awarded by the board of trustees of Plymouth Township, Canton Township, the city

of Plymouth and the city of Northville. The four communities have roughly 110,000 residents and 37,000 residential housing units.

Leading midwestern cable operators are expected to take notice of Ameritech's cable strategy and prepare for the next round of competition.

By going directly for cable franchise agreements with local municipalities, Ameritech is willing to pay 5% of gross revenue in cable franchise fees to get into the market. The telcos have lobbied for exemption from paying local cable franchise fees.

To get around the slow process of FCC approval to build video dialtone networks, Ameritech set up a wholly owned subsidiary, Ameritech New Media Enterprises Inc., in April.

"To be perfectly honest, the local communities were concerned they were going to be left out under the FCC's 214 model. They had a problem with it because they thought they wouldn't get any franchise fees," says Onak.

Ameritech plans to offer basic cable and premium services by early next year for a limited number of customers, but will begin building its cable system outside Detroit next week.

In the Plymouth-area communities, Ameritech plans to pass 38,000 homes and complete construction by the end of 1997. The company expects to have some customers on board by next February.

Ameritech has decided to build a new video network, completely separate from its existing phone facilities. Initially, the company will offer traditional broadcast and cable television programming as well as pay-per-view services, then gradually add interactive services such as home grocery shopping and multiplayer video games. ■

Baseball's post-season a puzzle

It looks as if ABC and NBC will rotate coverage of playoffs and World Series

By Jim McConville

ABC and NBC still don't have a schedule for coverage of Major League Baseball's post-season, a decision that observers say may wind up costing the networks and MLB precious post-season ad dollars if not ironed out soon.

ABC and NBC last month announced that they will end their joint partnership with MLB in The Baseball Network after this year (BROADCASTING & CABLE, June 26). TBN, started in 1994, is a joint venture between MLB and the two networks to televise games and sell advertising.

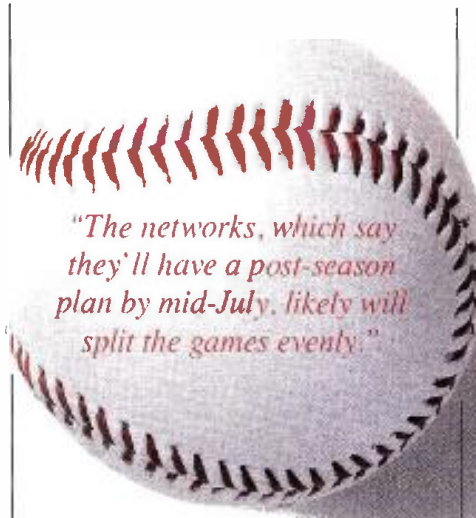
The networks, which say they'll have a post-season plan by mid-July, likely will split the games evenly. "It looks like it's going to be a shared World Series between ABC and NBC," says New York-based media buyer Paul Schulman.

Schulman says the networks likely will cover American and National League divisional playoffs and championships separately, then split the seven-game World Series on an alternating 2-3-2 game basis.

TBN last year earned \$25 million-\$30 million, returning nearly \$100 million to advertisers when the players' strike eliminated the post-season. This year TBN has sold out the July 11 All-Star Game with a record \$18 million in ad sales, and expects to pull in \$140 million-\$150 million for the year. However, media buyers think the post-season situation and the networks' decision to back out could shrink that number.

Mary Ann Foxley, a media buyer at Leo Burnett, says that until a post-season schedule is in place, TBN's remaining ad space may be a hard sell. TBN claims to have sold 50% of its World Series availabilities. "Even if they have 50% under their belt and there's not a whole lot of money out there, they still have a long way to go," Foxley says.

Schulman disagrees, saying TBN won't have any problem selling. "Based on a strong sports marketplace, there's no doubt that they're going to sell it out. TBN got bigger ratings numbers on last



year's All-Star Game than have ever been achieved before. They're going to do quite nicely."

MLB's owners, already looking beyond 1995, plan to find a new TV partner for 1996 as soon as they legally can do so. The owners plan to hire a consultant to find a way to negotiate a TV contract for 1996 before the current one runs out in October.

"When the lawyers tell us it's OK to talk to other networks, we're going to explore other options," says Philadelphia Phillies President Bill

Giles, chairman of MLB's TV committee. "CBS we know is interested, Fox and Turner are interested, but right now we're not permitted to speak to them."

Giles maintains that although MLB is not under pressure to sign an immediate TV deal, potential broadcast partners likely would want to sign an agreement as early as possible to plan their 1996 season.

Schulman says MLB may be looking to sign a deal before baseball's shaky status gets any worse: "Maybe owners are fearful that it will affect this year's post-season sales because without a [TV] contract, no one knows where it is going to be a year from now."

Giles says three groups already have contacted MLB about televising the 1996 season. TBN's contract contains a 45-day first-negotiation-rights clause between MLB and NBC and ABC that is triggered Aug. 15. "It technically means that it would be Oct. 8-10 or somewhere in that area before we could officially negotiate with everybody," says Giles, who adds that baseball's lack of a labor contract with the players union won't preclude MLB from pursuing a new TV agreement. ■

Allworth quits baseball

Major League Baseball team executives were surprised and saddened last week to hear of the resignation of 12-year MLB veteran David Allworth, who was vice president of the league's broadcasting department. Allworth's departure stems from a disagreement with The Baseball Network President Ken Schanzer (to whom he reported) over the league's future TV strategy. Sources say Allworth had encouraged team owners to exercise their option to renegotiate the terms of the TBN venture with ABC and NBC. "He felt the league had nothing to lose because there appears to be significant interest by outside parties, including Fox and CBS," according to one league source.

Schanzer, sources say, sided with NBC and ABC, and was trying to persuade the league to discount the first strike-hampered year of TBN and enter year three of the venture before considering other options.

"The news [of Allworth's departure] was like a thunderbolt, and I was shocked," says David Sussman, executive vice president and general counsel of the New York Yankees. "Baseball is losing a consummate professional and a great resource person on broadcasting issues."

Neither Schanzer nor Allworth could be reached for comment by deadline last Friday.

—SM

NBC's Ohlmeyer takes over daytime

Rohrbeck moved to oversee station acquisitions for net-

By David Tobenkin

NBC Television Stations President John Rohrbeck has ceded responsibility for the network's daytime programming to NBC West Coast President Don Ohlmeyer's Entertainment Division and will focus exclusively on station group issues, including the possible acquisition of more stations.

"As NBC is now actively pursuing ownership of additional television stations, Rohrbeck's increased responsibilities make it impossible to oversee both the stations and daytime programming," says NBC President/CEO Robert Wright. "The decision to return our daytime programming responsibilities to the Entertainment Division seems like a natural transition since the majority of programming and development originates on the West Coast."

When its acquisition of WCAU-TV Philadelphia closes, possibly by August, NBC will control seven stations covering 22% of the country, 3% below the FCC's 25% cap. However, two bills under consideration in Congress would raise the cap to 35% or 50%. Sources have confirmed that the network is interested in acquiring Mul-

timedia's entertainment and station holdings.

Placing the daytime lineup with Ohlmeyer puts it under an NBC executive widely credited for the network's prime time recovery. Susan Lee, senior vice president of daytime programming, now will report to him, with input expected from NBC Entertainment President Warren Littlefield and his staff.



Ohlmeyer adds daytime to his plate.

NBC's daytime lineup, traditionally third-ranked, has had mixed fortunes lately. Its *Leeza* talk show, cleared in roughly 85% of the country, has shown some growth and has been renewed for 1995-96,

but its *The Other Side* paranormal show continues to struggle with low ratings, clearance in only 60% of the country and a commitment only through Oct. 13. The network's soap block, comprising *Days of Our Lives* and *Another World*, continues to have lower ratings than those of ABC and CBS but has shown demographic improvement under Rohrbeck, whose daytime oversight tenure began in September 1992.

The network has said it will announce its 1996-97 daytime lineup this fall to avoid affiliate defections to syndicated shows. ■

Paramount, P-N end 'Newsweek' deal

The Post-Newsweek television stations and co-owned *Newsweek* magazine have canceled a project with Paramount to develop a TV version of the magazine for domestic syndication. However, the project still may get off the ground because the stations and magazine are talking with other distributors about picking up where Paramount left off.

Under the initial plan, a weekly syndicated magazine was to have debuted as early as this fall or sometime in 1996. According to a Post-Newsweek source, the company sought a release from the deal when Paramount decided it wanted to proceed with a strip version of the magazine immediately, instead of evolving the planned show from a weekly to a strip. "That just isn't what we want to do," said the source, adding that Paramount was not clear on why it wanted to take the show into strip. "It really came down to a difference over the marketing of the show, not the format," said the source. "For us it's basically a matter of learning to crawl before you walk, and walk before you run." Paramount officials hadn't returned calls at deadline. —SM

Columbia taps Selig

Columbia TriStar Television Distribution has opened a New York office for its expanding first-run programming activities and has named Roni G. Selig to head it.

Selig, previously a line producer for ABC's *Good Morning America*, has been named vice president of East Coast programming and will supervise all New York-based first-run production as well as East Coast development activities on programming targeted for first-run syndication and basic cable.

Columbia produces first-run talk shows *Ricki Lake* and *Tempest* in New York and "anticipates more in the near future." —DT

Renaissance buying Outlet

By Steve McClellan

Renaissance Communications announced late last Friday that it has acquired Outlet Communications in a merger valued at \$360 million, or \$42.25 per share. Outlet, based in Cranston, R.I., and chaired by James Babb, owns two NBC affiliates—WCMH Columbus, Ohio, and WJAR Providence, R.I.—and WNCN Raleigh-Durham, N.C., which is scheduled to become an NBC affiliate this fall. In addition, Outlet operates WWHO Chillicothe, Ohio, a WB affiliate, through a local marketing agreement.

Until now, Renaissance has owned Fox-affiliated and independent stations. Its four Fox affiliates are KTXL Sacramento, Calif.; WPMT Harrisburg, Pa.; WTIC-TV Hartford-New Haven, Conn., and WXIN Indianapolis. It also owns two WB affiliates—KDAF Dallas, which it just acquired from Fox (in exchange for KDVR Denver), and WDZL Miami.

Renaissance Chairman Michael Finkelstein said the Outlet merger would expand the company's coverage to 9% of the country and that he expects to acquire more stations. He also said he hopes Babb will remain with the company. ■

Affiliate group considers replacing Nielsen

By Steve Coe

By the end of the year, Nielsen may be forced to drastically change the way it gathers ratings information or it may see a new entity take over the television-ratings-measurement business.

A coalition led by Harry Pappas, president, Pappas Telecasting, is looking for a Nielsen alternative. The coalition has 100 members and is growing, says Pappas, adding that most are Fox affiliates, but more than 25 are affiliated with other networks or are independent. Several station groups, including Malrite Communications, also are represented. Pappas says the "immense" response from Fox stems from his presentation at the recent Fox affiliates meeting.

Coalition members hope that by the end of the year or in early 1996 they will solicit proposals from a number of entities for a new measurement system.

"A lot of broadcasters in the country have had serious concerns about the accuracy of the measurement system for years," Pappas says. "Not just [concerns] that we have a monopoly provider...but concerns about the methodology and technology of the

current system...."

"If Nielsen chooses to respond, then that's great. If another company does, that's fine as well." At stake, Pappas says, "is a \$35 billion industry that is relying on one service that offers three services—and all are under question."

One alternative being considered is a cooperative that would be operated by the as-yet-unnamed coalition, Pappas says. "One option might be to design a stand-alone, nonprofit organization with pristine standards and integrity. This is a service that needs to be relied upon by everyone in the industry."

According to Pappas, the coalition was formed more than a month ago when he was approached by a group owner. The owner used the example of the success of the Fox Children's Network, a cooperative of affiliates, to suggest "that we develop an industry-wide cooperative to look at the overall measurement system," Pappas says.

The Television Bureau of Advertising (TVB) soon may join in the coalition's activities. "If Harry [Pappas] is at the forefront of a venture, we'd certainly be interested and will talk with him," TVB President Ave Butensky says.

Butensky says that the Electronic

Media Ratings Council, of which TVB is a part, has been meeting with Nielsen to discuss its service: "Our meetings have run the gamut from A to Z on how Nielsen does its business. Our last meeting with them was a week or so ago and they recognized our concerns."

At the Fox affiliates meeting two weeks ago, Fox TV Chairman Chase Carey chided some non-metered-market affiliates for their performance. He later acknowledged that some of those markets may have been experiencing difficulties as a result of Nielsen's diary system.

A coalition council will be formed in the next few weeks, and a complete membership list will be made public at the end of this month or early next month. ■

Spot spotter

Competitive Media Reports, which monitors TV commercials and advertising expenditures, has signed NBC and its O&Os to a five-year contract. The network's previous CMR contract expired earlier this year. CMR recently signed Fox to a similar deal and has contracts with CBS, ABC, station, cable, print and ad clients. The company measures ad exposures and expenditures for more than 90,000 brands across 14 different media. —SM

Bell Atlantic allocates VDT channels

Bell Atlantic last week divvied up the channel assignments for its commercial video dialtone network.

Rainbow Programming Holdings appears to be the big winner, receiving channels 1 through 192, while FutureVision of America gets 200-295. Other video providers are Playboy Entertainment Group, Graff Pay-Per-View, International Tele-Commerce and two groups that declined to be identified.

Only weeks ago Bell Atlantic won a tariff for its VDT network in Dover Township, N.J., that plans to pass 38,000 homes. The first 2,000 test households will have access to the system by late summer, after which BA plans to pass 1,500 homes per month during the two-year construction project.

Although Rainbow controls half of the channels, questions remain about its plans in Dover Township. However, the company has made a \$345,000 down

payment to reserve its 192 channels.

One complicating issue is that video information providers (VIPs) such as Rainbow and FutureVision are responsible for digitizing their programming. All programming must be digitally encoded into MPEG-2 video so that it can run over BA's switched digital video network.

Earlier this year, FutureVision bought 96 digital encoders from DiviCom (one for each of its channels) at \$100,000 each, for a total of some \$10 million, according to Marty Lafferty of FutureVision.

"We're looking into the costs of digitally compressing the programming," says Andrea Greenberg, Rainbow senior vice president, business affairs.

There still are 79 channels not assigned by BA for its 384-channel network. Those channels are available on a first-come, first-served basis, according to Mitchell. —MB



Appeals court upholds FCC's safe harbor

Court OKs 6 a.m.-10 p.m. indecency ban, says Congress has discretion to set hours

By Christopher Stern

The FCC can enforce a ban on the broadcast of indecent programming during times when children are likely to be watching TV or listening to the radio, the U.S. Court of Appeals in Washington ruled last Friday.

Broadcasters may not air indecent programming between 6 a.m. and 10 p.m., the court ruled in a 7-4 decision. But the court also stated that Congress would not run afoul of the Constitution if it broadened the indecency ban to 6 a.m. to midnight.

"There may be a range of safe harbors, each of which will satisfy the 'narrowly tailored' requirement of the First Amendment," said the court. "We are dealing with questions of judgment; and here, we defer to Congress's determination of where to draw the line..."

The National Association of Broadcasters issued a statement saying it was

"deeply disappointed" with the decision and that it would begin looking into the possibility of an appeal.

"The ruling is a real threat to the broadcasters' right to put on programming that deals with serious issues," said Timothy Dyk, one of the several lawyers involved in the case who argued against the safe harbor.

The ruling is a victory for the FCC, which has been fighting for some limits on indecent programming since the mid-1980s. "Parents and the public are the winners in the decision upholding FCC regulations and federal law prohibiting broadcasting of indecent material during daytime and prime time hours," said FCC Chairman Reed Hundt last week.

Under the FCC's definition, "broadcast indecency" refers to any "language or material that, in context, depicts or describes, in terms patently offensive as measured by contempo-

rary community standards for the broadcast medium, sexual or excretory activities or organs."

The court also followed earlier decisions that allow the government greater leeway in the regulation of broadcast content. "Unlike cable subscribers, who are offered such options as pay-per-view channels, broadcast audiences have no choice but to 'subscribe' to the entire output of traditional broadcasters," the court said.

The court justified FCC regulation of broadcast content, citing the "compelling government interest" in protecting the "well-being of minors."

The FCC now enforces the ban on indecency from 6 a.m. to 8 p.m. But under the court's decision, the ban can be extended to 10 p.m. The court said that the prevalence of VCRs and cable will allow adults who want access to indecent programming to have it. ■

Judge berates Stern while upholding rights

By Donna Petrozello

The radio technician who pleaded guilty to cutting a transmission wire and interrupting a live broadcast by shock jock Howard Stern last year was sentenced to 20 days in jail and a \$1,000 fine last week, but not until the judge denounced Stern as a "crude and obscene rabble-rouser."

Although Stern is "crude," said Cuyahoga County, Ohio, common pleas judge Timothy McGinty, he is entitled to free speech under the First Amendment. McGinty ruled that former WMMS(FM) Cleveland technician William Alford violated Stern's rights by interrupting his live broadcast on competitor WNCX(FM) Cleveland last June. Alford, who last September pleaded guilty to criminal trespass and disrupting a public service, cut satellite transmission wires and knocked Stern off the air for almost one minute.

Stern fired back at the judge in several broadcasts last week, saying McGinty's comments were off base and immaterial to the case. Stern also



Howard Stern (l) says Judge McGinty's remarks were immaterial and that he used 'the bench as a bully pulpit.'

said McGinty was "using the bench as a bully pulpit."

The FCC should get involved in the case by determining whether Alford also violated FCC regulations, says Craig Weintraub, assistant county prosecutor. He says he has made repeated requests to FCC officials for an investigation, but they have declined. Weintraub thinks the FCC is "[un]interested...because it involves Howard Stern."

"If there's evidence that the licensee of the station directed, encouraged, aided or abetted them and there is unlawful conduct, then I think that would be what we might be interested in," said Chuck Kelley, chief, Enforcement Division, FCC Mass Media Bureau. "But the mere fact that employees from station A did something to station B without the licensee of station A being privy to or party to that conduct, I don't know that that sounds like something we'd be able to take any action with regard to."

Meanwhile, WMMS Promotion Director Heidi Klosterman last week pleaded guilty to receiving stolen property and attempting to disrupt a public utility in the plan to silence Stern. Before Stern's live broadcast, Klosterman took from bins copies of locally distributed entertainment newspapers that featured Stern on the cover.

Klosterman friend Greg Smith pleaded guilty to charges of breaking and entering, related to an attempt to enter the backstage area of the live broadcast. Klosterman and Smith are scheduled to be sentenced by county judge Patricia Cleary Aug. 1. ■

New game show format fortunes decline

There are few takers for programs beyond the traditional powerhouses; the cable picture is somewhat brighter

By David Tobenkin

The "Final Jeopardy" answer: None. The question: How many traditional game shows do the networks have in development?

The popularity of programming formats is characterized by peaks and valleys. But the game show format—save for perennial powerhouses *Wheel of Fortune*, *Jeopardy!* and *The Price Is Right*—seems to have collapsed into a black hole.

Just how far the format has fallen from a mid-1980s high, when there were five hours per day of network games and at least nine first-run syndicated shows, can be gauged by considering that:

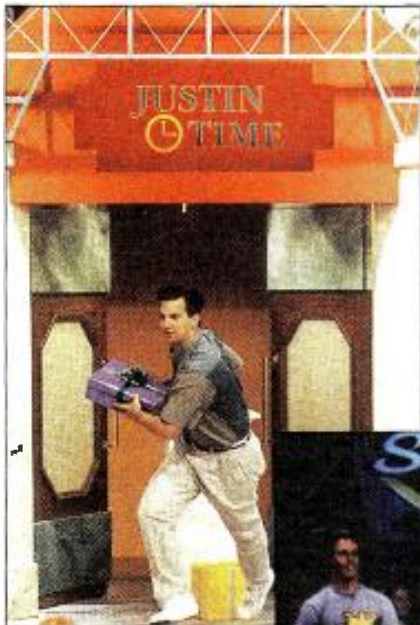
- Only one broadcast network airs a game show (*The Price Is Right* on CBS), and none are in the pipeline, except for a hybrid reality/game show from ABC.

- Only one new game show, *Shop 'Til You Drop*, is planned for syndication next year, and so far it has been cleared for cash in fewer than 12 markets.

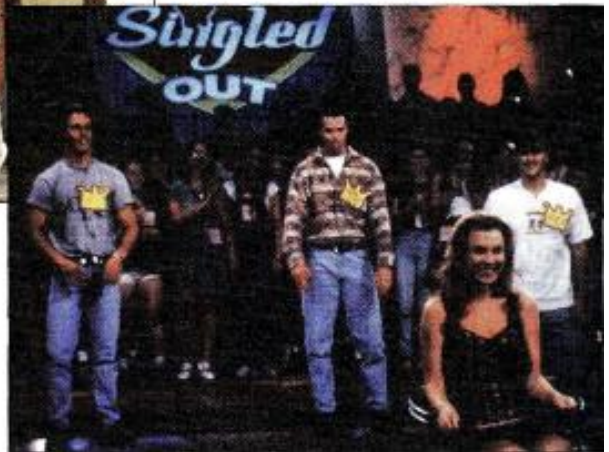
- Canceled are this season's *The New Price Is Right* syndicated show and veteran show *Family Feud*.

- Despite relatively greater success on cable, some major networks are scaling back their game shows. Lifetime will pull its two originally produced shows (*Supermarket Sweep* and *Shop 'Til You Drop*) this fall; USA has had little luck with several original new shows and is dropping its three-hour game show block in the fall, and the Family Channel will scrap its highly touted three-hour afternoon interactive game show block and has postponed plans for a spin-off Game Show Network.

"Overall, outside of *Wheel* and *Jeopardy!*, stations are reluctant to try game shows," says Michael Weiser, executive vice president of domestic distribution for syndicator ACI, which is selling *Shop 'Til You Drop*. "They've been burned too many times. [Perhaps most notably with Bill Cosby's big-ticket, low-rated *You Bet Your Life*.] That's



Among the few new game shows to launch is 'Shop 'Til You Drop,' above. Cable has had some success with shows like 'Singed Out' on MTV.



But game shows have advantages. They are inexpensive to produce; prompt less advertiser resistance than do many talk and reality shows, and are one of the few genres that is under-tapped.

"I really would like to see a good game show project," says Lou Dennig, director of programming at station rep firm Blair Television. "If you have the fourth-rated talk show in the time period, you need something else."

Some argue that relying on remakes of old franchises has hurt interest in

why, despite *Shop*'s record on Lifetime as the top-rated show for the past four seasons, we're offering the show for cash. We hope a track record on a few strong stations will lead others to take a chance."

But the format faces problems, programmers say. Game shows typically attract older viewers, who are not the number one demographic target for advertisers. In addition, long-term renewals of King World game shows and magazine shows have effectively locked new game shows out of their logical home—access. Meanwhile, the glut of hour talk shows forces syndicators to pair new game shows, nearly all of which are half-hours, and that cuts into stations' airtime.

On cable, game shows face competition from newer, high-profile shows, and interactive game tests have yielded mixed results.

many new shows.

"Audiences grow up with game shows, and there have been no new [ones] to shake up the game show world or provide alternatives for a new generation the way *NYPD [Blue]* did for dramas and *Roseanne* did for sitcoms," says Burt Wheeler, co-creator and producer of a new game show for MTV and earlier director of game development at Merv Griffin Enterprises. The MTV game show, *Singed Out*, launched earlier this month. MTV has committed to an initial order of 65 episodes.

Singed Out tries to "shake up the game show world" by injecting relationships and romance into the mix. The show features 50 young women and 50 young men competing for a date by answering trivia questions to determine compatibility. Questions are couched in hip lingo, such as the fol-

lowing for age preference in dates: "Eddie Munster, Herman Munster or Grandpa Munster?"

Wheeler also is developing *Music Hell*, an offbeat, music-themed game show for syndication that has been pitched to New World Entertainment.

Several specialty cable networks, such as kids channel Nickelodeon and sports channel ESPN2, have had success airing game shows tied to channel themes.

Another game show in development, MaXaM Entertainment's *GeoSafari*,

would try to target younger viewers by designing the game around the popular CD-ROM title of the same name, which asks historical and trivia questions via multimedia documentary footage and animation.

Like *Singled Out*, many of the shows in development are blurring the line between game shows and other genres. For instance, is ABC's new prime time order for midseason, *Don't Forget Your Toothbrush*, a game show? In the Brillstein-Grey-produced show, based on a British show,

every audience member is asked to come with a packed bag and ready for travel. Contests are culled from audience members' personal lives. One show, for instance, created an exact replica of a couple's bedroom and ordered them to get under the covers and exchange clothing in less than a minute to win a trip.

Increasing the need for game shows to mine new territory is the adoption by several talk shows of game show components. That includes *Dating Game*-type episodes on *Ricki Lake*.

SYNDICATION MARKETPLACE

Kelly fights fire with firefighters

Kelly News & Entertainment, which launches weekly reality show *Save Our Streets* (previously *Safe Streets*) this fall, is developing a weekly half-hour firefighter reality show for fall 1996. The as-yet-untitled show would be produced by Dave Forman (*On Scene: Emergency Response*) and Kelly and likely would focus on firefighters in a single city. "It will be an in-your-face kind of reality show with elements reminiscent of network dramas that play in prime time—such as firefighters' personal and work issues," says Kelly EVP Alan Winters. The show could be paired with *Save Our Streets* in fall 1996. Like *SOS*, which is cleared in 83% of the country, Kelly will provide news content and local community promotions for the new show.

'Hercules' tops action shows

For the first time, MCA TV's *Hercules: The Legendary Journeys* was the top-ranked syndicated action hour for the week ended June 18. The show's 5.5 Nielsen average audience and 5.8 gross average audience household ratings topped Paramount's longtime top-rated *Deep Space Nine*'s figures, 5.3 and 5.6, respectively. Both shows were repeats. *Hercules*'s ratings growth since launching in January has helped it secure 39 time period upgrades and add new stations or jump to more powerful stations in 21 additional markets. "The show clearly has what it takes to be the top-ranked action hour," says Blair Television station rep Lou Dennig. "It

appeals to a wide audience, including many kids and teens, and its appeal to males 12-34 really drives its week-end daytime second-runs." For the June 5-11 week, *Hercules* tied *Star Trek* in gross average audience at 5.7, but its 5.3 AA rating (which excludes its 7.5 second-runs) trailed *Star Trek*'s 5.5.

Tribune postpones 'Lisa Maria' test

Tribune Entertainment has delayed the beginning of its 13-week test of talk show *This Is Lisa Maria* from last Monday to July 10 to allow for further fine-tuning of the show. "We are doing something in the [WPIX(TV) New York] facility for the first time and with this talent for the first time, and there were a few things we wanted to get straight," says Tribune Entertainment President Rick Jacobson. "But the stations that are testing the show [WPIX(TV), WLVI-TV Cambridge (Boston), WPHL-TV Philadelphia and KWGN-TV Denver] are [Tribune's], so no stations are being left in the lurch." Jacobson also said he decided the show would gain more exposure if it launched after the Independence Day holiday. The series features the former Guardian Angel leader and NewsTalk Television host.

Fox's delay is 'Miller's' gain

Buena Vista Television's new *Stephanie Miller* syndicated late-night talk show will receive upgrades from Fox affiliates representing at least 15% of the country for its fall launch. The upgrades come as a result of Fox's decision not to schedule a new fall late-night strip, con-

firms BVT President Mort Marcus. Those stations will air the show beginning at 11 p.m., instead of midnight or 12:30 a.m. as was planned if the Fox late-night show, which has been postponed until at least summer 1996, had gone forward, Marcus says. In all, about 85% of stations will run *Miller* beginning no later than midnight, he says. Production began last week on the show at Paramount Studios' Stage 29 in Hollywood.

Vandor to head 'Hard Copy'

Ron Vandor, senior producer of Paramount's *Hard Copy* magazine show, has been named executive producer of the show (BROADCASTING & CABLE, June 19). He will replace Linda Bell Blue when she leaves to executive-produce *Entertainment Tonight* beginning Wednesday. Cheri Brownlee, senior producer of *Hard Copy*, has been promoted to co-executive producer and will report to Vandor. Vandor has no plans to change the show, top-ranked in May among general interest syndicated magazine shows, beyond expanding the variety of issues covered.

Benimowitz 'Tempestt' supervising producer

April Benimowitz, senior producer for Columbia TriStar Television Distribution's *Ricki Lake* show, has been named supervising producer of CTTD's new *Tempestt* talk show, which launches this fall. In addition, producer Renee Towell (*Montel Williams*, *Richard Bey*, *CNBC Live*) has been named *Tempestt* coordinating producer. —DT

MOVIES MOVIES MOVIES

**EXCLUSIVE
ADULT
MOVIES!**

24 HOURS A DAY
7 DAYS A WEEK

**THE BEST
MOVIES!**

EXCLUSIVE
PREMIERES
FROM VCA,
THE WORLD'S
LEADING ADULT
MOVIE PRODUCER,
PLUS COASTLINE
AND VIVID STUDIOS.

**100%
MOVIES!**

ONLY THE
SPICE NETWORKS
OFFER YOU
TWO CHANNELS
SHOWCASING
ADULT MOVIES
100%
OF THE TIME.

(WE GIVE OUR VIEWERS WHAT THEY WANT)



BEST MOVIES • BEST BUY RATES • BEST MARGINS

NORTHEAST REGION
212-941-1434

CENTRAL REGION
708-717-4226

SOUTHEAST REGION
703-335-2547

WESTERN REGION
310-314-2422

notes Katz Television Director of Programming Bill Carroll.

Game show producers also are exploring lotteries and gaming. During the past year, Mark Goodson Productions Chief Executive Jonathan Goodson has created two weekly state lottery television shows. Both shows have improved the ratings of their time period predecessors on WCVB-TV Boston and WGN-TV Chicago; a third show is planned for Florida.

Still, many say, the traditional fran-

chises retain great value. Columbia TriStar Television Distribution has been mulling a launch of new syndicated versions of *The Dating Game*, *The Newlywed Game* and the *Gong Show*, to which parent Sony Pictures Entertainment owns the rights.

Likewise, although King World owns the rights to *Hollywood Squares*, some say its ability to launch a new show is hamstrung by non-compete terms in its contract with Sony to distribute *Jeopardy!* and *Wheel*, which

Sony produces. *Hollywood Squares* creator Merrill Heatter is developing a similar but updated game show, *Hollywood Teasers*, featuring six revolving celebrity guests and a play-along word-game.

As for cable, one reason there are not more off-broadcast shows is that Sony's new Game Show Network has locked up rights to 45,000 episodes of the major game shows, says Russ Myerson, vice president, operations, GSN. ■

Twentieth signs lawyer Abramson

Will host half-hour strip after Menendez retrial

By David Tobenkin

Menendez trial criminal defense attorney and ABC News commentator Leslie Abramson has entered into a multiyear talent deal with Twentieth Television to host a half-hour strip series and specials and to serve as an expert commentator to various Fox divisions.

"She is one of the most high-profile personalities in the country as a lawyer and as a contributor to *Nightline*," Twentieth Television President Greg Meidel told BROADCASTING & CABLE. "We think she has enormous strengths, including great intelligence, an ability to communicate complex issues clearly and to be persuasive."

The slant of her talk or news commentary series, which would launch in fall 1996, is still being determined, but Abramson says the show will "incorporate elements of high-caliber news

coverage and debate to give viewers a real sense of the people involved in every issue we explore."

Her show will be produced under Twentieth Television's reality/news division, headed by recently installed John Tomlin and Bob Young, and will be created and executive-produced by First Television partners Mack and Bradley Anderson.

Abramson also will provide commentary for Fox News, Twentieth



Defense lawyer and aspiring talk show host Leslie Abramson

Television's reality and news programs and Fox Television Stations' news broadcasts under the deal.

Abramson, whose deal was brokered by Abrams-Rubaloff and Lawrence's Sean Perry, will continue to serve as expert commentator for ABC News's coverage of the O.J. Simpson murder trial. She will not begin her show until the conclusion of the client Erik Menendez's upcoming murder trial. ■

Partner Stations Network calls on 'Lifeguard'

Half-hour reality strip will be carried by consortium's 44 member stations beginning in December

By David Tobenkin

Station group programming consortium Partner Stations Network will produce and air a half-hour reality strip, *Lifeguard*, on its 44 member stations beginning Dec. 25 and plans to syndicate the show nationally a month later.

The show will feature re-enactments and actual footage of cases culled from lifeguard files in the U.S.

and abroad and aims to deliver a softer slant than do many existing law enforcement and rescue reality shows. "*Lifeguard* will be light instead of dark, fun to watch and optimistic," says PSN President Michael Lambert. "Lifeguards are American heroes. They are usually handsome or beautiful, and it's fun to watch what

continues on page 42

NSS POCKETPIECE	
(Nielsen's top ranked syndicated shows for the week ending June 18. Numbers represent average audience-stations-% coverage.)	
1. Wheel of Fortune	11.0/228/98
2. Jeopardy!	8.8/218/99
3. Oprah Winfrey Show	6.2/239/99
4. Entertainment Tonight	6.0/181/93
5. Hard Copy	5.5/190/94
5. Journeys of Hercules	5.5/168/95
7. Star Trek: Deep Space Nine	5.3/237/99
7. Wheel of Fortune-wknd	5.3/176/82
9. Family Matters	5.1/195/92
9. Roseanne	5.1/184/95
11. Baywatch	5.0/220/96
11. Inside Edition	5.0/179/94
11. Ricki Lake	5.0/222/98
14. Fresh Prince of Bel-Air	4.9/140/83
14. Jenny Jones	4.9/205/96

If you own a radio station, work for one or do business with the radio industry...

...you should be concerned about proposed Congressional legislation which may profoundly affect your job and your future.

Bills HR 1555 and S 652 would remove all limits on station ownership nationwide and in every local market! Proponents of this legislation — including the NAB — claim this will foster competition, but they're dead wrong.

Competition ultimately will be reduced in every market. Station owners with the deepest pockets will buy out competitors one by one. All the radio stations in a market could wind up in the hands of a few powerful operators. In fact, this legislation could even make it possible for a single owner to own every station in a market.

The innovation and creativity which is born of competition will be stifled. Staffs will be consolidated, jobs will be cut and budgets for technical improvement, promotion and community service will be slashed.

Careful, reasoned change to keep the radio industry healthy in an evolving economy — such as the recent duopoly rules — are welcome. Not so the draconian destruction of the vigorous competitive structure which has made our industry so strong for so long.

Careful, reasoned change would include raising national ownership limits to 50 AMs and 50 FMs, but only if today's single market ownership limits are maintained! This would allow for the continuing healthy growth of the larger radio groups and their ability to bring new capital into the industry, while maintaining constructive, productive local market competition.

If you're concerned, as we are, about the future health of local radio... if you're concerned — as you should be — about your future in radio...if you're concerned about the ultimate destruction of one of this nation's most community-directed, vigorously competitive major industries, you must act now.

**Call your local Representatives and follow up with a letter.
Tell them you want to see HR 1555 and S 652 changed to...**

- **Maintain current local market ownership limits;**
- **Raise the ceiling on national ownership to no more than 50 AMs and 50 FMs;
(We've gone from 7/7 to 12/12 to 20/20!)**
- **Direct the FCC to review periodically ownership limitations and competitive health in radio in light of technological advancement and emerging media and report recommendations to Congress every three years.**

**The Coalition for Broadcast Diversity
P.O. Box 1059 - Two Kennedy Boulevard
East Brunswick, New Jersey 08816
TEL: 908-247-6161 - FAX: 908-247-4956**

Bob Johnson on the information revolution: **All Ahead Slow**

Robert Louis Johnson speaks with many voices. As chief executive officer of Black Entertainment Television he is one of cable's most successful programmers. As a cable operator (District Cablevision) and industry insider he knows how the medium works and what it's likely to do next. As a black businessman in a predominantly white media world he knows about breaking down barriers. All three of those voices are heard in this free-ranging interview with BROADCASTING & CABLE editors Rich Brown and Don West.



Your corporate tape has a reference to your being the preeminent black media company or having ambitions to be. That used to be another Johnson, did it not? With the Ebony group? Have you succeeded them in the marketplace?

If we're not already the preeminent media company, it's because we structured ours as a growth business. From the very beginning, we felt that BET had to provide a broad range of entertainment and information to the black consumer. When we went public in '91, we acquired the necessary capital to pursue that objective. And since we've always had outside partners in shareholders who looked for BET to grow as far as it could in capturing its market rather than just being a private preserve for Bob Johnson, we've always looked to how we increase shareholder value.

That's what differentiates us from most other black media companies. They are fairly mixed in one particular arena. We tend to be broader, because we think our brand travels better in a host of business opportunities. The black population is the second-fastest-growing population in the country. The black population has the highest propensity to consume of any population group in the country, and they spend a lot more than you would think.

BET is very much an entertainment-oriented consumer.

Blacks are vitally important to the record business, both as artists and as consumers. Blacks make up approximately 10%-12% of the cable universe. The black consumer on cable is more likely to buy pay cable services than the general population on almost a two-to-one basis. Blacks, for example, constitute about 25% or 26% of HBO's subscriber base.

Advertisers want to reach this group because it has tremendous buying power. And in many cases, black entertainers are the leaders in their field, particularly in the music business, where we have been concentrated. It's a growth market. It's a trend-setting market. And we think it's a market for which we are positioned better than any other entity to capture. I think we can take the BET brand and walk it into a number of areas, as we're doing with the BET home shopping channel, and with BET radio or BET on Jazz.

How is home shopping working out?

It worked out very well for us on a test basis. We're going to look at it again in the fall. Both we and Gerry Hogan of Home Shopping agree that it was very successful. We believe that there's definitely a black home shopping market out there that will buy products under the BET shop brand. I think there's a billion-dollar market out there, or a two-billion-dollar market between QVC and Home Shopping. If I

end up getting 10% of that market, I'm real happy.

Where do your revenues come from? You're sort of on the low end of the cable rate card, aren't you? Somewhere between 10 and 11 cents?

We get our revenue from advertising and the cable rate fee. And it's about the same: about a 50-50 split. Our strong cash flow is the basis of our ability to deliver a quality product at a low cost, mainly because our heavy concentration is in music videos—essentially given to us at no cost for promotional considerations—and in our ability to buy off-network product at a low cost because we're buying black-oriented sitcoms that didn't find their way out of network into any form of syndication. In some cases they're series that didn't generate enough audience or that didn't get enough episodes to go into syndication.

Would you like to see more diversification?

No. I think we've got the right mix. Music is such a vital part of black culture and black entertainment. There's an entire black radio business built around nothing but music. And if you talk to the corporations that are in the music business—Warner, Sony and MCA—

they'll tell you that their black music divisions are some of their most productive segments in terms of revenue generation.

So we think that by having this dominant position and delivering black-oriented music—everything from rap to soul to jazz—we've got a pretty tight lock on that market, which we want to continue to exploit.

How do you feel about the controversy surrounding rap?

I think some of the rap artists go overboard in what they say and write. And it shows up on occasion in music videos. There are music videos that we don't air. Having said that, we think it's the responsibility of the artist, the record companies and BET to make a decision about what's produced or what's financed or what's aired, but I don't believe that any form of government censorship has a place in the creative arts. It should be left up to the individual not to produce it, left up to the network not to air it and left up to the TV household not to watch it. And if you have what I call the censorship of good common sense, you wouldn't have the problem.

How much of your audience isn't black?

It goes up and down. In any given quarter hour, anywhere from 15% to 20% of households watching BET are white households, or nonblack households. The music, of course, will get more. More targeted news and public affairs may get less. Some of the sitcoms will get a broad audience.

How much are you limited by the fact that it's primarily a black audience? In terms of your distribution, how much farther can you go past 42 million homes?

I don't think we're limited at all in terms of what we're trying to do. The whole essence of cable was to create diversity. And by embracing BET, the industry has shown it embraces diversity. We think the fact that we're in 42 million homes means we have the opportunity to grow to 60 million. It's just a matter of expanded channel capacity. And whether it comes from the telephone companies, the cable companies or the DBS guys, we're going to be a channel that gets broader distribution. We expect to be on a number of DBS birds when they open up new transponders.

How would you say the cable industry is doing in terms of embracing diversity?

BET got started because John Malone, 15 years ago, made the decision to embrace diversity. That was a time when few believed there was a need for a channel targeted to black consumers, when almost all cable was in rural America and people were saying that the urban markets couldn't be wired. BET was the first programming service that John Malone invested in. And I think it's no secret why TCI holds more entrepreneurial positioning in programming services, because they had an entrepreneurial approach to backing programmers and an approach that cable would be the most profitable medium if it had a diversity of choices. That's why they invested in BET and Discovery and Turner and all the other channels.

Do you think the industry is doing enough to foster diversity behind the scenes of the cable companies?

No. I don't think anybody in the industry would agree that there's enough diversity in employment, particularly in the upper management levels of the industry. I think the programming industry has a long, long way to go to bring black managerial talent into the decision-making process of what gets on the cable screen. The MSOs are doing a little better, of course, because they have markets that are heavily populated by blacks, and they have to deal with the black city councils and elected officials and the like. The programmers don't have that contact point.

What's your position on affirmative action in general?

I've always believed that affirmative action was a method by which people who were systematically denied opportunity because of government policy would receive a preference to redress that government action. In 1934, for example, the Communications Act created access to radio licenses. In 1934 black Americans were still living in a sharecropper, Jim Crow kind of society. Many were still being lynched. But the government, in an affirmative action way, was handing out a government asset—the licenses—to radio stations. Now we're in 1995 and all the communications properties have been awarded. They're now extremely valuable. Blacks cannot economically acquire these assets with the financial position that they have. So the government, I believe, has an obligation—through affirmative action, through preferences—to make up for the fact that we were not players. That's simply what affirmative action is.

Are the cutbacks in preferences and tax certificates going



to affect you in your PCS ambitions?

I think it definitely will. It's already affected Frank Washington and his attempt to acquire cable properties. Before the change in policy, blacks could, when selling a station, give a tax certificate to another black buyer. Well, since they can't give the tax certificate, if a black buyer is going to buy a station from a black, they're going to have to pay the market price, because there's no tax certificate discount. And this is occurring at the same time that the communications law allows the major companies to own more stations. So you've got bigger money chasing black-owned stations at the same time that blacks can't afford to buy stations without the leg up of a tax certificate.

The result, in my opinion, is that we will see an absolute rollback in the ownership of black media properties, whether cable, TV or radio. That's not in the best interests of society.



"Five years from now [telecommunications] is going to be more like it is today than people think it will be."

I'd like to broaden our perspective and talk about what's happening to the cable industry in general, or may be happening. Considering that we're on the lip of new telecommunications legislation, how big a revolution is in prospect?

I hesitate to use the word "revolution." I always think in terms of a prudent expansion of economic markets that would be based on a lot of criteria and a lot of factors, that is probably going to be more evolutionary than revolutionary. We've got some uncertainties in the marketplace that still haven't been sorted out. I think you'll see an expansion of basic distribution capability. I think you'll see an increase in ownership concentration. I think you'll probably see an attempt to develop a more interactive business in cable distribution.

But people are going to go slow. I don't think you're going to see cable companies, or telephone companies, automatically commit to building the information superhighway flat out with every dollar against the wall. Because there's going to be some shifting and changing of which industry is going to take the lead. Is cable going to spend more of its time going after the telco business rather than trying to consolidate its hold on video programming? Is the DBS business a passing technology, as some people in the cable industry believe, once the cable industry goes digital?

Or take the so-called killer application concept. I've seen some studies on information highway activity with which I've been involved, and a lot of these things that people say are killer applications simply don't meet the test. Gaming, for example. Everybody said gaming would be a big killer application, but when you look at some surveys, gaming falls down at the lower end of 10 choices that people would watch. Movies? Not a killer application in and of themselves.

I think the so-called killer application is really a collection of things that will have to be available over this so-called interactive information superhighway. So you will want information. You will want movies on demand. You will want interactive shopping. You want all of these things in the right mix. There's not one single thing that's going to compel you to change over everything in your technological interactive behavior.

So it's going to be slower than most people think. Five years from now I think it's going to be more like it is today than people think it will be.

Does that mean that the telephone companies will not be getting into the television business?

I've always believed that when the telephone companies get into the cable business, they'll buy their way in.

But how can they do that with this new law?

I think this new law is going to be subject to some reality checks later on. When the Bell Atlantic/TCI deal was proposed, that was the way it was going to happen. That deal made sense when it was considered, and it makes sense now. It's too bad it didn't go through, but it had all the right ingredients for what will happen.

I'm not convinced there's a two-wire economy for us. I think there's a one-wire economy for us.

We interviewed Chairman Jack Fields of the House Telecommunications Subcommittee last week. He's so high on this legislation that he says tens of billions of dollars of investment are going to be released the minute it's passed. I was hoping he was right.

I don't believe that's the case. I think you're going to see a lot of improvement in basic plant and equipment, and basic infrastructure. You're going to see some major upgrades. But you're not going to see revolutionary upgrades, just because of this legislation, because people haven't decided exactly how they're going to compete. You can't, in this industry, fight a three-front war. You can't fight the guys in the sky. You can't fight the programming software battle and the ownership of the distribution battle all at the same time. You've got to decide if you're going to play one, maybe one and a half or two, but you can't do all three.

And it seems to me that what everybody believes is that the telephone company guys are going to go out and make all the best movies, and come up with the best creative software, and at the same time they're going to lay down video plant to be as competitive against the cable operators as they can be. And at the same time they're going to maintain their toehold in telephone to keep the long-distance carriers and the cable guys out of their basic plain old telephone business.

You can't do all those and run the businesses the way the current management of these industries is running their busi-

nesses. The telephone companies, for example, have dividend commitments. They have not shown an inclination to walk away from the billions of dollars they pay out in dividends. They have capital replacement costs. They haven't shown any inclination to do anything creative in that area, other than what they have to do to maintain the basic infrastructure.

Will there be a greater opportunity for cable programmers to get into this business?

The opportunity for the entrepreneur doesn't really exist as much as it did when I got started and some other people got started. Much cable programming is concentrated in the hands of very large programming companies or very large MSOs. So if you've got an idea, you've got to take it to one of these two players to become a force in this. And then, of course, you've got to deal with an environment in which for the first five years you may get no financial support from the operators. So you've got to rely on Madison Avenue as your sole source of revenue.

Even today, if you were to take all of the profitable basic channels and take away their operator support, you'd probably have two that were profitable. Maybe three. Us, MTV and probably Turner, because we've got the lowest-cost programming structure.

So when you see all these great ideas about new programming choices coming up, and everybody saying there is going to be this new, rich garden of choices, the question is, what's the financial structure? What's the financial model that's going to work? I think that financial model is going to be one of low-cost programming that you can bring to the marketplace, highly targeted and niche oriented. And something that you can convince a certain group of advertisers to go after because they like the demographic mix more than they like mass circulation.

So you've got to come up with some unique kinds of channel choices, and at this stage of the game, you're going to see a slow growth in these channels.

Now, the part that makes it attractive is that to the extent that you can roll the dice and launch a channel, and it's successful, the odds are that you're going to have a channel that's going to be worth, in five to 10 years, upward of a half-billion dollars from a market capitalization standpoint. So that's the lure of watching these channels.

What's the partnership status at the moment?

It's the same: TCI at about 18%, Time Warner at about 16%; the market is 20%, and I have about 44% of the equity and 55% of the voting stock.

What kind of progress are you making with Action Pay Per View, and what are your expectations for that genre?

Well, we got into the pay-per-view business when we acquired Action as part of our branding strategy. Pay per view is a heavily used product by young blacks and Hispanics, both for sporting events and movies. So we felt that by acquiring Action at this stage, when the industry is poised to make pay per view customer-friendly, we would create a brand that would appeal to that marketplace. There are about 20 million pay-per-view homes. We're in about 7 million, so we've got 13 million PPV homes in front of us, if the industry doesn't add another home.

Now, if you can take the number of those homes that are truly addressable, you reduce that to maybe 3 or 4 million. Well, if you can think of a universe where 20 million homes—again, sticking to that number, and we know it's going to expand—where 20 million homes are impulse addressable, and you've got a strong brand delivering black product, or a product targeted to an urban audience, then you've got yourself a unique niche position in pay. If you really look at who's making money in pay, it's the guys who are doing niche. Those are the guys doing Spice and Play-boy. That's the money-making niche.

Well, do you have anything on the drawing board awaiting some sort of opening?

We've got several things on the drawing board, but everything that we do is going to be designed to pull out the bil-



"I want BET to be the financier of choice for the young, black entrepreneurs with creative ideas about information or entertainment."

lions of dollars that black consumers spend on entertainment and leisure-time activities.

How many billions is that?

If you take the gross national spending of black America, it would be in the neighborhood of \$360 billion. If black Americans constituted a nation unto themselves, they would have a gross national product like that of Australia or Mexico. So from an entertainment and leisure standpoint, if you assume that black Americans and all of their entertainment leisure-time consumption is in the neighborhood of \$20 billion, it would be as large as the cable industry by itself.

From BET's standpoint, to contest for a \$20 billion market doesn't give you a whole lot of time to worry about anything else. And I don't mind not worrying about that so-called potential crossover market, or whatever. I want to be in a position one day where, in the case of an *Ebony* magazine deciding to sell out, or some of the other black media brands, I want BET to be the buyer of choice. I want BET to be the financier of choice for the young, black entrepreneurs with creative ideas about programming or information or entertainment. We're looking at the online business, and we're looking at any business that targets that marketplace, and makes sense. ■

TNT tops prime time for 2nd quarter

Nickelodeon is number one on full-day basis for second quarter

By Rich Brown

The National Basketball Association playoffs helped propel TNT to the number-one prime time ratings position during the just-completed second quarter.

Cable news networks also enjoyed gains during the quarter as a result of

the O.J. Simpson trial and coverage of the Oklahoma City bombing, according to A.C. Nielsen Co. data supplied by various cable networks.

CNN's coverage of the April 23 "Day of Mourning" in Oklahoma City averaged a 7.6 rating, representing 4.9 million homes, the second-



2nd-quarter cable ratings: 1995 vs. 1994 (5/29/95-6/25/95)

Network	Prime Time (Mon.-Sun. 8-11 p.m.)				Full Day (Mon.-Sun. 24 Hours)			
	2Q 1995		2Q 1994		2Q 1995		2Q 1994	
	Rtg	HH (000)	Rtg	HH (000)	Rtg	HH (000)	Rtg	HH (000)
TNT	2.4	1,553	2.0	1,199	1.1	701	0.9	571
USA	2.2	1,437	2.3	1,411	1.0	642	1.1	664
TBS	1.9	1,244	2.2	1,336	1.1	698	1.2	745
NICK	1.6	998	1.2	703	1.4	861	0.9	564
LIFE	1.4	829	1.1	620	0.7	449	0.6	350
ESPN	1.3	828	1.5	934	0.7	447	0.8	475
CNN	1.2	775	0.9	556	0.9	618	0.5	307
DISC	1.1	723	1.0	594	0.6	374	0.5	292
A&E	1.0	630	1.0	582	0.7	426	0.7	432
TNN	1.0	616	1.0	582	0.5	302	0.5	287
FAM	0.9	548	1.0	582	0.5	325	0.5	315
MTV	0.7	400	0.6	376	0.5	300	0.5	279
WGN	1.0	360	1.0	358	0.6	235	0.6	215
TOON	1.5	260	1.4	142	1.0	182	0.9	89
CNBC	0.4	229	0.3	160	0.2	110	0.2	122
HLN	0.4	203	0.3	169	0.3	186	0.3	150
VH1	NA	NA	0.3	145	NA	NA	0.2	95
TLC	0.5	175	0.5	134	0.3	105	0.3	91
SCI-FI	0.6	142	0.5	86	0.4	96	0.4	57
fX	0.7	140	NA	NA	0.4	74	NA	NA
PREVUE	0.4	140	0.4	117	0.2	76	0.2	65
COM	0.4	124	0.4	124	0.2	70	0.3	93
E!	0.4	121	0.3	78	0.3	102	0.2	61
COURT	0.5	101	NA	NA	0.7	136	NA	NA
CMT	NA	NA	0.3	77	NA	NA	0.3	66

USA's prime time is 7-11 p.m.; Family's is 7-10 p.m.; CNBC's is 8-11:30 p.m. Mon.-Fri.; E!'s is 6 p.m.-midnight; Discovery's and TNN's full day is 9 a.m.-3 a.m.; Family's is 7 a.m.-1 a.m.; Lifetime's is Mon.-Fri. 7:30 a.m.-1:30 a.m. and Sat.-Sun. 10 a.m.-1 a.m.; A&E's is 8 a.m.-4 a.m.; E!'s is 6 a.m.-3 a.m., Mon.-Sun.; TLC's is Mon.-Fri. 12 p.m.-3 a.m. and Sat.-Sun. 9 a.m.-3 a.m.; all other networks are 6 a.m.-6 a.m.

Source: A.C. Nielsen Co. data supplied by various networks. All ratings based on coverage homes for each network. NA—not available.

highest-rated program on basic cable for the quarter. (The May 10 basketball game between Chicago and Orlando on TNT was the highest-rated show for the quarter with a 7.9 rating, representing 5.1 million homes, the highest-rated, NBA game in TNT history.)

On a full-day basis, Nickelodeon jumped ahead in the list to rank as the top-rated basic cable network for the quarter. The kids network averaged a 1.4 full-day rating, representing 861,000 households.

Nickelodeon's prime time lineup of Nick at Nite classic TV shows and Saturday night originals for kids averaged a 1.6 rating, representing 998,000 households, making it the fourth-highest-rated basic cable network in prime time for the quarter.

Helping to boost Nickelodeon's numbers were programming stunts as well as the network's move to strip original shows in key weekday time periods.

While basketball helped boost TNT's ratings for the second quarter, all-sports network ESPN saw its prime time ratings position drop from fourth to sixth place compared with the same period last year. Major League Baseball ratings have taken a considerable hit at the network compared with second quarter 1994 numbers.

News networks were not the only basic cable networks seeing prime time ratings increases during the second quarter. Other networks enjoying household gains included Lifetime, Discovery, A&E, The Nashville Network, MTV, WGN, Cartoon, The Learning Channel and Sci-Fi Channel. ■

TW goes digital

Time Warner Cable Programming has created a Digital Marketing Group to be headed by Senior Vice President Linda Frankenbach. Joining her will be VP of Interactive Advertising Robert DeSena, most recently VP of multimedia for Time Inc.; VP of Operations Jennifer Carney, and VP of Interactive Merchandising Rod Parker, formerly general manager of the Catalog 1 shopping channel. DMG will produce and distribute interactive shopping and other services. An interactive shopping mall called DreamShop is in development for online computer networks, Time Warner's full service network and other interactive platforms.

H&G sweepstakes

Fledgling cable network Home & Garden Television this month will launch its first national sweepstakes, "The Great Garden Giveaway," in association with Troy-Bilt products. Viewers will send in postcards to be selected as winners of Troy-Bilt garden equipment.

USA gets pieces of action

USA Network has acquired exclusive

cable rights to action/adventure series *Renegade* and *Highlander: The Series*, which USA will run back-to-back on weekday evenings beginning Sept. 11. *Highlander*, from Rysher Entertainment, will be telecast at 5-6 p.m. ET/PT, followed by *Renegade*, from Cannell Distribution. The two shows will follow USA's *Knight Rider*, which airs daily, 4-5 p.m. ET/PT. USA has the rights to all episodes from the first three seasons.

Numbers up

The Cabletelevision Advertising Bureau reports that total basic cable network advertising revenue for first quarter 1995 reached \$750 million, a 14% increase over last year.

C-SPAN changes

Cable executives newly elected to the 38-member C-SPAN board are Barry Babcock, Charter Communications; Daniel Gold, Century Cable; David McCourt, C-TEC Corp.; Gerry Lenfest, Lenfest Communications; James Doolittle, Time Warner Cable; Jeffrey Bennis, Rifkin Communications; Jeffrey Marcus, Marcus Cable; Leo Hin-

dery, Intermedia; Thomas Might, Post-Newsweek Cable; Walter Hussman, Wehco Video, and William Stewart, Armstrong Group of Coms. Also, Comcast President Tom Baxter will chair the executive committee, succeeding Jim Robbins of Cox Cable. In other action, C-SPAN senior vice presidents Susan Swain and Robert Kennedy have been named executive VPs and co-chief operating officers.

CTAM unplugged

MTV Networks will present Rod Stewart in an "unplugged" acoustic concert for attendees of the upcoming CableTelevision Administration and Marketing Society conference in San Francisco July 16-19.

Rent-a-dish era begins

Direct satellite systems will become a rental item next month when an Atlanta-based equipment rental chain launches its rent-to-buy program for Thomson's RCA brand, DSS. Aaron Rents Inc., a furniture and consumer electronics rental company, will begin renting Thomson's 18-inch RCA DSS system from its 128 rental stores by early August. —RB

Turner unveils new roster of movies

TNT will spend \$5 million apiece on original productions next year

By Rich Brown

Riding high on its second-quarter ratings success, TNT has unveiled a slate of 1996 original movies budgeted at about \$5 million apiece.

TNT is looking to duplicate the success of recent network originals like *Joseph*, a two-part biblical epic that averaged a 4.7 Nielsen rating during its debut on April 16 and 17. Ratings for TNT originals jumped 55% in 1994 over the prior year and so far in 1995 are pacing about 25% over last year, according to data supplied by the network. In the past year, the network has cut back from 12 to 10 original movies per year and is focusing on high-profile titles with budgets twice those of typical TV movies.

Among new projects slated for

Turner Network Television for 1996 is *Kissinger and Nixon*, a two-hour drama based on the biography by Walter Isaacson. Ron Silver will star as Henry Kissinger, and Beau Bridges will play the late President. Next year also will see the debut of *Crazy Horse*, a two-hour drama about the legendary Native American. *Crazy Horse* will be the latest element of a Turner Broadcasting Native American programming initiative that launched in December 1993.

Also debuting in 1996 on TNT is *The Hunchback*, a two-hour remake of the classic story of the hunchback of Notre Dame, and *The Man Who Captured Eichmann*, a true-life thriller starring Robert Duvall. *Eichmann*, adapted from Peter Malkin's memoir "Eichmann in My Hands," will tell the story of the Nazi's capture and trial.

TNT later this year will present a family-oriented miniseries, *The Return of the Borrowers*, about a tiny family that lives under the floorboards of an English country house. The movie is a sequel to *The Borrowers*, which aired on TNT in 1993.

In addition to the aforementioned titles, previously announced TNT originals scheduled in the months ahead include the Aug. 6 debut of *Broken Trust* with Tom Selleck and the Oct. 15 premiere of *The Heidi Chronicles* with Jamie Lee Curtis.

In other developments, Allen Sabinson, who supervises development and production of TNT original movies, has just been promoted from senior vice president to executive vice president of original programming for the cable network. ■

Programmers oppose content control

USSB-sponsored panel points to industry solutions

By Jim McConville

TV program providers and viewers, not government officials, should be the ultimate arbiters of what's on TV, say industry executives.

In a panel on "TV, Technology, and the Family Today," sponsored by direct broadcast satellite (DBS) programmer USSB, executives last week offered solutions—other than government intervention—to managing TV program content in the home.

Mary Pat Ryan, senior vice president of USSB, said a survey of roughly 1,000 DBS subscribers showed that 70% want some form of control over what their children watch. Ryan pointed to USSB's lockout feature as an alternative to government regulation. The feature allows users to lock out movies based on their MPAA rating.

Geraldine Laybourne, president of Nickelodeon, described the V-chip, which would allow TV sets to be programmed to restrict content, as a "negative device." In contrast, she called USSB's control device a positive step, "leaving it up to parents to decide what their kids watch."

Laybourne did say that the recent attention on media violence has been useful, placing the issue back in the public eye. A Nickelodeon online survey found that 87% endorse a rating system for TV violence, while 58% of the same group blame parents for children's overexposure to violence.

Television program producers might improve programming content by knowing their audience better, said Laybourne: "Network TV program producers are out of touch with what kind of programming American families want."

For TV ad buyers, knowing where their company stands on such ethical issues might help them choose the right place for their ads. "I doubt [the] leaders of corporate America ever spend 10 minutes to explain their values to their young media buyers," Laybourne said.

Jane Tollinger, executive vice president, Lifetime Television, said programmers should set their own guidelines. Lifetime screens its programming for gratuitous violence against women. ■

HBO, SPE sign movie deal

HBO has signed a long-term deal with Sony Pictures Entertainment that extends the network's rights to Columbia Pictures titles by six years and wrestles away rights to TriStar Pictures titles from rival Showtime. The deal gives HBO exclusive pay TV rights to future Columbia movies theatrically released through the year 2004 and exclusive rights to TriStar titles from 1998 to 2004. HBO is expected to shell out more than \$1 billion to Sony during the 11-year contract. Existing HBO studio deals include Warner Bros., 20th Century Fox, Savoy and DreamWorks. Showtime—which has deals with MGM/UA, Castle Rock, Gramercy, Sony Classics and an expiring agreement with Walt Disney Co.—is expected to secure titles from co-owned company Paramount Pictures when the studio's current deal with HBO expires in 1999. —RB

Playboy launches AdultVision TV

Playboy Entertainment launched its adult pay-per-view channel, AdultVision TV, last week on Time Warner's New York City Cable System, with approximately 1.2 million addressable homes. AdultVision TV reportedly will feature "harder-edged" films than does Playboy's current PPV channel and will be aimed at the same viewer market as the adult PPV service Spice. The channel, which will offer 90-minute movies around the clock, also will be available to satellite broadcasting and hotel markets. AdultVision TV will telecast a minimum 50 movies monthly from the libraries of adult film distributors Vivid Distribution and CED. Each movie will carry a \$4.95-\$5.95 price tag. —JM

PEOPLE'S CHOICE: TOP CABLE SHOWS

Following are the top 15 basic cable programs for the week of June 19-25, 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 \$5.4 million households with TV sets. Source: Nielsen Media Research.

Program	Network	Time (ET)	Hhs. (000)	Rating	Cable U.S.
1. <i>Movie: 'Problem Child II'</i>	USA	Sun 3:00p	3,018	4.7	3.2
2. <i>O.J. Simpson Trial Coverage</i>	CNN	Wed 4:30p	2,389	3.6	2.5
3. <i>Rugrats</i>	NICK	Wed 6:30p	2,303	3.6	2.4
4. <i>O.J. Simpson Trial Coverage</i>	CNN	Wed 4:00p	2,258	3.4	2.4
5. <i>Rugrats</i>	NICK	Sun 10:00a	2,186	3.5	2.3
6. <i>Rugrats</i>	NICK	Thu 6:30p	2,174	3.4	2.3
7. <i>O.J. Simpson Trial Coverage</i>	CNN	Wed 3:00p	2,132	3.2	2.2
8. <i>Doug</i>	NICK	Wed 7:00p	2,123	3.4	2.2
9. <i>O.J. Simpson Trial Coverage</i>	CNN	Wed 2:00p	2,120	3.2	2.2
10. <i>Movie: 'Problem Child'</i>	USA	Sun 1:00p	2,070	3.2	2.2
11. <i>O.J. Simpson Trial Coverage</i>	CNN	Wed 3:30p	2,070	3.2	2.2
12. <i>WWF Monday Night Raw</i>	USA	Mon 9:00p	2,038	3.1	2.1
13. <i>Movie: 'Problem Child'</i>	USA	Wed 9:00p	2,026	3.1	2.1
14. <i>Rugrats</i>	NICK	Mon 6:30p	2,022	3.2	2.1
15. <i>Rugrats</i>	NICK	Tue 6:30p	2,014	3.2	2.1

Following are the top five pay cable programs for the week of June 19-25, ranked by households tuning in. Source: Nielsen Media Research.

1. <i>Movie: 'Beverly Hills Cop III'</i>	HBO	Sun 10:30p	2,900	12.4	3.0
2. <i>Movie: 'Beverly Hills Cop III'</i>	HBO	Tue 8:00p	2,738	11.7	2.9
3. <i>Movie: 'The Infiltrator'</i>	HBO	Sat 8:00p	2,269	9.7	2.4
4. <i>Movie: 'The Getaway'</i>	HBO	Sun 8:00p	2,114	9.0	2.2
5. <i>Movie: 'An Officer and a Gentleman'</i>	HBO	Sat 11:00p	2,102	9.0	2.2

Telemedia

THE INTERACTIVE WORLD OF VIDEO, VOICE AND DATA

Week

Video Dialtone

FCC pondering franchise fees for telcos

Commission is expected to adopt charge for systems controlling programming

By Mark Berniker

The FCC is considering changing the rules governing telco entry into video dialtone that require telephone companies to pay local franchise fees if they offer programming over their networks.

The details of the FCC's revised video dialtone rules will be voted on on July 28 in the fourth notice of proposed rulemaking, which could dramatically alter rules for telco entry.

"It's different now if telephone companies are able to offer programming in addition to their common carrier services," says Susan Lewis Sallett, FCC spokesperson.

Last-minute lobbying by telephone companies is under way, but sources say all indications point to the FCC acting to require telcos to pay franchise fees.

And in a landmark move last week, Ameritech struck the first telco-cable franchise agreement with a local municipality outside Detroit (see "Top of Week").

If the telcos control both the conduit and the content, then

they may be expected to pay local franchise fees, similar to any cable operator. But the telcos vigorously disagree and don't think they should have to pay part of their revenue to local municipalities. If the new FCC rules force the telcos to pay franchise fees, the economics for entering video dialtone will change dramatically.

The precise amount telcos would have to pay in franchise fees is unclear, but in all likelihood it would be around 5% of gross revenue. Cable operators last year paid approximately 5% of their revenue in franchise fees, which amounted to millions of dollars for local municipalities across the country.

Video dialtone, as originally envisioned, was to be a common carrier network offered by a telephone company to any programmer interested in leasing access on it. Under the banner of free speech led by Bell Atlantic, the telcos have campaigned aggressively to also be able to own and offer programming.

Now, with pending legisla-

Continued on page 24

Discovery discovers the World Wide Web

Discovery Channel previewed its Internet home page in preparation for launch on the World Wide Web. Discovery Channel Online can be reached at <http://www.discovery.com>. Discovery is working with Netscape Communications on its Internet site and plans to create tie-ins between its cable programming and online content.



Video Services

SNET fires back at Connecticut regulators

Connecticut telco holds out threat of pulling back from video

By Mark Berniker

In comments filed last week, Southern New England Telephone took exception to Connecticut regulators' draft decision that rejected the telco's cost-allocation plan for its planned telephone and video network (BROADCASTING & CABLE, June 26).

In court papers filed with regulators, SNET took "strong exception to the analysis and associated conclusions concerning [its] proposed cost-allocation methodology."

SNET said its new network would be used primarily for telephone services, with video added at a small incremental cost. SNET wants Connecticut regulators to defer final judgment on its cost-allocation plan, but the commission was expected to give its final ruling late Friday.

"None of the options are good ones," says Beverly Levy, SNET spokesperson. "Our original decision was driven by the need to replace our copper network over time, and we recognized that for a small incremental cost we could also add video services to the same network."

SNET is asking Connecticut regulators to "change its conclusion that the HFC [hybrid fiber/coax] network was driven solely by the decision to provide VDT," according to documents filed by SNET to the Connecticut DPUC.

Although SNET is hoping that regulators will rule in favor of its request for deferment, the Connecticut telcos are threatening

Continued on page 24

Video Entry

Supreme Court opens telco-cable case for review

Congressional action could supersede ruling of high court, however

By Mark Berniker

The Supreme Court said last week that it will review a lower court ruling giving Bell Atlantic the green light to offer video programming over its telephone network and within its own service area.

Earlier this year, the Fourth Circuit Court of Appeals in Richmond, Va., declared unconstitutional a 1984 law barring Bell Atlantic and other telephone companies from entering the cable TV programming business. In cases brought by other telcos, several other courts have affirmed the

Bell Atlantic

Bell Atlantic decision.

Barring telcos from offering video programming violates their First Amendment right to free speech, the lower courts ruled. But it remains to be seen whether Congress will lift the crossownership ban when the House considers information highway legislation in the coming weeks.

"Congress could render it moot," says Roy Neel, president of U.S. Telephone Association, who views the Supreme

Court's review of the telco-cable crossownership case with "extreme pleasure." USTA filed a brief with the court in late May. The Supreme Court will hear oral arguments later this year and is expected to rule on the case by early next year.

"Nine other federal district courts have similarly found that banning telephone companies from video programming is a violation of the First Amendment," says a statement from USTA.

Any decision made by the Supreme Court could be eclipsed by changes being considered in Congress, but both the House and President Clinton still have a chance to weigh in on the crossownership issue.

Earlier this month, the Senate passed legislation that would repeal the ban on telcos entering cable. The provision was part of an overall package that is expected to lead to open competition and the deregulation of telecommunications and cable markets.

The House version, however, is expected to be significantly different from that of the Senate, but it does include a provision repealing the crossownership ban.

The House bill is expected to deal with crossownership, but if it does not, the Supreme Court decision would take on greater significance. **TM**

FCC

Continues from page 23

tion that would open the way for the telcos to get into cable, the phone companies are eager to expand into new markets.

Other issues to be dealt with by the FCC later this

month are expected to include the requirement that telcos must provide nondiscriminatory access to outside programmers, must-carry provisions for broadcasters and other public access programming issues. **TM**

SNET

Continues from page 23

to pull back its planned statewide construction of an HFC network, sometimes referred to as I-SNET.

"If, however, the Department's draft decision were to remain unchanged it could cause SNET to reconsider its entire I-SNET deployment plan, and specifically, its entry into the video market using an HFC architecture," SNET said in its filing.

"It's premature to say what we'll do," but if Connecticut regulators go forward with the draft decision, then SNET would "rethink [its] strategy," says Levy, adding that the cost-allocation plan would "make video unaffordable."

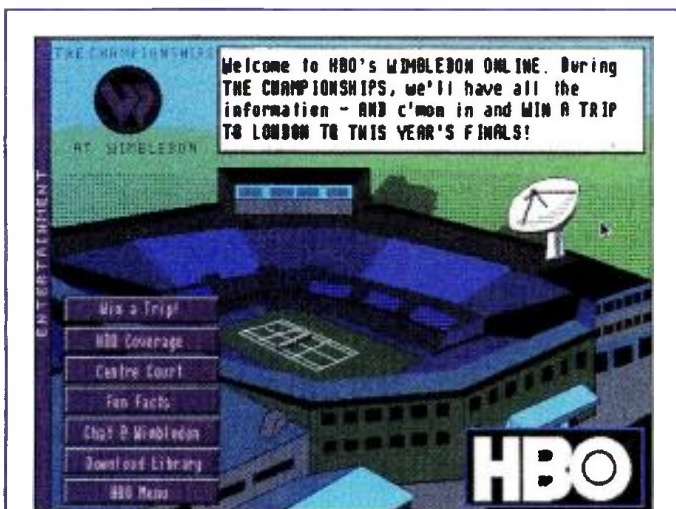
"One [option] is simply to pull back from HFC altogether and continue to provide telephony as we do today—over a twisted copper infrastructure that is relatively high cost—and without the expenditure of significant amounts of money in upgrades to old technology, increasingly less reliable," SNET said in its filing.

If not HFC, then "the Company would be caught in a vise between the high costs of an old network and significant revenue losses as a result of cable companies and other competitors offering both telephony and video over their low-cost coax/fiber networks."

The battle shaping up in Connecticut is being looked at by Washington and by telephone and cable companies nationwide that are concerned about who is going to pay for planned networks capable of carrying video and telephone services.

The court papers added that there will be "serious downsides associated with proceeding with HFC with no VDT offering."

SNET stated in the document that "the Company is 'damned' if it goes forward with the HFC build for telephony only and 'damned' if it doesn't." **TM**



HBO brings Wimbledon to Prodigy

HBO is providing informational updates from England's annual Wimbledon tennis championships. The updates run through the tournament finals on July 29 and will feature online chatting sessions with guest commentator Martina Navratilova.

Video Entry

PBS stations get online assistant

Internet Publishing Group creating national, local links

By Mark Berniker

PB S has created a new division, the Internet Publishing Group, to help member stations set up home pages and develop content for the Internet's World Wide Web.

PBS's strategy is to combine national and local content through the Internet; it plans to provide educational resources and interactive events online and to sell merchandise and products.

At a time when funding for public television is at risk, PBS is looking to get its stations out front by providing them with the tools to keep up with the online world, especially the Internet.

PBS has 345 affiliates and already has 33 stations on the Web, with plans to have all of the stations up by the end of this year. Beginning in September, PBS will set up a "magazine-type format" for its home page, which will feature stories that are tied into its television programming, according to Molly Breeden, manager of online marketing and business development. PBS's Internet address is <http://www.pbs.org>. TM

PBS Stations On The Internet's World Wide Web:

Station	Internet Address
KAET-Tempe	----- http://www-Kaet.pp.asu.edu
KQED-SF, CA	----- http://www.kqed.org
KRMA-Denver	----- http://www.intel-edge.com/krma/home.html
KUAC-Fairbanks	----- http://zorba.uafadm.alaska.edu/KUAC/index.html
KUAT-Tucson	----- http://info-center.ccit.arizona.edu/~kuat/kuat1.html
KUHT-Houston	----- http://www.kuht.uh.edu/kuht.html
KUSM-Bozeman	--- http://www.kusm.montana.edu/HomePage.html
WBGU-BowlingGreen	http://www-wbgu.bgsu.edu
WCET-Cincinnati	--- http://www.iglou.com/wcet
WETA-Washington	-- http://www.weta.org
WFSU-Tallahassee	-- http://www.fsu.edu:80/~wfsu/tv/
WGBH-Boston	--- http://wgbh.org
WGBY-Springfield	--- http://www.wgbh.org:80/Pages/WGBY/WGBYhome.html
WHA-Madison	--- http://www.vilas.uwex.edu
WHRO-Norfolk	--- http://www.whro-pbs.org
WHYY-Philadelphia	-- http://libertynet.org/community/whyy/whyy.html
WKAR-East Lansing	-- http://www.wkar.msu.edu/tv/index.htm
WOUB-Athens, OH	-- http://www.tcom.ohiou.edu/tv.html
WSBE-Providence	-- http://www.wsbe.org
WTIU-Bloomington	-- http://www.indiana.edu/~radiotv/WTIU/wtiuover.html
WUFT-Gainesville	--- http://www.freenet.uff.edu/~wuft/index.html
Arkansas ETV Net	-- http://www.aetn.org
Idaho Public TV	--- http://suux.isu.edu/~Kisu
NYLINK	----- http://www.nylink.org
S.Carolina ETV	----- http://www.scetv.state.sc.us/scetv
UNC Public TV	----- http://www.unctv.org

Source: TVNET

Interactive

Oracle steps up interactive TV plans

Software company makes deals with PowerTV, Sanctuary Woods

By Mark Berniker

Although interactive television has taken some hits on the chin in recent months, Oracle is not backing away from its plan to provide the tools for the services that will run on the next generation of networks and set-top boxes.

Oracle says its Media Objects interactive multimedia authoring tool will run on the PowerTV platform. PowerTV is an operating system to be embedded in set-top boxes manufactured by Scientific-Atlanta, PowerTV's lead investor.

The authoring tool will allow developers to create

broadcast-quality, interactive applications that can run on a number of operating systems for a new class of set-top boxes equipped with computing power.

Media Objects can be developed on any Mac OS or Windows-based personal computer as well as any PowerTV OS-based digital set-top terminal.

"This is the only generally available authoring tool for interactive television," says Ben Linder, vice president of marketing, Oracle's new media division.

Linder says British Telecom is using Oracle Media Objects to create interactive

television applications—movies on demand, television on demand, home banking (with National Westminster Bank) and a number of local community, educational and medical applications—for its upcoming commercial trial of 2,500 customers in Britain.

Bell Atlantic Video Services, Tele-TV, US West and Logica also are using the Oracle tool for developing interactive television services, says Linder, adding that the tool works with any combination of operating systems, networks or set-top devices.

Media Objects works not only with the PowerTV operating system but also with Microware's OS-9, Apple's Mac OS and Online Media's set-top operating system.

In a related development, Oracle has signed a deal with Sanctuary Woods to jointly develop interactive television applications for deployment on set-top devices. Sanctuary Woods develops CD-ROMs, but using Oracle's tools, the company says it will be able to adapt those titles for interactive television services. TM





G. Gordon Liddy speaks to the National Association of Radio Talk Show Hosts after receiving their Freedom of Speech Award. Liddy is in front of a model of the space shuttle at the NASA Space Center in Houston, where the event was held.

Emotions run high at talk radio convention

Controversy surrounding Liddy award sets tone

By Donna Petrozzello

If political talk radio is characterized by a cacophony of opinions about current issues and events, the annual convention of the National Association of Radio Talk Show Hosts, held June 22-25 in Houston, brought the image to life.

Although the convention featured panel discussions on the content and business of talk radio, almost every discussion was peppered with comments about the controversial decision by the majority of NARTSH board members to honor outspoken show host G. Gordon Liddy with the group's annual "Freedom of Speech" award.

More than 500 people attended the convention, held at the Sheraton Astrodome, and nearly the same number attended the award dinner and ceremony at the NASA Space Center of Houston June 24.

"Liddy is a convicted burglar; he once said he was willing to assassinate [Washington Post columnist] Jack Anderson, and he said he would follow a government leader without deviance," said KVI(AM) Seattle talk show host Michael Siegel at a press conference at the start of the conven-

tion weekend. "We don't think that background warrants this award."

In a broadcast earlier this year, Liddy advised one caller that the most effective way to shoot (in self-defense) at a federal agent threatening one's life was to aim for the head or groin because the agents wear bullet-proof vests. Liddy also discussed over the air using cardboard figures of Bill and Hillary Rodham Clinton for target practice.

"Clearly, Mr. Liddy had a right to his free speech, but rights also carry responsibilities," said KABC(AM) Los Angeles talk show host and lawyer Gloria Allred. "If he used speech that inflames and that may encourage some extremists to rationalize confronting or harming law enforcement, that is not speech that should receive an award."

"We have awesome power on the air and we need to use that for good, not for smut or evil," said board member Barbara Lord Nelson, who cast a vote against Liddy.

Convention chairman Michael Harrison, who voted in Liddy's favor, said, "The spirit of the award was not for honoring G. Gordon Liddy's ideology. Our point is, we don't think Liddy is

such a monster as the mainstream press has made him out to be.

"We saw it as our role to protect the image of talk radio and the right of its people to free speech," said Harrison, who publishes *Talkers* magazine, which covers the talk radio industry. "Gordon Liddy was the witch in the witch hunt when they couldn't find a bad guy on which to blame hate radio."

Liddy's award even became the topic of a speech by Representative Richard Gephardt (D-Mo.), who denounced Liddy's remarks about shooting at federal officials and urged NARTSH board members and convention attendees to boycott the award ceremony.

"We certainly do not honor the First Amendment by honoring explicit calls to violence and bloodshed," he said. "My concern is that in this democracy, we have to try to keep free speech from becoming an incitement to violence."

"That is why this organization's decision to give its Freedom of Speech award to G. Gordon Liddy is not only wrong but outrageous," Gephardt said. "I urge you to exercise your own First Amendment rights and boycott this evening's gala because of it."

The congressman's remarks drew an infuriated response from several board members. Jerry Williams, the founder of NARTSH who opposed Liddy for the award, said Gephardt was aiming "to manipulate and use talk radio" with his remarks. Gephardt's suggestion that people boycott the ceremony, Harrison said, was "as outrageous as anything that G. Gordon Liddy ever said."

Several board members later confirmed that members of Gephardt's staff offered them free box seat tickets to attend the Houston Astros baseball game, which took place concurrently with the dinner ceremony. Those who were approached by Gephardt's staff were outraged.

"How childish does he think we are that a baseball ticket is going to sway us from attending this event?" said talk show host Paul Lyle of WTSO(AM) Madison, Wis.

Only two NARTSH board members staged a visible protest of the award ceremony. Allred interrupted Liddy's acceptance speech by waving signs in front of his podium and yelling "no Liddy, no Liddy." Board member Mary Beal simply did not attend the event. ■

Some owners favor scaled-back dereg

New organization of station groups advocates ownership limits, fearing that large broadcasters will eventually acquire a majority of stations

By Donna Petrozzello

Although the majority of radio broadcasters are firmly in favor of deregulation, a faction of privately owned radio station groups would rather see Congress loosen, but not completely abolish, ownership limits.

To date, 25 group owners have formed a "Coalition for Broadcast Diversity." The group will propose that House members consider expanding national limits from 20 AM and 20 FM stations to 50 of each and leaving local limits intact. Local limits prohibit owners from holding more than two AM and two FM stations in an individual market.

The full Senate and the House Commerce Committee each passed a bill

supporting total deregulation in radio. The full House is expected to consider a bill proposing total radio deregulation later this month.

Member groups of the coalition say that slowly expanding the ownership limits would "provide greater flexibility to broadcasters to expand into additional markets, but insure that competition [would] thrive" nationally and locally, according to Coalition spokesman Tom Milewski, COO of Greater Media. Other members include Beasley Broadcast Group, Entercom and several regional groups.

"Every broadcast licensee has an exclusive, protected place among the limited number of stations on the dial, a privilege [that] is a creation of govern-

ment regulations and [is] enforced by government regulations," Milewski says.

Industry brokers agree that abolishing ownership limits will start a buying frenzy in which larger, publicly held companies will have the advantage. As a result, public groups will grow larger by acquiring more stations. Privately held groups may fear that, in turn, they will become marginalized.

"Why [Congress] would vote to concentrate power in a few companies is a complete mystery," Milewski says. "These bills could enable a few conglomerates to dominate the entire national radio industry. Where are the values in this legislation?" ■

R I D I N G G A I N

ABC Radio expands

ABC Radio Networks is targeting "several thousand more radio stations in need of comprehensive broadcast wire service" after signing a five-year agreement with Reuters America to expand the reach of ABC NewsWire.

Reuters already provides ABC NewsWire, a 24-hour, satellite-delivered news and information service for radio with national and international reports, but under the new agreement will expand its offerings with a greater selection of news updates, hourly reports and worldwide breaking news.

Beginning July 3, Reuters will combine its news coverage with the Washington-based States News Service to include more state-specific news reports available to subscribers of NewsWire. The expansion of NewsWire will feed competition between ABC and the broadcast division of AP, which delivers four 24-hour newswires to 4,900 radio stations and networks.

In a separate agreement, *Entertainment Weekly* will begin providing entertainment news coverage to ABC Radio Networks affiliates six days per week.



The entrance to the NYSE at 11 Wall Street was transformed into a 30-foot radio with stereo sound to celebrate Infinity's debut on the NYSE.

L-r: Gerry Carrus, chairman, Infinity; Dick Grasso, chairman, NYSE; Mel Karmazin, president/CEO, Infinity; Mike Wiener, co-chairman, Infinity, and Farid Suleman, CFO, Infinity.

Infinity hits the Street

Infinity Broadcasting, the owner of 27 radio stations, began trading on the New York Stock Exchange on June 22 after three years on Nasdaq. It opened at 36 $\frac{1}{2}$ per share. Infinity says it is the only company on the New York Stock Exchange whose business is exclusively devoted to owning and operating radio stations.

Emmis cash flow up 41%

Emmis Broadcasting's first-quarter report for 1996 marked a 30% increase in net revenue and a 41% increase in broadcast cash flow, on a pro forma basis, from March 1, 1995, to May 31, 1995, over the same period last year.

Net revenue jumped from \$19.5 million in last year's first quarter to \$25.3 million this year.

Radio remade

"The Remaking of Radio," a new book from Focal Press and BROADCASTING & CABLE, offers an overview of the regulatory and economic changes that occurred in commercial radio during the 1980s and early '90s. Written by Vince Ditingo, B&C's former senior editor of radio, it also tracks programing shifts and their impact on management and operations. Among other things, the book highlights radio's new generation of entrepreneurial owners and covers the changing ownership landscape, satellite programing, the potential for digital and the application of information technology to advertising sales. The book costs \$24.95 and may be ordered from Focal Press at 800-366-2665. —DP

Regent Communications absorbs Apollo

Radio deal means group doubles in size, with 16 stations in 6 markets

By Julie A. Zier

Covington, Ky.-based Regent Communications is swallowing Apollo Radio Holdings Inc. in another of today's typical radio scenarios: either get bigger or get out.

Regent is buying Apollo's seven stations—KALL(AM)/KKAT-FM/KODJ-FM Salt Lake City; KMXV-FM/KUDL-FM Kansas City, Kan., and WEZL-FM/WXLY-FM Charleston, S.C.—for \$50 million. The new group comprising 16 stations in six markets, will almost double in size, and will have an estimated value of \$95 million, according

to the companies.

Groups buying groups is a relatively new phenomenon in radio. With continuing discussions about eliminating ownership caps, the trend is to merge groups rather than build station by station. Several groups already have joined forces in recent months: Evergreen Media-Broadcasting Partners, River City Broadcasting-Keymarket Communications, Liberty Broadcasting-The Griffin Group-Beck-Ross Communications, and OmniAmerica-J.J. Taylor Cos.

"The Apollo radio stations and mar-

kets fit Regent's strategic plan almost perfectly," says Regent President/CEO Terry Jacobs. "Our goal is to build a significant and profitable radio company in medium-size markets."

Bill Stakelin, Apollo president and Regent shareholder, will join Regent's senior management team as executive vice president and chief operating officer. Paul Leonard of Star Media Group brokered the transaction.

The sale will be split into two stages because the Charleston stations are undergoing license-renewal proceedings beginning Aug. 1. ■

The week's tabulation of station sales:

KALL-AM/KKAT-FM/KODJ-FM Salt Lake City; KMXV(FM) Kansas City, Mo.; KUDL-FM Kansas City, Kan., and WEZL(FM)/WXLY(FM) Charleston, S.C.

Price: \$50 million

Buyer: Regent Communications Inc., Covington, Ky. (Terry S. Jacobs, president); also owns WDJX-FM/WRES-AM/WHKW-FM/WFIA-AM Louisville, Ky.; KSNE-FM/KFMS-AM-FM Las Vegas, and WLQT-FM/WDOL-FM Dayton, Ohio
Seller: Apollo Radio Holdings Co. Inc., New York (William L. Stakelin, president/CEO); no other broadcast interests

Facilities: KALL-AM: 910 khz, 5 kw day, 1 kw night; KKAT-FM: 101.9 mhz, 26 kw; KODJ-FM: 94.1 mhz, 40 kw; KMXV: 93.3 mhz, 100 kw, ant. 1,066 ft.; KUDL-FM: 98.1 mhz, 100 kw, ant. 994 ft.; WEZL: 103.5 mhz, 100 kw, ant. 659 ft., and WXLY: 102.5 mhz, 100 kw, ant. 1,000 ft.

Format: KALL-AM: news/talk, sports; KKAT-FM: modern country; KODJ-FM: oldies; KMXV: CHR; KUDL-FM: adult contemporary; WEZL: country & western, and wxly: pure gold
Broker: Star Media Group Inc.

WRBL-TV Columbus, Ga.

Price: About \$23 million

Buyer: The Spartan Radiocasting Co., Spartanburg, S.C. (Nick Evans, president); also owns WSPA Greenville, S.C.; WBTW Florence, S.C.; KIMT

Proposed station trades

By dollar volume and number of sales

This week:

AMs □ \$1,890,000 □ 3

FMs □ \$4,458,880 □ 7

Combos □ \$50,940,000 □ 3

TVs □ \$23,425,000 □ 2

Total □ \$80,713,880 □ 15

So far in 1995:

AMs □ \$59,421,744 □ 86

FMs □ \$373,782,601 □ 187

Combos □ \$843,125,300 □ 111

TVs □ \$1,668,747,000 □ 58

Total □ \$2,944,976,645 □ 439

Mason City, Iowa; WMBB Panama City, Fla.; WJBF Augusta, Ga.; KWCH-TV Wichita, Kan., and WSPA-AM-FM Spartanburg, S.C.

Seller: TCS Television Partners LP, New York (I. Martin Pompadur, CEO). Pompadur owns KORG(AM)/KEZY(AM), Anaheim, Calif.; KATC-TV Lafayette, La.; WEBE-FM Westport and WICC(AM) Bridgeport, both Conn.; WREX-TV Rockford, Ill., and WQAL(FM) Cleveland, and has radio and cable interests in co-venture with Century Communications Corp. Pompadur also has interests in WBRE-TV Wilkes-Barre, Pa.; WROC-TV Rochester, N.Y.; WTOV-TV Steubenville, Ohio; WEYI-TV

Saginaw, Mich.; WRDW-TV Augusta, Ga.; WTVQ(TV) Terre Haute, Ind., and KQTV(TV) St. Joseph, Mo.

Facilities: Ch. 3, 100 kw visual, 12 kw aural, ant. 1,749 ft.

Affiliation: CBS

Broker: Furman Selz

KAMZ(FM) El Paso

Price: \$1.85 million

Buyer: New Wave Communications LP, Asbury Park, N.J. (Jon Ferrari, president); also owns KROD(AM)/KLAQ(FM) El Paso; WJLK-AM-FM Asbury Park, and WSPB(AM)/WSRZ-FM Sarasota, Fla.; is CP for WYNF(FM) Coral Cove, Fla.; and is buying WQNJ(FM) Ocean Acres, N.J.

Seller: Pinnacle Broadcasting Corp., New York/Dallas (Lee W. Shubert, trustee). Pinnacle also owns KLLL-AM-FM Lubbock, Tex.; WDUR-AM/WFXC-FM Durham and WRNS-AM-FM Kinston, both N.C.; WSOY-AM-FM Decatur, Ill.; WYAV-FM Myrtle Beach, S.C., and WYNG-FM Evansville, Ind.
Facilities: 93.1 mhz, 100 kw, ant. 1,422 ft.

Format: Classic rock

Broker: Star Media Group Inc.

WPTR(AM) Albany, N.Y.

Price: \$700,000

Buyer: Crawford Broadcasting Co., Blue Bell, Pa. (Donald B. Crawford, president); also owns WDCX-FM Buffalo, WDCW-AM Syracuse and WDCZ-FM

Webster, all N.Y.; WYCA-FM Chicago; WDJC-AM-FM Birmingham, Ala.; KPBC-AM Garland, Tex.; KLTT-KLZ-AM Denver; WMUZ-FM Detroit; KBRT-AM Avalon and KCBC-AM San Francisco, both Calif.; KPHP-AM Lake Oswego, Ore., and KJSL/KSTL-AM St. Louis
Seller: Albany Broadcasting Co. Inc., Albany, N.Y. (John F. Kelley, president); owns WFLY-FM Troy and WYJB-FM and WRO-AM Albany, all N.Y.
Facilities: 1540 khz, 50 kw
Format: News, sports
Broker: Blackburn & Co.

WXLW(AM) Indianapolis

Price: \$700,000
Buyer: Pilgrim Communications LLC, Beech Grove, Ind. (Paul Eugene Hood, owner); no other broadcast interests. Hood also owns 40% of WFVT(TV) Charlotte, N.C.
Seller: Shirk Inc., Indianapolis (Bill Poorman, president); owns WHHH(FM) Indianapolis. Poorman also owns WGGR(FM) Greenwood and WAV(TV) Indianapolis, both Ind.
Facilities: 940 khz, 5 kw day, 117 w night
Format: Country

KVNA-AM-FM Flagstaff, Ariz.

Price: \$600,000
Buyer: The Park Lane Group, Menlo Park, Calif. (Jim Levy, chairman/CEO); also owns KZGL(FM) Flagstaff and KAAA(AM)/KZZZ(FM) Kingman, both Ariz.; KGMS(FM)/KSHA(FM) Redding, KALF(FM)/KFMF(FM)/KPPL(FM) Chico, KRLT(FM)/KOWL(AM) Lake Tahoe, KATJ(FM)/KCIN(AM) Victorville and KTPI(FM)/KVOY(AM) Lancaster-Palmdale, all Calif.
Seller: TVNA Limited Partnership, Phoenix (Dick Herman, president); no other broadcast interests
Facilities: AM: 600 khz, 5 kw day, 500 w night; FM: 97.5 mhz, 100 kw
Format: AM: News/talk sports; FM: progressive adult album

WXFL(FM) Florence, Ala.

Price: \$565,850
Buyer: Big River Broadcasting Corp., Memphis (co-owners S. Knox Phillips, president, and Jerry L. Phillips, VP); also owns WSBM(AM)/WQLT(FM) Florence. Phillipses also co-own WLVS(AM) Lake Worth, Fla.
Seller: Benny Carle Broadcasting Inc., Florence (Benji Carle, owner); owns WBCF(AM) and two LPTVs, all Florence
Facilities: 96.1 mhz, 2.45 kw, ant. 518 ft.
Format: Adult contemporary/oldies/news

KHTN(FM) Los Banos, Calif.

Price: \$509,530
Buyer: Buckley Communications Inc.,

Greenwich, Conn. (Richard D. Buckley Jr., president); also owns KKBB (FM) Bakersfield and KIDD-AM Monterey, both Calif. Buckley also owns KWAV (FM) Monterey, KUBB(FM) Mariposa, KSEQ(FM) Visalia and KIOO(AM) Porterville, all Calif.; and has interests in KNZR (AM) Bakersfield and KLLY (FM) Oildale, both Calif.; WOR(AM) New York and WFBL(AM)/WSEN-FM Baldwinsville, both N.Y., and WDRG-AM-FM Hartford, Conn.
Seller: Exelcor Communications Inc., Merced, Calif. (James Wilkinson, president); no other broadcast interests
Facilities: 104.7 mhz, 50 kw, ant. 495 ft.
Format: Adult contemporary

KAMA(AM) El Paso

Price: \$490,000
Buyer: Tichenor Media System Inc. (McHenry Tichenor Jr., president); also owns KBNA-AM-FM El Paso; KLAT (AM) Houston; KCOR(AM)/KROM-FM/KXTN-AM-FM San Antonio; KGBT(AM)/KJWW-FM McAllen-Brownsville and KUNO(AM)/KSAB-FM Corpus Christi, all Tex., and WIND(AM)/WOJO(FM) Chicago
Seller: Pinnacle Broadcasting Co. (Philip Marella, chairman); owns WDUR(AM)/WFXC-FM Raleigh-Durham and WRNS-AM-FM Greenville-New Bern, all N.C.; KLLL-AM-FM Lubbock, Tex.; WYAV-FM Myrtle Beach, S.C., and WSOY-AM-FM Decatur, Ill.
Facilities: 750 khz, 10 kw day, 1 kw night

Format: Spanish

Broker: Star Media Group Inc.

KTLS(FM) Ada, Okla.

Price: \$441,000
Buyer: Tyler Broadcasting Corp., Oklahoma City (Ty Tyler, president); no other broadcast interests
Seller: Oklahoma Broadcasting Co. (subsidiary, Post-Newsweek Cable; Tom Might, president)
Facilities: 93.3 mhz; 100 kw; ant. 630 ft.

Format: Adult contemporary

Brokers: Blackburn & Co., Whitley Media

WYVN(TV) Martinsburg, W.Va.

Price: \$425,000
Buyer: Paxson Communications Corp., Clearwater, Fla. (Lowell Paxson, chairman); also owns WPBF-TV Tequesta, Fla.; WTGI-TV Wilmington, Del.; WTWS(TV) New London, Conn.; WTLK-TV Rome, Ga.; KZKI(TV) San Bernardino, Calif.; WGOT(TV) Merrimack, N.H., and the following radio stations: WPTN(AM)/WGSQ(FM) Cookeville, Tenn.; WZNZ(AM)/WNZS(AM)/WROO-FM Jacksonville, WINZ(AM) Miami, WLVE-FM/WZTA-FM Miami Beach, WWNZ(AM) Orlando, WWZN(AM) Pine

Hills, WJRR-FM Cocoa Beach, WMGF-FM Mt. Dora, WHNZ(AM) Pinellas Park, WNZE(AM) Largo, WHPT-FM Sarasota and WEZY(FM) Lakeland, all Fla.
Seller: Flying A Communications LP, Rockville, Md. (Gary A. Rosen, bankruptcy trustee)
Facilities: Ch. 60, 3890 kw visual, ant. 240 ft.

Affiliation: Dark

Broker: Pat Clausen

WCAZ-FM Carthage, Ill.

Price: \$392,500
Buyer: LandMark Broadcasting Inc., Keokuk, Iowa (John E. Land, president); no other broadcast interests
Seller: Bryan Broadcasting Inc., Washington, Iowa (Dan C. Bryan, Sharon K. Bryan, husband and wife, owners); owns WCAZ(AM) Carthage
Facilities: 92.1 mhz, 25 kw, ant. 328 ft.
Format: Oldies/contemporary hits

KFFB-FM Fairfield Bay, Ark.

Price: \$350,000
Buyer: FFB Spitz Media Inc., Memphis (Dan P. Meadows, owner); no other broadcast interests
Seller: Robert W. and Rosemary J. Holiday (husband and wife); no other broadcast interests
Facilities: 106.1 mhz, 50 kw, ant. 500 ft.
Format: Nostalgia/big band/adult standards
Broker: Sunbelt Media Inc.

WZNF(FM) Rantoul, Ill.

Price: \$350,000
Buyer: Liberty Radio II Inc., Peoria, Ill. (James D. Glassman, president); no other broadcast interests
Seller: Rollings Communications of Illinois Inc., St. Charles, Mo. (Mark Rollings, president); owns WZNX(FM) Arcola, WUFI(AM) Rantoul, WWDZ(FM) Danville and WKJR(FM) Sullivan, all Ill.
Facilities: 95.3 mhz; 3 kw; ant. 425 ft.
Format: Classic rock, AOR

KMOZ(AM)/KQMX(FM) Rolla, Mo.

Price: \$340,000
Buyer: Eikon Media Inc. (Robert Gresh III, president); no other broadcast interests
Seller: Progressive Broadcasting Co.; no other broadcast interests
Facilities: AM: 1590 khz, 1 kw day, 88 w night; FM: 94.3 mhz, 3 kw, ant. 114 ft.
Format: CHR/classic rock/oldies

—compiled by Elizabeth Rathburn

Clarification

In the June 19 "Changing Hands," Gammon Media Brokers was omitted as the broker for WEJC(TV) Lexington, N.C.

Affiliates seek to limit networks' NAB clout

Move afoot to reduce number of full-time lobbyists on board

By Christopher Stern

Stung by the National Association of Broadcasters TV board's rejection of a compromise on ownership caps, some network affiliates want to restructure the board to reduce the networks' influence.

"The NAB television board does not represent the views of the majority of stations in the U.S.," said one frustrated affiliate. "The network guys are not broadcasters. They are lawyers and lobbyists."

The disgruntled members are calling for elimination of three of the four network-designated TV board seats. The remaining seat would be rotated among ABC, CBS, NBC and Fox.

The four seats reserved for the affiliate groups also would be cut to one, according to one scenario. The goal is to reduce the number of full-time network lobbyists on the board, even if it means a comparable reduction for the affiliate groups, the affiliates say.

The networks usually assign their Washington lobbyists to their designated board seat. In contrast, affiliates are often represented by their group chairmen, who most often live outside of

Washington.

The affiliates say their problem is with the bylaws of the association, not the staff. NAB President Eddie Fritts declined to comment.

The NAB TV board comprises 24 seats. Half go to elected representatives; half to companies or organizations designated by the bylaws. The networks and the heads of the affiliate groups account for eight of the designated seats. The Association of Independent Television and the Television Operators Caucus each have a seat. And two are set aside for minorities and women.

The affiliates' frustration stems from last weekend's TV board vote rejecting their proposal to limit an increase in TV ownership caps to 35% of the nation's audience. The Senate has adopted a 35% cap, but the House—with pressure from the networks—is considering a 50% cap.

The networks, along with Tribune Broadcasting Co., are the only station owners now bumping up against the national audience cap of 25%. Broadcasters also are now limited to owning no more than 12 stations, but both the House and the Senate would do away

with the numerical cap.

Affiliates say that increasing the ownership cap to 50% will give the networks too much power in the marketplace. Their failure to win support for the 35% cap demonstrates the networks' disproportionate influence on the board, they say. Because the NAB has failed to reach a consensus on the issue, the trade group, along with its powerful congressional lobbying arm, has stayed out of the congressional debate.

"I left that meeting saying to myself, 'What the hell do I need the NAB for?'" one board member said. "The television board does not reflect the views of the majority of its stations."

Fox's Preston Padden said it is unwise to force the NAB into a debate where there is no consensus. "The NAB represents the interests of all broadcasters," Padden said, adding that there are times when it is appropriate for the trade group to sit out fights.

The relaxation of ownership caps is part of a new deregulatory mood in Congress and is not based on the networks' lobbying efforts, Padden said. "The truth is, they want to deregulate—not as some favor to the networks, but because they think it is the right policy."

Joint Board Chairman and Meredith Broadcasting President Phil Jones said, "The will of the board is to support [the 35% cap]." But, he said, the board was reluctant to back such a cap for fear of alienating key House members already committed to 50%.

According to Jones, the board instructed NAB lobbyists to contact House Telecommunications Subcommittee Chairman Jack Fields (R-Tex.) and gauge the political fallout of an NAB position in favor of 35%. After the political temperature-taking, he said, the board will vote again on the issue.

Some broadcasters also have raised the possibility of eliminating the two designated board seats for women and minorities.

Jones said it is premature to discuss any changes in the board's structure, but he thinks the issue will be raised after Congress deals with the telecommunications-reform legislation. ■

Big Bird lands at White House

Sesame Street's Big Bird and First Lady Hillary Rodham Clinton teamed a White House rally for continued federal funding for public broadcasting. If federal funding is "zeroed out," as some members of Congress want, it's unlikely that commercial TV will fill that programming void, Clinton said. "We know children are going to watch television—we have to provide the best possible choices," which includes public TV, she said. Public and commercial TV can co-exist, she added. "It's not an either/or." However, Clinton acknowledged, "there is an inherent conflict" between the two: Commercial TV's bottom line is not educating children, but making money.

Last Monday's rally was organized by Peggy Charren, director, Action for Children's Television, and also featured University of Kansas Professor John C. Wright.



—EAR

The House Appropriations Committee's commerce subcommittee last week voted to freeze FCC funding at this year's \$186 million. The House Telecommunications Subcommittee had reached the same decision last month. FCC officials say the spending freeze could mean laying off up to 100 agency employees. FCC Chairman Reed Hundt wants \$223 million to spend next year, citing a court order that the FCC move to a new building. The move will cost the FCC at least \$25 million in 1996. Hundt also wants to upgrade the FCC's computer system and offer some employees the option of early retirement.

TV Marti also took a hit during last week's appropriations hearing. The panel voted to reduce the U.S. Information Agency's budget by 23%, to \$1.1 billion. Representative David Skaggs (D-Colo.) urged USIA to restrict its spending on international broadcasting, "particularly on something as idiotic as TV Marti." Appropriation Subcommittee Chairman Harold Rogers (R-Ky.) said the budget recommendation would provide a lump sum for international broadcasting, rather than individual allocations.

Senator Paul Simon (D-Ill.) says cameras should be banned from the nation's courtrooms. Although he originally supported cameras in the courts as an important educational tool, the O.J. Simpson trial has changed his mind. Simon claims that the Simpson trial is distracting the nation from more important issues such as "education and joblessness and health care and Bosnia and Rwanda.... Our preoccupation with the details of a personal trial, obliterating our focus on other matters much more important to the lives of each of us and to our nation and world, is not good," Simon wrote recently.

Arkansas lawmakers are pushing for a reversal of the FCC's Advanced Communications direct broadcast satellite decision. In a June 17 letter to commission chairman Reed Hundt, six members of the Arkansas congressional delegation said, "Denial of an extension to Advanced will delay and could possibly kill efforts to open rural America to television programming that the rest of the country enjoys." Signing the letter were senators Dale Bumpers (D-Ark.) and David Pryor (D-Ark.) and Representatives Jay Dickey (R-Ark.), Tim Hutchinson (R-Ark.), Blanche Lambert Lincoln (D-Ark.) and Ray Thornton (D-Ark.).

A Tampa, Fla., woman last week complained to an FCC field office that she was receiving unwanted pornographic programming on her television set. The problem was traced to a neighbor's satellite dish—its signal was interfering with the woman's antenna reception.

The National Association of Broadcasters wants Congress to take a closer look at the airwaves controlled by the federal government before forcing broadcasters to pay for spectrum. "The federal government controls the overwhelming amount—86%—of the 300,000 megahertz of total existing spectrum, and nearly two-fifths of spectrum below 30,000 mhz.

Privatizing less than 1% of this spectrum, much of which is underutilized, could generate billions of dollars for deficit reduction through an auction—without requiring consumers

to pay a tax or disadvantaging an industry in a competitive market," the NAB wrote in a two-page letter circulated on Capitol Hill. The NAB also wrote that Congress has floated at least three ideas which, the NAB says, would pinch broadcasters' wallets. The ideas:

- Accelerating the sale of the analog spectrum that broadcasters must give back to the government after making the transition to digital television. Broadcasters currently are allowed 15 years for the transition, but some in Congress would like to see that reduced to 10 years. Some members of Congress also have suggested selling the airwaves in seven years, even before the broadcasters return the spectrum to the government. If the spectrum were sold within seven years, Republicans could use the revenue in their efforts to balance the federal budget.
- Selling the transitional spectrum rather than handing it over for free.
- Imposing a tax on broadcasters for their use of spectrum.

Former FCC employee Peter Pitsch has joined The Progress & Freedom Foundation as a Telcom fellow. The foundation has close ties to House Speaker Newt Gingrich and is leading the fight to abolish the FCC. Pitsch served as former FCC chairman Dennis Patrick's chief of staff from 1987 to 1989. He also was chief of the Office of Plans and Policy from 1981 to 1987.

Results of NAB elections last Tuesday: Philip Jones, president of Meredith Broadcasting, was elected joint board chairman; Ralph Gabbard, president/COO, Gray Communications Broadcast Group, was elected chairman of the television board, and James Babb, chairman/president/CEO, Outlet Communications, was elected vice chairman of the television board. Richard Ferguson, president/CEO, NewCity Communications, was elected chairman of the radio board, and Howard Anderson, president/owner, KHQY(FM) Essex, Calif., was elected vice chairman of the radio board. ■

Washington Watch

Edited By Chris Stern



Animal handler Jack Hanna shows off a snake to FCC Commissioner Rachelle Chong and Chairman Reed Hundt. Hanna stopped by the FCC last week to promote children's television.

Classifieds

See last page of classifieds for rates and other information

RADIO

HELP WANTED MANAGEMENT

Sales Opportunity National Sales Manager. Keymarket Communications of NEPA is currently interviewing for the position of National Sales Manager. This is a new position. Applicants should have a minimum of 4 years radio sales. National agency experience is a must. Applicants must be very knowledgeable with Arbitron, have excellent computer skills, outstanding presentation skills and be willing to travel. If you feel this is the right position for you, send cover letter and resume to Gerald A. Getz, VP/General Manager, 305 Highway 315, Pittston, PA 18460. EOE.

Excellent Opportunity to manage two of midwest's outstanding radio stations. WMBD-AM and WMXP-FM are seeking experienced manager to guide Peoria's top combo to highest level of sales and profitability. Successful applicant will have strong sales and people skills with proven bottom line performance and highest integrity. Send letter, resume and salary history to: Gene C. Robinson, Vice President, Midwest Television, Inc. 3131 N. University, Peoria, IL 61604. No phone calls, please. An Equal Opportunity Employer.

Make your radio sales management job a winner. If you have two years or more of solid radio sales experience, you may qualify. Hobbs, New Mexico, brand new 100,000 watt FM Country, on the air in September 1995, will be the market leader within two years, and you could be a hero with a 12-station group broadcaster. Rapid advancement possible. Apply immediately. Fax your resume today to Paul Starr at 505-393-4310 or mail to 619 North Turner Street, Hobbs, New Mexico 88240.

Operations Manager Keymarket Communications has created a new position to oversee WKRZ, WGGY and WILK in Wilkes-Barre/Scranton, Pa. Applicants should have successful program management experience in competitive situations. Day-to-day experience in Top 40, Country and News/Talk formats would be helpful. Leadership skills are essential, as well as, Selector proficiency, strong promotional instincts and the ability to handle several projects at the same time. If you're an organized self-starter who loves to WIN, send letter, resume and salary requirements to: Gerald Getz, VP/General Manager, 305 Highway 315, Pittston, PA 18460. No calls please. EOE.

General Manager for small but growing New England group. Sales management background required. Scenic area. Salary and incentives. Send resume to 624, Marlborough, NH 03455-0624.

Immediate Opening GSM-exciting new FM station Charlottesville, VA-opportunity to advance-experienced only. Submit resume and salary requirements to: S. Adair, 626 South Blvd., Petersburg, VA 23805 EOE.

HELP WANTED SALES

WZYP/WHVK/WVNN/WBBI Huntsville, AL. Advertising demand is hot in one of the Southeast's hottest markets. We are looking for sales representatives to join our winning team! Resume to: Bill West, P.O. Box 389 Athens, AL 35611. Fax(205)232-6842 or call (205)830-8300. EOE.

Account Executives Radio Equity Partners LP, with stations in Providence; Springfield, MA; Columbia, SC; Greensboro/Winston-Salem; Memphis; New Orleans; Ft. Myers; and Oklahoma City have openings for Account Executives at all experience levels in most of our markets. We're looking for highly motivated, career-oriented people to grow with one of America's hot-test medium-market radio companies. EOE/ minority candidates encouraged. Mail or fax resume to: George L. Sosson, Managing General Partner, One Norwalk West, 40 Richards Avenue, Norwalk, CT 06854. Fax (203)857-5609.

HELP WANTED TECHNICAL

Hobbs, New Mexico duopoly seeks Chief Engineer. Minimum experience: 3 years. Must have extensive knowledge of computer automation systems. Excellent salary and benefits. Fax resume to: Harry Harlan, 505-393-4310. Or mail to 619 North Turner, Hobbs, NM 88240.

HELP WANTED NEWS

News Director - KCCU Radio. Strong ability to prepare and deliver on-air newscasts and train student news reporters. Knowledge of public radio. Minimum Qualifications: BA degree. Computer literacy. Preferred Qualifications: Master's degree. Ability to teach three hour course each semester. Salary \$20,000 - \$23,000. Send letter of application, resume, audition tape, and names, addresses and telephone numbers of three references to Mark Norman, Chairman, Cameron University, P.O. Box 16356, Lawton, OK 73505. Deadline: July 27, 1995. EOE/AA.

Experienced Newsperson WCBS-FM seeks experienced part-time newsperson for weekend and fill-in shifts. Please send tapes and resumes to: Al Meredith, News Director, Box E, 51 W. 52nd Street, New York, NY 10019. Equal Opportunity Employer.

The World's best radio news operation is looking for a few good anchors to work, fill-in, holiday and vacation relief shifts at our NYC location. Excellent money. Looking for hip, contemporary sound and extraordinary production skills. Do not apply unless you are available to work Christmas, Thanksgiving, summer weekends, overnights, etc. Minorities strongly urged to apply. Cassette, resume and statement of news philosophy. Reply to Box 00478 EOE.

HELP WANTED ANNOUNCERS

WXYZ Detroit is looking for the NewsTalk host to dominate the Motor City! Send ratings history and recent unedited airchecks that prove you're ready to win big in America's most competitive radio market. Replies will be held in confidence. WXYZ/Infinity Broadcasting Corporation of Detroit is an Equal Opportunity Employer. Minorities and women are encouraged to apply. C/O B. Williams P.O. Box 905 Southfield, MI 48076. No phone calls please.

Major Urban Station is looking for the best air personalities in the world, especially morning team or morning person. Must be quick, clever, topical but mature. Send resume/tape to Box 00475 EOE.

HELP WANTED SPORTS

Sports Anchor If your idea of a sportscaster is to talk, play a piece of predictable post-game tape, then talk some more, ignore this ad. But if you're a great sportscaster with excellent production skills, here's your chance to join the world's best radio sports operation. East coast; excellent money. Tape and resume. Reply to Box 00462 EOE.

HELP WANTED PROGRAMMING

Damn! We lost our liberal PMD talker to New York! Great talent is hard to replace. Are you ready to move to a strong suburban news/talk station in the NY metro area? Can you talk about local issues and local politics with as much passion as national topics? We need an experienced, entertaining talk host. If you're ready to stimulate our listeners with your wit and wisdom, send T/R to Op. Mgr., WCTC-AM, Box 100, New Brunswick, NJ 08903. As a Greater Media station, we offer an excellent benefits package. This is a great job in a culturally diverse market and, as an affirmative action employer committed to diversity, we encourage all applicants.

SITUATIONS WANTED PERSONALITY & TALENT

30 year Los Angeles radio personality seeks position as Program/Operations Director. Every opportunity seriously considered. Call or write:

**Dave Hull,
15904 Edgewood Way,
Pine Mountain, CA 93222-6745
(805)242-HULL.**

Astrologer seeks radio, cable, media show. I am also available for guest appearances via phone at nite. Mark 718-258-5240 7-11 pm EDT or write: Box 257, Brooklyn, New York 11234.

SITUATIONS WANTED PRODUCTION

Traffic Manager currently oversees two stations; versatile -can write ad copy, news and feature stories and voiceovers. Willing to relocate.Reply to Box 00466.

TELEVISION

HELP WANTED MANAGEMENT

GENERAL SALES MANAGEMENT/ VICE PRESIDENT OF MARKETING

WJYS-TV, Chicago's newest and fastest growing independent broadcast television station is seeking an experienced, innovative individual for the position of *General Sales Manager/Vice President of Marketing*. The selected individual will be responsible for supervising and managing sales and marketing departments. Responsibilities will include developing new business, maximizing existing business, coordinating local and national sales, implementing marketing and promotional strategies, and training a diverse sales staff. Selected candidate must have previous GSM or SM experience. WJYS-TV offers an excellent salary and work environment. Please send resume, cover letter and references to: **PERSONNEL DEPARTMENT, WJYS-TV, P.O. Box 573, TINLEY PARK, IL 60477. Women and minorities are encouraged to apply.**

ACCOUNT EXECUTIVE

WJYS-TV, Chicago's newest and fastest growing independent broadcast station is seeking *motivated, aggressive and creative Account Executives*. Excellent oral and written communication skills a must. Previous broadcast sales experience a plus, but not required. Selected applicants must be able to generate new local business. If you are committed, dedicated and willing to work weekends and evenings if necessary, please send resume, cover letter and references to: **Personnel Department, WJYS-TV, P.O. Box 573, Tinley Park, IL 60477. Women and minorities are encouraged to apply.**

Station Manager Growing broadcaster seeks new team member. Understand television station operations, be a strong administrator/coordinator. Be a morale builder and problem solver. Previous business manager experience preferred. Send resume and salary requirements.Reply to Box 00473 EOE.

REGIONAL SALES MANAGER Hudson Valley, NY

Expanding Broadcast Facility seeks Manager for beautiful Suburban market. Must be street smart, hard-hitting, "take no prisoners," go-getter. TV, Cable or Radio experience needed. Send resume to

TZA-TV,
721 BROADWAY,
KINGSTON, NY 12401.
EOE/MF.

GENERAL MANAGER

El Dorado Communications, is looking for a proven leader! Knowledge of Spanish useful, but not essential. El Dorado is a fast growing, entrepreneurial, Hispanic owned company with stations currently in Los Angeles and Houston. We are seeking a proven winner in competitive situations, with great people abilities, programming instincts, and highly developed management skills. The winning candidate must have a min. of 5 yrs. of upper level management experience. Can you Qualify? Send resumes only to:

Kenneth D. Wolt, Executive Vice President,
El Dorado Communications,
2130 Sawtelle Blvd. Ste. 307,
Los Angeles, CA 90025. EOE.

WIS Television, the NBC affiliate and dominant station in Columbia, South Carolina, is seeking a veteran newscast director with 3 to 5 years experience calling and punching shows. Must also be experienced with live remotes, EFP, lighting, editing, post production, and supervision of production crews. Successful candidate will work well in a high-pressure, live-program environment and be focused on fast-paced, clean shows. An in-service telephone and a valid drivers license with good driving record mandatory. Send resume to Phillip B. Rich, Production Manager, WIS Television, P.O. Box 367, Columbia, SC, 29202. (No phone calls, please.) EOE.

Commercial Production Editor Affiliate with large volume of commercial production and all the latest toys needs a second creative editor. Hands-on experience with ACE editing-Beta SP, 2-Channel DVE, Still Store and Dubner. Great location near the beach with good salary and benefit package. Send tape, salary requirements to: John Cannon, WMDT-TV, 202 DOWNTOWN Plaza, Salisbury, MD 21801. EOE, M-F.

General Manager -- #1 NY ADI - Rapidly growing television station seeks experienced, innovative individual to lead station's continued growth. Strong sales, marketing and promotions background needed. Superior leadership and communication skills required to direct station operations and outstanding staff. Solidly programmed station offers excellent opportunities for the right individual. Attractive salary, benefits and bonuses. Send resume and salary history to Box 00476 Equal Opportunity Employer.

Fast growing UPN affiliate in the fastest growing market in the country seeks National Sales Manager. Candidate must have 3-5 years station or rep experience with management desirable. High energy, detail oriented, kids and sports knowledge, relationship builder and excellent rate and inventory control in an always tight market are just some of the pre-requisites. Send resume, references and salary history to: Tim Foster, General Sales Manager, KUPN-TV, Las Vegas, NV 89106. EOE. Women and minorities encouraged to apply.

Business Manager Applicant should have a minimum of seven years of progressive accounting experience, including supervision of an accounting staff. Industry certification and/or CPA would be a plus but not required. Business Manager reports directly to the V.P. and General Manager of the NBC affiliated TV station. Candidate must have experience with AS400 and PC spreadsheet packages and able to communicate well with other department managers and staff. Send cover letter and resume to: General Manager, WYFF-TV, P.O. Box 788, Greenville, SC 29602. EOE.

Anchor/Asst. News Director Great opportunity for experienced journalist who wants to combine management and talent roles. We are an aggressive news operation with the best product in town. You would anchor prime time newscasts with market's top anchor. Must also be excellent reporter and writer with extensive live experience. And you need to be a dynamic, creative manager who can help lead a great staff. Send non-returnable VHS or 3/4 tape to Karen Frankola, News Director, WKJG-TV, 2633 W. State Blvd., Ft. Wayne, IN 46808. No phone calls. No beginners. E.O.E.

HELP WANTED SALES

TRAFFIC

WJYS-TV, Chicago's newest and fastest growing independent broadcast television station is seeking an experienced individual for its *Trafficking Department*. The selected applicant must be able to function in a fast-paced, high-pressure environment. To qualify, you must have at least 5 years Traffic experience. Knowledge of the Summit System a strong plus but not required. WJYS-TV offers an excellent salary and the opportunity for advancement. Please send resume, cover letter and references to: **Personnel Department, WJYS-TV, P.O. Box 573, Tinley Park, IL 60477. Women and minorities are encouraged to apply.**

National Sales Manager: Seeking aggressive, creative, self-motivated individual for Top 50 Market, CBS Affiliate. Locally owned station offers unique opportunities. Candidate must have minimum 5 years related broadcast sales experience with B.S. Degree. No calls. Send cover letter, resume, references & salary history to: NSM, KWTV-9, PO Box 14159, OK City, OK 73113. EOE/M-F

Account Executive WRLH TV, the Fox affiliate in Richmond, Va. has an opening for an experienced AE (3-5 yrs). Candidates must demonstrate the ability to grow agency business and develop significant new business. No phone calls. Send resume and cover letter to: Dee Davies, LSM, WRLH-TV P.O. Box 11169, Richmond, Va. 23230. EOE

Account Executive KABB, a River City Broadcasting station, is seeking an experienced A.E. for their enhanced Television commitment in beautiful San Antonio, Texas. You will have the privilege of selling Fox, the San Antonio Spurs, NHL, an exclusive 9 O'clock News, Dallas Cowboys Football and the best of syndicated programming including Home Improvement. The ideal candidate should have at least 4 years experience including a proven new business track record which includes Event Marketing and Promotions. The person should have a complete knowledge of the Nielsen Rating Service along with excellent research and negotiation skills. This is a tremendous opportunity for a highly motivated individual to join a progressive company in an expansive market. Send cover letter and resume to KABB-TV, Human Resources, 4335 N.W. Loop 410, San Antonio, TX. 78229. KABB-TV is an equal opportunity employer.

CBS affiliate in a progressive Southeastern Community has an exciting opportunity for a proven Account Executive. The ideal candidate will have a minimum of two years television sales experience. Must be creative, enthusiastic and dedicated to sales with good presentation skills. Planning, follow-through, organization and record-keeping a must. Must develop new business and maximize this top existing account list to reach high goal requirements. If you are ready for a career move this could be the position for you. Send resume to Box 00474 EOE. M-F.

Sales Account Executive. Minimum of 3 years broadcast sales experience. Team-player with a competitive spirit, revenue driven and results oriented. New business development and agency experience a must! Knowledge in use of marketing research and computers. Send resume to Local Sales Manager, WCPX TV, 4466 John Young Parkway, Orlando, FL 32804. EOE.

Account Executive. WLOS-TV, the River City ABC affiliate in the Greenville-Spartanburg-Asheville Market is offering an outstanding opportunity for two aggressive Account Executives to sell WLOS and it's new independent sister station. The ideal candidates have two years experience in television, radio or other media sales with strong emphasis on new business development. Applicants possessing these skills should submit current resume to: Marilyn Hammond, WLOS-TV, 100 Verdae Boulevard, Suite 410, Greenville, SC 29607. Drug free workplace. Women and minorities are encouraged to apply. EOE.

National Sales Manager WGRZ-TV, NBC affiliate operated by Argyle Communications, is looking for an experienced leader for the position of National Sales Manager. 3-5 years minimum sales experience needed, national spot sales preferred. All candidates interested in growing with Argyle Communications and WGRZ-TV should apply to: Tim Busch, GSM, WGRZ-TV, 259 Delaware Avenue, Buffalo, NY 14202. No phone calls please! EOE.

Sales Account Executive. ABC affiliate looking for a motivated, aggressive, self-starter with a minimum of two years broadcast sales experience to join successful local sales team. Familiarity with local market helpful, creative marketing ideas and good communication skills a must. Send resume to: GSM, PO Box 699, East Syracuse, NY 13057. EOE.

Local Sales Manager. WNUV-TV, the UPN top-rated affiliate serving Baltimore, MD seeks a creative, experienced, revenue-driven sales leader. WNUV-TV will provide all the sales/marketing support resources. We seek a sales professional with 3-5 years at station sales manager level. LSM/NSM experience a must. If you have leadership, creativity and a strong successful sales background, send resume and cover letter to: Bill Fanshawe, General Sales Manager, WNUV-TV, 2000 West 41st Street, Baltimore, MD 21211. No phone calls, please. Equal opportunity employer.

Account Executive. KSKD-TV, St. Louis #1 NBC affiliate has great opportunity. Successful candidate will have proven 5 year sales record including advertising agency track record and development of new business. Degreed. Send letter/resume to: KSDK-TV, Warren Canull, Director of Human Resources, 1000 Market Street, St. Louis, MO 63101. No calls please.

HELP WANTED TECHNICAL

Assistant Chief Engineer Looking for well qualified Assistant CE who can eventually assume position of CE for UHF station. FCC general class license; SBE certified. Send detailed resume and salary requirements. Reply to Box 00465 EOE.

Assistant Chief Engineer: Qualified candidate should have 3-5 years experience in repair and maintenance of 3/4", 1" and UHF transmitters. Send resumes to: John Baker, Chief Engineer, KBSI-TV, 806 Enterprise Street, Cape Girardeau, MO 63703. (314) 334-1223. EEO. M/F.

Commercial Editors Post production facility seeking two editors for supervised work. Three years experience with Sony 8000 Digital switcher, Sony 5000 DME, Sony 9100 editor. Must work well with clients. Send resumes to Jamie Politz, Director of Human Resources, WBRZ-TV, P.O. Box 2906, Baton Rouge, LA 70821. EOE.

Field Engineer - Two Vacancies. Responsible for the complete uplink operations for remote events and live news broadcasts; responsible for setting up, operating and maintaining satellite truck for clients; calculate vectors and other data as required, acquire the correct satellite uplink and transmission frequency within the allocated satellite window, and use either C or KU band satellite equipment; insure that the video and audio signals are clean and noise free; use television test equipment such as spectrum analyzers, waveform monitors, vector scopes and oscilloscopes; use audio and video consoles, IFB and telephone equipment, Betacam format, CCD cameras, tape editing equipment and VTR's; assist chief engineer in maintaining and repairing the satellite system and associated equipment using test equipment and work tools. Requirements are: Two academic years post-secondary education in Broadcast Electronics and two years experience in the job offered or as a Telecommunications Engineer. Frequent travel to various locations throughout the United States, sometimes on short notice. Must have proof of legal authority to work in the United States. 40 hours/week, overtime varies as required, 9:00 a.m. to 5:00 p.m., \$36,790 per year. Contact Office of Employment Security, 1991 Wooddale Boulevard, Baton Rouge, Louisiana 70806. Job Order Number 097049.

Buena Vista University seeks applicants for Telecommunications Engineer position. Responsibilities include service/support for video and radio facilities, data networks, satellite downlink, and university cable-TV broadband system. Good interpersonal skills, ability to work with other communications personnel required. Bachelor's degree and/or considerable field experience in telecommunications engineering required. Send resume and three letters of recommendation to: Sylvia Nelson, Buena Vista University, Storm Lake, IA 50588. Open until filled. EOE/AA/ADA.

Photographer Immediate opening. Talented, skilled, NPPA-style team player needed to join our staff of excellent news photographers. Must be proficient in the use of state-of-the-art equipment and be able to meet artistic, technical and efficiency standards in shooting and editing. Minimum one year experience at a commercial television station. College degree preferred. Tapes/resumes ASAP to Human Resources Manager, WYFF-TV, P.O. Box 788, Greenville, SC 29602. EOE.

Chief Engineer: Augusta Georgia affiliate has immediate opening for experienced person with good balance of administrative/hands on skills. Require minimum associates degree or equivalent job training. Letter with resume to T. Arthur Bone, Bone and Associates, Inc., 6 BVE, Suite 109, Lincoln, RI 02865.

Photojournalist needed for a shop that expects them to be an equal partner in the storytelling process from beginning to end. No "shooters" allowed in this medium southeast market known for its photojournalists who've gone on to major market work. If you know why a tripod's important, like to get the challenging angle on a shot, really understand frame composition and can still run and gun spot news with the best of them. Send your tape and resume to Box 00470 EOE.

Fax your classified ad to
Broadcasting & Cable
(212) 206-8327

Television Maintenance Engineer. Live in one of the country's most beautiful cities while proudly working for the Southeast News Leader. WTOC-TV has an opportunity for an above average Television Maintenance Engineer. You must have at least 3 years of hands-on television station maintenance experience. Preference will be given to those candidates with VHF television transmitter experience and SBE certification. Appropriate FCC license is required. We are a dominant number 1, fast paced, community involved station and we are looking for a team player who can handle all phases of engineering needs with little supervision. If you think you are this rare combination, we want to hear from you. Contact: David Brant, Chief Engineer, WTOC-TV, 11 The News Place, Savannah, GA 31405. We are an Equal Opportunity Employer. Women and minorities are encouraged to apply. No phone calls.

TV Maintenance Engineer Immediate opening for qualified maintenance engineer. Studio and transmitter experience necessary. Stereo facility with Sony Betacart, Sony 1 inch, Bosch telecine, Grass Valley switchers & distribution, Utah routing, S.A. satellite equipment, and RCA UHF transmitter. Send resume to: Tom Foy, KUTP-TV, 4630 S. 33rd St., Phoenix, AZ 85040. EOE.

HELP WANTED NEWS

ON LINE EDITOR

So you love editing, you're creative and innovative and constantly try out new things. Be a big fish in our pond! We are a growing and an award winning facility with a fun and creative staff and we want you to join us. Betacam SP and D3 editing with Microtime effects and Quanta Delta CG. Projects range from sports and infomercials, to commercials and corporate tapes. No chance of boredom. This position is only open because we promoted someone. Good benefits, competitive pay, great atmosphere! Send your tape and resume to:

MEDIA GENERAL PRODUCTIONS
P.O. Box 10800
CHANTILLY, VA 22021-0800
ATTN: HUMAN RESOURCES
EOE. M/F/D.

Photographer. Work with or without a reporter and still turn out great stories! WRIC TV wants an energetic, motivated, creative News Photographer. Minimum 2 years previous TV photojournalism experience required. College graduate must have experience with all aspects of ENG and microwave operation. Send resume and non-returnable tape to: Personnel, WRIC-TV, 301 Arboretum Place, Richmond, VA 23236-3464. Excellent benefits. No phone calls please. WRIC-TV is an Equal Opportunity Employer. Minorities encouraged to apply.

Reporter needed for African-American public affairs program. Position requires skills in field productions, news, writing and beta editing. Send resume and tape to Prince Wooten, CN 777, Trenton, NJ 08625.

News Director Our newscasts have won Emmy's, been named "Best Newscast," and honored with many other prestigious awards. While we take great pride in all of these awards one has eluded us to date. You know the one. In our market it is won four times a year and in the real world, like it or not, it is the defining award for a newscast. To assist us in our pursuit we are looking for a News Director who relishes a challenge. Your competition will not be one, but two strong news departments. We will have to differentiate our product to win; our candidate must be willing and eager "to go outside of the box." This position will require the candidate to have a minimum of two years commercial television experience in a supervisory position in the newsroom in one of the following positions; executive producer, assistant news director, news director. Must be capable of managing and motivating a staff with a wide range of experience. A four year college degree is also required. If this describes you please send your resume and a non-returnable 1/2" VHS tape of a recent (2 weeks) newscast you were responsible for to: Zina Jamison, Human Resources Department, WCNC-TV, 1001 Wood Ridge Center Drive, Charlotte, NC 28217-1901. WCNC-TV is an equal opportunity employer. M/F/V/H No Phone Calls Please.

Sports Anchor. Looking for a star to shine. Need a Sports Anchor who can turn a story...turn a phrase...and turn on our viewers. Come to Florida's capital city and cover major college powerhouse FSU, plus plenty of pros close by to keep you busy. Be part of our dream team...send resume and tape (no Beta) to Bruce Cramer, News Director, WTXL-TV, 8927 Thomasville Road, Tallahassee, FL 32312.

Sports Photographer. WXIN-TV FOX 59 has an opening for a Sports Photographer in the News Department. Selected candidate will possess a minimum of 2 years TV photography experience, sports preferred; ability to work all requested sporting events; weekends and nights required and frequent deadlines. Must have valid driver's license and good driving record. Responsibilities will include the ability to shoot sports with creativity and edit packages, highlights and Sunday sports show. For consideration, send cover letter noting position desired and where learned of job, resume and non-returnable tape by July 21 to: Personnel Manager, WXIN, 1440 North Meridian Street, Indianapolis, IN 46202. Phone calls will result in disqualification. EOE. Job offer contingent upon results of substance abuse testing.

Weather Anchor - KNTV, the ABC affiliate in San Jose, California has an immediate opening for an experienced primary Weather Anchor. We need an experienced and effective communicator with credibility and personality. Meteorologist preferred. No phone calls! Send tape and resume to Terry McElhatton, News Director, KNTV-TV, 645 Park Avenue, San Jose, CA 95110-2613. EOE.

Weekend Sports Anchor The last guy was promoted when the sports director took a job in a major market. KETV is looking for a weekend sports anchor with at least three years sports anchoring and reporting experience. This is a full time position. Extensive live work and ability to do more than just run of the mill highlights required. Send resume and non-returnable video tape to Rose Ann Shannon, News Director, KETV, 2665 Douglas Street, Omaha, Nebraska 68131. EOE.

Producer: WTVD is NCAPB's most outstanding news operation. The last three producers who left moved on to our ABC/Cap Cities O&O sister stations in San Francisco and Chicago and NBC NewsChannel. Are you ready to join this team? Send tape, resume and news philosophy to Rick Willis, Executive Producer, WTVD, PO Box 2009, Durham, NC 27702. No phone calls, please. EOE.

Producer: Want great writer, production whiz with lots of ideas for early morning/noon casts. Experience with live, computer a plus. Send recent aircheck on VHS or 3/4 to Karen Frankola, News Director, WKJG-TV, 2633 West State Boulevard, Ft. Wayne, IN 46808. No phone calls. EOE.

Television Director. Experienced Director (combo Director/TD) to direct newscasts and to direct and/or assist in the production of commercials and programs. This is not an entry level position. Directing experience at a commercial television station is required, and the ability to produce high quality programming under tight deadlines without close supervision is a must. Extensive knowledge of professional video and audio equipment as well as the ability to work well with various departments, advertisers and the public required. Send resume to: Mike Swift, Creative Services Manager, WPSD-TV, P.O. Box 1197, Paducah, KY 42002-1197. EOE. M/F. ADA.

WHIO-TV Dayton, OH. Director: Only apply for this job if you love TV news. To win this position you must be able to direct an error free, fast paced, technically complicated news show with a major market look. This director will also be a director or director/producer for a variety of special projects both in the studio and on remote locations. The successful candidate will be able to write well, work efficiently under professional team at a Cox Broadcasting station. EOE. Send resumes to: Chuck Eastman, WHIO-TV, 1414 Wilmington Avenue, Dayton, OH 45420.

Weathercaster. Indianapolis FOX station is seeking a Weathercaster. Minimum four years experience. AMS or NWA preferred. Must be able to work with weather graphics and produce own weather segment. Looking for a high-energy person who will take initiative to get immediately involved in the community. Send cover letter indicating position desired and where learned of job, resume and a non-returnable VHS tape by July 14 to: Personnel Manager, WXIN-TV, 1440 North Meridian Street, Indianapolis, IN 46202. Phone calls will result in disqualification. EOE. Job offer contingent upon results of substance abuse testing.

Weekday Anchor: Our 6 & 11 anchor is off to Milwaukee, and we're looking for his replacement. Top 60/NBC station in the Flint/Saginaw market wants an experienced pro who can report, as well as anchor. Rush your resume and non-returnable 3/4" VHS tape to: David Eisen, News Director, WEYI-TV 2225 West Willard Rd., Clio, Michigan 48420. No phone calls. M/F EOE.

Weekend Co-Anchor/Reporter. West Texas, CBS affiliate, seeks a Weekend Co-Anchor/Reporter. Must be able to gather, write and edit three-quarter inch video for broadcast. On-air affiliate experience and degree required. Send resume and tape to Personnel Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE.

11 Tornadoes! that's what we had in just one day this year. If you're an experienced meteorologist up to the challenge, we have the equipment. Our "Kavouras Triton i7" with NWS NexRad products is brand new. Judged 1994's best newscast by Texas A.P. Send tape, resume, and salary requirements to: Paul Brown, News Director, KTXS-TV, P.O.Box 2997, Abilene, Texas, 79604 EOE.

Assignment Editor needed for KOTV, the A.H. Belo station in Tulsa. We need someone with strong editorial judgement, full knowledge of ENG and SNG, exceptional logistical skills, the ability to calmly lead under pressure, and a wealth of good story ideas. If you have at least one year's TV news desk experience, a bachelor's degree, strong people-management and time-management skills and an interest in joining an outstanding broadcast news organization, rush a list of your greatest accomplishments on the desk, resume and references to News Director, KOTV, 302 South Frankfort, Tulsa, OK 74120. EOE/AA.

Dominant small market leader seeks experienced general assignment reporter. Live experience and one year of commercial TV experience preferred. College degree required. Non-returnable tape (VHS or 3/4" only) and resume to: News Director, KNOE-TV, P.O. Box 4067, Monroe, LA 71211. KNOE is an Equal Opportunity Employer.

Experienced Meteorologist needed at one of the most progressive southeast medium markets around. 2 years experience on air with AMS seal a must. A real love of forecasting but an even greater desire and talent to translate the science to plain English for the viewer. On-air ability to relate and desire and talent to truly, "produce" a weather segment. Reply to Box 00467 EOE.

General Assignment Reporter. WIS Television, the NBC affiliate and dominant station in South Carolina's capital of Columbia, is looking for state government reporter. College degree and previous reporting experience required. Knowledge of South Carolina history and government preferred. Send letter of introduction, resume and tape to Randy Covington, WIS News Director, P.O. Box 367, Columbia, SC 29202. EOE.

Director/Producer - WRCB-TV has an opening for an experienced creative leader who can direct fast-paced, error-free newscasts and public affairs/sports programs. The successful candidate will also be called upon to produce specials projects and programs for our in-house production company, ST Production Services. Grass Valley experience helpful. Two years experience directing newscasts preferred. Submit resume and non-returnable tape to Vinnie Fusco, Operations Manager, WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405. WRCB is an Equal Opportunity Employer.

News Videotape Editor/Photographer: WTVD, NewsChannel 11, is looking for an Editor/Weekend Photographer. Prior experience in videotape editing and photography necessary. Must be able to deliver high story count. Send resume to: Ted Holtzclaw, News Operations Manager, WTVD-TV, PO Box 2009, Durham, NC 27702. No phone calls, please. EOE.

Associate Producers needed for progressive southeast medium market. We need people who want to learn how to produce well-paced, graphically heavy and creative newscasts while also helping to supply content by being off-air field reporters. Reply to Box 00468 EOE.

Director and Technical Director. Aggressive FOX affiliate in sunny south Florida is seeking a Director and a Technical Director for fast paced newscast, that has been named Best Newscast in the state of Florida by the Associated Press, for the 2nd consecutive year. Must have experience directing and switching live newscast. Knowledge of GVG switchers, Abekas DVE and computer editing is preferred. Please send resume and non-returnable tape to: Brian Culbreth/Production Manager, WFTX-TV, 621 SW Pine Island Road, Cape Coral, FL 33991. We are an Equal Opportunity Employer.

NBC Affiliate seeking hard-working Anchor/Reporter for our 6 and 10 newscasts. Successful candidate will complement our male anchor and must be a solid reporter who can deliver high impact stories. If all you want to do is anchor don't bother applying. Must have college degree and at least 3 years experience. Rush non-returnable tapes, resumes, references and salary requirements to Grant Uitti, News Director, WICD-TV, 250 South Country Fair Drive, Champaign, IL 61821. No phone calls please. EOE.

News Director WTVD-TV, the CC/ABC-owned station in Raleigh/Durham, is looking for a dedicated, creative and dynamic journalist to lead its news operation. Candidate must possess excellent verbal and written communication skills and have a strong producing background that is grounded in a thorough understanding of local news. Applicant must have a proven track record of developing breakthrough newscasts that have led to real ratings growth. A solid understanding of budgeting, research and technical operations is important. Individuals applying for this position must have the desire and ability to motivate and direct a de-centralized newsroom with multiple offices throughout the heart of Carolina. Strong leadership skills a must. Please send resume and salary requirements to: Emily Barr, Pres. & GM, WTVD-TV, 411 Liberty Street, Durham, NC 27701. (No phone calls, please).EOE.

Producer. WCMH is looking for a qualified Newscast Producer. Candidates should have excellent grasp of producing with 2-3 years experienced producing newscasts at a commercial television station. Send resume and non-returnable tape to Carolyn Kane, WCMH, 3165 Olentangy River Road, Columbus, Ohio 43202. EOE.

News Director WVVA-TV, the dominant news leader in the Bluefield-Beckley market, seeks the professional news director to take us to the next level. If you have the skills to take our 50+ share news to a 60+ and you would like to live in the beautiful southern WV mountains, we want to hear from you. We offer an excellent fringe benefits package and opportunity to work in a first-rate organization. The successful candidate will have journalistic expertise/judgement, management experience, and knowledge of newsroom computers. Strong leadership qualities a must. Send resume to: Mr. Larry Roe, WVVA-TV, POB 1930, Bluefield, WV 24701.EOE/M/F.

News Director NBC start-up, top 70 market. Minimum five years broadcast management experience. Resume, references and salary requirements to: Personnel, WGBA-TV, P.O.Box 19099, Green Bay, WI 54307-9099. EOE.

Looking for a big challenge in a small market? We're an expanding network affiliate and the news leader in a Gulf Coast paradise. Anchors, Reporters, Producers, Tape Editors, Videographers. Send us a tape that demonstrates your skills as a television professional. Positions will be available in August/September of '95. Please indicate on the outside of your materials what position you desire. Reply to Box 00472 EOE.

HELP WANTED PRODUCTION

Washington, DC ABC affiliate has immediate opening for two top-notch additions to our design team. We are looking for conceptually strong, creative talent with the imagination, energy and contemporary style to produce design work which will make its mark in the #7 market. News, Matador, Mac and Scribe.

SENIOR DESIGNER - To assume strong #2 position in the department. A proven design talent with post production experience. Project management and leadership skills. 3-5 years broadcast or post house experience required.

DESIGNER - Strong, self-motivated talent to head-up our expansion into weekend news. Not just a Paintbox operator; this individual will contribute to programming and promotion effort as well. 2-3 years broadcast or post house experience.

Send non-returnable reel and resume with salary history to:

WJLA-TV Attn: David Sykes
3007 Tilden Street, NW
Washington, DC 20008
EOE

NO PHONE CALLS ACCEPTED!

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

Senior Writer/Producer If you have a writing style that sizzles, a killer promo reel and strong producing skills, you'll get our attention. Applicants must have three years commercial television experience, be sharp and well organized and able to work well under deadline pressure. Resumes to Suzanne Grethen, WISN-TV, P.O. Box 402, Milwaukee, WI 53201. EOE.

Art Director. Live and work in the beautiful Blue Ridge Mountains. WLOS-TV is looking for a creative and dedicated Art Director to take the station to the next artistic level. The ideal candidate must be able to balance the urgency of a newscast with the high demands of an independent station while supervising a two person staff. Candidates must also have a college degree, a minimum of three years in television graphic design and experience with Pinnacle Paint systems and Pagemaker 4.0. Send resume and tape to Guy Chancey, WLOS-TV, 288 Macon Avenue, Asheville, NC 28804. No phone calls. Drug free workplace. Women and minorities are encouraged to apply. EOE.

Creative Services Producer. West Texas, CBS affiliate, seeks a Commercial Producer. Must be able to write, shoot, and edit three-quarter inch video for broadcast. Must be organized, able to meet strict deadlines, possess people skills, and have a good driving record. Degree and prior experience preferred. Send resume and tape to Personnel Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE.

Director: Energetic, multi-talented production pro needed as a Staff Director at this sunny South Florida CBS station to direct fast-paced newscasts, and public affairs programs. You should have at least 3 years of news directing and technical directing experience. You should also be skilled in the operation of Grass Valley 300 switchers, work well under pressure, and love deadlines. Knowledge of timecode editing is a plus. Send resume only to: Willard MacDonald, Director of Production Services, WCIX (TV), 8900 NW 18th Terrace, Miami, FL 33172. Equal Opportunity Employer.

WHIO-TV Dayton, OH. Production Manager: Excellent management opportunity for a skilled Director/Producer. Successful candidate will supervise producer/directors, graphics department, retail production unit and edit staff. Excellent people skills a must as you'll work with clients and staff, scheduling production facilities and coordinating interchange of information between departments. Don't lose your creative and technical touch because you'll also have the opportunity to produce specials for news, local programming and sales. This is a great job for the right individual, a chance to join the professional management team at a strong Cox Broadcasting station. EOE. Send resumes to: Chuck Eastman, WHIO-TV, 1414 Wilmington Avenue, Dayton, OH 45420.

Producer/Anchor Number one station in market is expanding...Looking for Producer/Anchor to join female co-anchor on new newscast. No beginners...Prior television news experience a must. Newsroom computer experience helpful. Send resume and non-returnable tape to: Sondra Nestor, Human Resources Administrator, WTOV 9, Allamont Heights, Box 9999, Steubenville, OH. 43952. EOE.

Newscast Producer Dominant news station in Wichita, Kansas seeks experienced creative producer with strong writing skills. Tape and resume to: Eric Lerner, News Director. KWCH-TV, P.O. Box 12, Wichita, Kansas 67201. EOE.

Editor. WTHR-TV, Dispatch Broadcast Group, is seeking a talented off-line editor to make our new, state-of-the art edit suite sparkle. This individual will be responsible for editing promos, commercials, special programs and other highly visible projects for a television station rapidly on its way to becoming the market leader. Applicants should be immensely creative, comfortable operating the latest editing formats and equipment and should have a degree in a related field and a minimum of four years experience. Interested individuals should send a cover letter stating referral source and a current tape and resume to the Human Resource Dept., Box 1313, Indianapolis, IN 46206. Replies held in confidence. Female and minority applicants encouraged. Equal Opportunity Employer.

KJCT-TV (ABC) in Grand Junction, Colorado, seeks a Creative Services Producer. Video Toaster/Flyer and Lightwave 3D animation program working knowledge required. Resume and tape to: EOE Officer, KJCT-TV, 8 Foresight Circle, Grand Junction, CO 81505. No calls please. EOE.

On Line Editor. New England Post Facility seeking 2nd shift editor for busy Digital Betacam Suite. This is your chance to put one-inch editing in your past and get with the future of Digital Component Editing on all new equipment. We're looking for a person with good design sense and creative flair or possibly a great off-line editor itching to move up. Send resume, reel (a must), and salary requirements to: Moving Pictures Video and Film, 2450 Main Street, Glastonbury, CT 06033. No phone calls please.

On-Line Editor. Miami, Florida. One of Florida's largest production and post-production companies is looking for an experienced On-Line Editor to join our creative staff of in-house producers and post-production professionals. Successful candidates will have experience with GVG switchers and edit controllers, D-2 and Digital Betacam formats, and high-end DVE devices. AVID experience is a plus. A creative, dynamic demo reel will get our attention. Please send resume, demo reel and salary history to: Jim Duffy, President, Venture Productions, 16505 NW 13th Avenue, Miami, FL 33169. Fax: (305) 621-0803.

Line Producer needed for KOTV, the A.H. Belo station in Tulsa. We need someone with strong writing skills, the ability to calmly lead under pressure, and someone who puts story content above story count. If you have at least two year's TV producing experience, a bachelor's degree, and strong people skills, please rush last night's aircheck, a resume and references to News Director, KOTV, 302 South Frankfort, Tulsa, OK 74120. EOE/AA.

Lead TV Producer: Production department needs lead TV Producer. Must have 3-5 years experience scheduling people, commercial production and events. Editing, writing, shooting, Beta and digital knowledge required. Excellent client relations a must. Send non-returnable tape to K. Ferrell, KTVA-TV (CBS), 1007 West 32nd Avenue, Anchorage, AK 99503. Closing date 7/23/95. EOE.

Production Supervisor: WGAL, a Pulitzer Broadcasting station, is looking for an energetic, self-motivated, production wizard to produce and direct commercials and special station projects. The position requires good organizational and people skills as well as hands-on field directing, editing and switching capabilities. Must work well with clients and be eager to set new standards for television production in the market. Send resume and non-returnable reel to: Cil Frazier, Creative Director, P.O. Box 7127, Lancaster, PA 17604. WGAL 8 is an Equal Opportunity Employer.

Producer/Director. Responsible for the production of live and recorded television programming. Responsible for maintaining quality of production. Plans out logistics of production in advance to produce quality, creative material in a timely and efficient manner. Responsible for delivery on deadline of ready-to-air recorded production. Generates creative and innovative ideas for new and existing programs. Coordinates with other departments on projects. Meets with Account Execs and clients to discuss concepts, logistics and to give cost estimates. Secures outside talent or associated services related to station production projects. Candidates should possess college degree and 3 years of commercial broadcast experience. Please submit resume and non-returnable tape to WVEC-TV, 613 Woodis Avenue, Norfolk, VA 23510 or at our Hampton Bureau, WVEC-TV, 774 Settlers Landing Road, Hampton, VA 23669. No phone calls. EOE.

Production Company seeks Betacam camera operators and 3-D animators and editors w/ professional experience. Please fax resumes to: (212)691-0076, mail to:152 West 57th Street, 55th floor, New York, NY 10019, ATTN: Diamax Productions, OR E-mail to OLBIUS@AOL.com.

Producer with minimum 3 years experience needed who feels "stacking a newscast" is an insult. We need solid journalistic instincts mixed with a flair for the creative presentation of that information. And we want someone who understands how to and why they should maximize their anchor's presentation skills. We're a medium southeast market that puts the word "progressive" on a pedestal. If you have a tape that reflects that, send it and your resume to Box 00469 EOE.

WANT TO RESPOND TO A BROADCASTING & CABLE BLIND BOX ?

Send resume/tape to:

Box _____, 245 West 17th St., New York, New York 10011

HELP WANTED PROMOTION


**PROMOTION
WRITER • PRODUCER • EDITOR**

KCPQ, Seattle-Tacoma FOX affiliate, is looking for a promotion writer/producer. Must have solid computer based videotape editing skills for this high output, hands-on position. 4-year college degree and 3 years TV promotion experience required. Some evening and weekend hours. Union position. Send resume, non-returnable tape and salary history (but please, don't call) to Dept. PR-WPE 158.

KCPQ
P.O. Box 98828
Tacoma, WA 98498
EOE/closing date 7/28/95

WNRW-TV is switching to ABC September 3rd and we are searching for a Promotion Manager with extensive hands-on experience with on-air, outdoor, direct mail, radio buying, and print, as well as the leadership and management skills to guide the station through an affiliation change and news launch. If you have what it takes send your resume and tape to WNRW-TV, EEO Officer, 3500 Myer Lee Drive, Winston-Salem, NC 27101. WNRW-TV is an Equal Opportunity Employer. Women and minorities are encouraged to apply. Please refer to source of advertisement in your correspondence.

Promotion Writer/Producer. We are looking for a strong writer who knows how to create compelling promos. Should have high standards of both quality and creativity. Responsible for the conceptualization, writing and producing of various projects as assigned. Requires excellent writing, producing and organizational skills in addition to complete understanding of current production techniques and styles. Candidates should have college degree and 3 years of commercial broadcast experience. Please submit resume and non-returnable tape to WVEC-TV, 613 Woodis Avenue, Norfolk, VA 23510 or at our Hampton Bureau, WVEC-TV, 774 Settlers Landing Road, Hampton, VA 23669. No phone calls. EOE.

HELP WANTED PROGRAMMING

WTLW TV Needs a producer for a Christian teenage talkshow that airs nationally. Applicants must have a desire to minister to teens, demonstrate creative abilities and function as a team player. Send resume and 1/2 demo tape to: WTLW TV, Programming/Personnel Dept., 1844 Baty Road, Lima, Ohio 45807. No phone calls please. EOE.

HELP WANTED RESEARCH

Research Director: WHNS FOX 21, First Media Television immediate opening, TVSCAN, Scarborough, Nielsen Star research experience required. Analysis, writing, desktop publishing and other computer software skills required. Send resume to WHNS-TV, Personnel-RD, 21 Interstate Court, Greenville, SC 29615. 803-288-2100. EOE. M/F/H.

HELP WANTED MARKETING

Marketing/Promotion Director. If you know how to develop and implement a Foxified marketing plan and have the experience to prove it, expedite a request for application materials to "Marketing Director," WPGX-TV/Fox 28, PO Box 16028, Panama City, FL 32406-6028 or fax 904-784-1773. Growing broadcast group and great place to live! Immediate opening. This is a management level position reporting directly to the VP/GM. EOE.

HELP WANTED
FINANCIAL & ACCOUNTING

News Business Manager: San Francisco network affiliate seeking professional with B.S. in Accounting or Finance and 5 to 8 years accounting experience (broadcast experience preferred), to manage all financial operations of the News Dept. Responsibilities include budgeting, forecasting, contract negotiation and review. Candidate must be able to provide strong financial leadership and advice to the News Dept. Send resume and salary history to: Business Office, PO Box 26555, San Francisco, CA 94126. EOE.

Controller/Business Manager: WOKR-TV, #1 ranked ABC affiliate located in Rochester, NY is seeking a professional with a 4 year accounting degree and 5 years experience in corporate or public accounting. Broadcast experience strongly preferred. Successful candidate will be responsible for all accounting systems, financial reporting and personnel. Strong people skills are a must. Strong computer skills (i.e. Lotus, Excel) are a must. Fax resume and salary history to: (716)321-1121, Human Resources Department. Please no phone calls. WOKR-TV is a Guy Gannett Communications, Inc. station. WOKR-TV is an Equal Opportunity Employer. Women and minorities are encouraged to apply.

TALENT

Host of Kids 53. Need a host for hip kids club at WB affiliate in medium market. Must be hip, smart, funny, genuinely fond of kids; also produce, write and edit. Send non-returnable tape by 7/28 to Kids 53 Host, P.O. Box 4, Columbus, Ohio 43216. No calls. EOE.

PUBLIC RELATIONS

Program Publicist: FX Networks, Fox's year-old cable division, is seeking several savvy program publicists with excellent writing skills. Team player attitude a must for our high-energy NY office and studio. Work includes travel for local market event publicity, release and feature writing, local and national media placement, unit publicity on live shows, and TV listings. Experience in TV news PR important. Send resume to FX PR, Room 3, 7th Floor, 212 Fifth Avenue, New York, NY 10010.

RESUME TAPES

Career Videos prepares your personalized demo. Unique format, excellent rates, coaching, job search assistance, free dubs. Great track record. 708-272-2917.

VIDEO SERVICES

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

TALENT SERVICES

ON-CAMERA
WEATHERCASTING SEMINAR

NWN, America's Virtual Weathercenter also offers daily on-camera weathercaster training sessions. Work the Chroma-Key and make your on-air demo tape. Single and multi-day sessions available.

Call 601-352-6673.



CABLE

HELP WANTED PROMOTION

PROMOTION
COPYWRITER

From establishing a new record with the highest first-year revenues in the history of American business to becoming the world's leading electronic retailer with more than \$1.4 billion in annual sales, QVC, Inc. has clearly become a shining example of the American success story. Our next chapter begins with our second service, Q2, a contemporary medium designed to help enhance viewers' lifestyles through a combination of products, ideas, and formation. Forged by a pedigree of ingenuity and vision, the success of Q2 is as plain as the handwriting on the wall.

Working out of our Video Production Department, the copywriter we seek will write polished promotional on-air spots with a fresh, uniquely "Q2" feel. To qualify, you must possess 1-3 years copywriting experience preferably in a television environment, along with strong writing and conceptual skills.

Write your own personal success story by sending your resume along with non-returnable writing samples to: Bill Cancellio, Human Resources, Q2, Silvercup Studios, 42-22 22nd Street, Long Island City, NY 11101. Equal Opportunity Employer.



To place an ad in the Broadcasting & Cable Classified pages, contact Antoinette Fasulo

• TEL: 212.337.7073 • FAX: 212.206.8327
• INTERNET: AFASULO@BC.CAHNERS.COM

HELP WANTED TECHNICAL

Editor Are you a creative editor who loves sports? We need a multi layering digital genius. You will work at warp speed under 3 to 5 atmospheres and get paid for it! We're a group of Christian professionals who operate a loaded facility and we have just begun a multi-million dollar expansion! If you're the one and have at least five years of intense experience send resume and tape to Dan McKendrick, 9700 Southern Pine Blvd. Charlotte, NC 28273.

Editor ...Sports not your bag? We need another editor who loves spot and entertainment production. Re-read sports editor ad. If you have the talent and commitment send that tape!

HELP WANTED NEWS

The Weather Channel currently has an exciting opportunity for a dynamic on-camera Meteorologist. We are experimenting with a new live weather broadcasting concept. Candidates should be very flexible, weather driven, with a minimum three years weather broadcasting experience. A degree in meteorology is preferred. Send non-returnable VHS tape and resume to: Craig Brewick, On-Camera Meteorology Manager, The Weather Channel, 2600 Cumberland Parkway, Atlanta, GA 30339. EOE.

HELP WANTED PRODUCTION**SPORTS PRODUCTION**

Leading regional sports network, located in the Northeast, is seeking an experienced:

- **SPORTS PRODUCER:** Main focus will be on hockey telecasts, but the successful candidate must be willing and able to produce any sport. 5 years of live remote production experience, proven ability to "tell the story" and take a production beyond the expected are essential.

We're also accepting resumes for the following:

- **ANNOUNCERS:** Play-by-Play, Color and Studio Hosts
- **STUDIO TECHNICIANS**

Send resume, tape and salary requirements to: SportsChannel New England, 10 Tower Office Park, Woburn, MA 01801, Department WP. No phone calls, please. We are an equal opportunity employer.

SportsChannel
NEW ENGLAND

ALLIED FIELDS**HELP WANTED INSTRUCTION**

Ithaca College
Roy H. Park School of Communications

The Journalism Program in the Department of Television-Radio seeks a qualified candidate for

one full-time, temporary, non-tenure eligible position to teach a variety of journalism courses; one or two-year term of appointment possible. Masters degree in Journalism or related field; teaching and professional experience required. Rank and salary contingent upon qualifications. Position will teach courses in journalism, including introduction to newswriting and reporting, television journalism, news editing and public affairs reporting. Specific experience and expertise in television journalism desirable. Send letter of application, vita and three letters of reference to Dr. Wenmouth Williams, Chair, Search Committee, Department of Television-Radio, Roy H. Park School of Communications, Ithaca College, 328 Roy H. Park Hall, Ithaca, New York 14850-7253. (607)274-3260, FAX (607)274-1664. Screening of applicants will begin immediately and the search will continue until suitable candidates are found. Ithaca College is an Equal Opportunity/Affirmative Action Employer.

EMPLOYMENT SERVICES

JOBPHONE
Inside Job Openings, Nationwide
PRESS ① Radio Jobs, updated daily
② Television Jobs, updated daily
③ Hear "Talking Resumes"
④ To record "Talking Resumes" and employers to record job openings
⑤ Entry level positions
1-900-726-JOBS
*1** per min. JOBPHONE, NEWPORT BEACH, CA

PROFESSIONAL JOBS WITH ENTERTAINMENT COMPANIES

BROADCAST & CABLE TELEVISION, DISTRIBUTORS, MOTION PICTURE, POST PRODUCTION & MORE

Entry to senior level jobs nationwide in ALL fields (news, sales, production, management, etc.).

Published biweekly. For subscription information:

(800) 335-4335

In CA, (818) 901-6330.

Entertainment Employment Journal™

California Broadcast Job Bank

For application information call

(916) 444-2237

California Broadcasters Association

Just For Starters: Entry-level jobs and "hands-on" internships in TV and radio news. National listings. For a sample lead sheet call: 800-680-7513.

National Sports Jobs Weekly. We cover pro and college sports and all of the media. \$39 - 4 issues. (800) 339-4345.

EDUCATIONAL SERVICES

Graduate Assistantships currently available for fall and spring semesters (1995-1996) teaching TV production labs at Eastern New Mexico University. Assistantship includes out-of-state tuition waiver and \$6,180 per academic year. ENMU offers MA program in Telecommunication. Contact Dr. Timothy Ashmore, Chair, Dept. of Communicative Arts & Sciences at ENMU, Station #3, Portales, New Mexico 88130. Telephone 505-562-2130. AA/EOE

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

CHEAP TAPE
Perfect for resumé tape dubbing. Like new. Guaranteed. Lowest prices anywhere. Call us — we'll prove it!
MediaLine
The Best Jobs Are On The Line
800-237-8073
Since 1986

FINANCIAL SERVICES

Loans By Phone: Lease/finance new or used broadcasting equipment. Flexible payment plans. Flexible credit criteria. Call Jeff Wetter at Flex Lease, Inc. 800/699-FLEX.

WANTED TO BUY EQUIPMENT

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

FOR SALE EQUIPMENT

SMART TAPES.

For video duplication, demos, audition reels, work tapes, our recycled tapes are technically up to any task and downright bargains. All formats, fully guaranteed. To order call: **(800)238-4300 CARPEL VIDEO**

2 ea. Sony BVP-3 cameras with Canon J-20 lenses. Both complete with full size ITE pedestals. 25K for everything. Please call Bill Brister, Director of Engineering, WRBW-TV, Orlando, FL (407) 248-6500.

3" Heliac Standard Coaxial Cable. 50-Ohm, unused, cut to length. Priced below market. Shipped instantly. Call Basic Wire and Cable - 800-227-4292. Fax 312-539-3500.

AM and FM transmitters, used, excellent condition, tuned and tested your frequency. Guaranteed. Financing available. Transcom. 800-441-8454, 215-884-0888, Fax 215-884-0738.

RCA TTU-60 Transmitter parts for sale. Magnets, beam power supply, (parting out transmitter). Megastar (702) 386-2844.

Video Switches, 3M model 101 vertical switches. Ten in, one out. Audio follow video. \$185. Call Nigel Macrae at (702) 386-2844.

TV Transmitters, uplink trucks, Satellite HPA's, Exciters, Large antenna's and related RF and Uplink equipment bought and sold. Megastar (702)386-2844

WANTED TO BUY STATIONS

Seeking - Experienced station manager who requires capital for acquisition. Please contact Oosterbaan Capital Management, 6350 Briar Road, Willowbrook, IL 60527.

We are seeking to acquire a Broadcast Station for a small to medium size market in the Massachusetts, Connecticut or New Hampshire area; also, a business opportunity in related field. Please contact:

MAURICE B. POLAYES
TEL: 617-444-4754 • FAX: 617-455-8274

FOR SALE STATIONS

FOR SALE

Full-day, individual seminar for radio investors, given privately to you. Group owner/operator with 26 years experience and ex-NAB General Counsel explain station search, negotiation, financing FCC rules, takeover, and many other topics you choose. Learn how to buy in today's environment. Call Robin Martin or Erwin Krasnow today for details and a brochure.

The Deer River Group
Washington, DC - (202) 835-8090

CLASS A FM, LAS CRUCES NEW MEXICO

Currently dark--state of the art studio AXS Digital System. Ready to go back on the air. Walter Rubens Court Appointed Receiver KASK Inc., Suite 908 1st National Tower Building, Las Cruces, NM 88001

(505)526-7452 • Fax (505)526-7488

Champaign Urbana, IL FM 7.6 million dollar market. Home of University of Illinois. All talk on 93.5 includes Rush Limbaugh. \$275,000/10% down or \$250,000 cash.

Contact Mark at
800-695-5995.

100,000 Watt FM Powerhouse in Big Sky Country! \$185,000 cash. NY State combo only \$418,000/terms. Thinking of selling? We have qualified buyers! Call Ron Hickman-Hickman Associates 908-850-5188.

Beaumont, Texas. Major investor in new Class C2 FM construction permit licensed for Beaumont-Port Arthur, Texas interested in sale of equity. Financing available. Also would discuss option of Local Marketing Agreement. 317-469-4545.

Central Minnesota FM station in need of a new owner. You can own for as little as \$10,000 down. Very nicely equipped, very nice market, very unique situation. Perfect for Owner/Operator. If you want to fulfill your dream send resume and operating philosophy to Box 00471.

Seeking part-ownership of solvent, small AM or FM station in E. PA, NJ, LI, CT, Rockland, Westchester, NY. (610) 375-3164.

For Sale: Full-time AM and C3 FM. Upstate New York resort area \$495,000. Call Dave 201-847-0933.

For Sale AM/FM Small Southern California Retirement/Recreational Market. Reply to Box 00464.

Northwestern Resort FM with cash flow. Active and growing market. Great lifestyle. Serious inquiries from principals. Reply to Box 00477.

MISCELLANEOUS

Gov't Foreclosed homes for pennies on \$1. Delinquent Tax, Repo's, REO's. Your area. Toll free (1) 800-898-9778 Ext. H-5221 for current listings.

\$40,000/Yr. income potential. Home typists/PC users. Toll free (1) 800-898-9778 Ext. T-5221 for listings.

\$35,000/yr. income potential. Reading books. Toll free (1) 800-898-9778 Ext. R-5221 for details.

BROADCASTING TOWERS

Antenna Space Available for Lease on 300' broadcasting tower, \$2.00 per linear foot to top of attachment. Tower is 94 meters above average terrain. Serving Lynchburg/Roanoke, VA MSA. Ideal for use of radio signal repeaters, microwave transmitters, cellular, phone antennas and other broadcasting uses. Management Services Corp. 804-977-1500.

500' and 1289' Broadcasting Tower Space available in the Greensboro/Winston-Salem/Highpoint market. For low power TV, FM radio, microwave, cellular and 2 way communications. Call Engineering Department at (PH)910-275-1657 or (FAX)910-274-8897.

ASSISTANTSHIPS

Graduate assistantships available to qualified students who are seriously committed to earning an M.A. in communication. Our program provides advanced skills and knowledge for professional communication fields and/or to prepare for doctoral study. Several positions available for Fall 1995, especially in TV production. Requirements include an undergraduate degree in communication, GPA or 2.8 or above and GRE test scores. If you're prepared to commit yourself to a worthwhile academic endeavor, please respond immediately. Send letter of interest, resume and transcripts to: Dr. Joe Oliver, Graduate Program Coordinator, Department of Communication, Stephen F. Austin State University, Nacogdoches, TX 75962. Fax: 409-468-1331. Telephone: 409-468-4001. EOE.

To place an ad in the Broadcasting & Cable Classified pages, contact Antoinette Fasulo

TEL: 212.337.7073 • FAX: 212.206.8527 • INTERNET:AFASULO@BC.CAHNERS.COM



**Get a sneak preview
of the classifieds,
five days
before your competition...**

Broadcasting and Cable's "Classifieds on Demand", is an easy to use, prompted, programmed telephone system, which gives you information on positions and services available in the broadcasting industry.

For just \$1.99 a minute, you can listen to ads on Tuesday (after 5pm) that won't be published until the following Monday – 5 days before everyone else! You can even obtain a fax of a section that you're interested in!

Just call 1-800-860-8419 and place yourself a step ahead of the rest.

Broadcasting
The Newsweekly of Television and Radio
& Cable

PROGRAMING

Partner Stations
continued from page 14

they do."

Incidents to be depicted in the series include drug sting operations, cars driving into the water, river accidents,

beach shootings and people struck by lightning. It will air on most PSN stations between 5 and 8 p.m.—and late night in a few markets, Lambert says. PSN station groups include LIN Broadcasting Corp., Malrite Communications Group Inc., Pappas Telecast-

ing Cos., Providence Journal Broadcasting and River City Broadcasting. Those stations together cover 24% of the country.

Lambert says he is in discussions with several station groups to begin airing the show in January. ■

PEOPLE'S CHOICE: Ratings according to Nielsen, June 19-25

Week 40	abc	CBS	NBC	Fox	U/P/N
	9.0/16	9.1/17	9.2/17	3.0/6	2.6/5
MONDAY	8:00 56. Best Defense 6.2/13	25. The Nanny 9.0/18	45. Fresh Prince 7.5/15	88. Celebrity First Loves 3.4/7	86. Star Trek: Voyager 3.5/7
	8:30	27. Dave's World 8.8/17	24. Fresh Prince 9.1/17		
	9:00 20. ABC Monday Night Movie—An Innocent Man 9.6/17	12. Murphy Brown 10.6/19	19. NBC Monday Night at the Movies—Moment of Truth: The Cradle of Conspiracy 9.7/17	92. Dream On 2.6/5	96. Pig Sty 1.8/3
	9:30	16. Cybill 10.0/18		91. Dream On 2.7/5	96. Platypus Man-1 1.8/3
	10:00 39. Chicago Hope 8.0/14				
10:30					
TUESDAY	8:00 15. Home Imprvmt 10.3/21	8.1/15	8.4/15	5.5/10	2.0/3
	8:30 36. Mkg/Pocahontas 8.3/16		50. Wings 6.8/14	71. Fox Tuesday Night Movie—Drop Dead Fred 5.5/10	94. Legend 2.0/4
	9:00 10. Home Imprvmt 11.2/20	38. CBS Tuesday Movie—Batman 8.1/15	48. Pride & Joy 7.1/13		94. Marker 2.0/3
	9:30 18. Coach 9.9/17		28. Frasier 8.7/15		
	10:00 21. NYPD Blue 9.3/17		41. John Larroquette 7.8/13		
10:30		16. Dateline NBC 10.0/18			
WEDNESDAY	8:00 10.9/20	6.8/13	7.2/14	3.2/6	1.9/4
	8:30 12. Roseanne 10.6/22	59. Christy 6.1/12	71. Search and Rescue 5.5/11	86. Beverly Hills, 90210 3.5/7	96. Wayans Bros. 1.8/4
	9:00 9. Ellen 11.3/22				96. The Parent 'Hood 1.8/4
	9:30 6. Grace Undr Fire 12.6/23	47. Under Suspicion 7.2/13	30. Dateline NBC 8.6/16	90. Party of Five 2.9/5	96. Unhap Ever After 1.8/3
	10:00 42. Hot Sumr Soaps 7.7/14		45. Law and Order 7.5/14		93. Unhap Ever After 2.3/4
10:30 7. PrimeTime Live 11.6/21					
THURSDAY	8:00 8.4/16	6.5/12	11.9/22	5.7/11	
	8:30 34. ABC Movie Special—Past the Bleachers 8.4/16	63. Burke's Law 5.9/12	31. Mad About You 8.5/18	71. Martin 5.5/12	
	9:00	63. Eye to Eye 5.9/11	34. Hope & Gloria 8.4/17	59. Living Single 6.1/12	
	9:30		4. Seinfeld 13.1/24	71. New York Undercover 5.5/10	
	10:00 31. Day One 8.5/15	44. 48 Hours 7.6/14	1. Friends 14.4/25		
10:30		2. ER 13.6/24			
FRIDAY	8:00 10.3/22	5.5/12	6.6/14	5.5/12	
	8:30 39. Family Matters 8.0/18	59. Diagnosis Murder 6.1/14	67. Unsolved Mysteries 5.7/13	82. Tale fr/the Crypt 4.2/10	
	9:00 28. Boy Meets World 8.7/19			80. Tale fr/the Crypt 4.4/10	
	9:30 21. Step by Step 9.3/19	79. Due South 4.7/10	36. Dateline NBC 8.3/17	51. The X-Files 6.6/13	
	10:00 25. Hangin w/Mr. C 9.0/18	65. Picket Fences 5.8/12	67. Homicide: Life on the Street 5.7/12		
10:30 3. 20/20 13.5/28					
SATURDAY	8:00 5.8/12	6.8/15	6.0/13	3.5/8	
	8:30 77. Me and the Boys 4.9/12	76. Dr. Quinn, Medicine Woman 5.4/13	78. Empty Nest 4.8/12	85. Fox Stanley Cup Final Game 4—Detroit Red 3.6/8	
	9:00 84. Bringing Up Jack 4.0/9		71. Empty Nest 5.5/13		
	9:30 53. ABC Saturday Family Movie—The Shaggy Dog 6.5/13	53. Touched by an Angel 6.5/14	62. John Larroquette 5.6/12		
	10:00	31. Walker, Texas Ranger 8.5/17	70. John Larroquette 6.0/12		
10:30		48. Law and Order 7.1/14			
SUNDAY	7:00 9.7/19	11.2/21	6.3/12	5.3/1	
	7:30 81. Gettin' Over 4.3/9	5.60 Minutes 12.9/28	67. Lost Civilizations 5.7/12	89. Sliders 3.3/7	
	8:00 56. Am Fun Videos 6.2/13			56. The Simpsons 6.2/12	
	8:30 23. Am Fun Videos 9.2/19	11. Murder, She Wrote 10.7/21	83. seaQuest DSV 4.1/8	65. The Critic 5.8/11	
	9:00 8. ABC Sunday Night Movie—Heartbreak Ridge 11.5/21	14. CBS Sunday Movie—Labor of Love 10.5/18	42. NBC Sunday Movie—Journey to the Center of the Earth 7.7/14	51. Married w/Chld 6.6/12	
	9:30			55. My Wildest Drms 6.3/11	
	10:00				
10:30					
WEEK AVG	9.2/18	7.9/15	7.9/15	4.5/9	UPN: 2.3/4; WB: 1.9/4
STD AVG	11.6/19	10.5/18	11.2/19	7.2/12	UPN: 3.7/6; WB: 1.8/3

RANKING/SHOW [PROGRAM RATING/SHARE] TOP TEN SHOWS OF THE WEEK ARE NUMBERED IN RED YELLOW TINT IS WINNER OF TIME SLOT (nr)=NOT RANKED *PREMIERE TELEVISION UNIVERSE ESTIMATED AT 95.4 MILLION HOUSEHOLDS; ONE RATINGS POINT =954,000 TV HOMES SOURCE: NIELSEN MEDIA RESEARCH COMPILED BY KENNETH RAY

PROFESSIONAL CARDS

du Treil, Lundin & Rackley, Inc.
A Subsidiary of A.D. Ring, P.C.
240 North Washington Blvd.
Suite 700
Sarasota, Florida 34236
(813) 366-2611
MEMBER AFCCCE

CARL T. JONES
CORPORATION
CONSULTING ENGINEERS
7901 YARNWOOD COURT
SPRINGFIELD, VIRGINIA 22153
(703) 569-7704
MEMBER AFCCCE

LOHNES AND CULVER
CONSULTING RADIO ENGINEERS
8309 Cherry Lane
Laurel, MD 20707-4830
(301) 776-4488

Since 1944 Member AFCCCE

COHEN, DIPPELL AND EVERIST, P.C.
CONSULTING ENGINEERS
1300 "L" STREET, N.W. SUITE 1100
WASHINGTON, D.C. 20005
(202) 898-0111
Member AFCCCE

MLJ
Moffet, Larson & Johnson, Inc.
Consulting Telecommunications Engineers
Two Skyline Place, Suite 800
5203 Leesburg Pike
Falls Church, VA 22041
703-824-5660
FAX: 703-824-5672
MEMBER AFCCCE

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
Box 280068
San Francisco, California 94128
 707/996-5200
202/396-5200
e-mail: engr@h-e.com

CARL E. SMITH
CONSULTING ENGINEERS
AM-FM-TV Engineering Consultants
Complete Tower and Rigging Services
"Serving the Broadcast Industry
for over 30 Years"
Box 807 Bath, Ohio 44210
(216) 659-4440

Denny & Associates, P.C.
Consulting Engineers
1735 I Street, N.W., Suite 618
Washington, D.C. 20006
Tel: (202) 452-5630 Fax: (202) 452-5620
e-mail: info@denny.com Member AFCCCE

E. Harold Munn, Jr., & Associates, Inc.
Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

Mullaney Engineering, Inc.
Consulting Telecommunications Engineers
9049 Shady Grove Court
Gaithersburg, MD 20877
301-921-0115
Member AFCCCE

HATFIELD & DAWSON
CONSULTING ENGINEERS
4226 SIXTH AVE. N.W.
SEATTLE, WASHINGTON 98107
(206) 783-9151; Facsimile (206) 789-9834
MEMBER AFCCCE


F.W. HANNEL & ASSOCIATES
Registered Professional Engineers
911 Edward Street
Henry, Illinois 61537
(309) 364-3903
Fax (309) 364-3775


COMMUNICATIONS TECHNOLOGIES INC.
BROADCAST ENGINEERING CONSULTANTS
Clarence M Beverage
Laura M Mizrahi
P.O. Box 1130, Marlton, NJ 08053
(609) 985-0077 • FAX: (609) 985-8124

C.P. CROSSNO & ASSOCIATES
CONSULTING ENGINEERS
P.O. BOX 180312
DALLAS, TEXAS 75218
TELECOMMUNICATIONS (FCC, FAA)
CHARLES PAUL CROSSNO, P.E.
(214) 321-9140 MEMBER AFCCCE


JOHN F.X. BROWNE & ASSOCIATES
CONSULTING ENGINEERS
BLOOMFIELD HILLS Broadcast • Cable
810-642-6226 • Wireless •
WASHINGTON Member AFCCCE
202-293-2020

D.C. WILLIAMS, P.E.
Consulting Radio Engineer
Member AFCCCE
Post Office Box 1888
Carson City, Nevada 89702
(702) 885-2400


Radio/Tv Engineering Company
"Serving Broadcasters over 35 Years"
Consultants Norwood, Pa. 19153
1415 Hollister Lane Los Osos, Ca 93402
Ph. (805) 528-1996 & Fax: (805) 528-1982

SERVICES

BROADCAST DATABASE
dataworld
MAPS
Coverage Terrain Shadowing
Allocation Studies • Directories
PO Box 30730 301-652-8822
Bethesda, MD 20814 800-368-5754

WANTED DEAD OR ALIVE:
UPLINK TRUCKS or
SATELLITE EQUIPMENT
will consider any condition and will pay cash
BLR COMMUNICATIONS
1-410-750-1400


RF Systems, Inc.
• Transmitter and Studio Installation
• RF Test and Measurement
• Microwave and Satellite
Engineering and Installation
4018-561-1144 24A World's Fair Drive
Somerset, NJ 08873


Stainless, Inc.
New Towers, Antenna Structures
Engineering Studies, Modifications
Inspections, Erection, Appraisals
North Wales, PA 19454
215 699-4871 FAX 699-9597

Shoolbred Engineers, Inc.
Structural Consultants
Towers and Antenna Structures
Robert A. Shoolbred, P.E.
1249 Morrison Drive
Charleston, S.C. 29403 • (803) 577-4661


LDL COMMUNICATIONS, Inc.
RF DESIGN & INSTALLATION SPECIALISTS
LARCAN/LARCAN-TTC TRANSMITTERS
ALAN DICK ANTENNAS & COMBINERS
LEBLANC TOWER SYSTEMS
14440 CHERRY LANE CT. LAUREL MD 20707
TEL: 301-498-2200 FAX: 301-498-7952

NATIONWIDE TOWER COMPANY
ERECTOR - DISMANTLES - ANTENNA - RELAMP
ULTRASOUND - STRUCTURAL ANALYSIS - PAINT
INSPECTIONS - REQUIRY - ENGINEERING
P.O. BOX 130 POOLE, KY 42444-0130
PHONE (502) 533-6800 FAX (502) 533-0044
24 HOUR EMERGENCY SERVICE AVAILABLE


KLINE TOWERS
DIVISION OF KLINE IRON & STEEL CO., INC.
Towers, Antenna Structures
Engineering & Installation
P. O. Box 1013
Columbia, SC 29202
Tel: 803-251-8000 Fax: 803-251-8099

FIRE • FLOOD • QUAKE

VIDEOTAPE
Decontamination
Rejuvenation
Restoration
800-852-7732
DISASTER RECOVERY

ICG WIRELESS SERVICES
FULL TIME SERVICES
■ SATELLITE UPLINK & DOWNLINK
■ VIDEO • IMAGE • DATA • VOICE
■ DOMESTIC U.S. & INTERNATIONAL
■ VSAT NETWORKS & MANAGEMENT
1-800-424-9757

PROFESSIONAL/SERVICES DIRECTORY

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

For the Record

NEW STATIONS

Dothan, AL (BPCT950323KE)—Victor Communications Inc. seeks ch. 60; 4900 kw; ant. 385 m. Address: 110 S. Monroe St., Tallahassee, FL 32301. Applicant is headed by Claud Flowers and has no other broadcast interests.

Ludlow, CA (BPH950329MA)—KHWY California LP seeks 100.1 mhz; 25 kw; ant. -66 m. Address: 12381 Wilshire Blvd., Ste. 105, Los Angeles, CA 90025. Applicant is headed by Howard Anderson and owns KRXX(FM) Yermo, KHYZ(FM) Mountain Pass and KHWY(FM) Essex, all California, and KCCN-AM-FM/KINE-FM Honolulu.

Remerton, GA (BPED950324MD)—Starsong Ministries Inc. seeks 88.1 mhz; 0.0025 kw; ant. 106.7 m. Address: 2902 Stonebridge Blvd., New Castle, DE 19720. Applicant is headed by Clay Yelverton and has no other broadcast interests.

Terre Haute, IN (BPED950426MB)—American Family Association seeks 91.9 mhz; 1 kw; ant. 29 m. Address: P.O. Drawer 2440, Tupelo, MS 38803. Applicant is headed by Donald Wildmon and owns WAFR(FM) Tupelo, WQST-AM0FM Forrest and WDFX(FM) Cleveland, all Mississippi, and KCFN(FM) Wichita and KBUZ(FM) Topeka, both Kansas.

Ames, IA (BPCT950320KN)—Fant Broadcasting Co. of Iowa Inc. seeks ch. 23; 1753 kw; ant. 272 m. Address: One Independence Plaza, Ste. 720, Birmingham, AL 35209. Applicant is headed by Anthony Fant and owns KTVC(TV) Cedar Rapids, Iowa; KHGI-TV Kearney, KSNB-TV Superior and KWNB-TV Hayes Center, all Nebraska; WNAL-TV Gadsden, Ala., and WWHO-TV Chillicothe, Ohio; and is permittee of KNLD-TV Duluth, Minn., and WFDG-TV New Bedford, Mass.

Larned, KS (BPH950417MN)—Western Kansas Wireless Inc. seeks 106.9 mhz; 100

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; mod.—modification; MP—modification permit; ML—modification license; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S—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.

kw; ant. 147 m. Address: P.O. Box 907, Valley City, ND 58072. Applicant is headed by Robert Ingstad and owns KGFX-AM-FM Pierre, S.D.; KBUF(AM) Holcomb, KKJQ (FM) Garden City, KFLA(AM)-KSKL(FM) Scott City and KYBD(FM) Copeland, all Kansas; KQPR(FM) Albert Lea, KDHL(AM)-KQCL(FM) Faribault, KMFx(AM) Wabasha, KMFx-FM Lake City, KASM-AM-FM Albany, KXSS(AM)-KLZZ(FM) Waite Park, KWEB (AM)-KRCH(FM) Rochester and KNFX(AM) Austin, all Minnesota, and KOVC-AM-FM Valley City and KDDR(AM) Oakes, both North Dakota.

Benton Harbor, MI (BPH950417MK)—Michael Leep seeks 94.9 mhz; 2.2 kw; ant. 116 m. Address: 50715 Ashford Ln., Granger, IN 46530. Applicant has interests in WGTC(FM) New Carlisle and WLNB(FM) Ligonier, both Indiana.

Benton Harbor, MI (BPH950417MP)—T.C. Broadcasting Inc. seeks 94.9 mhz; 2.2 kw; ant. 116 m. Address: 5847 Venture Way, Mount Pleasant, MI 48858. Applicant is headed by J.D. Mackin and Mike Cook. Mackin owns WCFX-FM Clare, Mich.

Calumet, MI (BPCT950412KF)—Scanlan Television Inc. seeks ch. 5; 100 kw; ant. 295

m. Address: 201 E. Front St., Traverse City, MI 49684. Applicant is headed by Thomas Scanlan and owns WGTU(TV) Traverse City and WGTQ(TV) Sault Ste. Marie, both Michigan.

Deer River, MN (BPH950417MI)—Harbor Broadcasting Inc. seeks 105.5 mhz; 100 kw; ant. 155 m. Address: 111 Marquette Ave., South #1501, Minneapolis, MN 55401. Applicant is headed by Thomas Lijewski and has no other broadcast interests.

Deer River, MN (BPH950413MS)—Lee Axdahl seeks 105.5 mhz; 100 kw; ant. 299 m./981 ft. Address: 1127 S. Duluth Ave., Sioux Falls, SD 57105. Applicant owns KTWB-FM Sioux Falls, S.D.

Walker, MN (BPH950203ML)—James Ingstad seeks 101.9 mhz; 6 kw; ant. 100 m. Address: 2501 13th Ave., SW, Ste. 201, Fargo, ND 58103. Applicant has no other broadcast interests.

Greenville, MS (BPH950413MI)—Mid-America Broadcasting Co. Inc. seeks 104.7 mhz; 27.5 kw; ant. 110 m. Address: P.O. Box 1438, Greenville, MS 38702. Applicant is headed by David Segal and owns WGVM(AM)-WDMS-FM Greenville.

Batavia, NY (BPCT950320KO)—Anthony Fant seeks ch. 51; 700 kw; ant. 444 m. Address: c/o Fletcher, Heald & Hildreth, 1300 N. 17th St., 11th floor, Rosslyn, VA 22209. Applicant owns KHGI-TV Kearney, KSNB-TV Superior and KWNB-TV Hayes Center, all Nebraska; WNAL-TV Gadsden, Ala.; WWHO-TV Chillicothe, Ohio; KTVC (TV) Cedar Rapids, Iowa., and is permittee of KNLD-TV Duluth, Minn., and WFDG-TV New Bedford, Mass.

Ithaca, NY (BPCT950320KM)—Linear Research Associates seeks ch. 52; 764.23 kw; ant. 122 m. Address: 5244 Perry City Rd., Trumansburg, NY, 14886. Applicant is headed by Curt Dunnam and has no other broadcast interests.

Piketon, OH (BPH950417MO)—Piketon Communications seeks 100.1 mhz; 3 kw; ant. 100 m. Address: P.O. Box 894, Piketon, OH 45661. Applicant is headed by Gerald Davis and owns WXIC(AM)-WXIZ-FM Waverly.

Piketon, OH (BPH950417MJ)—Sydney Parker seeks 100.1 mhz; 3 kw; ant. 100 m./328 ft. Address: 370 Highland Ave., Elmhurst, IL 60126. Applicant has interests in WKAN(AM)-WLRT(FM) Kankakee, Ill.; WNXT-AM-FM Portsmouth, Ohio; KMON-AM-FM Great Falls, Mont., and KGRC(FM) Hannibal, Mo.

Van Wert, OH (BPH950308ME)—D. Robert Eddy seeks 93.9 mhz; 6 kw; ant. 100 m. Address: Box 374, Saint Marys, WV 26170. Applicant is headed by and has interests in WVVW(AM)-WRRR-FM Saint Marys.

Dimmitt, TX (BPH950407MC)—James Peeler seeks 100.5 mhz; 25 kw; ant. 100 m. Address: 132 Live Oak, Hereford, TX 79045. Applicant owns KPAN-AM-FM Hereford and KLVT-AM-FM Levelland, both Texas.

BY THE NUMBERS

BROADCASTING

Service	Total
Commercial AM	4,913
Commercial FM	5,173
Educational FM	1,754
Total Radio	11,841
VHF LPTV	540
UHF LPTV	1,083
Total LPTV	1,623
FM translators & boosters	2,346
VHF translators	2,190
UHF translators	2,470
Total Translators	7,006

Service	Total
Commercial VHF TV	559
Commercial UHF TV	606
Educational VHF TV	123
Educational UHF TV	241
Total TV	1,531

CABLE

Total systems	11,217
Total subscribers	60,495,090
Homes passed	91,250,000
Cable penetration*	63.4%

*Based on TV household universe of 95.4 million.

Sources: Nielsen, NCTA and FCC

UPN's Sullivan: programming from both sides

As entertainment president of the seven-month-old United Paramount Network, Michael Sullivan has undertaken the difficult task of trying to grow a fifth network in an environment where, not that long ago, many people didn't consider it possible for even a fourth to survive.

While the established networks ABC, CBS, NBC and even Fox are battling to strengthen their already identifiable brand names, Sullivan is trying to introduce a new brand into an ever-growing and increasingly more confusing landscape.

As part of his strategy to take advantage of the competitive environment and provide a distinct programming alternative, this fall UPN will introduce an all-drama schedule for its Monday and Tuesday lineups. "It's an ongoing effort to try to brand the network," Sullivan says. "In order to do that, you've got to offer programming the audience is not going to find anywhere else."

One advantage that Sullivan and UPN have in building an identity is *Star Trek: Voyager*, the latest in the *Star Trek* series. The show, which debuted in January, has established an immediate following, enabling the network to gain a foothold on the very competitive Monday night.

The success of the show has been something of a double-edged sword for the network. Ratings have been strong for the 8-9 p.m. series, but drop precipitously in the following hour—highlighting the network's weakness outside of *Voyager*. "We can't just settle for a big drop-off from *Voyager*," Sullivan says. "I'm very interested in having a dialogue with that audience and not just [presenting] another science fiction series." To that end, he has scheduled *Nowhere Man* in the post-*Voyager* time slot in the fall.

In fact, it was in the conception of that series that Sullivan exhibited one of the strengths that landed him at UPN, according to Lucie Salhany, UPN's chairman/CEO. "He's a brilliant programmer who has experience on both sides of the business," says Salhany. "He works with producers especially well. He was getting pitched for a project by Larry Hertzog, and Michael stopped the conversation and asked Larry what he was really passionate about. Larry began telling him about the idea for *Nowhere Man*, and Michael said go and write it."

While UPN is undergoing expected growing pains, Sullivan has seen success



"You've got to offer programming the audience is not going to find anywhere else."

Michael Harvey Sullivan

President, Entertainment, United Paramount Network, Los Angeles; b. Dec. 4, 1950, Manhattan Beach, Calif.; BA, Yale University, 1973; ABC, Los Angeles: editor, broadcast standards and practices, 1976-79; executive, current programming, 1979-80; director, comedy development, 1980-83; producer, Warner Bros. Television, 1983-91; producer, Viacom, 1991-92; president, Michael Sullivan Productions, 1993-94; current position since October 1994; married Susan Clark, Sept. 11, 1982; children: Jack, 8; Patrick, 2; Monica, three months.

from growing pains of another kind. He was one of the executive producers of the hit ABC sitcom *Growing Pains*, one of the most successful comedies of the 1980s. He developed the series while under contract at Warner Bros. as a producer after a seven-year stint at ABC.

"In 1983 I started getting offers from studios to become a producer. I can't tell you why I got the offers, but I guess they thought I could generate some business." Why make the move from a promising career as a network executive to the up-and-down life of a producer? "My orientation and bias has always been toward content. I thought [producing] would be a great challenge and a lot of fun. Besides, anytime you can say that you've worked with great people and learned at the same time, well that's a great year."

In fact, Sullivan credits several veteran television producers for his success as a producer as well as his relationships with producers as a network executive. His first job at ABC was in the broadcast standards and practices department, where part of his responsibility was to attend series script meetings.

"I got to work on *Taxi* and *Barney Miller*. At the time, Danny Arnold was the executive producer on *Barney Miller*, and Jim Brooks and Ed Weinberger were the executive producers on *Taxi*. I got to hang around the sets and watch these masters. So when I became a producer, that exposure to those producers paid off."

Sullivan says the offer to join UPN came "out of left field." In 1993 he founded Michael Sullivan Productions and ventured into the uncertain waters of independent production. "I had gotten the company up and running and developed several comedy pilots. But in 1994 I was contacted by [Paramount and Chris Craft] and eventually by Lucie to do programming at the network. It sounded exciting to work at a start-up network."

As he leads the entertainment activities of UPN to an eventual seven-night schedule—the network's third night is expected to debut next March—Sullivan stresses the importance of the network's establishing an identity of its own rather than following the successful models of the other networks. "Those successes occurred in cultural moments that are gone now. We can't try to imitate Fox or anyone else because that moment is gone." —SC

Fates & Fortunes

BROADCAST TV

Marvin Hite, assistant chief engineer, WBNS-TV Columbus, Ohio, named chief engineer.

Holly Grisham, producer, WCIA(TV) Champaign, Ill., joins KSTP-TV St. Paul as weekend producer.

B.J. Huchtemann, production manager, KPTM(TV) Omaha, joins KXVO(TV) there as manager, on-air promotion.

Sandra Morrison, accountant, KRMA-TV Denver, joins KDVR(TV) there as assistant controller.

Annie Cho, communication coordinator, Southern California Edison Co., joins KSCI(TV) San Bernardino, Calif., as director, public relations.

Duane Bryan, production manager, WVEC-TV Hampton, Va., joins WRCB-TV Chattanooga, Tenn., as manager, advertising/promotion.

Lori Hayes, local sales team manager, WIFR(TV) Freeport, Ill., named GSM.

Paul Moniz, anchor/reporter, WTNH-TV New Haven, Conn., joins WNBC(TV) New York as general assignment reporter.

Bruce Leshan, news reporter, WBFF(TV) Baltimore, and **Sharlene Lewter-Flood**, promotion producer, WAVY-TV Portsmouth, Va., join WUSA(TV) Washington as general assignment reporter and promotion producer, respectively.

Randy Schmidt, NSM, KSAT-TV San Antonio, Tex., named LSM.

Jeff Tallman, marketing director, WTAT-TV Charleston, S.C., joins WHNS(TV) Asheville, N.C., in same capacity.

Jon Schuetz, weekend sports anchor, KETV(TV) Omaha, named sports director.

Sandra Sharp, on-air promotion manager, KARE(TV) Minneapolis, joins WVEC-TV Hampton, Va., as creative services manager.

Sonya Thompson, producer, 10 p.m. news, WBBM-TV Chicago, named executive producer, afternoon newscasts.

Phil Johnson, independent video producer, Dallas, joins WNRW(TV) Winston-Salem, N.C., as executive producer.

Laurel Light, assistant operations manager, WPIX(TV) New York, named director, operations.

Gil Buettner, station manager, WWMT(TV)

Kalamazoo, Mich., named president/GM.

Michael Brunette, director, sales and marketing, WSET-TV Lynchburg, Va., joins KSFY-TV Sioux Falls, S.D., as VP/GM.

Mark Miller, production manager, WXMI(TV) Grand Rapids, Mich., named director, production services.

Robert Holtzer, LSM, WSVN(TV) Miami, named GSM.

Brian Erdlen, senior audit associate, Coopers and Lybrand LLP, Boston, joins WLVI-TV Cambridge, Mass., as programing financial analyst.

Appointments at Gannett Broadcasting: **C.E. Cooney**, senior VP, Gannett Television Group, adds president, KPNX Broadcasting Co., Mesa, Ariz., to his responsibilities; **Colleen Brown**, president/GM, WFMY-TV Greensboro, N.C., named president/GM, KPNX(TV); **Deborah Hooper**, VP, broadcast, WFMY-TV, named VP/GM.

Jim Prather, VP, news, Journal Broadcast Group, Milwaukee, named VP/GM, WTMI-TV there.

PROGRAMING



Monderer

Howard Monderer, for 43 years a standard of NBC's Washington legal operation, has taken full retirement after a six-year consultancy that ended June 30. Executive VP/General Counsel

Rick Cotton called Monderer "the dean of the FCC bar," with an encyclopedic knowledge of the FCC, communications law and network rules.

Appointments at American Program Service, Boston: **Dan Jones**, director, engineering and operations, named director, operations, engineering and computer services; **Cheryl Holm**, traffic coordinator, named operations manager.

Lisa Corricello, executive assistant to senior VP/GSM, Warner Bros. Domestic Television Distribution, Burbank, Calif., named sales administrator.

Gregory Valencia, manager, drama series development, Fox Broadcasting Co., Beverly Hills, Calif., named director.



Burke

Kathy Burke, director, prime time series, NBC Entertainment, Burbank, Calif., named VP.

Ela Cameron, project manager, market research, National Geographic Society, Washington,

named manager, TV market research, National Geographic Television.

Louis Lettes, senior counsel, entertainment and distribution, Turner Broadcasting System, Atlanta, named director, business affairs, Turner Original Productions and Turner Home Entertainment.



Weiss

Jim Weiss, director, public relations, Turner Network Television, Atlanta, named VP, Turner Network Television, Turner Classic Movies, Turner Network Sales and Turner Home Satellite.

Sandra Brewer, director, affiliate and media relations, Buena Vista Television, Burbank, Calif., named VP.

Kurt Bensmiller, director, Warner Bros. Media Research, Burbank, Calif., named executive director; **Karen Barcheski**, senior analyst, named manager.

Karen Flanzbaum, director, public relations, TNT originals, Atlanta, named VP.

Allen Sabinson, senior VP, original programing, Turner Network Television, Atlanta, named executive VP.

Robert Doty, senior auditor, St. Paul Companies, joins The Independent Television Service, St. Paul, as director, business affairs.

Deborah Norton, independent producer, joins Columbia TriStar Television Distribution, Culver City, Calif., as director, production and programing.

RADIO

Tom Jordan, program director, KBUL(FM) Carson City, Nev., joins KWNR(FM) Henderson, Nev., in same capacity.

Jeff Thomas, sales manager, WOLL(FM) Riviera Beach/West Palm Beach, Fla., joins WPOC(FM) Baltimore as GSM.

Cheryl Oncea, account executive, KSSK-AM-FM Honolulu, named LSM.

Eric Coplin, regional account executive, Lanodon Associates, Philadelphia, joins Major Market Radio Sales/Philadelphia as director of sales.



Robinson

Carol Robinson, regional radio executive, The Associated Press, Washington, named radio sales manager, western division.

Lisa Leveroni, creative director, Leveroni Advertising, Hyannis,

Mass., joins Makkay Broadcast Group there as marketing director.

Robert John, program director, KGBY (FM) Sacramento, Calif., joins KCMO-FM/KLTH(FM) Kansas City, Mo., in same capacity.

Appointments at KMKX-FM/KYXY(FM) San Diego: **Andrea Goodrich**, NSM, KMKX-FM, named GSM; **Ed Sheffel**, sales executive, KMKX-FM/KYXY (FM), named NSM.

Gaila Schreurs, comptroller, Sorenson Broadcasting Corp., Sioux Falls, S.D., named VP/finance.

Doug Sterne, sales director, KNBR(AM)/KFOG(FM) San Francisco, named VP/GM, WMVP(AM) Chicago.

Phil Abbott, afternoon drive host, KHTC(FM) Phoenix, joins Radio Express, Los Angeles, as director of programming services.

William A. McGinley, radio manager, Prairie Public Radio, Bismarck, N.D., joins KASU-FM, Jonesboro, Ark., as station manager.

Appointments at Group W Radio, New York: **Carey Davis**, GSM, WINS (AM), named VP, sales development, Group W Radio; **Greg Janoff**, sales manager, WBZ(AM) Boston, named GSM, WINS(AM).

John Desjardins, production director, WOW-AM-FM Omaha, joins WRGX-FM Chicago as executive producer.

Jeffrey Myers, GSM, WKYS-FM Washington, joins WBIG-FM there as director of sales.

Nancy E. Dymond, VP/GM, WIOT(FM)/WCWA(AM) Toledo, Ohio, joins Fritz

Broadcasting, Saginaw, Mich., as VP/GM, operations.

James Rasmussen, program director, MNN Radio Networks, Minneapolis, named VP, programming.

CABLE

Susan Auerbach, senior VP/manager, national broadcast, GM Mediaworks, joins E! Entertainment Television, Los Angeles, as VP/NSM.

Frank Scotello, customer service manager, Continental Cablevision, Romeoville, Ill., joins fX Networks, Los Angeles, as director, affiliate sales and marketing, Central region.

John Kukla, manager, advertising and promotion, WAGA-TV Atlanta, joins the Cartoon Network there as on-air director.



Fischer

Daniel Fischer, VP, research, Discovery Networks, Bethesda, Md., named senior VP.

Jeff Krolik, VP, HBO International, New York, joins SportsChannel Regional Network, Woodbury, N.Y., as senior

VP/GM, SportsChannel Pacific.

William Hart, head, network sales, NBC SuperChannel, London, joins MOR Music TV, St. Petersburg, Fla., as VP, global distribution.

Rita McClenny, director, Virginia Film Office, Richmond, Va., joins International Family Entertainment, Virginia Beach, Va., as director, corporate communications.

Kate Adams, GM, Hauppauge, Long Island system, Cablevision, Woodbury, N.Y., named GM, Woodbury system.

Erika Bishop, executive producer, *Our Home*, Lifetime Television, New York, joins the TV Food Network there in same capacity.

Appointments at Viacom Cable, Pleasanton, Calif.: **Susan Evans**, director, government relations, named VP; **Rusty Weekes**, national sales director, named VP, sales.

Anthony Ricciardi, national account manager, Sprint, New York, joins the Popcorn Channel there as VP, communications, technology.

SATELLITE/WIRELESS

Richard Roseval, engineering coordinator, Group W Network Services, Glenbrook, Conn., named manager, engineering transmission facilities.

Brian Klosterman, senior VP, consumer electronics, StarSight Telecast Inc., Fremont, Calif., named senior VP, marketing.

Stuart Jacob, president, Jacob Entertainment, joins The AlphaStar Television Network Inc., Greenwich, Conn., as VP, programming and marketing.

WASHINGTON

David Karlson, COO/executive VP, American Rehabilitation Association, joins The Satellite Broadcasting and Communications Association, Alexandria, Va., as VP, business development.

Tyrone Prather, research associate/telecommunications analyst, NCTA, named director, research.

Appointments at the Corporation for Public Broadcasting: **Lilian Fernandez**, senior VP, government relations, adds general counsel/corporate secretary to her responsibilities; **David Guhse**, legislative director, Sen. Frank Murkowski's (R-Alaska) office, joins as director, government relations.

DEATHS

Paul M. Hancock, 81, retired cable company owner, died June 13 after a series of strokes at his home in Old Greenwich, Conn. Hancock worked for NBC's station relations department during the 1950s and 1960s. In 1964 he obtained a cable franchise in New Milford, Conn. Ten years later his cable company, Mid-Connecticut Cablevision, serviced much of the state. Hancock is survived by his wife, Evelyn; daughter, Barbara; a brother and a sister, and several nieces and nephews.

Stan Forrer, 42, executive VP, broadcasting, Greenwood Performance Systems, Tulsa, Okla., died June 12 of complications after surgery in Tulsa. Forrer was a certified radio marketing consultant who helped to develop and implement sales training programs throughout the broadcast industry. He is survived by his wife, Madeleine; his parents, a brother and two sisters.

—Compiled by Denise Smith
e-mail: d.smith@b&c.cahners.com

Leading cable MSO Tele-Communications Inc. is buying the cable systems owned by The Chronicle Publishing Co. for an estimated \$580 million in stock. Chronicle serves 330,000 subscribers in California, Hawaii and New Mexico. Combined with other pending system deals, the acquisition of the Chronicle properties expands TCI's reach to approximately 15 million subscribers nationally.

George & Alana executive producer Paul Block has left the Rysher Entertainment show less than three months before its Sept. 11 syndication debut, necessitating a rapid search for a replacement that is expected to be announced this week. The reason for the departure of Block, one of the show's creators and a close friend of co-host Alana Stewart, was termed "a matter of chemistry between [co-host and co-executive producer George Hamilton] and Paul." Block was not available for comment.

Reports last week said that ABC and Philip Morris have had preliminary talks about settling a \$10 billion lawsuit brought by the tobacco company over a *Day One* story that alleged Philip Morris artificially increased nicotine levels in

95% listen to radio weekly

The spring 1995 RADAR report of national and network radio audiences shows that more than 95% of people 12 and older, or 203 million Americans, listen to radio for at least 15 minutes each week. In any average quarter hour, 23 million people are tuned in, the report concludes.

The report, compiled by Statistical Research Inc. of New Jersey, surveyed radio listening between May 1994 and April 1995. The report also shows that FM stations claim 80% of the national and network radio audience ages 12 and older and that 71% of the population is reached by radio stations that air some network programming.

some cigarettes. The trial is set for October, and the companies had no comment on ongoing settlement talks.

Clear Channel Communications is buying WHP-TV Harrisburg, Pa., from WHP Television Ltd. (Ralph E. Becker) for approximately \$30 million. Clear Channel owns 9 TV and 43 radio stations. WHP-TV is a CBS affiliate on ch. 21.

NBC Sports has reshuffled its NFL talent pool, creating a three-man top broadcasting team that includes network veterans Paul Maguire and Dick Enberg and former NFL great Phil Simms. Simms joined NBC in March after a one-year stint with ESPN. The threesome will handle the AFC championship game and Super Bowl XXX next Jan. 28 in Phoenix.

Worldvision Enterprises' new syndicated talk show spoof, *Night Stand with Dick Dietrick*, has been cleared in all top 25 markets for a fall debut. The weekly, one-hour show will launch in at least 91 markets covering 85% of the U.S. Top clearances include WWOR New York, KCOP Los Angeles and WPWR-TV Gary, Ind. (Chicago).

GGP has cleared two syndicated television specials, *NFL Pre-Season Special* and *College Football Preview*, on more than 120 stations for Aug. 18-Sept. 3 windows. The NFL special is cleared on 132 stations (75% coverage); *College Football Preview* has been cleared on 125 stations (70%). Both are being offered on a barter basis with 6 1/2 minutes local, 6 1/2 minutes national time.

Turner-owned cable sports service SportSouth signed a four-year agreement with the Southeastern Conference (SEC) covering 60 collegiate athletic events and more than 250 hours of SEC programming on the network per year. The agreement takes effect this fall and extends through the 1998-99 season. Programming includes a 35-week highlight show on all SEC sports, tentatively titled *This Week in the SEC*; *Game of the Week* packages for women's and men's basketball and baseball, and a women's volleyball package that includes the SEC championship game. The contract also covers three still-to-be-

CBS pushes telco retrans deals

CBS held a new-media workshop in Chicago last week and told its affiliates to negotiate with telephone companies wanting to retransmit their channels.

"The telcos are starting to talk to our stations about retransmission," says Mark Harrington, CBS senior vice president, new media.

Harrington says stations may want to bundle a local weather channel or negotiate other arrangements with telcos interested in retransmitting their broadcast programming.

Harrington is unsure whether the telcos would pay stations in cash to retransmit, but the issue will be taken up on "a station-by-station basis."

CBS hosted an informational workshop for network officials and 212 representatives of 112 affiliates and 37 station groups. Besides retransmission, topics covered during the two-day workshop included online and Internet activity, interactive TV and other new-media developments. —MB

Printed in the U.S.A. Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Telecasting* introduced in 1945. *Television* acquired in 1961. *Cablecasting* introduced in 1972. *Broadcasting/Cable* introduced in 1989. *Broadcasting & Cable* introduced in 1993. *Broadcasting & Cable* is a registered trademark of Reed Publishing (Nederland) B.V., used under license. *Reg. U.S. Patent Office.

Incorporating The Fifth Estate TELEVISION Broadcasting

Broadcasting & Cable (ISSN 0007-2028) (GST #123397457) is published weekly, except at year's end when two issues are combined, by the Cahners Publishing Co., Cahners Publishing Co., at 245 West 17th St., New York, NY 10011, is a division of Reed Elsevier Inc., 275 Washington St., Newton, MA 02158-1630; Robert L. Krakoff, Chairman/Chief Executive Officer; Timothy C. O'Brien, Executive Vice President/Finance and Administration; John J. Beni, Senior Vice President/General Manager, Consumer/Entertainment Division. Second-class postage paid at New York, NY, and additional mailing offices. Postmaster, please send address changes to: *Broadcasting & Cable*, PO Box 6399, Torrance, CA 90504-0399. *Broadcasting & Cable* copyright 1995 by Reed Elsevier Inc. Rates for non-qualified subscriptions, including all issues: USA, \$117; Canada, \$149 (includes GST); Foreign Air, \$320; Foreign Surface, \$169. A reasonable fee shall be assessed to cover handling costs in the event of cancellation of a subscription. Except for special issues where price changes are indicated, single copies are \$3.95 US. Please address all subscription mail to: *Broadcasting & Cable*, PO Box 6399, Torrance, CA 90504-0399. Microfilm of *Broadcasting & Cable* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, MI 48106 (1-800-521-0600).

determined sports events. In addition, a clause gives SportSouth the option to schedule up to two SEC football games per year beginning with the 1996 season. Financial terms were not disclosed.

Sonny Bloch's Independent Broadcasters Network, which distributed his now-defunct financial talk show to more than 200 radio affiliates, **has gone dark**. Bloch had been part owner of IBN since 1991, and his show was IBN's most widely distributed program. However, according to court-appointed receiver Michael Eskridge, "The network never made money, and that includes when Bloch's show was on the air." Bloch was arrested and indicted last month by the Securities and Exchange Commission on 35 counts of fraud. Bloch's assets were frozen, which prevented him from paying IBN for distributing his show.

King World magazine show Inside Edition has signed former NBC News correspondent and former talk show host **Star Jones** as a senior correspondent. A lawyer and former prosecutor, Jones this past season hosted Group W's *Jones & Jury*, a syndicated court-themed talk show that will not return in the fall.

The South Carolina judge presiding over the Susan Smith trial barred cameras from covering the trial last Friday (June 30). Judge William Howard ruled that TV coverage would present a "substantial likelihood of interference to the process" of trying Smith for allegedly murdering her two children. The trial is scheduled to begin July 10. Court TV head Steve Brill says he was disappointed, but not surprised, because the state's camera-in-the-courtroom law is new and the case is so high profile. No word from CNN at deadline.

Gerald Walsh, president/GM, WFXT-TV Boston, is resigning, effective with the sale of the station to the Fox stations division, expected to close this week. Walsh will remain with the station's seller, Boston Celtics Broadcasting Limited Partnership.

SFX Broadcasting Inc. has priced a public offering of 1.5 million shares of its common stock at \$24.50 per share. The offering is expected to close July 5.

WASHINGTON

Justice victory buoys Turner

Ted Turner caught FCC Commissioner Susan Ness by surprise last week when, during a meeting in her office, he asked if he could turn on the television. Turner was at the FCC as part of a National Cable Television Association board delegation. Although Turner undoubtedly was concerned by the important issues facing the cable industry, he also was concerned that his Atlanta Braves were down by one run in the bottom of the ninth in a game against division rivals the Montreal Expos. David Justice slammed a two-run homer to give the Braves the win. Turner's explosive celebration reportedly caught Ness and even some who were sitting outside her office by surprise.

NEW YORK

VH1 workout

VH1 in August plans to debut a news oriented morning show, *Morning Music Wire*, which will feature music videos. The network is planning a mailing to health clubs that will promote the show as a perfect companion to morning workouts.

Not-so-extreme ratings

Despite heavy promotion for its Extreme Games, ESPN's 10-day daredevil sports event in its first three days garnered less than Olympic-size ratings. The games, featuring events such as bungee jumping, skysurfing and street luge racing, were given 45 hours of airtime June 24-July 1. Between June 24 and 27 the games averaged a 1.0 rating on ESPN and a .5 rating on ESPN2. ESPN's overall prime time rating is 1.1.

Saint Nick

Nick at Nite is planning a "Nick at Nite Before Christmas" event for December featuring a week's worth of Christmas episodes of classic sitcoms plus memorable holiday specials from Andy Williams, Perry Como and Bing Crosby. The cable network, which enjoys strong ratings with its quarterly-event strategy, also

is planning a September 1996 stunt to welcome *Happy Days* to its nightly lineup.

CHICAGO

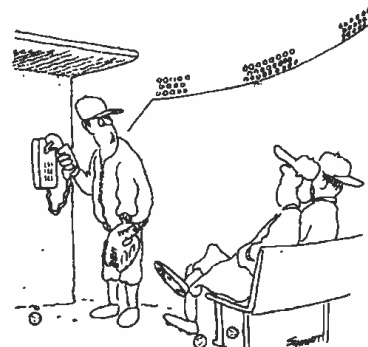
Sports deal

The One-on-One sports talk radio network has acquired the Sports Radio Network of Las Vegas and has taken over its 150 affiliates. For the past four years, SRN provided 24-hour, daily live game coverage, call-in shows, game updates and news about sports. One-on-One will continue airing some SRN shows in addition to One-on-One's original 24-hour sports news coverage. SRN's CEO, Garrett Krause, says that starting July 15 he'll launch the Business News Network, which will syndicate financial talk shows nationwide. The network's first affiliates will be KMNY(AM) Pomona, Calif., and WEVD(AM) New York, Krause said.

HOLLYWOOD

Young people's concert

Veteran producer Bob Banner (*Showtime at the Apollo*, *Solid Gold*) will produce a one-hour youth concert special for cable's Arts & Entertainment Network featuring the Dallas Symphony Orchestra under the baton of conductor Andrew Litton. Titled *Dallas Symphony Orchestra's Amazing Music*, the special will air at 3 p.m. ET on July 30 and could become the first in a series of Dallas Symphony Orchestra specials for A&E.



Drawn for BROADCASTING & CABLE by Jack Schmidt
"The manager says we gotta get out of the bull pen and go up and sit near the TV camera to make the crowd look bigger."

Toward new responsibility

By an alarming (for the First Amendment) vote of 7 to 2, the U.S. Court of Appeals for the District of Columbia last week upheld the FCC's "safe harbor" policy for indecency and its authority to regulate broadcast content. It was a victory for the FCC, which had been asked on several occasions to justify the policy. For broadcasters, it was a reminder that they remain second-class citizens in terms of the First Amendment.

Not everyone on the court shared that opinion, however. In fact, its chief judge, Harry Edwards, shed some light of judicial reason on the issue in a dissent. He called "absurdity" the "bifurcated" approach that "applies a relaxed level of scrutiny to content-based regulations of broadcast and a strict level of scrutiny for content-based regulations of non-broadcast media." Saying that broadcasting deserves the same First Amendment freedoms as cable, the judge concluded: "It is no longer *responsible* [emphasis ours] for courts to provide lesser First Amendment protection to broadcasting based on its 'unique attributes.'"

When's the next opening on the Supreme Court?

Breath of fresh air

Don't count us among the critics of talk radio, with all its boisterousness. We hear it as "vox populi," or democratic expression of a high order. The breadth of the medium was extended mightily by former New York governor Mario Cuomo's return to a public life with his weekly show. We caught only snatches of the debut, but enough to be impressed with the former governor's soft-spoken eloquence (frankly, that came as no surprise). The radio microphone has at times lately seemed more like an increasingly battered megaphone, brandished on the elec-

tronic street-corner by the loud, the angry, the nasty or, occasionally, all of the above. Amid that cacophony, Cuomo's evenhandedness and grace were a welcome respite. Only the market will determine whether there is an audience for "thought" talk, as Cuomo has coined it. For our part, we hope there is.

On the mark

Although we don't always agree with the outspoken House speaker, Newt Gingrich was talking our kind of talk two weeks ago when he came out against an all-out ban of indecency on the Internet. From the stories last week in *Time* and *Newsweek* on online pornography, there is clearly a concern about children's access to such material and how better safeguards can be found. But absolute prohibitions on protected speech are never the answer.

"It's clearly a violation of free speech, and it's a violation of the right of adults to communicate with each other," Gingrich said during his weekly cable show, "but I think it was seen as a good press release back home, so people voted for it." You can hear that kind of talk every day in our newsroom. It's good to hear it from a pinnacle of power.

Iron is hot

At a House appropriations hearing last week, Congress voted to cut the United States Information Agency's budget by almost a quarter. That presents an ideal opportunity to cut out some of the dead wood. Putting an even finer point on it, international broadcasting will not receive individual allocations for its various international services, including "something as idiotic as TV Marti," to quote Representative David Skaggs (D-Colo.). It is past time for someone to let the air out of that balloondoggle. Just do it.

Lawrence B. Talshoff, chairman
Peggy Conlon, publisher

Editorial

Donald V. West, editor/senior vice president
Harry A. Jessell, executive editor
Mark K. Miller, managing editor
Kira Greene, assistant managing editor (special projects)
John S. Eggerton, assistant managing editor
David R. Borucki, art director
Kim McAvoyn, contributing editor
Elizabeth Rathbun, assistant editor
Chris McConnell, Christopher Stem,
Julie A. Zier, staff writers
Rick Higgs, systems manager
Denise P. Smith, Kenneth R. Ray, production artists
Winslow Tuttle, Catharine Garber, proofreaders
□ New York 245 West 17th Street, 10011; 212-645-0067; Fax 212-337-7028
Stephen McClellan, bureau chief
Mark Berniker, senior editor (interactive TV)
Rich Brown, assistant editor (cable)
Donna Petrozzello, James McConville, staff writers
□ Los Angeles 5700 Wilshire Blvd., Ste. 120, 90036; 213-549-4100;
Fax 213-937-4240
Steve Coe, bureau chief
David Tobenkin, staff writer
□ London Paramount House, 162-170 Wardour St., W1V3AT;
44-171-437-0493; Fax 44-171-437-0495

Meredith Amdur, Debra Johnson, international editors

Circulation

Michael Borchetta, subscription promotion director
Leonard Weed, fulfillment director

Founder and Editor
Sol Talshoff (1904-1982)

**Broadcasting
& Cable**

1705 DeSales Street, N.W.
Washington, DC 20036
Phone: 202-659-2340
Circulation: 800-554-5729
Editorial Fax: 202-429-0651 □ Advertising Fax: 212-337-6947

Manufacturing/Distribution

Michael Arpino, director
Sharon Goodman, production services director
Fem Meshulam, associate ad production director
Louis Bradfield, distribution director
William Cunningham, distribution manager
Jose Medina, quality assurance manager

Advertising Production

212-463-6527; Fax 212-463-6555
Florence Fayden, production manager
Marjorie Kirsh, production assistant

Cahners Consumer/ Entertainment Publishing Division

John J. Beni, senior VP-general manager
Lawrence B. Talshoff, adviser
Richard Vitale, VP-operations & planning
Deanna Gould, VP-telemarketing
Barrie Stern, VP-creative services
James Borth, circulation director

Cahners Publishing Co./Reed Elsevier Inc.
Robert L. Krakoff, chairman-CEO

Advertising

□ New York 212-337-6940; Fax 212-337-6947
Randi T. Schatz, international sales director
Mille Chlavelli, director of cable advertising
Robert Foody, Yvonne Pettus, account executives
Stacie Mindich, marketing services manager
Joan Miller, executive secretary
Sandra Frey, executive assistant
Patrick Church, advertising billing/contracts
Antoinette Fasulo, classified advertising manager
Classified 212-337-7073; Fax 212-206-8327
□ Los Angeles 213-549-4113; Fax 213-937-5272
Gary Rublin, national marketing director,
director of syndication advertising
Michael Brooks, account executive
Kathleen Shuken, administrative assistant
□ Washington 202-659-2340
Doris Kelly, sales service manager

Advertising Representatives

Ayer Communications (West Coast equipment
advertising): 714-366-9089; Fax 714-366-9289
Yukari Media (Asia): (81) 6 956 1125;
Fax (81) 6 956 5015
Jennifer Montefiore, BCC (United Kingdom & Europe):
(44) 171 437 0493; Fax (44) 171 437 0495
Albert Ticheler, Cahners Publishing Company
(Benelux Equipment Advertising):
(31) 40 41 3727; Fax (31) 40 42 0430

Broadcasting & Cable Yearbook
Editorial 908-464-6800 Circulation 800-521-8110
Advertising 212-337-6943

About FOX.....

"Fox is the network to be associated with...with their aggressiveness and support, success is ours to be had. The switch to FOX has given "R&R" (Revenue & Ratings) increases what more could you ask for..."

Lydia Sandier General Manager KARD/Monroe-El Dorado

"We are very happy with the change to FOX from CBS. Our sales increases have been in double digits and we look forward to additional increases in sales and ratings over the next six months."

Peter G. Sieler V.P./General Manager KECY/FOX 9/El Centro-Yuma

"We were the first CBS affiliate to switch to FOX over four years ago. Since then we have experienced unprecedented growth in ratings and operating income. To say that it was the right decision is an understatement."

Mark McKay V.P./General Manager KRXX/FOX 51/Tyler-Longview

"Increased shares in younger demos and additional inventory have translated to substantial revenue increases since our switch. And... we're having more fun!"

Ty Watts President/General Manager WSXK/Wilmington, NC

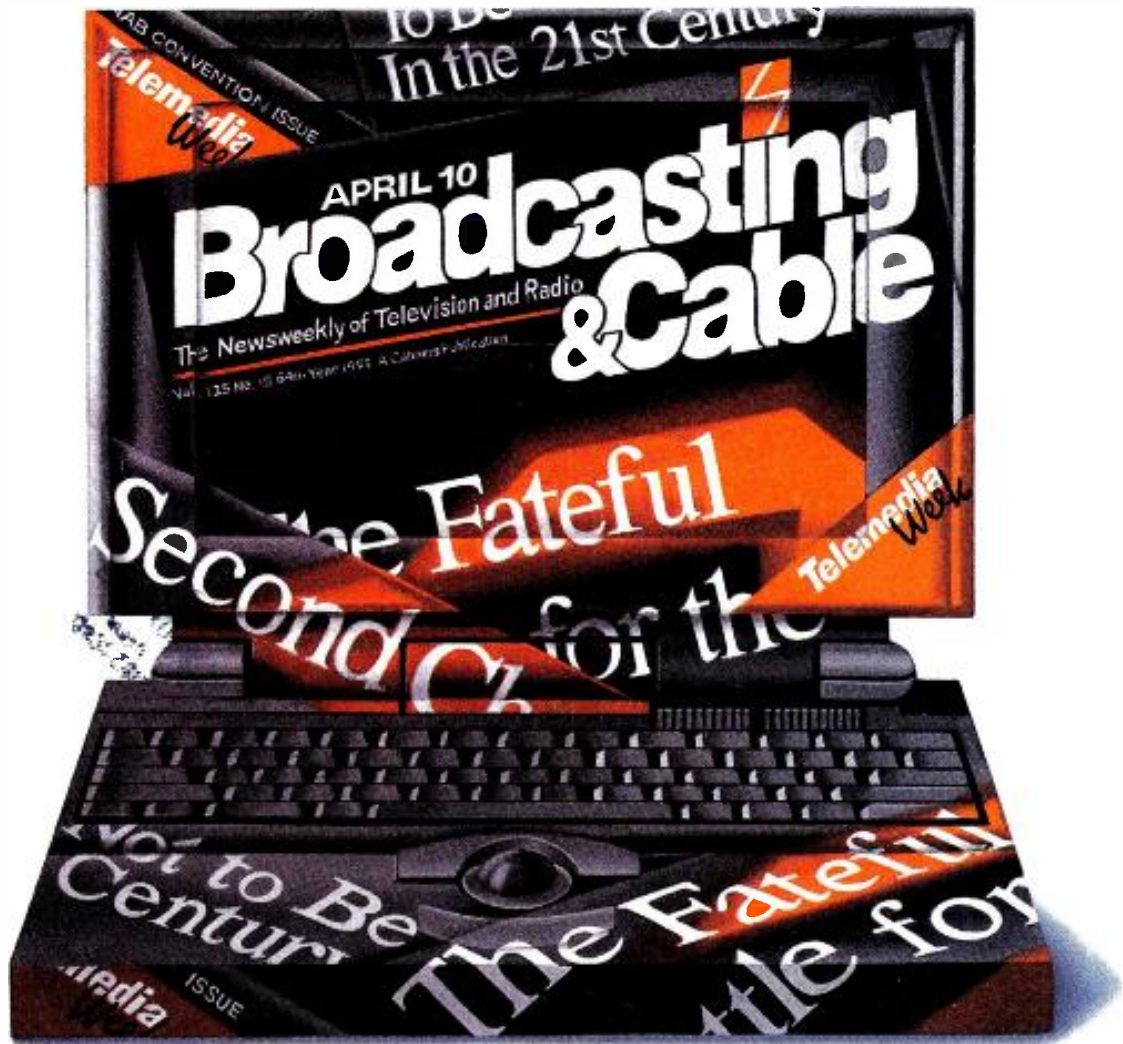
"Fox 38 is delighted with our affiliation with the FOX network and since making the switch, our business has positively reflected the change."

Bill Harper General Manager WBAK/FOX 38/Terre Haute

Nationally represented by



Power Book



WHEN INDUSTRY LEADERS NEED TO KEY INTO
THE INFORMATION THAT AFFECTS THEIR BUSINESS,
THEY SIMPLY OPEN UP THEIR POWER BOOK—
BROADCASTING & CABLE.

It's the one source they know they can depend on, week after week, for complete, accurate coverage and in-depth analysis of the latest news in the communications industry. And Telemedia Week — a special section in every issue — keeps them up-to-date on techno-trends in video, voice and data.

Reach these decision makers by logging into the power of Broadcasting & Cable. Call 212-337-6940 *today!*

Broadcasting
The Newsweekly of Television and Radio
& Cable