

JULY 24

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# Broadcasting & Cable

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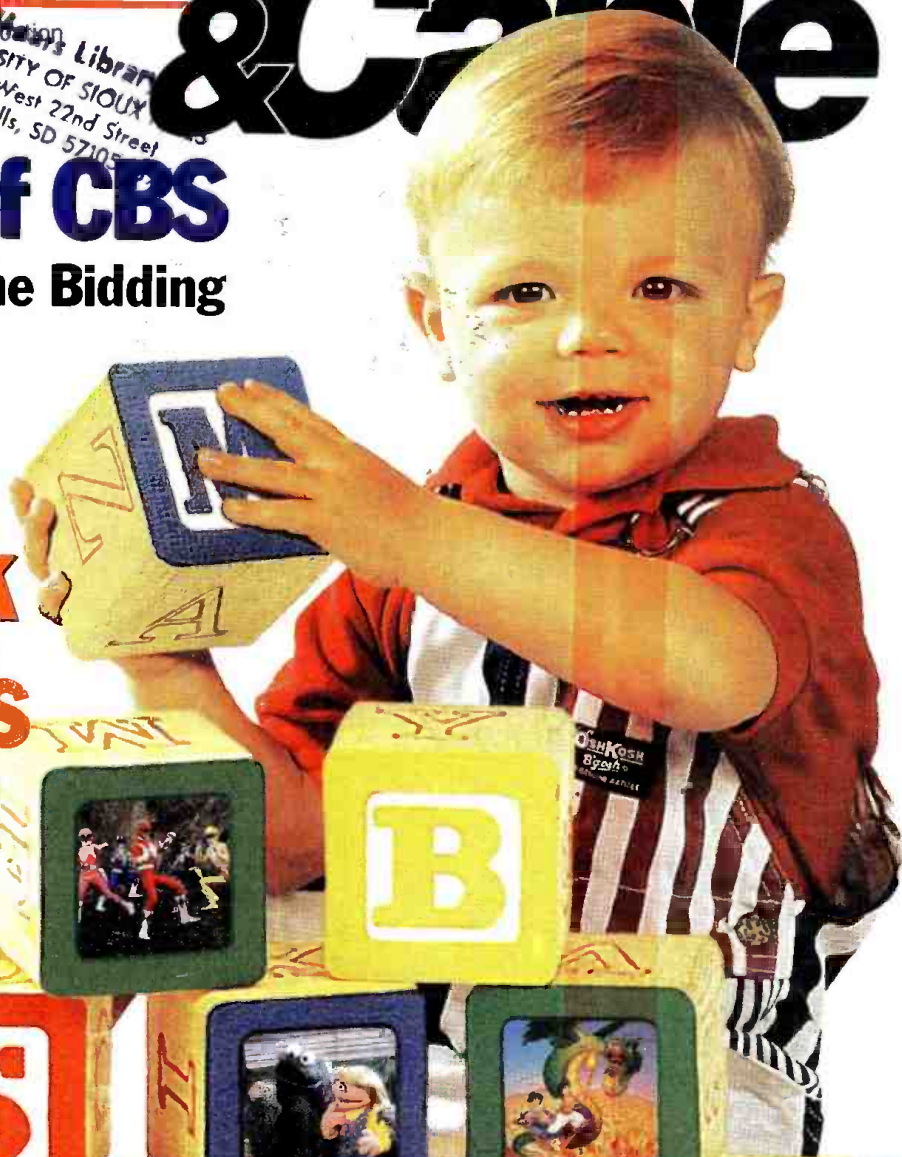
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## The Selling of CBS Westinghouse Opens the Bidding

## The Year of the Block in Children's Television

Special Report /37



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Week  
Page 33



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# VISION

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# Fast Track

MUST READING FROM BROADCASTING & CABLE

JULY 24, 1995

## TOP OF THE WEEK



**Westinghouse turns lights on for CBS** Westinghouse may redefine itself as a major media player if it succeeds in purchasing CBS. Late last week the companies still were haggling over the amount of a cash bid for the network. An offer appears imminent. / 8



**PTAR: End is near** FCC sources predict that the prime time access rule will be dead in two years or sooner, far less time than backers of the rule and the National Telecommunications and Information Administration urged last week. / 16

**Broadcasters seek V-chip-less solution** Network sources last week were promising to establish a \$2 million trust fund to develop technological options to the V-chip. The broadcasting industry favors technologies that can be added to current sets and would allow viewers to block specific programs, channels or time periods. / 17

**TCI wants its...TMZ** TCI, which long has shown an interest in trying to get a bigger piece of the music video business, is quietly backing The Music Zone, a 24-hour music video network being developed by industry veteran Connie Wodlinger. / 18



Columbia TriStar's Jon Feltheimer has been named president of Sony Television Entertainment. / 18

## SPECIAL REPORT

### Children's TV: Year of the blocks

Blocks of kids programming are providing broadcasters and cable operators with much-needed brand identity, while locking up multiple time periods for distributors. With the UPN and WB networks launching their kids blocks, there's even less room for new shows. BROADCASTING & CABLE screens the current state of children's TV. **On the cover, blocks display some favorites. Top: 'Mighty Morphin Power Rangers'; center: 'Sesame Street' (I) and 'Aladdin'; bottom: 'Rug Rats' (I) and 'Dumb and Dumber.' Model: Bryan Borucki; photo by Stephen R. Brown / 37**



## CABLE

### CTAM: Two views of convergence

Cable and telco executives differ over the results of cable deregulation. Viacom International President Frank Biondi Jr. warns that a typical competitive environment is coming; US West Chairman Richard D. McCormick says convergence won't necessarily result in the bloodbath that has been predicted. / 28

## TELEMEDIA WEEK

### Network sports tackle CD-ROM

ABC and NBC will publish a series of CD-ROM titles based on their weekend sports broadcasts. ABC will concentrate on college sports; NBC is going with the NFL. / 33



ABC will have six college football titles on CD-ROM. / 33

### Originals grow up on cable

From BET to USA, cable networks increasingly are making more original shows for kids and, in the process, losing a children's programming identity. / 52

## WASHINGTON

### Harbert face critics

At the Television Critics Association Press Tour, NBC President Warren Littlefield said he would reach the broadest possible audience by airing *Mad About You* and *Friends* on cable and ABC Entertainment President James L. Brooks said the network has landed Dana Carvey's new comedy show. / 22

### Online via cable finds home in N.Y.

Time Warner and Time Inc. are hooking up computers in 500 homes in upstate New York to an online service transmitted via cable modem. / 33

## WASHINGTON

### Must-carry gets hearing

A federal judge last week described must-carry as "a fiat solution for a privileged group" and directed a barrage of inquiries toward broadcasters about their need for the rule. / 64

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## Westinghouse makes its move for CBS

Tisch said to have leaked word of imminent \$5 billion bid to smoke out other offers

By Steve McClellan

**T**hirteen months after the collapse of the proposed merger of CBS and QVC, a Westinghouse Electric Corp. bid for the beleaguered broadcast network appears imminent.

Late last week, Westinghouse and CBS still were haggling over the price the Pittsburgh, Pa.-based conglomerate and parent of the Group W broadcasting group would offer in a cash bid for the network.

Sources said Westinghouse was trying to persuade CBS Chairman Larry Tisch to accept a slightly lower offer than his reported asking price of \$80 per share, or approximately \$5 billion. "Talks on price are rotating around that \$80 figure," said one source familiar with the negotiations.

But Tisch is said to be insisting on \$80 a share or more. Indeed, word of the talks emerged while Tisch was attending the annual media mogul retreat in Sun Valley, Idaho, hosted by investment banker Allen & Co. Tisch

is said to have leaked word of the talks in an attempt to smoke out competing bidders.

With the \$80 price tag in mind, investors drove up CBS stock price. During the week the price jumped \$9.63, from \$65.62 to \$75.25. Westinghouse closed at \$13, off \$.87 for the week.

Sources familiar with Westinghouse's plans said the company is planning a solo bid and has not talked to potential partners. However, sources also said the company had not ruled out seeking minority partners to reduce debt after the deal is done.

If the Westinghouse bid does emerge and is accepted, it would transform the struggling industrial conglomerate into a media giant that would possess the only available broadcast network and



the largest TV and radio station groups in the country. It would own 15 major-market TV stations, covering 32% of the nation's TV homes; 21 FM stations and 18 AMs (see chart, page 12).

Counting Westinghouse's cable and programming holdings, the combined assets generated

revenue of \$4.6 billion and operating profits of \$667 million in 1994.

But with that kind of size come regulatory problems at the FCC. Rules currently cap TV ownership at 12 stations and 25% national coverage, radio ownership at 20 FMs and 20 AMs. What's more, they also would require CBS to break up its TV-radio combinations in several markets. (The combinations were grandfathered when the local TV-radio ban was adopted.)

To clear the way for the merger, Group W attorney Ramsey Woodworth visited several high-ranking FCC officials last week asking for an 18-month waiver of the ownership limits, agency sources said. Group W would gamble that either the FCC or Congress would relax the limits before the waiver expired, they said. But the gamble appears low risk. Congress is considering loosening the restrictions as part of the pending telecommunications reform package. The FCC has a rulemaking under way to do the same. Woodworth declined comment.

FCC officials seemed inclined to grant the 18-month waiver. "Westinghouse has always been a very good, public service-oriented broadcaster," said FCC Commissioner James Quello. "I'd like to see [the merger] come about."

Commission sources said CBS and Group W also were pushing

### The other would-be players

The smart money last week was being placed on the bet that Westinghouse wouldn't be the only bidder for CBS. Here's the line on other potential buyers:



**MCA parent Seagram.** Company CEO Edgar Bronfman Jr. reportedly has talked with Barry Diller about teaming to pursue CBS. But consensus is that Seagram has bitten off as much as it can chew with MCA.



**Ted Turner.** Rumor strongly downplayed by insiders is that Seagram and Time Warner were talking about a stock swap in which TW would get back Seagram's 15% stake in TW, and Seagram would end up with TW's 18% interest in Turner Broadcasting. Seagram and Turner then go after CBS. Just not going to happen, sources say.



**Disney.** Chairman Michael Eisner reportedly can't justify \$80-per-share bid, let alone a bid that would top Westinghouse.



billion in debt after buying Paramount and Blockbuster.

**Viacom.** Executives repeatedly have denied any interest in paying \$80 per share for the network. The company already has \$10



**YOU'LL NEVER  
GUESS WHO  
TOOK THE  
BIGGEST  
BITE OUT OF  
LATE NIGHT  
RATINGS IN  
THE BIG  
APPLE...**

hard last week for prompt approval of their proposed joint ownership of TV stations in Philadelphia, Miami, Denver and Salt Lake City. But the FCC staff has raised questions about which party would control the stations. Although Group W would own the majority interest in each station, FCC sources say, the 10-year affiliation agreements for the stations give CBS authority to take over management if the agreements are breached.

Wall Street analysts said chances are

good that the Westinghouse bid will spark others, although no such bids had surfaced by deadline last Friday. Rumors had it that MCA parent Seagram is considering swapping its 15% interest in Time Warner for Time Warner's minority stake in Turner Broadcasting. That would leave Seagram and Turner in a position to launch a possible joint bid for CBS.

The merged company would be run by Bill Korn, current chairman of Westinghouse's broadcast operations,

which have been the company's most profitable business segment. Indeed, sources said, Korn has been working on a broadcast expansion plan for several years that would enable Group W Broadcasting to thrive in the future as a major media player.

Westinghouse Chief Executive Officer Michael Jordan has embraced the strategy and, in the process, is essentially redefining Westinghouse's corporate identity and future direction. For the past several months, Jordan has

## Westinghouse seeks to redefine itself with CBS deal

*Industrial 'wreck' tries to get back on track by reducing debt, but borrowing to buy CBS would be setback*

By Steve McClellan

**A** "\$9 billion-a-year wreck of an industrial company." That's how *Forbes* recently described Pittsburgh-based conglomerate Westinghouse Corp. The major problem: a multibillion foray into the financial services industry in the 1980s that resulted

in billions of losses in the 1990s. The downturn culminated in close to \$2.3 billion in write-downs charged against the unit, representing in excess of 50% of its value, according to Stewart Morel, a corporate bond analyst who follows the company for UBS Securities.

The company's disastrous experi-

ence with financial services forced it to undertake a restructuring that, before word of the bid for CBS, appeared to be getting the company on track, albeit at a "snail's pace," according to Morel.

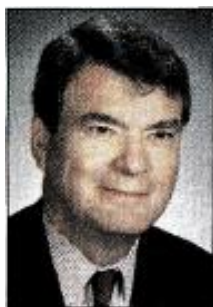
Westinghouse Chief Executive Officer Jordan seemed to be focusing on several core businesses, including defense electronics, power generation systems, governmental and environmental services, an industrial refrigeration segment (Thermo King) and broadcasting. Much of the financial services segment and other segments have been sold. Other assets are being prepared for sale, including a real estate development arm and the Knoll furniture group.

But now it seems the company hopes to redefine itself again—as a major media player. Reports that Westinghouse is now considering sale of its defense electronics segment were described by company sources as "speculative." Clearly, the company's pursuit of CBS is aimed at strengthening a strong hand. Its broadcast segment was tops in generating operating profit for Westinghouse in 1994 (\$203 million) and 1993 (\$145 million).

But even if the company can raise all the financing required to buy CBS, analysts say that strategy would erase the positive steps Westinghouse has taken in the past three years to reduce its debt, which, not long ago, reached a staggering \$6.9 billion. "They've made quite a bit of headway repairing their balance sheet [and reducing debt], primarily through asset sales," says Morel, adding that total company debt is now roughly \$3.8 billion. "A CBS acquisition would put it right back up there again."

The bottom line is that borrowing a lot more (it only has about \$290 million in cash on hand) to buy CBS would probably result in a downgrading of the company's rated long-term debt to "junk bond status," says Morel. ■

### The Westinghouse team



**Michael Jordan, 59, chairman and CEO, Westinghouse Corp.** Jordan has been at the helm of the company since 1993, when the company took a \$2.1 billion charge against an earlier foray into the financial services business. Jordan is credited with cleaning up that mess and reducing corporate debt from almost \$7 billion to \$3.8 billion. He has tried to grow the company by focusing on a smaller set of core assets, but progress has been slow. He has bought into Korn's vision that dramatic growth may be achieved by a major expansion of the broadcasting segment.

**Bill Korn, 52, chairman and chief executive officer, Westinghouse Broadcasting Co. (Group W).** Korn joined Group W in 1990 as president of the owned television stations division. Company insiders credit him with trimming costs at the TV stations and boosting profit margins to an impressive 50%. Korn also is seen as the chief architect of the company's plan for expansion in the broadcasting business. In the past several years, his division has been the top segment earner at Westinghouse. Little wonder that he's been able to persuade company chief Michael Jordan that the company ought to make media the top priority.



**AND WHO  
WON THE LATE  
NIGHT BATTLE  
OF THE ALAMO  
IN SAN  
ANTONIO...**

been talking to Tisch personally about the CBS acquisition.

The deal is far from done. In addition to the possibility of competing bids, Wall Street analysts were questioning whether the debt-ridden Westinghouse would be able to obtain the funds to acquire CBS. Sources confirmed that two banks—Chemical Bank and J.P. Morgan—have agreed to put up \$1 billion each to help finance the acquisition. The company also is expected to be able to obtain additional loans and raise more capital through

asset sales.

There is debate on Wall Street as to whether \$80 per share for the company is a premium for CBS. Some say the network's current poor performance merits a value of only \$50 per share. But many acknowledge that the private market value of the network is higher, given the fact that only one network is available for sale.

And Westinghouse can afford to pay a premium. According to its most recent 10-K annual report, the company has accumulated \$2.944 billion in

tax-loss carry-forwards, which will allow it to avoid taxes on capital gains and new acquisitions well into the next century. Nevertheless, some analysts expect one or more studios to jump into the bidding for CBS.

They include Alan Kassan, senior vice president, Dean Witter. "I believe the likelihood is 60-40 that there will be other players," he said. Why? "If you look at the greater strategic value in the network going forward with the elimination of [the financial interest and syndication rules], it becomes a giant amortization machine for programming. Therefore, if you want to be a leading worldwide distributor of programming, you need to own a network."

Kassan thinks studios such as Disney or MCA or Turner have a greater strategic rationale to own a network and could justify a higher price. Indeed, he thinks CBS's private market value is at minimum \$80 per share, and that it could rise to \$90 or more, assuming a turnaround in the network business and the phaseout of fin-syn.

But others question the studio need for a network. "There will always be a market for great shows. Networks are never going to sacrifice a great programming idea for the sake of an in-house production," one observer said. "An in-house production is useless if nobody watches."

Westinghouse's courtship of CBS really began a year ago, when the parties agreed to form the joint TV station and syndication programming joint venture as well as an agreement to merge their national spot sale organizations and to explore a possible combination in the radio business. Those agreements are just now beginning to take shape and have not yet borne fruit. The merger of the spot sales organizations took effect last Monday (July 17).

There was some skepticism last week about Westinghouse's experience in the network business that company insiders dismissed as irrelevant, if not silly. "Of course we don't have network experience; we've never run one," said one exasperated Westinghouse executive. "Neither did Capital Cities, GE or Rupert Murdoch. The real issue is the combination of assets, which is enormous. The money really comes from the stations. And the stations give you the ability to launch syndication programs. The network will take care of itself. It always does." ■

## CBS+Group W: A mega-maybe

The merger of CBS and Westinghouse Broadcasting Co. (Group W) would create the nation's largest owner of TV and radio stations. Here is how the companies' broadcast assets break down, with 1994 revenue/earnings, in millions, following in brackets:



### Television

CBS TV Network  
(\$2,851.5/\$175.5)  
7 stations: KCBS-TV Los Angeles; WBBM-TV

Chicago; WGPR-TV Detroit; WCCO-TV Minneapolis; WCBS-TV New York; WPRI-TV Providence, R.I.; WRFV-TV Green Bay, Wis. [\$572/\$232.6]

### Radio networks

5 networks: CBS Radio Network, CBS Spectrum Network, CBS Radio Programs, CBS Radio Sports, CBS Americas [\$63.1/\$3.1]

### Radio stations

CBS Broadcast Group (8 AMs, 13 FM): KNX(AM) and KCBS-FM Los Angeles; KCBS(AM) and KRQR(FM) San Francisco; WBBM-AM-FM Chicago; WODS(FM) Boston; WWJ(AM) and WYST(FM) Detroit; WCCO(AM) and WLTE(FM) Minneapolis; KMOX(AM) and KLOU(FM) St. Louis; WCBS-AM-FM New York; WGMP(AM) and WOGL-FM Philadelphia; KTXQ(FM) and KRRW(FM) Dallas/Ft. Worth; KKRW(FM) Houston; WARW(FM) Bethesda, Md./Washington [\$225.3/\$53]

### Syndication/production

CBS Entertainment Productions: *Can't Hurry Love*; *Caroline and the City*; *Dave's World*; *Dr. Quinn, Medicine Woman*; *Gordon Elliott*; *Rescue 911*; *Touched by an Angel*; *Walker, Texas Ranger*

### Affiliate services

CBS NewsPath (newsfeed service)

### Overall

\$3,711.9/\$464.2



### Television

8 stations: KPIX-TV San Francisco; KCNC-TV Denver<sup>1</sup>; WCIX-TV Miami<sup>1</sup>; WJZ-TV

Baltimore; WBZ-TV Boston; KYW-TV Philadelphia<sup>1</sup>; KDKA-TV Pittsburgh; KUTV Salt Lake City<sup>1</sup>

### Radio stations

Group W Radio (10 AMs, 8 FM): KFWB(AM) and KTWV(FM) Los Angeles; KPIX-AM-FM San Francisco; WMAQ(AM), WXRT-FM<sup>2</sup> and WSCR-AM<sup>2</sup> Chicago; WBZ(AM) Boston; WLLZ(FM) Detroit; WINS(AM) and WNEW(FM) New York; KYW(AM) and WMMR(FM) Philadelphia; KDKA(AM) Pittsburgh; KILT-AM-FM and KIKK-AM-FM Houston

### Syndication/ production

Group W Productions: *Day & Date*<sup>3</sup>; *Bob Vila's Home Again*; *Martha Stewart Living*; *George Michael Sports Machine*; Media Sales; Group W Videoservices (tape duplication; uplink services), and Westinghouse Broadcasting International

### Cable/Satellite

Group W Satellite Communications (satellite uplink; cable programming): includes Group W Network Services (editing, studio production, satellite services), The Nashville Network, Country Music Television, TNNR and *Country America* magazine, Home Team Sports, Group W Sports Marketing

### Overall

\$870/\$203

<sup>1</sup> Owned in joint venture with CBS. Purchase of Denver, Miami and Salt Lake City are subject to FCC approval. <sup>2</sup> Subject to FCC approval. <sup>3</sup> Produced in joint venture with CBS

Sources: BROADCASTING & CABLE, BROADCASTING & CABLE Yearbook, CBS, news reports, Group W

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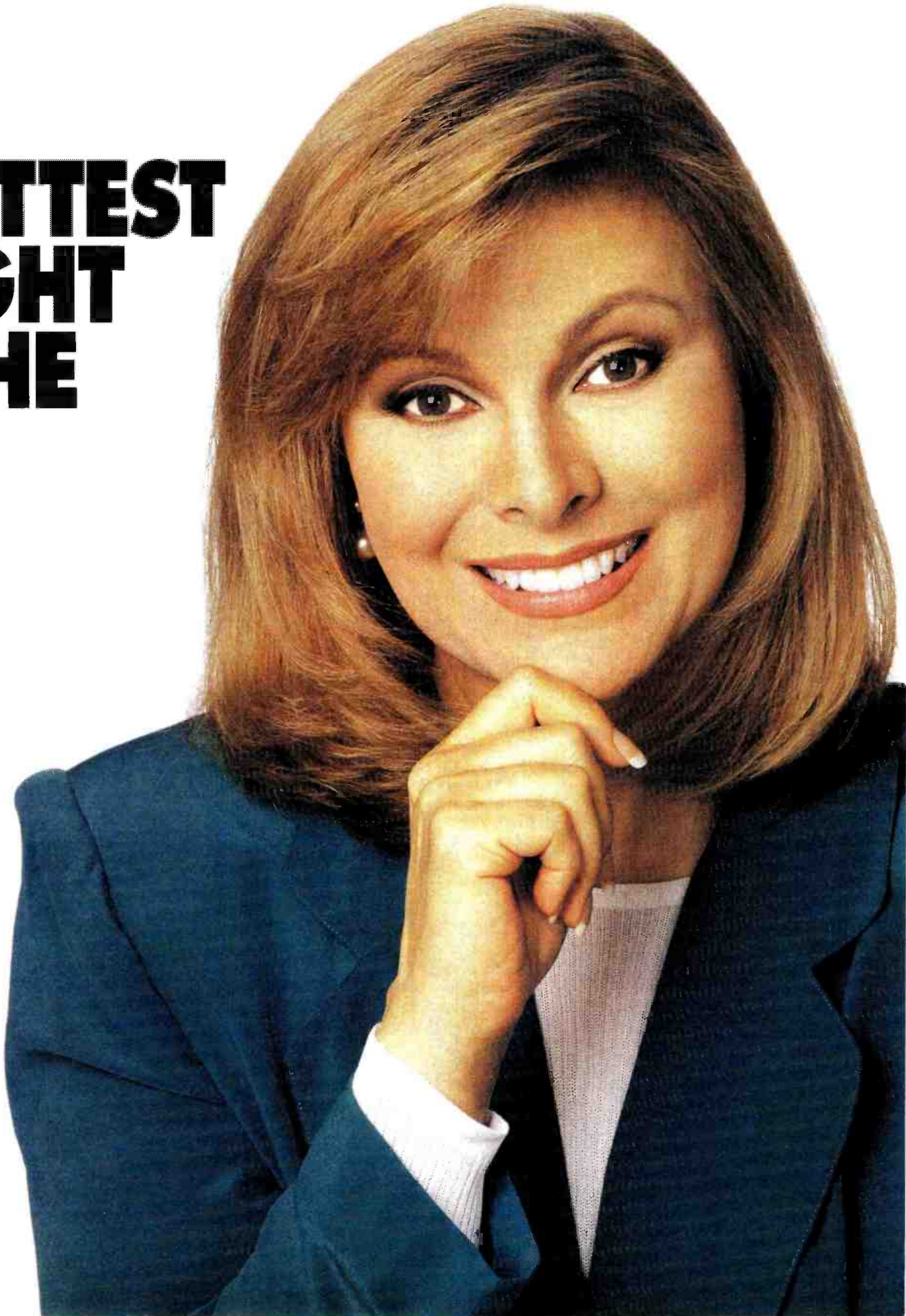


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**FCC FORECAST:****Spring for digital TV, Fox;  
winter for PTAR**

*At Friday (July 28) meeting, agency expects to begin writing rules for HDTV and other digital broadcast services, grant Fox foreign-ownership waiver and order phaseout of prime time access rule. But video dialtone rules hit a snag.*

**PTAR demise**

**T**he prime time access rule (PTAR) will be dead in one year, FCC sources predict.

Commissioners last week still were debating how long a transition period preceding the rule's demise should be, with options ranging from zero to four years. But a commission source said most are focusing on a one-year sunset.

That's far less than backers of the rule and the National Telecommunications and Information Administration (NTIA) urged in submissions to the commission

last week. NTIA was promoting a five-year transition period while attorneys for King World Productions were calling for a seven-year sunset.

Implemented in 1971 to encourage local and diverse programming, the rule restricts network affiliates in the top 50 markets from filling more than three of the four prime time hours with network or off-network programming.

The market is now more competitive than when PTAR was adopted, NTIA's Larry Irving said in a letter to FCC Chairman Reed Hundt last week. But Irving also expressed concern about the impact of the rule's demise on independent stations and urged the FCC to issue a "tentative timetable" for repealing the rule in five years.

Defenders of the rule have also argued that the commission should await the development of a fifth network before axing PTAR.

"That's just an excuse for making more money than you can shake a stick at," one FCC official responded. —CM

**Fox waiver**

**T**he FCC this week will grant Fox Television Stations a waiver of its ownership structure, commission sources say.

The commission in May found the broadcaster in violation of national foreign-ownership limits and invited Fox to either restructure or seek a public interest waiver. Fox executed a restructuring to bring it into compliance with one FCC benchmark and argued that a more elaborate restructuring to meet the 25% foreign ownership limit could cost up to \$720 million. The broadcaster also insisted that its ownership structure serves the public interest.

The FCC is ready to accept the argument, commission officials said last week. Others added that the commission also will clarify its rules on foreign ownership in closing the issue. "We can resolve an issue of law here," said one FCC official. —CM

**Digital TV rules**

**T**he FCC this week plans to ask whether broadcasters should carry a minimum amount of high-definition programming on their digital channels.

The question is one of several the commission will pose in its proposal to give broadcasters a second channel to deliver digital programming. Other questions include whether the 15-year transition to digital TV should be changed; whether broadcasters should be required to use most of their new channel to transmit video programming; whether the FCC should "repack" broadcasters into the spectrum once the transition to digital TV is complete,

**Video dialtone delay**

Rules on telco-delivered programming will have to wait.

The FCC late Friday pulled from its meeting agenda rules that would subject telcos delivering their own programming over video dialtone networks to cable regulations. The FCC said it will deal with the item at its Sept. 14 meeting.

Commission officials said they did not want to issue the rules, but maintained that past court decisions and the Communications Act compel them to apply the cable regulations to phone companies offering programs directly to subscribers.

But not all at the commission were in favor of moving ahead with the rule before Congress has a chance to tackle the issue. Some telcos last week also were urging the commission to put the brakes on the rule.

Bell Atlantic Vice Chairman James Cullen said the rule could render video dialtone systems "simply too expensive for us to build." Some commission officials had countered the FCC needs to define rules for companies wishing to advance video ventures. An Ameritech spokesman, for instance, said his company wants the FCC to wrap up its rules.

Also pulled from the agenda were rules covering video dialtone systems in which the telcos deliver their own programming to subscribers. —CM

and how public interest obligations should apply to broadcasters in the digital age.

"This item is not about final decisions," says one FCC source.

One final decision did emerge last week on a transmission technology that broadcasters had promoted as a possible alternative to the one now used in the "Grand Alliance" HDTV system. A group of experts decided not to recommend laboratory testing on the "coded orthogonal frequency division multiplexing" (COFDM) prototype prepared by broadcast groups. Experts said proponents of the system had not shown that it would be "demonstrably superior" to the current system. —CM



# Broadcasters seek V-chip-less solution

By Christopher Stern

**B**roadcasters scrambled desperately last week to give House members a viable alternative to the V-chip.

Network sources promised to establish a \$2 million trust fund to develop technological options to the plan adopted by the Senate, which would mandate an electronic blocking device for every TV set sold in the U.S.

The broadcasting industry favors technologies that can be added to existing sets that would allow viewers to block specific programs, channels or time periods. The add-on technology requires parents to have knowledge of TV schedules and programing content. It also costs up to \$200 per set.

"For almost no cost, each new set [could] be equipped with a V-chip to arm parents in the battle to protect children against excessive violence and sexually explicit programing on television," said Representative Edward Markey (D-Mass.), who last week introduced the V-chip legislation in the House.

The V-chip would allow parents to block all violent programing without knowledge of when or where the programs are located. The V-chip, if implemented, would block programing based on its content rating rather than its time period or channel. V-chip proponents say it would add less than \$5 to the cost of a new television.

The proposal to create a trust fund to promote alternatives to the V-chip remained a "hot option" last week, said one broadcaster.

It is supported by Representative Bill Paxson (R-N.Y.), who, like several other members of the House, is pushing broadcasters to come up with a substitute for the V-chip.

Broadcasters acknowledge it will be politically difficult for House members to vote against the chip if no substitute is on the table. The V-chip, and its companion ratings system mandate, gained political momentum when it was endorsed by President Clinton during a family values conference in Tennessee.

During a Senate hearing earlier this month, entrepreneurs testified that several alternative technologies would be coming to the market in the next 6-12 months.

Broadcasters say the high cost of add-on technologies is still less expensive than a new TV. They point out that the V-chip technology will not be effective until TV sets now in use are replaced. Only new television sets are required to be equipped with the V-chip under the proposals in Congress.

House Telecommunications Subcommittee Chairman Jack Fields opposes the V-chip, as does House Majority Leader Dick Arney (R-Tex.), who spoke out against the proposal last week.

The cable industry has endorsed the V-chip, but says it should be voluntary. The Electronic Industries Association and the National Cable Television Association are working on a ratings system. It grades programing on language, nudity and violence.

At least one source gave the industry little chance of heading off the V-chip, despite the effort to come up with alternatives. "If we had come up with this earlier, we wouldn't be in this position right now," the source said. ■

## Other program blocking devices

**V318 TV Lock-Out** completely blocks access to a TV. Requires a key to turn on the TV.

**TeleCommander** allows a parent to block programing by time period, and entire channels may be blocked.

**Intelvision** is a microprocessor that allows a parent to block programing by channel, time periods, dates and lengths of time. The chip is housed in a "command box" that also functions as a cable converter box.

**TV Guardian** blocks programing by channel and, (if implemented) ratings, through an infrared remote and an on-screen menu.

**TimeSlot** allows access to the television with an encoded plastic card.

**SuperVision** requires a password to turn on the television. Parents also can use the system to limit the number of hours children watch over a week.

**TV Allowance** is similar to SuperVision. It also allows parents to block channels and time slots.

**Multimedia** is incorporated in set-top boxes for cable systems. It allows parents to block channels, VCRs and video disc players.

Source: Electronic Industries Association

## Long-distance carriers oppose telco bill

Long-distance companies, angered by changes in the House telecommunications bill, are now vowing to kill it.

A coalition that includes AT&T, MCI, Sprint and more than 100 smaller companies opposes the bill, which they supported only two weeks ago. The companies are upset about changes in the legislation that lower barriers to Baby Bell entry into long distance.

It is unclear whether the long-distance industry has the political clout to kill the bill. "It doesn't matter," says Representative Billy Tauzin (D-La.), referring to the long-distance company opposition. "Do they have one member of the House leadership [who] supports their position?" asked one Baby Bell lobbyist rhetorically.

The House is expected to set rules for the debate on the telecommunications bill this week, with a final vote on the House floor next week. House Telecommunications Subcommittee Chairman Jack Fields (R-Tex.)

wants a vote on the bill before the House takes its summer recess Aug. 5.

Representative Edward Markey (D-Mass.) also said last week that he plans to introduce at least three amendments.

In addition to a V-chip amendment, Markey plans to introduce legislation that would limit deregulation of the broadcast and cable industries. Markey said he will introduce an amendment to prevent a TV broadcaster from owning stations that reach more than 35% of the national TV audience. The Senate adopted a similar provision in its bill. The House bill currently calls for the national ownership cap to be increased to 50%.

Markey also said that he plans to limit deregulation of cable rates. The measure will prohibit any deregulation of cable rates unless local regulators have awarded a second franchise for the community, Markey said. —CSS

# TCI wants its...TMZ

MSO is backing new music video network, *The Music Zone*

By Rich Brown

It looks as though longtime sparring partners Tele-Communications Inc. and Viacom could be gearing up for battle in the music video business.

TCI is quietly working with industry veteran Connie Wodlinger on *The Music Zone*, a West Palm Beach, Fla.-based joint venture designed to create music video networks here and abroad. Wodlinger is the entrepreneur who 10 years ago created *Video Hits USA*, the would-be music video network that dissolved in 1990 following years of litigation with Viacom-owned MTV.

Plans for the U.S. call for the creation of a "music zone" of six multiplexed networks, each offering a distinct genre of music videos, says Sam Klosterman of TCI's Liberty Media programming arm. The model is similar to the thematic multiplex of mini-pay movie channels now offered by TCI's Encore. Klosterman says launch of the new music video channels will coincide with the advent of digital compression.

Klosterman says the new music

video multiplex would not necessarily be competitive with MTV because the well-entrenched music video network has become more a lifestyle channel or a general entertainment service. "We're still in the infancy stage," says Klosterman. "As it develops, maybe it could become a strong contender against MTV; I doubt it because MTV is so well branded." Plans also call for an international version of TMZ. TCI long has shown an interest in trying to get a bigger piece of the music video business. In September 1993 TCI and music giant Bertelsmann Music Group announced plans to create a 24-hour music video network with home shopping tie-ins. TCI and BMG had hoped to get their music video network on cable systems by mid-1994, but the service never launched.

TCI and BMG were then said to be interested in backing the home shopping/music video network that was to be launched by media giants Time Warner, Sony, EMI Music, PolyGram Holding Inc. and Ticketmaster. But talk of launching that network all but disap-

peared in the face of antitrust investigations by the U.S. Justice Department.

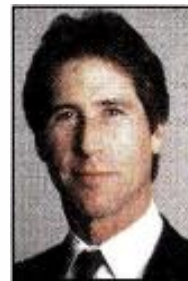
TCI apparently had even tried to develop a home shopping/music video network with MTV Networks before opting to develop the TCI-BMG service, according to a 1993 lawsuit filed against TCI by MTV parent company Viacom. Viacom charged in the suit that a TCI-BMG network would have "significantly" harmed its MTV and VH1 networks, especially given TCI's control over the programming that reaches its viewers. TCI will reach more than 15 million cable subscribers nationally—roughly one-quarter of the nation's subscribers—pending the completion of various cable system acquisitions.

TCI already has some involvement in the music video business through a 5.5% stake in *The Box* and a 17.5% piece of BET Holdings. (Black Entertainment Television's schedule is dominated by music videos, and the company is preparing to launch a spin-off channel dedicated solely to jazz.) ■

## Feltheimer replaces Harris at Sony TV

By Steve Coe

Jon Feltheimer, president, Columbia TriStar Television, has been named to replace Mel Harris as president, Sony Television Entertainment. Sony said Harris "will be leaving the studio in the near future." The two parties were



Feltheimer

unable to come to an agreement on a new contract.

During the past few weeks, speculation has centered on Harris's taking over the top job at the new Disney telco venture or moving to MCA.

In his new position, Feltheimer will be responsible for all Sony Pictures Entertainment's television activities, including Columbia TriStar Television, Columbia TriStar Distribution and Columbia TriStar International Television. He will report directly to Dennis Miller, executive vice president, Sony Pictures Entertainment. ■

### For MCA, it's 'Captain Zoom' to the rescue



'Captain Zoom,' man of action (hour)

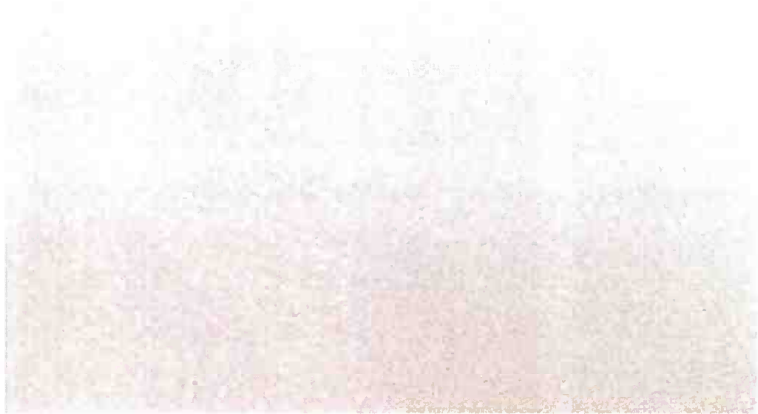
MCA TV in fourth quarter 1995 will offer affiliates of its *Hercules* and *Xena: Warrior Princess* syndicated series a 90-minute pilot for a new syndicated action hour: *The Adventures of Captain Zoom in Outer Space*.

The pilot, part of syndication division MCA TV's strategy of testing one new potential action hour series per quarter using a feature film producer or director, was created and executive-produced by Brian Levant, director of *The Flintstones*, *Beethoven* and *Problem Child 2*, and will air first on premium cable service Starz! on Aug. 26. Levant also would serve as executive producer of the series.


*Captain Zoom's* premise is as campy as its title. The high-concept story features actor "Ty

Farrell" (Daniel Riordan) as an actor who portrays the fictional "Captain Zoom" on a 1953 television show. Unbeknownst to Farrell, the inhabitants of the faraway planet Pangea have picked up the show's broadcast transmission traveling through space, believe Captain Zoom is a true superhero, and kidnap Farrell to Pangea to help them fight the evil Lord Vox (Ron Perlman, the uglier half of *Beauty and the Beast*). On Pangea, Farrell discovers he does possess super powers.

The *Captain Zoom* pilot is co-produced by the MCA Television Group and Starz! Pictures. —DT



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so fast?**



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Over Premiere

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Year 2

**3.8**

HH RTG.  
Year 1

**1.9**

HH RTG.  
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**99%**  
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## 1994-1995 Season

Households		Women 18-34		Women 18-49		Women 25-54	
PROGRAM	RATING	PROGRAM	RATING	PROGRAM	RATING	PROGRAM	RATING
Oprah Winfrey	7.9	<b>#1 Ricki Lake</b>	<b>4.8</b>	Oprah Winfrey	5.0	Oprah Winfrey	5.3
<b>Ricki Lake</b>	<b>5.5</b>	Oprah Winfrey	4.8	<b>Ricki Lake</b>	<b>3.8</b>	<b>Ricki Lake</b>	<b>3.4</b>
Jenny Jones	4.7	Jenny Jones	3.7	Jenny Jones	3.2	Jenny Jones	3.0
Sally Jessy Raphael	4.3	Montel Williams	3.1	Montel Williams	2.6	Regis & Kathie Lee	2.7
Regis & Kathie Lee	4.2	Sally Jessy Raphael	2.4	Sally Jessy Raphael	2.5	Sally Jessy Raphael	2.6
Maury Povich	4.1	Maury Povich	2.1	Regis & Kathie Lee	2.4	Montel Williams	2.5
Montel Williams	3.9	Jerry Springer	2.0	Maury Povich	2.2	Maury Povich	2.3
Geraldo	3.5	Geraldo	2.0	Geraldo	1.9	Geraldo	2.0
Donahue	3.4	Regis & Kathie Lee	1.9	Jerry Springer	1.9	Donahue	2.0
Rush Limbaugh	3.4	Gordon Elliott	1.7	Donahue	1.8	Jerry Springer	1.8
Jerry Springer	2.9	Donahue	1.6	Gordon Elliott	1.6	Rush Limbaugh	1.5
Gordon Elliott	2.6	Rush Limbaugh	1.2	Rush Limbaugh	1.4	Gordon Elliott	1.5
Rolonda	1.9	Rolonda	1.2	Rolonda	1.2	Rolonda	1.2
Susan Powter	1.3	Susan Powter	0.8	Susan Powter	0.8	Susan Powter	0.8
Charles Perez	1.3	Charles Perez	0.8	Charles Perez	0.8	Charles Perez	0.7
Jones & Jury	1.1	Jones & Jury	0.6	Jones & Jury	0.6	Jones & Jury	0.6
Marilyn	1.0	Marilyn	0.5	Marilyn	0.5	Marilyn	0.6
Dennis Prager	0.9	Dennis Prager	0.3	Dennis Prager	0.4	Dennis Prager	0.4

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## Littlefield, Harbert face critics

NBC entertainment chief says scheduling adult sitcoms in family hour is sound business; ABC program head says Michael Jackson interview/specials involved no quid pro quo

By Steve Coe

**D**on't blame Warren Littlefield and NBC for trying to make sound business decisions, even if that means scheduling adult-oriented comedies like *Mad About You* and *Friends* at 8 p.m. At the Television Critics Association press tour on Sunday, July 16, the NBC Entertainment president defended the network's decision to schedule those shows in what traditionally has been the family viewing hour.

"I think sound business is nothing we should be ashamed of," he said. "Our schedule is aimed at the broadest possible audience with an eye on targeting the 18-54-year-olds."

Littlefield announced that the network has given a series deal to Scott Winant and Winnie Holzman for an hour drama. Most recently Holzman created *My So-Called Life* for ABC and served as co-executive producer on that show with Winant. Littlefield said the project, which will not be a cop or courtroom drama, could be ready for a midseason or spring berth.

And in the same week that *The Tonight Show with Jay Leno* defeated CBS's *Late Show with David Letterman* for the first time, Littlefield said the late-night show would go on the road again beginning with a weeklong trip to Las Vegas in November. Regarding the ratings growth of the show, which *Letterman* routinely beat until the past few months, he said, "I think *The Tonight Show* is the most improved show on television."

Responding to a question about ABC's scheduling of the new Steven Bochco drama *Murder One* against the mega-hit *ER*, Littlefield suggested the decision was motivated by politics, given that the series is the last by the producer under his deal with ABC. Littlefield said the matchup might not result in the death of either but may bring new viewers to the time period in a situation similar to the Tuesday night matchup this past season between ABC's *Home Improvement* and NBC's *Frasier*.



'NewsRadio's' Phil Hartman (above-r) introduces NBC Entertainment President Littlefield; ABC Entertainment President Ted Harbert told critics that the Beatles are back and ABC's got 'em.



ations and characters Carvey popularized while a member of NBC's *Saturday Night Live*. Harbert doesn't anticipate any copyright problems—like those associated with David Letterman's move to CBS, which resulted in name changes for the show and for skits like the Top Ten lists. "The impersonations he does are of people who are in the public domain, and we expect [Carvey] will be able to do the Church

Lady," he said, referring to one of Carvey's popular SNL characters. The show is being produced under ABC's deal with Brillstein-Grey.

Harbert also said the network will preempt the 9:30-10 p.m. time slot on Friday, July 28, for a Michael Jackson special. Harbert stressed that the deal with

**C**omedian Dana Carvey has signed with ABC to star in a sketch comedy show, said Ted Harbert, president, ABC Entertainment.

Harbert, speaking at the Television Critics Association press tour in Pasadena last Wednesday, said the project would be ready for midseason and would include many of the imperson-

Jackson for entertainment specials was in no way tied to Diane Sawyer's interview of the singer and his wife. "There was no quid pro quo." He said during conversations with Jackson's agent, he was told the singer might be interested in doing an interview, and Harbert said he suggested that the agent contact ABC News. "That was



### 'Jenny' locks up four of five

Warner Bros. Domestic Television Distribution has locked up long-term deals for its *Jenny Jones* syndicated talk show in four of the top five markets. The deals, whose terms are described by sources as lasting at least three years, will renew the show on WWOR Secaucus, N.J. (New York), KCOF Los Angeles and WGN-TV Chicago and will move the show from a morning slot on KTVU Oakland (San Francisco) to KRON-TV, where it will receive its primary run in the afternoon.

—JE

# An Open Letter to the Radio Industry

Dear Fellow Radio Broadcaster:

We are large market, small market, medium market. We are group owned and single station operators. Our companies and our businesses differ in many ways. But we are united in our support of eliminating the ownership restrictions on radio. If you would like to join us in our efforts to insure that radio is not held back by outdated regulations in the rapidly changing and highly competitive communications marketplace, please write your congressman and express your support of H.R. 1555.

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**PROGRAMING**

all the contact I had." In exchange for a number of promotional spots on the network, ABC was given the upcoming special and will be able to sell ad time in the show.

On the V-chip issue, Harbert said he was in favor of any technology that

enables parents to have more control over what their children watch on TV. However, he called a proposed government-imposed ratings system "illogical and impractical. I just don't know how it would work. The ABC television network puts out more

product in prime time in one year than the MPAA rates every year. It's too big a gorilla to handle," he said. ABC also announced last week that The Muppets are returning to series TV in a prime time half hour slated for sometime in 1995-96. ■

**PEOPLE'S CHOICE: Ratings according to Nielsen, July 10-16**

Week	abc	CBS	NBC	FOX	U/P/N	
43	6.1/11	9.1/16	10.5/19	3.4/6	2.4/4	
MONDAY	8:00	29. The Nanny 8.6/17	45. Fresh Prince 7.6/15	82. Encounters 3.9/8	85. Star Trek: Voyager 3.1/6	
	8:30	62. The Marshal 5.9/12	24. Dave's World 9.2/18			
	9:00	57. ABC Monday Night Movie—Son of the Morning Star, Part 2 6.2/11	23. Murphy Brown 9.5/17	7. NBC Monday Night at the Movies—Regarding Henry 11.9/21	86. The Great Defender 2.9/5	93. Pig Sty 1.7/3
	9:30		19. Cybill 9.9/17			94. Platypus Man 1.5/3
	10:00		29. Chicago Hope 8.6/15			
TUESDAY	8:00	21. All-Star Pregame 9.7/20	47. Rescue: 911 7.0/14	35. Wings 8.1/16	75. Fox Tuesday Night Movie—Deadly Vows 4.9/9	90. Marker 1.9/3
	8:30			36. Pride & Joy 8.0/15		
	9:00	3. MLB All-Star Game 13.9/25	21. CBS Tuesday Movie—Steel Magnolias 9.7/17	14. Frasier 10.4/18		95. Legend 1.5/3
	9:30			16. J Larroquette 10.0/17		
	10:00			13. Dateline NBC 10.9/19		
WEDNESDAY	8:00	13:2/24	5.9/11	7.2/14	3.1/6	2.1/4
	8:30	6. Home Imprvmt 12.0/26	51. Christy 6.5/13	77. Search and Rescue 4.7/10	83. Beverly Hills, 90210 3.6/7	92. The Parent 'Hood 1.8/4
	9:00	12. Ellen 11.4/23	70. Northern Exposure 5.6/10	26. Dateline NBC 9.1/17	87. Party of Five 2.6/5	90. The Parent 'Hood 1.9/4
	9:30	7. Grace Undr Fire 11.9/22		41. Law and Order 7.8/14		88. The Wayans Bros. 2.3/4
	10:00	10. Roseanne 11.5/21	71. Under Suspicion 5.5/10			89. Unhap Ever After 2.2/4
THURSDAY	8:00	5. Primetime Live 12.6/23				
	8:30	6.6/12	7.4/14	12.6/24	5.1/10	
	9:00	54. Matlock 6.3/13	57. Burke's Law 6.2/13	28. Mad About You 8.9/19	73. Martin 5.3/11	
	9:30	67. McKenna 5.8/10	47. Eye to Eye 7.0/13	24. Hope & Gloria 9.2/18	62. Living Single 5.9/12	
	10:00	42. Turning Point: Waco 7.7/14	26. 48 Hours 9.1/17	2. Seinfeld 14.3/26	79. New York Undercover 4.5/8	
FRIDAY	8:00			1. Friends 15.8/28		
	8:30	8.6/18	7.0/14	6.6/14	5.4/11	
	9:00	37. Family Matters 7.9/18	62. Diagnosis Murder 5.9/13	53. Unsolved Mysteries 6.4/15	81. Tale fr/the Crypt 4.0/9	
	9:30	42. Boy Meets World 7.7/17		47. Dateline NBC 7.0/14	79. Tale fr/the Crypt 4.5/10	
	10:00	33. Step by Step 8.3/18	46. Very Best of Ed Sullivan II 7.5/15	54. Homicide: Life on the Street 6.3/13		51. The X-Files 6.5/13
SATURDAY	8:00	37. Hangin w/Mr. C 7.9/16				
	8:30	16. 20/20 10.0/20				
	9:00	5.6/12	6.5/14	6.7/15	6.0/13	
	9:30	57. Major League Baseball 5.5/12	74. Dr. Quinn, Medicine Woman 5.0/12	57. Movie of the Week—Curly Sue 6.2/14	69. Cops 5.7/14	
	10:00		54. Touched by an Angel 6.3/13		62. Cops 5.9/13	
SUNDAY	7:00	33. Walker, Texas Ranger 8.3/17				60. America's Most Wanted 6.1/13
	7:30					
	8:00	8.5/16	11.1/21	6.6/12	5.2/10	
	8:30	31. Am Fun Videos 8.4/18	10. 60 Minutes 11.5/24	77. Lost Civilizations 4.7/10	84. Sliders 3.3/7	
	9:00	15. Am Fun Videos 10.1/20	16. Murder, She Wrote 10.0/19	75. seaQuest DSV 4.9/9	61. The Simpsons 6.0/12	
WEEK AVG	8.6/17	8.2/16	8.5/16	4.7/9	UPN: 2.0/4; WB: 2.1/4	
STD AVG	11.3/19	10.3/17	11.0/19	7.0/12	UPN: 3.5/6; 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



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## AS A STRIP...

*Beverly Hills 90210 continues its phenomenal growth among women viewers*



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### Ratings % Increase

	M-F	W 18-34	W 18-49
Los Angeles/KTLA	3 PM	+50%	+15%
San Francisco/KOFY	6 PM	+343%	+214%
Boston/WSBK	6 PM	+72%	+71%
Washington,DC/WDCB	5 PM	+106%	+71%
Dallas/KTXA	1 PM	+867%	+750%
Houston/KTXH	11 AM	+2700%	+1800%
Seattle/KTZZ	7 PM	+271%	+150%
Minneapolis/KLGT	5:30 PM	+383%	+260%
Denver/KTVD	4 PM	+571%	+650%
Sacramento/KQCA	4:30 PM	+288%	+144%
Milwaukee/WDJT	6 PM	+2000%	+500%
Raleigh/WNCN	5 PM	+400 %	+200%
Nashville/WXMT	4 PM	+67%	NC
San Antonio/KRRT	12 N	+67%	+31%
New Orleans/WNOL	10 AM	+2700%	+800%
Albany/WRCB	4 PM	+292%	+73%
Roanoke/WLSL	3 PM	+24%	+16%
El Paso/KJLF	6 PM	+250%	+100%
Santa Barbara/KADY	4 PM	+420%	+700%
Medford/KTVL	9 AM	+233%	+111%

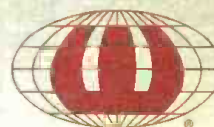
SOURCE: Nielsen, May 1995 vs. May 1994

### AND ADDED SINCE MAY:

*New York WPIX - M-F/5 PM*

*Tampa WTOG - M-F/9 AM, M-F/10 AM*

*Phoenix KPHO - M-F/3 PM*



**WORLDVISION**

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## New World uses cable as test bed

New World Entertainment is producing several cable series with an eye toward eventual launches in first-run syndication, NWE Chairman Brandon Tartikoff told attendees of the Cable Television Administration & Marketing Society conference last week. Tartikoff is developing a first-run version of New World's *Q & E* game show on E!, which features host Eleanor Mondale asking celebrities offbeat questions. The show could be renamed *Funny You Should Ask* and brought to the NATPE convention for sale to stations as a weekly in January or launched on New World's 12 O&O stations in a test, says Tartikoff.

Other New World shows that could make the leap include *The Clinic*, a five-episode comedy soap opera that will run on Comedy Central in August, and *Weekly World News*, a 13-episode-order weekly spoof of supermarket tabloids to run late this year or in January on USA. First-run plans for those shows have not yet been determined, says an NWE spokesman.

## Flipper finds production mate down under

Samuel Goldwyn Co. has taken Australian production company Village Roadshow Pictures as a strategic production partner for its new *Flipper* syndicated action hour. Village Roadshow will have an undisclosed financial stake in the show and distribute it in Australia and New Zealand. Despite financial difficulties of the parent company, officials of subsidiary Samuel Goldwyn Television say that the 22 episodes planned for 1995-96 are fully funded at roughly \$1 million each. *Flipper* is cleared in 85% of the U.S. in 128 markets for an Oct. 2 debut and will be distributed in 30 countries internationally.

## PSN slates Tammy Faye with new Jim

The Partner Stations Network consortium of stations will carry a new talk show featuring Tammy Faye Bakker and Jim J. Bullock on its 44 medium-size stations for at least 34 weeks beginning in January. The show, owned by PSN and produced by Twentieth Tele-

vision's Foxlab development unit (see BROADCASTING & CABLE, May 1), is targeted at daytime and early fringe day-parts. PSN President Michael Lambert describes it as "a *Regis & Kathie Lee* with edge. [Bakker] has an innocent quality, and [Bullock] has a flinty style that contrasts very nicely."

PSN is in negotiations for a syndicator to sell the hour show, titled *The Jim J. and Tammy Faye Show*, to additional stations during the initial 34 weeks. Executive producer is Dan Weaver (*The Mo Show*, *John and Leeza*, *Geraldo*, *Donahue*).

## Forever Knight renews top 91%

Columbia TriStar Television Distribution's *Forever Knight* syndicated action hour has been cleared on more than 175 stations representing more than 91% of the country for a second season in first-run syndication beginning this fall. The series will air in 1995-96 in national syndication on weekends followed by a Monday prime time airing on the USA Network. Top clearances include WNYW(TV) New York, KCBS-TV Los Angeles and WBBM-TV Chicago.

## Starcom blasts off with Apollo

Starcom Entertainment will offer stations two new barter specials: hour docu-drama *Apollo 13: Doomed Mission* and two-hour feature film "Hostile Witness." The former will have its broadcast premiere in mid-August. "Hostile Witness," starring Sam Waterston in a story about an international terrorist, debuts mid-September.

## NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending July 9. Numbers represent average audience/stations/% coverage.)

1. Wheel of Fortune	9.6/228/98
2. Jeopardy!	8.0/216/97
3. Oprah Winfrey Show	6.4/227/98
4. Star Trek: Deep Space Nine	6.0/235/99
5. Wheel of Fortune-wknd	5.7/182/84
6. Entertainment Tonight	5.6/182/94
7. Baywatch	5.4/229/97
8. Journeys of Hercules	5.0/193/96
9. Hard Copy	4.8/187/93
9. Inside Edition	4.8/172/91
11. Family Matters	4.7/193/92
12. Jenny Jones	4.6/194/93
12. Ricki Lake	4.6/210/94
14. Roseanne	4.5/178/92
15. Cops	4.2/188/93
15. Fresh Prince of Bel-Air	4.2/138/81
15. Married...With Children	4.2/179/93

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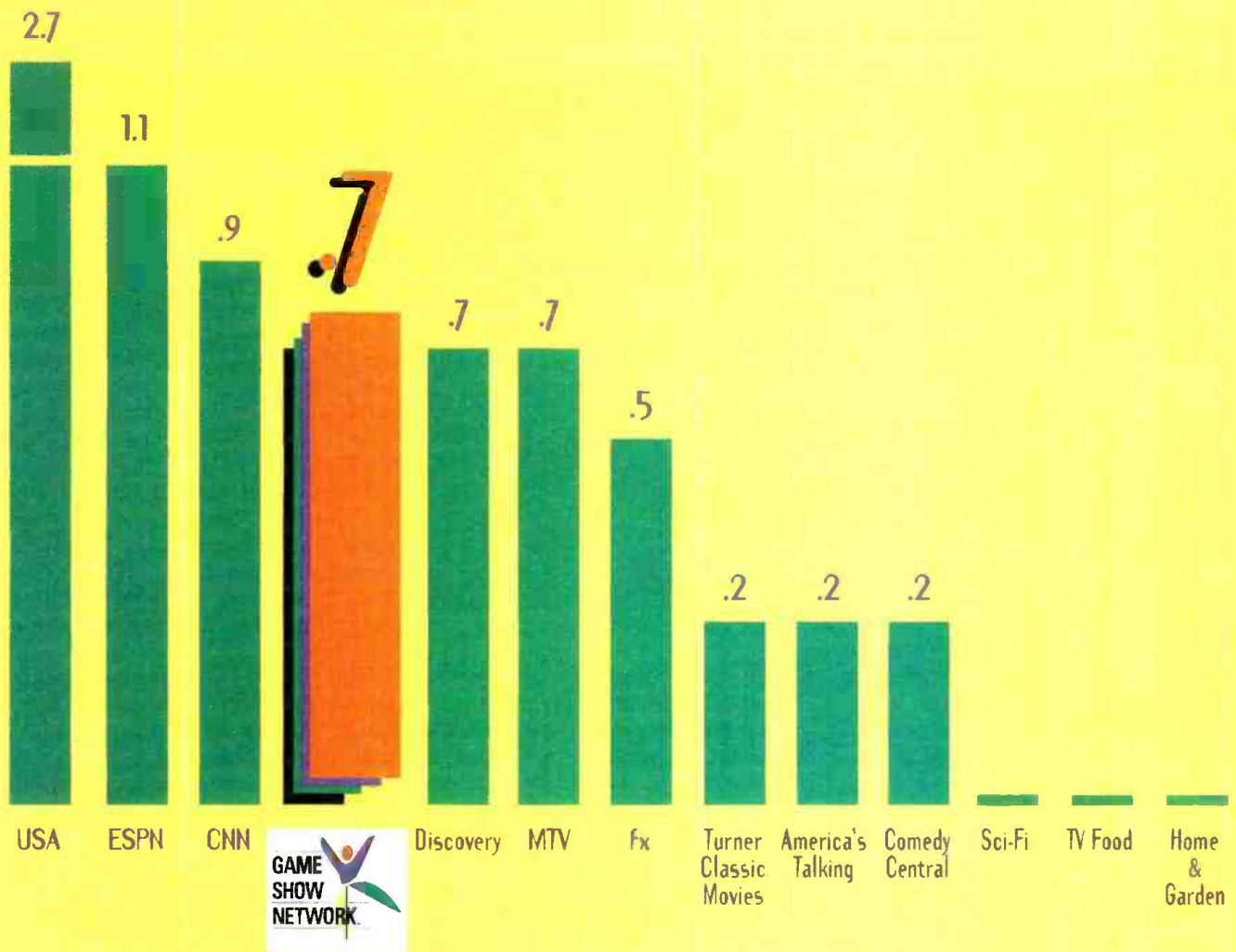
**ED BENNETT**  
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**DON BRAZEAEL**  
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**PHIL MONEGO**  
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# Nielsen Doesn't Play Games...



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# CTAM gets two views of convergence

*Telco, cable executives differ over whether deregulation means partnerships, pitched battles*

By Jim McConville

**C**able and telco executives agree that cable deregulation will mean convergence. They differ, however, on what the results of that open marketplace will be.

Viacom International President Frank Biondi Jr. told a Cable Television Administration and Marketing Association convention audience in San Francisco last week that cable's "unique gilded status," which has sheltered it from competitive pressure the past 30 years, is over. "Our environment is going to have to resemble [the] more typical competitive environment of other industries."

Richard D. McCormick, chairman, president and CEO of US West, speaking on the second day of CTAM, suggested that convergence won't necessarily produce the bloodbath some industry pundits have predicted.

"I don't think that we're in an era of killer competition," McCormick said. "[Telephone companies] are going to raise the bar for everyone. We see a world of fewer rules, a world for the most part of happier customers, but perhaps some confused customers as well. Convergence will bring out the best in all of us. The people who will benefit the most are our customers."

Convergence, McCormick said, also will create a hothouse of "productive partnerships" between cable and telephone companies and foster healthy



Viacom's Frank Biondi

market competition. The next five to seven years, he said, will produce "two or three wireline providers of cable TV and telephone service in every major market; four to five major wireless providers of telephony; two to three wireless providers of video, and a growing spectrum of interactive services—not just for entertainment, but [for] business transactions."

For cable system operators, Biondi said, convergence will force them to rethink their marketing strategy. "Our tactics must change. We won't prevail if we use the old thinking. The industry can't hold on to the old model, even if

it does include the embellishments of attributes like cable-exclusive programming."

## The Wal-Mart factor

Cable operators, said Biondi, must ask themselves who they are and if they're prepared for strong competition. He compared cable to a small local business about to be invaded by a giant retail chain. "Are you in fact a distributor, or are you the only retailer in town who is about to get a visit from Sam Walton?"

Competition, said Biondi, actually has been the "missing link" in the cable business equation. "Without competition it's easy to believe that you are whatever you want to believe rather than the sole retailer in your community."

The groundwork for convergence already has been laid, said McCormick. "In my mind the telephone industry and the cable TV industry have already become the local network industry. The only things between here and the finish line are a few laws and a few billion dollars."

McCormick said telephone and cable competition won't necessarily divide the market, but will add to it. He cited new cable services to be offered by US West, Cox, Hughes Broadcasting and Hubbard Broadcasting: "everybody trying harder to offer new choices, new convenience, higher quality and friendlier service."

Telephone operators, said Biondi, will enter cable well prepared. "They have some deep pockets, and they don't have margins to defend. They will be ubiquitous, with 150 channels or more, and all digital."

Biondi said cable operators' new marketing strategy should focus on customer service, value pricing and product quality. Predicting how well cable and telephone companies do in each other's businesses isn't so clear cut. "A lot will depend on the human element—the management leadership [in] which cable enjoys the advantage going into this battle."

McCormick discouraged telephone

## Jumping on the brand wagon

Branding was the word for the day at the CTAM convention in San Francisco last week. Brandon Tartikoff, former NBC Entertainment chief and current New World Entertainment chairman, told the audience that the key to effective network branding is creating shows that are "different, distinctive and compelling." He advised cable networks to take a page from the broadcast networks by creating blocks of thematically similar shows or "branding nights." He cited CBS's "women's night" on Monday and NBC's "must-see Thursday," among others. WB Network President Jamie Kellner said that cable had actually invented "modern television branding" and taken it a step further with niche branding to specialized markets. "The Big Three broadcast networks are actually the Sears or Kmart to your Gap," he said. The downside to branding, he said, is that it will be "overused, misused and probably greatly misunderstood."

—JM

and cable operators from building "regulatory, political or judicial fences" around their businesses. "If you build your fences in your yard so well, there's an awfully good chance that no one can get in—but there's also a very good chance that you can't get out."

Biondi also said that history favors deregulation. "I'm hard pressed to show you an example of an industry that was not regulated that became regulated that prospered. I would always go for the competitive model." ■

## Discovery doubles capacity

The Discovery Channel will double its programming capacity this fall. Discovery Chairman John Hendricks says the network will compress the signal delivery on its two transponders to a 6-to-1 ratio, which will enable the network to deliver 12 specialty services. Hendricks, speaking last week at the CTAM convention in San Francisco, also disclosed that Discovery has signed an agreement with National Geographic in which the latter will provide programming to Discovery's Your Choice TV for video-on-demand and near-video-on-demand applications. Hendricks thinks that the next generation of TV will be "programming on demand, information on demand. It will not be true video on demand, but it will be close to it." —JM

# Wireless wants cable out, telcos in

*Pushes for exception for telcos to overbuild ban*

By Harry A. Jessell

**W**ireless cable operators and the telephone companies investing in the over-the-air pay-TV medium are pushing for an "over-builder's exemption" in the law banning common ownership of cable and wireless cable in the same market.

The exemption would permit a telco or any other company providing competition to the incumbent cable systems in a market to acquire or invest in wireless cable there. Put another way, it would allow the telcos that already have invested in wireless cable to later offer conventional video by wire in the same markets.

Concerned that cable operators would thwart competition by acquiring and warehousing the microwave channels used in wireless cable, Congress banned cable/wireless crossownership in its 1992 Cable Act.

Proponents of the exemption "want to preserve the safeguard, but not create an impediment to the investment and new strategic partners," says Nick Allard, an attorney representing the Wireless Cable Association International (WCAI).

The exemption would benefit not only the telcos but also other investors with an interest in cable and wireless cable, Allard says.

Drafters of the language hope to attach it to the omnibus telecommunications-reform legislation now working its way through Congress. The Senate version leaves the crossownership ban intact, but the House eliminates it along with all other cross-media ownership prohibitions.

The telcos' interest in wireless cable generated much of the buzz last week

at the WCAI convention in Washington, which, according to convention chairman Jim Clark, of Conifer Corp., attracted about 2,000 operators, vendors and investors.

The business has been flying high ever since three regional Bell operating companies made major investments last spring. The telco play injected not only money but credibility into the medium.

In April, Bell Atlantic and Nynex acquired a \$100 million stake in CAI Wireless Cable (with an option to increase the investment to \$300 million and 45% of the company). Two weeks later, Pacific Telesis agreed to pay \$175 million to acquire Cross Country Wireless.

Representatives of Bell Atlantic and

PacTel appeared on convention panels and gave assurances that the telcos were in the wireless cable business for the long haul, despite their plans to build broadband networks capable of delivering video.

"This is not an interim play," said Tom McKeever, manager, strategy, Pacific Telesis Enhanced Services. PacTel is building broadband networks throughout its telephone service area, including its wireless cable markets, not just to provide video but to improve "operational efficiencies" and introduce improved telephone and new communications services, he said.

Nonetheless, most operators and vendors at the show seemed convinced the telcos eventually would make the

## Schmidt to leave WCAI

The Wireless Cable Association International is looking for a new president, but is in no hurry to find one. In an emotional speech at the association's annual convention last week, Bob Schmidt announced that the convention would be his last as president, saying the job had strained his marriage and caused him to neglect his family. "It was a very poignant moment," said Nick Allard, legislative counsel to the association. "He's really done a hell of a job."

Schmidt, who has seen the industry through some dark days during his eight years at the helm of WCAI, later told BROADCASTING & CABLE he would step down within the year to spend more time with his family and pursue his entrepreneurial aims. Schmidt is president of Integrated Communications International, a digital communications company with microwave licenses in a number of markets.

WCAI has begun a search for Schmidt's replacement. One likely candidate is the association's number-two man: Andrew Kreig, vice president and communications director.



—HAJ

move from wireless to wired.

The telcos are in a win-win position, according to one exhibitor. "This is about the last spectrum you can own without going through the auction process," he said. "And they are getting it pretty inexpensively."

After telcos migrate video to their wired networks, he said, they can use

the microwave channels for personal communications services or other wireless services. "All it takes is a rules change, and who's an expert at making rules changes if not the telcos?"

Leading the cheers at the convention was James Boyle, of Alex. Brown & Sons. Calling wireless cable a "very lucrative niche," he said the medium

should triple its subscribership during the next five years.

Wireless cable has been virtually unaffected by the three direct broadcast satellite services that launched last year. According to an Alex. Brown survey, Boyle said, the 12 top operators have lost less than 1% of their 545,000 subscribers to the satellite competition. ■

## Wireless cable is going digital...

...or at least is trying to

By Harry A. Jessell

**A**merican Telecasting Inc. (ATEL), a Colorado Springs-based wireless cable operator serving nearly 150,000 homes, will conduct a "commercial trial" of the Zenith digital transmission system late this year.

The Zenith system promises to increase channels and improve the coverage and picture quality of its services, says Patrick McConnell, director of advanced technologies, ATEL.

The trial, involving 50 homes (probably in ATI's Lakeland, Fla., system, according to ATI CEO Brian Gast), will culminate a year of development work and technical tests by the Wireless Cable Digital Alliance.

In addition to ATI and Zenith, the alliance comprises four other equipment suppliers: EMCEE (transmitters), Microwave Filter (combiners), California Amplifier (downconverters and antennas) and Andrew Corp. (antennas).

Even if all goes well with the trial, ATI has no immediate plans to imple-



**EMCEE Regional Sales Manager Richard Anlas demonstrates digital compression for Jean Woods, COO, Wireless One of Wenatchee (Wash.) Inc. at the WCAI convention in Washington last week. EMCEE broadcast compressed video signal to exhibits of other members of the Wireless Cable Digital Alliance.**

ment the technology, says Gast. ATI will continue to employ analog technology in 1996, gradually introducing digital the following year, he says.

Today, the typical wireless cable operator broadcasts one analog TV signal over each of the 33 microwave (MDS, ITFS and OFS) channels available in each market. Like other digital compression schemes, the Zenith system permits operators to transmit several compressed signals over each channel. A 33-channel system then could offer anywhere from 150 to 300 channels of programming.

For the commercial trial, McConnell said, the alliance will likely use two channels and transmit four or five signals over each.

Digital transmission also should improve coverage of wireless cable's microwave signals, overcoming some of the medium's inherent propagation problems. Antennas on the homes of subscribers must have a fairly clear line of signal to the transmission antennas.

The Zenith system permits operators

to trade off compression for improved propagation, according to John Bowler, vice president, research and development, Zenith. In other words, he says, they could settle for fewer channels in exchange for better reception or picture quality.

The system requires a special set-top box for receiving and decompressing the digital signals. When the boxes are ready, Zenith will sell one with limited features for \$399, says Bowler. "We will sit down and talk about what volume means."

Even with volume discounts, the digital set-top will cost considerably more than the \$125-\$140 for today's analog box, says McConnell. That means ATI and other wireless operators will have to carefully consider the economics of either a hybrid system (some channels analog, some digital) or an all-digital system before committing to it, he says.

Also working on bringing digital technology to the business is the Wireless Cable Research and Development Center, an industrywide consortium including top operators other than ATEL.

More than 100 of the wireless cable operators and vendors two weeks ago asked the FCC to authorize digital services under current commission rules. The companies said that waiting for an FCC rulemaking on digital wireless cable will place the industry too far behind DBS and traditional cable.

In their petition, the wireless companies asked the FCC to apply current rules for analog transmissions to digital operations so that interference ratios remain the same. ■

### NBC doubles Court TV stake

NBC is doubling its stake in Court TV by buying the 16.6% stake previously owned by Cablevision Systems Corp. NBC will now own 33.3% of Court TV along with equal partners Tele-Communications Inc. and Time Warner. (American Lawyer Media, a partnership of TW and Court TV founder Steve Brill, has an option to buy 20% stakes from TCI and NBC-Cablevision.)

NBC Cable President Tom Rogers says one of their goals with Court TV will be to help the network expand overseas. —RB



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# IFE plans new games

*Channel will promote them as part of family TV block*

By David Tobenkin

The Family Channel on Oct. 2 will launch two unconventional game show strips executive-produced by Woody Fraser (*Good Morning America*, *That's Incredible*) as part of a revamped game show block designed to appeal to families, says MTM Entertainment Chief Executive Tony Thomopoulos.

"These game shows are a little different; we think they are competitive-challenge programs, not just games," says Thomopoulos. "These two shows offer great potential for significant crossover appeal, which can be promoted in imaginative ways."

*Family Challenge* is a one-hour game show modeled in part on *Family Feud* that pits two teams of six to eight family members in unusual tests—such

as holding a spider, snake or type of animal they like the least for 25 seconds. The show will air at 5-6 p.m.

The other new show, *Wild Animal Games*, is a half-hour contest between parents and children featuring three different animal species per show. A show might, for instance, feature a beekeeper demonstrating how to deal

with bees and a contest in which kids dress up in bee costumes and are asked to pop balloons with their stingers. The show is scheduled at 4 p.m.

At 4:30 p.m. is returning game show *Masters of the Maze*. The three shows will be promoted together as a 4-6 p.m. separate block, titled AFTV, a moniker for Afternoon Television.

Canceled for next season are game shows *I'm Telling* and *That's My Dog* as well as IFE's three-hour interactive game show block (BROADCASTING & CABLE, July 3). ■

## ESPN buys Labatt stake

ESPN is expanding its North American sports empire to include a piece of Canada's national sports cable network.

ESPN has agreed to invest about \$30 million (U.S.) for a 20% stake in Labatt Communications, the Toronto-based media company whose interests include The Sports Network. Twenty percent is the maximum foreign ownership stake allowed under Canadian law.

LCI is being acquired by a management-led consortium that, in addition to ESPN, includes Stephen R. Bronfman and his management company, Claridge Inc. (28.6%); Capital Communications CDPQ Inc. (28.6%), and Reitmans (Canada) Limited (21.0%). The deal is said to be worth about \$450 million. LCI carries debt of about \$300 million.

Labatt also has interests in Le Reseau des sports, Canada's only French-language sports network; The Discovery Channel, Canada's science and nature network; Dome Productions, a North American event, audio/video post-production, animation and transmission services company; The Rep Shoppe/Medias Ventes, a national advertising sales rep firm, and a minority interest in both pay-per-view distributor Viewer's Choice Canada and interactive TV programmer NTN Canada. —RB

## PEOPLE'S CHOICE: TOP CABLE SHOWS

Following are the top 15 basic cable programs for the week of July 10-16, ranked by households tuning in. The cable-network ratings are percentages of the total households each network reaches. The U.S. ratings are percentages of the 95.4 million households with TV sets. Source: Nielsen Media Research.

Program	Network	Time (ET)	HHs. (000)	Rating Cable U.S.
1. <i>O.J. Simpson Trial</i>	CNN	Tue 6:00p	3,278	5.0 3.4
2. <i>Home Run Derby</i>	ESPN	Mon 8:42p	3,205	4.9 3.4
3. <i>O.J. Simpson Trial</i>	CNN	Thu 8:30p	3,167	4.8 3.3
4. <i>O.J. Simpson Trial</i>	CNN	Thu 5:30p	3,053	4.6 3.2
5. <i>Miller Genuine Draft 300</i>	TBS	Sun 1:00p	3,027	4.6 3.2
6. <i>O.J. Simpson Trial</i>	CNN	Mon 6:00p	2,974	4.5 3.1
7. <i>O.J. Simpson Trial</i>	CNN	Tue 7:00p	2,945	4.5 3.1
8. <i>O.J. Simpson Trial</i>	CNN	Thu 7:30p	2,926	4.4 3.1
9. <i>O.J. Simpson Trial</i>	CNN	Tue 5:30p	2,923	4.4 3.1
10. <i>O.J. Simpson Trial</i>	CNN	Wed 5:30p	2,920	4.4 3.1
11. <i>O.J. Simpson Trial</i>	CNN	Mon 5:30p	2,879	4.4 3.0
12. <i>O.J. Simpson Trial</i>	CNN	Tue 7:30p	2,873	4.4 3.0
13. <i>O.J. Simpson Trial</i>	CNN	Thu 5:00p	2,844	4.3 3.0
14. <i>O.J. Simpson Trial</i>	CNN	Wed 6:00p	2,789	4.2 2.9
15. <i>O.J. Simpson Trial</i>	CNN	Tue 5:00p	2,771	4.2 2.9

Following are the top five pay cable programs for the week of July 10-16, ranked by households tuning in. Source: Nielsen Media Research.

1. <i>Movie: 'Wolf'</i>	HBO	Sat 8:00p	2,973	12.6 3.1
2. <i>Movie: 'Demolition Man'</i>	HBO	Sat 11:15p	2,424	10.3 2.5
3. <i>Shock Video 2</i>	HBO	Sat 10:15p	2,327	9.9 2.4
4. <i>Movie: 'The Client'</i>	HBO	Sun 10:15p	2,141	9.1 2.2
5. <i>Movie: 'The Client'</i>	HBO	Tue 8:00p	2,080	8.8 2.2

## Senie tops Travel

Travel Channel Executive Vice President Kevin Senie has been named president/CEO with the charter of building worldwide distribution and online activities for the cable network. Senie was instrumental in creating the strategy and initial brand positioning for The Travel Channel in Europe, which since its launch a year ago has grown to 1.5 million cable subscribers. Other projects on which he has been working include the network's online initiatives (set to debut in September) and the planned launch of The Travel Channel in Latin America (scheduled for October). The Atlanta-based Travel Channel is available in more than 17.5 million U.S. homes. —RB



# Telemedia

THE INTERACTIVE WORLD OF VIDEO, VOICE AND DATA

# Week

Interactive

## Networks tackle CD-ROM publishing

Broadcast networks focus on sports-related CD-ROMs

By Mark Berniker

Both ABC and NBC have revealed plans to publish a series of CD-ROM titles that are outgrowths of their weekend sports television broadcasts.

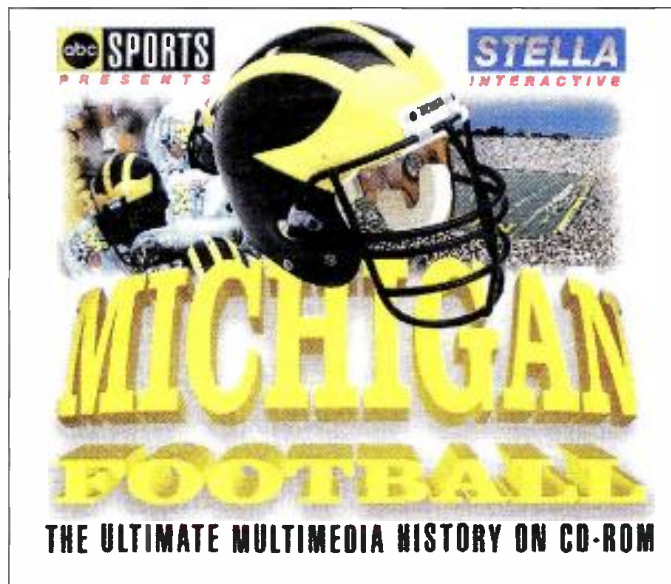
Capital Cities/ABC has struck a six-title deal with Stella Interactive, a Carlsbad, Calif.-based sports multimedia publisher. The titles will be produced in conjunction with ABC Sports and will focus on college sports.

"We are going to start with six college football titles this fall and next year will produce 12 more college football titles and six college basketball CD-ROM reference titles," says Pat Vance, vice president, Capital Cities/ABC Multimedia Group.

The first six titles will provide comprehensive information about the 1995 college football teams, including the University of Michigan Wolverines, Notre Dame Fighting Irish, USC Trojans, Ohio State Buckeyes, Florida State Seminoles and Penn State Nittany Lions. Each title in ABC's "College Sports Series" will be available for Windows and Macintosh and will list for \$59.95.

ABC sportscaster Keith Jackson will take CD-ROM users through a tour of each school's football team and history via a combination of video, photographs, text, graphics and sound. ABC plans to distribute the CD-ROMs to college students and football fans, alumni and season ticket holders of each squad.

Meanwhile, NBC will release two sports CD-ROM titles this fall, and



possibly one more before the end of the year. NBC Digital Publishing also will produce and distribute a dozen new CD-ROM titles next year, span-

ning sports, news, entertainment and reference categories.

NBC will release "The '95-'96 NFL Interactive Yearbook" in August in a venture between NBC Digital Publishing, NBC Sports and RealTime Sports. The CD-ROM will be a comprehensive reference guide to the upcoming football season hosted by NFL veteran quarterback Phil Simms and springs from the network's long-standing relationship with the NFL.

NBC's interactive football yearbook title also will provide a free online connection that will seamlessly update

player statistics after each week's play and provide updates on upcoming games.

*continues on page 35*

Cable

## TW to test cable modem service

Elmira, N.Y., trial gives cable users access to computer services

By Mark Berniker

Time Warner says it will hook up 500 homes in upstate New York to a high-speed online service that will travel over its cable television network into the homes of consumers equipped with a personal computer and cable modem.

The test will take place in Elmira, N.Y., and is a joint venture between Time Warner Cable and Time Inc. The units are working together to develop an online ser-

vice that will combine a number of different Time Warner intellectual properties.

Cable subscribers in Elmira will have high-speed access to conventional online services and a number of news, shopping and electronic mail services.

Time Warner is looking to develop what amounts to a local information service for the Elmira area and is partnering with Gannett Inc.'s *Elmira Star Gazette*, the local newspaper, for regional news and information.

Time Warner will give 100 cable

Interactive

# Nielsen plans Internet service

Media Research Group grapples with host of issues

By Mark Berniker

modems to local schools, government offices and libraries and will charge customers \$14.95 per month for online access and an additional \$9.95 for access to the Internet.

Cable modem rental will be included in the basic charge. Modems are still expensive, costing more than \$400, and Time Warner will pass only a portion of that cost on to its initial subscribers.

Zenith is providing the cable modems, and Hewlett-Packard is the systems integrator for the trial.

America Online will be involved in the trial and plans to test the delivery of real-time audio and video over Time Warner's cable system. AOL will charge subscribers an additional \$9.95 for five hours of access to its services, and \$2.95 for each additional hour.

Time Warner is not the only cable operator pushing into this new marketplace of connecting personal computers to upgraded cable plant. TCI recently announced a request for proposal for cable modems for its @Home online cable service.

Also, speaking at CTAM last week, Intel Chairman Andy Grove said his company will launch its CablePort Adapter by the end of the year. The product converts analog signals transmitted over a cable network into digital signals that computers can then access.

In a related announcement, Time Warner Cable of New York City said it has entered into an agreement with C-C-C Group, a provider of desktop information solutions, to bring television to personal computers. Time Warner will use C-C-C's FreeBand technology to carry real-time television directly to business users at their desktops. The service will offer business cable customers access to business video services from CNN, CNBC and others through the deal. **TMW**

Next month, Nielsen Media Research will release a service for measuring usage on the Internet's World Wide Web, giving a boost to information providers and advertisers eager to transform the net into a commercially viable medium.

"We are trying to create consistent ways of determining exposure to advertising online," says David Harkness, senior vice president of planning and development, Nielsen Media Research. "What the industry needs to grapple with is [understanding] the value of the online visitor."

Harkness says Nielsen is "not interested in just counting eyeballs," but in coming up with a comprehensive approach to the demographic profile of the user and his or her specific usage patterns and online habits, such as communications, downloading or browsing ads.

"We are in the process of defining the needs of the advertiser, but we're aiming at a moving target," says Harkness, adding that it is difficult to come up with a set of common definitions that

addresses the interest of information providers and advertisers. "There are a host of technical considerations that must be thought out before creating online measurement software," he says. Nielsen is testing a variety of different Web measurement software solutions.

Harkness says that the task of coming up with an Internet measurement system is extremely complicated. There are difficulties identifying individuals, especially when several household members share online accounts, he says. There is the problem of distinguishing between home and work usage, not to mention the impact of entering the Internet through various gateways.

Harkness says the amount of time people spend in an online area does not tell the adver-

tiser much, nor does the number of hits to a given Internet site. "The time issue is one that that needs to be resolved," he says. Harkness says advertisers are more interested in measuring "exposure to a particular area of the page that the advertisement appears on."

Nielsen is working closely with ASI Market Research and Yankelovich Partners on its Web research program and has not yet decided

whether it will release its new online measurement tool with partners or by itself.

A number of other companies also are working on Internet Web site measurement techniques, but none has been accepted by advertisers as a standardized approach.

The NPD Group is introducing "PC-Meter," a piece of software that sits in the background of a Windows-based computer and monitors user activity online. The NPD Group is testing PC-Meter in 500 households.

There are other online measurement tools, such as WebTrack and I/Pro, but none has come up with a universal approach to the complicated problem of tracking online behavior for advertisers trying to reach consumers in a new

**Nielsen is "not interested in just counting eyeballs," but in coming up with a comprehensive approach to the demographic profile of the user and his or her specific usage patterns and online habits.**

—David Harkness

# Nielsen

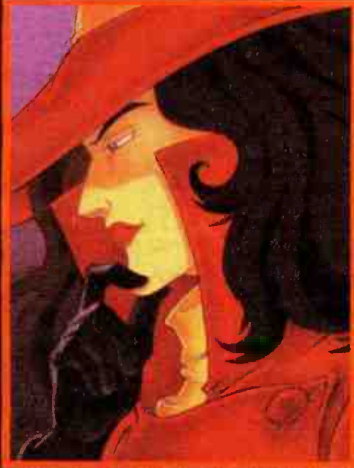
medium.

Some companies currently advertising on the Internet already can get user data. Often, the company that manages an online site can download specific information from its server and share that data directly with the advertiser.

But many ad agencies want a third party, such as Nielsen, to come up with an objective monitoring system so that the information can become standardized and reliable online advertising rates can be developed.

Beyond devising an accurate system for measuring usage on the World Wide Web, Nielsen is conducting a comprehensive demographic study of Internet users. The company is working with CommerceNet on a study expected to be completed by the fall. **TMW**

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### FCC OKs Pacific Bell video plan

The FCC has granted the Section 214 applications of Pacific Bell to construct and operate a common carrier video network in California. Pacific Bell will build an integrated hybrid fiber/coaxial cable system, which will provide telephone and video services. Pacific Bell has the regulatory approval to pass approximately 1.3 million homes in Orange County; the southern San Francisco Bay area; Los Angeles, and San Diego with its new network. The FCC also approved the telco's proposed channel allocation of 70 analog channels and 150-300 digital channels.

### BellSouth files for cable/phone network

BellSouth has filed plans with the FCC to provide telephone and cable television services for a new development on Daniel Island in Charleston, S.C. This is the first time BellSouth has committed to building and owning its own cable system. The company plans to test its entry into the cable business as a franchised operator and has secured a cable franchise from the Charleston City Council. BellSouth's move into cable follows on the heels of Ameritech's strategy to get into cable by striking local franchise agreements. BellSouth, Ameritech and SBC Communications are aligned with Disney in a venture that plans to offer telephone, cable television and interactive services.

### Triathlete Online

Syndicator GGP and *Triathlete* magazine's Triathlete Online computer service are building an Internet home site to promote GGP's telecast of the Escape from Alcatraz Triathlon. More than 150 television stations have cleared the hour special in syndication for an Aug. 11-27 window. Internet users can access telecast dates, times and stations airing the program by tapping into Triathlete Online. During August, Triathlete Online users will be able to get update information from the marathon, including athlete profiles, course description and telecast information.

### CD-ROM PUBLISHING continued from page 33

"Next year we will build online links to The Microsoft Network, which will make the new titles even more dynamic

and updatable," says Edmond Sanctis, general manager of NBC Digital Publishing.

Sanctis says that creating online links to CD-ROM titles is a "logical extension" and that a number of the staff

at NBC are working closely with their partners at Microsoft to create new ways of storing multimedia information on disk and provide updates through online connections. **TW**

### Interactive

## Arbitron Research Debunks Conventional Wisdom On Interactive

By Mark Berniker

Arbitron has released details from its "New Media Pathfinder Study" focusing on the shape of future interactive media markets. Although the conventional wisdom is that people who make more money will be the ones who spend the most on interactive services, the Arbitron study found otherwise. "The savvy

sophisticates may not be the best prospect for video-on-demand entertainment services," says Roberta McConochie, director, strategic research, Arbitron NewMedia. The study focused on consumer interest in remote shopping, video on demand, play-along video and gaming/wagering. "Consumer involvement in the current media gives us a guide for the content and

packaging of interactive services," she added. McConochie says studies that predict the "killer applications" and the amount of money consumers might spend on interactive services are "misguided attempts that probably are not asking the right questions." Arbitron's New Media Pathfinder Study is available from Arbitron NewMedia at (410) 312-8431. **TW**

### C/NET plans more cable programing, picks up online users

C/NET: The Computer Network is developing several shows and plans to grow into a 24-hour cable channel by 1997.

Kevin Wendle, president of C/NET Television, says C/NET is planning three additional cable shows within the next six months. The first show, called *The Web*, will be all about the Internet.

The second show will focus on multimedia software and provide reviews of CD-ROMs and is expected to be called *Double Click on Multimedia*. The third show will be more about computer hardware and will talk about future technology.

C/NET now has one half-hour show *C/NET Central*, which runs on the Sci-Fi Channel and USA Networks—a minority shareholder—six times per week.

C/NET also is developing a site on the Internet that it hopes will be a leading source of information about computer technology and digital media. Wendle says that as of last week, c/net online has already had 43,385 users register on its site.

C/NET online has three lead advertisers—Hewlett-Packard, IBM and MCI, and has more than 10 major advertisers in the wings. "Online advertising is becoming so popular that beginning this fall we are going to have a separate department solely for it," Wendle says. His company can provide hard data directly to advertisers about how many people access the page with their ad on it.

The online service is growing rapidly and has expanded the number of employees working on it from six to more than 85 within the past four months.

C/NET online can be reached at <http://www.cnet.com/>.



—MB



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## CHILDRENS TV

# Big business in little viewers

*Ad dollars in children's programming continue to grow by 15%-20% a year as programmers compete for young viewers. Blocks of children's shows are providing broadcasters and cable operators with much-needed brand identity while locking up multiple time periods for distributors. More blocks, however, means fewer openings for new shows. Meanwhile, the issue of what kids are—and should be—watching remains a hot issue in Washington.*

### New blocks put squeeze on syndication

There are not many doors open for new syndicated children's shows, according to one TV rep. The market is already crowded with the Disney Afternoon block, the Fox Children's Network and afternoon talk shows, and this fall, two new networks will squeeze in. In a dramatic assessment of the situation, another TV executive says: "[Children's syndication] is clearly a business that's shrinking almost to the point of extinction." / 38

### Network battle is joined by WB, UPN

Fox is the king of the network programming hill, but it will face two challengers this fall: UPN and

the WB Network. WB will air a Saturday lineup and a Monday-through-Friday schedule, but UPN initially will take a different approach—a Sunday block. / 47

### Advertising market fills out

Advertising dollars spent

on children's programming are increasing by 15%-20% a year, with the lion's share going to cable and Fox. / 50

### Cable channels tell stories

Cable networks plan to make their mark this fall with a number of original

shows and feature films. Here's a look at cable's plans for fall kids shows. / 52

### Big Bird on a wire

The makers of *Sesame Street* are bringing a new cable channel to the block: Children's Television Workshop could spend \$100 million to get *New Kids City* off the ground. / 58

### PBS throws bone to literature

Canine meets literature in *Wishbone*, PBS's only new offering this fall. Other shows will be rolled out later in the year. / 60

### Kid-friendly FCC

Chairman Reed Hundt tinks that broadcasters should welcome rules mandating minimum hours of kids programming. Other commissioners aren't so sure. / 61



# New blocks put squeeze on kids syndication

*Ratings declines, decreasing time period availabilities contribute to drop in new product*

By David Tobenkin

**T**he UPN and WB networks soon will launch their kids blocks. That means even less room for new syndicated kids shows already feeling the squeeze from successful afternoon talk blocks.

"You have the two new networks greatly affecting the availability of weekly and Monday-through-Friday time slots for kids shows," says Katz Television Director of Programming Bill Carroll. "With that and the Disney Afternoon and the Fox Children's Network, there are not many doors open for new shows."

That reality is reflected in the supply of new product. Only eight new strips were brought to NATPE this January, down from 11 a year earlier.

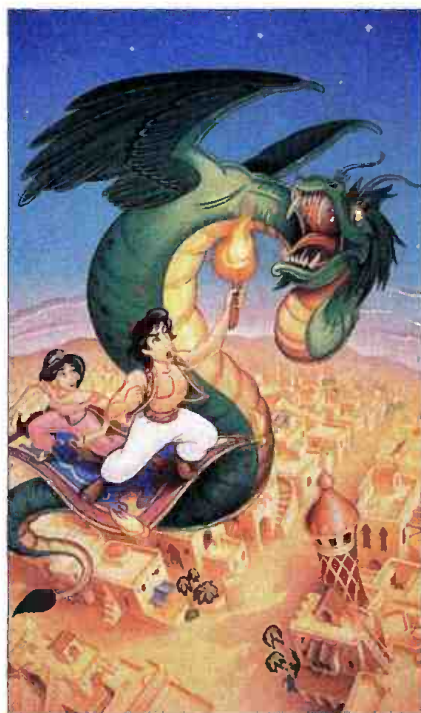
More disturbing, say some syndicators, is a decline in average viewership. The Nielsen kids 2-11 rating for the top 10 Monday-through-Friday shows declined from a 4.1 in May 1993 to a 3.9 in 1994 to a 3.7 in May 1995, according to weighted SNAP summaries. The ratings for the top 10 weekend shows dropped dramatically, from a 3.9 in May 1993 to a 2.7 in May 1995.

The decline, some say, reflects the increasing kids-programming strength of cable channels such as Nickelodeon and USA, greater use of VCRs by kids, and entertainment alternatives like computers and video games.

It also reflects what may be the most recent serious challenge to kids pro-



Syndicators hope 'Mighty Morphin Power Rangers' power loss is their gain.



'Aladdin' is the top new syndicated show.

graming: downgrades of many shows from afternoon, which is generally viewed as kids prime time, to mornings, because of the strength of talk in that daypart.

The overall result, says one syndicator, is a trend toward cutting costs. "Some syndicators are responding by spending less, in some cases under \$200,000 per episode for programs, which is reflected in dropping quality of programming and gives children another reason not to watch," she says.

"From what I'm seeing and hearing from stations, they are looking for more character- and story-driven shows," says another syndication executive, Adrien Seixas, president of Active Entertainment. "Kids themselves can't tell one show from another."

Perhaps the strongest producer of children's animation, Warner Bros., will remain out of children's syndication even after its commitment to produce shows for the

Fox Children's Network ends in 1997, says Warner Bros. Domestic Television Distribution Executive Vice President Scott Carlin.

"Most of the Warner Bros. shows will go to WB," Carlin says. "[Children's syndication] is clearly a business that's shrinking almost to the point of extinction."

Still, some argue that with clearance windows still loose in the case of the new networks, and with the Fox Children's Network increasingly detached from the rest of the network, opportunities remain.

For instance, Bohbot Entertainment has not only renewed its Amazin' Adventures I two-hour weekend block in 83% of the country for fall, with 80% of those stations agreeing to run the shows in the target Sunday 8-10 a.m. time period, but it has cleared a new two-hour block, Amazin' Adventures II, in 82% of the country, says the company's executive vice president of worldwide program sales, Rick Levy.





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"We have lots of UPN affiliates that carry our Sunday 8-10 block, which they will carry in pattern because Paramount is allowing them to run [the UPN block] between nine and 12 this first season," says Levy. "But that's only this year. It will be interesting to see what happens next season if a station is having good success with our block. Many station managers I've talked to don't know."

Levy says one positive effect of the networks is that the new stations they have enlisted are programming more children's blocks, so in many markets there are more players than in the past. Although such stations generally have far lower ratings and less broadcast penetration, Levy says that better delivery of broadcast signals through cable, with many cable operators moving newer over-the-air stations to their lower tiers, has helped such stations.

Similarly, Genesis Entertainment not only has renewed its weekend Marvel Action Hour franchise in 93% of the country, but it has successfully expanded the block to 90 minutes by adding *Biker Mice From Mars*. That show had only middling success last season as a strip, but was highly successful a season earlier as a weekly, says Genesis Executive Vice President of Domestic Sales Barry Wallach.

"I think that stations like *Biker Mice*, and I think it and the rest of the block have the advantage of being branded as part of the Marvel universe," says Wallach. "You need strong brand identity when you compete against powerful brands like Nickelodeon, Fox and WB."

The steady ratings decline of Saban's *Mighty Morphin Power Rangers* during the past several books may leave room for other shows to thrive, argue some. The syndicated emulators of the *Power Rangers* have mirrored that show's declining strength. All American's rookie *Superhuman Samurai Syber Squad* will not return next fall, and Saban's *V.R. Troopers* after a strong start has been downgraded from afternoon to lower-

rated morning clearances in at least 12 metered markets after it failed to retain *Mighty Morphin's* ratings in the markets where it followed the FCN show.

Saban Senior Vice President Peter Schmid says the company hopes to rejuvenate *Power Rangers* in the fall with new storylines, and has a similar plan for *V.R. Troopers* featuring a five-part series to launch the season. He says the show is cleared in 87% of the country for fall, up from 84% this season. "I think that shows you the kind of confidence stations have in the show," he says.

*Bohbot's 'Action Man'*

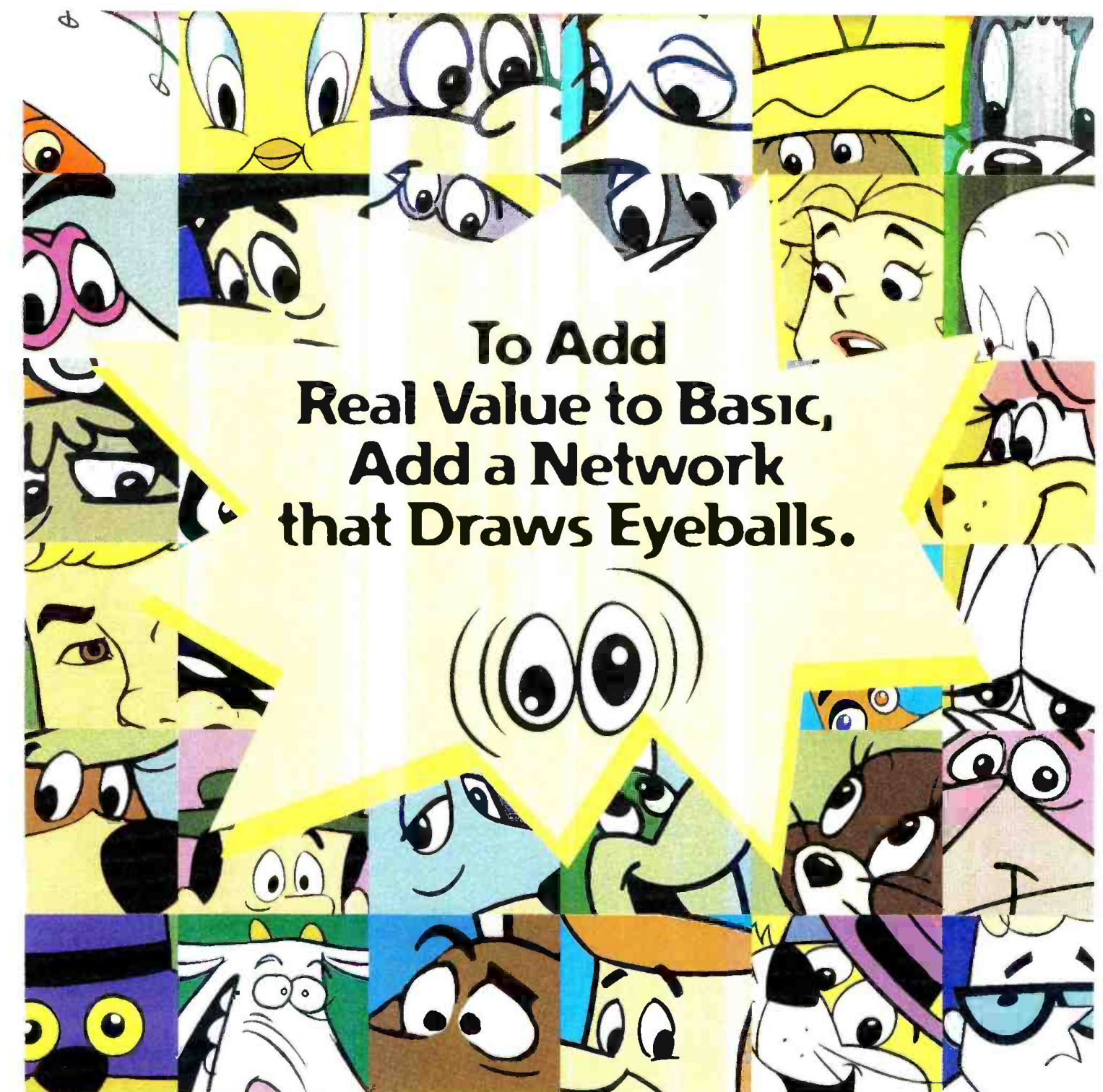
Some syndicators say they are responding to the increasingly crowded landscape by exploiting different mediums for shows. "It's a fragmented environment so you have to use a variety of ways to reach children," says Sally Cluster Bell, executive vice president of Claster Television. She says that some episodes of the older versions of the company's *G.I. Joe* show air simultaneously in syndication and cable in different windows. Too, the company is participating in the Bell Atlantic Star Gazer project in Northern



## Petry Kids Program Analysis of Top Syndicated Kids Series in May 1995



	Demographic Ratings/Shares		
	Kids 2-11 (94TP*)	Kids 6-11 (94TP*)	Teens (94TP*)
<b>MORNING STRIPS</b>			
Aladdin (Buena Vista)	7.1/38 (5.7/38)	6.7/41 (5.5/41)	2.0/27 (1.9/23)
Mighty Max (Bohbot)	5.0/21 (3.2/19)	6.1/26 (3.0/21)	1.7/16 (1.7/13)
V.R. Troopers (Saban)	4.3/25 (6.5/33)	4.9/27 (7.3/35)	1.5/14 (2.1/21)
Sonic the Hedgehog (Bohbot)	4.2/22 (4.3/22)	4.7/26 (4.5/25)	0.9/14 (1.6/16)
Garfield (The Program Exchange)	4.1/27 (4.5/31)	4.1/29 (5.0/35)	1.9/26 (1.9/24)
Bonkers (Buena Vista)	4.0/20 (4.3/30)	3.5/22 (3.7/35)	0.8/16 (1.4/18)
Goof Troop (Buena Vista)	3.4/24 (3.3/26)	2.5/27 (2.6/29)	1.0/20 (0.9/22)
Samurai Squad (All American)	2.8/10 (3.6/14)	3.1/12 (4.0/16)	1.0/10 (1.4/15)
Transformers (Claster)	2.5/18 (3.7/29)	2.6/20 (3.8/31)	1.3/16 (1.7/19)
Biker Mice from Mars (Genesis)	2.2/19 (2.6/22)	2.5/19 (2.9/23)	0.8/12 (1.2/15)
<b>AFTERNOON STRIPS</b>			
Aladdin (Buena Vista)	6.5/28 (4.7/22)	6.9/29 (5.0/21)	3.5/17 (2.6/13)
V.R. Troopers (Saban)	4.5/16 (5.7/17)	4.1/15 (5.6/17)	1.2/7 (2.0/9)
Bonkers (Buena Vista)	4.3/18 (4.4/20)	4.8/17 (5.0/21)	2.1/9 (2.4/11)
Goof Troop (Buena Vista)	3.9/20 (3.6/17)	4.2/21 (3.7/18)	2.7/12 (1.8/10)
Garfield (The Program Exchange)	3.2/27 (3.0/23)	2.8/25 (3.0/23)	2.2/17 (1.6/18)
Darkwing Duck (Buena Vista)	2.2/16 (3.1/19)	2.2/16 (2.9/20)	1.7/9 (1.6/11)
<b>WEEKLIES</b>			
Gargoyles (Buena Vista)	4.8/22 (3.9/25)	5.1/25 (4.1/27)	2.6/18 (1.9/14)
Shnookums & Meat (Buena Vista)	4.1/16 (4.0/25)	4.3/18 (4.1/28)	1.7/13 (1.9/14)
Amazin' Adventures I (Bohbot)	3.5/15 (3.6/15)	3.6/17 (3.5/16)	1.3/14 (1.6/13)
Mega Man (Summit)	2.8/17 (2.6/12)	3.3/18 (2.8/12)	1.4/18 (1.0/9)
Mutant League (Claster)	2.7/14 (3.8/21)	3.3/16 (3.9/22)	1.7/10 (1.8/15)
Creepy Crawlers (Saban)	2.5/21 (2.6/15)	2.7/22 (2.5/17)	0.9/11 (1.1/11)
Fantastic Four (Genesis)	2.5/14 (3.4/14)	2.9/15 (3.6/14)	1.6/15 (1.7/12)
Duck Tales (Buena Vista)	2.4/25 (2.1/22)	2.4/23 (2.0/20)	1.0/16 (0.6/10)
Chip & Dale (Buena Vista)	2.3/24 (1.7/16)	2.3/22 (1.5/15)	0.6/13 (0.3/11)
New Captain Planet (Turner)	2.2/13 (3.0/19)	2.1/12 (3.1/19)	1.0/10 (1.0/11)

\* Rating of May 1994 time-period predecessor  
Source: Petry analysis of May 1995 Nielsen NSI ratings



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Virginia (a programing-on-demand test) by providing episodes of *G.I. Joe*, *Baby Huey* and *Casper*.

Several syndicators offering live-action shows say their programs offer new twists. Bohbot's new *Action Man*, a mixture of live action and animation, hopes to provide high production values from different international locales to entice viewers. Saban says that its *Tenko and the Guardians of the Magic*, also a live action/animation hybrid, capitalizes on an element not yet exploited—the participation of a world-class magician, Japan's Princess Tenko. Summit Media's Carlin West, for her part, says



Disney's 'Gargoyles'

her company's new *WMAC Masters* martial arts competition show, in which 50 martial artists from different disciplines will battle during 13 episodes to win the Dragon Star Belt, is a "combination of *Power Rangers* and *American Gladiators*."

If the live action wave is over, those syndicators could find themselves big losers. "If you do an animated show well, even if it's not a multiyear show you can always find a market and a lot of the stuff can run endlessly," says *Action Man* producer DIC Entertainment's general manager of syndicated and cable programing, Robert Siegal. "With live action, the

shelf life is shorter and it becomes more dated more quickly. If live action doesn't click, you've got a lot of nothing."

The biggest syndication question mark remains Buena Vista Television's Disney Afternoon. Its 170 affiliates in 98% of the country are under contract through August 1997 to run the two hour block, but 40% run the block out of pattern and many key affiliates now have primary affiliations with one of the two new networks. "We're not sure what will happen," says Buena Vista President Mort Marcus. "We have lots of options, including continuing in syndication or selling to UPN, Warner Bros. or Fox."

Marcus discounts speculation that the pay cable service, The Disney Channel, might be changed into a basic cable outlet and the primary home for Disney's animated television product. (Disney animated shows now run first on The Disney Channel and again once their syndication cycles end.)

The fate of Disney's product is also significant because Disney is one of the few syndicators with the production talent and clout to produce shows not driven by toy licenses or other ancillary markets, which are where most kids shows make their money.

Analysts say that the company's block is in relatively better shape than it was a year ago, when declining ratings for its young-skewing shows led some to predict early cancellation of the block. The success of shows like the strip *Aladdin*, the top-ranked new syndicated kids show of the past season; weekly animated drama *Gargoyles*, which this season returns as a strip; and the quirky *Shnookums & Meat* have reduced the creative lead many have given to Warner Bros.' Fox product.

While entertainment programers battle for position, the woes of FCC-friendly shows continue.

"We see very little demand for FCC-friendly shows and expect little unless the FCC steps up and requires them," says Active's Seixas, who has nonetheless cleared FCC-friendly show *Happy Ness*, *Secret of the Loch* in 85% of the country. "The kids don't watch them, they are often relegated to lower time periods, and people investing money don't recoup."

However, some, including Turner's

## Clearance roundup for new syndicated strips and weeklies



'Bananas in Pajamas'

### Strips

	STTN/Coverage
Bananas in Pajamas (Sachs Family)	114/86%
Blinky Bill (Sachs Family)	122/87%
Gargoyles (Buena Vista)	170/98%
Highlander (Bohbot)	111/81%
Littlest Pet Shop (Claster)	87/81%
Mutant League (Active)	104/83%
Sailor Moon (SeaGull)	110/82%

### Kids Weeklies

Action Man	98/79%
Amazon' Adventures II block (new shows)	143/82%
Gadget Boy	
Princess Gwenevere	
A.J.'s Time Travelers	
Belle's Book & Music Shop (Buena Vista)	166/92%
Darkstalkers (Summit)	90/80%
Dragon Ball (SeaGull)	95/80%
G.I. Joe (Claster)	95/83%
Happy Ness (Active)	102/85%
Jelly Bean Jungle (Active)	105/83%
Monster Mania (formerly Creatures of Delight)	111/86%
Reality Check (Genesis)	117/73%
Shnookums & Meat (Buena Vista)	170/98%
Success by 6 (Hearst)	DNA/53%
Tenko (Saban)	101/80%
Timon & Pumbaa (Buena Vista)	170/98%
WMAC Masters (Summit)	105/80%



'Tenko'



'Timon & Pumbaa'

Canceled or postponed: Magic Knight Rayearth, Beverly Hills Beach Club  
DNA=Does not apply

# The Power of 2 Networks Packed into 1





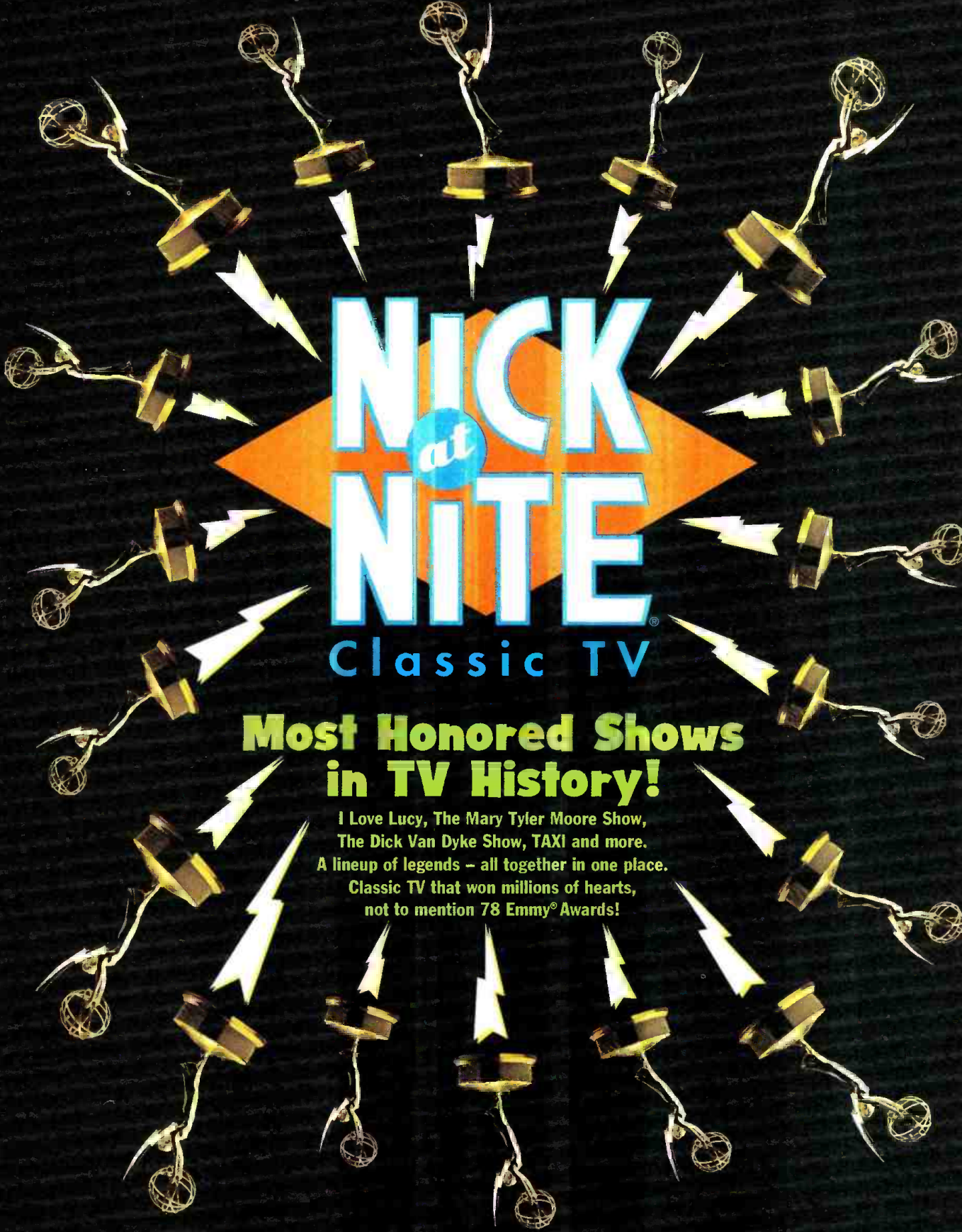
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SOURCE: NIELSEN 24 HR. HOUSEHOLD RATINGS FOR 1ST QUARTER 1995

*Captain Planet and the Planeteers*, Samuel Goldwyn's *Gladiators 2000* and ITC's *Madison's Adventures: Growing Up Wild*, will return for another season this fall.

And Sachs Family, aided by advertiser money and a station-friendly four minutes local/two minutes national barter split, has successfully cleared its paired new FCC-friendly strips, *Bananas in Pajamas* and *Blinky Bill* in more than 85% of the country. The syndicator further sweetened the deal

for stations by giving them a 10% share of royalties from merchandise sales tied to the show.

Some syndicators of FCC-friendly shows are attempting to reduce the risk by selling preproduced shows or testing them first. Hearst Entertainment's *Success by 6* package of 6.5 hours of programming dealing with societal issues and challenges involving children, already has aired on Hearst's WCVB-TV Boston station. Genesis Entertainment's *Reality Check* weekly,

a combination of live action and animation that teaches kids how school knowledge can be applied to everyday life, was tested on the New World stations last fall where it earned a 1.5 household rating and 4-5 kids 2-11 ratings in November, says Ira Miskin, executive producer of the show.

And station rep executives say high-brand identity may give Buena Vista's *Belle's Book and Music Shop* a better-than-average chance at success for an FCC-friendly show. ■

## Where the girls are

Programers and advertisers see opportunities in targeting girls

By David Tobenkin

**S**yndicated kids shows with female lead characters traditionally have been scarce commodities, but the 1995-96 season is shaping up to be the year of the woman superhero.

At least three syndicated projects are in the works: SeaGull Entertainment's *Sailor Moon* strip about a 14-year-old schoolgirl with superhuman strength; *Princess Tenko and the Guardians of the Magic*, a Saban offering featuring real-life Japanese magician Princess Tenko, and Bohbot's *Princess Gwenevere and the Jewel Riders*, part of Amazin' Adventures II, a new block specifically designed to appeal to girls.

The traditional thinking has been that shows sold to girls will fail to attract boys, who typically comprise two-thirds of the audience of animated shows and who tend to watch animated shows until age 11, one to two years longer than do girls.

Some of the attempts to target girls have yielded disappointing results. A decade ago, *She-Ra*—a spin-off featuring a female character from one of the most popular syndicated shows of the mid-1980s, *He-Man and the Masters of the Universe*—failed to draw ratings close to its parent.

With the current popularity of the athletic female members of the hit *Power Rangers* squad and a sense that the merchandising opportunities for young girls is being ignored by existing boys shows, however, the timing may be ripe for a change in the kids TV landscape.

The combination of action and girls will make for interest-



'Sailor Moon': Everyday schoolgirls to superheroes

ing marketing of the shows, says one station rep executive. "It will be interesting to see whether you can make a hybrid toy line that combines hairplay and costume changes that's also embraced by boys," says Blair Television Station Rep Director of Programming Lou Dennig.

This year's new female-skewing strip, *Sailor Moon*, offers what few other syndicated girls shows have: a track record. It has had great success in Japan, where it is a prime time show, and in some European countries. "In focus groups, boys said that to have women doing the fighting was not a negative to them," says Robert Siegal, general manager of cable and syndicated programming at DIC Entertainment, which is adapting the Japanese-produced episodes to the U.S. market.

As for *Tenko*, "stations have really been excited about combining the themes of magic and little girls," says Saban Senior Vice President Peter Schmid. "And we have a terrific toy line with figures that aren't really action figures, more 'Barbie meets Princess [Tenko].'"

Bohbot executives hope its Amazin' Adventures II will succeed where other girls shows have failed. It is pairing similarly themed, softer shows instead of dropping them individually into a station environment dominated by harder-edged boys shows. The main girls show is *Princess Gwenevere and the Jewel Riders*, about three adventurous young girls in search of "the wild magic" to save an enchanted land from an evil sorceress. Also included in the block are FCC-friendly show *A.J.'s Time Travelers*, the more commercial *Sonic the Hedgehog*, and *Gadget Boy and Heather*, a spin-off of *Inspector Gadget*.

The trend may have its limits, however. *Gadget Boy* was *Gadget Girl* until DIC executives concluded that a male character in the lead role would sell better abroad. ■



# Network battle for kids is joined by UPN and WB

*Fox domination of genre will be challenged by new players, each with different strategies*

By Steve Coe

**T**he children's network television marketplace is set to introduce two new players this fall, UPN and the WB Network, and their entrance will no doubt heat up an already competitive field.

Although both new networks are introducing children's programming in their first year of existence, the similarities end there; each is adopting a different strategy to establish a foothold.

Patterned after the wildly successful Fox Children's Network, Kids' WB will air a Saturday lineup as well as a Monday-through-Friday schedule. The ability to cross-promote the two as well as to use the Saturday block as a training ground in which to launch a stripped series on the weekday lineup has helped Fox gain superiority over the other networks in just five years.

On Saturday, Sept. 9, the WB Network will debut its three-hour weekend lineup; on the following Monday, Sept. 11, its one-hour weekday schedule will premiere. Additionally, the WB Network intends to program four hours on Saturdays beginning in fall 1997. UPN is avoiding the logjam on Saturdays and is turning to Sundays for its kids audience. On Sunday, Sept. 10, UPN debuts its one-hour block, which is scheduled at 10-11 a.m. UPN also is planning a weekday lineup to complement its weekend schedule. However, its Monday-through-Friday schedule won't debut until fall 1997.

One hurdle that both new networks will have to overcome as they start out is the clearance of their schedules. Despite its intention to launch on Saturday, nearly one-third of the network's stations will air the weekend block on Sundays. Twenty of the net-



Fox Children's Network ('Spiderman,' above) continues to dominate children's TV. This fall, however, two new networks will debut: the WB Network ('Pinky & the Brain,' left) and UPN ('Teknoman,' below).



work's approximately 80 affiliates still are bound by the contracts signed to program the Disney Afternoon block, and many of those contracts don't expire until September 1997—the same time the WB Network plans to expand its weekend schedule to four hours. When the Disney deals are up, the stations will begin airing the schedule on Saturdays.

UPN's Sunday morning block will be carried by 85% of the network's affiliates, which translates to 78% of the country covered. According to UPN, all of the affiliates will carry the programming in pattern.

It would seem that trying to launch both a weekend and a weekday kids lineup simultaneously would be a difficult task for a new network, but Jamie Kellner, chief executive, the WB Network, says otherwise: "I wish we could do more. Having across-the-daypart promotion gives us an advantage that the older networks don't have."

In fact, Kellner is taking the Fox model one step further. This fall, the

WB Network will have three platforms from which to promote its kids lineup. In addition to its weekend and weekday lineups, the network is leading off its Sunday prime time schedule with episodes of Steven Spielberg's *Pinky & The Brain* at 7 p.m. "Everybody has tried to use the Sunday 7 p.m. time period for different shows. We think it's an interesting place for a show with crossover appeal. This is a show that plays on different levels."

Kellner is optimistic about his network's chances for pushing its way into a Saturday morning occupied by Fox, ABC and CBS, all going after the 2-11-year-old audience. Will children change their viewing habits by tuning to the WB Network rather than to one of the established networks? "The same questions were asked five years ago about Fox," he says. "[ABC and CBS] don't have children's programming other than Saturday morning. Our stations do kids all week, so kids will be more loyal to our stations."

One advantage the WB Network seems to have over its competitors is the studio's history of producing animation and its animation library. The network will feature an all-animation lineup with some reliance on its library as well as new shows produced for the schedule. According to Kellner, the network is spending \$500,000-\$600,000 per half-hour for the new series.

Steven Spielberg is responsible for three new series on the WB lineup, including *Pinky & The Brain* (9:30-10), *Freakazoid* (10-10:30) and new episodes of *Animaniacs* (9-9:30). Other new shows include the first new episodes in more than 30 years for *The Sylvester & Tweety Mysteries* (8:30-9) from Warner Bros. and *Earthworm Jim* (10:30-11) from Universal Cartoon Studios. Leading off the morning at 8 are previously aired episodes of *Animaniacs*. On Monday through Friday, the WB Network will air a one-hour block of classic Warner Bros.-produced animation under the banner of *That's Warner Bros.*

"The central issue [in launching on Sundays] was to counterprogram church," jokes Michael Sullivan, presi-

dent, UPN. More seriously, Sullivan says that "Sunday is underserving kids right now, and launching on Sundays is consistent with our overall counterprogramming strategy," referring to the network's prime time strategy this fall that will feature an all-drama lineup in the face of growing numbers of sitcoms on the networks. "It's harder to break through the clutter in some areas, and Sunday gave us a better chance to



ABC's 'Dumb and Dumber'



CBS's 'Really Wild Animals'

break through with a kids schedule."

According to Ellen Levy-Sarnoff, vice president, children's programming, UPN, the decision to launch its kids schedule on Sunday was an easy one. "It was an obvious decision for us because Saturday is such a crowded landscape. Kids don't know what to watch on Sunday so there is already a need there."

UPN Kids debuts with an hour lineup on Sunday and plans to add a second hour in fall 1996. UPN's weekday lineup will debut in 1997, according to Sullivan. For this fall, the network will rely on two shows from Saban Entertainment, a partner with UPN for kids programming. The network is counting on

*Space Strikers* (10-10:30) to bring in viewers to the hour block and, to that end, the series was produced with three-dimensional, computer generated imagery. UPN beginning this fall will distribute 3-D "Strikervision" glasses for kids to coincide with the debut of the show. Following at 10:30 is *Teknoman*, an outer-space action series produced in Anime, Japanese-style animation.

Levy-Sarnoff says the Sunday series and projects in development will be in the range of \$350,000-\$400,000 for a half-hour.

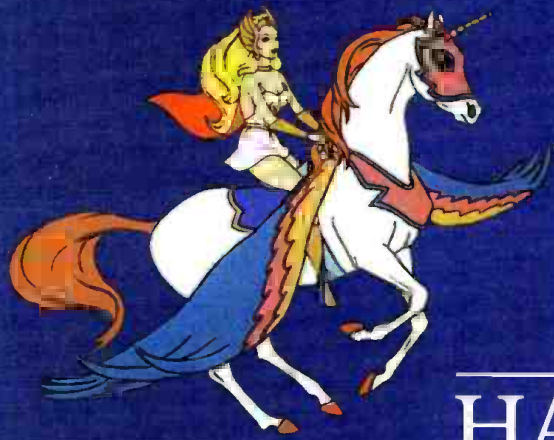
In addition to the two shows on the schedule, Levy-Sarnoff says a live-action series is in development—*B.A.D.* (Blue Awesome Destroyers).

Continuing to cast the largest shadow over the rest of the children's programming marketplace is the Fox Children's Network, which finished the past season a solid number one on Saturday morning and Monday through Friday. "I always say we're fighting [with ABC] for third place because Fox is so far ahead there is no second place," says Judy Price, vice president, children's programs and daytime specials, CBS Entertainment.

Indeed, Fox won every half-hour on Saturday and four out of five on the weekday lineup. On Saturday this past season, every Fox children's show averaged a 20 share or higher while only one ABC show reached that plateau and there were none from CBS.

If revenue is the barometer, Fox's dominance is even more apparent. In the upfront selling of the children's schedules, Fox wrote approximately \$200 million worth of business. Its take was more than the combined totals of ABC, CBS, the WB Network and UPN for children's programming.

Despite growing from year to year in both ratings and advertising revenue, says Bert Gould, executive vice president, marketing, promotions and program strategy, Fox Children's Network, the network doesn't dismiss any competitor, including the two new networks: "We take everybody seriously, and that includes the WB Network because they are modeled after us. They've got good programming and good management. They were certainly a factor in the



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upfront.”

Possibly taking the biggest gamble this fall is CBS, which set out to overhaul its Saturday morning schedule and returned only three series from last season while adding six new projects. “It was needed and, fortunately, we had the right kind of properties, including presold and developed projects,” says

CBS’s Judy Price. “With our returning series strength, I thought I could take chances with some of the new shows. And given that we had a Saturday morning meltdown—including ABC, because we’re both in the one day a week business—we had to make a change,” she says.

In an effort to combat Fox’s growing

strength and the two new services, Price says, the CBS schedule is geared to comedy rather than action. “We elected to go with comedy to try to attract the boys, rather than action, because we can’t push the envelope in terms of violence like others can. Our action stuff didn’t stick,” she says, citing last season’s cancellations *Wild-*

# Advertising market robust for kids TV

By Jim McConville

**C**hildren’s programming, airing mostly in Saturday and Sunday daytime and weekday after-school time blocks, continues to generate a healthy—albeit small—slice of the overall TV advertising pie.

The total spent on advertising during children’s programming in the 1994-95 season was \$650 million, about 4% of the estimated \$20 billion spent on TV advertising last year, industry estimates say.

The children’s upfront market for the 1995-96 season rose 7%, to almost \$700 million. The Fox Children’s Network generated the largest single chunk, sources say, selling about \$200 million, roughly 25% higher than a year ago. The second-largest amount of time was sold by Nickelodeon, reported to have logged in about \$135 million in business, up 8% from a year ago. Syndication’s Disney wrote close to \$80 million in business, about even with its effort of a year ago. However, CBS and ABC reportedly sold \$50 million-\$60 million this year, vs. \$60 million-\$65 million a year ago.

In 1994-95, cable captured 40% of the spending, Fox 26%, the Big Three networks 20% and syndication 14%. One missing piece: spot advertising, which could represent up to another \$50 million.

“There’s been a major shift in where the ratings strength has been,” says Howard Shimmel, vice presi-

dent, audience research, MTV Networks. “Five years ago, the strong players in kids’ TV were the Big Three networks and Disney in syndication. Since then, NBC basically has gotten out of kids programming and ABC, CBS and Disney’s ratings are a fraction of what they were.”

Ad revenue for kids programming runs hot and cold, says Jim Watson, vice president, Eastern ad sales, USA Network. “We happen to be in a very hot cycle for kids’ advertising. There’s a lot of ad demand from toy companies, electronic games and home video.”

Cereal-maker Kellogg topped the list of kids’ programming advertisers in 1994, says TV research group Competitive Media Reporting, followed by Mattel, Hasbro, McDonalds, General Foods, Quaker Oats, Mars Candies, Disney, Burger King and Nintendo.

Competitive Media Reporting says that the top 10 children’s programs in ad dollars earned last year were *Bonkers* (syndicated), \$25.4 million; *Cartoon Express* (USA), \$18.9

million; *Disney’s Goof Troop* (syndicated), \$18.5 million; *Beavis & Butt Head* (MTV), \$16.8 million; *Saved by the Bell: The New Class* (NBC), \$16.4 million; *Darkwing Duck* (syndicated), \$15.4 million; *Saved by the Bell* (TBS), \$15.2 million; *Looney Tunes* (Nickelodeon), \$13.3 million; *Tale Spin* (syndicated), \$12.1 million, and *Bugs Bunny Cartoons* (TNT), \$11.7 million.

Children’s-TV advertisers tend to be a concentrated group. USA’s Watson says the top 12 children’s advertisers account for 75% of fourth-quarter sales. But ad revenue can be fickle: “A network...can go from number one to number three very quickly unless you bring in new product.”

## Money in the bank

A breakdown of upfront children’s advertising for the broadcast networks for the 1995-96 season, according to industry sources.



Joe Sutiff

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*Cats and Skeleton Warriors.*

As evidence of the network's comedy strategy, CBS secured the rights to develop animated series based on two of Jim Carrey's films. *The Mask* will debut this fall, and *Ace Ventura: Pet Detective* will premiere in January. Furthermore, although most series typically receive a 13-episode commitment, the network has made a two-year, 26-episode commitment for *Ace Ventura*.

For CBS, which finished the season in third place just behind ABC, its target audience is boys, but Price doesn't think the network will lose girls or the 2-5-year-old viewers. "We think new shows like *The Lion King's Timon & Pumba* have a lot of girl appeal, and 2-5-year-olds will 'watch up' to older-skewing shows."

Looking to counterprogram Fox's *Power Rangers* and take advantage of the expected publicity from the upcoming theatrical "Free Willy 2," ABC two weeks ago changed its Saturday morning schedule. The network's animated *Free Willy* will now air in the 8:30-9 a.m. slot leading into the first-year *Dumb and Dumber*, also based on a Jim Carrey hit theatrical. *What-A-Mess*, currently in the 8:30 slot, will now air at noon, with the hour-long *The Bugs and Tweety Show* moving to 11 a.m.-noon.

*The New Adventures of Madeline* will go head to head with *Where on Earth is Carmen Sandiego?* at 8 a.m., and *Free Willy* will now take on *Power Rangers* at 8:30. Steiner says the move of *Dumb & Dumber* originally was designed to "blunt [Fox's] *Eek!Stravaganza*" at 9:30 a.m. However, Fox recently changed its schedule and now *Dumb* will face the Fox live action series *Masked Rider* at 9 a.m.

Not all of ABC's kids schedule will premiere on Sept. 9; Steiner says *Dumb & Dumber* won't be ready until sometime in October. "We expected it to be late," she says adding that no decision has been made regarding a temporary replacement.

Although only in the kids business one day a week, ABC has established a cross-promotion of its own, using the TGIF prime time platform to preview its Saturday morning lineup. Steiner says that on Friday, Sept. 8, the 8:30-9 p.m. hour will be used to showcase the new children's lineup with one of the stars from the TGIF block hosting. ■

# Cable has its eye on kids

*Channels increase original production; attract adults too*

By Jim McConville



Cable networks are increasing efforts to carve out their own children's programming identity with a heavy slate of original shows on tap for this fall, including plans to bolster their daytime schedules with preschool educational shows.

"Cable channels want to bring their own stories" to the mix, says The Family Channel's Rita McClenney. Family is slated to produce 12 original feature films this year for its Sunday family hour. "Cable has been known too long for re-airing and re-syndicating existing product. We want to have our own identity of classic values and family stories," she says.

For some cable networks, kids programming isn't just for kids anymore. "Roughly 35 percent of our audience is not children; they're teens and adults," says Mike Lazzo, senior vice president of programming, The Cartoon Network (TCN).

"Right off the bat we recognize that cartoons are sensibility-driven as well as demographically driven," Lazzo says. "We daypart just like any other network out there by making sure we've got younger-skewing cartoons where we know we have younger children, and older cartoons for prime time and later dayparts."

TCN's slate of '60s cartoons, educational cable programming and original cartoons has proved a successful formula. TCN registered a 1.6 prime time rating and a 2.5 share during first quarter 1995, a 45% increase over last year.

Lazzo says TCN makes sure to offer cartoon fare to suit each audience. "Clearly, kids are the majority of our audience, but if we just do that type of programing I think we'd miss opportunities."

TV advertisers may have spotted the distinction. Last year TCN's staple of toy and cereal advertisers was joined by Geffen Records, which hopes to tap into its nightly audience of young adults.

As the volume of kids programming increases so has its variety, says Cyma Zarghami, vice president of programming, Nickelodeon, which this year will increase its original programming content. "Kids are a viable audience that a lot of people have started to take notice of," she says. "The range of genres that has started to surface for kids has changed significantly. Five years ago you would not have seen a sketch comedy for kids anywhere."

In addition to cartoons, Nickelodeon this fall will air its "Global Guts" worldwide championship, taped at Nickelodeon studios in Orlando, Fla. The special features 32 episodes of its international sports fantasy, in which kids compete in track, field, water and aerial events.

A look at some of cable's fall kids programming plans follows.



Cartoon Network's 'Space Ghost'

## THE CARTOON NETWORK

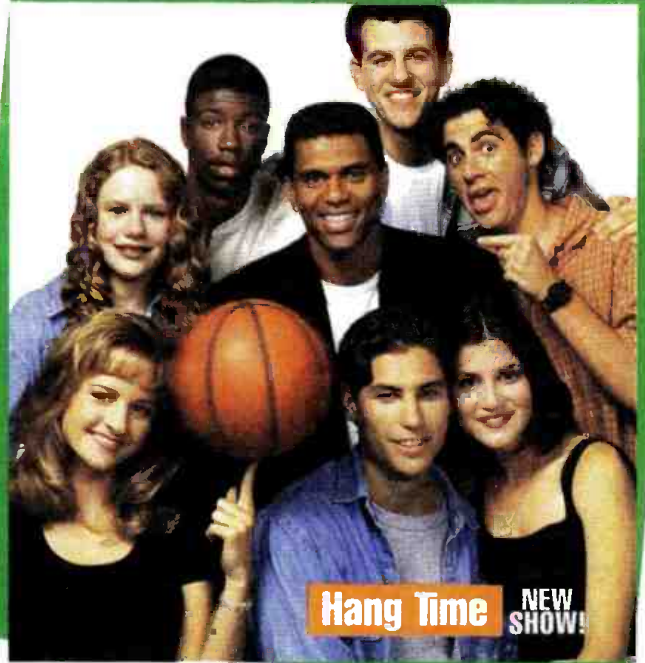
TCN will expand its kids educational programming next year when it partners with The Children's Television Workshop (CTW) to produce *Big Bag*, a 13-part series. Set to air weekend mornings next May, *Big Bag* will feature six animated shorts. Each two-hour weekend block will consist of one hour of *Big Bag* and an hour of animation from around the world.

Joining TCN this September is animated cat Garfield, who will debut Sept. 4 in *Garfield and Friends*, which airs Monday-Friday at 8 p.m. TCN's *World*

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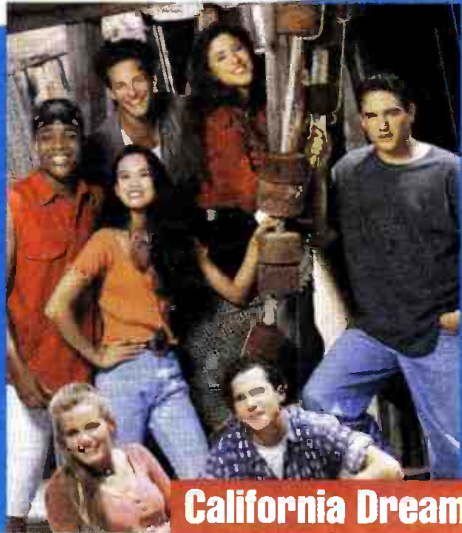


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Premiere Toons will continue to air seven-minute cartoon shorts produced by co-owned Hanna-Barbera. Toons airs Sunday 7-7:10 p.m. Other regular TCN programming includes *Space Ghost: Coast-to-Coast*, a late-night talk show hosted by a cartoon superhero that airs Friday, 11-11:15.



Family Channel's 'Boogie's Diner'  
**THE FAMILY CHANNEL**

The Family Channel (TFC) is launching a weekly movie program, *The Hallmark Entertainment Family Showcase*. Filling the network's designated Sunday 7 p.m. "family entertainment" slot, programming will consist of original TFC movies, titles from Hallmark's existing movie library, and co-productions of TFC and Hallmark.

Other new TFC programming this fall includes MTM's *Boogie's Diner*, which is moving from first-run syndication to the channel and will air Saturday at 10:30 a.m., and two family-oriented game shows, *Wild Animal Games* and *Family Challenge*, in which contestants are challenged to perform outrageous feats for prizes. Both shows debut Oct. 2.

TFC also will air three original animated specials produced by TVC London and John Coates. The specials, *The World of Peter Rabbit and Friends*, will feature three 30-minute adaptations of Beatrix Potter classics. TVC London and John Coates also will produce three new 30-minute animated specials based on the Kenneth Grahame classic *The Wind in the Willows*.

**THE LEARNING CHANNEL**

The Learning Channel's "Ready, Set, Learn" block of weekday programming for preschoolers kicks off its third season in the fall with new half-hour episodes of *Rory and Me*, hosted by children's performer Rory. TLC's six-hour commercial free block, which airs in two parts (weekdays 6-9 a.m. and 9-12 p.m.), will this year add preschool learning skills programs *Chicken Minute* and *Little Star*.

John Ford, president of The Learning Channel, says that the network created "Ready, Set, Learn" to provide a "television safe haven" for parents and pre-school children, where they can be entertained and where they can learn positive things in a colorful, lively, friendly environment.

Ford says TLC has positioned "Ready, Set, Learn" to rest somewhere between PBS and Nickelodeon on the children's-programming continuum. "We want educational value in our programs, but we don't want them to be perceived as instructional; we want them to be entertaining, but we don't want to be seen as entertaining with no purpose."



**NICKELODEON**

Nickelodeon will spend \$30 million this year to overhaul its Nick Jr. schedule for preschoolers, adding at least one hour of original programming to the block each year during the next two years. Added this fall is an original Nicktoon animated series, *Hey Arnold*, which features an inner-city child with a creative mind and hairdo. No air date set.

Joining Nickelodeon Jr. later this summer is *The Busy World of Richard Scarry*. Co-financed by Nickelodeon

and Showtime and based on Scarry's bestselling books, the animated series features problem-solving activities for preschoolers. Episodes consist of three six-minute short stories linked by short music interstitials. It airs weekdays at 9:30 a.m. beginning on July 3.

Maurice Sendak's *The Little Bear*, an original animated series, joins Nickelodeon's Nick Jr. daytime block. Based on kids books illustrated by Sendak, the series debuts Sept. 11. The network will work with Canadian animator Nelvana to produce 13 episodes.

Nickelodeon's ongoing commitment to the kids category is paying off in record-breaking ratings numbers for the cable network. During one week last June, the network had nine of the top 15 basic cable shows with original animated series such as *Rugrats* and *AAHH!!! Real Monsters*.

Nickelodeon in June averaged a 2.5 total day rating among kids 2-11, representing 955,000 households, according to A.C. Nielsen data supplied by the network. That number topped the 2.4 total-day rating scored by CBS among kids in that age group during the same month, according to Howard Shimmel, vice president of audience research for

MTV Networks. Shimmel says the June ratings represent the first time a cable network has outpaced a broadcast network in any program genre.

Part of the network's ratings success in recent months has been tied to its decision to begin stripping reruns of popular Nickelodeon originals in the late afternoon/early evening. Beginning July 31, the network will introduce Nick in the After-

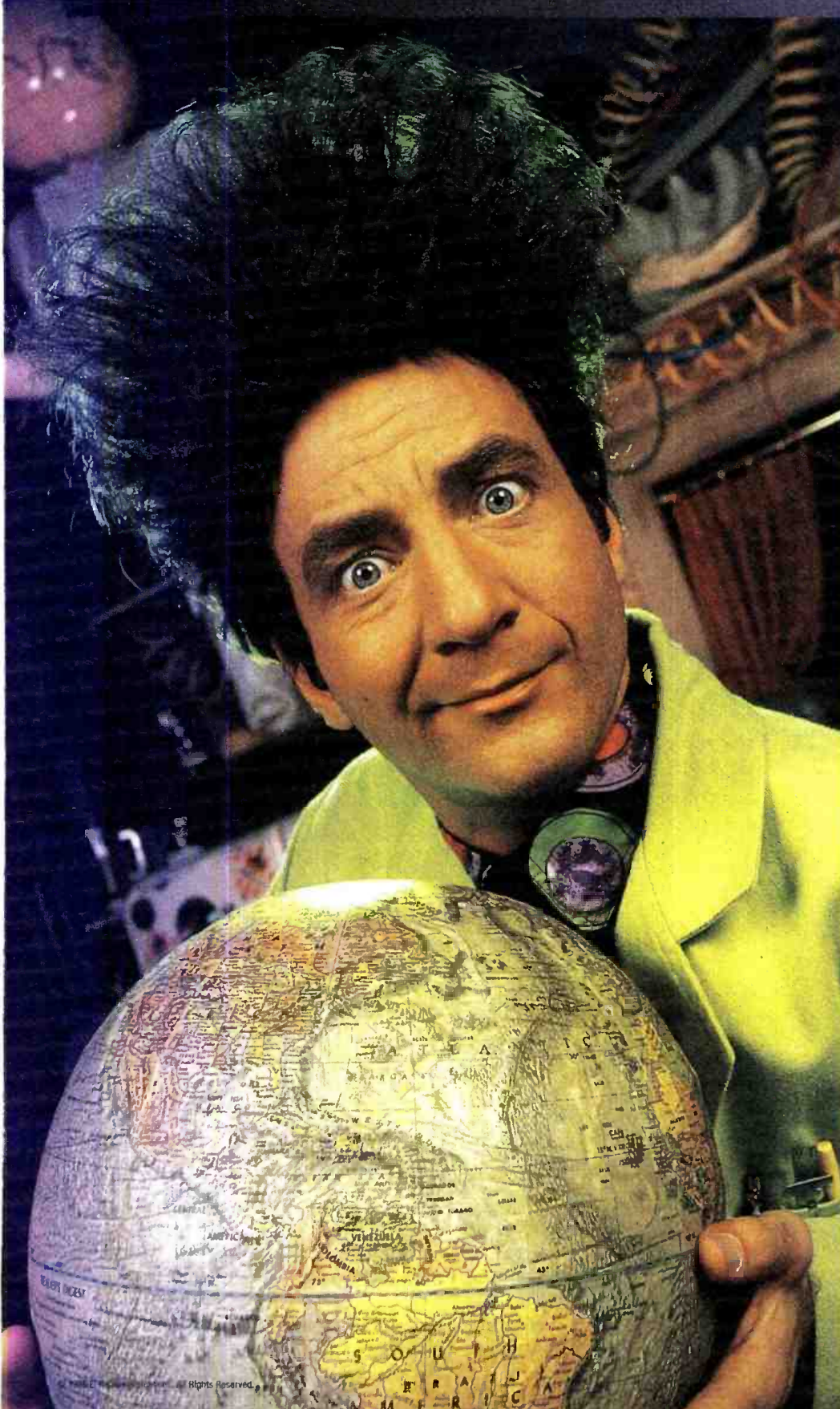
noon, a 3-5 p.m. block hosted by a pop-sicle-stick puppet named Sticks Stickly and featuring reruns of popular Nickelodeon weekend originals like *Are You Afraid of the Dark?* and *Rugrats*.

**TNT**

In addition to the network's daily lineup of classic cartoons, upcoming kids programming on TNT will include *Izzy's Quest for Olympic Gold*, a two-part animated special featuring Izzy, the official cartoon mascot for the 1996



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summer Olympics. It airs Aug. 12 at 5:30 p.m. TNT also will air *Halloween on Ice*, an ice skating and laser light show featuring Olympics skater Nancy Kerrigan along with favorite Hanna-Barbera cartoon characters. It airs Oct. 28 at 8 p.m. Other programming includes *Jonny Quest vs. The Cyber Insects*, a new animated action-adventure movie based on the '60s Hanna-Barbera cartoon series, to air Nov. 19 at 7 p.m. The movie will serve as a preview of coming attractions. *Quest* is returning in 1996 with all-new episodes that will be stripped simultaneously on TNT, TBS and The Cartoon Network.

## USA

USA will tentatively add two half-hour animated series to its Saturday schedule Sept. 16. *Wild C.A.T.S.*, based on the comic book series by Jim Lee, will air 11 a.m. Saturday and 12:30 p.m. Sunday, while *Exo-Squad*, a half-hour series produced by MCA Television, will run at 11:30 a.m. on Saturday and 12:30 p.m. Sunday. The shows will air as part of USA's Cartoon Express.

USA in September will premiere two original Sunday morning cartoons—*Street Fighter*, based on the popular video game, and the comic book-inspired *The Savage Dragon*. Both will emphasize pro-social messages. USA-owned Sci-Fi Channel is adding a half-hour magazine show, *Anti-Gravity Room*, for Saturday.

## WTBS

TBS's live action half-hour educational series *Feed Your Mind* will be back on Saturday mornings this fall at 7:05. Joining TBS's regular lineup of cartoons, which includes the veteran FCC-friendly *New Adventures of Captain Planet* (which airs twice on Sunday) is *Cartoon Planet*, an hour collection of cartoons from Turner's library, which now airs Wednesday at 3:05-4:05 p.m.

In addition to the original programming, a key part of the TBS kids strategy is packaging classic programming in special marathons and blocks. TBS in the fall will feature an all-day "back-to-school" cartoon marathon (Sept. 9) and a variety of other marathons, including *TBS Halloween Saturday*, *Pre-Turkey Toon Special* and *TBS Thanksgiving Spectacular*.

Off-net episodes of *Saved by the Bell* continue to perform particularly well for the network. The sitcom accounted for 97 of the top 100 sitcoms for kids 2-11 during the second quarter, according to A.C. Nielsen data supplied by the network.



Showtime's 'Johnny & Clyde'

first program will be "Bizet's Dream," followed by episodes on Strauss, Rossini, Liszt and Handel. HBO also will debut *Little Lulu*, an animated series based on Marjorie Henderson Buell's comic strip. Featuring the voice of comic Tracey Ullman, the first of six monthly editions of *Lulu* airs in October.

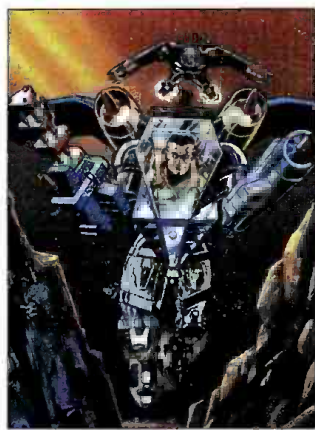
**SHOWTIME** has stepped up production of original family movies that air Sunday at 8 p.m. In August the channel will launch the "Showtime Original Family Picture," a monthly series of children's films including *A Long Way Joan*, *Johnny & Clyde* and *Max Is Missing*. Showtime also will air a series of family films under the (tentative) umbrella title Contemporary Classics.

Other Showtime children's programming includes the second season of animated series *The Busy World of Richard Scarry* (Friday at 5:30 p.m.). In its fourth season is Showtime's *Ready or Not*, an animated show that tracks the lives of Busy and Amanda as they head for summer camp.

## NEW KIDS NETWORKS

New cable networks launched this year specializing in children's programming include The Children's Cable Network (CCN), launched last May and distributed via leased-access channels, and Encore's Multiplex premium cable WAM!, America's Youth Network, launched in July 1994. Olympic Entertainment's CCN is an FCC-friendly network offering a variety of existing and original programs. WAM! features movies, youth-oriented series, soap operas and international original programming targeted at 8-16-year-olds.

Trio is a cable network slated to launch later this year. Owned by North American Television, it will feature children and teen programs. Meanwhile, Showtime's plans to launch "Showtime Family Television" in the first quarter of this year were put on hold. ■



USA Network's 'ExoSquad'

## BET

Black Entertainment Television is adding a character to its award-winning half-hour *Storyporch*. Bunky, the magical burro, will increase the educational content of the show by highlighting historical or literary lessons in each episode. *Storyporch*, now in its third year, will focus new-season stories on African-American heritage and culture. It is being considered for syndication possibly as early as the end of this year.

## PAY TV

**THE DISNEY CHANNEL's** fall children's schedule kicks off this September with a four-part original series *The Century That Made America Great*. Hosted by CBS newsman Charles Osgood, the show covers America's rise in the 20th century. It premieres Tuesday, Sept. 5. Another Disney special will be *People*, an animated music special that celebrates worldwide cultural diversity, to air sometime in October.

**HOME BOX OFFICE** in September will present "The Composers Specials," a series that pairs a legendary classical composer with a fictional child in a music-filled live action production. The

# Look Who's Making Beautiful Music.

TV Guide called it, "Intelligent...imaginative and creative", while *The Hollywood Reporter* raved, "This show for children ages 2-6 has it all".

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series on PBS soon after its January premiere\*. Great news for television's first attempt to teach kids to celebrate diversity and to sow the seeds of self-esteem.

The "kids" at *The Puzzle Place* — Ben, Julie, Skye, Kiki, Leon and Jody — thank all of you who have made the show a hit. They're thrilled that *The Puzzle Place* is music to your ears!



\*Average of all M-F telecasts. Top 32 metered markets (Nielsen Station Index, Trac Media Services).

Produced by Lancit Media Productions, Ltd. and KCET/Los Angeles. Major funding provided by the Corporation for Public Broadcasting; SCEcorp and its subsidiaries including Southern California Edison, Mission Energy, and Mission First Financial; and Sears Roebuck & Company. Additional support provided by Carnegie Corporation of New York.

# Big Bird on a wire

Children's Television Workshop works on cable venture

By Steve McClellan

**N**ew Kids City is the working title of the cable network that the Children's Television Workshop is developing for launch in late 1996 or early 1997.

The project, sources say, could end up costing \$100 million to get off the ground, one reason CTW has hired New York investment banker Allen & Co. to help find investors.

CTW President David Britt says he's confident that a deal with one or two partners will be set by fall. Sources say that CTW has talked to Nickelodeon and Discovery Communications' The Learning Channel. Both cable networks already serve the preschool market and plan to beef up their educational children's programming.

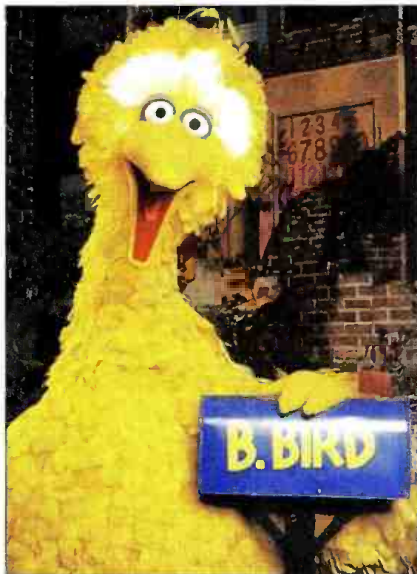
CTW also has talked with Turner Broadcasting System about possibly joining the venture, as well as with Liberty Media, the programming arm of Tele-Communications Inc. CTW recently entered into a deal with TNT to produce *Big Bag*, a new preschool program. Another possible venture partner is Sony Corp., which recently signed a deal for various rights to *Sesame Street*.

The company also is talking with some unlikely candidates that are well-versed in the whys and wherefores of cable network distribution, Britt says.

The search for partners reflects a new reality for CTW—that in the future, just about all its revenue will be generated from the marketplace. As a result, it will have to rely increasingly on business partnerships.

"We see the traditional funding outlets—government, foundation and corporate-underwriting support—being a much smaller part of the future," says Britt. "I would suspect that all of the growth of the future will be from the marketplace."

Indeed, nonprofit CTW currently generates most of its revenue through for-profit subsidiaries. For fiscal 1994, for example, the company's licensing and publishing divisions generated



Business partnerships will be the key to the future for Big Bird and CTW.

almost 70% of CTW's \$118 million in revenue.

Still, the company ended up with a \$5.8 million deficit for the year and an \$18 million shortfall in the domestic television arena. Britt attributes the losses to "competitive pressures" in the licensing and publishing businesses as well as to increased investment in its own TV product. For example: The cost of producing *Sesame Street* in 1994 was \$19.5 million, while revenue generated from the Public Broadcasting Service program totaled just over \$6 million.

"We basically overshot our mark," Britt says of the '94 losses. That forced the company to rethink its staffing needs, resulting in a wave of layoffs that eliminated 12% of the company's staff, or 47 positions.

New Kids City isn't just a cable network, says Britt. It is a "children's educational multiple-media venture" that will include publishing, an online computer service and other interactive components.

The cable project, which is being structured as a for-profit joint venture that will sell commercial time to advertisers, is just one of several areas of

expansion for CTW.

The company has an arrangement with Creative Wonders to develop a slate of *Sesame Street* CD-ROM software, and a separate *Sesame Street* online service through Prodigy. That service will remain separate from the New Kids City online service now in development. But Britt says the Prodigy service may expand beyond *Sesame Street*.

Another growing area for the company is international television. It's a business built around *Sesame Street*, which has been sold in more than 100 countries and has spawned 14 local-language adaptations.

With all this expansion under way, is it possible that Big Bird may fly the PBS coop? Not according to Britt. He calls CTW's relationship with PBS "our oldest and most important strategic alliance. It is clear that PBS is the home of *Sesame Street*, and we intend to keep it the home of *Sesame Street*.... We reach a bigger audience on PBS than we could ever hope to reach with a cable channel."

Still, the *Sesame Street* gang may have a presence on the new channel via home video material, specials and library material from the series.

The cable network will feature preschool programming in the middle of the day, surrounded by programming for school-age kids. Britt says the company sees tremendous opportunities to program to the 6-11-year-old age group. "You really don't see anyone else focusing on quality educational programming" for those ages, he says. "You see only entertainment with a heavy emphasis on violence and action-oriented programs."

Many programmers have tried and failed to develop educational shows for older kids, saying those kids simply want to be entertained as they get older. But Britt doesn't buy that. "We've been content to do our programming and mind our own business, but as we look to the future, we'll...be more visible as somebody out there who's saying you can do quality educational programming. You can get kids to watch, and you can be economically successful."

In a little more than a year, CTW hopes to put that philosophy to the test in the form of the New Kids City venture. "Then we'll find out if we know what we're talking about," Britt says. ■

### Learning tool or loaded weapon?

By the time the average American child reaches the age of five, he or she will have spent more than 4,000 hours in front of the TV. Absorbing the good, the bad and the frightening.

At PBS, we've long been sensitive to the power and influence of our medium.

Which is why we believe that education and entertainment should never be mutually exclusive.

It's why Lamb Chop's Play-Along and Shining Time Station nurture young viewers with laughter, enchantment and a sense of belonging.

It's why Barney & Friends inspires fans to express their imagination and creativity.

It's why, for more than 25 years, Mister Rogers has

been "a bright light in childhood's sky." Offering preschoolers a safe haven to voice their truest feelings, fears and curiosities.

It's why Sesame Street has moved beyond the home into day-care centers to help train teachers and workers.

And it's why we created PTV, The Ready to Learn Service on PBS. Where, along with our regular programming, children find educational messages. While parents and caregivers find the support and materials they need to better prepare kids.

For kindergarten. Grade school. And the university of life.



**If PBS doesn't do it,  
who will?**



# PBS throws bone to literature, science

'Wishbone' bounds through classics; 'Kratts' Creatures' brings wildlife home

By Elizabeth Rathbun



For the first time this fall, children will see fighting on a PBS kids show. It's played mostly for laughs, however, as the canine hero of *Wishbone* covers his eyes instead of watching a joust that's a key scene of "Don Quixote."

second season.

Federal funding cuts have not yet affected PBS children's programming, says Alice M. Cahn, director, children's programming. However, when the time comes, the choice will be between fewer new shows or fewer new episodes of shows. "I hope I never have to make that choice," she says.

it looks exciting.... It's a pleasant introduction [to literature]," Cahn says.

"My goal is not to get kids to watch hours and hours of TV every day," Cahn says. "If I do my job really well, they'll turn it off after a half-hour and do something else.... What we hope is that television is a motivator. It's not your whole life."

The weekly *Mary Lou's Flip Flop Shop* is designed to fill a gap in PBS's preschool schedule: teaching movement. Aimed at preschool and early-grade-school children, the half-hour show features Retton leading young viewers in sing-alongs, games, stories and exercise activities. Producer is DSL Entertainment Group.

Daily *Kratts' Creatures*, from Paragon Entertainment, Maryland Public TV and Earth Creatures Co., will follow the offbeat wildlife adventures of brothers Martin Kratt, a zoologist, and Chris Kratt, a biologist. Laughter is the teacher as the brothers bring home the lesson to viewers' backyards. The Kratts are filmmakers whose "Earth Creatures Reports" air on the Big Three, TBS and CNN.

The half-hour show is PBS's first nature show aimed exclusively at ages 6-11. Preschoolers and parents also are expected to watch.

PBS again is offering several prime time specials: *Lamb Chop's Special Chanukah*, *Celebrate Story-*

*telling with...Meryl Streep* and two *Shining Time Station Family Specials*, one scheduled for Sept. 25 and the other for Dec. 18.

Shows that were new last year are all returning. They are *The Puzzle Place*, *The Magic School Bus*, *Storytime* and *Bill Nye the Science Guy*.

But plenty of long-lived shows continue on PBS's schedule. *Mister Rogers* is celebrating its 29th year; *Sesame Street* its 27th; *Reading Rainbow* its 12th. Longevity allows teachers and parents to depend on certain shows, and repeats are acceptable as the shows' audiences literally grow up, Cahn says. But fresh episodes always are needed. ■



## Tops Among Tots

Most-watched children's programs among children ages 2-5

**Barney & Friends**  
13.4

**Power Rangers**  
11.6

**Sesame Street**  
9.5

**Animaniacs**  
8.2

**Magic School Bus**  
7.9

Colored type designates PBS shows. Source: NTI (networks), NTI-based estimates (PBS). NTI National Audience Demographics report (February '95) for commercial programs; PBS estimates calculated with the standard equation employing NTI cums and time spent viewing, one week each in January, February and March '95.

*Wishbone* is the only new offering this fall from PBS, which will have 6 1/2 hours per day of programming for preschool and school-age children, up from six hours last fall. But as the season progresses, other shows will be introduced: *Mary Lou's Flip Flop Shop* (starring pint-size gymnast Mary Lou Retton) is slated for next spring and *Kratts' Creatures* for summer 1996.

Meanwhile, there will be new episodes of most ongoing PBS series, including *Sesame Street*, *Barney & Friends*, *Where in the World Is Carmen Sandiego?* and *Mister Rogers' Neighborhood*. *The Magic School Bus*, PBS's first fully animated series, will present 13 new weekly episodes for its

The daily *Wishbone*, aimed at children ages 6-11, takes an entertaining approach to classical literature, making a Jack Russell terrier the hero of scenes from "Romeo and Juliet," "Faust" by Goethe and "The Odyssey" by Homer, among others. Classically trained humans take up the other parts. In "Don Quixote," for example, *Wishbone* plays Sancho Panza witnessing a joust.

While "we don't do violence," Cahn says, the fight in the "Don Quixote" segment "doesn't solve any problems, and it's not gratuitous."

Besides tackling adult-size tomes, the half-hour, live-action *Wishbone* is shot on film, giving it a rich feel. "You make something look attractive so it looks fun,

# FCC's Hundt takes children's Television under his wing

*Hundt fears a voluntary policy will not work; wants broadcasters to air three hours per week for children*

By Christopher Stern

**T**he way FCC Chairman Reed Hundt sees it, broadcasters should applaud his efforts to require them to air at least three hours of children's educational programming per week.

"The broadcasters' biggest asset is the claim that they serve the public interest and what better way to demonstrate that commitment than to advocate rules that will 'incentivise' kids TV," Hundt said last week.

The chairman's call for additional educational programming comes at a time when broadcasters are vulnerable. They are under attack by presidential candidates, including Senate Majority Leader Bob Dole (R-Kan.), and President Clinton for violent and sexually explicit programming. At the same time, the FCC is in the middle of a proceeding that could lead to new rules for educational programming.

The FCC also is poised to begin crafting rules for granting each television station a second channel to make the transition to digital television. In a budget-conscious era, some have suggested that broadcasters should pay for that additional spectrum.

Hundt is waging a two-front effort on children's television. His primary objective is to enact FCC rules that would require broadcasters to air at least three hours of children's educational television each week. He also wants to tie the second channel to an obligation to provide educational programming.

Children's television advocates say Hundt is not going far enough. The Center for Media Education has proposed a seven-hour-a-week require-



Hundt (r) and Chong get tips on snake handling from Jack Hanna (l) of 'Jack Hanna's Animal Adventures.' Hanna's show, syndicated by Litton Syndication, is on 195 stations clearing 95% of the country.

ment for broadcasters.

Despite Hundt's statement that broadcasters should support his efforts to regulate their industry, they do not. The National Association of Broadcasters opposes any mandatory "quota" for children's television. Broadcasters say the Children's Television Act of 1990, which first called on broadcasters to provide educational programming, has resulted in increased educational programming.

Hundt says the laws of economics make a voluntary policy unworkable. Without rules, educational TV will "die a slow death," he said. Broadcasters want to provide educational programming for kids, says Hundt, but because it costs money they can't do it unless their competitors also are dedicating comparable resources to children.

Under Hundt's proposal, broadcasters would face an obligation to air at least three hours of educational programming each week. However, they could trade all but one hour of that obligation among themselves. Many industry observers say that an ability to trade away a kids TV obligation would

benefit PBS, which would be the most likely receptacle for educational programming.

Other FCC commissioners have raised First Amendment concerns about requiring broadcasters to air a minimum amount of educational programming. Not one of the four other commissioners has embraced Hundt's proposal, although they agree broadcasters should do a better job serving children.

Commissioner Susan Ness has put on the table a compromise that would create a safe harbor for children's educational programming. Under her proposal, the FCC would assume that any broadcaster who aired three hours of educational programming had met its educational programming obligation. It would not rule out other ways to meet the obligation.

Commissioner Rachel Chong, second only to Hundt in her criticism of

broadcasters' record in serving children, says "a blanket quantitative guideline [would] not pass [constitutional] muster."

Chong, however, does not absolutely rule out a quantitative standard. But under the court's most recent rulings, says Chong, it is clear that the FCC would face a "strict scrutiny" test on any rule that limit the speech of broadcasters. Under that test, the FCC would have to prove that a quantitative standard was necessary because broadcasters were failing the educational needs of children. "I am loathe to go that route unless there appears to be decreasing amounts of kids TV, and I don't see the case for that," Chong says.

The more Chong studies the issue, she says, the more she is leaning toward finding a solution that relies on public television. "Maybe children's television is a noncommercial function," says Chong, who has been told repeatedly by broadcasters that educational television means a decrease in profitability. "[Public broadcasting] can do it, they want to do it and they do it well," says Chong. ■

# Changing Hands

## Pyramid buy strengthens Evergreen

With \$306.5 million purchase, radio group owner No. 2 behind Infinity

By Elizabeth Rathbun

**E**vergreen Media Corp.'s purchase of Pyramid Communications puts it over the top of the FCC's ownership caps, but the company is counting on deregulation to allow it to keep five FMs in Chicago and four in Charlotte, N.C.

With last Monday's \$306.5 million buy of Pyramid's 12 radio stations (nine FMs, three AMs), Evergreen grows to 34 major-market stations, including each of the top 10 markets. Evergreen also boosts its cash flow to more than \$100 million a year from an expected flow in the 70s this year, vaulting to the number-two radio group owner behind Infinity Broadcasting, according to Evergreen.

The numbers push Evergreen over the FCC's local ownership limits of two FMs per market, in Chicago and Charlotte. The purchase also means that Evergreen exceeds the national own-

ership cap of 20 FMs with its new total of 23. Before the Pyramid purchase, Evergreen had 14 FMs.

Evergreen also scores Pyramid's FM duopolies in Buffalo, N.Y., and in Boston and Philadelphia, the two top 10 markets where it had lacked a presence.

"This deal is not expected to close until the first quarter of '96," says Evergreen's broker, Peter S. Handy of Star

Media Group. By then, Congress is expected to agree on a telecommunications-reform bill that could lift the national and local radio ownership caps. In that case, "Evergreen won't be required to sell anything at all," Handy says.

But if deregulation is limited or doesn't happen, Evergreen will have to sell stations to comply with the FCC rules. Meanwhile, "they'd rather have the assets in hand and then find out what they want to do," Handy says.

Evergreen, backed by a syndicate of lenders led by Toronto Dominion bank, is on a consolidation and acquisition drive. In

February, the Irving, Tex.-based company doubled in size from 11 stations to 22 with the \$243 million takeover of Broadcasting Partners. With two FMs already in Chicago and two added from Broadcasting Partners, Evergreen applied to the FCC for a waiver to operate four FMs there.

The FCC approved the waiver earlier this year, giving Evergreen 12 months to sell two of the stations. Evergreen now will have to apply for a waiver for five FMs in Chicago and four in Charlotte.

The \$306.5 million paid for Medford, Mass.-based Pyramid, backed by Vestar Equity Partners LP, is based largely on the strength of WXKS-AM-FM and WJMN-FM Boston, Handy says: "That was the building block for the

company." Those stations could account for up to 30% of Pyramid's projected 1995 cash flow, he says.

The purchase price is 12 times Pyramid's projected 1995 cash flow. Handy attributes the high price to the current radio market, in which demand for stations far exceeds supply. He attributes that, in turn, to double-digit ad revenue growth during the past few years. A

### Evergreen builds an empire

With its acquisition of Pyramid Communications, Evergreen Media brings its radio station total to 23 AMs and 11 FMs and extends its reach to all of the top 10 markets. The merger also breaks the FCC's limit of two FMs per market in Charlotte (by two) and Chicago (by three). Here's how Evergreen's holdings will grow with Pyramid:

	Evergreen	Pyramid
<b>Boston</b>		WXKS-AM-FM WJMN(FM)
<b>Buffalo, N.Y.</b>		WHTT-AM-FM WSJZ-FM
<b>Charlotte, N.C.</b>	WPEG(FM)* WBAV-AM-FM*	WRFX-AM-FM WEDJ(FM)
<b>Chicago</b>	WMVP(AM)-WLUP-FM WRCX(FM) WVAZ(FM)* WEJM-AM-FM*	WNUA(FM)
<b>Dallas</b>	KSKY(AM)*	
<b>Detroit</b>	WOKI(FM)* WYIC(FM)* WNTG(AM)*	
<b>Houston</b>	KTRH(AM)-KLOL(FM)	
<b>Los Angeles</b>	KKBT(FM)	
<b>Miami</b>	WVCG(AM)	
<b>New York</b>	WYNY(FM)*	
<b>Philadelphia</b>		WYXR(FM) WJZZ(FM)
<b>San Francisco</b>	KIOI(FM), KMEL(FM)	
<b>Washington</b>	WTOP(AM)-WASH(FM)	

\* Acquired in February from Broadcasting Partners Inc.

year ago, the same deal might have been struck for 10 1/2 times cash flow or less, Handy says.

The deal was sealed by Evergreen's entrepreneurial approach to the radio business and "can-do attitude," says Pyramid CFO Ken O'Keefe.

O'Keefe and Pyramid CEO Richard M. Balsbaugh will leave the company after the deal is finalized. Balsbaugh is expected to "take his radio expertise and utilize that talent in the record industry," Handy says, and Balsbaugh's 14-year partner, O'Keefe, probably will go with him.

Also in the running for Pyramid were Secret Communications LP, EZ Communications Inc. and Tribune Broadcasting Co. ■

**Bardcom, Inc.**  
has acquired the assets of  
**WHUN-AM**  
Huntingdon, PA  
and  
**Mifflin County**  
**Broadcasting Co.**  
has acquired the assets of  
**WLAK-FM**  
Huntingdon, PA  
from  
**Huntingdon**  
**Broadcasters, Inc.**  
Jack Satterfield, Broker

  
Media Brokers • Appraisers • Consultants  
Philadelphia • Denver • Tampa • Kansas City • Vail • St. Louis



## This week's tabulation of station and system sales

### TELEVISION

**WTJA(TV) Jamestown and CP for low-power TV, Buffalo, both N.Y.**

**Price:** \$500,000

**Buyer:** Grant Television Inc., Fort Lauderdale, Fla. (Milton Grant, president/owner). Grant also owns WFXR-TV Roanoke and WJPR(TV) Lynchburg, both Va.; KLJB-TV Davenport, Iowa, and wzdx(tv) Huntsville, Ala.

**Seller:** Jamestown TV Associates, Syracuse, N.Y. (Craig L. Fox and George Kimble, co-owners)

**Facilities:** Ch. 26, 1 kw visual, 66.1 kw aural, ant. 596 ft.

**Affiliation:** Dark

**Broker:** Fox Media

### COMBOS

**WXKS-AM-FM Medford/Boston; WJMN(FM) Boston; WHTT-AM-FM and WSJZ-FM Buffalo, N.Y.; WRFX-AM-FM and WEDJ(FM) Charlotte, N.C.; WYXR(FM) and WJZZ(FM) Philadelphia, and WNUA(FM) Chicago**

**Price:** \$306.5 million

**Buyer:** Evergreen Media Corp., Irving, Tex. (Scott K. Ginsburg, chairman/CEO); also owns WPEG(FM) and WBAV-AM-FM Charlotte, N.C.;

WMVP(AM)-WLUP-FM, WRCX(FM), WVAZ(FM) and WEJM-AM-FM Chicago; KSKY(AM) Dallas; WQKI(FM), WNIC(FM) and WMTG(AM) Detroit; KTRH(AM)-KLOL(FM) Houston; KKBT(FM) Los Angeles; WVCG(AM) Miami; WYNY(FM) New York; KIOI(FM) and KMEL(FM) San Francisco, and WTOP(AM)-WASH(FM) Washington

**Seller:** Pyramid Communications Inc., Medford, Mass. (Richard M. Balsbaugh, CEO); no other broad-

### Proposed station trades

By dollar volume and number of sales

This week:

AMs □ \$0 □ 0

FM□ \$0 □ 0

Combos □ \$306,500,000 □ 1

TVs □ \$500,000 □ 1

Total □ \$307,000,000 □ 2

So far in 1995:

AMs □ \$63,719,744 □ 96

FMs □ \$390,199,113 □ 200

Combos □ \$1,156,483,250 □ 119

TVs □ \$2,357,042,000 □ 74

Total □ \$3,967,444,107 □ 489

cast interests

**Facilities:** WXKS(AM): 1,430 khz, 5 kw day, 1 kw night; WXKS-FM: 107.9 mhz, 20.5 kw, ant. 771 ft.; WJMN: 94.5 mhz, 11.5 kw, ant. 1,053 ft.; WHTT(AM): 1,120 khz, 1 kw; WHTT-FM: 104.1 mhz, 50 kw, ant. 500 ft.; WSJZ-FM: 92.9 mhz, 50 kw, ant. 580 ft.; WRFX(AM): 610 khz, 5 kw day, 1 kw night; WRFX-FM: not available; WEDJ: 95.1 mhz, 100 kw, ant. 1,542 ft.; WYXR: 104.5 mhz, 12.5 kw, ant. 1,008 ft.; WJZZ: 106.1 mhz, 22 kw, ant. 740 ft.; WNUA: 95.5 mhz, 8.3 kw, ant. 1,174 ft.

**Formats:** WXKS(AM): nostalgia, big band; WXKS-FM: CHR; WJMN: CHR; WHTT-AM-FM: oldies; WSJZ-FM: smooth jazz; WRFX(AM): sports; WRFX-FM: AOR; WEDJ: CHR; WYXR: adult contemporary; WJZZ: jazz; WNUA: adult contemporary/jazz

**Broker:** Peter S. Handy, Star Media Group Inc., Dallas (buyer)

## Correction/clarification

The ownership of the seller of WHP-TV Harrisburg, Pa., was incorrectly reported in the July 17 "Changing Hands." WHP-TV was sold by managing general partner Becker Television Inc. (48% owner) and general partner Growth Media Inc. (52%), both Darien, Conn. Becker Television is owned by Ralph E. Becker, who is 69.5% owner of Television of Toledo, Inc., which has an interest in WNUO-TV Toledo, Ohio. Becker also is 90.9% owner of Saluki Investors Corp., which has a 23.1% owner of GP Station Partners. GP in turn is .001% owner of Television Station Partners, which owns WROC-TV Rochester, N.Y.; WTOP-TV Steubenville, Ohio; WEYI-TV Saginaw, Mich., and WRDW-TV Augusta, Ga. Becker also is a .0005% owner of those four stations.

Growth Media's owners, Theodore T. Horton Jr. and Hoyt J. Goodrich, also have a 63% interest in WGSN(AM) Huntington and WMJC(FM) Smithtown, N.Y.; and have interests in KOLD-TV Tucson, Ariz.; WSAV-TV Savannah, Ga.; WHLT-TV Hattiesburg and WJTV(TV) Jackson, both Miss.; WECT(TV) Wilmington, N.C., and KSFY(TV) Sioux Falls, KABY(TV) Aberdeen and KPRY(TV) Pierre, all S.D.

# CLOSED!

WHBQ-TV, Memphis, Tennessee, from ComCorp of Tennessee, Inc., Thomas Galloway, CEO and Wayne Elmore, President, to FOX Television Stations, Inc., Mitchell Stern, President, for \$80,000,000.

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## Judges get earful on must carry

Ask both sides to come back with more facts on issue

By Chris McConnell

A federal judge last week had a long list of questions for defenders of must carry.

Hearing arguments in the remand case before the U.S. District Court for the District of Columbia, Judge Stephen Williams greeted government and broadcast lawyers with a barrage of inquiries on the broadcast industry's need for the rule, which requires cable systems to carry local broadcasters. During a Justice Department lawyer's defense of the law, Williams described the rule as "a fiat solution for a privileged group" and asked if there were other examples of similar remedies to capacity bottlenecks.

The Justice Department's John Tyler countered that broadcasters exercising must carry are not a privileged group and that the rule is needed to provide UHF stations with access to the cable audience. "Being able to compete in a market is not a privilege," said Tyler.

The exchange came as a three-judge panel listened to arguments over the

law. The panel is seeking to determine whether broadcasters face a substantial threat of harm in the law's absence and also whether the law causes more harm than is necessary to cable programmers.

Cable lawyers maintained that the law costs cable programmers the opportunity for carriage on cable systems that have filled remaining channels with broadcasters. Turner Broadcasting attorney Bruce Sokler said the cable industry cannot spare the extra channels, and that the must-carry law is taking decisions on program carriage out of the hands of cable operators. "We're totally cut off from our audience," Sokler said.

NAB attorney Bruce Ennis countered that cable systems have enough channels to handle broadcasters who elect carriage. He said the total channel burden imposed by the law is equivalent to what the cable industry adds to its systems every 26 days.

With both sides citing statistics to bolster their cause, judges sent them away

with an assignment that each submit a new document of undisputed facts relevant to the issue.

The judges also sent lawyers away with little sense of how the panel will rule. Although lawyers following the case were counting Judge Williams as a likely vote against the rule, several said they expect Judge Stanley Sporkin to uphold it. During the arguments, Sporkin asked a series of questions about which stations would be dropped from systems without the must-carry law.

Both Sporkin and Judge Thomas Jackson previously have ruled in favor of must carry. But neither opponents nor defenders of the law were claiming Judge Jackson as a likely vote last week. The judge asked only a few factual questions during the arguments, offering lawyers no hints about which way he will rule.

"As in the first time around, Thomas Jackson will be the swing vote," said Media Access Project lawyer Andrew Schwartzman. ■

## MSTV to administration: Sell your own spectrum

Industry, government disagree over amount of spectrum available for auction

By Chris McConnell

The government can squeeze \$14 billion out of its own spectrum, broadcasters say.

Looking to keep their own frequencies from becoming a source of the \$14 billion in spectrum revenue cited in pending budget legislation, a group of broadcasters last week issued a study suggesting that the government shift more spectrum to the private sector for auctioning. The report, prepared by the Association for Maximum Service Television (MSTV), maintains that the government has access to 65% of the frequencies

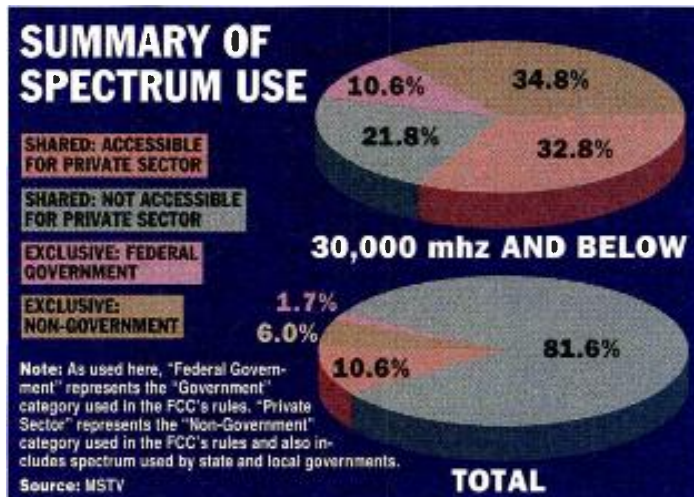
below 30 ghz.

"Steps to release even a small percentage of federal government spec-

trum could yield great benefits—specifically, more than enough to meet the \$14 billion target by 2002," the

study says. Also participating in the report were the National Association of Broadcasters, the Association for Independent Television Stations, the Big Four networks and Tribune Broadcasting Co.

The study uses the recent personal communications services spectrum auction revenue of some \$8 billion as a benchmark for the prediction. "We know that there are a lot more people who would like to be able to use that spectrum," says Covington & Burling attor-



ney Jonathan Blake. Blake says the report does not cite specific government bands for auctions because information on government activities in the spectrum is not available.

Michele Farquhar of the Commerce Department's National Telecommunications and Information Administration (NTIA) is not so sure the government frequencies add up to \$14 billion. "It's not realistic at this point," says Farquhar, adding that the government spectrum is not "just lying fallow."

NTIA offers a slightly different version of spectrum usage breakdown than that in the broadcaster report. The report says 10.6% of the spectrum below 30 ghz is devoted exclusively to the government, 34.8% to nongovernment and 54.6% to "shared" use. NTIA says 7.6% is exclusively controlled by the government, 29.9% by non-govern-

ment users and 62.5% is shared.

The figures are closer than in an earlier NAB paper that said the government controls 37% of the spectrum below 30 ghz. The broadcaster report draws an additional distinction between different types of the "shared" spectrum. Nearly 22% of the shared spectrum, the report says, is not accessible to the private sector.

While describing the government as a spectrum baron, the report says broadcasters use only 402 mhz of the spectrum below 30 ghz. The figure, however, does not include auxiliary spectrum that broadcasters use for electronic newsgathering and studio-to-transmitter links. The broadcasters also stressed that their spectrum usage will decrease once they shift to digital transmission and return the current analog channel to the FCC. ■

## Court adds 'certainty' to indecency policy

The FCC chalked up another court victory for its indecency policy last Thursday, when the U.S. Court of Appeals ruled that the commission is properly administering the indecency policy.

The court also said that the FCC has not infringed on the rights of broadcasters even though some rulings took up to seven years to work their way through the agency. The case, known as *ACT IV*, is one of a series of indecency-related cases brought against the FCC.

The decision came just weeks after the same court ruled that the FCC's broadcast-indecency rules were constitutional (*ACT III*). If the broadcasters had won the *ACT IV* case, the FCC might have been forced to vacate every one of its more than 20 pending indecency cases.

Broadcasters argued that the FCC took an average of nine months to reach indecency decisions. In some cases, broadcasters could wait up to seven years between the time an allegedly indecent incident occurred and the first opportunity for judicial review at the agency. FCC guidelines call for the agency to reach a decision in 60 days.

"Though we agree that the FCC's implementation of its enforcement scheme is potentially troubling in some respects, we also conclude that the appellants have not alleged facts sufficient to show that the FCC is currently applying the statutes in an unconstitutional manner," the court wrote.

FCC Chairman Reed Hundt praised the court's decision, saying he was "gratified that the court concluded there is no evidence that the FCC is 'enforcing the statutory ban on indecency against material that is not indecent.'" The decision "further empowers parents to shield their children from indecent broadcast programming," he said. —CSS

## Lawyers hit winning streak

String of court victories raises FCC batting average

By Chris McConnell

The FCC last week added the latest in a series of cases to the "win" column as the U.S. Court of Appeals in Washington ruled that the commission has properly administered its enforcement of indecency rules (see box, right).

The ruling followed a string of court decisions in June that upheld FCC rules on cable rates, the 6 a.m.-10 p.m. indecency ban and the ability of cable operators to restrict content on leased and public access channels. And these victories followed an eight-month period during which the FCC won 20 of 23 rules challenges.

Past FCC general counsels and other Washington lawyers agree that the recent run has lifted the commission's legal batting average out of a slump. Some further maintain that the streak represents one of the higher peaks in the up-and-down history of FCC legal battles.

"We've had peaks and valleys," says one FCC source, who adds that the current run is among the strongest in memory. "It's a good record," says

Washington lawyer and former FCC chairman Richard Wiley. Former FCC general counsel Bruce Fein agrees that the record compares favorably with past FCC performances.

The run—dating from October 1994—reflects an improvement over the previous 14 months, when the commission recorded 26 wins and 13 losses in appeals of its rules. Past FCC lawyers, however, remember far worse times.

"When things go bad, they really go bad," says one lawyer, who remembers a 24-day period in 1977 during which the commission suffered three high-profile defeats. Former FCC general counsel Henry Geller remembers losing eight cases in a row.

Geller and others attribute the peaks and valleys partly to the involvement of the general counsel's office in preparing FCC rules that are later challenged in court. Although some FCC administrations have called on the office only to assess a rule's odds of success in the courts, others have allowed the lawyers a more active role in crafting appeals-



FCC General Counsel William Kennard says the FCC has been winning cases related to implementing laws and its own policies.

proof rules.

"Being part of a decision-making process early on permits the general counsel to be more of a facilitator than...a naysayer," says former FCC general counsel Diane Killory.

Current staff members in the general counsel's office agree, stressing a series of efforts to bolster their involvement in the 500 orders churned out by the commission each year. Deputy General Counsel Chris Wright says the office has doubled the number of staff reviewing commission

items from six to 12 and has conducted seminars with the commission's some 400 lawyers. Wright adds that the legal staff is getting involved in the rulemaking process at an earlier stage.

"We find that it's easier to infuse the items with legal analysis," he says. FCC General Counsel William Kennard adds that the commission's chairman has supported his office's involvement in crafting rules. "It hasn't always been that way," Kennard says.

But others caution that a mere glance at the FCC's win-loss record can be deceiving. The commission tends to win challenges when it simply is implementing laws, but faces a greater risk of reversal when attempting to craft its own policies, says Media Access Project attorney Andrew Schwartzman.

"If the commission is bold and adventurous, you're going to lose some," Fein says. Kennard agrees, but says that lately, the commission has won cases in both categories. ■

## Time Warner regulates indecency in leased access

*NYC cable system will require written request for sex shows*

By Rich Brown

**M**anhattan cable subscribers who want to watch leased-access sex shows like *Midnight Blue* are going to have to put it in writing.

In accordance with the 1992 Cable Act, Manhattan cable operator Time Warner in October will start making indecent leased-access shows on the system available only to customers who request them in writing. Time Warner is defining indecent as "any programing that describes or depicts sexual or excretory activities or organs in a patently offensive manner as measured by contemporary community standards for the cable medium."

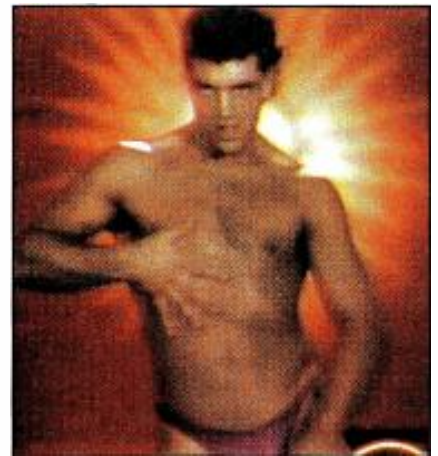
The U.S. Court of Appeals in Washington last month upheld elements of the Cable Act that enable cable operators to prohibit the use of public educational or government (PEG) access

channels, or leased-access channels, for delivering indecent programing. Under the law, cable system operators can choose either to scramble or to refuse to carry the indecent shows.

"The law says we can ban them, but we have chosen to do this in a way that is a lot more constructive and doesn't put us into the situation of being the ultimate censor," says Time Warner New York City Cable Group President Richard Aurelio. "The ultimate censor is the subscriber."

*Midnight Blue* producer Al Goldstein, who often uses his show as a platform to rail against Time Warner and other corporate giants, says the cable operator's decision is a good one.

"I think our audience will decrease, but I only want the show to go to consenting adults," Goldstein says. "America's a puritanical country. It's



*A male stripper prepares to bare all on a Manhattan cable access show.*

sickening, but at least I am still on the air." *Midnight Blue*, which has been on the air since 1975, routinely features clips of X-rated movies and blunt interviews with the stars of those movies. It has been joined by a host of sex-oriented shows that now dominate the leased-access schedule after 10 p.m.

Leased-access producers pay Time Warner about \$200 per half-hour for the airtime, Aurelio says, adding that he does not know how many of the system's 200,000 subscribers watch the channel. When scrambling begins in October, subscribers will be able to see the shows only if they return a signed authorization form indicating they are at least 18 years old. ■

### Broadcasters' SOS: Save our spectrum

Broadcasters made another pitch to protect newsgathering spectrum last week. A group of them asked the FCC to hold off on re-allocating 35 mhz of auxiliary spectrum to mobile satellite service until after an international conference on spectrum allocation in November. The broadcasters said there is no guarantee that the international conference will grant mobile satellite an allocation that matches the planned domestic allocation, and maintained that the mobile satellite companies ultimately may not need the spectrum. The broadcasters also charged that mobile satellite companies are balking at paying an estimated \$3 billion to relocate ENG services to another band.

Submitting the petition to the FCC last week were the Association for Maximum Service Television, the Big Four networks, the National Association of Broadcasters and the Radio-Television News Directors Association.

—CM

### Errata

A July 17 chart incorrectly stated that WWST-FM had been cited by the FCC for an alleged indecency violation. The FCC issued a notice of apparent liability against the station's previous owner, WCKS Broadcasters, when the station's call letters were WWZZ-FM.

# Needed: A supply-side speech policy

*A commentary from Patrick D. Maines, president, The Media Institute*

**T**he Senator Robert Dole/Edward Bennett attacks on media violence and indecency provide unintended support for communications policies that are inimical to conservatives. Moreover, their attacks bespeak a clutching conservatism that seems out of sync with modern conservative notions of growth and opportunity.

The unavoidable inference that will be drawn from the Dole/Bennett criticism, though it was surely not their intention, is that you can't trust the marketplace to deliver communications products that are good for society. That Dole and Bennett have said they are not recommending government censorship has seemed problematic, even if true, because their sentiments encourage legislative solutions even as they give heart to regulators everywhere.

In the Senate alone there are no fewer than four bills proposing to regulate or eliminate TV violence, and a kindred amendment to the telecommunications bill, offered by Senator Kent Conrad (D-N.D.), was approved—as was a bill sponsored by senators Exon and Coats that is meant to curtail obscenity on the Internet—less than two weeks after Dole's Hollywood speech. Dole himself voted against the Conrad bill but in favor of Exon's, and in a speech to the Conference of Mayors on June 17 recommended that cities use their cable franchising authority to win content concessions from cable operators.

More recently, President Clinton himself endorsed the idea of a V-chip, and Congressman Ed Markey has introduced legislation in the House that closely mirrors that already passed overwhelmingly in the Senate.

Can there be any doubt, meanwhile, that among those most pleased by the Dole/Bennett line are the president of PBS and the chairman of the FCC? What better evidence of the need for continued government funding of "wholesome" PBS fare than the examples from the marketplace cited? What better illustration of the need for a strong FCC to insure that the "public interest" prevails over private interests?

And what about those fine men and women in the House and Senate, for the most part Democrats, who still pine for the return of the fairness doctrine. Though it might seem a bit of a stretch to go from gangsta rap to even-handed public affairs coverage, trust that at least one of these notables will any day now rise up in Congress to remark that even Republicans acknowledge the kind of media irresponsibility that demands the long arm of the law to insure safe and healthy newscasts.

Consider, in addition, the matter of the telecommunications bill currently working its way through Congress. The great divide in this debate has been between

Republicans and conservatives, who advocate deregulation of the marketplace as the way to the fullest, fastest and freest build of the information highway, and Democrats and liberals, who advocate regulation as a safeguard against everything from price gouging to a widening of the gap between the information haves and have-nots. The Dole/Bennett approach simply lends credence to the liberals' regulatory agenda for the info highway.

Quite apart from communications policy issues, the Dole/Bennett critique lends credence to the PC movement. In fact, their critique is little more than a conservative version of political correctness. Liberals want to discourage speech that offends racial or gender sensibilities. Conservatives like Dole and Bennett want to discourage speech that portrays indecency or violence. There may be large, and even compelling, philosophical differences between the two camps, but at a practical level (read: as a legislative or regulatory matter), there isn't a dime's worth.

Over and above the damage being done to conservative communications policies, the Dole/Bennett enterprise, by its language and subject, projects an old-fashioned and backward-looking kind of conservatism—stern and censorial; seeking to conserve rather than grow.

What, at this precise moment in history, is the value to conservatives in censoring speech when there's such a great opportunity for more and better speech? At the very time that Dole and Bennett are directing the country's attention to gangsta rap, multimedia companies are releasing brilliant and educational CD-ROMs, cable TV is debuting the History Channel and online computer ser-

vices are growing exponentially.

Indeed, at no time in history has there been a better opportunity to democratize and elevate mass communications, but there are problems. The solution to many of those problems lies in the application of conservative policies like rate deregulation of cable TV, in the absence of which scores of would-be cable networks have been unable to gain carriage on cable systems. But deregulation of all kinds is undermined by campaigns like that of Dole and Bennett.

None of this is to say that everyone (or anyone) must appreciate the lyrics to all songs or the scripts of all movies. Merely that, in the interest of advancing their communications policies, and out of concern for their profile among the electorate (and particularly the young), conservative Republicans should embrace a speech-policy equivalent of supply-side economics. That is, a policy that puts its emphasis on the benefits of growth—more speech, greater diversity of viewpoints and editorial excellence—brought to us by the marketplace.

*At the very time that Dole and Bennett are directing the country's attention to gangsta rap, multimedia companies are releasing brilliant and educational CD-ROMs, cable TV is debuting the History Channel and online computer services are growing exponentially.*

## HDTV field testing set

Two 'standard definition' scanning formats have been added

By Chris McConnell

The HDTV transmission system is taking another step toward the finish line this week.

Engineers in Charlotte, N.C., are set to begin field testing on the broadcasting system. The testing follows about three months of laboratory tests that engineers at the Advanced Television Test Center (ATTC) were wrapping up last week. "Virtually all of the [ATTC] tests have been completed," says ATTC engineer Charles Rhodes.

Engineers now plan to conduct over-the-air tests for nine weeks to insure that the system will deliver pictures without interfering with NTSC service. "It's a verification test," says Victor Tawil, vice president of the Association for Maximum Service Television (MSTV).

Last summer, engineers conducted a



series of over-the-air tests of the transmission subsystem employed by the Grand Alliance. In those tests, technicians measured the bit error rate of the digital signal rather than observe actual pictures. This summer's field-testing program, however, will employ the entire Grand Alliance

system and will involve the transmission of HDTV pictures.

Participants in the FCC Advisory Committee subgroup overseeing the testing last week discussed the program during a meeting in which they also elected to add two "standard definition" scanning formats to the standard, which is slated for delivery to the FCC this fall. The added scanning formats will allow broadcasters to use the digital system to broadcast "standard" as well as high-definition pictures.

The decision to recommend addition of the two formats follows a meeting earlier this month where some 55 participants in a scanning format "experts group" agreed on which standard TV scanning formats the advanced TV system should use. ■

## LGE Electronics buys Zenith

Last U.S. TV manufacturer looks for boost to set-top plans

By Chris McConnell

Zenith Electronics Corp. hopes its new majority owner will give it a leg up in the digital TV marketplace.

With South Korea's LG Electronics (LGE)—formerly Goldstar—announcing plans last week to acquire 57.7% of the last U.S. television manufacturer, company executives hope that access to LGE's memory and digital technologies will boost efforts to develop digital set-top boxes and other products. LGE products include TVs, CD-ROM drives, videotapes and floppy disks.

"I'm excited about being able to take advantage of that capability," says Zenith's Bill Luehrs. Luehrs, senior vice president of network systems operations, stresses the potential benefits of gaining access to LGE's semiconductor chip technology to develop low-cost set-top devices. "Winners in this marketplace are going to be the ones who figure out

how to get to the most cost-effective designs fastest."

Zenith President/CEO Al Moschner says that the deal with a maker of CD-ROM drives and other multimedia products will help Zenith's efforts to enter the multimedia business. "This is a good next chapter for our company," Moschner says.

The good chapter follows a series of bad ones that onlookers say raised questions about the viability of the company, which claims more than 10% of the U.S. TV market and says it ranks second in sales behind Thomson-owned RCA brand.

Zenith reported a loss of \$14 million for 1994, down from a \$97 million loss for 1993. Between 1990 and 1994 the company reported \$333.9 million in net losses.

"You can't lose this kind of money on an ongoing basis and be around for the payoff," says Dennis Moran, an analyst with St. Louis-based A.G. Edwards & Sons. The payoff in

Zenith's case will be return on investments the company has made in high-definition television. As a member of the seven-company Grand Alliance, the company stands to reap royalties from its contribution to the digital broadcasting standard, scheduled for delivery to the FCC this fall.

Moschner says the company was looking for an investor who would allow it to expand its picture tube plant in Melrose Park, Ill., where the company plans to produce tubes for 16:9 screens. As part of the deal, LGE will invest \$165 million in Zenith to support the expansion.

The deal also calls for LGE to purchase 16.5 million new shares of Zenith common stock plus another 18.6 million existing shares for \$10 per share. This puts them back in business so they can wait for their payoff," Moran says of the deal. Zenith's Luehrs says the deal will erase worries among potential set-top box buyers about the company's long-term presence in the marketplace. "I'm expecting that people will treat this as one strong historical player who is back," Luehrs says. ■

# Classifieds

See last page of classifieds for rates and other information

## RADIO

### HELP WANTED MANAGEMENT

**WXYZ - Detroit News/Talk Radio** seeks a General Sales Manager to lead, train, coach, and motivate sales staff in direct retail, national, agency, sports, vendor and new business development. Candidate should possess a minimum of 4-5 years medium-major market experience, have a proven and successful track record in leading a sales organization, and possess strong leadership and interpersonal skills. Send resume to: Barb Williams, WXYZ NewsTalk Radio, 15600 West 12 Mile Road, Southfield, MI 48076. Infinity Broadcasting Corporation of Detroit is an Equal Opportunity Employer.

**GSM. Central Pennsylvania's top-rated stations.** Immediate opening at Dame Media's WKSB/WRAK/WFRY/WMRE for experienced take charge leader for creative team of advertising professionals. Successful applicants will have strong sales and people skills with proven bottom line performance and integrity. Send letter, resume, and salary history to James Dabney, General Manager, WKSB/WRAK/WFRY/WMRE, P.O. Box 3638, 1559 West 4th Street, Williamsport, PA 17701. EEOE. Women and minorities encouraged to apply.

**Manager/Sales Manager.** For South Texas FM. Self-motivated and bottom-line oriented. Send resume, references and salary history (no phone calls): Radio Partners, c/o RDS Enterprises, 1525 Mesa Verde Drive East, Suite 200, Costa Mesa, CA 92626.

**Sales/General Manager.** Small market Southeast Coastal FM. Major retirement area, successful station. Dedicated ownership, excellent compensation package. Reply to Box 00494 EOE.

**Station Manager** qualified to be sales manager or straight sales manager. Strong background in sales, sales training and promotions. Minimum five years management experience or successful track record in sales and sales management. Position requires carrying an account list, representing the owners in the community and a contract. Starting compensation \$60,000 to \$70,000 including base and productivity incentives plus medical. All replies confidential. Interviews last week of August. Send resume, work history and references to: Jim Wallace, Jr. - President, KPQ Radio, P.O. Box 159, Wenatchee, WA 98807. KPQ is an Equal Opportunity Employer.

**Special Radio Opportunity in Florida** for a G.M. with strong sales skills who can make it happen with a new Class A located in a beautiful upscale community on the coast. Must be able to successfully promote and sell quality. Top 100 market. Great income and benefits. Confidential fax resume to 813-964-2553. Equal Opportunity Employer.

**WGEM AM FM Radio**, a multiple award winning QNI Broadcast Group station, needs an outstanding General Sales Manager to direct marketing of two outstanding properties. Responsible for marketing strategies, staff development and maximizing inventory. AM station is a metro leader with strong news, talk, and sports franchises. FM is area leader with country music and strong ag audience. Outstanding community. Superb quality of life. Affiliated locally with strong TV station. If you have radio sales management experience and what it takes to contribute to an aggressive small-market leader. Send letter and resume to Leo Henning, WGEM AM FM Radio, P.O. Box 80, Quincy, Illinois 62301. No phone calls accepted. WGEM is an Equal Opportunity Employer.

### HELP WANTED TECHNICAL

**Washington, D.C. consulting engineering firm** seeks experienced engineer to work primarily in AM, FM and TV broadcasting matters, with some involvement in other areas of communications engineering (PCS, land mobile, new communications technologies). Applicants should have FCC consulting experience. BSEE or equivalent required. Submit resume to: Ruben Bednarek and Associates, Inc., 1350 Connecticut Avenue, N.W., Suite 610, Washington, DC 20036.

**Engineer for Virgin Islands** worked with Harris 10K fm transmitters; combiners; satellites; RF; send resume salary needs etc: Chairman, P.O. Box 333, Miami, FL 33280. Available now.

### HELP WANTED NEWS

**News Personality.** Country FM near Phoenix seeks entry level aggressive news hound. Excellent first station. Good writing, computer skills required. No sports nuts. KQSS 1-800-360-1842.

### HELP WANTED ANNOUNCERS

**WGEM FM, Country 105**, an award-winning QNI Broadcast Group station, seeks positive, energetic and experienced radio personality with great pipes for morning drive, production, remotes and personal appearances. Must have solid operations knowledge. WGEM FM is the area country music leader. Outstanding community and quality of life. Affiliated with WGEM AM and TV. State-of-the-art facility, stability, advancement possibilities and benefits. Send tape, cover letter, and resume to Richard Cain, WGEM AM FM, P.O. Box 80, Quincy, Illinois 62301. No phone calls accepted. WGEM is an Equal Opportunity Employer.

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**Successful GM seeks medium-small market position**, possible buy-in/buy-out. 23 years experience, major and small markets. My group being sold. I can raise cash for the right deal, but will consider work-outs, with great terms. Reply to Box 00493.

**Results Guaranteed**, the top GM/GSM available, bottom line success is my business, sales driven, with a strong focus on both sales and community event promotions looking for the right turnaround and start-up. Lower salary with high performance bonus for produced results. Call now for best results with a proven track record. 216-572-3068.

### SITUATIONS WANTED ANNOUNCERS

**Conservative Ph.D. w/on-air-experience** seeks full-time talk show format. Successful teaching and business backgrounds combined with university honed and validated research aptitude augment communication skills. All markets considered. Reply to Box 00482.

### SITUATIONS WANTED TALENT

**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.

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EOE.

**General Manager - WSJV-TV** in South Bend-Elkhart, Indiana is switching from ABC to FOX in October, and we're looking for an experienced, aggressive broadcaster to lead our team. Candidates should have general manager experience, with strong FOX or independent background preferred as well as strength in news and sales. QNI companies have excellent salary and fringe benefit packages. This opportunity provides a chance to grow in a strong, stable, privately held media company which has a long-term commitment to free over-the-air broadcasting. WSJV is a well staffed and equipped station with the goal of expanding current news and local programming consistent with the FOX business plan. Resumes should be sent to Ralph M. Oakley, QNI Broadcast Group, P.O. Box 909, Quincy, IL 62306. EOEM-F.

**Director of Sales - KABB-TV**, a River City Broadcasting station in San Antonio, is seeking an experienced General Sales Manager to lead our sales effort. KABB is a FOX affiliate with a seven day prime-time Newscast expanding to one hour in September. In addition, a Local Marketing Agreement with the UPN affiliate is adding additional sales opportunities and challenges immediately. You must be a master of inventory control and pricing, prime time and news positioning, and new business development, with a thorough understanding of research, sales promotions and special events, traffic and an ability to think outside of the box. Above all else, you must be a leader and teacher. This is a job for pros only who can demonstrate a prior history of success and see an LMA opportunity with a fast growing broadcaster as a long-term career move. Equity opportunity available for the right individual. If you have at least 5 years experience in TV sales management, send your resume to: Mike Liff, VP/GM, KABB-TV, 4335 NW Loop 410, San Antonio, TX 78229. No phone calls or faxes, please. KABB is an Equal Opportunity Employer.

**General Sales Manager.** Major station group looking for a General Sales Manager at our FOX affiliate in an exciting, growing western market. Must be self-motivated, innovative, high achiever with a strong new business background. Candidates should have 5 years experience including sales management. Responsibilities will include inventory control, training, coordinating local and national sales, creatively developing news business and restructuring the sales department as needed. Computer aptitude and experience a plus. Reply to Box 00496 EOE.

**Local Sales Manager:** ABC affiliate in Syracuse seeks dynamic sales manager with strong leadership abilities. Must be performance oriented, intensely competitive, skilled at marketing new business, special projects and total station marketing. Proven track record and demonstrated achievement. Minimum three years local sales experience required. Demanding job/excellent benefits. Reply to Steve Kimatian, GM, WIXT-TV, P.O. Box 699, East Syracuse, NY 13057. EOE.

**General Manager** needed for start-up U.P.N. affiliate in beautiful Northwest growth market. Candidate must be an experienced hands-on leader with strong sales and marketing background. If you have a successful track record of building stations from the ground up and continue to enjoy the energy level it takes to win, send your resume, references and cover letter telling why you would be the ideal candidate to Box 00500 EOE. Women and minorities encouraged to apply.

**NorthWest Cable News**, a division of King Broadcasting Company, is launching a 24-hour regional news channel in December. We will be based in Seattle with bureaus located in Portland, Spokane, and Boise. Currently recruiting for management positions: General Sales Manager, Operations, and Marketing/Promotions. We are looking for team oriented, motivated individuals who want to learn by working with the latest Avid disc-based equipment. To apply, please fax your resume to: NorthWest Cable News, Attn: Human Resources, 333 Dexter Avenue North, Seattle, WA 98109. Fax #(206)448-3196. EOE-M/F/D/V.

**General Sales Manager, WTOK-TV**, Meridian, Mississippi. Direct the activity and efforts of the entire sales operation. Recruiting, hiring and on-going training of sales personnel. Creation and implementation of ideas which help achieve revenue goals. Inventory and pricing management. Revenue projections, budget planning and other revenue reports. Work cohesively with other departments in the station in achieving sales goals and other objectives. Sales personnel management is preferred. Income DOE. Send letter and resume to Tracey Jones, General Manager, WTOK-TV, P.O. Box 2988, Meridian, Mississippi 39302. Equal Opportunity Employer.

**News Director.** Leading North Central Wisconsin ABC affiliate is in search of a management team player and News Director. Outstanding organizational, communications and people skills, as well as teaching abilities a must. Previous news management experience preferred. Send resume and salary requirements to: Laurin Jorstad, President/General Manager, WAOW TV-9, 1908 Grand Avenue, Wausau, WI 54403-6897. No phone inquiries! EOE. Minorities and women are encouraged to apply!

**National Sales Manager:** ABC affiliate in Syracuse seeks top performing sales person, with excellent negotiation skills and knowledge of rep sales strategies and planning. Two years experience in national sales required. Creative skills in total station marketing. Proven track record and demonstrated achievement. Demanding job/excellent benefits. Reply to Steve Kimatian, GM, WIXT-TV, P.O. Box 699, East Syracuse, NY 13057. EOE.

**General Sales Manager** at CBS affiliate in 44th market. Must have proven track record in inventory management; National account growth; Local direct creative sales projects; and strong desire to succeed. Leadership expected. Solid opportunity. Send letter, resume, qualifications, salary history, and references to General Manager, WHP-TV, 3300 North 6th Street, Harrisburg, PA 17110. EOE.

**WGEM-TV**, Quincy, IL, an award-winning QNI Broadcast Group station, NBC affiliate and news leader seeks experienced, creative, and innovative individual for the position of General Sales Manager. Responsible for marketing strategies, staff development and maximizing inventory. Previous GSM or SM experience necessary. If you have winning record, personality and goal orientation send a cover letter and resume to Ralph M. Oakley, WGEM-TV, P.O. Box 80, Quincy, Illinois 62301. No phone calls accepted. WGEM is an Equal Opportunity Employer.

**WSAV-TV, Savannah, GA's NBC affiliate**, an Ellis Communications station, is seeking an experienced leader to head our sales team. Candidate should be able to demonstrate at least three (3) years of superior performance in station sales management including revenue forecasting, inventory management, incentive sales, qualitative research, event sales and sales training. To apply contact: John Heinen, V.P., General Manager, WSAV-TV, P.O. Box 2429, Savannah, GA 31402. (912) 651-0300.

**Local Sales Manager:** Candidate must be detail-oriented, able to guide, teach motivate and lead by example. Top priority - local sales calls/new business development. Prefer Columbine, Tapscan, Co-op Vendor experience. If you have management experience or are a senior account executive wanting to get into management, please contact: Vickie Storm, GSM, P.O. Box 898, Greenville, NC 27858-0898.

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**VP Distribution-Central and Eastern Regions.** Bohbot Communications Inc., headquartered in NYC, has two new positions, in our TV Distribution Department for our New York and Chicago offices. Qualified candidates must have a minimum 5 years experience in TV Program Sales with strong station relationships within their territories. Positions entail sales presentation and negotiations, building and maintaining program relations, while closely interfacing with the Marketing Services and Research Departments. If you are well-organized, with strong management, communication and interpersonal skills, and enjoy working in a fast-paced environment, send us your resume with your salary requirements to: VP-Distribution, P.O. Box 896, Madison Square Station, New York, NY 10159.

**Account Manager.** WESH-TV, Orlando, Florida, a Pulitzer Broadcasting Company station is seeking an aggressive individual with strong communicative skills and be proficient in analyzing and interpreting statistical data. Four - five years previous television sales experience preferred. Must be willing to travel regional territory and must have own transportation. College degree preferred. Send resume to Claudia Wickham, Local Sales Manager, WESH-TV, P.O. Box 547697, Orlando, FL 32854. No phone calls. An Equal Opportunity Employer.

**Consumer Advertising Manager.** USSB is looking for someone with solid 5-10 years experience developing and executing all forms of advertising activities. Relevant experience within the PPV, Home Video or Broadcasting industry is preferred. Responsible for recommending, developing and managing the annual consumer advertising plan. Amy J. Stedman, USSB, 3415 University Avenue, St. Paul, MN 55114, Job #97-95. No phone calls. Equal Opportunity Employer.

**Local Account Executive** at CBS affiliate in 44th market. Must possess sales proficiency with direct and agency business. New business development track record a strong plus. Computer ability and negotiation skills expected. Motivated self-starters with history of growth in media sales needed. Send letter, resume and qualifications to Local Sales Manager, WHP-TV, 3300 North 6th Street, Harrisburg, PA 17110. EOE.

**Director of Sales.** Major station group looking for a Director of Sales at our FOX affiliate in an exciting, growing western market. Must be self-motivated, innovative, high achiever with a strong new business background. Candidates should have 5 years experience including sales management. Responsibilities will include inventory control, training, coordinating local and national sales, creatively developing new business and restructuring the sales department as needed. Computer aptitude and experience a plus. Reply to Box 00495 EOE.



**Wanted - Salesperson.** Want to live in Colorado? KOAA-TV, NBC for Southern Colorado, seeks a salesperson that would prefer selling NBC programming, strong news, great sports products, and have use of local market research in an absolutely spectacular setting. Strong verbal and writing skills, computer literate, and prior TV sales a must. Send intro letter and resume to: Phill Emmert, Local Sales Manager, KOAA-TV, 530 Communications Circle, Colorado Springs, CO 80905. EOE.

**National Sales Manager - KFVS-TV,** the 76th market leader is seeking an individual with a proven track record to lead their National team. Three years national experience or comparable television experience with major agencies. Candidate must be a strong leader, sharp negotiator, a master at inventory control and must also have the ability to develop non-traditional revenue. KFVS is an Equal Opportunity Employer. Applicants will be asked to complete a standard application prior to consideration. A pre-employment drug screen is required. Send resume to: Human Resources Director, KFVS-TV, P.O. Box 100, Cape Girardeau, MO 63702.

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**Marketing Manager.** WVIT, Connecticut's NBC Station is seeking a highly motivated, self-starter. Must possess strong oral and written communication skills, working knowledge of Nielsen ratings, Scarborough Qualitative Research and related software research packages as well as familiarity with the cable industry. Responsibilities include: creating sales presentations, one sheeters and sales promotions. College degree. Please send resume to Ron Pulera, GSM, WVIT, 1422 New Britain Avenue, West Hartford, CT 06110. EOE.

**Marketing Director.** One of the south's leading television stations is looking for an aggressive Marketing Director. WBRC is in search of an energetic leader who can take our on-air product to new levels. The Marketing Director will be in charge of promotion, public service and graphics departments and will have strong input in our on-air look. Management experience and a minimum of five years experience in promotion or on-air production is preferred. Send tapes and resumes to: Stan Knott, General Manager, WBRC-TV, P.O. Box 6, Birmingham, Alabama 35201. Equal Employment Opportunity.

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**L.A. COMMUNITY COLLEGE DISTRICT**  
**(213) 891-2129**

**Audio Engineer** needed for live newscast and post production. Position requires a detail oriented operator ready to accept challenge of running audio for a prime time newscast in a Top 20 market. Ability to act as technical director when needed is a major plus. Competitive pay and benefits in a great working atmosphere. Send your resume to KPLR-TV, Attn: Dept. 24F, 4935 Lindell Boulevard, St. Louis, MO 63108. EEO Employer. No calls please.

**Chief Engineer:** NY 1 News, a technological leader in local news, has a challenging position for a Chief Engineer who will play a key role in moving NY 1 into the digital future. You should be self-motivated, organized and have: Experience in news operations; strong management and budgetary experience; working knowledge of LMS and automated playback systems; experience with all tape formats, especially Hi 8; strong maintenance, troubleshooting and system design skills; knowledge of server based/digital production systems. Please send or fax your resume and salary history to: Harlan Neugeboren, Director of Operations and Engineering, NY 1 News, 460 West 42nd Street, New York, NY 10036. Fax (212) 563-7156. NY 1 is an Equal Opportunity Employer.

**Chief Engineer:** Trinity Broadcasting station in the Atlanta area. Experienced in maintenance of UHF transmitter, studio systems as well as personnel supervision and training. SBE certification a plus. Send resumes to Ben Miller, Mail: P.O. Box C-11949, Santa Ana, CA 92711; E-Mail: BMILLER614@AOL.COM; Fax: 714-665-2101. M/F. EOE.

**Chief Engineer - Dominant Gulf Coast affiliate** seeks a Chief Engineer who can lead us into the digital future. The successful candidate will have excellent technical and leadership skills plus a thorough knowledge of broadcast equipment including RF transmission systems. Requirements are an FCC license, college or technical degree (or equivalent experience), plus at least 10 years broadcast engineering experience. Send letter, resume, references and salary requirements to Veronica Bilbo, EEO Coordinator, KPLC-TV, P.O. Box 1490, Lake Charles, LA 70602. EOE.

**Director of Technology and Computer Applications** for the Museum of Television and Radio. Requires at least 8 years experience including operations and maintenance of television control rooms, studios, theaters (multi-synch projection,) and transmission facilities (satellite, microwave, fiber optic); on-site and remote production; LMS robotic retrieval systems; computer networking. Also requires ability to manage a staff of 18; develop and adhere to a budget; work with representatives of industry; work with Museum's new L.A. facility. Resume and cover letter to: David Greenstein, MT&R, 25 West 52nd Street, NYC 10019. No calls, please. EOE.

**Director/TD -** Needed to execute daily 6 and 10pm award-winning newscasts. Applicant must have in-depth hands-on experience and good communication skills. Must be able to guide and supervise technical crew. College degree and experience are necessary. Send letter, resume and non-returnable tape to Veronica Bilbo, EEO Coordinator, KPLC-TV, P.O. Box 1490, Lake Charles, LA 70602. EOE.

**WBNS TV Inc. Engineering Department.** Television Maintenance Technician, including SNG and Facilities, Studio and RF Equipment. Duties: Drive and operate SNG mobile uplink truck. Must be willing to work any shift including extensive overnight travel. Install, operate and maintain television and radio broadcast equipment. Qualifications: Must have valid CDL license, experience driving large single axle truck (36,000 lbs GVW). Experienced with microwave and satellite equipment. Associate degree in Electronics Technology, with 2 years of broadcast television operator experience. Equivalent combinations of education and experience will be considered. Send resume to: WBNS TV Inc., Business Office, 770 Twin Rivers Drive, Columbus, OH 43215. Qualified minorities and women are encouraged to apply. WBNS TV Inc. is an Equal Opportunity Employer.

**Chief Engineer:** KFNB-TV Casper, WY has an immediate opening. The successful candidate will have a proven track record of success in the maintenance and trouble shooting of high powered UHF transmitters, microwave, and associated studio equipment. Must possess good management and planning skills and be willing to be on call 24hrs/day. Send resume to KFNB TV, 7075 Salt Creek Hwy #1, Casper, WY 82601. EOE.

**Television Maintenance Engineer - WDEF-TV** is looking for a person with a minimum of 3 years experience in the repair and maintenance of television broadcast equipment and PC computer systems. Must be willing to learn to maintain state of the art computer graphics (SGI) and non-linear editing (Avid). FCC license required. contact: Bill Christman, Chief Engineer, WDEF-TV, 3300 Broad Street, Chattanooga, TN 37408. (615) 785-1202 or Fax (615) 785-1271. EOE. M/F.

**Television Chief Engineer Positions (2):** Group operator has two Chief Engineering openings. Both in small, second-hundred markets. These are hands-on, maintenance-intensive positions that offer the opportunity to develop management and people skills. Positions are in northern California and southwestern Texas. The stations are being acquired by a new owner with substantial major market experience. The successful candidates will be joining a new team of broadcast professional and play a key role in developing the stations into strong, professionally-managed competitors in their markets. If you have excellent studio/transmitter maintenance skills and want the challenge and responsibility of managing and maintaining the technical operations of a small-market television station, please send your resume to Bachow and Associates, Inc., 3 Bala Plaza East, Suite 502, Bala Cynwyd, PA 19004, c/o Mr. Fisher or fax to 610/660-4930.

**Maintenance Engineer.** Group owned TV station in Chicago has an immediate opening for an experienced Maintenance Engineer. Five years in component level troubleshooting, UHF transmitter maintenance, studio gear and Betacam necessary. Computer skills a plus. No entry level candidates need apply. Rush resumes to Keith Wilson, Chief Engineer, WEHS-TV, 100 South Sangamon, Suite 300, Chicago, IL 60607 or fax to 312-829-1059. No phone calls. EEO. M/F.

**Operations Manager.** Reuters Television in Washington, DC has an immediate opening for an Operations Manager. The candidate will manage RTV's response to large or breaking news stories, and will direct camera, editing and satellite news services. We seek an efficient organizer and team leader, experienced in journalism and TV technology. Reuters is a world leader in print, wire and TV news and offers a competitive salary and exceptional benefits program, including 401k/pension, stock purchase program, medical/dental plan etc. Please send/fax resume to Ben Bendetti, Director Human Resources, Reuters News and Television, 1333 H Street NW, Washington, DC 20005. Fax (202) 371-0437.

**HELP WANTED NEWS**

*WLNE-TV, Channel 6,  
has a need for an experienced*

**NEWSCAST  
DIRECTOR**

If you have a passion for directing news and your energy knows no bounds, you could be part of our award-winning team.

Successful candidate must have a minimum of 5 years experience and be able to direct technically complex, fast-paced, and error-free news shows.

This position includes producing and directing special events in studio and on location.

If you're a team player with a proven track record, send your tape and resume to:

**WLNE-TV**  
ATT: PERSONNEL OFFICE  
10 ORMS STREET  
PROVIDENCE, RI 02904  
Equal Opportunity Employer



**SENIOR NEWSCAST  
DIRECTOR**

WWMT, the Granite station serving Grand Rapids-Kalamazoo-Battle Creek, is seeking a strong leader to direct our weekday 6PM and 11PM newscasts. We have a strong "home grown" production staff and are looking for a creative person with experience to take us to the next level.

Send resume with Director's tract to  
**Wilma Campbell, WWMT,**  
590 West Maple,  
Kalamazoo, MI 49008.  
No phone calls, please. EOE.

**News Producer.** The best is looking for the best. If you have what it takes to produce a quality newscast using all the toys (including four live trucks and live helicopter) send your resume and non-returnable tape to: Dan Austin, KCRG-TV 9, 2nd Avenue, at 5th Street, S.E., Cedar Rapids, Iowa 52401. No phone calls. EOE.

**News Producer.** Produce fresh, concise and accurate newscast while maximizing all sources of news information and production techniques. Responsible for timing and controlling the flow of the newscast during air time, and must direct and control on-air reporters, as well as make decisions during the newscast and solve problems to maintain the quality of the product. Must be able to coordinate breaking stories and provide research and background materials for reporters. College degree in Journalism or Communications. Minimum two (2) years experience producing at a commercial television station. BASYS computer knowledge a plus. 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.

**NorthWest Cable News,** a division of King Broadcasting Company, is launching a 24-hour regional news channel in December. We will be based in Seattle with bureaus located in Portland, Spokane, and Boise. Currently recruiting for all staff positions: News: Executive Producers, Producers, News Anchors, Weathercasters, Reporters (who also want to shoot), Assignment Manager, Graphic Artists. Operations: Directors (who also want to punch), Avid Editors, Audio and Tech. Operators. Sales: Account Executives, Traffic. All positions will be multi-tasked working in a non-traditional environment. We are looking for team oriented, motivated individuals who want to learn by working with the latest Avid disc-based equipment. To apply for one of these positions, please fax your resume and for on-air positions send a non-returnable tape to: NorthWest Cable News, Attn: Human Resources, 333 Dexter Avenue North, Seattle, WA 98109. Fax #(206)448-3196. No phone calls, please. EOE/MF/DV.

**Reporter - Experience is a must.** Looking for a Reporter who isn't afraid to ask tough questions and pursue difficult stories. Must be able to write clearly and edit. Send letter, resume and non-returnable demo tape to Veronica Bilbo, EEO Coordinator, KPLC-TV, P.O. Box 1490, Lake Charles, LA 70602. EOE.

**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.

**WBRE-TV/28 Eyewitness News** is searching for a creative and energetic line producer. We're getting ready to add more newscasts and we need someone to make them memorable. You should be able to produce one or two shows per day. We prefer the candidate to have 2 years commercial television experience. Experience in multiple newsrooms a plus. Please send a tape (your most recent show) and resume ASAP to: Mr. Micah Johnson, News Director, WBRE-TV, 62 Street, Wilkes-Barre, PA 18773. EOE.

**WRDW-TV,** Augusta's top-rated station, seeks 5:00PM weeknight Co-Ancor/Reporter to complement male anchor. Great area, climate and newsteam! Must be solid anchor who wants to report and relate well to people. Send 3/4 or VHS tape to: Judith M. Tredore, Human Resources, WRDW-TV, P.O. Box 1212, Augusta, GA 30903-1212. EOE.

**News Producer:** KNTV, the ABC affiliate in San Jose, California, has immediate opening for an experienced, creative and innovative newscast producer. Minimum five years news writing and producing experience. Must be an organized, energetic and aggressive producer with good news judgement, strong writing and copy editing ability, and excellent people skills. Must be calm and confident under deadline pressures, and deal quickly and effectively with rapidly changing news events. Tape, resume and news philosophy to: Terry McElhatton, News Director, KNTV-TV, 645 Park Avenue, San Jose, CA 95110-2613. EOE.

**News Reporter.** News Reporter/Video Photographer for small market television station. At least on year experience covering general assignment news as a one-person band. Ability to edit also required. Send 3/4 inch or VHS resume tape. Drug screen required. WHAG-TV is a small market NBC affiliate. We offer a comprehensive benefit package, including 401(k) and section 125 plans. Send resume to Personnel, WHAG-TV, Dept. W, 13 East Washington Street, Hagerstown, MD 21740. No phone calls. EOE.

**Overnight Associate Producer/Reporter.** Alabama's number one news team is looking for a strong Overnight Associate Producer/Reporter to write and edit news stories. One year of experience is a must. Successful candidate will be capable of writing and editing news stories for the early morning newscast. Candidate will also be expected to do some reporting for the early morning and mid-day newscasts. Send resume to: Peggy Carpenter, News Director, WBRC-TV, P.O. Box 6, Birmingham, AL 35201. EOE.

**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.

**WJHL-TV** has an immediate opening for a News Director. CBS affiliate in the tri-cities, TN-VA DMA seeks a leader for an energetic and growing news department. Candidate should be a hands on manager with 3-5 years experience as a News Director. College degree preferred but not required. Salary commensurate with experience. EOE. Apply by resume to: Jack D. Dempsey, General Manager, WJHL-TV, P.O. Box 1130, Johnson City, Tennessee 37605-1130.

**Weekend Sports Anchor/Sports Reporter - WRGB, CBS,** is looking for a Weekend Sports Anchor/Sports Reporter to join our award winning news operation in New York's capital region. Three years on-air affiliate experience required. If you can cover more than the highlights in a way that engages even non-sports fans, send your reel and resume to: Al Martin, WRGB-TV, 1400 Balltown Road, Schenectady, NY 12309. (No phone calls, please.) EOE.

**Weekend Weathercaster/Reporter.** Minimum 3 years experience AMS or NWA Seal Pref. college degree or equivalent preferred. This person will present weather for 10pm weekend newscast, will report 3 days per week, will fill in for main anchor. Must be able to work with weather graphics and produce own weather segment. Competitive salary and benefits. Mail cover letter indicating position and where learned of job, resume and recent weathercasts on a non-returnable VHS tape to: Personnel Manager, WX-IN-TV, 1440 North Meridian Street, Indianapolis, IN 46202. EOE. Telephone calls will disqualify.

**Reporter...** 90s market seeks versatile and creative communicator with one to two years commercial news reporting experience. Job involves weekend/weeknight general assignment. No beginners--no calls. Tape and resume to News Director, WFMJ-TV, 101 West Boardman Street, Youngstown, OH 44503. EOE.

**Reporter/Anchor.** WTOL is looking for someone who loves to break stories and be a viewer advocate. Investigative and consumer reporting experience a must. Proven anchoring ability essential. This is not a beginner position. Respond with resumes and tapes to Personnel Administrator-29, WTOL-TV, P.O. Box 1111, Toledo, Ohio 43699-1111. No phone calls. WTOL is an Equal Opportunity Employer.

**Sports Director/Anchor:** It's sports junkie heaven at WSYT-TV! We need a Weeknight Sports Anchor for the FOX 68 News at Ten. If you write great copy, have a good on-air style, shoot, edit, and conduct above average interviews, we want to talk to you. We are the local station for Syracuse University and Big East Football and Basketball as well as FOX's NFL and NHL coverage. We will produce approximately 35 post-game shows and 26 coaches shows. Upwards of two years experience as sports anchor required. Send resume and non-returnable tape to WYST, 1000 James Street, Syracuse, NY 13203. EOE.

**Sports Reporter/Photographer.** Strong reporting background required for general sports assignment as a one-person band and weekend anchor duties. Small mid-Atlantic NBC affiliate. Send non-returnable 3/4" demo tape. WHAG-TV is a small market NBC affiliate. We offer a comprehensive benefit package, including 401(k) and Section 125 plans. Send resume to Personnel, WHAG-TV, Dept. W, 13 East Washington Street, Hagerstown, MD 21740. No phone calls. EOE.

**The ABC affiliate** in one of the nation's most livable cities has an opportunity for you!!! KSFY-Television, an Ellis Communications Company is looking for Photographer/ENG Coordinators. You must be proficient with M-II camera and edit equipment. Minimum 1 year experience. Responsible for shooting and editing assigned stories. May be required to work with or without reporter as situations warrants and be capable of taking notes when working alone. News judgement a must. Ability to work under deadline pressure, with creativity and drive. Send non-returnable 3/4" or VHS tape to: Lonnie Nichols, Chief Photographer, KSFY Television, 300 North Dakota Avenue, #100, Sioux Falls, SD 57102. EOE. Applications will be accepted through August 1, 1995.

**Are you one of the best Reporters** in the business? If so, you'll work well with the rest of our team. Extremely committed and well-equipped CBS affiliate in one of the most competitive markets in the country is looking to add to its already great reporting staff. Aggressiveness, enterprise and a demonstrated ability to humanize the story are the requirements for this general assignment position. If you've got these talents along with at least three years experience, please send non-returnable tape and resume to: Phil Bell, Executive Producer, WTVF, 474 James Robertson Parkway, Nashville, TN 37219. WTVF is an Equal Opportunity Employer and encourages applications from members of minority groups. No phone calls please.

**Bureau Reporter.** Are you an experienced television news reporter who would like to work at one of the top television stations in the South? WBRC-TV in Birmingham, Alabama is looking for an aggressive Bureau Reporter with a minimum of two years experience. Responsibilities include operating a bureau, uncovering, reporting and shooting daily news stories. The candidate must exhibit skills as both a live and on tape story teller. Applicants must be aggressive, but hold high ethical standards. The ability to operate ENG cameras and editing gear is a must. Send resume, non-returnable tape and news philosophy to: Peggy Carpenter, News Director, WBRC-TV, P.O. Box 6, Birmingham, AL 35201. EOE.

**Assistant News Operations Manager.** WAGA-TV, the FOX affiliate in Atlanta, GA, is looking for an Assistant News Operations Manager to oversee the daily operation and maintenance of electronic news gathering facilities. This person must have the ability to supervise, train and have strong understanding of microwave and satellite news gathering operations. Candidate must have completed courses in electronics or broadcast technology or related experience. Individual must have a general knowledge of computers as well as excellent oral and written communication skills. Send letter and resume to: Susan Kronsbein, WAGA-TV, 1551 Briarcliff Road, N.E., Atlanta, GA 30306. No phone calls please. EOE.

**Meteorologist:** We get it all in eastern Iowa. Tornados, floods and blizzards. KCRG-TV, the 24 hour weather source, is looking for a fourth meteorologist. We have it all. Doppler radar, StormTracker, First Alert, Liveline V graphics. AMS seal preferred. Two years on-camera experience required. Send resume and non-returnable tape to: Dan Austin, KCRG-TV, P.O. Box 816, Cedar Rapids, Iowa 52406. No phone calls. EOE.

**News Anchor - Replacement.** KRQE-TV, CBS affiliate in Albuquerque, New Mexico and a division of Lee Enterprises, is currently seeking to hire a News Anchor for the 5:30 p.m. and 10:00 p.m. daily newscasts. The ideal candidate must be a good writer and a strong communicator who enjoys community involvement. We are looking for a college graduate with 5 years anchoring experience in a top 50 market. Looking for that special someone who can gather news, report, produce, edit and anchor. KRQE-TV offers excellent benefits, a competitive salary and a professional team atmosphere. Qualified applicants should submit a resume and non-returnable tape to: Tauna Lange, News Director, KRQE-TV, 13 Broadcast Plaza, SW, Albuquerque, NM 87104. (505) 243-2285. KRQE TV is an Equal Opportunity Employer.

**Assignment Editor:** CBS affiliate in Phoenix looking for an energetic, enthusiastic and competitive Assignment Editor who breaks stories and doesn't miss anything. College degree and minimum three years experience preferred. Resumes with references to Human Resources Department, Attn: MC, KPHO-TV, 4016 North Black Canyon, Phoenix, AZ 85017. EOE.

**Helicopter Pilot/TV Reporter.** KCRG-TV 9 is looking for the right person to pilot our electronic news gathering helicopter. Requirements include: A minimum of 1,000 hours PIC rotocraft. Enstrom experience required, with experience in F model preferred. Commercial fixed wing and rotocraft pilot's license, 2nd class medical, and instrument rating required. No violations or accidents (flying or driving). Experience in, or ability to learn on-air reporting. A&P Instructor ratings gain extra consideration. Send resume, photo, and audio or video tape or simulated or real reporting to: Dan Austin, KCRG-TV 9, 2nd Avenue at 5th Street, S.E., Cedar Rapids, Iowa 52401. Deadline for applications - September 1, 1995. No phone calls. EOE.

**News Photographer.** Minimum 2 years of television photography, valid drivers license. Must be available to work all requested news events, able to work well with reporters. This person must be able to shoot with creativity, edit News Packages, vo's, vo's/sots. Competitive salary and benefits. Send cover letter, noting desired position and where learned of job, resume and non-returnable tape to: Personnel Manager, WXIN TV, 1440 North Meridian Street, Indianapolis, IN 46202. EOE. Telephone calls will disqualify.

**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 special 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.

**Coming to Nashville** could be good for your health! The winning team at WTVF seeks a visual storyteller to fill our opening for a Health/Medical Reporter. Three years medical reporting experience a requirement. Extensive remote and studio "live" experience also a must. Background in medicine or other natural science preferred. Qualified applicants should send letter, resume and non-returnable tape to: Phil Bell, Executive Producer, WTVF-TV, 474 James Robertson Parkway, Nashville, TN 37219. No calls, please. WTVF is an Equal Opportunity Employer.

**News Director:** Small market affiliate seeks News Director to oversee 6 member department. Must be computer literate and able to shoot and edit 3/4" and SVHS. Strong organizational, writing, budgeting and leadership skills required. Degree and 3 to 5 years experience required. Send resume, tape and salary history to: Operations Manager, WMGC-TV, 203 Ingraham Hill Road, Binghamton, NY 13903. EOE.

**News Director.** WDTN, the Hearst owned ABC affiliate in Dayton, OH is looking for a strong News Director with a winning track record. This person must have vision, the ability to lead as well as coach, a commitment to live, hard news coverage and an understanding of how to market this philosophy both inside and outside of newscasts. Candidate should have experience managing day-to-day news operations. No phone calls please. Send resume and a comprehensive outline of your news philosophy to: Personnel Adm., WDTN TV2, P.O. Box 741, Dayton, OH 45401. M/F/D/V. EOE.

**Meteorologist.** WVIT, Connecticut's NBC station needs top notch meteorologist. AMS Certification. We have all the toys, WSI System. No calls, resumes and a VHS or 3/4 non-returnable tape to Steve Schwaid, News Director, WVIT, 1422 New Britain Avenue, West Hartford, CT 06110. EOE.

**FOX owned KSTU-TV** in Salt Lake City seeks a News Anchor. One of our lead anchors is moving to a nationally syndicated show. We'll replace her with someone who wants to be a long-term player in a great, growing city! At least 3 years proven anchor/reporting experience required. Send a non-returnable VHS tape, resume, references and salary requirements to: Tim Ryan, News Director, KSTU-TV, 5020 West Amelia Earhart, Salt Lake City, UT 84116. No phone calls, please.

**ENG Photographer:** Top LA network bureau opportunity for bright, hard-working, reliable shooter w/pro news experience. Resume, cover letter with salary history, references and tape to Box 00483 EOE.

**News Anchor** - Our team is looking for a fresh new player. We need a strong journalist to come in and execute our aggressive game plan both on and off the air. We need a team player who leads by example, who will work with producers, reporters and co-anchors to put his stamp on the newscasts. If you want to join our team, send tape, resume and references to: Richard Russell, News Director, WDEF-TV, 3300 Broad Street, Chattanooga, Tennessee 37408. Equal Opportunity Employer. No calls please.

**News Director** - WRGB, the CBS affiliate and top-ranked news operation in New York's capital region, is looking for a dedicated, creative and dynamic journalist to lead its news operation. Applicant must have a solid track record of developing breakthrough newscasts that lead to ratings growth. Strong leadership skills are a must. Please send resume to: David Lynch, VP and GM, WRGB-TV, 1400 Balltown Road, Schenectady, NY 12309. (No phone calls, please.) EOE.

**News Director:** Growing Northeast Indy seeks innovative, high energy, creative News Director. Applicant must be seasoned journalist with a minimum 5 years of successful news management experience. Outstanding benefit package. Send resume to Box 00492 EOE.

**News Photographer/Editor.** Experienced in shooting and editing packages. Capitol Hill and White House. Call John Brennan, Washington News Network (202) 628-4000.

**General Assignment/Weather Reporter.** Excellent writing and reporting skills essential. Must have computer experience. Weather reporting and/or meteorologist degree a big plus! Interviews by appointment only. Send tape/resume to Personnel Manager, P.O. Box 860, Erie, PA 16512. Minorities and women encouraged. EOE.

HELP WANTED PRODUCTION

GRAPHIC DESIGNER

KSAT-TV

**Post-Newsweek Station, #1 Powerhouse Station** in San Antonio seeking a creative, high energy innovator to produce on-air graphics using SGI and Matador Paint Software. Strong layout, desk top design skills a must. Rush resume and reel to M. Valadez, AD, KSAT-TV, P.O. Box 2478, San Antonio, TX 78298. **No phone calls.** Any job offer contingent upon results of pre-employment physical including drug screen. EOE/M-F/DV/ADA.

**Associate Producer.** Rapidly growing cable company seeks Associate Producer for a documentary series. Candidate must have prior field production experience. Responsibilities include research, interviewing, logging, script preparation and editing. Must have a valid driver's license. Submit resumes, salary requirements and tape to: Court TV, 600 Third Avenue, New York, NY 10016, Attn: Human Resources - AP.

**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.

**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.

**Local Programming Producer/Writer.** WSB-TV is looking for an energetic, enthusiastic news oriented Producer/Writer who can sink their teeth into the Atlanta market and produce compelling local TV magazine stories or specials that have community impact. Must enjoy working hard and being involved in the community. Must be able to find and tell powerful stories. Minimum 5 years experience with related work in commercial television. EOE. Rush resume and tape by July 24 to Mark Engel, WSB-TV, 1601 West Peachtree Street, Augusta, GA 30309. No calls please.

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

**Network Affiliate** in growing Southeast market seeks Production Manager. If you're a resourceful, detail oriented person with experience in all aspects of production, send us your resume immediately. Minorities encouraged. Fax in confidence to 910-350-6790.

**Post Production Editor** - WJLA TV - Washington, DC. ABC affiliate has immediate need for a quick, talented and experienced editor. Applicants should have a proven track record of at least 3 to 5 years of major market TV news and feature editing. Candidates must be proficient on a Grass Valley 200 switcher, a 3 channel Kscope, plus CMX editing with a 2 channel DVE, still stores and Chyron. Excellent creative and people skills a must. Send non-returnable tape and resume to: News Operations and Production Manager, WJLA-TV, 3007 Tilden Street, NW, Washington, DC 20008. No phone calls will be accepted. EOE.

**Producer/Editor/On-Air Correspondent** for "AM Philadelphia." Must have great news instincts and be willing to aggressively pursue guests and stories. Strong field producing, creative writing and editing with pleasant voice-over skills a must. Forward resume, non-returnable videotape, and salary requirements (no calls) to Charles R. Bradley, Director of Programming and Operations, WPVI-TV, Suite 400, Philadelphia, PA 19131. EOE.

**Production Manager.** WLIG-TV Long Island, NY seeks an experienced Production Manager. Applicant must be energetic and a self-motivated production wizard to produce and direct commercials, promos and special station projects. The position requires good organizational and people skills. Studio lighting and staging experience is a must. This is an outstanding growth opportunity with full benefits. Send resume and a non-returnable reel to: Mr. Jerry Diorio, Director of Operations, WLIG-TV, 270 South Service Road, PO Box 1355, Melville, NY 11747. EOE.

**TV News Producer** - News producer for high volume Bergen County, NJ video production company. Excellent writing, computer and people skills mandatory, along with ability to work on deadline - not necessarily 9-5. Fax resume to C. Bourcier at 201-445-8352 or E-Mail to cbourcier@dwjtv.com.

**Television Field Director.** Applicant must have experience with off-line and on-line editing, lighting, videography, directing and commercial production techniques. This position requires creativity and a desire to do what it takes to "get the shot." BA or BFA degree in Communication/Arts required. Send non-returnable sample tape and resume. WHAG-TV is a small market NBC affiliate. We offer a comprehensive benefit package, including 401(k) and Section 125 plans. Send resume to Personnel, WHAG-TV, Dept. W, 13 East Washington Street, Hagerstown, MD 21740. No phone calls. EOE.

**Production Manager/Director** for small market SW television station wanted. Must be able to manage people, work with clients and supervise a department - and be a hands on director who can take charge in a pinch. Right deal for the right person - but no paper pushers please. Send resume with salary history to Box 00498 EOE.

**Oregon Public Broadcasting** seeks Project Director to develop national and international co-production relationships with independent producers and other broadcasters. Candidates will use strong project development skills, be strong "idea people" with good creative judgement and solid organization and management skills. Experience in developing persuasive program treatments, proposals, and sample video seeking funding from public and private sources is required. Candidates with national or international directing or producing experience and a large number of quality contacts in the national and international production and/or broadcasting communities will receive especially careful consideration, but otherwise strong candidates (even with limited rolodexes) are encouraged to apply. Producing/directing credits a strong plus, but not essential for consideration. Ideal candidates will be highly motivated self-starters, strong writers, good "people persons," and will possess the ability and temperament to juggle a large number of proposals and projects simultaneously, keeping each moving steadily and smoothly forward. Oregon Public Broadcasting offers a complete benefits package and employees enjoy the added plus of being located in one of the most livable, and least costly, cities in America. Salary is negotiable. Respond by September 1, 1995, to OPB Personnel, Mail Stop BRD, 7140 SW Macadam Avenue, Portland, OR 97219, with resume and letter covering experience in the above areas. No call please.

**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.

**Video Specialist.** Unique opportunity for extensive travel around the world and humanitarian contribution. Orbis International, a non-profit, ophthalmic teaching hospital on board a DC-10 aircraft seeks a production person to run its small but sophisticated Betacam SP A/V room. Must have good working knowledge of studio production, technical direction (TD), editing, videography and be able to troubleshoot equipment. Modest salary and stipend issued. One year commitment. Position to start 1996. Only candidates selected for interview will be notified. Interested candidates should call or send resume to: Gerri Ippolito, HR Manager, Orbis International, 330 West 42nd Street, Suite 1900, NY, NY 10036. (212) 244-2525.

**Production.** KOTV is seeking a full-time, Post Production Editor with 1 to 2 years experience to post promos, spots, and long format. We're well equipped w/GVG 141, GVG 200, GVG Kaleidoscope, and Digital Betacam. We're looking for great technical strength, positive attitude, and the creativity to match. No phone calls please. Rush letter of application, resume, and non-returnable demo reel to: Personnel Department, KOTV, P.O. Box 6, Tulsa, OK 74101. EOE. M/F. An A.H. Belo Broadcasting Company.

**Staff Designer.** Want to work in one of the best cities in the country, have access to great tools, and get a chance to make your mark in a competitive news market? KFMB-TV, San Diego's CBS affiliate, is expanding its graphics department and we're looking for a motivated broadcast designer to join the team. You should have a Bachelor's Degree or equivalent, strong design skills and a minimum of 2 years' experience creating news graphics. Knowledge of DF/X Compositum and Lietch Still Store preferred, Mac proficiency (Photoshop, Freehand, XPress) a plus. Rush resume and reel to Design Director, KFMB-TV, 7677 Engineer Road, San Diego, CA 92111. No phone calls, please. EOE. M/F.

**HELP WANTED PROMOTION**

**Entry Level  
Promotion Writer**



Tribune Broadcasting is considering entry level applications from creative people interested in TV advertising & promotion. You'll train at Tribune's group production operation in Atlanta, with opportunity to move up within the company nationwide. Candidates must have a college degree, be self-starting and have demonstrable creative writing ability. Prior broadcasting or advertising experience is preferred but not required. Please don't call. Instead, send your resume and samples to:

**TRIBUNE CREATIVE SERVICES**  
Attention Jim Ellis  
500 Plasters Ave.  
Atlanta, GA 30324  
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**On-Air Promotion Manager.** Beat the heat and escape to the Blue Ridge Mountains! We are looking for a seasoned Promotion Producer to supervise the on-air efforts of our two stations--WLOS and WFBC. The ideal candidate will have a minimum of three years experience, producing news spots and a college degree. Experience in independent television and knowledge of Avid editing system a plus. Send resume and samples of work to: Personnel, WLOS, 288 Macon Avenue, Asheville, NC 28804. No phone calls. Drug free workplace.

**HELP WANTED ADMINISTRATION**

**Unit Manager** - Perform rate development, estimating, job cost and expense analysis for Bergen County, NJ TV prod./serv. co. Must be highly proficient in data base/spreadsheet development/application. Fax resume to R. Miller at 201-445-8352 or E-Mail to bmler@dwjtv.com.

**HELP WANTED RESEARCH**

**MANAGER  
TELEVISION  
RESEARCH**

Metro-Goldwyn-Mayer Inc. is seeking an experienced professional for a managerial position in our TV Research department. This position requires 3-4 years experience in TV research with either a syndicator, network, rep firm, cable network or TV station. Candidates must possess excellent presentation writing, communication and supervisory skills, in addition to strong analytical ability. Proficiency in NSS, NSI, NHI, Windows, Excel, Powerpoint, Word, SNAP, WRAP, Dailies Plus, and FasTrak is required.

Please send resume indicating salary history or Fax to: **Metro-Goldwyn-Mayer Inc., Human Resources, 2500 Broadway Street, Santa Monica, CA 90404. Fax 310/449-3028** (No phone calls please). Equal Opportunity Affirmative Action Employer M/F/V/H.



**Manager of Research.** USSB is looking for applicants with 5-10 years experience in consumer research - industry research experience. Bachelor's degree preferred. Planning and executing all forms of quantitative exploratory research to uncover marketing insights and marketing opportunities (A&U, tracking studies). Coordinate and manage cooperative research with programmers. Establish and conduct qualitative focus groups to probe various consumer and subscriber issues. Conduct on-going subscriber database research and analysis. Establish and conduct subscriber attitudinal and behavior tracking studies. Subscriber segmentation and monitoring by package level and on the basis of geography, demographics and psychographics. Analysis of various kinds of data as it relates to advertising, direct response and other consumer promotion activities including creative and media research. Monitor competitive information and program trends and develop an on-going market intelligence plan. Amy J. Stedman, USSB, 3415 University Avenue, St. Paul, MN 55114. Job #58-95. No phone calls. Equal Opportunity Employer.

**HELP WANTED  
FINANCIAL & ACCOUNTING**

**Controller:** CPA or CPA candidate solid background in Excel, Word. Solomon desirable. Manage financial recording, reporting for multidivisional company. Two years audit, two years management accountant experience required. Excellent benefits, EEO employer. Salary DOE. 2 TV, 4 radio stations. Contact Karrie Ferrell, Northern Television, Inc., 1007 West 32nd Avenue, Anchorage, AK 99503. Fax (907) 562-7172. Close July 28, 1995.

**WANT TO RESPOND TO A BROADCASTING & CABLE BLIND BOX ?**  
Send resume/tape to: Box \_\_\_\_\_, 245 West 17th St., New York, New York 10011

**SITUATIONS WANTED MANAGEMENT**

My stations are being sold! I built them, staffed them, programmed them, and operated them. Now I am ready for new opportunities. Management, equity participation, buyout, etc. References from network executives to the FCC. Prefer small to medium markets midwest or midsouth, but all considered. Reply to Box 00499.

Veteran of twenty-five years in broadcasting seeks General Manager's job. Strong administrative skills. Chuck Carney (616)345-6424.

**SITUATIONS WANTED NEWS**

Veteran female weathercaster seeking return to TV. Medium market experience. Excellent writing and live skills. Enjoys public appearances. Specializes in shore and environmental issues. 609/884-0308. Jo.

Hard working communication professional seeks on-air or behind the scenes employment. M.A. Degree, 2 years hands-on radio and television reporting and programming experience. "Charming" English accent. Call Patricia (301) 871-1408.

**SITUATIONS WANTED PRODUCTION**

BBC and NBC TV on-air experience. British and American couple with media background. American husband, Broadcast Technician with B.A. degree. British wife, Telecomm experience. Seeking immediate employment. Anything considered. Hendrickson, 2021 Coastland Avenue, San Jose, CA 95125.

**SITUATIONS WANTED ANNOUNCERS**

Female cable entertainment show host seeking move to bigger market. Sense of humor. Excellent production and ad lib skills. 609/884-0308. Mae.

**TV SALES TRAINING**

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

**CABLE**

**HELP WANTED PROGRAMMING**

Playboy TV has an immediate opening for a Network Schedule Supervisor in our Beverly Hills headquarters to: schedule programs for Playboy TV and AdultVision cable networks, monitor quality control of network transmission, liaison with editing facility, satellite uplink facility and program suppliers, interact throughout Pay TV division internally and supervise the interstitial scheduler. We require 3 years experience in program scheduling. Thorough knowledge of cable transmissions and satellite uplink systems is highly desirable. Fax resume w/salary history to: (310) 246-4050 or mail to: 9242 Beverly Boulevard, B.H., CA 90210, Attn: HR/Sch. Sup.

**ALLIED FIELDS**

**HELP WANTED INSTRUCTION**

Assistant Professor for broadcast production courses. Tenure track 9-month position begins January 1, 1996. Ph.D. and production experience required, preference for college teaching experience. Serve as adviser to departmental majors and participate in department committee work. Summer work for an additional stipend is possible but cannot be guaranteed. Program offers B.A. in mass communication, journalism, public relations, communication theory and theatre. Fully-equipped multi-million dollar facility houses one of the largest programs in the College of Arts and Sciences. The faculty seek colleagues dedicated to excellence in teaching and research who will function effectively in a collegial environment. Mississippi State University is a comprehensive university with a "Research Institution" rating by the Carnegie Foundation, offering a wide range of doctoral studies. The small-town environment is highly supportive of the institution, yet is within easy driving distance of major metropolitan areas. Send letter indicating interest, current resume, transcripts of college work and three recommendations to: Head, Department of Communication, Drawer PF, Mississippi State, MS 39762. Screening of applicants will begin November 1, 1995 and continue until position is filled. Affirmative Action, Equal Opportunity Employer. Applications from women and minorities are encouraged.

**HELP WANTED RESEARCH**

Research Director - DC area communications research and publishing firm seeking broadcast industry knowledgeable person to head up data administration. Database programming experience (Dbase and/or FoxPro) required. Desktop publishing exposure a plus. Send resume and salary requirements to Box 00497 EOE.

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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.

Have you sold a business or real estate on contract? Would you like your total cash price now? We will buy the contract and cash you out! Call (800) 367-5983.

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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.

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

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**Lowest prices on videotape!** Since 1979 we have been beating the high cost of videotape. Call Carpel for a catalog. 800-238-4300.

**Microwave Link, (2GHZ) Harris/Farion** Transmitter, Receiver and PA. Nurad antennas. Support equipments and cables. 303-721-7121. Fax 303-721-7122.

**10-KVA Topaz U.P.S., 204/120 volt in and out.** Batteries not included. \$1,950. Megastar, Inc. (702) 386-2844.

**STATIONS FOR SALE**

**VERMONT**

Full-time AM and FM stations located in attractive college community.

Contact exclusive broker:  
**Dick Kozacko**  
**Kozacko Media Services**  
**607-733-7138**

Very attractive FM, Florida Keys; Hispanic AM, major Florida market, profitable; small combo, Georgia mountain vacation area. Beckerman Associates 813-971-2061.

Florida major markets.  
UHF full power network affiliate  
TV stations.  
**HADDEN & ASSOC.**  
PH 407-365-7832 FAX 407-366-8801

Satellite Earth Station, two each 11 meter and one 13 meter antenna's. Licensed international and domestic. Located in Dallas, Texas. \$1,600,000. Nigel Macrae (702) 386-2844.

**PUBLIC NOTICE**

**NEW JERSEY  
HIGHWAY AUTHORITY  
GARDEN STATE PARKWAY  
P.O. BOX 5050  
WOODBIDGE, NEW JERSEY  
07095-5050**

The New Jersey Highway Authority is seeking information from private sector firms interested in receiving real time video from CCTV traffic monitoring cameras to be installed along the Garden State Parkway. Revenue and/or cost sharing opportunities are of particular interest to the Authority. A Request for Information document can be obtained by contacting Ms. Barbara Kleinert at (908) 442-8600 ext. 6495. Responses are requested by August 25, 1995.

**MISCELLANEOUS**

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

**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.

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**FACILITIES**

**Broadcast Facility Available:** 12,000 sq. ft. custom built broadcast/post production, graphics 2-D and 3-D audio, production offices, viewing room, conference room, insert stage and next door building for usage sound stages. Why build your own facility? For more information contact Mr. Deal at 1-800-335-3939.

**BROADCASTING TOWERS**

**300' Tower Space Available For Lease.** Located on high ground serving Lynchburg/Roanoke, VA MSA. For use of FM, Microwave, Cellular, and other broadcasting uses. Management Services Corp. 804-977-1500.

**BROADCASTING & CABLE'S CLASSIFIED RATES**

All orders to place classified ads & all correspondence pertaining to this section should be sent to BROADCASTING & CABLE, Classified Department, 245 West 17th Street, New York, NY 10011. For information call (212) 337-7073 and ask for Antoinette Fasulo.

Payable in advance. Check, money order or credit card (Visa, Mastercard or American Express). Full and correct payment must be in writing by either letter or Fax (212) 206-8327. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

New Deadline is Monday at 5:00pm Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will run if all information is not included. No personal ads.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement. Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.85 per word, \$37 weekly minimum. Situations Wanted: 95¢ per word, \$19 weekly minimum. Optional formats: Bold Type: \$2.15 per word, Screened Background: \$2.30, Expanded Type: \$2.85 Bold, Screened, Expanded Type: \$3.25 per word. All other classifications: \$1.85 per word, \$37 weekly minimum.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD etc., count as one word each. A phone number with area code and the zip code count as one word each.

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$160 per inch. Situations Wanted: \$80 per inch. Public Notice & Business Opportunities advertising require display space. Agency commission only on display space (when camera-ready art is provided). Frequency rates available.

Blind Box Service: (In addition to basic advertising costs) Situations Wanted: No charge. All other classifications: \$20 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING & CABLE will now forward tapes, but will not forward transcripts, portfolios, writing samples, or other oversized materials; such are returned to sender. Do not use folders, binders or the like. Replies to ads with Blind Box numbers should be addressed to: Box (number), c/o Broadcasting & Cable, 245 W. 17th Street, New York, NY 10011

Confidential Service. To protect your identity seal your reply in an envelope addressed to the box number. In a separate note list the companies and subsidiaries you do not want your reply to reach. Then, enclose both in a second envelope addressed to CONFIDENTIAL SERVICE, Broadcasting & Cable Magazine, at the address above.

# For the Record

"For the Record" compiles applications filed with and actions taken by the FCC. Applications and actions are listed by state; the date the application was filed or the action was taken, when available, appears in *italic*.

Abbreviations: ant.—antenna; ch.—channel; CP—construction permit; ERP—effective radiated power; khz—kilohertz; km—kilometers; kw—kilowatts; m.—meters; mhz—megahertz; mi—miles; TL—transmitter location; w—watts. One meter equals 3.28 feet.

## NEW STATIONS

### AMs

**Gunnison, Colo.** (950711AC)—John Hayve Rees for 1490 khz, 1 kw; Hwy 135, 1 mi. N of Gunnison. *July 19*

**Hackettstown, N.J.** (950706AA)—Radio New Jersey (Laurence J. Tighe Jr., president/owner, Box 1000, Hackettstown, NJ 07840) for 1510 khz, .90 kw day, .23 kw night; Rte. 46. Radio New Jersey owns WRNJ-AM-FM Hackettstown/Belvidere, N.J., and is applying for new AM at 1580 khz, Hackettstown.

### FM's

**Holly Hills, Fla.** (930316MF)—Community Educational Association for educational at 90.3 mhz, ERP 2 kw, ant. 59 m. *July 14*

**Knoxville, Ill.** (BPH-950703MD)—Nancy Lee Foster (640 Lincoln Drive, Macomb, IL 61455) for 105.3 mhz, ERP 6 kw, ant. 100 m.; 7 km S of Galesburg, 1.5 km E of Hwy 41.

**Knoxville, Ill.** (BPH-950705MC)—John T. Pritchard (345 Park Lane Drive, Galesburg, IL 61401) for 105.5 mhz, ERP 5.2 kw, ant. 107.6 m.; 9.3 km E of I-74, .4 km S of State Hwy 167, Sparta Township, Knox Co.

**Knoxville, Ill.** (BPH-950705MA)—Michael R. Walton Jr. (owner, Holland Communications Inc., 235 Lafayette N.E., Grand Rapids, MI 49503) for 105.3 mhz, ERP 2.65 kw, ant. 153 m.; 2.2 km NW of Knoxville, NW of fairgrounds. Holland owns WHTC(AM) Holland, Mich. Walton also is applying for new FM's at Sheboygan Falls and Balsam Lake, Wis.; Taylorville, Ind., and Benton Harbor, Mich.

**Vincennes, Ind.** (BPED-950627MC)—American Family Association (Donald E. Wildmon, president, 1208 Zentwood, Tupelo, MS 38801) for 89.9 mhz, ERP 1 kw, ant. 77 m.; 5 mi. NE of Frichton. American Family owns WAFR(FM) Tupelo, WQST-AM-FM Forrest and WDFX(FM) Cleveland, all Miss.; and KCFN(FM) Wichita and KBUZ(FM) Topeka, both Kan.

**Ruston, La.** (940331MA)—American Family Association for noncommercial educational at 88.3 mhz, ERP .250 kw, ant. 60 m. *July 13*

**Buhl, Minn.** (941020MA)—Minnesota Public Radio for noncommercial educational at 92.5 mhz, ERP 50 kw, ant. 171 m.; 0.2 mi. W of Buhl. *July 19*

**Festus, Mo.** (BPED-950703MA)—Golden Sound Broadcasting (David L. Steinhart, president, 1486 Hundred Oaks, Festus, MO 63028) for noncommercial educational at 89.3 mhz., ERP .55 kw, ant. 37 m.; Oak Estates S of Rte. 67. *July 19*

**New Bloomfield, Mo.** (BPED-950627ME)—New Life Evangelistic Center Inc. (Rev. Larry Rice, president, 1411 Locust St., St. Louis, MO 63103) for noncommercial educational at 90.3 mhz; supporting structure at KNLJ(TV) Jefferson City, U.S. 54 at County Road 232, .8 km S of New Bloomfield. New Life owns KNLJ(TV) and KNLC(TV) St. Louis; KTCN(FM) Eureka Springs, Ark., and KMRF(AM) Marshfield, Mo.; and is applying for new TV at Toledo, Ohio.

**Marshfield, Mo.** (BPED-950627MF)—New Life Evangelistic Center Inc. for noncommercial educational at 91.9 mhz; supporting structure at KMRF(AM) Marshfield, Mo., ERP 3 kw, ant. 64 m.; N of State Road OO, 2.5 km SW of Marshfield.

**Billings, Mont.** (BPH-950703MB)—Lee O. Axdahl (1127 S. Duluth Ave., Sioux Falls, SD 57105) for 105.1 mhz, ERP 6 kw, ant. 10 m.; 445 S 24th St. W. Axdahl is 27.5% owner of KTWB-FM Sioux Falls, S.D., and is applying for new FM's at Deer River, Minn.; Ennis, Mont.; and Deer Rapids, Rapid City and Flandreau, all S.D.

**Billings, Mont.** (BPH-950629MB)—Conway Broadcasting Inc. (Lars Conway, president/owner, 4415 Fremont Ave. S., Minneapolis, MN 55409) for 105.1 mhz, ERP 100 kw, ant. 157.4 m.; 2.3 mi. S of I-90 on Coburn Rd.

**Billings, Mont.** (BPH-950706MA)—Mount Rushmore Broadcasting Inc. (Jan Charles Gray, president/director, PO Box 4937, Casper, WY 82604) for 105.1 mhz, ERP 6 kw, ant. 71 m.; Sacrifice Cliff Communications Area, 4 km SE of Billings. Mount Rushmore owns KFCR(AM) Custer and KZMX-AM-FM Hot Springs, both S.D.; KRAL(AM)-KIQZ(FM) Rawlins, KGOS(AM)-KERN(FM) Torrington and KQLT(FM)-KASS(FM) Casper, all Wyo.; has CP for KACF(FM) Custer, and is applying for new FM at 104.1 mhz, Powell, Wyo.

**Billings, Mont.** (BPH-950705MD)—North Valley Management Inc. (Bruce L. Erickson, president, 4932 Hazelnut Ave., PO Box 80746, Billings, MT 59108) for 105.1 mhz, ERP 5 kw, ant. 110 m.; 1736 Coburn Rd., Billings.

**Hamilton, Mont.** (BPH-950710MC)—Benedict Communications Inc. (Steven R. Benedict, president, PO Box 668, Hamilton, MT 59840) for 98.1 mhz, ERP 16.2 kw, ant. 124 m.; 4 mi. WSW of Hamilton, .1 mi. N of N. Fork Creek. Benedict owns KLYQ(AM) and KBMG(FM), both Hamilton.

**Hamilton, Mont.** (BPH-950710ME)—Montoya Broadcasting Co. (Angelina Hickman, president, 1314 N. Russell St., Missoula, MT 59802) for 98.1 mhz, ERP 25 kw, ant. 100 m.; 6 km WSW of Hamilton, adjacent to KBMG(FM) tower site.

**Hamilton, Mont.** (BPH-950630MA)—Ravalli County Broadcasters LLC (Chester M. Murphy III and Mary Sheila Murphy, husband and wife; Jesse Truitt Murphy, their son; and James Robert Coulter, co-owners, PO Box 309, Missoula, MT 59806) for 98.1 mhz, ERP 16 kw, ant. 126 m.; 8.7 km E of Stevensville atop Reed Butte. Mary Sheila Murphy owns 51% of KMSO(FM) Missoula; Chester Murphy owns 49%.

## FACILITIES CHANGES

### Accepted for filing

**Newark, N.J.** (950711AC)—Spanish Broadcasting System Inc. for wxLX(AM) 620 khz: change city of license to Jersey City; change TL to .5 km W of Valley Brooke Ave., Lyndhurst; reduce day power to 5 kw; increase night power to 8 kw. *July 19*

### Granted

**Santa Ynez, Calif.** (950328IK)—Karin H. Wood for KAGA(FM)105.9 mhz: change ERP to .094 kw, ant. to 752 m. *July 13*

**Indianapolis** (950526IB)—Secret Communications Ltd. Partnership for wfBQ(FM) 94.7 mhz: change ERP to 9.3 kw, ant. to 72 m. and antenna supporting-structure height. *July 14*

**Richmond, Ky.** (950524IC)—WCBR Radio Inc. for wmcq-FM 101.5 mhz: change ERP to 7.2 kw, ant. to 165 m., TL to 1 mi. SE of Clay Ferry and height of antenna supporting structure. *July 14*

**New Bedford, Mass.** (950621KI)—BAF Enterprises Inc. for wfBQ(TV) ch. 28: change ant. to 229 m. *July 14*

**Chapel Hill, N.C.** (950223IB)—University of North Carolina for noncommercial educational wunc(FM) change ant. to 415 m., directional antenna pattern. *July 14*

**Carolina Beach, N.C.** (950508ID)—Kenneth R. Noble II for WLGX(FM) 106.7 mhz: change transmitter site, ERP to 5.6 kw, ant. to 204 m. *July 14*

**Holidaysburg, Pa.** (941108ID)—WHPA/WKMC Inc. for WHPA(FM) 104.9 mhz: change ERP to .34 kw, ant. to 417 m., TL to Brush Mountain, 4.9 km N of Frankstown, Logan Township, Blair Co. *July 13*

**Philadelphia** (950503MA)—WXTU License Ltd. Partnership for wxTU(FM) 92.5 mhz: new auxiliary ant. system. *July 14*

**Chippewa Falls, Wis.** (950516KE)—Aries Telecommunications Corp. for weux(TV) ch. 48: change ERP to 1,500 kw visual, ant. to 213 m., TL to NW quarter of NW quarter of Section 36, Township 29 N, Range 11 W, Colfax. *July 13*

**Lancaster, Wis.** (950426IC)—K to Z Ltd. for wGLR-FM 97.7 mhz: change ERP to 25 kw, ant. to 100 m., class to C3. *July 14*

### Dismissed

**Coosa, Ga.** (930527IG)—Jean M. Gradick for wSRM(FM) 95.3 mhz: change transmitter site, ERP to .70 kw, ant. to 207 m. *July 14*



# PROFESSIONAL CARDS

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# Datebook

## THIS WEEK

**July 24-27**—*New England Cable Television Association* annual meeting and exhibition. Newport Islander Doubletree Hotel, Newport, R.I. Contact: (617) 843-3418.

**July 25**—Radio license renewal seminar presented by *National Association of Broadcasters*. Sheraton North Shore Inn, Chicago. Contact: Christina Griffin, (202) 775-3511.

**July 26-27**—*Women in Cable & Telecommunications* course: "Cable Accounting and Finance." TCI Bldg., Denver. Contact: Molly Coyle, (312) 634-2353.

## JULY

**July 31-Aug. 4**—*UTC-The Telecommunications Council* 47th annual conference and exhibition (UTC '95). Hyatt Regency & Convention Center, Minneapolis. Contact: (202) 872-0030.

## AUGUST

**Aug. 2**—6th annual *New York Women in Cable & Telecommunications* Programming Picnic. Time Life Building, New York City. Contact: (212) 512-5000.

**Aug. 3**—Deadline for programing entries to the *The New York Festivals* 1995 International Television Programming and Promotion Awards competition. Contact: Anne White, (914) 238-4481.

**Aug. 3-5**—39th annual *Television Programming Conference*. Swissotel, Atlanta. Contact: Janet Bass, (404) 888-0614.

**Aug. 9-12**—*Association for Education in Journalism & Mass Communication/Association of Schools of Journalism & Mass Communication* 78th annual convention. Grand Hyatt Washington, Washington. Contact: (803) 777-2005.

**Aug. 13-15**—*North Carolina and South Carolina Cable Television Associations* joint summer meeting. Pinehurst Hotel, Pinehurst, N.C. Contact: Laura Ridgeway, (919) 821-4711.

**Aug. 16-20**—*National Association of Black Journalists* 20th annual convention. Philadelphia Marriott, Philadelphia. Contact: (703) 648-1270.

**Aug. 17-19**—*Satellite Broadcasting & Communications Association* Nashville '95 satellite show. Opryland Hotel, Nashville. Contact: (703) 549-6990.

**Aug. 23-26**—*Asian American Journalists Association* 8th annual national convention. Hilton Hawaiian Village, Honolulu. Contact: (415) 346-2051.

**Aug. 24-26**—*Nebraska Broadcasters Association* 62nd annual convention. Omaha Marriott, Omaha. Contact: Dick Palmquist, (402) 333-3034.

**Aug. 24-26**—*West Virginia Broadcasters Association* 49th annual convention. The Greenbriar Resort, White Sulphur Springs, W. Va. Contact: Marilyn Fletcher, (304) 744-2143.

**Aug. 27-29**—*Michigan Association of Broadcasters* 47th annual meeting and management retreat. Grand Hotel, Mackinac Island, Mich. Contact: (800) 968-7622.

**Aug. 28-30**—The Eastern Show, presented by the *Southern Cable Television Association*. INFO-RUM Exhibit Facility, Atlanta. Contact: Nancy Horne, (404) 252-2454.

**Aug. 30-31**—*Wisconsin Cable Communications Association* annual convention. Chula Vista Resort, Wisconsin Dells, Wis. Contact: Thomas Hanson, (608) 256-1683.

## SEPTEMBER

**Sept. 2-4**—News management seminar for women and minorities, presented by the *Radio Television News Directors Foundation*. New Orleans Marriott, New Orleans. Contact: Kathleen Graham, (202) 467-5216.

**Sept. 6-7**—*Women in Cable & Telecommunications* executive development seminar. Hyatt Regency Tech center, Denver. Contact: Christine Bollettino, (312) 634-2335.

**Sept. 6-9**—World Media Expo, comprising the *National Association of Broadcasters* Radio Show

**Sept. 27**—*BROADCASTING & CABLE* Interface IX Conference, co-sponsored by *BROADCASTING & CABLE* magazine and the *Federal Communications Bar Association*. The Willard Hotel, Washington. Contact: Joan Miller, (212) 337-6940.

**Nov. 6**—*BROADCASTING & CABLE 1995 Hall of Fame Dinner*. The Marriott Marquis Hotel, New York City. Contact: Steve Labunski, (212) 213-5266.

(contact: Karen Dada, [202] 429-4194); *Society of Broadcast Engineers* annual conference (contact: John Poray, [317] 253-0122); *Radio Television News Directors Association* international conference (contact: Kristen McNamara, [800] 807-8632); and *Society of Motion Picture and Television Engineers* 137th technical conference (contact: [914] 761-1100). New Orleans Convention Center, New Orleans.

**Sept. 7-8**—*Women in Cable & Telecommunications* course: "Convergence: Partners in Progress." Continental Cablevision Bldg., Portsmouth, N.H. Contact: Molly Coyle, (312) 634-2353.

**Sept. 9**—*Academy of Television Arts & Sciences* 47th annual Primetime Emmy Awards creative arts banquet. Pasadena Civic Auditorium, Pasadena, Calif. Contact: Julie Carroll, (818) 754-2870.

**Sept. 10**—*Academy of Television Arts & Sciences* 47th annual Primetime Emmy Awards presentation and telecast. Pasadena Civic Auditorium, Pasadena, Calif. Contact: Julie Carroll, (818) 754-2870.

**Sept. 11-12**—*Women in Cable & Telecommunications* course: "Managing Change in an Evolving Industry." Viacom Bldg., San Francisco. Contact: Molly Coyle, (312) 634-2353.

**Sept. 11-12**—"Making Money in Dialtone: Advertising Over Telecom Networks," conference presented by *Probe Research*. Loews New York Hotel, New York City. Contact: (201) 285-1500.

**Sept. 13-14**—*Women in Cable & Telecommunications* course: "Engineering for the Non-Engineer." CNN Center, Atlanta. Contact: Molly Coyle, (312) 634-2353.

**Sept. 13-15**—*American Society for Training and Development* 9th annual Technical and Skills Training Conference and Exposition. Pennsylvania Convention Center, Philadelphia. Contact: (703) 683-8100.

**Sept. 14**—Deadline for promotion spots and ID entries for the *The New York Festivals* 1995 International Television Programming and Promotion Awards competition. Contact: Anne White, (914) 238-4481.

**Sept. 14-18**—1995 *International Broadcasting Convention*. Amsterdam, Holland. Contact: 011 44 171 240 3839.

**Sept. 15**—*Women in Cable & Telecommunications* course: "Marketing in a Competitive Environment." WCCO Bldg., Minneapolis. Contact: Molly Coyle, (312) 634-2353.

**Sept. 15**—Deadline for programing entries to the *The New York Festivals* 1995 International Television Promotion Awards competition. Contact: Anne White, (914) 238-4481.

**Sept. 15-17**—The *McHugh & Hoffman* Producer Forum. Radisson Town Center, Southfield, Mich. Contact: Erica Dettling, (810) 350-1284.

**Sept. 15-20**—*ITVM '95: Russia and Eastern European Television, Video and Film Market*. St. Petersburg, Russia. Contact: John Tomich, (310) 451-0451.

**Sept. 17-22**—"Investigative Reporting," presented by the *Poynter Institute for Media Studies*, St. Petersburg, Fla. Contact: Jeanne Nissenbaum, (813) 821-9494.

**Sept. 18-20**—11th annual *National Cable Television Cooperative* members meeting. Charleston, S.C. Contact: Missy Welker, (913) 599-5900.

**Sept. 18-21**—*NIMA International* sixth annual meeting and trade exhibition. The Mirage, Las Vegas. Contact: David Savage, (202) 962-8342.

**Sept. 19**—SkyFORUM IV, symposium on satellite and telecommunications convergence and

competition, presented by the *Satellite Broadcasting and Communications Association*. Marriott Marquis, New York City. Contact: Alison Klapper, (212) 388-1400.

**Sept. 19**—CTAM NY Blue Ribbon Breakfast presented by the *Cable Television Administration and Marketing Society*. Rainbow Room, New York City. Contact: Rebecca Kramer, (212) 818-9151.

**Sept. 19-20**—*Hollywood 2000* conference on packaging entertainment product. Wyndham Bel Age Hotel, West Hollywood, Calif. Contact: Trisha Allen, (714) 513-8648.

**Sept. 19-22**—*National Association of Black-Owned Broadcasters* annual fall management conference. Hyatt Regency, Washington. Contact: (202) 463-8970.

**Sept. 20-22**—45th annual *IEEE Broadcasting Technology Society* broadcast symposium. Hotel Washington, Washington. Contact: Susan Crawford, (202) 452-5600.

**Sept. 20-23**—Personal Communications Showcase '95, presented by the *Personal Communications Industry Association*. Orange County Convention Center, Orlando, Fla. Contact: Christina Tenderso, (202) 467-4770.

**Sept. 20-24**—*National Association of Telecommunications Officers & Advisors* 15th annual conference. Albuquerque Convention Center, Albuquerque, N.M. Contact: Barbara Rutherford Crest, (503) 281-0475.

**Sept. 21**—*International Radio & Television Society Foundation* newsmaker luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

**Sept. 25-27**—China Cable and Satellite Television International Summit '95, presented by the *Chinese Institute of Electronics* and the *Institute for International Research*. China World Hotel & Trade Centre, Beijing, China. Contact: +852 2586-1777.

**Sept. 25-28**—Convergence '95 interactive television conference and exposition/DAVID developers conference, presented by *Multichannel CommPerspectives and Microwave Systems Corp.* San Jose Convention Center, San Jose, Calif. Contact: Steve Simpson, (515) 224-1929.

**Sept. 28**—Radio license renewal seminar presented by *National Association of Broadcasters*. Kansas City, Mo. Contact: Christina Griffin, (202) 775-3511.

**Sept. 28-29**—"Expanding Distribution Opportunities in Television, Cable and New Media" conference presented by *Institute for International Research*. Biltmore Hotel, Los Angeles. Contact: (212) 661-3500.

**Sept. 29-Oct. 1**—*Media Technologies* trade show, *Texas Association of Broadcasters* 42nd annual convention and *Society of Broadcast Engineers* annual southwest regional conference. San Antonio Convention Center, San Antonio, Tex. Contact: Oscar Rodriguez, (512) 322-9944.

## OCTOBER

**Oct. 5-7**—*Minnesota Broadcasters Association* 46th annual convention. Northern Inn, Bemidji, Minn. Contact: (612) 926-8123.

**Oct. 9-13**—*MIPCOM '95*, international communications convention and exhibition. Palais des Festivals, Cannes, France. Contact: Madeline Noel, (203) 840-5301.

## JANUARY 1996

**Jan. 22-25**—33rd annual *National Association of Television Programming Executives (NATPE)* program conference and exhibition. Sands Expo Center, Las Vegas. Contact: (310) 453-4440.

## APRIL 1996

**April 15-18**—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

**Major Meeting dates in red**

—Compiled by Kenneth Ray  
(ken.ray@b&c.cahners.com)

## FCC on a roll with Wright

**F**ew people at the FCC have been hired with a more well-defined mission than has Chris Wright: Improve the agency's record in the U.S. Court of Appeals.

Wright is credited with playing a major role in turning around the FCC's win-loss record at the appellate level during the past 15 months. FCC officials say the agency has won 20 of 23 cases argued since October 1994. They compare that with a 50-50 record in the period leading up to Hundt's administration.

Wright came to the FCC from the solicitor general's office, where he spent nine years arguing cases in front of the U.S. Supreme Court. When he jumped to the commission in January 1994, he was in the middle of drafting a brief defending the FCC's indecency policies in the ACT III case.

In an unusual move, the Justice Department agreed to allow Wright to argue the case, even though he no longer was a member of the solicitor general's office. After the FCC's eight-year losing streak in the area of indecency, Wright successfully defended the FCC's indecency rules.

Wright says that each court victory won by the FCC is important—and not simply for the circumstances of the particular case. “The decisions themselves are important, but they will also be important down the road in a host of other areas.” Communications lawyers earn their salaries by seizing on one legal failure of the FCC and expanding on it in other issues. This is particularly true in cases such as ACT III that touch on constitutional issues, says Wright.

When Wright stepped up to the podium to defend the FCC's indecency policy, he did so without notes. Even when he is arguing in front of the Supreme Court, he does so without the aid of prepared remarks.

“Chris is particularly impressive in highly technical matters,” says Wright's former boss, Solicitor General Drew Days III. “He can reel off the particular section of law without a long list of cue cards,” Days says.

At the appellate level, says Wright, if you need notes you are probably in trouble anyway. “If it's not in your head already, the information is not going to be much use to you.” He recalled that during one half-hour period in front of the Supreme Court, he was asked 58 questions.

“Chris Wright is one of the two or three most able lawyers I have ever met,” says



*“The decisions themselves are important, but they will also be important down the road in a host of other areas.”*

### Christopher Joseph Wright

**Deputy General Counsel, FCC, Washington; b. July 7, 1943, Detroit; AB, Harvard College, 1974; JD, Stanford Law School, 1980; analyst, Teaching Innovation and Evaluation Service, Berkeley, Calif., 1974-77; law clerk, Judge Joseph T. Sneed, U.S. Court of Appeals, 9th Circuit, 1980-81; Law Clerk, Chief Justice Warren E. Burger, U.S. Supreme Court, 1981-82; associate, Shea & Gardner, 1982-84; Assistant to the Solicitor General, 1984-94; current position since January 1994. m. Rebecca Troth, June 6, 1987; children: David, 5; Katherine, seven months.**

FCC Chairman Reed Hundt, adding, “and I have met a great many excellent lawyers.”

Although Wright has been a government attorney for more than a decade, he still gets a thrill from standing in front of a panel of judges and saying, “I am Chris Wright, and I represent the United States and the Federal Communications Commission.” “I still like saying that,” says Wright.

Working for the government is a high calling, says Wright. “It seems [that] working for the government gets attacked more and more these days,” says Wright, who has been a federal employe for 13 of the 15 years since he graduated from Stanford law school. “I think its really important that there is someone looking out for the public interest.”

After nine years of arguing cases in front of the Supreme Court, Wright says, he wanted to specialize in one area. He was attracted to the FCC because of the dynamic nature of the communications industry. “Even the telephone stuff is really interesting right now,” he says.

Despite the turnaround since Wright's arrival, he, Hundt and FCC General Counsel Bill Kennard say that the agency's legal staff has an excellent reputation in all areas. Their statements are backed up by comments from lawyers outside the commission.

Shortly after arriving at the FCC, Wright joined a team working on cable rate regulation. Wright was involved in every phase of the regulation. He helped draft the initial order, worked on the brief defending the order, and made the oral argument defending the agency's policy. “Obviously, you don't get to do that at the solicitor general's office.”

“He is one of the most respected appellate litigators in Washington,” says Kennard. “The most important thing he has brought to the commission is his effort at bridging the gap between drafting the order and litigating the order.”

Wright and Kennard have doubled the number of general counsel office lawyers working on orders. Creating an order that is on solid legal ground from the start makes the agency much easier to defend, Wright says. “The best brief is a good order,” he is fond of saying.

“Sometimes you can [write an order] just a little differently and the commission can do most of what it wants and be on much safer ground,” says Wright. —CSS

# Fates & Fortunes

## BROADCAST TV

**Kathy Saunders**, VP/GM, KDAF(TV) Dallas, joins WFXT(TV) Boston in same capacity.

Appointments at WISH-TV Indianapolis: **Jeff White**, NSM, named LSM; **Tony Perkins**, anchor/reporter, WISN-AM-TV Milwaukee, joins as reporter; **Anna Werner**, reporter, ChicagoLand TV, Chicago, joins in same capacity.

**David Brant**, assistant chief engineer, WTOG-TV Savannah, Ga., named chief engineer.

**Joe Mazza**, GSM, WLMT(TV) Memphis, Tenn., joins KBSI(TV) Cape Girardeau, Mo., as VP/GM.

**Amy Marsalis**, weekend anchor, WCCO-TV Minneapolis, named health reporter.

Appointments at KDLH(TV) Duluth, Minn.: **Terry Van Dell**, maintenance engineer, named director, engineering; **Nancy Roche**, communications director, Lighthouse for the Blind, joins as marketing director.

**Elyse Massa**, account executive, WSVN(TV) Miami, named LSM.

**Carie Chapman**, promotion assistant, KAKE-TV Wichita, Kan., joins KTKA-TV Topeka, Kan., as director, promotion and marketing; **Jeff Carson**, production manager, KTKA-TV named director, creative services.

**Marianne Kushi**, reporter, KCBS-TV Los Angeles, joins KNSD(TV) San Diego in same capacity.

**Derek Dalton**, account executive, WGN-TV Chicago, joins KWGN-TV Denver as GSM.

## PROGRAMING

**Karyn Ulman**, president, Firecat Productions, joins DIC Entertainment, Burbank, Calif., as VP, music.

**Jim McKairnes**, manager, program planning and scheduling, CBS Entertainment, New York, named director.

**Lawrence Moss**, coordinator, features marketing project, Columbia TriStar Television Distribution, Culver City, Calif., named manager, motion picture creative services, CTTD and Columbia TriStar International Television.

**Dan Capone**, marketing manager, interactive and nonfiction video product,

Turner Home Entertainment, Atlanta, named director, multimedia marketing.

**Steve Buckholtz**, VP, Northeast sales, MTM Television Distribution, New York, named VP, sales.

**Giles Lundberg**, VP, research and marketing, Fox Broadcasting, Beverly Hills, Calif., named senior VP.



Stark



Fauci

Appointments at Paramount Television Group, network television division, Hollywood, Calif.: **Steve Stark**, executive director, current programs, named VP; **Dan Fauci**, VP, comedy development, named senior VP.

**Neil Schubert**, senior publicist, Warner Bros. Television, Burbank, Calif., joins Universal Television, Universal City, Calif., as VP, publicity.

Appointments at Saban Entertainment, Burbank, Calif.: **Julie Kane-Ritsch**, assistant VP, business and legal affairs, Hanna-Barbera, Hollywood, Calif., joins as VP, business and legal affairs; **George Funk**, VP, sales, Just Toys Inc., New York, joins as VP, sales and retail development.

**Paul Villadolid**, director, network specials, Walt Disney Television, Burbank, Calif., named VP, specials.

Appointments at NBC Entertainment, Burbank, Calif.: **Jody Brockway**, director, miniseries and motion pictures for television, named VP; **Jeannette Hektoen**, director, entertainment talent relations, named VP, talent relations, East Coast.

**Steve Domier**, executive producer, creative development, The Disney Channel, Burbank, Calif., joins the WB Television Network there as head, on-air promotion.

## RADIO

**Paul Gregrey**, VP, sales planning, ABC Radio Networks, New York, moves to

San Francisco to head ABC's Northwest Advertising Sales office.

**Susan Spaulding**, regional radio executive, The Associated Press, Chicago, named manager, national radio sales, Washington.

**James Flanigan**, business columnist, Los Angeles Times, joins PRI Public Radio International's *Marketplace*, Los Angeles, as commentator.

**Mike Elder**, program/operations director, KCMO(AM) and KMBZ(AM) Kansas City, Mo., joins WCCO(AM) Minneapolis as program director.

**Doug Westerman**, executive producer, Minnesota Timberwolves Radio Network, joins KFAN(AM) Minneapolis in same capacity.

**Kristi Hoss**, on-air personality "Lucy Lipps," KLOL(FM) Houston, joins KTBZ(FM) there in same capacity.

**Jody Williamson**, GSM, Illinois and Wisconsin Radio Networks, Chicago, named VP/GM.

**Dan Yukelson**, assistant VP/controller, Warehouse Entertainment Inc., joins Premiere Radio Networks Inc., Los Angeles, as VP, finance, and CFO.

**Cynthia Young**, regional director, affiliate relations, Westwood One Inc., Washington and New York offices, joins The Associated Press, Washington, as manager, direct radio sales.

**Brew Michaels**, president, Independent Rock Programming, joins Heritage Media Corp., Portland, Ore., as stations operations manager.

## CABLE

**Alan Audet**, news director, WTVG(TV) Toledo, Ohio, joins CNN, Atlanta, as producer.

Appointments at ESPN: **Matthew J. Cacciato**, senior account executive, affiliate sales and marketing—Western division, Los Angeles, named director, affiliate sales and marketing—Northeast region, Bristol, Conn.; **Tanya B. Curry**, manager, ESPN Enterprises, New York, named director.

**Alina Vogtner**, director, human resources and administration, MTV Latino, Miami, named VP.

**Geoff Dunn**, program director, WTKO(AM)/WQNY(FM) Ithaca, N.Y., joins Time Warner Cable's NewsCenter there as news director.

**Karen Hanley**, executive, and **Patricia Newi**, director, acquisitions, The Travel Channel, Atlanta, named VP and director, co-production and acquisitions, respectively.

**Deborah Brackman**, director, programming, and **Laurie Lawrence**, director, marketing, Request Television, Denver, named VPs.

Appointments at SportSouth, Atlanta: **Jim Claussen**, director, promotion and creative services; **Bill Irish**, director, programming; **Chris Killebrew**, director, affiliate sales and marketing, and **Cheryl Raiford**, controller, named VPs.

**Mike McCarthy**, executive producer, live events, MSG Network, New York, named VP, production/executive producer.

Appointments at Cablevision's 24-hour News 12, Norwalk, Conn.: **Kim Kobel**, reporter/anchor, KGWN-TV Cheyenne, Wyo., joins in same capacity; **Mary Anne Loughlin**, independent consultant, joins as reporter/anchor.

**Ben Floor**, president, Diegeiro Ministries, Dallas, joins Z Music Television, Nashville, as regional marketing manager, Northwest region.



**Burkhardt**

**Willy Burkhardt**, senior engagement manager, McKinsey & Co., Los Angeles, joins Turner Entertainment Networks International, Atlanta, as senior VP, business development and

administration.

**Janine Bleak**, VP, Foote, Cone & Belding Communications, Los Angeles, joins the Popcorn Channel there as VP, entertainment, marketing services.

**Charlie Minn**, host, *Live Event News & Action Zone*, World Wrestling Federation, Stamford, Conn., joins NewSport, Port Washington, N.Y., as sportscaster, *Scoreboard Central*.

**Pandit Wright**, VP, human resources, Salomon Brothers Inc., Tampa, Fla., joins Discovery Communications Inc., Bethesda, Md., in same capacity.

Appointments at A&E Television Networks, New York: **Greg Jones**, director, public relations, named VP, public affairs and communications; **Kathie Gordon**, publicist, drama and performing arts, named manager, program publicity.



**York**

Appointments at Time Warner Sports/TVKO, New York: **Daniel York**, director, Central region, named GM, Time Warner Sports/TVKO; **Michelle Weber**, marketing manager, named director, national marketing and promotion; **Frank Romano**, manager, finance, named director, operations and finance.

## MULTIMEDIA

**Kathleen Yates**, senior VP, news business development, *San Jose Mercury News*, joins Knight-Ridder, Miami, as director, new business development.

**Kenneth Vittor**, associate general counsel, The McGraw-Hill Companies, New York, named senior VP/general counsel.

**Andrew Greenberg**, executive VP, GoodTimes Entertainment Company (recently renamed GoodTimes Entertainment Worldwide), New York, named group president, GoodTimes Entertainment Group.

## ADVERTISING/MARKETING

**Michael Turner**, director, marketing, ACI, Los Angeles, named director, worldwide marketing.

**Robert Kirkpatrick**, regional media director, Leo Burnett, London, joins D'Arcy Masius Benton & Bowles, St. Louis, as senior VP/director, media services.

**Ellen Strahs Fader**, senior VP, administration and corporate affairs, Osborn Communications, joins Katz Media Group, New York, as VP, investor relations.

**Morris McWilliams**, account executive, Premier Advertiser Sales, New York, joins Action Media Group, Los Angeles, as director, Eastern advertiser sales.

Appointments at Capital Cities/ABC Inc., New York: **Jesse London**, national marketing executive, named director, sales, New Media Sales, New York; **Melissa Dlin**, account executive, National Television Sales, Philadelphia, named sales manager, San Francisco.

## SATELLITE/WIRELESS

**Mary Bouakadakis**, sales manager/acting GM, MicroAge, Tulsa, Okla., joins UVTV (a company of the United Video

Satellite Group) there as VP, marketing.

**Robert Von Kohorn**, manager, information services, Group W Satellite Communications, Stamford, Conn., named director.

Appointments at Primestar Partners, Bala Cynwyd, Pa.: **David Higgins**, director, engineering, IDB Communications Inc., Staten Island, N.Y., joins as director, engineering services; **Carolyn Neary**, account executive, Elkman Advertising & Public Relations, Philadelphia, joins as manager, media relations.

**Reid Stephenson**, managing director, Asia/Pacific business operations, Iridium Inc., joins Globalstar LP, San Jose, Calif., as director, business development operations.

## DEATHS

**Everett H. Aspinwall Jr.**, 68, broadcast journalist and radio and TV producer, died July 13 after a bout with prostate cancer. His journalism career included writing for CBS-TV 2 and ABC-TV news. In 1971 Aspinwall switched to public television to produce *This Week With Bill Moyers*. The next year he became owner and operator of WPBR(AM) Palm Beach, Fla., an all-talk format. In 1987 Aspinwall sold the radio station and formed Aspinwall Communications, a broadcast consulting and public relations firm. He is survived by his wife, four children and five grandchildren.

**Simon Geller**, 75, former radio station operator, died July 11 in Rockville, Md. Geller single-handedly ran the former WVCA(FM) Gloucester, Mass.—now WBOQ(FM)—for 24 years by soliciting donations from his listeners. He is survived by a brother.

**John "Jack" Hyde**, 77, radio station owner, died July 13 at his home in Naples, Fla. Hyde owned and operated KDHL(AM) Faribault, Minn., for 40 years before selling it to Igstad Broadcasting in 1988. He is survived by his wife and a son.

**Lawrence J. Messenger**, 64, engineer, died July 7 at home in Sarasota, Fla. Messenger retired as chief engineer for Pennsylvania Public Television Network in 1989. He had been with the network since its inception in 1969. Messenger is survived by several cousins.

—Compiled by Denise Smith  
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**NBC and CBS each received 85 prime time Emmy nominations to lead all networks. (Awards will be given Sept. 10.)** HBO's 48 nominations put it in second place ahead of ABC's 39 nominations. PBS garnered 17, matched by Fox and TNT with 17 each. TNT led all basic-cable networks. *ER* led among individual shows, with 20 nominations, followed by *NYPD Blue's* 12, and 10 each for *Barbra Streisand: The Concert*, *Buffalo Girls* and *Frasier*. One surprise was the omission of Tim Allen (*Home Improvement*) in the category of outstanding lead actor in a comedy series. The new UPN Network racked up seven nominations, six for *Star Trek: Voyager*. Besides *ER*, the top new series honorees included *Chicago Hope* and *Friends*, with eight nominations each.

**ABC Entertainment Vice President of Current Series Programming Brian McAndrews has been named executive vice president of production for the ABC Television Network**, effective Aug. 1. He will report to ABC Television Network Group President David Westin. McAndrews said he will assume the duties of former ABC Productions President Brandon Stoddard, whose post will not be filled.

**Columbia TriStar Television Distribution will not offer stations double-runs of off-network episodes of *Seinfeld*** beginning this fall. CTTD was ambivalent about offering the second-runs because of concerns about shortening the strip's longevity through overlap of the episodes.

**There was more talk last week that US West is considering buying two-fifths of Cablevision Systems Corp.**, the nation's sixth largest cable operator. The deal is expected to be worth more than \$600 million, with the two parties reportedly negotiating for several months.

## TBN divvies up games

As expected, The Baseball Network—along with broadcast partners ABC and NBC—has decided to split its World Series, League Championships and Divisional Series coverage evenly between the two networks.

TBN was forced to revise its original plans to alternate World Series coverage between ABC and NBC during the next two years when the two networks last month decided to end their deal with Major League Baseball after the 1995 season.

Still to be answered: What network will cover game 7 of the World Series (if needed). TBN President Ken Schanzer says the decision will be made within a month, possibly by a coin flip. Other issues still to be decided include a makeup-game schedule in the event of a rainout and whether the networks will cross-promote games for or on each other's networks.

The post-season schedules are as follows (all times Eastern Standard):

DIVISIONAL SERIES:	LEAGUE CHAMPIONSHIP SERIES:	THE WORLD SERIES:
Tuesday, Oct. 3, 8:00 p.m./NBC	Tuesday, Oct. 10, 8:00 p.m./ABC	Saturday, Oct. 21, 7:00 p.m./ABC
Wednesday, Oct. 4, 8:00 p.m./NBC	Wednesday, Oct. 11, 8:00 p.m./ABC	Sunday, Oct. 22, 7:00 p.m./NBC
Friday, Oct. 6, 8:00 p.m./ABC	Friday, Oct. 13, 8:00 p.m./NBC	Tuesday, Oct. 24, 8:00 p.m./NBC
Saturday, Oct. 7, 7:00 p.m./ABC	Saturday, Oct. 14, 7:00 p.m./NBC	Wednesday, Oct. 25, 8:00 p.m./ABC
Sunday, Oct. 8, 7:00 p.m./ABC	Sunday, Oct. 15, 7:00 p.m./NBC	Thursday, Oct. 26, 8:00 p.m./ABC
	Tuesday, Oct. 17, 8:00 p.m./NBC	Saturday, Oct. 28, 7:00 p.m./NBC
	Wednesday, Oct. 18, 8:00 p.m./ABC	Sunday, Oct. 29, 7:00 p.m./TBA

For the first time since David Letterman's move to CBS almost two years ago, ***The Tonight Show with Jay Leno* has beaten its late-night competitor** in the weekly ratings.

**As expected, Leslie Moonves, president, CBS Entertainment, has named former Warner Bros. Television executive Billy Campbell executive vice president, CBS Entertainment.** Campbell will serve as the number-two executive at the entertainment division, reporting directly to Moonves.

**UPN's fall prime time schedule will debut Monday, Aug. 28**, with the second-season premiere of *Star Trek: Voyager* at 8-9, followed at 9-10:30 by a 90-minute debut episode of *Nowhere Man*. On Aug. 29, UPN will air back-to-back episodes of *Live Shot* at 8-10 as that show makes its series debut. The following Tuesday (Sept. 5), *Deadly Games* makes its series debut at 8-9, followed by *Live Shot* in its regular 9-10 slot.

**MTV and Westwood One Entertainment are teaming to launch The MTV Radio Network, set to debut in September.** The network will include simulcasts and other special programming.

**Columbia TriStar Television Distribution's *Forever Knight* action hour has begun production in Toronto** on 22 episodes for the 1995-96 season and has added three cast members.

**BellSouth has asked the FCC for permission to build and operate a cable TV system on Daniel Island in Charleston, S.C.** The telco filed the application after securing a cable franchise last week from the Charleston City Council. BellSouth plans to offer video-on-demand, interactive games and personal computer services on the cable systems.

**FCC Chairman Reed Hundt last week had warm words for Advertising Council plans to target**

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# Closed Circuit

## public service announcements at issues affecting children.

"This campaign is about finding American values," Hundt said, stressing the need to explore broadcast public interest obligations in the digital age. His address came as the group announced it had received \$891.6 million in donated media time and space in 1994. The donations topped 1993 totals by 46%, the council said.

**ABC Television Network Group President David Westin** told members of the Television Critics Association in Pasadena last week that the network's O&O stations may experiment with a late-night show to follow *Nightline*. The show could eventually make it onto the network.

**Fox Television Stations last week closed its deal to acquire WBRG-TV Birmingham** for about \$100 million from a trust established by New World Communications

**MSO Jones Intercable is looking into the purchase of financially troubled Samuel Goldwyn Co.**

Jones, which already owns a small movie production company, is currently reviewing Goldwyn's finances. "My people are gathering information, evaluating, and trying to arrange meetings," said Glenn Jones, Chairman and CEO, Jones Intercable. "It plugs into a lot of places in our organization," Jones says.

**The Senate Commerce Committee will hear from the Progress and Freedom Foundation** Thursday during a hearing on spectrum use and allocation. The Progress and Freedom foundation has close ties to House Speaker Newt Gingrich (R-Ga.) and advocates a limited public interest role in communications policy. The committee is also expected to hear testimony about spectrum sharing technologies. Commerce Committee Chairman Larry Pressler (R-S.D.) is working on a spectrum reform bill that will be introduced after the telecommunications legislation clears Congress, according to one source.

**Errata**—The DMA of the three Nebraska VHF stations bought by Blackstar Communications were incorrectly reported last week ("Blackstar makes first buy," In Brief). KHGI-TV Kearney, KSNB-TV and KWNB-TV Hayes Center are in the 101st DMA, though KWNB-TV also is in the 210th DMA of Nielsen's 211 DMAs.

## WASHINGTON

### Middle ground

The NAB should stay neutral on TV ownership caps. That was the advice from key House members to NAB Joint Board Chairman Phil Jones of Meredith Broadcasting who, along with NAB staff, has tested the waters for reaction to an association stand favoring a less deregulatory telecommunications-reform bill. The industry is at odds over the bill's proposal to increase the TV ownership cap from 25% to 50%. However, a majority of the NAB's TV board favors a 35% cap, and at last month's board meeting the TV directors decided to see what some House members would think if the NAB were to embrace a 35% cap. "[Congressmen] said it was too late" and that any change in the NAB's position "was not going to change the vote in the House," said Jones. But Jones, who is a key advocate of the 35% cap, said the message "did not fall on deaf ears." He said some of the congressmen indicated that there might be room for negotiation during a House-Senate conference on the bill.

The split over the ownership issue has some NAB TV board members calling for a restructuring of the board that will decrease the number of TV network representatives. Jones says a special working group likely will be created next month to look into how to reconstitute the board. Right now there are 12 designated and 12 elected seats. Jones says some think that the board is too large and that there should be more elected seats.

## HOLLYWOOD

### Outdoor on hold

Outdoor Life, the planned Times Mirror/Cox Communications cable channel, still hasn't made it to the great outdoors. Outdoor Life, which had been scheduled to go on line this month, has been put on hold indefinitely. Times Mirror/Cox originally scheduled to launch the channel last January, but moved it to July. The hold this time is connected to Times Mirror's decision to reassess its media holdings and pare the company's debt, says a

Times Mirror spokeswoman.

## KANSAS CITY

### Driver's seat

If there is a worst-case scenario for kids syndicators, it is KSMO-TV Kansas City, Mo., a traditionally independent station strong in kids programming that has become a kids powerhouse after the Fox station in the market switched to NBC and left KSMO-TV the only kids player now in the market. The station airs the Disney Afternoon, the Fox Children's Network out of pattern, and a host of other syndicators' shows. It also has become a UPN affiliate, and with that network's plans to expand into kids programming, Station Manager Jim MacDonald faces more scheduling choices. "You can only fit so many 10-pound turnips in a five-pound sack," he says, adding that the squeeze has driven up prices to the point where he is being offered \$100,000 in syndicator-provided ad support to slot a weekly half-hour show in a pre-6 a.m. time period.

## CANADA

### Canadian expansion

The Canadian government is said to be preparing to expand foreign ownership limits in Canadian broadcasting holding companies to 33 1/3%. The government currently limits ownership by foreign companies to 20%. The move is expected to come soon, possibly within a month, through the government's Canadian Heritage department.



Drawn for BROADCASTING & CABLE by Jack Schmidt  
"I can't pay you what you're worth—there's a minimum wage law..."

## Winning isn't everything

This issue details in some degree the success of the Hundt FCC in having its decisions upheld by the appellate courts. Some 24 of 27 orders have survived judicial scrutiny, including the pivotal cable-rate case and indecency "safe harbor" decision. It would be churlish not to applaud the FCC and its general counsel's office for such evidence of their legal skill and adroitness in framing orders that enunciate FCC policy.

We would be remiss, however, not to point out the difference between legal victories and good policy. In the federal judiciary's oversight of such agencies as the FCC, the first test is whether decisions have met the Administrative Procedure Act. In a sense, has due process been observed? The question is then asked, has the agency been arbitrary or capricious? If not, the agency is presumed to be the expert, and the action passes appellate muster.

What the court doesn't ask is: Is this a good decision? Is this good policy?

Those are the questions this page asked in the cable rate and indecency decisions, and in both cases we said "no." That's the test we believe the FCC itself should apply to all issues that come before it, as opposed to concentrating on the ability to pass the judicial litmus test. In the end, the telecommunications policy game goes not to the legally swift, but to the just.

## Here's to the volunteers

Although this page harbors certain reservations about today's rush to deregulation, it nevertheless sides with those who believe that freedom is better than safety and the marketplace a surer guide than government regulation. Indeed, the direction in which the government of the day

appears headed is the one this magazine has professed for more than six decades: "Radio as free as the press."

It would be tragic, however, if the absorption with making all things possible on the commercial side of the medium were to obscure the very quality that has made radio and television great: service in the public interest. Historically, much of that public trusteeship has been federally mandated. In tomorrow's Fifth Estate—assuming no derailment of the deregulatory momentum—the decision whether or not to serve will be left to individual broadcasters. It is not too soon for those legions to recommit themselves to "the public interest, convenience and necessity," regardless of the rules that issue from Washington.

These are new times, and the competitive environment changes by the hour. Broadcasting should be allowed to move swiftly in meeting or mastering its challenges; surely, it should be accorded the same latitude as the media against which it competes. But to whatever extent broadcasting is released from old rules, it should never forget its historic advantage: Alone among the media, it has been required to serve the public interest, and it has prospered in direct proportion. We oppose the requirement, but applaud the result.

## For the record

We were pleased to learn that a U.S. District judge in Georgia has granted a temporary restraining order blocking enforcement of the state's Workers Compensation truth in advertising law. It would require advertisers of workers compensation services to include a five-second, 36-point-type disclaimer in their TV ads warning of penalties for fraudulent claims. Such a law micromanaging truthful commercial speech clearly "implicates First Amendment protections," as the court pointed out. The law shouldn't be on the books. We'll keep you posted.

Lawrence B. Talshoff, chairman  
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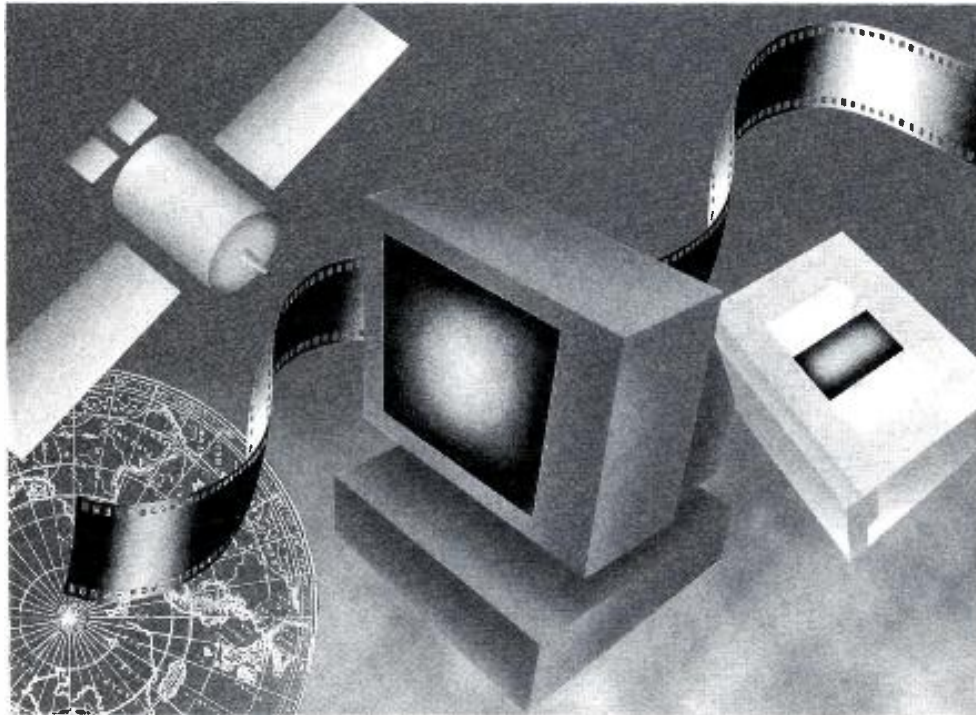
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