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The Newsweekly of Television and Radio

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Fast Track

MUST READING FROM BROADCASTING & CABLE

TOP OF THE WEEK

Hundt to reexamine retransmission In his first interview since being confirmed as FCC chairman, Reed Hundt says he will reexamine last summer's retransmission consent battle, saying broadcasters deserve a fair price for their signals. He says, however, that broadcasters, enjoying free spectrum use, have a greater public service burden now that spectrum for other services is auctioned. / 6

Another Republican candidate The latest candidate for the vacant Republican seat on the FCC is San Francisco communications attorney Rachele Chong. / 6

FCC will continue indecency enforcement Despite a court decision striking down a midnight to 6 a.m. safe harbor for indecency, and harshly criticizing the government for acting without evidence, the FCC says it will continue to enforce indecency rules, expanding the safe harbor back to 8 p.m. / 10

Judge blocks Paramount defense A Delaware judge has blocked a defensive move by Paramount, which is trying to ward off a takeover bid from QVC. The decision calls into question a planned merger between Paramount and Viacom. / 10

Flocking to pay per view AT&T, US WEST and TCI say their video-on-demand trial near Denver yielded buy-rates 12 times the nationwide average for traditional pay per view. / 16

Clear Channel pushes the limit Already owning 36 radio stations, the most allowed by the FCC, the fast-growing Clear Channel Communications plans to give up management, but not ownership, of 11 small stations. If approved by the FCC, the plan could allow Clear Channel to grow beyond the regular ownership limits / 18



Denver video-on-demand test yields good results. / 16

PROGRAMING

Disney protects its turf

In the face of a network effort by rival studio Warner Bros., Disney may cut a deal with one of the established networks, perhaps Fox, to carry its slate of kids programming, currently syndicated on independent stations. / 26

Court TV performs well

Court TV's first Nielsen ratings show that almost 40,000 viewers tune in regularly, a good performance for a new network, according to observers. The network won't reveal the new demographic data, considered critical to advertising sales. / 30

SPECIAL REPORT: WESTERN CABLE

Banking on compression

With dozens of new cable channels springing up, channel capacity is becoming a problem: Many new networks are banking on digital compression to make room on cable systems. Included is a round-up of more than 50 new services in the works, from Adam and Eve adult pay per view to Christian video channel Z-Music. / 32

SPECIAL REPORT: PAY PER VIEW

Preview of the superhighway?

Telephone and cable companies, and other potential players in the emerging information superhighway, are looking closely at pay per view and the video rental markets, trying to figure out how consumers will behave on the highway. The companies are hoping to grab a slice of the \$377 million pay-per-view market and \$12 billion in rentals. / 52

Pay Per View on the rise

Unfettered by the shackles of rate regulation, pay per view's future seems virtually unlimited. In the short term, revenue is up, but the industry is worried that its penetration into American homes isn't fast enough. / 57

Stern goes pay per view

Love him or hate him, Howard Stern is a hot commodity,



Movies account for about half of pay-per-view revenue. / 54

"This is not a fluff-talk, 'let's share recipes show,' "—Brook Daniels on her new radio partnership with Roberta Gails, the first all-female team show in syndication. / 88

NOV. 29, 1993

and he's about to hit pay per view with a New Year's Eve pageant that's expected to be a huge audience draw. / 58

Doubting video on demand

Full video on demand, the dream of many pay-per-view and cable operators, may be technologically possible soon, but many skeptics doubt whether the public will flock to the new services. / 60

PPV: DBS style

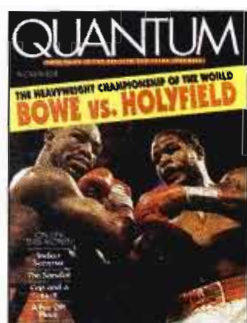
Even while cable systems plan for near-video-on-demand, Hughes's DirecTV is planning to offer more than 100 channels of pay per view and near-video-on-demand via direct-broadcast satellite starting next March. / 60

Two conflicting models

The GTE Cerritos project and Time Warner's Quantum cable system offer conflicting models for how the public will respond to the coming technological revolution. / 64

Harnessing technology

In order to tap into the revenue potential of near-video-on-demand and ultimately video on demand, programers will have to understand a new world of technology, from video servers to telephone-type switching systems. / 66



TW's Quantum cable experience suggests viewers will buy PPV. / 64

BUSINESS

Network revenues down

Third-quarter revenue figures for the broadcast net-



Cover Story:

Driven by several parallel technological revolutions, and unfettered by rate regulation, pay per view seems ready to take off, but the question remains: How much will the public be willing to pay? / 52

works are down 15.5% compared with last year, due to the profitable Olympics and elections in 1992. Compared with 1991 figures, which didn't benefit from those events, the 1993 figures are up more than 6%. / 86

RADIO

BMI and industry come to terms

After a protracted disagreement over rights fees, BMI and the radio industry finally have come to terms, settling on a five-year contract that includes annual increases of just more than 3%. / 88

Westwood launches female talkers

Westwood One is planning to launch *The Brook Daniels and Roberta Gails Show*, the first all-female talk show in syndication. / 88

ADVERTISING & MARKETING

Cosmos enters cable rep business

Cosmos Broadcasting will get into the cable rep business after winning the right to represent Cablevision Industries' Columbia, S.C., system. / 89

Petry buys Totalvideo

Ad rep firm Petry says it will buy Totalvideo, a rep firm specializing in sports events. Totalvideo principals John Andariese and Jon Feller will remain at the helm of their company. / 90

TECHNOLOGY

MCI tests cable telephony

Long-distance carrier MCI will team with Jones Intercable and Scientific-Atlanta for the first large-scale tests of telephone service delivered over a cable system. Tests will begin next year in Alexandria, Va., and suburban Chicago. / 91

WASHINGTON

Allowing telcos in

When the House of Representatives returns from its winter break, it will take up two new bills that would allow telephone companies into cable and cable companies into telephone. The long-awaited Brooks-Dingel and Markey-Fields bills were introduced as Congress raced to tie up loose ends before the holiday break. / 92

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FCC's new chairman speaks out

Hundt promises review of retrans, says broadcasting has bright future

By Harry A. Jessell

Incoming FCC Chairman Reed Hundt last week said he will review last summer's retransmission consent negotiations that left most broadcasters without the cash they had hoped for.

"Broadcasters ought to be able to get a fair price for their product," the 45-year-old veteran antitrust litigator said without elaboration.

Broadcasters went into the negotiations hoping to receive payments from cable operators that carried their signals. Most failed, and some charged large cable operators with collusion in their near-unanimous refusal to pay.

Confirmed by the Senate, Hundt is expected to be sworn-in today (Nov. 29) by Vice President Al Gore, the long-time friend who hand-picked Hundt for the FCC job.

Hundt broke his media silence in a series of brief interviews with reporters last Wednesday, but continued to hold closely his views on specific issues. Retransmission consent was an exception to the rule.

His response to a question about relaxing the TV ownership limits was typical: "I have an open mind, but a great desire to learn before deciding."

'TV is not a toaster'

But he discussed some of the regula-



Reed Hundt: There may not be 'one truth for all broadcasters.'

tory philosophy that will frame his policymaking.

"TV is not a toaster," he said, putting distance between himself and the Reagan-era FCC that looked at TVs as appliances and broadcasting as having no greater public responsibility than any other business.

That broadcasters have special public interest obligations is not a "passé concept," Hundt said, without listing what those obligations may be.

On the contrary, he said, the public interest is even more "real" today as the federal government prepares to auction off non-broadcast spectrum. Companies that pay for spectrum may be entitled to "unfettered" use of it, he said. But if "someone is not going to be paying at all," a public trusteeship is "perfectly reasonable."

Hundt sidestepped comment on

Continues on page 101



Cellular lawyer likely FCC pick

By Kim McAvoy

Rachelle B. Chong, President Clinton's likely choice for the FCC's Republican seat, brings hands-on experience to the commission, having spent the last 10 years as a communications lawyer specializing in the cellular telephone business.

The 34-year-old Chong is a partner and head of the regulatory department of the international law firm of Graham & James, San Francisco.

Continues on page 100

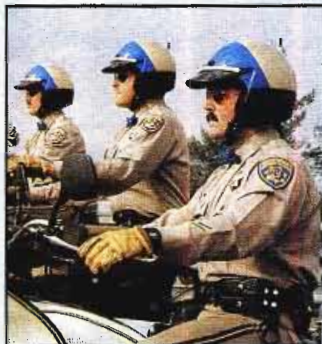
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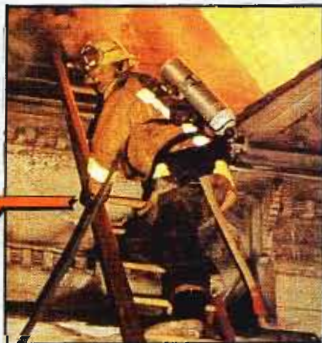
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Court throws out indecency ban

But FCC says it will continue to enforce 6 a.m.-8 p.m. prohibition; court also finds ban of indecent material on cable public access channels unconstitutional

By Sean Scully

The FCC says it plans to continue enforcing anti-indecency rules despite a court ruling striking down a 6 a.m.-midnight ban on indecent broadcasts.

Outgoing Chairman Jim Quello said last week the FCC would try to satisfy the court by expanding the safe harbor to 8 p.m., allowing four more hours for indecent programming. "This really opens it up," Quello said. (The FCC has been unofficially enforcing an 8 a.m.-midnight harbor during court challenges to its "safe harbor" policy).

Merely expanding the safe harbor may not satisfy the court. In a decision handed down Nov. 22, the U.S. Court of Appeals for the District of Columbia said neither Congress nor the FCC had offered evidence on viewing patterns of children. The primary justification for the safe harbor is that children are less likely to be watching or listening after midnight. It said the government had failed to draw the rules narrowly enough to pass constitutional muster under existing Supreme Court decisions.

Quello said evidence to support safe harbors does exist, but he could not

cite it. Deputy General Counsel Jane Mago agreed, saying there is data, but the court had asked for a specific breakdown of the information.

American Civil Liberties Union Legislative Counsel Robert Peck said the commission's enforcement of indecency rules, whatever safe harbor it may now designate, remains in limbo under this ruling. He points out that the FCC has announced many fines for broadcast indecency but has been unable to collect any money, since courts keep striking down specific indecency regulations. "They've really been in limbo for quite some time... These fines are for publicity only," he says.

The ruling will not affect any cases involving controversial radio DJ Howard Stern, Quello says, adding that some of what Stern says is hard to justify in any circumstance. Stern's syndicator, Infinity Broadcasting, disagreed, saying court challenges to the \$1.2 million in indecency fines leveled against Stern may now be unnecessary. Infinity President Mel Karmazin, however, seemed reluctant to declare victory. "We're not going to change the Howard Stern program," he said. "We have been conforming

to the commission's definition of indecency and will continue to do so."

Quello says the ruling supports expanding restrictions on violent programming. There is evidence violence does harm young children, he says, satisfying a major test set down by the court for restricting indecent programming. "We might even have a stronger case [with violence]," he said.

The court did not directly tackle the possible TV violence connection, but it did affirm that the basic Supreme Court decisions that underlie indecency rules, particularly the 1978 *Pacifica* case, were narrow and placed a burden on the government to carefully justify and "narrowly tailor" attempts to restrict speech protected by the First Amendment. That suggests anti-violence rules would be very difficult to craft in order to be constitutional.

In a separate ruling the same day, the court of appeals struck down a section of the 1992 cable act, which allowed cable operators to reject indecent programming on public access channels, or to segregate all indecent public access programming onto a single channel, to which subscribers would have to request access. ■

Judge puts Paramount back in play

If a ruling by a Delaware Court judge stands, it will be the top dollar—from QVC, Viacom or perhaps someone else—that will walk away with Paramount Communications Inc.

Although Viacom's offer for the entertainment/publishing company was roughly \$1 billion below QVC's offer last week, Paramount's management and board of directors favored it as "strategically" superior.

But such arguments did not carry enough weight with Delaware Vice Chancellor Jack Jacobs, who last Wednesday ruled that QVC must be given equal chance to bid.

At the very least, Paramount must drop its "poison pill" that effectively blocked QVC from buying Paramount absent Paramount board approval, Jacobs ruled.

The judge also knocked out some valuable Paramount stock options granted to Viacom, Paramount's chosen merger partner, but left in a \$100 million break-

up fee for Viacom if its bid is defeated.

"We believe the Chancery Court's position is wrong on both the facts and the law. We are appealing immediately and are confident that the...decision will be reversed," a Paramount statement said.

The appeal to the Delaware Supreme Court will take at least another week.

The FCC had approved both QVC's and Viacom's applications to hold tendered Paramount shares in trust, pending "long-form" application approval. And the FTC still was considering Advance Publication's \$500 million investment in the QVC bid.

Shareholders were waiting until the last minute to decide which bid they would tender shares to; as of early last week, both offers combined had received only about one-tenth of Paramount's 120 million shares outstanding.

Trading in Paramount was halted Wednesday afternoon at 77 5/8.

—GF

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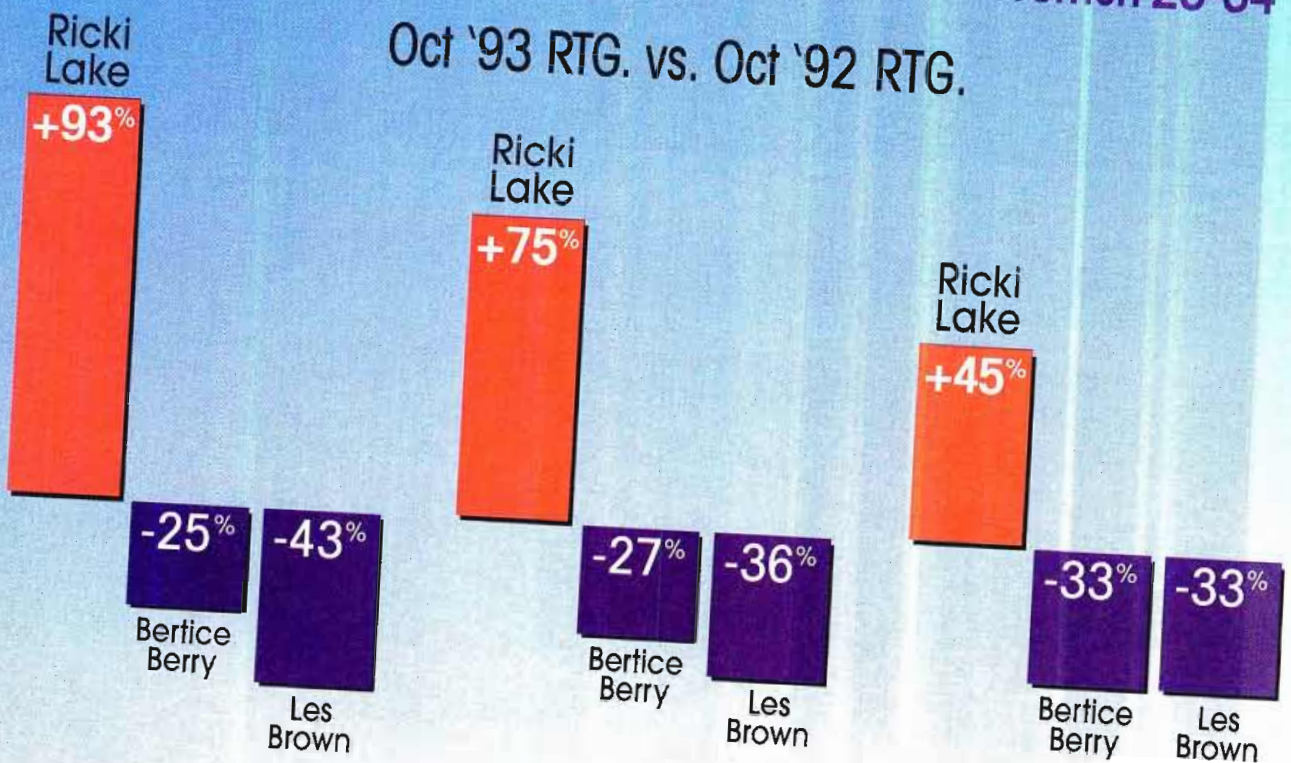
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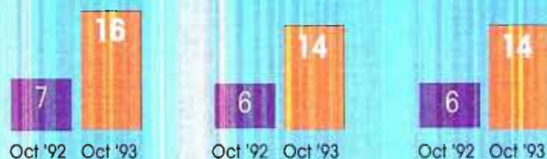
in fact...

Source: NSS, GAA HH Rtg. week of 9/13/93 vs. 11/8/93

this Lake is a lo

SHARE
Women 18-34 Women 18-49 Women 25-54

+129% +133% +133%



NEW YORK WWOR-IND 5:00pm

+14% +21% +44%



WASHINGTON DC WTTG-FOX 11:00am

+333% +600% +400%



DENVER KDVR-FOX 1:00pm

+75% +109% +75%



KANSAS CITY KCTV-CBS 3:00pm

SHARE
Women 18-34 Women 18-49 Women 25-54

+160% +125% +125%



CHICAGO WPWR-IND 4:30pm

+125% +167% +33%



CLEVELAND WUAB-IND 12:00n

+171% +143% +67%



BALTIMORE WBFF-FOX 5:00pm

+267% +300% +700%



NEW ORLEANS WNOL-FOX 1:00pm

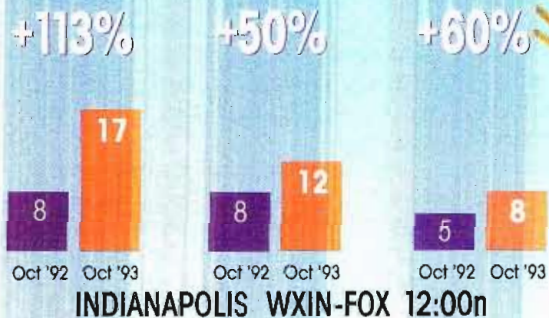
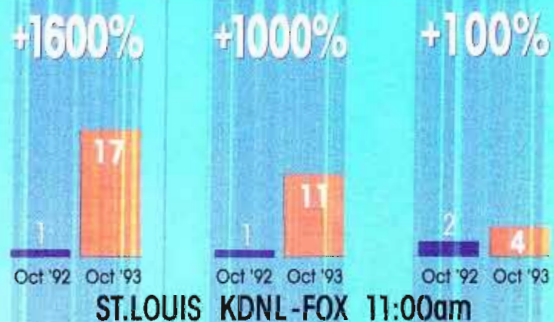
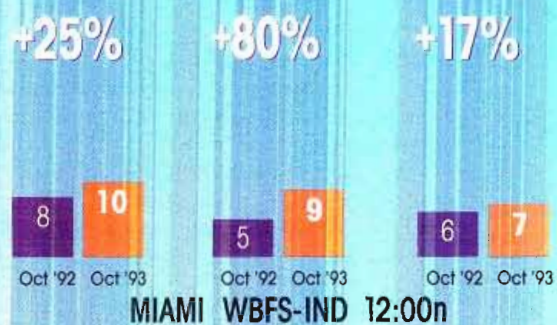
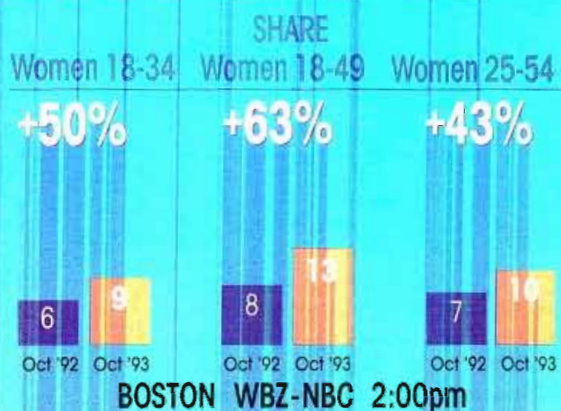
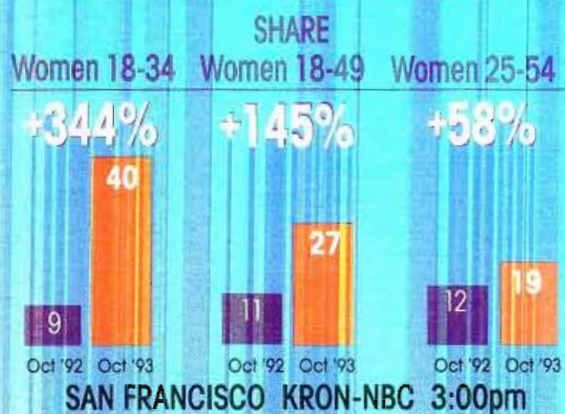


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RICKI
LAKE

Customers respond to video on demand

TCI, telcos claims 2.5 percent monthly buy rate in Denver test

By David Tobenkin,
special correspondent

Tele-Communications Inc., US West and AT&T say demand is strong for expanded pay-per-view and video-on-demand services offered in a test in suburban Denver.

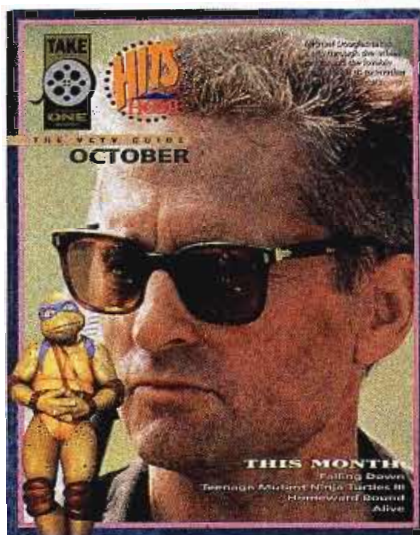
Customers in the first phase of the Viewer-Controlled Cable Television experiment, which lasted from August 1992 to June, purchased an average of 2.5 movies per month. That buy rate is about 12 times the predicted industry average of 2.6 movies for all of 1993 for traditional PPV operators.

"We think the results show that when you make things accessible enough and easy to use, people respond," says Steve Lang, a spokesman for telco US West, which collected data on the experiment.

The 2.5 buy rate represents an average of the PPV and VOD buy rates.

The video-on-demand buy rate has been consistently higher than the expanded PPV rate, said Bruce Ravenel, vice president, technology, TCI, at a Washington telecommunications conference. Sales of expanded PPV service have been dominated by four or five blockbuster titles, he said.

Many questions remain about the test results and the appeal of pay per view as a whole, industry analysts said.



October program guide for pay-per-view, video-on-demand experiment in Denver

"These are encouraging results in a limited market, but we don't know how much time and energy they spent promoting this service and these films," says Jeffrey Logsdon, a stock analyst at Seidler-Amdec Securities Inc., Los Angeles. Other analysts question whether blockbuster releases boosted the buy rate, and whether consumer interest will drop as the novelty of the system wears off.

The test is one of several by cable carriers and telephone companies

seeking to measure consumer interest in expanded access to programs. A test by Time Warner Cable in Queens, N.Y., concluded last year, and an experiment by GTE Corp. in Cerritos, Calif., will end in March.

The Time Warner experiment offered 150 channels, including 57 for movies. Demand was reported to be eight times the PPV average. GTE has reported demand twice the average.

In the first phase of the Denver study, half the 300 participants could choose from an expanded PPV service that offered 24 channels of scheduled entertainment at 15-minute intervals.

The other 150 participants in the video-on-demand component of the trial could select any movie from 1,500 titles and view their movie within five minutes.

Customers of both services used remote-control devices to select movies, which cost between 99 cents and \$3.49 on expanded PPV and 30% more through VOD.

The companies say nearly 70% of the trial participants used the service each month.

The second phase of the trial, which began July 1 and will end in early 1994, allows all 300 participants access to both services to determine which delivery system is preferred. ■

King World to program for cable

King World has its eye on cable.

The syndication powerhouse, which recently expanded into infomercials, has hired cable industry veteran Kenneth Krushel to find programming opportunities in the wired medium.

He has been named to the newly created post of senior vice president, business development and cable programming, with a mandate to get the company into cable, probably within the next year. (Krushel has been a consultant to King World for several years).

But don't look for *Oprah*, *Jeopardy* or *Wheel of Fortune* to move to cable—at least not their current syndicated incarnations.

While King World's Krushel told BROADCASTING & CABLE the company wants to bring its programming, production, marketing and merchandising strengths to cable and "exploit our resources," that will probably come through interactive programming (where versions

of *Wheel* and *Jeopardy* are hits) and transactional programming. King World has already started to make forays into those businesses, having formed an infomercial production division.

In the more traditional business of cable programming, scores of new cable networks are emerging for which King World could become a provider, either with library product or new material. The only aspect of the cable business ruled out by Krushel was King World's acquiring cable systems.

Prior to joining King World, Krushel headed KJK Media Associates, a management consultant whose clients included USA Network, Lifetime Television, Warner Bros., Paramount and New Line Cinema.

Krushel also served as president and chief operating officer of Think Entertainment and was programming chief for American Cablesystems prior to the MSO's acquisition by Continental Cablevision. —JF

Daytime is looking brighter and brighter and brighter... When will your station see the light?

WPIX New York, Tribune Broadcasting
KTLA Los Angeles, Tribune Broadcasting
WGN Chicago, Tribune Broadcasting
WPHL Philadelphia, Tribune Broadcasting
KTVU San Francisco, Cox Broadcasting
WDCA Washington, DC, Paramount Stations Group
KTXA Dallas, Paramount Stations Group
WKBD Detroit, Paramount Stations Group
KTXH Houston, Paramount Stations Group
WGNX Atlanta, Tribune Broadcasting
WJW Cleveland, Gillett Communications
KITT Minneapolis, Clear Channel Communications
WTOG Tampa, Hubbard Broadcasting
WBFS Miami, Combined Broadcasting, Inc.
KPLR St. Louis, Koplar Communications, Inc.
KXTV Sacramento, A. H. Belo Corp.
KPHO Phoenix, Meredith Broadcasting
KWGN Denver, Tribune Broadcasting
WXIN Indianapolis, Renaissance Communications
WITI Milwaukee, Gillett Communications
WBTV Charlotte, Jefferson-Pilot Communications Co.
WLFL Raleigh/Durham, Paramount Stations Group
WKRN Nashville, Young Broadcasting, Inc.
WXMI Grand Rapids, TV-17 Unlimited, Inc.
WTVZ Norfolk, WTVZ, Inc.
KRRT San Antonio, Paramount Stations Group
WWL New Orleans, Rampart Broadcasting
KOCB Oklahoma City, Oklahoma City Broadcasting Co.
WLYH Harrisburg, Gateway Communications, Inc.
WFLX West Palm Beach, Malrite Communications Group, Inc.
WXII Greensboro, Pulitzer Broadcasting Co.
WTTT Birmingham, ABRV Communications
WXXA Albany, Heritage Broadcasting
WNEM Flint, Meredith Broadcasting
KSAS Wichita, Clear Channel Communications

WKCH Knoxville, FCVS Communications
WSTM Syracuse, Federal Broadcasting Co.
KTAL Shreveport, WEHCO Media
KBSI Paducah, Engles Communications, Inc.
KAYU Spokane, KAYU-TV Partners Ltd.
KMSB Tucson, Providence Journal Broadcasting, Inc.
KGAN Cedar Rapids, Guy Gannett Publishing Co.
WMSN Madison, Channel 47 Ltd. Partnership
WEMT Tri-Cities, TV Marketing Group of the Tri-Cities
WKBN Youngstown, WKBN Broadcasting Corp.
WFIE Evansville, Cosmos Broadcasting Corp.
KXRM Colorado Springs, KXRM Partnership
KCIK El Paso, KCIK-TV, Inc.
WCSC Charleston, Jefferson-Pilot Communications Co.
KELO Sioux Falls, Midcontinent TV of South Dakota
KTHI Fargo, Spokane TV, Inc.
KLSR Eugene, California-Oregon Broadcasting
KOLO Reno, DR Partners
WGTU Traverse City, Scanlan Communications
KCY Yakima, Triac Communications
KBJR Duluth, Granite Broadcasting
WTVB Columbus, WTVB, Inc.
WREX Rockford, M.L. Media Partners
KSNF Joplin, Price Communications
KWES Odessa-Midland, Midessa, Inc.
WABI Bangor, Diversified Communications
KIDK Idaho Falls, Retlaw Enterprises, Inc.
KCLO Rapid City, Midcontinent TV of South Dakota
KTMF Missoula, CTN Missoula, Inc.
KPLC Lake Charles, Cosmos Broadcasting Corp.
KTGF Great Falls, Continental Network Television, Inc.
WDBB Tuscaloosa, Channel 17 Ltd.

"Can We Shop?"

Dollars will be coming back to daytime for these 67 stations starting in January. And every week, more and more are getting on board. You don't have to wait for the November book to know that daytime needs a real programming solution. One that gets to the heart of the matter: Revenue. It's been awhile since either syndication or the networks have delivered anything new for this daypart that you can truly take to your bottom line— or to the bank, for that matter. Until now. "Can We Shop?" lets you share in the profits of the

merchandise sold in your market. It puts you back where you belong...cashing in on the power of your own station's broadcast signal and the audiences you deliver. "Can We Shop?" The result of four of the brightest stars in the industry coming together. Tribune Entertainment, QVC, Regal Communications, and one of the most successful celebrity sales people in the history of television, Joan Rivers. The concept, the



partners, the revenue...it all adds up to what more and more stations are seeing as the first true money-making opportunity for daytime in a long, long time. Call to see if your station can still get in on "Can We Shop?" before it's too late. It's the bright thing to do.

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Steve Mulderrig (212) 903-3846
Advertiser Sales: Rick North (212) 903-3811
Marcy Abelow (212) 903-3813

QVC

REGAL

TRIBUNE ENTERTAINMENT
Company

Clear Channel plan would bypass FCC ownership limit

By Peter Viles

Clear Channel Communications, which has grown so rapidly that it is bumping up against the national ownership limit of 36 radio stations, last week announced plans to give up management of 11 of its smaller stations.

Such a move, if approved by the FCC, would put Clear Channel in a position to share in the ownership and profits of as many as 47 radio stations—more than any other company in the U.S.

While other broadcasters have arranged similar business structures in which their companies had “non-attributable” interests in stations they did not control, Clear Channel appears to be the first company to use such a structure to grow beyond the ownership limit.

The FCC will study the situation closely before deciding whether to approve the deal, says Larry Eads, chief, audio services division, FCC’s Mass Media Bureau.

The main issue for Clear Channel is to establish that it will have no management or voting control of the 11 stations, he says.

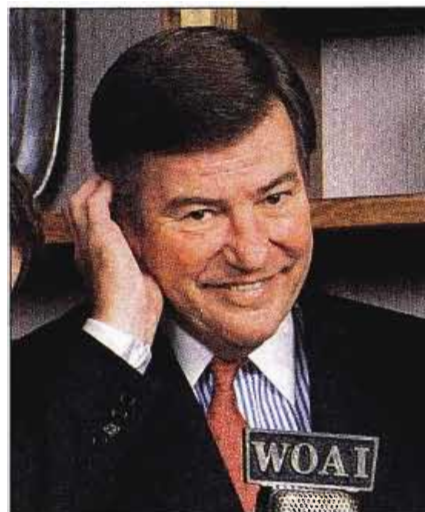
Under the deal, Clear Channel

would give up control of the 11 stations to Snowden Broadcasting of New Orleans, a minority-controlled company headed by Jim Snowden that operates WYLD AM/FM New Orleans. Clear Channel would retain an 80% equity stake in the 11 stations and share in their profits.

Meanwhile, Clear Channel has a letter of intent to merge with Metroplex Communications, which would create a 37-station group of 20 FMs and 17 AMs. By spinning off the 11 stations—five FMs and six AMs—Clear Channel could get back under the ownership cap, with 15 FMs and 11 AMs, and then go on to acquire 10 more stations.

“I don’t know if there’s a precedent for this or not,” says Clear Channel Treasurer Randall Mays. Referring to Snowden, he says, “Jim will have 100% control over the stations. ... This is his opportunity to really create a significant minority-owned broadcasting company.”

The stations to be divested are WQUE AM/FM New Orleans; KMOD-FM and KAKC (AM) Tulsa, Okla.; KEYN-FM and KQAM(AM) Wichita, Kan.; WKCI-FM, WELI (AM) and WAVZ(AM) New Haven, Conn.; and KORA-FM and KTAM(AM)



Lowry Mays, president and chief executive officer of Clear Channel

Bryan/College Station, Tex.

It is unlikely Clear Channel will try to buy stations in any of those markets, Mays says. “I don’t think we want to be competing against Jim.”

The divestiture would give Snowden duopolies in New Haven and New Orleans, where its four stations would have a combined audience share of 24.5, according to Arbitron’s summer survey (total week, AQH, 12-plus).

Media analyst Andrew Marcus of Alex. Brown points out 11 stations being divested—roughly one-third of Clear Channel’s radio properties—account for only about 10% of the company’s cash flow. He adds Clear Channel will continue to realize economic benefits from those stations. ■

Congress abolishes Copyright Royalty Tribunal

Copyright owners no longer have to turn to the Copyright Royalty Tribunal for decisions about how much they will receive in royalties from cable operators.

Congress last week passed legislation abolishing the tiny agency, which sets rates and distributes royalties collected from cable operators who retransmit distant broadcast signals, such as those from superstations.

Established in 1978, the CRT has been under fire, not only for the rancor between the agency’s three commissioners, but because their jobs appear to be less than full-time.

Under the bill, which President Clinton is expected to sign, the tribunal will be replaced by ad hoc arbitration panels chosen by the Librarian of Congress and overseen in consultation with the Register of Copyrights.

Copyright owners will cover the panels’ costs, which are expected to be less than the tax-payer-funded

tribunal, according to the bill’s sponsors. Salaries alone for the CRT’s three commissioners were well over \$300,000 per year.

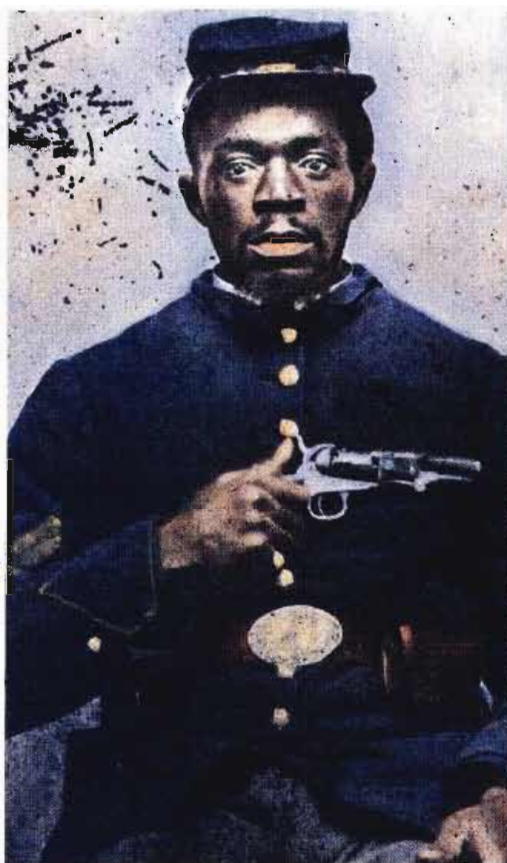
“The tribunal’s light workload and its members’ inability to operate under majority rule argue for its abolition and replacement with ad hoc arbitration panels,” says House Copyright Subcommittee Chairman William Hughes (D-N.J.). Hughes and Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) led efforts to eliminate the tribunal.

Two of the tribunal’s commissioners, Bruce Goodman and Edward Damich, told Congress the tribunal is unnecessary. Its chairwoman, Cindy Daub, seemed to be the only one trying to save the agency.

“It had become more than obvious that the tribunal had become dysfunctional,” says Fritz Attaway, senior vice president, government relations, Motion Picture Association of America, whose members receive most of the royalties distributed by the CRT. —KM

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THE HISTORY CHANNEL

	 ABC	 CBS	 NBC	 FOX
MONDAY	14.9/24	15.3/24	12.5/20	4.5/7
8:00	52. Day One 10.1/17	33. Evening Shade 13.6/21	14. Fresh Prince 15.7/24	84. Fox Night at the Movies—The Fabulous Baker Boys 4.5/7
8:30		20. Dave's World 15.0/22	26. Blossom 14.3/21	
9:00	11. NFL Monday Night Football—Buffalo Bills vs. Pittsburgh Steelers	8. Murphy Brown 17.5/26	44. NBC Monday Night Movies—Fatal Deception 11.2/18	
9:30		18. Love & War 15.1/23		
10:00		15. Northern Exposure 15.4/25		
10:30	16.6/27			
TUESDAY	16.6/26	16.0/24	10.1/15	5.1/8
8:00	16. Full House 15.3/24	20. Rescue: 911 15.0/23	57. Seventies Celebration 9.4/14	77. Roc 5.8/9
8:30	25. Phenom 14.4/22			86. Bakersfield, P.D. 4.3/7
9:00	3. Roseanne 21.8/32	12. CBS Tuesday Movie—Return to Lonesome Dove, Part 2 16.5/25	43. Dateline NBC 11.4/18	80. America's Most Wanted 5.1/8
9:30	4. Coach 20.1/30			
10:00	28. NYPD Blue 14.0/23			
10:30				
WEDNESDAY	12.4/20	8.8/14	11.9/19	11.9/18
8:00	55. Thea 9.7/15	69. Hearts Afire 8.1/13	28. Unsolved Mysteries 14.0/22	38. Beverly Hills, 90210 12.6/20
8:30	58. Joe's Life 9.3/14	60. Nanny 9.2/14	52. Now w/Tom and Katie 10.1/15	44. Melrose Place 11.2/17
9:00	2. Home Improvmt 22.2/33	65. Jack 8.8/14		
9:30	9. Grace Undr Fire 17.3/26		40. Law and Order 11.7/20	
10:00	70. Moon Over Miami 7.9/14			
10:30				
THURSDAY	13.9/22	15.2/24	13.6/21	9.8/15
8:00	34. Matlock 13.4/20	17. CBS Special Movie—Return to Lonesome Dove, Part 3 15.2/24	41. Mad About You 11.6/18	35. The Simpsons 13.0/20
8:30			31. Wings 13.8/21	48. Sinbad Show 10.3/16
9:00			7. Seinfeld 19.1/28	66. In Living Color 8.3/12
9:30			13. Frasier 16.3/24	72. Herman's Head 7.5/11
10:00	20. Primetime Live 15.0/25		48. L.A. Law 10.3/17	
10:30				
FRIDAY	14.1/25	9.2/16	10.1/18	5.6/9
8:00	31. Family Matters 13.8/25	62. Diagnosis Murder 9.1/16	73. I Witness Video 7.4/13	77. Brisco County, Jr. 5.8/10
8:30	35. Boy Meets World 13.0/23	58. CBS Reports: Who Killed JFK? 9.3/16	42. NBC Friday Night Mystery—Fugitive Nights 11.5/20	79. The X Files 5.4/9
9:00	24. Step by Step 14.5/25			
9:30	30. Hangin' w/Mr. C 13.9/24			
10:00	23. 20/20 14.8/27			
10:30				
SATURDAY	6.4/11	15.8/27	8.3/14	7.7/13
8:00	83. George 4.7/8	10. Dr. Quinn Medicine Woman 17.2/29	74. Mommies 6.8/12	66. Cops 8.3/14
8:30	81. Where I Live 4.9/8		76. Cafe Americain 6.3/11	64. Cops 9.0/15
9:00	85. Matlock 4.4/7	37. Walker, Texas Ranger 12.9/23	68. Empty Nest 8.2/14	74. Front Page 6.8/11
9:30			60. Nurses 9.2/15	
10:00	52. The Commish 10.1/18		56. Sisters 9.6/17	
10:30				
SUNDAY	10.2/16	20.5/31	10.9/16	8.8/13
7:00	26. Am Fun Hm Vid 14.3/22	1. 60 Minutes 22.4/35	87. Disney: Countdown to Kids' Day 3.8/6	82. Code 3 4.8/7
7:30		6. Murder, She Wrote 19.5/28	62. seaQuest DSV 9.1/13	51. Martin 10.2/18
8:00	46. Lois & Clark 11.0/16			47. Living Single 10.6/15
8:30		4. CBS Sunday Movie—A Walton's Family Reunion 20.1/30	18. NBC Sunday Night Movie—A Family Torn Apart 15.1/23	39. Married w/Childn 11.9/17
9:00				48. Married w/Childn 10.3/15
9:30	71. ABC Sunday Night Movie—JFK: Reckless Youth, Part 1 7.8/12			
10:00				
10:30				
WEEK'S AVGS	12.5/20	14.7/23	11.0/18	7.7/12
SSN. TO DATE	12.9/21	13.4/22	11.4/19	7.3/12

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coming to cable



march 1st 1994

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Disney is moving to protect kids turf

With eye on Warner Bros., studio may leave syndication for network deal

By Mike Freeman

If Warner Bros.' stable of cartoon characters, Caped Crusader and all, moves to the studio's planned fifth network, Disney's mighty ducks could migrate from syndication to an opposing network.

Under the WB Network's initial blueprint, the studio is looking to make independent stations into affiliates by promising a slate of prime time and weekday afternoon kids programming.

The stakes are high for Disney, whose Buena Vista Television syndication arm now grosses more than \$150 million annually in domestic ad revenue from its two-hour The Disney Afternoon programming block. BVT's ad hoc alliance of 200-plus stations—more than 90% of which are independents—could defect in large enough numbers for WB Network's discussed 3-5 p.m. animation block to threaten The Disney Afternoon's viability in syndication.

If so, high-level Disney officials have hinted, a move to Paramount or the Fox Children's Network is possible.

Paramount officials, who until now have expressed intention only to establish a prime time series block anchored by *Star Trek: Voyager*, reportedly are considering a 3-5 p.m. children's block. High-ranking Disney sources have suggested that contact has been established with Paramount's network architects.

Paramount-Disney, if it came to fruition, could provide Paramount with an added drawing card in the launch of its fifth network, which is in a head-to-head race with Warner Bros. to recruit increasingly scarce independent stations.

Industry watchers point out that Paramount does not have an animation production arm, and the start-up and overhead costs of creating one would prove costly at the same time Paramount is trying to start a network. They add that a shared ad-revenue structure, similar to the one Fox affil-



Goofy and the rest of Disney's animated troupe eye other venues.

ates have with FCN, would limit Paramount's up-front investment and provide would-be Paramount affiliates with a potential share of advertising and ancillary revenues.

The Fox Children's Network seems resigned to the fact that Warner Bros. Animation may seek to let its series-output agreement to provide cartoon programming to the affiliate cooperative expire after the 1996-97 season, approximately the same time that The Disney Afternoon's license extensions with its stations are set to expire.

Fox Children's Network President Margaret Loesch recently told BROADCASTING & CABLE she has a "mandate" to develop alternate "independent" sources of programming in the event that Warner Bros. pulls its series product at the end of 1996-97. Loesch has successfully cultivated relationships with other independent suppliers, including Saban Entertainment, which now supplies FCN's top two rated shows, *Mighty Morphin Power Rangers* and *X-Men*. Loesch could not

be reached last week.

(A Disney-Fox union would be ironic, given that the Walt Disney Co. filed an antitrust suit to block Warner Bros. Animation's series deal with Fox Inc. in 1990. The suit was dropped after two years of contentious litigation.)

Disney officials are using every opportunity to let the broadcast world know that The Disney Afternoon is in play and that there are numerous options, both broadcast—including new and traditional networks—and cable for its lineup of familiar Disney characters.

A clearance deal for The Disney Afternoon with one of the big three networks, however, is considered a long shot at best. ABC, CBS and NBC all still program their weekday morning schedules with a steady diet of soap operas and game shows, while their affiliates largely program their 3-5 p.m. time slots with highly profitable syndicated talk shows and local news blocks. ■

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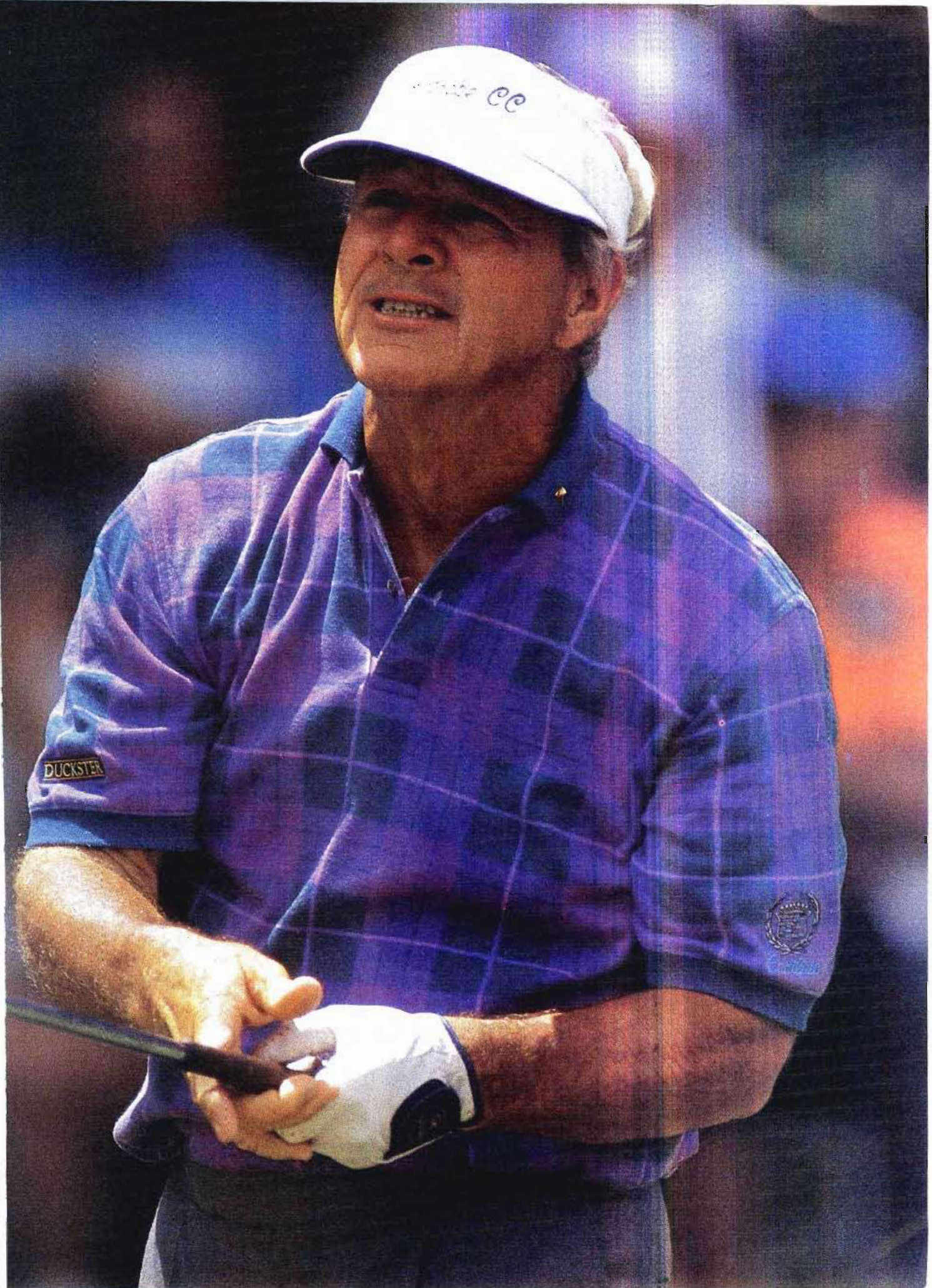


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*SOURCE: Frank N. Magid Associates, Inc., January 1993 † Source: National Golf Foundation, Golf Consumer Profile August, 1989



Court TV gets rated

Averages .3 for full day and prime time

By Rich Brown

An average 43,000 viewers are tuning in to Court TV in prime time and on a full-day basis, according to the first-ever A.C. Nielsen Co. ratings data on the service, which were released by the network.

Court TV averaged a .3 full-day and prime time rating during a month of high-profile court cases in October, ranking in the middle of the nation's new and established cable networks, according to Nielsen custom analysis. Court TV executives said they were not releasing demographic data because the custom analysis did not provide the precision needed to do so.

A ratings expert at a competing cable network said that roughly 95% of cable advertising guarantees are based on age and sex demos. Nevertheless, he said, Court TV's overall numbers were impressive for an initial outing.

Court TV editor-in-chief and CEO Steven Brill said he had anticipated that the ratings were going to be lower, based on numbers the network had seen when measured by the interactive Qube cable system (owned by parent company Time Warner).

Among other ratings data shared by the network: a .8 rating during daytime and early fringe, Monday-Friday, noon-8 p.m., ranking fourth among all cable networks; a .6 rating Monday-Friday, 9 a.m.-8 p.m., ranking seventh; a .6 rating Monday-Friday, 9 a.m.-10 p.m., ranking seventh; a .7 rating Monday-Friday, noon-5 p.m., ranking fourth, and a .5 rating Monday-Friday 7 a.m.-1 a.m., ranking 10th.

All the network's data are based on its household universe of 12.6 million in October (that number has since climbed to 14.1 million). ■

HEADENDINGS

Lion roars for Showtime

Showtime Networks Inc. has signed a seven-year deal with Metro-Goldwyn-Mayer giving the network exclusive premium TV rights to as many as 150 theatrical films from MGM and United Artists, beginning with titles released theatrically on Sept. 1, 1994. As part of the deal, estimated at more than \$750 million, Showtime and MGM will co-finance exclusive original movies to be produced for Showtime Networks. It is believed the co-financing will be a 50-50 split on those made-for-Showtime titles. The MGM deal marks the latest exclusive arrangement for Showtime, which has other deals with TriStar Pictures, Disney's Touchstone/Hollywood Pictures, New Line Cinema, Castle Rock, Imagine, Cannon and PolyGram. SNI Chairman Winston (Tony) Cox says that such exclusive deals are harder to come by now, and they have gone up in price because of increasing competition from such pay-TV services as Encore.

International boost

Family Channel parent company International Family Entertainment has named its senior vice president and general counsel, Louis Isakoff, as senior vice president of international business development. In the newly created position, Isakoff will be responsible for developing new business ventures in various markets worldwide, beginning with the Pacific Rim, Latin America and the Middle East.

'Lions' on Lifetime

Lifetime in June 1994 plans to premiere its first original miniseries, *Lie Down with Lions*, starring Timothy Dalton, Marg Helgenberger, Omar Sharif, Nigel Havers and Jurgen Prochnow. The two-part miniseries, shot entirely on location in Europe, is produced by Hannibal Films Ltd. in association with Deluxe Productions and Anabase Productions.

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western cable programming the future

Have a new cable network? The Western Cable Show, which gets under way in Anaheim, Calif., this week (Dec. 1-3), is the place to be. There will be a lot of talk about the cable-telco-computer convergence, but also a lot of business as usual as programmers scramble to line up cable carriage.

In this special report: A look at the uphill battle that new networks have in finding cable affiliates, despite the cable operators' promise of fiber, compression and 500 channels / **page 34**. An exclusive catalogue of the new networks yearning to be carried / **page 36**. An examination of the local broadcaster-owned cable services spawned by retransmission consent / **page 46**. And a report on established cable networks' increasing interest in original programming / **page 48**.

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Many hurdles in path of new cable nets

By Christopher Stern

The bottleneck in channel capacity may mean an inconvenient delay for some start-up cable networks, but for others, the delay in digital compression may be the least of their problems.

Jones Computer Network, The Game Channel and Romance Classics are among several proposed cable networks that will postpone their launches for at least a few months, if not a year. Each of the networks is backed by a major player in the cable industry and says it is assured of a place in the so-called 500-channel universe once digital compression arrives.

But startup networks such as Recovery Network (The Wellness Channel, Planet Central TV and Booknet), which lack the resources of a major programmer or MSO, face a less certain future. They will launch in an environment in which cable systems pay little—if anything—in affiliate fees, government regulations encourage à la carte carriage and advertising dollars are increasingly difficult to attract.

Cable systems and programmers alike cite channel capacity as the most immediate obstacle in the path of new networks. The age of digital compression still remains just around the corner.

"We had hoped to have some [digitally compatible] set-top boxes [by

now], but they were not to be had," says Jones Intercable President James O'Brien. He expects the earliest consumer rollout of digital converter boxes to come in early 1995.

Some observers say it could be as long as three years before digital compression significantly affects channel capacity.

That's not encouraging news to the 60-plus new and proposed networks fighting for a spot on the cable box. Even when the technology does become available, cable operators will have to make a steep investment. Each set-top box is expected to cost \$200-\$275.

Regs make it harder

It is expected that, sooner or later, channel capacity will be increased dramatically, but this year's implementation of new cable industry regulations may have made it much harder for new networks to get off the ground.

The impact of reregulation was felt immediately by programmers this summer when MSO's said that they were too busy with benchmark pricing and retransmission consent even to consider new cable services. Many programmers report it was the MSO's themselves that asked to delay the launch of new services.

"It's clear that the reregulation bill has caused so much confusion and chaos that consideration of any new

services has been put off," says Ken Lowe, vice president, broadcasting, Scripps Howard Broadcasting Co.

But in the midst of the retransmission-consent chaos, some networks such as Scripps Howard's Home & Garden Television Network, NBC's America's Talking and ABC-Hearst's ESPN2 won an important head start on their competitors. The programmers traded their retransmission consent for the guaranteed carriage of their fledgling networks.

That guarantee gives them more than one advantage over their rivals. While many start-up networks such as the Television Food Network are offering themselves for free to operators, ESPN2 and America's Talking will enjoy the traditional dual revenue stream of cable and subscriber fees with advertising revenue.

Their less-fortunate rivals face a very different business environment. It's an environment in which they may have to build their subscriber base household by household. It's also an environment where relatively low distribution will have a negative impact on subscriber fees and advertising revenue.

Because of pressure from the federal government, MSO's are demanding the right to offer some cable networks on an à la carte basis. Even established networks such as Comedy Central, E! Entertainment and Country Music

Sales support for new cable channels

Four years ago, TCI anticipated the rush for new programming and established Vision Group Inc., a division aimed at helping fledgling cable networks get off the ground.

VGI aids start-up networks with marketing and sales services. It currently has five clients including The Faith and Values Channel (formerly VISNACTS), Kaleidoscope, America's Disability Channel, Parsol 4, Planet Central and Recovery Net: The Wellness Channel.

Plans call for four of the networks to be offered to cable systems as a "social conscious" cluster, according to Bill Airy, president of VGI. As a cluster, the networks can consolidate affiliate sales, advertising sales and marketing, Airy says.

Ultimately, VGI hopes to have five clusters consisting of four to six channels. Each cluster will be made

up of a different theme or demographic target. It hopes to have a client list of 20-30 networks.

VGI believes it will offer economies of scale that will allow it clients to cut their startup costs by as much as 60%. That is an important consideration when networks can spend up to \$50 million before turning a profit.

Airy cautions that VGI can only work in a digital world, where channel capacity is abundant. In an analog world, says Airy, "you face conflicts of interest: If there is only one channel available, how do you decide which one gets the sale?"

TCI hopes the digital world will begin by the end of 1994. By the end of 1996, he expects a majority of TCI's subscribers will be "digitally capable." However, it is still up in the air how many subscribers will pay the extra \$4 to \$5 a month for digital service. —CS

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Television have been forced to grant operators the right to offer the networks à la carte to subscribers.

That means new networks face bleak possibilities from both subscriber revenue and advertising dollars because of their limited distribution.

Lowe hopes the Home & Garden Television Network can use its retransmission guarantees to win wide distribution and develop an audience that is attractive to advertisers. "We

firmly believe that if you don't have a solid advertising component to the channel, you are at a real disadvantage," Lowe says. HGTV's business plan calls for advertising to bring in 60%-85% of the network's revenue.

Despite its retransmission-consent agreements, HGTV has a long way to go before it can count on significant ad dollars. Currently, HGTV has affiliate agreements representing more than 7 million subscribers, but most advertis-

ing agencies resist looking at networks until they reach at least 20 million homes.

For every HGTV there are a dozen networks founded by entrepreneurs who dream of exploiting a niche made possible by the 500-channel universe. But unless they have the good fortune of guaranteed carriage, new services had better have a solid consumer product if they want to survive, according to Encore Chairman John Sie.

New niche channels "can't count on advertising revenues in their financial models because they will be offered à la carte. In order to carry their weight in à la carte packages, the new services will have to have high consumer demand and very high quality," Sie says. ■

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Launch date: Feb. 14, 1994

Americana Television Network Branson, Mo.

Programming: Videos of American music, including country, blues, bluegrass, jazz and gospel plus documentaries, concerts and other original and acquired programming.

Owner: Americana Television Network Inc.
Launch date: Jan. 15, 1994

America's Talking Fort Lee, N.J.

Programming: All-talk channel focusing on current events and issues.

Owner: CNBC
Launch date: First quarter '94. (It will be carried by some systems as part of their retransmission-consent deals.)

ATV: Advertising Television Cedar Grove, N.J.

Programming: Ten-minute infomercials. There will be no direct sales, but advertisers will be allowed to provide 800 numbers.

Owner: Web Broadcasting Systems Inc.
Launch date: Fall 1994

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New York**

Programming: News and films based on novels, interviews, profiles of writers, and authors reading from their books.

Owner: Booknet Inc.
Launch date: June 1994

**BMG/TCI Music Channel
New York**

Programming: Still-unnamed music video channel will feature direct sales of music-related items.

Owner: TCI and Bertelsmann Music Group
Launch date: Mid-1994

**The Cable Health Club
Virginia Beach, Va.**

Programming: Hourly workout segments and health information plus aerobics, fitness training and healthy living segments.

Owner: International Family Entertainment
Launch date: Late 1994. (The Family Channel currently carries an hour and a half

of Cable Health Club programming.)

**CNN International
Atlanta**

Programming: Domestic feed of CNN's international coverage now distributed overseas.

Owner: Turner Broadcasting System
Launch date: Early 1994

**The Catalog Channel
New York**

Programming: 24-hour home shopping featuring Spiegel and Eddie Bauer merchandise.

Owner: Time Warner and Spiegel
Launch date: Oct. 1, 1994. Will be tested on Time Warner's Orlando interactive system.

**The Eco Channel
Ellicott City, Md.**

Programming: Entertainment and educational network covering the environment.

Owner: EarthTrends Communication
Launch date: December 1994

**Encore Thematic Multiplex:
Mood on Demand
Denver**

Programming: Six channels delivering commercial-free family viewing material: Love Stories, Westerns, Tweens, Mystery, Action/Adventure and True Stories.

Owner: Encore Media Corp.
Launch date: July 1994

**FX
Los Angeles**

Programming: 24-hour general entertainment channel including original programming and inventory from Fox's program library.

Owner: Fox Inc.
Launch date: March 1, 1994

**Game Show Channel
Culver City, Calif.**

Programming: Original game shows from libraries of Sony, United Video and Mark Goodson Productions. Game Show Channel claims library of 41,000 programs.

Owner: Sony Pictures, United Video and Mark Goodson Productions
Launch date: Spring 1994

**Game Channel
Virginia Beach, Va.**

Programming: Game shows, interactive games and some original programming along with some acquired.

Owner: International Family Entertainment
Launch date: 1994. (The Family Channel currently carries several hours of Game Channel programming.)

**The Gaming and Entertaining
Network
Pittsburgh**

More Networks,
No Wonder It's Tough To Keep



Programing: Coverage of international gaming and sports betting.

Owner: Total Communications Programs Inc.

Launch date: March 1994

**The Golf Channel
Birmingham, Ala.**

Programing: A 24-hour mini-pay with some advertising. It will feature golf matches, instructional programs and golf-related news.

Owner: The Golf Channel

Launch date: Mid-1994

**Global Village Network
Washington**

Programing: International business and lifestyle programming.

Owner: Gloria Borland

Launch date: 1994

**HBO en Español
New York**

Programing: Spanish-language version of HBO, showing dubbed features of the programs on HBO.

Owner: HBO

Launch date: Oct. 1, 1993

**The Health Channel
Washington**

Programing: 24-hour channel featuring health, medicine and wellness programs.

Owner: The Novus Group and Health

Channel Partners

Launch date: Mid-1994

**Health & Fitness Network
Providence, R.I.**

Programing: Ad-supported network focusing on health-related issues including traditional and homeopathic medicine.

Owner: WFIT-TV

Launch date: June 1994. Now airing on low-power WFIT; cable rollout June 1994.

**The History Channel
New York**

Programing: Historical documentaries, movies and miniseries from original productions and acquisitions.

Owner: Arts & Entertainment Network

Launch date: Late 1994

**The History Network
Washington**

Programing: History-based programming, including some original production.

Owner: Private investors

Launch date: Summer 1994

**Home & Garden Television
Network
Cincinnati**

Programing: 24-hour national network on home repair and remodeling, decorating, gardening and home electronics.

Owner: Scripps Howard Broadcasting

Launch date: Fall 1994. (Some systems will carry the network as part of retransmission-consent deals.)

**Horizons Cable Network
Boston**

Programing: Cultural and intellectual events at universities, museums, libraries and arts centers.

Owner: PBS, WGBH-TV Boston, WNET-TV New York

Launch date: Late 1994

**IT Network
Dallas**

Programing: Interactive entertainment, including home shopping, classifieds, catalogues and yellow pages.

Owner: The IT Network

Launch date: Early 1994

**International Channel Multiplex
Los Angeles**

Programing: A series of single-language services as tiers or mini-pays. A multilingual movie channel is also in development.

Owner: The International Channel Multiplex

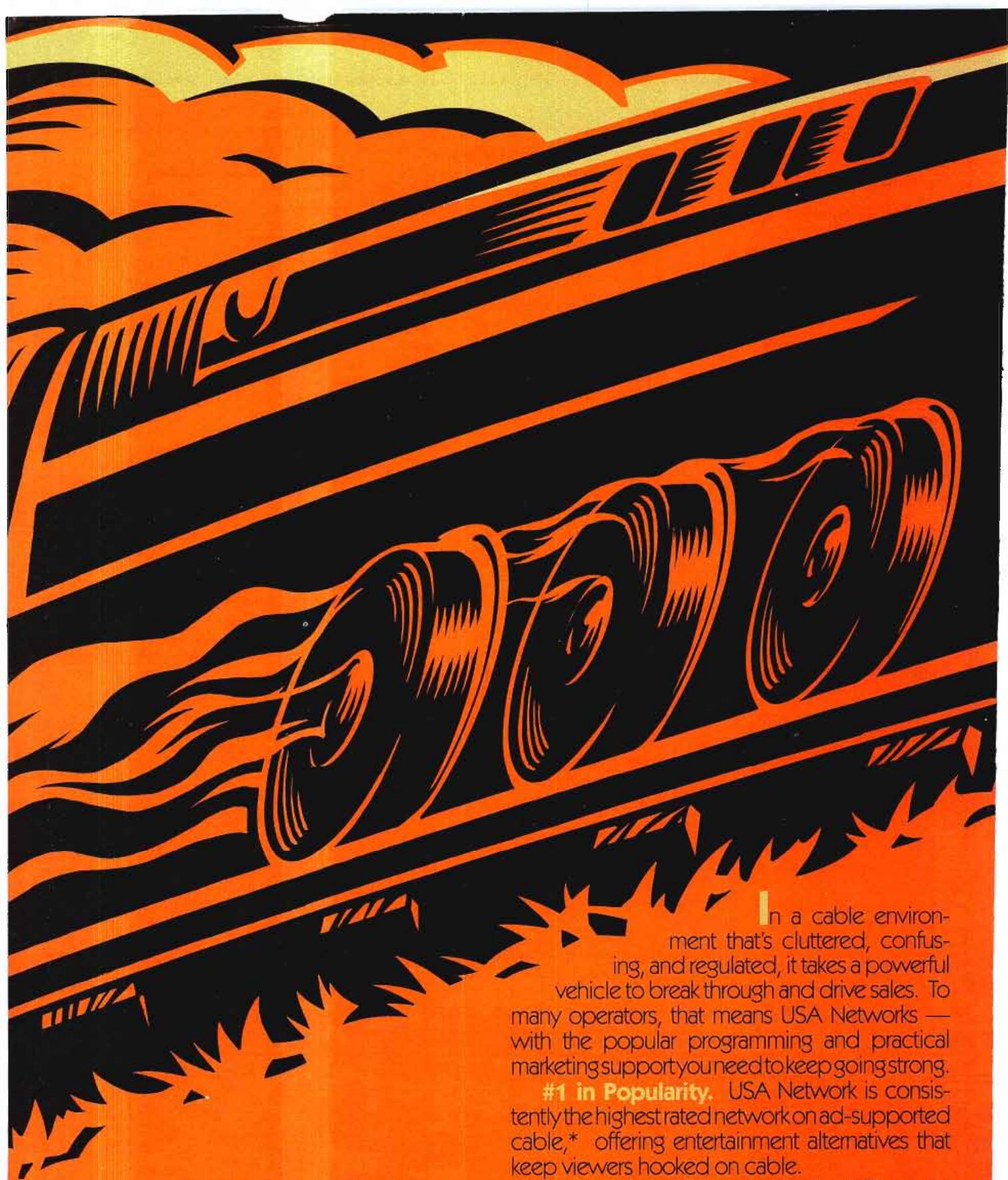
Launch date: 1994

**Jones Computer Network
Englewood, Colo.**

Programing: Computer instruction, product reviews, news and interviews with industry experts.

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* Primetime, Monday-Sunday, 8-11 PM. Nielsen Home Video Index, Second Quarter 1993. All Nielsen information subject to qualifiers which will be provided upon request.

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and Santa Clara Valley



WESTERN CABLE SHOW

Owner: Jones International Ltd.

Launch date: Mid-to-late 1994. (The Mind Extension University carries several hours of JCN programming weekly.)

Lincoln Mint Network Los Angeles

Programming: Interactive shopping and entertainment programs. Service will include set-top coupon dispensing device.

Owner: Lincoln Mint

Launch date: February 1994

The MBC Movie Network Dallas

Programming: Black-oriented movies, special events and concerts.

Owner: Minority Broadcasting Corp.

Launch date: March 1, 1993

Military Channel Louisville, Ky.

Programming: Aviation programming, military documentaries and battle histories.

Owner: The Military Channel

Launch date: Nov. 6

MOR Music TV multiplex St. Petersburg, Fla.

Programming: Six music channels featuring direct-sales elements: Spanish Music TV, Gospel Music TV, Aerobic Music TV, Classic Rock TV, Classic Country TV and Concert Music TV.

Owner: MOR Music TV

Launch date: N/A

MTV Latino Miami

Programming: Spanish-language music video channel aimed at audiences in the U.S. and Latin America.

Owner: MTV Networks

Launch date: Oct. 1

National Empowerment Television Washington

Programming: Public affairs focusing on the federal government. Includes reports and commentary along with original programming.

Owner: Free Congress Foundation

Launch date: Dec. 6

Network One Los Angeles

Programming: 24-hour interactive service that will allow viewers to participate through 800 and 900 phone numbers.

Owner: Network Telephone Services

Launch date: Dec. 1

New Culture Network Silver Spring, Md.

Programming: Film shorts and documentaries from independent producers.

Owner: Private investors

Launch date: Late 1994

NewSport Television Woodbury, N.Y.

Sports news, talk shows, series and interactive programming.

Potomac High Students Began This Day on the C-SPAN School Bus

Cable television is available at Potomac High School and other schools throughout this school year.



From left: Columbia Cable of Va. General Manager Troy Fitzhugh, Potomac High School educators Patricia Emmons and Beth Conte, and Columbia International Vice President Richard Rosencrans.

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Owner: Prime SportsChannel Networks/
Rainbow Programming
Launch date: N/A

Ovation: The Fine Arts Network
Alexandria, Va.

Programming: 12 hours of arts material, including dance, music and literature. Plans include coverage of museum films and productions from local theaters.

Owner: Ovation Inc.
Launch date: Late 1994

Parasol 4
Los Angeles

Programming: 24-hour general entertain-

ment network that will include six hours of children's programming.

Owner: Parasol Media
Launch date: Fall 1994

Planet Central TV Network
Los Angeles

Programming: Environmental-themed network, including entertainment and informational programs.

Owner: Jay Levin
Launch date: Fall 1994

Q2
West Chester, Pa.

Programming: Fashion-oriented home shop-

ping channel.

Owner: QVC Networks Inc.
Launch date: June 1994

Recovery Network/Wellness Channel
Milwaukee

Programming: Documentaries and films associated with battling alcohol and substance abuse.

Owner: Private investors
Launch date: October 1993

Romance Classics
Woodbury, NY

Programming: Movies, series and original programming with romantic themes.

Owner: Rainbow Programming Services
Launch date: Late 1994

Sega Channel
New York

Programming: Interactive video game channel featuring Sega Genesis products.

Owner: Time Warner, TCI, Sega of America
Launch date: Mid-1994

Single-Vision
Atlanta, Ga.

Programming: Will feature "single people enjoying their favorite hobbies and activities across America." It also will include entertainment news shows about single celebrities and well-known people.

Owner: GlobalComm 2000
Launch date: June 1994

Spice2
New York

Programming: Adult PPV service that will include a home shopping element. It will be similar in format to the original Spice with the same content guidelines.

Owner: Graff Pay-Per-View
Launch date: Feb 2, 1994

Starz Channel
Denver

Programming: Pay-movie service with exclusive first-run films from Touchstone, Hollywood Pictures, Miramax, Universal Pictures, Carolco, New Line and Fine Line.

Owner: Encore Media Corp.
Launch date: Feb. 1, 1994

The Talk Channel
New York

Programming: Original all-talk programming.

Owner: Multimedia entertainment
Launch date: Mid-to-late 1994

Talk TV Network
Phoenix

Programming: 16-hour network featuring all-talk programming with viewer call-ins.

Owner: Ed Cooperstein
Launch date: Early 1994

Trax: Everything That Moves
America
Falls Church, Va.

Programming: 24-hour ad-supported ser-

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vice featuring motor sports, including auto and motorcycle racing and power boating.

Owner: Networks Development Corp.

Launch date: Jan 1, 1995

Turner Classic Movies Atlanta

Programming: Commercial-free vintage movies featuring Turner Broadcasting's library of more than 8,000 movie titles.

Owner: Turner Broadcasting System

Launch date: Mid-1994

TV Car Showroom New York

Programming: 24-hour home shopping channel featuring automotive-related items.

Owner: Hachette Fillpacchi Magazines.

Launch date: April 1995

TV Macy's New York

Programming: 24-hour home shopping channel featuring merchandise from R.H. Macy's department stores.

Owner: Cablevision Systems Corp. and R.H. Macy's

Launch date: Fall 1994

ViaTV Network Knoxville, Tenn.

Programming: Interactive home shopping network

Owner: RSTV Inc.

Launch date: Aug. 19

Viva Television Network Los Angeles

Programming: Ad-supported Spanish-lan-

guage network featuring news and entertainment programming.

Owner: Privately funded

Launch date: Early 1994

World African Network Los Angeles

Programming: 24-hour pay-TV network targeting the African-American community, including original programming, movies and films.

Owner: Unity Broadcasting Network

Launch date: June 1994

Z-Music Lake Helen, Fla.

Programming: Christian music videos combined with direct marketing.

Owner: Z Music

Launch date: March 1

Local channels now, local programs later

Retrans negotiations have produced crop of broadcaster-run cable channels in works, most of which initially rely on programming already available

By Steve McClellan

Talks between television stations and cable operators over retransmission consent have yielded plans for a number of new local cable channels to be owned and operated by local broadcasters.

But don't look for an explosion in local programming—at least not right away. Many of the so-called second channels for cable will rely on simulcasting or time-shifting of programs from the broadcast channels, according to planners. But, they say, the services eventually will come to rely less on simulcasts and more on local original programming as they get a better fix on viewer expectations.

"These channels will take time to evolve," says Glenn Wright, general manager, KIRO-TV Seattle, which has signed second-channel deals with Tele-Communications Inc. and Viacom. "As a basic philosophy we want to produce a variety of local programming for the channel," he says. "That will include news, but also coverage of local events and other programs such as local magazine programs."

"We already do a lot of local programming on KIRO-TV, perhaps as much as 25%. For the second channel upfront we'll simulcast some stuff and air some repeats and gradually work in more original programming."

TCI has deals with at least 30 broadcasters to program second channels. And according to TCI Program-

ing Vice President Jedd Palmer, others may be on the way. Many stations granted temporary retransmission consent because there wasn't time to complete second-channel negotiations prior to the Oct. 6 deadline, he says.

"I don't know what many of them will look like," Palmer says. "There will be varying degrees of quality and value."

Many stations are targeting 1994 for launching their second channels. However, stations have different agreements with each cable system in their market, frequently with different launch dates.

In many cases, the timing depends on the cable systems. Some cable systems don't have the channel capacity right now and don't anticipate having it for a year or more. Some deals are contingent on the cable operators installing fiber-optic lines from the broadcaster facilities to the cable headends.

"Getting the fiber-optic lines installed is really key to our ability to proceed with our planned channel," says John Shreves, vice president and general manager, WWBT(TV) Richmond, Va., an NBC affiliate owned by Jefferson-Pilot Communications.

The fiber technology will give the station tremendous flexibility it wouldn't otherwise have in programming the new channel, says Shreves. It gives the station the opportunity to offer different programs to different

systems or even to different neighborhoods. "It's possible we'll have a mix of homogenous and discrete programming," he says.

In Richmond, Continental and Storer systems expect to have fiber lines in place at WWBT by around the first of the year. The systems will then undergo a rebuild to expand channel capacity by mid-1994.

Shreves says the format for the second channel isn't locked down yet, but that it probably will be a mix of local news, information, sports and weather. "We also believe there is an interest in the market for locally produced programs about various subjects that might include finance, home repair, food or nutrition," he says. "The question is: Can they be efficiently produced?"

The station is about to conduct a study of cable usage in the market, which will help with some of the programming decisions. "This is a true joint venture," says Shreves. "But it will take effort, focus and energy to make it work. Essentially, we're growing a new business here. But we believe in it, which is why our contracts extend considerably beyond the normal three years that many of these deals have. We just don't think that's enough time."

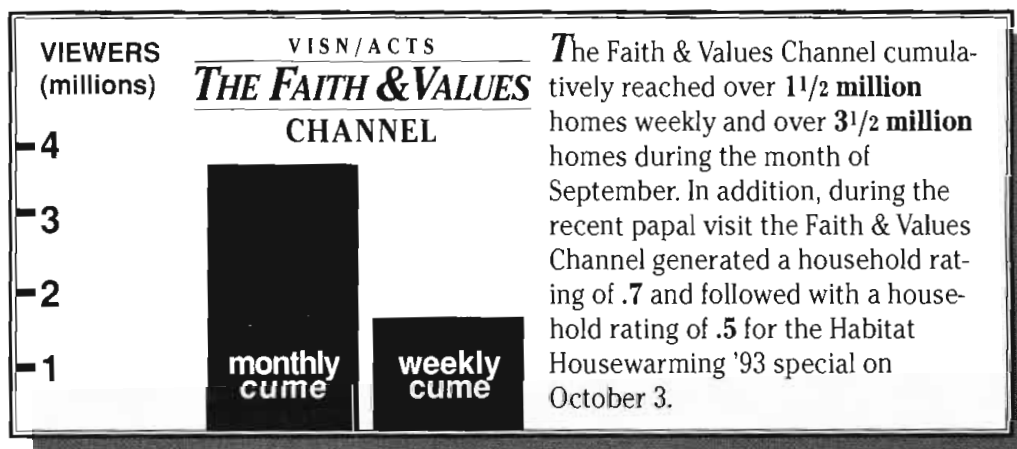
Executives involved with other proposed channels say their plans are on track as well. "This is definitely real," says Al Holzer, news director at

Real Ratings.

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1. Source: Nielsen HomeVideo Index; September, 1993.
2. NHI Custom Analysis 8/15/93 1p - 2p. 11a - 3p.
3. NHI Custom Analysis 10/3/93 4p - 5p.

Subject to qualification upon request.

KRON-TV San Francisco, which is launching a local news, talk and information channel.

KRON's target date for the new service is summer of 1994. "We have finalized our arrangements with 100% of our cable operators and we're now in the process of finalizing the management structure of the news channel," says Holzer. A managing producer, Joe Fragola, has been working full time on developing the format for the last several months, he says. Other hires will be announced soon, he adds. "We've been taking a SWAT-team approach with daily meetings with people from the product side, engineering, marketing and sales," says Holzer.

Much of the overhead is already in place through a co-owned production house, KVE Enterprises, he says. "The capital costs aren't as large as if we had to start from scratch," he says. The service will have a staff of about 50 people, mostly new hires.

Most of the second channels are taking a local approach, but some are regional in scope, such as King Broadcasting's planned news channel that

will link four stations in three states and will serve roughly two million cable subscribers.

At KDFW-TV Dallas, general manager Jeff Rosser says that plans for a second channel are on track for debut in four to seven months.

The channel has been accepted by systems representing approximately 85% of the cable subscribers in the Dallas market, he says. The format is a mix of local news and information, entertainment and sports, he says. "We are discovering a lot of opportunities for partnerships in the programming," says Rosser. "Our concept is similar to other proposed services, and we've talked to some of those people. There are also a number of new cable networks out there that are looking for homes, and we've been contacted by some of them about providing some portion of our channel to their service."

For competitive reasons, Rosser is reluctant to provide too many details about the service. "But if you're asking me is it real, the answer is absolutely," he says. "Our second cable channel will not go away." ■

Cable nets trying to make basic original

Programers hope to end their reliance on reruns with new programing produced through joint ventures, supported by secondary revenue streams

By Joe Flint

Cable long has been seen—and ridiculed—as a dumping ground for broadcast reruns. That CBS's *Murder, She Wrote* pops up each week on the list of cable's top shows doesn't help.

It is a perception that the basic networks badly want to jettison. To that end, they are producing more original programming than ever before. And it's not only movies.

USA Network will roll out an hour's worth of prime time sitcoms next year. Lifetime also hopes to enter the field. MTV, which once was simply nonstop music videos, now runs talk shows (Jon Stewart), animation (*Beavis and Butt-head*) and drama (*The Real World*).

The top services say they would like to schedule original programming around-the-clock within the next five to seven years.

Now may not be the best time to invest in original product. After all, the FCC wants lower cable rates. And if rates go down, the license fees that cable operators pay networks—which range from 10 cents to 50 cents per subscriber per month—will stay flat, if not decline.

"Rate regulation will dramatically impact the economics," says Jed Palmer, vice president, programming, Tele-Communications Inc. "I'm not sure there is any way we cannot see some of that effect passed downstream to the programers."

"Uncertainty does not create great environments for investment in future

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The theatrical release of TNT's epic "Gettysburg" was unusual, but the ability to tap other ancillary markets such as home video and foreign broadcasting is common, perhaps vital, to the production of original programming by basic cable networks.

products," says Tom Rogers, president, NBC cable and business development. And putting basic networks on tiers with fewer subscribers could lead to a shortfall in advertising "that will diminish the desire and ability to support original programming," he says.

Adds Continental Cablevision Senior Vice President Rob Stengel: "We've gone through the period where cable subscriber revenues have been the main engine driving the ability of many networks to develop original programming.... These days are not ending but they are certainly showing signs of leveling off."

The programmers know it, too. "You can't make the assumption that if you put on a lot of great programming you can get paid for it properly because of the regulatory environment," says Brad Siegel, executive vice president, TNT.

But playing it safe and relying on old shows is not the answer either. "Clearly, the cable operators are seeing a cap on their ability to pay for a lot of incremental programming," says Ed Bennett, president, VH-1.

The days of "adding lots of channels and paying huge fees are gone," Bennett says. "We recognize that. The best way we can do this is to get away from acquiring expensive libraries and produce our own high-quality programming."

Fortunately for the cable networks, they are not shackled the way their broadcast counterparts have been by

regulations that limit how much of their own programming they can produce and syndicate.

"We have had a huge advantage," says Greg Moyer, executive vice president, programming group, Discovery Communications. "We can produce and own software as well as distribute."

"When you own it, you can exploit

So far, movies have been the most successful genre of original non-sports programming for cable.

it," says Alan Sabinson, TNT senior vice president, original programming.

And exploit, they do. The average made-for-cable movie will be aired six to ten times on its network. Although the ratings for each run may not be exciting, the multiple runnings allow the cable network to build a solid cumulative rating to sell advertisers.

"That is cable's advantage," says Petry Television Vice President Dick Kurlander.

"If I [were] making a series that costs \$300,000 per episode," says Herb Scannell, senior vice president, programming, Nickelodeon, "I would never get to breakeven, advertising-wise."

To make the economics work, some

cable programmers rely heavily on joint ventures. CBS and USA Network have worked together. ABC will produce a news show for subsidiary Lifetime. Viacom, parent of MTV, VH-1 and Nickelodeon, advised CBS on how to get into the cable business and recently entered into a production deal to bring Nickelodeon's *Clarissa Tells It All* to the broadcast network.

"There is no deal too weird," says Monia Joblin, vice president, original programming, international productions, USA Network.

While the domestic programming revenue stream from cable operators may be slowing, overseas business is booming.

"We're launching in Asia and Latin America, and we really do intend to be a distributor of documentary TV on a global basis by June 1995," says Discovery's Moyer. "If we were trying to amortize our investment in the U.S. audience, there is no way the economics could support it."

E! Entertainment Television's Lee Masters reports a 200% increase in revenue internationally this year.

For TNT, home video is also another revenue stream. It "has become the single most important revenue stream for us outside of advertising," says TNT's Sabinson.

So far, movies have been the most successful genre of original non-sports programming for cable. Sitcoms and dramas have struggled. "With the exception of HBO, there is not a lot of really great series programming," Sabinson says. "You see the occasional talk show, but the plethora of basic cable [outlets] has not created an economic model to create profitable, quality series programming."

Despite insatiable viewer demand for original programming, it remains a challenge. With license fees unlikely to grow and the field of networks becoming more crowded, the programmers say, the keys to originality are to exploit secondary markets and to form creative partnerships.

And size, TNT's Sabinson says. "It will take consolidation of ownership and vertical integration where powerful conglomerates with the ability to produce, exhibit and distribute allow you to look at the big picture," he says. "It may be when the telcos come into the marketplace. In the mid-1990's, there will be six to ten companies that can do that. Others will be left out in the cold."

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- Pay-per-view could provide a preview of the information superhighway. / **Page 54**
- Exempted from rate regulation, pay-per-view may have a bright future. / **Page 57**
- Will consumers really buy into video-on-demand? / **Page 60**
- Two experiments—in California and New York—offer different views of near-video-on-demand. / **Page 64**
- To get to video-on-demand, programmers must use remarkable new technologies. / **Page 66**

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Pay per view: Driving the superhighway

Video on demand is coming, though not overnight; near-video-on demand and business customers may be initial markets; cable, telcos eye buy rates in PPV and home video business to gauge market for host of new services

By Rich Brown

If you build it, will they come? It's a common question in the hallways of telephone and cable companies as they prepare for their multibillion-dollar upgrade to digital technology. For answers they are looking at the \$377 million pay-per-view business and the \$12 billion home video business.

They are also looking at state-of-the-art cable systems in Castro Valley and Orlando and at other testbeds around the country. They are looking at customer surveys. And they haven't ruled out gut feeling and instinct.

So, if you build it, will they come? And will they pay? Nobody knows for sure. Most industry players say the electronic superhighway eventually will be built and that there will be a market for services such as video on demand, which enables viewers to call up particular programs whenever they want to watch them. But those in the industry also say it won't happen overnight.

In the interim, cable system operators are looking at technologies, such as near-video-on-demand, that require less high-tech equipment and still allow viewers to call up movies and other programming with start times every 15 minutes or half-hour.

Top pay-per-view distributors Request Television and Viewer's Choice in the past four months have both expanded to five channels of programming which, through digital compression, eventually will be multiplied to 40 or more channels of PPV. The expansion

will roll out as soon as cable system operators are able to get digital set-top boxes into the home.

Viewer's Choice President and CEO Jim Heyworth says cable system operators are expanding their PPV channels in part because such channels are not subject to the FCC's new rate regulations and in part because the operators are facing potential competition from direct-broadcast satellite and telco industries. What is less clear is how quickly the cable industry will make the investment needed to install the expensive digital video servers that will enable them to offer interactive

tic as the telephone companies would like them to be. But the consulting firm is basing its projections on estimates that less than 30% of homes will have access to interactive broadband services by 1998.

The consulting firm is also taking a conservative approach because they expect acceptance of services to be subject to the same adoption curve that took cable almost half a century to reach 60% of households. They also don't anticipate consumers' discretionary spending suddenly to rise with the advent of VOD.

"Consumers who have the time don't have the money and consumers who have the money don't have the time," says Miller. For those reasons, Miller says he is advising cable and telephone companies to count on businesses, not home entertainment and shopping services, to provide the bulk of the traffic on the electronic superhighway if they want to make it work in the 1990's.

Part of the problem in making the jump to

video on demand is that cable system operators have not even learned how to properly market the few channels of pay per view they already have, says Bonnie Werth, a pay-per-view veteran who heads Woodbury, N.Y.-based PPV marketing company Team Services. And even if cable were to do a better job at marketing its offerings, there is still likely to be a problem in that consumers might not want to be inundated with choice, says Werth. She says when you give consumers too much choice, they make no



The viewing options for subscribers of New York's Quantum service.

services.

"It's not going to happen as quickly as some people think," says Jeff Miller, partner in charge of the High Technology and Telecommunications Strategy Practice at Andersen Consulting, a top consulting firm whose clients include the telcos themselves. "Long term, it's tremendously attractive. But let's not delude ourselves into thinking it's going to happen in the next five years."

Miller says that his near-term projections might not be quite as optimis-

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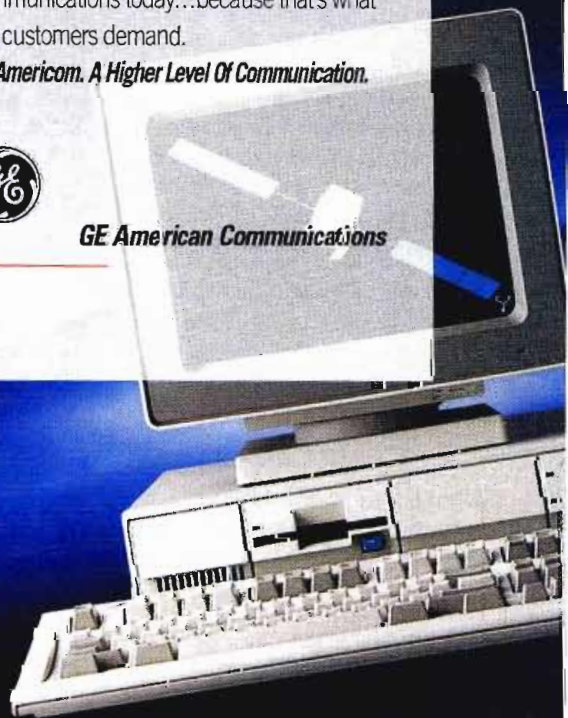
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Analysts skeptical of Cerritos buy-rates

GTE claims 40% use Center Screen NVOD service once a month

By David Tobenkin,
special correspondent

GTE Corp. says viewer response to its Cerritos, Calif., near video-on-demand (NVOD) experiment has been nearly twice that of the pay-per-view industry average.

More than 40% of those who can use the Center Screen service buy it at least once a month, says Michael Morrison, GTE's manager of advanced operations testing for the project. That is twice the industry buy rate of 21% as determined by Paul Kagan Associates Inc.

The Cerritos test is one of the largest, longest and most complex tests of NVOD. It has been watched closely to determine whether increasing the variety and frequency of movies would increase the use of PPV, which to date has been a disappointment.

The project, scheduled to continue until July, could end as early as March. A recent FCC decision struck down a waiver exempting GTE from regulations that bar telephone companies from providing video and local telephone service in the same market.

Since 1990, Center Screen has allowed 4,000 subscribers of Apollo CableVision to select from 30 channels with more than 300 offerings per day. Viewers use a remote-control box to choose from on-screen selections that appear at 15-minute intervals.

Industry analysts generally are skeptical of the proffered buy-rate figure. More information is needed to judge how well the experiment worked, they say. "I think there may be a hula-hoop phenomenon at work here where [buy] rates are very high initially and then wear off," says stock market analyst Lee Isgur of Volpe, Welty & Co., San Francisco. "Overall, I don't think GTE will go ahead with this on a commercial basis unless they get very good long-term results, which I don't think they've gotten."

Interviews with 28 families who receive Center Screen found that most use the system rarely, if ever. Only seven families used Center Screen once a month or more, and 15 said they never use it.

The most common criticism was that video stores offer a wider selection at lower prices, with the convenience of being able to pause movies and watch them again.

The price of Center Screen films averages \$3.95, with 99-cent introductory offerings and \$4.95 blockbusters.

"That feedback from our customers underscores the research info we're learning," Morrison says. "Going forward, we need to make sure each of those areas is addressed."



Program guide for Cerritos PPV test

TW eyes Quantum leap in Queens

Boost in buy rates could provide insight into consumer demand for various services planned for interactive info superhighway

By Rich Brown

At the time of its launch in December 1991, Time Warner's 150-channel Quantum cable system was trumpeted by the company as "a glimpse of the future." If that glimpse is accurate, the future could be promising for pay per view.

In the last audience survey conducted by Quantum last year, the system found that one-half of those surveyed were ordering more PPV than they did before they had Quantum, and a majority of respondents said they ordered more than one PPV movie per month.

According to Jessica Reif, an analyst who follows Time Warner for Oppenheimer & Co., the most recent data she has received from the company indicates that Quantum buy rates continue to trend upward and are now about nine times higher than typical PPV buy rates elsewhere.

Quantum next month plans to increase its offering of near-video-on-demand titles (i.e., starting times every 15 minutes) from one to two a month. The Quantum system has found that offering a title every 15 minutes rather than every two hours has resulted in an 80% boost in buy rates, according to Katherine Lewis, director of pay per view.

"It really bodes well for video on demand, having that kind of lift," says Lewis.

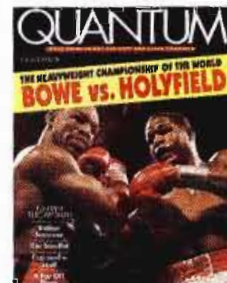
Lewis says the Quantum system has also found that subscribers would rather buy a movie that premiered two months earlier at a slightly lower price than an older, classic hit movie at that same, slightly lower price.

That information should prove helpful as cable systems decide what mix of older and more recent titles they plan to offer on the broad digital platforms of tomorrow.

Lewis says it is difficult for Quantum to experiment too much in its pricing because of restrictions in the local franchise agreement. But there are some variations. For example, Quantum offers current titles at \$3.95 each but offers movies that premiered two months earlier at \$2.95.

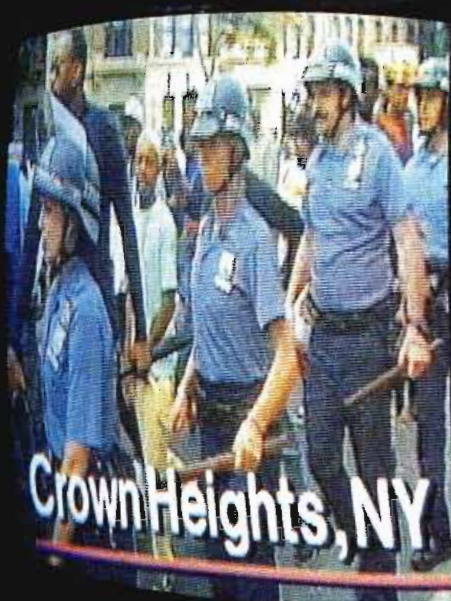
In other new testing at the system, Quantum is preparing to experiment with local, targeted advertising using the system's electronic messaging system to target subscribers. Lewis says that has strong potential for the cable industry, which has a hard time selling national advertising because cable is essentially a local medium.

It is important to keep in mind that increased usage among Quantum subscribers could be attributed to a number of factors, including the large number of PPV choices, the near-VOD capabilities on certain titles, and such special marketing efforts as half-price PPV coupons.



Quantum's guide, for its test in Queens

And now for the local news.



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From videotape to video servers, technology drives PPV

To achieve near- and true video-on-demand, engineers work on more sophisticated storage and playback systems

By Sean Scully

Video rentals are worth tens of billions of dollars per year, and cable operators and other programmers hope to harness technology to get a slice of that market.

By combining traditional technology such as videotape recorders and automated tape libraries; new technologies such as computerized video storage; a convenient navigation system, and compression, programmers may be able to compete with the neighborhood video store.

The key, at least in the near term, is channel capacity. If a cable operator can offer a variety of convenient start times for a program, he might lure viewers to order pay-per-view movies instead of renting videos. The problem is that one movie starting every 10 minutes eats up six channels.

The answer is compression: reducing the volume of information to increase the number of channels that can be crammed into the available space.

Phone system used

An alternate approach to increasing channel capacity is to use a switched network such as the telephone system. Through a central switch, a viewer could be connected to any number of program providers. That effectively gives the viewer access to an unlimited number of channels, just as a telephone caller has access to an unlimited number of telephone lines.

Bell Atlantic is attempting to use this approach over existing telephone lines with a technology called Asymmetric Digital Subscriber Lines. ADSL divides voice information, interactive data communications and incoming video transmissions into three different frequencies, allowing all three to occur simultaneously on a single copper telephone line.

With enough channels available, whether through compression, switching or a combination of both, the question becomes how to play out the programs.



One of the early efforts to develop a navigation system for video on demand was GTE's Main Street (above). Once technology rises to full video on demand, pay-per-view events become only a part of the picture, which now includes home shopping, interactive video games, banking, remote education and even video telephone calls.

Direct-broadcast satellite operator DirecTV will take a fairly traditional approach. DirecTV plans to use roughly 70 of its 150 channels for hit-movie pay per view, with showings every 15 or 30 minutes.

Like providers of traditional pay-per-view services, DirecTV will run the movies off videotape, in this case the new Sony digital Betacam. Subscribers will order from an on-screen menu. The set-top box stores the order and periodically calls the DirecTV billing center to report, a technique known as "store and forward."

Many of the cable set-top box manufacturers, including Scientific-Atlanta, also use the store and forward technique.

Zenith takes a different approach to ordering from home. Inside each set-top box is a tiny transmitter, which can relay orders and information to the central office on the little-used 5-30 mhz band set aside for interactive communication on most cable systems. This way, subscribers really do order and receive direct authorization from the cable headend.

Disc, computer alternatives

Buying and maintaining large numbers of videotape players is a perpetual headache for any organization that relies on tape. Pioneer New Media Technologies offers a possible solution with its four-head laser disc player. Each head reads the information on the 135-minute disc, allowing a single laser disc to serve as many as four independent channels at once.

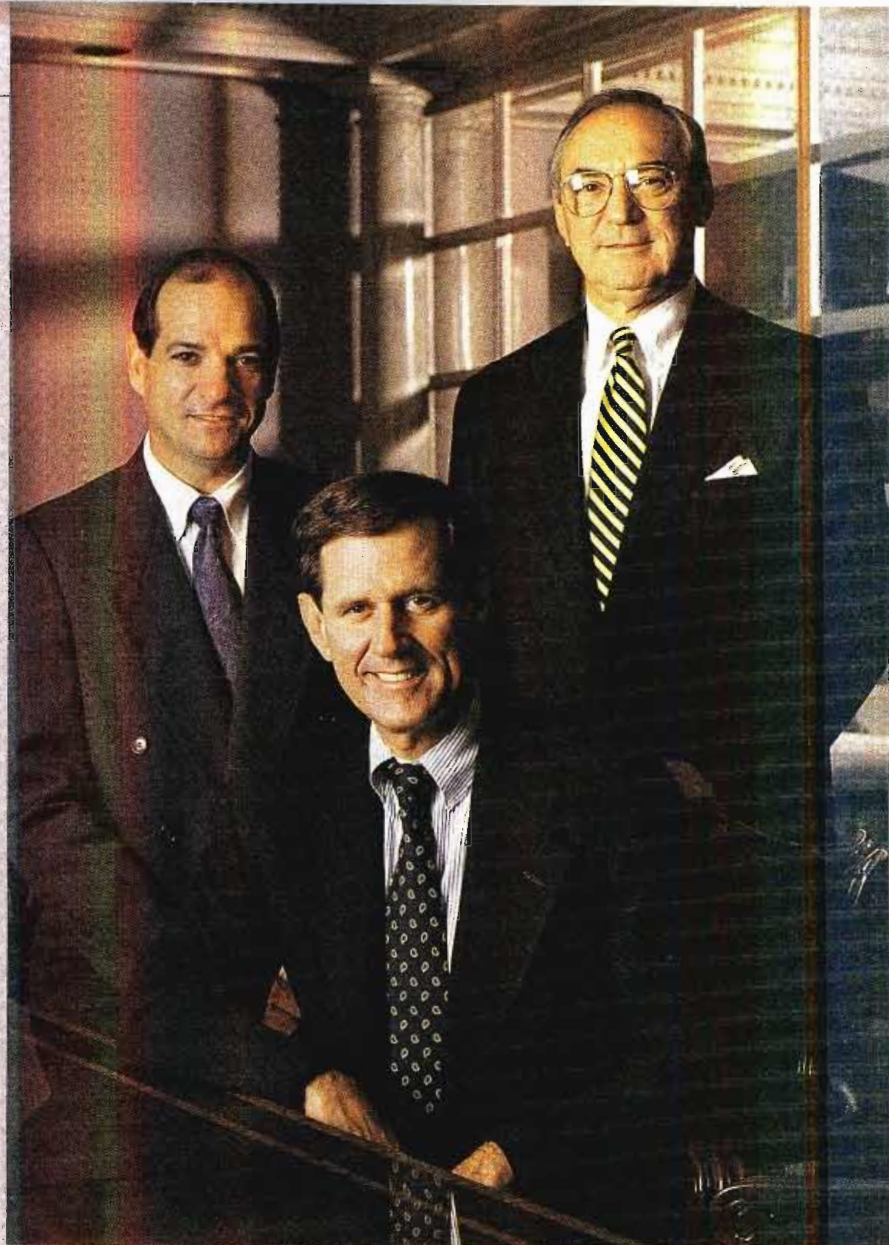
An even more exotic solution is to store movies as computer data on a hard drive. With the increasing size of hard drives, and improvements in compression during the past year, entire movies now can be stored on the hard disc drives of common off-the-shelf personal computers.

Ed McGrath, vice president of technology, SeaChange, a recent spinoff of Digital Equipment Corp., says hard drives have doubled in power in the past 12 months. They now hold one gigabyte of data, enough for roughly 40 minutes of video good enough to

Continues on page 85

CEA: RISING MEDIA STAR

After 20 years,
**COMMUNICATIONS
EQUITY ASSOCIATES**
has quietly emerged as the
world's leading
independent media
brokerage firm.



CEA chairman and CEO Rick Michaels (seated), executive vice president and COO Gene Gawthrop (l) and vice chairman Harold Ewen.

WHEN TELEVISION NEW ZEALAND DECIDED TO SELL ITS SATELLITE TRANSPONDER, IT HIRED a company halfway around the world to handle the job. A few months later, the broker came back with a better idea: the tiny media company could use the transponder and its newsgathering organization to launch an Asian business news channel with backing from Dow Jones & Co., Tele-Communications Inc. and Singapore Broadcasting Corp.

It was a dream come true for TV New Zealand, which had only recently given up trying to line up financing for such a channel. But it was also the kind of deal many media executives in the U.S.—and increasingly around the world—have come to associate with Communications Equity Associates, a broker known, not only for its creativity, but also its global reach.

Since its founding 20 years ago, CEA has brokered more than 750 transactions

valued at roughly \$11 billion. It has been a leading broker and an investment banker for the U.S. cable industry for nearly two decades, and since 1986, has branched out into brokering and investment banking for broadcasters, programming companies and entertainment concerns, here and in Europe, Asia, the Pacific Rim and Latin America.

In fact, by steadily expanding its influence on other continents in recent years, CEA has created what many observers

say is a unique niche in global media brokerage and investment banking.

This year, CEA transactions will add up to more than \$1 billion, including the largest television station group sale of the year, that of Times Mirror Broadcasting's four major market outlets to the Argyle Group. About half of CEA's volume this year will have come from domestic cable transactions, including the sale of Cardinal Communications, a multiple system operator serving 87,000 subscribers, to Sam-

mons of Indiana for the record price of \$180 million.

International transactions will generate one-third of CEA revenues this year. Among the biggest was a major investment by Lenfest Group and Tele-Communications Inc. in French cable operator Vidéopole, a subsidiary of the French electric company, Electricité de France.

CEA's list of accomplishments in recent years, which includes helping to bring together Bell Atlantic and TCI (would-be partners in the largest corporate merger in U.S. history) in their first joint venture in New Zealand, have pushed it to the forefront of independent media brokerage firms.

"CEA is now in the leadership role among cable brokers," says the corporate development officer for a major U.S. multiple system operator. "They're the most aggressive and, particularly in the international arena, they're willing to spend a lot of time and money cultivating relationships. They're way out ahead of where today's market is."

Even more important may be CEA's positioning for the next decade, when the convergence of the media, telecommunications and programming industries in the U.S. and around the world could trigger a large wave of transactions, many of them crossing borders.

"Rick Michaels [CEA chairman and CEO] is on the cusp of becoming a very powerful and important figure in the global market," says Canadian Senator Gerry Grafstein, chairman of Toronto-based CUC International. "We're at the beginning of a massive restructuring of hardware and software, and while most brokers are narrowly focused on either programming or technology, Rick is well positioned to be involved in all sides of the business."

And Michaels isn't the only CEA executive poised to take advantage of domestic and international convergence. CEA's team of professionals, "is well suited for the global mix of the '90s and for the next century," Grafstein says. "CEA is well positioned in the U.S. and in Europe and it has emerging relationships in Asia."

Today, the CEA team, which includes more than three dozen brokers and investment bankers, is based in Tampa, FL, where the company has its head-

quarters, and in New York, Philadelphia, Denver, London, Munich, Prague, Hong Kong and Kuala Lumpur. It has become highly active in Latin America during the past three years and is considering adding an office in Bombay.

And while CEA is poised to expand its brokerage and investment banking activities significantly in the next few years, it is also about to realize another long-time goal: to firmly establish itself in the world

international media ventures in which it can apply not only capital, but also its knowledge of the communications industry and where it's headed.

"Nineteenth century merchant bankers invested with their clients and friends and they only invested in things where they brought more than money, where they had the ability to actually make things happen," Michaels says. "If we can bring more to a deal than money, if it's something we can influence and help build up, and it's people we know in a business we know, then we'll take a stake."

Baring Communications Equity Ltd. is looking for a 30 percent return and appears to have an excellent chance of hitting or surpassing that mark. Before partnering with CEA in the fund, Baring analyzed CEA principals' investments over a ten-year period and found they'd averaged an astonishing 89 percent return.

Dick Onians, managing partner of Baring Venture Partners, says his firm chose to create the fund with CEA because of its unusual position in the world market. "We consider CEA to be the world leader in merger and acquisitions work in the communications industry," he says. "There are not many deals done that Rick and his team don't know about and, in a very high percentage of the deals, CEA has some involvement."

In addition, says Onians, CEA's "is an area of special expertise in a market with a very healthy growth rate."

Next year, CEA expects to open two more investment funds, one targeting ventures in Asia and another aimed at opportunities in multimedia, media technologies, niche programming and information services, primarily in North America, but also overseas. "We want to take advantage of the convergence of media that's taking place in the U.S. and elsewhere," Michaels says. "We think this is the place to be."

CEA's growth over the past 20 years has paralleled a period of remarkable growth in the U.S. television industry. As a similar expansion plays out around the world over the next few years, and as U.S. companies jostle for a place on the electronic superhighway, it's clear that CEA, in the minds of many media principals, will be one of the places to be. ■



"CEA's accomplishments

in recent years have

pushed it

to the forefront

of independent

media brokerage firms."

of merchant banking. CEA principals have invested (at times along with their clients) in media and programming properties since Michaels founded his company in 1973. But CEA itself hasn't sunk funds into media properties—until this year, when it opened its first international investment fund, Baring Communications Equity Ltd. Created with Baring Venture Partners Ltd., the equity arm of London's oldest merchant bank, Baring Bros. & Co. Ltd., the fund has raised \$50 million and will probably close by year's end at between \$75 million and \$90 million. It aims to invest in

A TEAM FOR TODAY AND TOMORROW

Creative dealmaking
and an accomplished
group of professionals
have distinguished
CEA since its
early years

*Rick Michaels founded
CEA with \$2,000 and his
wife's high school
typewriter.*



RICK MICHAELS' FRIENDS THOUGHT HE WAS CRAZY WHEN HE launched his own cable TV brokerage firm in late 1973. Back then, cable was still largely a mom and pop business, and if an owner did decide to sell, he or she almost always called Daniels & Associates, which at the time was the only major media broker.

But Michaels, who'd spent the previous four years competing for franchises at Times Mirror and then arranging loans at Cable Funding, was convinced the budding industry could use more help, particularly in the area of assembling financing for acquisitions and expansion.

At the age of 28, with \$2,000 in capital and his wife's high school typewriter,

Michaels opened Communications Equity Associates in his apartment in Guttenberg, NJ. "We nearly starved to death," he laughs, admitting he convinced more than one client to advance him consulting fees in those days so he could make ends meet.

By late 1975, things were still tight, and when a friend offered Michaels \$3,000 a month to help him compete for

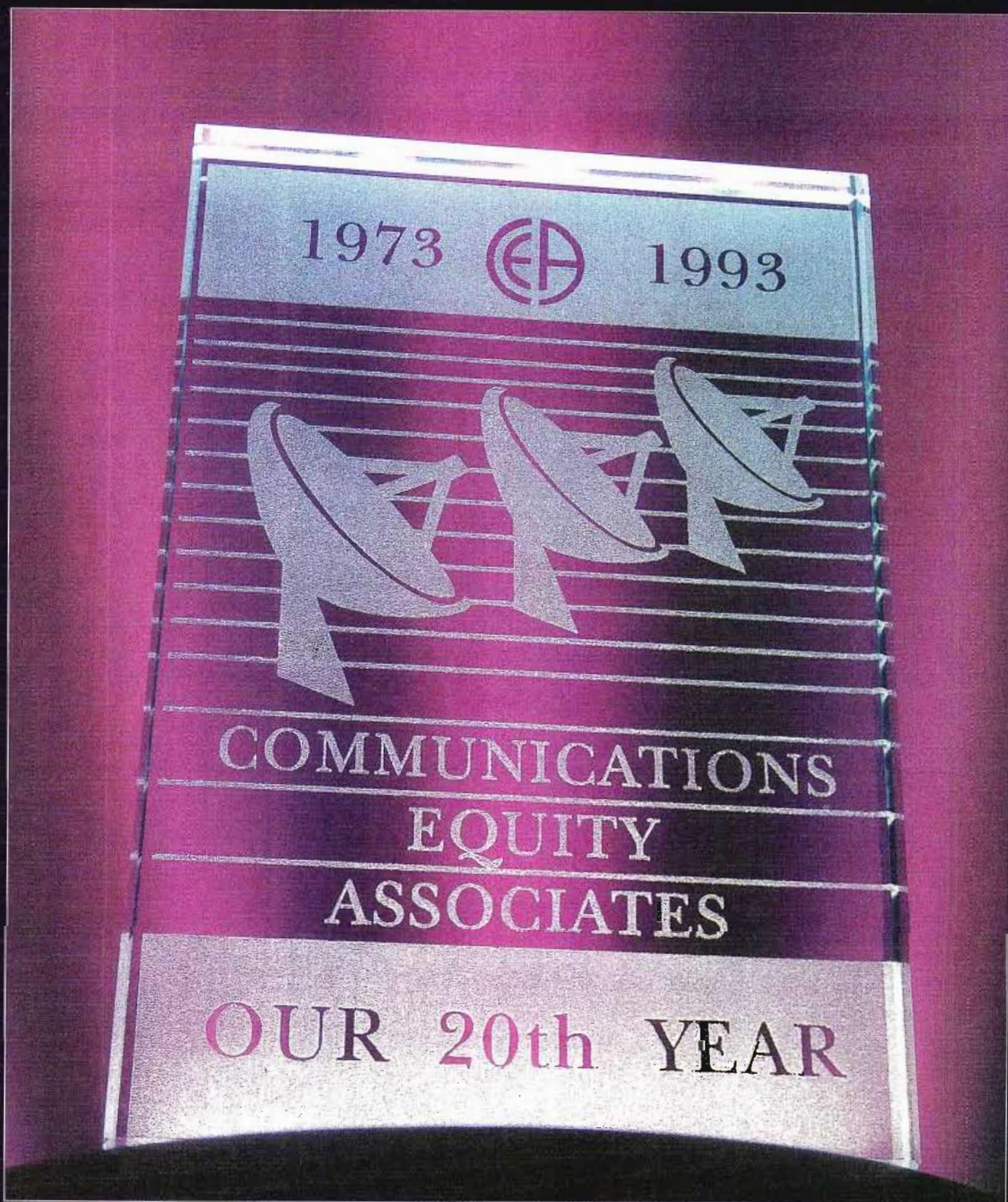
the Minneapolis franchise, he moved CEA and his family north. At about the same time, Michaels convinced another close friend, Jeff Marcus, to become his partner. Marcus had been director of sales for Teleprompter and wanted, like Michaels, to own his own systems.

The two young brokers worked to build their business during the following year. Michaels traveled almost constantly, visiting cable operators and getting to know them. "If I had an appointment in a town in Alabama, I'd look up all the operators in the area, then rent a car and drive around for week calling on them," Michaels recalls. "It was cheaper to do that than to fly in every time I wanted to get to know someone."

But as Michaels and Marcus began to



Who's closed over \$11 billion
in media and entertainment
transactions worldwide?



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generate some serious income, they discovered Minnesota's high taxes. "The last year we lived there, I paid \$30,000 in personal income taxes," Michaels recalls. "We decided to move to a state without income tax and my wife didn't like Las Vegas, so we moved to Tampa."

Investment Banking Grows

By then, Michaels and Marcus were doing more and more financing work and Michaels convinced a young Wall Street investment banker, Don Russell, to join the firm. Russell brought the prestige and influence of his Wall Street background plus an understanding of both the cable and broadcast businesses. "He was a terrific addition to our team," Marcus recalls.

CEA prospered during the next few years, closing \$140 million in transactions in 1979 alone and adding more brokers, including Ed Frazier and Tom Alexander. Tele-Communications Inc., Storer Cable and Times Mirror Cable were frequent clients.

Michaels and Marcus also began investing in cable properties, joint venturing with Storer on several Florida sys-



Don Russell, president of CEA's New York Affiliate, CEA, Inc., and head of its broadcast group.



Tom MacCrory, group vice president, cable group and head of CEA's Philadelphia office.

tems and winning the franchises on their own for others.

As their businesses grew both in size and complexity, Michaels invited Gene Gawthrop, a tax manager with Peat Marwick, Mitchell & Co., to join the company.

"I'd just finished holding an IRS agent's hand for three weeks at CEA, and when Rick saw that my fee was bigger than his tax liability, I guess he fig-

ured I'd done a good job," jokes Gawthrop, who began working closely with Marcus, negotiating to buy cable systems for the two brokers and helping to arrange for their financing.

Michaels continued to recruit brokers, investment bankers and other specialists, pushing to enlarge the services CEA could provide its clients. Tom MacCrory, who'd been working for Fidelity Bank's cable division in Philadelphia, moved to Tampa to join CEA in 1981. Almost instantly, he became

a superstar, closing as many as ten transactions a year compared with an average of two or three for most investment bankers.

Also recruited that year were Beverly Harms, a former cable operator and radio station owner, and Mark Sena, a young Cox Cable executive who'd led that company's effort to win the Chicago franchise until it withdrew its bid. Harms became president of Gulfstream Cable,

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COOPERATION BREEDS CREATIVITY

CEA professionals work in teams to maximize value and craft the best deals for their clients

Tom MacCrory sits behind his desk in a comfortable suite of offices near Philadelphia. Covering just about every inch of two long window sills and most of the shelves of a nearby bookcase are scores of small, plexiglass "tombstones," mementos of some of the more than 130 transactions he's closed since joining CEA in 1981.

MacCrory opened the office in 1987, but his boss, CEA Chairman Rick Michaels, has visited it only a handful of times since then, once because he was in town for a wedding. And that's just fine with MacCrory, who, like many of his peers at CEA, likes the freedom of being able to direct his own activities.

This doesn't mean that MacCrory works alone. He and the rest of CEA's brokers are known around the world for the way they work together, moving transactions toward closing and coming up with creative solutions for clients.

Team work is a rarity in brokerage, where individual commissions are typically the rule, but at CEA, brokers have always worked in teams. Instead of earning individual commissions, they're salaried, like Wall Street investment bankers, and are paid annual bonuses based on how well they, their group and the company performed.

CEA's brokers like the team approach. Most of them have worked for CEA for well over a decade and say the company's cooperative, entrepreneurial spirit is one of the things that's kept them there. "I don't have to lock my office or hide my Rolodex," says Don Russell, president of CEA Inc., the company's New York affiliate. "And if I happen to get a call while I'm on the road, there will be one or two other people in the firm who can take the call and help the deal along.

"We're getting paid to represent somebody and we should make the best shot at it that we can," Russell continues. "By working in teams, I think we get the best deals for our clients." ■

an MSO owned by Michaels and Marcus, and later began brokering transactions. Sena, who'd first met Michaels while working at Harms' cable system in Syracuse, NY, started out working on new franchises.

"It was winter in Chicago and Rick called and gave me my first assignment, before I'd even moved to Tampa," Sena says. "I had to fly to St. Thomas to help a client compete for the St. Croix franchise."

Turning Point

Then, in 1982, two things happened that changed CEA forever. Marcus decided his future lay in owning and managing cable systems. He sold his share of CEA to Michaels and the two parted, still close friends.

Michaels then turned to his mentor, Harold Ewen, who had hired Michaels at Cable Funding years before and who was then managing a communications investment portfolio for Warburg Paribas Becker in Chicago. Ewen liked the idea of concentrating solely on cable brokerage and financing and joined CEA as president and CEO.

"Rick is a great outside man and he needed an inside man, someone to supervise the staff and run the company," Ewen says. "And that's what I did."

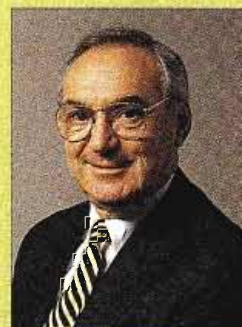
Marcus's departure changed CEA's direction in an important way. "Jeff had wanted to own the assets, not be the assets, but Rick believed in the service side of the business," Russell recalls. "When they parted ways, it allowed CEA to expand that business dramatically, to become more full service and to diversify into other areas like broadcast, entertainment and international."

At the same time, Ewen brought stature and solidity to the still-young

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Continued Success
In All Future Endeavors

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Highly respected cable lender Harold Ewen joined CEA in 1982 and is now its vice chairman.

"We Couldn't Have Done It Without You"

River City Raises \$5.5 Million of Equity to Fund Company. -July 1989	River City Raises \$25 Million of Senior Debt from Marine Midland Bank. -August 1989	River City Purchases KDNL-TV St. Louis from Cox Communications. -August 1989
River City Purchases KABB-TV San Antonio from Alamo Broadcasting. -November 1989	River City Raises \$5 Million of Senior Debt from Bankers Trust. -December 1990	River City Purchases KPNT-FM St. Louis from Channel One Communications. -December 1990
River City Raises \$15 Million of Senior debt from Bankers Trust and Union Bank. -June 1991	River City Purchases KDSM-TV Des Moines from Duchossois Communications. -June 1991	River City Raises \$32.5 Million of Senior Debt from Bankers Trust, Bank of Montreal, Union Bank, and Banque Paribas. -September 1991
River City Raises \$6.5 Million of Equity from Bankers Trust. -September 1991	River City Purchases WTTV-TV Indianapolis from Capitol Broadcasting. -September 1991	River City Raises \$66.5 Million of Equity from Boston Ventures and Bankers Trust. -September 1993

To our friends at CEA, the staff and management of River City Broadcasting would like to say thanks for your representation in all these transactions.

Barry Baker
 Barry Baker
 President & CEO

RCB
 River City Broadcasting


Larry Marcus
 Larry Marcus
 CFO

brokerage firm. "Harold is a tremendous foundation upon which to build a company," Russell says. "The cable industry has a huge amount of respect for him. When it comes to valuing properties, there's no one who has the trust of cable operators the way Harold does."

Ewen managed CEA and also worked on numerous transactions. He would be a key player four years later when CEA would close the epic Times Mirror-Storer trade, which still holds the record as the largest exchange of cable systems ever negotiated.

But even as CEA expanded steadily—it was heavily involved in the cable consolidation of the early- and mid-1980s, closing numerous transactions for TCI, Times Mirror, Warner Cable and many other major cable operators—it also made its first moves into

international expansion in 1983. Sena, who'd been busy that year establishing a marketing department at CEA to raise the company's visibility, had also been reading about the development of cable in the United Kingdom.

"I asked Rick to send me to the British Cable Convention in London," Sena recalls. "He said it sounded like a boondoggle, but I convinced him to pay my way into the show as long as I went on my vacation, which I'd planned would be in London anyway."

Sena went to the convention and Michaels, who happened to be in Lon-

don at the same time, joined him there for a couple of days. The two returned to the States convinced there was huge potential in international deal making as cable and satellite television got off the ground in Europe and elsewhere. (Michaels also insisted on reimbursing Sena for his plane ticket).

From then on Sena spent part of his time on international development. Much of the early work lay in scouting out franchising or acquisition opportunities in the U.K. for American operators, but he also spent a great deal of time making new contacts on the continent, in Asia and on the Pacific Rim.

As Sena plowed new ground overseas, CEA's business in the U.S. boomed. It closed transactions valued at \$200 million in 1983 and double that amount in 1984.

A Giant Transaction

Michaels spent most of his time on the road, keeping in touch with the operators of both large and small cable companies. He also began, in 1983, to nudge Times Mirror and its arch rival in the city of Phoenix, Storer Cable, toward his idea of a resolution for what had become their biggest headache.

Both companies had been awarded franchises in Phoenix and in parts of the city were furiously over-

building one another. "They were each working shifts around the clock to get the systems completed," Ewen recalls. "It was terribly expensive because they were paying overtime and bonuses for speed. Their construction costs were going through the roof."

Needless to say, top executives at both companies weren't feeling kindly toward one another, but Michaels, who had long-time relationships at both firms, brought them an idea that Ewen says was a natural: each owned systems in both Phoenix and Louisville, KY. Why not trade so each would end up with a cluster in one of the cities?

After about two months of conversations, the two rivals agreed it was a singularly good idea. The only problem now was getting them to agree on values for the properties to be traded.

Ewen began researching the deal while he and Michaels mediated between the two warring operators. As negotiations got underway, Storer and Times Mirror began adding systems to the trade until it grew to be the biggest and most intricate ever attempted in the industry. Still, Ewen and Michaels worked rapidly and in just a few months got the parties to sign an agreement in principle.

But before they could close the deal, the Federal Trade Commission stepped in, wanting to investigate whether the trade would result in price fixing and restraint of trade. Nearly two years later, the government backed down, agreeing that the deal wouldn't harm the public. In 1985, the giant trade, which by then involved 446,000 homes passed and 205,000 subscribers, took place.

"Harold really made a name for himself by getting those two companies to sit down and talk to one another," says David

O'Hayre, senior vice president of acquisitions and mergers for Time Warner Cable. "They both trusted him enough to keep talking and to accept his valuation of their properties."

Terry Lee, retired chairman of Storer Communications, adds that Michaels, "was very much the key factor in getting the deal done. He negotiated with each of us for the other until we had an agreement, and both

*"When it comes to
valuing properties,
there's no one who
who has the trust of
cable operators the way
Harold Ewen does."*

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TIME WARNER
CABLE



Jeanette Tully,
specializes in radio and
TV brokerage and
investment banking.

companies walked away satisfied."

The Times Mirror-Storer trade was one of 41 transactions CEA closed in 1985. Its volume that year totaled \$665 million. But even that accomplishment paled during the next 12 months, when changes in U.S. tax laws prompted many cable operators to sell their systems and CEA closed 78 transactions worth \$1.78 billion. (Michaels and his investment partners at CEA sold Gulfstream to TCI that year in a transaction that would mark the end of Michaels' and his partners' outright ownership of media properties. In the future, they'd buy stakes, but would avoid the possibility of competing with their clients for systems.)

New Directions

One of the deals CEA completed that hectic year would presage its later expan-



Tom Cardy, CFO and head of CEA's entertainment group.

sion into brokering broadcast properties: it found five stations for the Home Shopping Network, which wanted to expand its distribution beyond cable systems. Another sign of its coming expansion came the same year, when CEA hired Jeannette Tully, the vice president of finance, broadcasting and entertainment at Harte Hanks Communications, to specialize in radio and TV brokerage and investment banking.

Tully would bring about \$800 million in transactions for CEA during the next seven years, including the recent placement of a \$32 million credit facility for Paxson Broadcasting.

Michaels had already decided that CEA would benefit by diversifying, even though cable system trading promised to be a strong business for the next several years. In January of 1987, he told the Tampa Bay Business Journal that CEA "has a new

strategic plan that will move us along the road to become a major provider of services to radio, TV, cable, publishing, entertainment and possibly, telecommunications."

One way Michaels pursued that goal was to open CEA's first field offices. Russell moved to open a New York affiliate and CEA opened a Washington office. It later closed the Washington office and convinced MacCrory, who'd moved back to Philadelphia in 1986 and had been working from his home for CEA, to open an office there.

International Expansion

CEA also became the first American independent media broker to establish a beachhead in Europe by opening an office in Hamburg, Germany. Sena began working full time on international brokering and Michaels began traveling frequently outside the U.S., building CEA's relationships with media and programming principals around the world.

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executive vice president
and COO, heads CEA's
international office.



Mark Sena, senior vice
president of marketing
and international
services.



Dr. Stephan Goetz, man-
aging director, CEA
Beratungs-und Beteili-
gungsgesellschaft mbH
(CEA Bertagungs for short)



Lisa-Gaye Shearing,
group vice president,
investment banking and
managing director, CEA
International Ltd.



Sarah Combs Rechin,
vice president,
international division
and head of CEA Hong
Kong.

CEA helped GTE analyze a potential cable system acquisition in the Dominican Republic and was retained by Maxwell Entertainment and Granada Television, both of which wanted to sell all of their narrowband cable systems in the U.K. It would end up helping 25 percent of the U.S. operators who invested in U.K. cable to find properties.

In 1988, CEA added three more key professionals to its staff. To strengthen the company's presence in Europe, Michaels felt it was critical to add a well-respected European to be in charge of CEA's efforts there. He hired Dr. Stephan Goetz, a close friend and well-known former attorney, who would later become managing director of CEA's Munich affiliate.

He also hired Tom Cardy, a senior tax manager with Arthur Andersen & Co., came in as chief financial officer. Cardy would prove instrumental to CEA's expansion in the programming and entertainment field. Lisa-Gaye Shearing, who had been co-chief of leading cable lender Toronto Dominion Bank's communications lending group, joined CEA's New York affiliate as group vice president of

investment banking. Shearing, Goetz and later Sarah Combs Rechin, a former vice president and team leader for Ameritrust Company National Association's Media Division, who would join the company in 1990, would all be vital to CEA's international expansion.

All told, CEA brokered 56 transactions, valued at \$1.3 billion, in 1988. That performance made it the largest independent cable TV broker in the U.S. that year and gave it the wherewithal to open a second international office, this one in London, a few months later.

(CEA's offices in New York, London, Munich, Prague, Hong Kong and Kuala Lumpur are actually separate companies, wholly owned by Michaels).

In 1990 and '91, cable system trading in the U.S. would fall off dramatically, as recession, the Persian Gulf War and a stubborn credit crunch brought about by changes in banking laws would combine to send potential buyers and sellers running for cover. Just before the market turned downward, CEA obtained one of the highest prices ever negotiated in a cable TV transaction, when it arranged for

the sale of Sonic Communications Inc. to Prime Cable of Alaska for a stunning \$3,865 per subscriber.

Programming Deals

A year later, CEA closed its first major transaction in the cable programming industry when it helped the Family Channel complete a management buyout from the Christian Broadcasting Network. "CBN wanted to sell the Family Channel but it wanted to retain the right to air programming on it," recalls Tim Robertson, who would become chairman of the new International Family Entertainment. "But the farther we got down the road, the more we realized that it was going to be difficult to realize full value for our asset and still hold onto that right to program."

Michaels came up with the idea of a management buyout and, to raise money for the transaction, brought TCI in as an investor. "CEA demonstrated a real willingness to help management pull value out of its work," Robertson says. "It was a highly creative transaction."

Not long after the CBN deal, New Zealand's Sky Network retained CEA to raise more than \$5 million in equity capital. As it had with CBN and a number of other major transactions, CEA came back with a better idea and in May of 1991, TCI, Ameritech, Bell Atlantic and Time Warner partnered to take a controlling interest in the pay network.

It was a major international transaction as well as an important programming deal, and it signalled to communications companies around the world that CEA's diversification beyond cable and broadcast into programming and international brokerage and investment banking was now firmly established.

Other programming deals would fol-

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low quickly: Michaels took a significant stake in Video Juke Box Network and became its chairman in 1991. CEA sold Country Music Network to Gaylord Broadcasting and sold Britain's Home Video Channel to Graff Pay Per View. This year, CEA represented Action Pay Per View in its sale to Black Entertainment Television.

Last year, CEA transactions reached \$980 million in total volume. This year, the total will be more than \$1 billion. It is currently working on transactions in 22 different countries.

Set For the Future

CEA is well positioned to capitalize on the consolidation that is likely to take place in the cable industry in the next few years with such highly respected cable brokers as Ewen, who is now vice chairman of CEA, Russell, MacCrory, Ed Frazier, Jay Dugan, John Long, Brian Sweeney and, recently, Bob Berger, who joined the company this year to head a new Denver office.

Its broadcast group includes such well-known figures as Russell, Tulley, Bill Lisecky, a mergers and acquisitions

*"By working in teams,
I think we get the
best deals for our clients."*

—Don Russell

specialist who worked previously at Bankers Trust Co. and Chase Manhattan Bank, Glenn Srafin, Jim Dunleavy and Evan Blum. Dunleavy, who closed more than \$2 billion in loans at the National Westminster Bank during the past 11 years, joined CEA in May.

On the entertainment side are Cardy, Harms and David Burns.

One third of its professionals now work almost exclusively on international deal making. Gawthrop, chief operating officer at CEA, heads up its international group while Sena is senior vice president of marketing and international services.

Shearing now heads the company's London affiliate while Goetz continues to

run its Munich affiliate and oversees all the European operations. Rechin heads the Hong Kong operation and former broadcaster and recording company executive Vaclav Matatko is head of CEA Prague. Other professionals on the international team include Ken O'Rorke, Carol O'Connor, Martin Farmer, Carsten Philipson and Bashir Shariff, who heads the Kuala Lumpur affiliate.

CEA's team of brokers "is an insightful and very high-energy group of people," says Robert Hersov, head of Richemont Media Group in London. "They keep the mainstream investment banks hopping and no matter where you go, from New Zealand to Brazil to Iceland, they've been there and looked for deals."

Adds TCI President John Malone: "We've done an enormous number of transactions with CEA over the years. We've enjoyed doing business with them."

Vision, words, Equity make television creativity, flexibility, and competence are the which best explain the successs of Communications Associates. These qualities have enabled CEA to major contributions to the development of cable and, in a very special way, to the growth of Adelphia.

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AN EXTRAORDINARY LEADER

CEA Chairman Rick
Michaels has built more
than a huge list of contacts
during his company's first
20 years

Falcon Cable TV
salutes
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20 Years
of Success



Rick Michaels talks candidly.

ASKED WHAT SETS CEA APART, MEDIA EXECUTIVES WHO'VE worked with the firm will launch into a list of examples that invariably begins or ends in one place: the company's founder, chairman and CEO Rick Michaels.

"He's a very remarkable man," says Phil Williams, the recently retired vice chairman of Times Mirror Corp. "He's very creative at finding out what people's interests are and then going to the marketplace and finding ways to serve those interests."

Marc Nathanson, president and CEO of Falcon Cable TV, adds: "A lot of people can buy or sell cable systems, but Rick's developed new markets. He was one of the first brokers to get involved in raising money for programming services and he went into international brokering long before anyone else did."

A native Floridian who also lived in Jamaica for a time while growing up, Michaels earned his undergraduate degree at Tulane University and later studied at the Annenberg School of Commu-

nications and the London School of Economics. While studying in London, he became one of the early players in Britain's emerging private radio industry by working for a time as a disc jockey.

By 1973, when Michaels formed his own cable brokerage firm, he had begun to develop many of the solid relationships with cable pioneers and executives at larger companies, like Tele-Communications Inc., Storer Cable and Times Mirror, that would later give him a reputation as one of television's most well-connected insiders.

In the mid-to-late 1980s, Michaels expanded his list of contacts to include relationships with media and programming players in Europe, Asia, Latin America and elsewhere. "Rick introduced me to the head of M-Net in South Africa—and

I'm South African," chuckles Robert Hersov, head of Britain's Richemont Media. "He beat me to the top media executive in my native country."

Michaels is known for his hard work and unbelievably high energy level. He travels at least 280 days a year, almost always with killer itineraries. "A trip that includes 27 cities in 30 days isn't unusual for him," comments Jeff Marcus, president of Marcus Communications and a former partner in CEA.

Another Michaels trademark is his tendency to work hard at staying in touch. "I was roasted once at a charity benefit," recalls Ed Taylor, chairman of Taylor Communications. "Most companies would buy a table for \$100 for something like that, but Rick flew in and was one of the people who roasted me, and that was three years before he sold my company."

Taylor adds that with Michaels, "you have this feeling that he genuinely cares for you and your family and the people around you. You believe that if it were only money on the other side and he had to hurt you just to make a buck he wouldn't do it."

TCI Chairman John Malone, who has

Rick Michaels

"went into

international brokering

long before

anyone else did."

—Falcon's Marc Nathanson

bought numerous cable systems through CEA since Michaels first started his company, adds: "Rick Michaels is one of the true old salts of our industry."

And according to Hersov, Michaels returns phone calls with remarkable speed for someone who travels as much as he does. "He makes a huge effort to be in touch personally," Hersov says. CEA brokers report that they get the exact same treatment.

Michaels is also unusually candid. "If a deal's not going well or an investment

he's made isn't working out, he will tell you, unlike most brokers," says Hersov. "It's refreshing."

An avid fox hunter who became involved in the sport as a way of spending more time with his daughter, Michaels is also deeply involved in writing his first novel. (Michaels has always been a writer. He filed stories weekly for Paul Kagan Associates newsletters early in his career and also wrote a regular column, The Observer, for another cable trade publication before his brokerage business took off).

Finally, Michaels is known, perhaps more than anything else, for his vision. "There are relatively few people in the world who understand where the telecommunications business is headed in the next few decades, and Rick is one of them," says Canadian Senator Gerry Grafstein, chairman of CUC International. "He is about to become a superstar."

Grafstein is also typical of many of Michaels' long-time associates in discussing his friend: "I'm a big supporter and fan, but, above all, I love the pleasure of his company." ■

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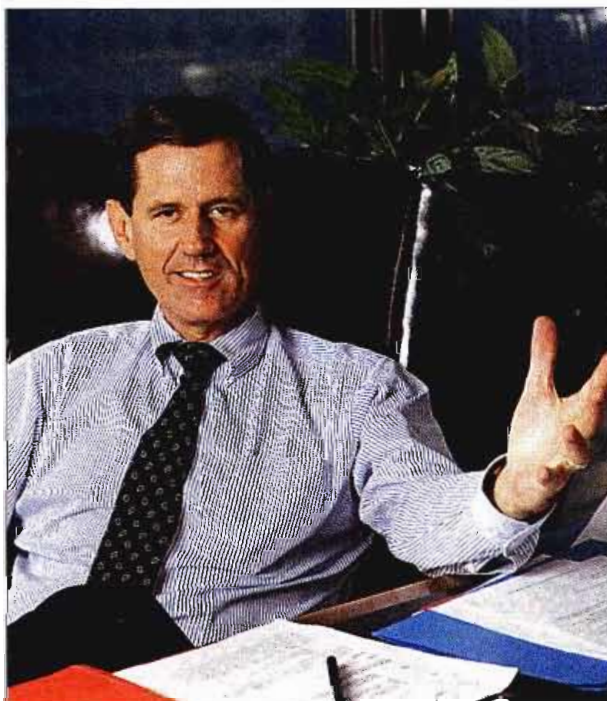
CEA chairman Rick Michaels is known around the world for his ability to see where the communications industry is headed. Here are his thoughts on some of today's biggest questions.

The outlook for cable transactions

There will be a huge consolidation process in the next 36 months. Cable will end up like the telephone business. People don't realize there are still 1,400 telephone companies, but they are the little ones in places like East Snowshoe, MN. After you leave the RBOCs, GTE, United Telephone, the next one's Rochester Telephone with about 500,000 customers. The cable business is going that way. The big guys will get bigger, the medium sized companies will consolidate. The small companies will be the slowest market, because the electronic highway of tomorrow will bypass a lot of them. They'll still be there. They just won't participate. They won't be able to afford it. It doesn't mean they'll be sold...it will be like a time warp. In 1997 the cable system in East Snowshoe will be like it was 1991.

The Bell Atlantic-Tele-Communications Inc. merger

Assuming they get away with it, they've put together the most powerful alliance



*"All the major telephone companies
will form alliances in cable, and
in certain markets, they'll weigh the
economics of overbuilding."*

in media and entertainment in the world. And it probably means that, by the end of this decade, distribution systems, whether co-ax, wireless, DBS, fiber optic, video on demand or ADSL, will become a commodity, a low-margin business, once they start competing with one another. By the end of decade, Bell Atlantic could lose up to 40 percent of its core

business in voice and data to competitors like LANs and wireless. It will find that its monopoly position has been eroded and its own distribution business has become a commodity. It has to look for other profit centers, so combining with TCI is a natural.

Bell Atlantic has been the only major phone company to pursue the service area question. I think it will win. Then it will have revenues from other businesses—from cable outside its telephone service area—to enable it to provide effective video service within its service area. And whether it's with PCN or teleport, Bell Atlantic will compete with BellSouth and Ameritech and the other RBOCs in telephony.

Remember that line from the cartoon, Pogo: "We have met the enemy and he is us?" What's happened is that the phone companies are becoming more competitive with one another.

One wire or two

All the major telephone companies will form alliances in cable, and in certain markets, they'll weigh the economics of overbuilding. It doesn't work for just video, but it could for providing a full range of telecommunications and video and entertainment services. It will depend on the market. But I don't think you'll find that kind of an all out war in terms of distribution in the immediate future.

Cable-telco consolidation in the U.S.

Most of the telephone companies, including the rural co-ops, are going to be interested in being involved in cable. Whether it's the rural co-ops being

agents for the satellite, or the big guys taking stakes in major MSOs, there will be a large amount of activity over the next 36 months in the telephone business and some of the RBOCs will want to partner and some will want to buy. Some will not care about any of this. AT&T could be involved. It wants back into the local loop business and cable could supply an alternative loop.

From a cable operator's perspective, the idea of taking in a telecommunications partner is wise, whether it happens through mergers or acquisitions or whether it will be telephone companies taking minority interests in cable operators. You won't see any large phone companies buying 10,000 subscriber systems. And values aren't going to go through the roof. As I mentioned, most of the telephone companies in the U.S. are very small. We've sold cable systems to some smaller telephone companies. They're not buying them at the prices they sold for in the late 1980s.

Global communications consolidation

It's already happening. In his speech in Hong Kong when he took over Star TV,

Rupert Murdoch said the business of the future will be on a global basis and will lie in the ability to have worldwide distribution, to be in the production business and to also be in the telecommunications

*"We expect the forging
of international
alliances to
really accelerate
in the next
36 months."*

business. He's accomplishing all those objectives through BSkyB, Fox and his telecommunications deal with British Telecom, as well as his deal with Leo Kirsch in Germany. We expect the forg-

ing of international alliances to really accelerate in the next 36 months. We're currently working on projects in 22 countries.

Reregulation's impact

A lot of the smaller operators are going to suffer badly from reregulation, and few of the larger operators will suffer to any significant effect. The guy who owns a 20,000 subscriber system in New Mexico will be crippled by all this. The little guy's technology can't change. And he can't afford to go to Washington and hire law firms for \$150,000 to make his case. The guy in New Holland, PA, was able to raise rates to offer service. Now he has all these rate rollbacks to deal with.

Congress, in their effort to get after TCI and Time Warner and Continental and Comcast, are going to kill the people in New Holland, PA. By the time they figure it out it will be too little, too late. And the people who own these kinds of systems are still the backbone of the cable business. Most of them are not sellers, otherwise they would have sold to someone like Cox, or whatever, and would have been gobbled up. Most of these people are family-

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owned businesses and they're providing a real service. And all of a sudden they'll be put out of business by a process in Washington that has nothing to do with them. If you go to East Snowshoe or New Holland and ask the person on the street who is served by an independent cable operator whether they're getting their money's worth, even if they're paying \$22 for basic service, the vast majority will say yes.

I think there will be a real backlash there from rural congressmen because in their haste, Congress got a lot of small business people unhappy.

DBS's chances in the U.S.

There's a great opportunity in it if it's properly managed, which is a big issue. I think Hughes could have some problems. As much money as they've spent, I don't think they've really thought out distribution very well. Perhaps they should have considered going to the major RBOCs as distributors or possibly even the cable operators. They have the technicians, the warehouses. Right now they have a very weak distribution arrangement.

DBS will aim to sell pay per view

*"A lot of the
smaller cable
operators
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reregulation."*

movies. Cable won't have the capacity to offer lots of pay per view movies until the late '90s.

The outlook for broadcast TV

Local TV probably has a long future. People identify with brand names. In the 500 channel universe of the future, whether it's Black Entertainment Television or Video Jukebox Network or the

Family Channel, MTV or CNN, the brand names will carry forward. The ratings prove that's true. More than 50 percent of America watches the networks every night. The networks will be around for a lot longer than people think they'll be. And local stations will be around because people will watch their local news on the network affiliates and Fox affiliates. The true independent, that isn't affiliated with a network, that doesn't have a strong programming lineup, unless they're home shopping oriented, could have a problem. Those channels will go to programming things like Video Juke Box, because the electronic highway won't be here next year, or in 1995 or 1996 and channel space for new services will be severely limited. If I'm going to launch a new programming service, I'm much better off on terrestrial independents or low-power stations than I am on cable.

*This advertising supplement was
written by Kathy Haley.
Photography by Chris Coxwell.*

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PPV technology

Continued from page 66

put over cable. By adding a personal computer and extra memory for each near-video-on-demand channel, a programmer almost could do away with videotape recorders.

The hard-driving video server

Moving up a step in complexity, McGrath explains, many channels could draw movies from a single central storage device, a video server. A server is a computer specifically designed to receive, organize and retrieve information quickly. It includes many hard drives connected by high-speed circuits and software that keeps track of and accesses information.

Servers have been around a long time, offering text and number data to computer networks, so the basic technology is well understood. A video server, however, has different requirements than does a standard computer server, McGrath says. Where a computer server can pause for a fraction of a second without unduly disturbing the user, a video server cannot: The slightest delay or variation in the speed of transmission can cause a video image to break up, or audio and video to drop out of sync. Servers, therefore, must perform consistently.

One possibility is to create some sort of buffer: Data would be retrieved very quickly from the hard drives and dumped into a special storage area designed to spill out information at a predetermined rate.

A variety of servers is available. Oracle, which has been creating computer servers for many years, says it can create a video machine that can serve as many as 30,000 users. It also can create a smaller server, handling as many as 500 users, that would be good for near-video-on-demand. Each start time would be considered a user.

Although are still pricey, such servers are becoming more affordable, according to Oracle Media Server's director of technology marketing, Ben Linder. For a server handling 10,000 users, the per-user cost is roughly \$600, or approximately \$6 million. A 500-user unit might run about \$2,000 per user, or around \$1 million, a price that could seem very attractive next to a massive order for VTR's, he said.

Once a cable operator begins to get into video servers, the possibility of true video on demand begins to loom

tantalizingly large. Once movies are stored on hard drives, and once there's instant interactive communication between the headend and the home, there's no technical reason why viewers can't simply call and pull anything out of the computer at any time.

While that possibility is creating tremendous excitement, McGrath warns that it may be a long time away. Although theoretically it is easy to store movies on computer, it still takes a vast amount of storage space. It may be many years before it becomes economical to store more than the top 10 or 20 movies in an easily accessible server. "If you want to watch something that's not in there, you go to the video store," he predicts.

Negotiating computers

Although very good at storing and retrieving information, computers and

Entire movies now can be stored on the hard disc drives of common off-the-shelf personal computers.

servers are less efficient at interacting with people. In fact, computers historically have relied upon complicated codes and languages. That simply won't fly for the average TV watcher, according to those working on interactive TV projects.

To help viewers get around quickly and easily through all of the available information, navigation systems similar to Microsoft Windows and Apple Macintosh, are being developed.

Bell Atlantic, for example, is experimenting with a concept called Stargazer. Stargazer will be used when Bell Atlantic eventually begins to offer video services via its telephone lines.

Ultimately, says Bell Atlantic Director of Information Services Larry Plumb, Stargazer will be a full-motion, game-like navigation system that anyone will be able to use. The screen could show, for example, an animated shopping mall. Using a remote control pointer, a viewer would point to a store, enter the store, and receive information on that company's products. ■

Common terms used in video on demand

ADSL Asynchronous Digital

Subscriber Line: A transitional technology that allows telephone companies to send video signals over copper telephone wire. Signals are divided into three frequencies—video, voice and two-way interactive data—so all three types can be sent at once.

Compression: Condensing digital information into a smaller package, allowing more information to be stored. It also allows more information to be packed into a given period of time or certain amount of bandwidth, effectively increasing the quality of pictures or the number of channels of programming that can be sent down a single wire. Current compression techniques allow roughly a 5-1 ratio.

Navigation system: Any computer program that categorizes and presents the huge volume of information in such a way that the viewer can quickly and conveniently get around without the complicated computer codes that drive most programs.

Server: A computer designed to receive, organize and retrieve information very quickly. It contains a storage system (usually a computer hard disc), high-speed input and output connections, and a program that keeps track of all the information in the system.

Switch: A device that takes input from one transmission line and creates a connection to another transmission line, traditionally the heart of a telephone system. Every telephone has a line leading directly to the switch. A computer keeps track of the lines and creates a connection from a calling line to a receiving line, which allows a caller to contact an unlimited number of other lines. If a cable system were switched, a TV viewer would have access to an unlimited number of program sources.

Network third-quarter revenues fall; upturn seen compared with '91

Third-quarter three-network ad revenues are down 15.5% compared with 1992, according to the latest figures from the Broadcast Cable Financial Management Association. However, comparing the change with last year is complicated by the 1992 Olympics and elections. Compared with the third quarter of 1991, revenues are up 6.2%. On an annualized basis, the two-year change is 3%, or no better than inflation. Over the two-year period, prime time was up 5%, daytime 4.3%, children's 1.9%, sports 2.2%, late night 6% and news 13%.

Most of the daypart changes can be explained by lineup changes, with the new shows being classified in a different daypart. For example, the early morn-

Daypart	Net revenue from time sales	% change from 3rd quarter '92
Prime time	\$738,363,000	16.39%
Late night	\$71,373,000	20.29%
A.M.	\$64,849,000	43.33%
Daytime	\$208,340,000	4.07%
Children's	\$27,842,000	12.30%
Sports	\$237,306,000	(64.64%)
News	\$157,388,000	7.92%
Total	\$1,505,461,000	(15.46%)

Source: Data gathered by Ernst & Young for Broadcast Cable Financial Management Association

ing daypart was up 36.7% against 1991, but some of the increase is due to the introduction of *Saturday Today*, which replaced children's programming in the time period.

Daytime's performance was deceptively strong considering that

time was given back to affiliates by both NBC and CBS. Late night had one full month of increased revenue from *The Late Show with David Letterman* and a higher percentage of homes-using-television. —GF

Changing Hands

This week's tabulation of station and system sales

WAPE-FM and WFYV-FM Jacksonville, Fla. □ Purchased by OmniAmerica Communications Inc. (Carl E. Hirsch) from Evergreen Media Corp. (Scott Ginsburg) for \$19.64 million. **Buyer** has bought, subject to FCC approval, WHK(AM)-WMMS-FM/WJMI-FM Cleveland and WLOH(AM)-WHOK-FM/WRFV-FM Columbus, both Ohio. **Seller** owns KASP(AM)-WKQB-FM St. Louis; KKBT-FM Los Angeles; KMEL-FM San Francisco; KTRH(AM)-KLOL-FM Houston; WTOP(AM)-WASH-FM Washington; WLUP-AM-FM/WWBZ-FM Chicago, and WVCB-FM Coral Gables, Fla. WAPE-FM has CHR format on 95.1 mhz with 100 kw and antenna 460 feet. WFYV-FM has AOR format on 104.5 mhz with 100 kw and antenna 984 feet.

KRXQ-FM Sacramento, Calif. □ Purchased by Great American Communications Corp. (David Crowl) from Fuller-Jeffrey Broadcasting Co. (Robert F. "Doc" Fuller) for \$16 million. **Buyer** owns WRIF-FM Detroit; WKLS-FM Atlanta; WXTB-FM Tampa, Fla.; KOPA-KSLX Phoenix; KBPI-FM Denver; KEX(AM)-KKRZ-FM Portland, Ore.; WDAF(AM)-KYYS-FM Kansas City, Mo.;

KSEG-FM Sacramento, Calif.; WKRQ-FM Cincinnati and WTVN(AM)-WLWQ-FM Columbus, both Ohio. **Seller** owns KRCX(AM)-KSTE(AM) Sacramento and KSRO(AM)-KVVV(FM) Santa Rosa, both California; WOKQ-FM Portsmouth-Dover, N.H.; KKSQ(AM)-KJJY(FM) Des Moines, Iowa; WIDE(AM)-WSTG(FM)/WBLM-FM Portland, Me. KRXQ-FM has AOR format on 93.7 mhz with 25 kw and antenna 328 ft. **Brokers:** Gary Stevens & Co. and Star Media Group.

WTKK-TV Manassas, Va. □ Purchased by VVI Manassas Inc. (Robert L. Johander) from National Capital Christian Broadcasting Inc. (Lester R. Raker) for \$5.4 million. **Buyer** has minority interest in KSNF-TV Joplin, Mo.; KJAC-TV Port Arthur and KFDX-TV Wichita Falls, both Texas; WWKB(AM) Buffalo and WKSE-FM Niagara Falls, both New York; WBZT(AM)-WIRK-FM West Palm Beach, Fla., and WOWO(AM) Fort Wayne and WOWO-FM Huntington, both Indiana. **Seller** has no other broadcast interests. WTKK-TV is independent on ch. 66 with 5 kw and antenna 590 ft. Filed Nov. 4 (BTCCT931104KF). **Broker:** Gammon Media Brokers Inc.

Proposed station trades

By dollar volume and number of sales

This week:

AM's □ \$935,000 □ 1

FM's □ \$23,250,000 □ 8

Combos □ \$25,115,000 □ 4

TV's □ \$5,675,000 □ 2

Total □ \$54,975,000 □ 15

So far in 1993:

AM's □ \$68,497,744 □ 218

FM's □ \$658,329,020 □ 364

Combos □ \$729,202,124 □ 202

TV's □ \$1,633,110,951 □ 89

Total □ \$3,089,139,839 □ 873

For 1992 total see Feb. 1, 1993 BROADCASTING.

KYKZ-FM Lake Charles, La. □ Purchased by Louisiana Media Interests Inc. (John M. Borders) from Southwest TV and Radio Inc. (G. Russell Chambers) for \$4.2 million. **Buyer** owns KGBX-AM-FM Springfield, Mo., and has interests in KGMV-FM Springfield, Mo. **Seller** owns WIIN(FM) Jackson, Miss. KYKZ-FM has modern country format on 96.1 mhz with 97 kw and antenna 1,204 ft. Filed Nov. 10 (BALH931110GG). **Brokers:** Blackburn & Co. and CVS Associates.

**KJOC(AM) Davenport, Iowa, and WXL-
FM Moline, Ill.** □ Purchased by Connoisseur Communications Corp. (Jeffrey D. Warshaw) from Goodrich Broadcasting Inc. (Robert E. Goodrich) for \$2.925 million. **Buyer** purchased WFDF(AM)-WDZZ-FM Flint, Mich., from McVay Broadcasting in late October for forgiveness of \$5.5 million in debt. **Seller** owns WODJ-FM Grand Rapids, WVFN(AM)-WVIC-FM Lansing-East Lansing and WSNF(AM)-WSNX-FM/WMRP-FM Muskegon, all Michigan. KJOC has sports format on 1170 khz with 1 kw. WXL-FM has AOR format on 96.9 mhz with 50 kw and antenna 500 ft. *Broker: Media Venture Partners.*

KTID-AM-FM San Rafael, Calif. □ Purchased by Mount Wilson FM Broadcasters Inc. (Saul Levine) from Marin Broadcasting Co. (N. Arthur Astor) for \$1.7 million. **Buyer** owns KKGQ-FM Los Angeles, KQKE-FM Greenfield, KQKE(AM) Soledad, KOJY(AM) Costa Mesa and KJQI(AM) San Fernando, all California, and KULA Honolulu. **Seller** owns KSPA(AM)-KOWF-FM Escondido, KIKF(FM) Garden Grove and KTID-FM San Rafael, all California. KTID(AM) has adult contemporary format on 1510 khz with 1 kw. KTID-FM has adult contemporary format on 100.9 mhz with 2.2 kw and antenna 247 ft. Filed Nov. 3 (AM: BAL931103EA; FM: BALH931103EB).

KTPK-FM Topeka, Kan. □ Purchased by Twenty First Century Broadcasting Inc. (Marvin H. Wilson) from Topeka Broadcast Inc. (Pierce McNally) for \$1.65 million. **Buyer** has no other broadcast interests. **Seller** owns WCCO-AM-TV/WLTE-FM Minneapolis, KCCO-TV Alexandria and KCCW-TV Walker, all Minnesota; WFRV-TV Green Bay, Wis., and WJMN-TV Escanaba, Mich. KTPK-FM has modern country format on 106.9 mhz with 100 kw and antenna 1,210 ft. Filed Nov. 8 (BALH931108GG).

KLBB(AM) St. Paul □ Purchased by 1400 Inc. (James Cargill) from SpaceComm Inc. (McNeely family) for \$935,000. **Buyer** owns KQEO(AM)-KMGA-FM Albuquerque, N.M.; KTHT-FM Fresno and KOSO-FM, Modesto, both California, and KQEU(AM) Olympia, Wash. **Seller** has no other broadcast interests. KLBB has big band/MOR/nostalgia format on 1400 khz with 1 kw. *Broker: Gary Stevens & Co.*

KHVV-AM-FM Honolulu □ Purchased by Charlton Buckley from Robert Berger and Marcus Loew for \$850,000. **Buyer** owns KIKI-AM-FM Honolulu; KVOD-FM Denver; KBBT(AM)-KUFO-FM Portland, Ore.; KRSO(AM)-KHTX-FM San Bernardino, KMJ(AM)-KSKS-FM Fresno, and KDON-FM Salinas, all California, and KFAB(AM)-KGOR-FM Omaha. **Seller** has no other broadcast interests. KHVV(AM) has news/talk format on 990

khz with 5 kw. KHVV-FM has rock/AOR format on 98.5 mhz with 100 kw and antenna 968 ft. below average terrain. *Broker: Gary Stevens & Co.*

WABZ-FM Albemarle, N.C. □ Purchased by Jenni Communications Inc. (Linda Norman) from Piedmont Crescent Communications Inc. (William R. Rollins) for \$650,000. **Buyer** owns WZKY(AM)/WXLX(AM) Albemarle, N.C. **Seller** has interests in WPIQ(AM)-WHJX-FM Brunswick, Ga.; WJJJ(AM) Christiansburg and WVVV(FM) Blacksburg, both Virginia, and WEGO(AM) Concord and WFXI(TV) Morehead City, both North Carolina. WABZ-FM has oldies format on 100.9 mhz with 3 kw and antenna 200 ft. Filed Nov. 8 (BALH931108GF).

KWMJ-TV Tulsa, Okla. □ Purchased by Golden Eagle Communications Inc. (Walter H. Richardson) from Native American Broadcasting Co. LP (Jay Whitecrow) for \$275,000. **Buyer** and **seller** have no other broadcast interests. KWMJ-TV is independent on ch. 53 with 5,000 kw and antenna 746 ft. Filed Nov. 12 (BAPCT931112KF).

KPGM-FM Casper, Wyo. □ Purchased by Mongo Broadcast Group Inc. (Charles O. Wilson) from Western Inspirational Broadcasters Inc. (Norman Kaupp) for \$250,000. **Buyer** has no other broadcast interests. **Seller** owns KNIS-FM Carson City, Nev. KPGM-FM is non-commercial educational station on 106.9 mhz with 100 kw and antenna 1,824 ft. Filed Nov. 8 (BALH931108GI). *Broker: Media Venture Partners.*

WCRI-FM Eureka, Ill. □ Purchased by Illinois Valley Broadcasters Inc. (J. Collins Miller III) from Woodford County Radio Inc. (Michael Stanton) for \$225,000. **Buyer** and **seller** have no other broadcast interests. WCRI-FM has MOR format on 98.5 mhz with 3 kw and antenna 328 ft. Filed Nov. 10 (BALH931110GF).

WYOY-FM Rutland, Vt. □ Purchased by Cumberland Blues Company Inc. (Katie Adams) from Rutland Community Broadcasting Inc. (Howard Ginsberg) for \$150,000. **Buyer** has no other broadcast interests. **Seller** has interests in WWSR(AM)-WLFE(FM) St. Albans and WSNO(AM)-WORK(FM) Barre, both Vermont. WYOY-FM has classic rock/oldies format on 94.5 mhz with 6 kw and antenna 389 ft. Filed Nov. 3 (BALH931103GQ).

WDKC-FM Covington, Pa. □ Purchased by Pac Advertising Inc. (Warren S. Diggin) from Kennedy Broadcasting Inc. (John A. Kennedy Jr.) for \$125,000. **Buyer** has no other broadcast interests. **Seller** owns WHUM(FM) Avis, Pa., and is permittee of KJDE(FM) Sand Point, Idaho. WDKC-FM is currently off the air on 101.5 mhz with 3 kw and antenna 641 ft. Filed Nov. 5 (BALH931105GE).

CLOSED!

KIKK-AM/FM, Houston, TX from **Viacom International**, Bill Figenshu, President Radio Division & Kevin Reymond, CFO to **Group W Radio**, Dan Mason, President and **WCPT/WCXR**, (Alexandria) Washington, D.C. from **Group W Radio** to **Viacom International**.

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BMI, license committee finally in harmony

Five-year deal comes after two years of talks

By Peter Viles

After more than two years of negotiations, the performing rights organization Broadcast Music Inc. and the committee that represents radio stations have agreed on new license agreements.

The agreements, reached last week between BMI and the Radio Music License Committee, are retroactive to Jan. 1, 1992, and continue through Dec. 31, 1996. The five-year blanket license deal calls for average annual increases in fees of just under 3.1%, says Dick Harris, chairman of the license committee.

"Although we are never truly happy with a contract that provides for an increase, in our view, the circumstances were such that the negotiated increases were appropriate," Harris says.

The per-program license rate—which many news and talk stations opt for instead of a blanket license—is unchanged in the new agreements.

CBS's Arrow hits D.C.

CBS Radio has fired its new Arrow format at another target—the Washington, D.C., radio market. The new format (Arrow stands for "All rock 'n' roll oldies") has turned up on CBS's WLTT-FM there, formerly a light rock station.

The format, which falls between traditional oldies and classic rock, combines rock songs from the 1960's and 70's. CBS unveiled the format in September on the company's KCBS-FM Los Angeles, and its KLRX-FM Dallas followed in October.

CBS said it plans to change the call letters of WLTT to WARW-FM.

CBS operates traditional oldies stations in New York (WCBS-FM), Philadelphia (WOGL-AM-FM), Boston (WODS-FM) and St. Louis (KLOU-FM).

—PV

The agreements affect virtually every commercial radio station, although stations are free to negotiate their own deals with BMI. However, neither BMI nor the license committee recommends that course.

"This agreement reflects the value of BMI's catalogue in providing a unique mix of music from both yesterday and today that is a powerful resource for radio airplay," says BMI's president and chief executive officer, Frances Preston.

Under the agreement, stations pay BMI a percentage of their annual net

revenue after certain expenses are deducted.

For many stations, the license fee works out to roughly 3% of net revenue after deductions, according to David Fuellhart, executive director of the licensing committee. Stations that bill \$150,000 per year or less pay a discounted rate.

BMI represents more than 150,000 songwriters, composers and music publishers. The license committee has an agreement with the other major music rights organization, ASCAP, that is in effect through 1995. ■

Westwood picks female talk team

Daniels, Gale to debut in February; FM stations targeted

By Peter Viles

Wild, well-informed and high-energy. Intelligent but raucous. These are the words Westwood One is using to describe the network's newest talk team, which also happens to be the first all-female talk team in national syndication.

Perhaps more significant, *The Brooke Daniels and Roberta Gale Show* is also the first talk show that Westwood is pitching to FM stations and entertainment-oriented AM's. "Brooke and Roberta's high-energy humor will appeal to a lot of different formats, not just traditional talk radio," says Peggy Solomon, Westwood's vice president, operations.

The duo now is heard during afternoons on WKXW-FM Trenton, N.J., a station that mixes a heavy dose of talk with some music. The show debuts in syndication on Feb. 7, and will air at 9 a.m.-noon ET.

Westwood describes the show as "a far cry from a 'women's issues' show." Says Brooke: "This is not a fluff talk, 'let's share recipes' show; we're knowledgeable and talk about issues. By the same token," she adds,



New talk team: Daniels and Gale

"we'll prostitute ourselves for food."

Walter Sabo, a programming consultant who helped develop the format at WKXW-FM, describes Daniels and Gale as "accomplished, apprenticed, major-market broadcasters."

"It is tragic that there is special interest because they are women," Sabo says. "This should have happened 50 years ago. I'm always shocked that this is an event."

Asked to describe the pair's on-air personalities, Sabo says: "Brooke tends to flirt with sanity more than Roberta does." ■

Cosmos moves into cable rep business

Broadcaster wins bid to sell ads for Cablevision Industries system

By Christopher Stern

Cosmos Broadcasting is getting into the local cable rep business after submitting the winning bid to represent the Cablevision Industries (CVI) system in Columbia, S.C.

Although Cosmos owns NBC affiliate WIS(TV) Columbia, the deal was not part of a retransmission-consent agreement, according to James Keelor, president, Cosmos Broadcasting Corp. Cosmos decided to bid for the right to represent CVI when it heard that the contract was up. "Cable ad sales are going to grow whether we are involved or not," Keelor said.

CVI's 85,000-subscriber system had been represented locally by Total Reach Inc. of Jackson, Tenn.

Cosmos plans to establish a separate

division to handle cable advertising for CVI, and is tentatively being called Cable Marketing Inc. It may be staffed by former employees of Total Television. Although it will be a separate division, the cable sales division will have access to marketing and production facilities at WIS(TV). Keelor said there are no plans to offer package deals to advertisers that purchase time for both broadcast and cable.

Total Reach would not comment on the Cosmos-CVI deal. It is also not clear what impact, if any, the deal would have on Cable Networks Inc., the national cable representative for CVI in Columbia. "I think they have the sales resources that established it as dominant in the marketplace," said Cablevision Industries' Neil Schwartz,

corporate director, advertising sales. He said that Cablevision also was impressed by both Cosmos's production facilities and its knowledge of the national marketplace.

Wheeler Rudd, vice president of cable operations and special projects, will head the new division. He also handled retransmission-consent negotiations for Cosmos.

Keelor hopes that this will be first of several markets for which Rudd's division will represent local sales for cable systems. "But there are no guarantees we will ever get another contract because we have to bid for these," he said. Cosmos, based in Greenville, S.C., will focus its cable rep business in the seven markets where it owns TV stations. ■

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Name _____
Station _____
Address _____
City _____ State _____ ZIP _____

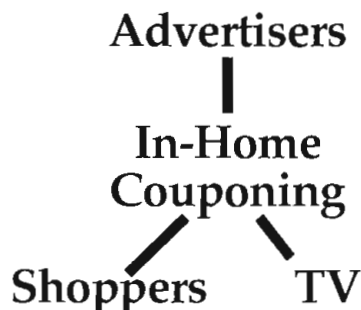
Mail to: Frozen Pipes, Public Relations Dept.
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DIRECT MARKETING TOOL



Interactive TV games at the operational, testing or design stage are criticized for not being user-friendly or too costly.

Game show participants are no longer content with a "play-along" pat on the back. TV contestants want cost-free opportunities to instantly receive shopper-selected, product-specific discount coupons on needed items targeted for purchase on the next shopping trip.

Benefitting advertisers, large TV audiences will be generated by viewers perceiving programs as an attractive blend of entertainment and instant financial rewards.

What will induce Mary to watch a program? Naturally, an entertaining program. But particularly a cost-free opportunity to win a coupon on that needed dishwashing liquid by answering a question relating to the just-seen Palmolive commercial.

What will induce Joe, home from work, to tune in to the sponsored ballgame? An interesting game, of course. But particularly a cost-free opportunity to win a coupon on a bottle of wine or bag of popcorn. Joe answers a single baseball question at a difficulty level selected by Joe and instantly receives his coupon. No waiting, just instant gratification.

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ADVERTISING & MARKETING

Petry buying barter rep firm

*It will use Totalvideo
for specialized networks*

By Jim Cooper

Petry Inc. last week announced it will acquire Totalvideo, a national ad sales rep and barter syndication company for sports and other programming.

The union with Totalvideo (which will represent national ad time in syndicated shows as well as unwired networks), says Tom Burchill, Petry president, will allow advertisers to use both their national and regional budgets to boost ad efficiency. Burchill declined to discuss Totalvideo's purchase price.

Founded in 1979, Totalvideo is a national representative for barter time. Its clients include nationally syndicated sports programs such as *Super Sports Follies*, *Pro Ski Network* and *IMSA Races* as well as *The Wall Street Journal Report*, *Scratch* and a package of Godzilla movies. The Petry Co. is among the largest rep firms in the \$8 billion spot television marketplace. The company's client stations cover 90% of the U.S. television audience.

"Petry can now apply Totalvideo's wide array of syndicated programs as key elements in creating more specialized unwired networks, both sports and non-sports, that represent a whole new potential revenue stream for all

our stations," says Burchill.

With the acquisition of the New York-based Totalvideo, Petry will have a greater presence in the \$15 billion network market and will significantly expand client services, says Burchill.

Burchill adds that a number of Petry's station clients carry local sports franchises and, with Totalvideo part of Petry, those stations will have greater opportunities to increase their spot-sales revenue with these new programming franchises.

The acquisition also represents an enhancement of targeted opportunities Petry provides to national advertisers such as the advertiser-supported KIDSNEWS, an integrated marketing program that consists of a nationally distributed current events video and wall posters. The program is presented in more than 2,700 elementary schools in the top 50 markets.

In announcing the deal last week, Burchill named Totalvideo's principals, John Andariese and Jon Feller, as president and vice president, respectively, of the new division. John Andariese, a founding partner in Totalvideo, has 20 years of advertising sales experience. Before Totalvideo, he was with Blair Television, Storer Television, RKO Television and Turner Television.

Feller joined Totalvideo in 1981 and was named a partner five years later. Before joining Totalvideo, he held ad-buying and marketing positions at Wells Rich Greene Advertising, the Pepsi-Cola Co. and BBDO Advertising. He began his career in sales at WAST-TV Albany, N.Y. ■

Consumer cable service on tap

FYI—The Consumer Channel—will launch in 10 million homes within the first quarter of 1994, executives from FYI Network announced last week.

The new channel will air a mix of infomercials as well as non-direct-response advertising coordinated into regularly scheduled programs. Those programs often will be presented in a magazine-show format.

The programming/advertising also will include soft-sell image builders, lead generators and live special shows promoting a product or service.

Formed by cable and advertising executives, the network will attempt to woo Fortune 500 companies to its channel. "FYI's magazine-style format will professionally frame the programs to provide the upscale selling environment essential to image-conscious advertisers," says Jay Ricks, one of the five forming the network.

Bruce Goodman, another forming partner, declined to discuss advertisers potentially signing on with the channel and says he is also negotiating with cable systems nationwide to carry the channel in a revenue-sharing situation. Goodman also declined to name the MSOs. —JC

MCI to launch two cable-telco tests

By Sean Scully

Long-distance carrier MCI is taking a leap into local telephone service with two tests of telephony over a cable network.

MCI will test cable-telephony on Jones Intercable's system in Alexandria, Va., and an as-yet-unnamed Jones system in the Chicago area, said MCI Senior Vice President Nate Davis at a press conference in Washington last Monday. The companies will use Scientific-Atlanta's CoAccess network equipment, unveiled earlier this month (BROADCASTING & CABLE, Nov. 22).

In the Alexandria test, slated to begin in March, the companies will offer employees access to long-distance service through the cable lines. Virginia does not permit full cable competition

to telephone services. Late next year, the companies will open a market trial in Illinois, one of a handful of states that allow such competition. (Several bills now in Congress would pre-empt such state regulation, see page 92.)

CoAccess allows cable subscribers to connect as many as two lines to the cable lines through a junction box outside the home. Since cable networks have considerably more bandwidth available than the existing copper-wire telephone network, subscribers will be able to simultaneously use several services, such as voice telephone, video and computer modems, explained Bob Luff, vice president of new business development for Scientific-Atlanta. Davis said that the company does not expect to need or seek any cooperation

with Bell Atlantic, the local telephone company in Alexandria. He left open the door to cooperation with Ameritech, the telephone company for the Chicago area.

Ameritech Corporate Media Relations Manager Mike Brand said the proposed tests seem to fit with the philosophy behind Ameritech's "Customer First" proposal before the FCC, proposing to open the local telephone loop for full competition in exchange for the right of the telco to provide cable and long-distance service.

Bell Atlantic had not offered any comment by press time. Ironically, Bell Atlantic is proposing to offer video services over its telephone lines in Alexandria, competing directly with the Jones Intercable system there. ■

Cutting Edge

Edited by Sean Scully



The FCC is seeking comment on a proposal to open up in-home cable wiring to competing uses. The Media Access Project, the United States Telephone Association and the Citizens for a Sound Economy Foundation are asking the commission to force cable companies to let competitors use wires inside a subscriber's home, just as telephone companies are required to offer access to twisted-pair copper lines inside the home. The ca-

ble industry has consistently objected to such an idea and the commission deferred action on a similar idea during another proceeding on home cable wiring earlier this year. Copies of the Media Access proposal, known as RM 8380, are available from the commission. Comments are due by Dec. 21. For information, call the commission at (202) 632-7000.

Prime Ticket Network's Spanish-language sports network, La Cadena Deportiva Prime



Ticket, has signed on with syndicator IDB Communications. IDB will carry the network on Satcom C-1 for five years. IDB has carried the main Prime Ticket feed since 1986.

As part of a trans-Atlantic satellite transmission deal, France Telecom will buy a minority interest in U.S. syndicator Keystone Communications. The terms of the deal have not been disclosed.

PBS is planning a 15-month upgrade of its ground control network, including uplink scheduling and control, earth station control, and satellite monitoring, at six locations. Martin Marietta and Stanford Telecom will modernize the current system, adding new automation and control features.

ATL Products, a subsidiary of Odetics, will provide automated tape library management systems for US West's video-dialtone trial in Omaha. The LMS will be part of Digital Equipment Corp.'s video-on-demand system, selected by US West last month.

Three telecommunications agencies of the People's Republic of China will buy \$3.5 million of video-conferencing products from Comp.'s Labs Inc.

Equipment manufacturer Scientific-Atlanta and fiber-optic company ANTEC will team up beginning Jan. 1 to bring broadband communications to Latin America, trading under the name Comunicaciones Broadband S.A. Final terms of the agreement are still under negotiation.

House bills shake cable-telco markets

Markey-Fields calls for open competition; Brooks-Dingell allows RBOCs to enter long-distance market

By Kim McAvoy

Last week's introduction of two House bills that would revolutionize local cable and telephone markets insures an expansive debate on telecommunications policy when lawmakers return next year.

One measure, the so-called Markey-Fields bill, would open cable and telephone markets to competition. The other, the Brooks-Dingell bill, would pave the way for regional Bell operating companies eventually to offer long-distance telephone service and to manufacture telecommunications equipment. It also would establish certain ground rules for RBOC delivery of electronic publishing services.

Merger likely

The bills probably will be merged, and the House would consider an omnibus telecommunications package before the end of next year.

Legislation dealing with some of these issues also has been introduced in the Senate.

The Markey-Fields bill is the product of negotiations between House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) and the subcommittee's ranking Republican, Jack Fields of Texas. The measure also has the support of subcommittee members Rick Boucher (D-Va.) and Michael Oxley (R-Ohio), backers of telco entry into cable.

Nine other subcommittee members also support the measure.

Despite overall positive reaction to the bill, industry groups are expected to seek revisions. Even Markey says, "This is not the Magna Carta.... It will be changed." Markey adds that he wants to work with industry groups to resolve their concerns.

The United States Telephone Association welcomes the measure "with reservations." USTA Vice President for Government Relations Ward White says that the measure must undergo "significant changes [if a] truly competitive telecommunications market-

place" is going to develop.

USTA is particularly troubled by the bill's provisions that force "only telephone companies to go to the expense of building a video platform, even though cable companies are the dominant provider in most markets."

The National Cable Television Association doesn't like that telcos could enter the cable business immediately. "Because the telephone industry is five times larger than the cable industry, carefully staged entry is critical to insure that competition for advanced communications services will develop," says Acting NCTA President Decker Anstrom.

The Newspaper Association of America was pleased, saying that the Markey-Fields bill would "sweep away barriers to competition in the local telephone business."

But NAA was even more enthusiastic about electronic publishing provisions in the Brooks-Dingell bill. Those provisions are the result of lengthy, intensive negotiations between regional Bell operating companies and the newspaper industry.

Chairmen compromise

The bill is a compromise between House Energy and Commerce Committee Chairman John Dingell (D-Mich.) and Judiciary Committee Chairman Jack Brooks (D-Tex.). Much of it deals with the Modified Final Judgment (MFJ), which restricts RBOC's from offering long-distance telephone service or manufacturing telecommunications equipment.

The RBOC's issued a statement expressing concern that relief from the MFJ's long-distance restrictions would not occur for five years. "While we strongly disagree with the delays the bill builds in to the process, introduction of this bill is a step in the right direction," R.L. (Mickey) McGuire says on behalf of all seven RBOC's.

AT&T issued a statement expressing its concern that the RBOC's are given too much freedom. ■

The Markey-Fields bill (H.R. 3436) would:

- Repeal cable-telco crossownership prohibition so telcos could offer cable services in their service territory.

- Pre-empt state laws that prevent competition in local telephone loop.

- Prohibit telco buyouts of cable systems in their service area except in "very limited circumstances." Certain joint ventures would be permitted.

- Allow telcos to offer video services through a separate subsidiary.

- Require that telco provision of video programming be offered on "video dialtone basis," with telcos providing carriage as common carrier. FCC would study whether cable should offer video on a common-carrier basis.

- Establish federal-state board to require all providers to contribute to "preservation and expansion of universal service."

- Require local phone companies to provide equal access and interconnection to their network.

The Brooks-Dingell bill (H.R. 3426) would:

- Lift MFJ restrictions prohibiting RBOC delivery of long-distance phone service after five years. RBOC's must apply to the Department of Justice and FCC to get into long-distance telephone business.

- Allow RBOC's to provide long-distance services "incidental" to provision of other services such as cable and personal communications services.

- Permit RBOC manufacturing of telecommunications equipment only in U.S., with Justice Department approval.

- Require RBOC's to provide other electronic publishers equal access to their networks at non-discriminatory prices.

- Require RBOC's going into electronic publishing to form separate subsidiaries.

—KM

The antitrust exemption the television industry was granted so that its officials could meet and develop a voluntary approach to curbing violent programming expires this Wednesday (Dec. 1). It's up to the Justice Department to extend the exemption, which would give the industry more time to find a solution to the problem of TV violence. Senator Paul Simon (D-Ill.) and Representative Dan Glickman (D-Kan.) have written to the department's antitrust chief, Anne Bingaman, asking where the department stands on the issue of granting the extension. The Association of Independent Television Stations also wrote, asking for a "business review letter." Such a letter would permit independent television stations to continue joint efforts to curb TV violence. At a Senate hearing last month, Attorney General Janet Reno indicated that the department might be open to the idea of lengthening the exemption. Simon, who has led congressional efforts to curb violence on TV, has given the industry until January to come up with plans for an advisory office on TV violence. The office would evaluate broadcast and cable network programs at the end of each season and rank their violence content. However, there have been no signs that the industry is willing to establish such an office. A Simon aide says the senator wants to introduce legislation mandating creation of a monitoring office if nothing occurs by January.

The FCC is giving commentators more time to make their arguments on a proposal to re-establish commercial time limits for broadcast television. Comments were due on Nov. 29, but the commission extended the deadline to Dec. 20. The FCC is asking whether it should adopt a "strict rule setting specific limits on commercials."

Washington insiders were speculating last week that with Roy Neel at the helm of the United States Telephone Association, the association will play a more serious role in negotiating telecommunications policy matters with Congress. Neel, currently White House deputy chief of staff, is expected to be named president before the end of the year. A long-time aide to Vice President Al Gore, Neel is considered an excellent choice for the telephone industry, which is trying to obtain favorable legislation that will pave the way for the regional Bell operating companies to offer new services, including cable television and long-distance phone service. Under the current ethics rules, Neel is forbidden from lobbying the White House for at least five years, but he is not barred from the Hill, where he is expected to be a "strong and effective" representative for the industry. It is unclear whether the ethics rules would affect Neel's dealings at the FCC. According to rules, senior White House officials can't lobby government agencies if they had a "personal and substantial" responsibility for issues affecting that agency. Neel interviewed FCC candidates for the Republican vacancy at the agency.

House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.) has introduced trade legislation aimed at opening telecommunications markets in Europe to U.S. companies. Under the measure, the FCC could impose regulatory sanctions against foreign companies from countries that bar U.S. exports. The bill also

deals with financial markets. "It's simply unacceptable that Fidelity [the largest mutual fund company in the U.S.] can't sell mutual funds in Japan or Korea, and AT&T had to wait until this year to sell its first-ever telecommunications switch in Japan," Markey says.

The Radio and Television News Directors Association continues to urge Congress not to support fairness doctrine legislation. In a letter to House and Senate members last week, RTNDA President David Bartlett said that reviving the fairness doctrine will "inhibit the kind of free and open public debate that it is intended to promote." RTNDA also sent lawmakers a new analysis of the doctrine's history and its impact on the radio and TV industries.

The much-maligned North American Free Trade Agreement, which passed Congress last week after a bruising political fight, is a good thing for American high-tech industry, says the Electronic Industries Association. More than a quarter of all U.S. electronics imports go to Canada and Mexico, the organization says, and lowering trade barriers can hardly help but improve that. Electronics manufacturers employ roughly 2 million people in the U.S. Meanwhile, EIA is urging Congress to remove export controls on all American products save those directly related to development of weapons of mass destruction.

Several key bills passed the House last week, including campaign finance reform legislation and a banking bill that will make it easier for radio broadcasters to air advertisements for automobile leasing and loans. The National Association of Broadcasters, which was the driving force behind the measure, did not expect the House to vote on the banking bill until next year. Pleased with the chamber's actions, NAB says it now will focus on the Senate where comparable legislation (S. 1447) has not moved. "We cannot afford to rest now," says NAB President Eddie Fritts. He is asking broadcasters to visit their senators at home to build support for the measure.

As for the campaign finance reform legislation in the House, it contains favorable language for broadcasters, as opposed to a version adopted earlier this year by the Senate (BROADCASTING & CABLE, Nov. 15). The chambers are expected to work out differences between their bills next year. In the House bill, stations must offer federal candidates fixed spots at the lowest pre-emptible rate, rather than the 50% discount on lowest unit rate contained in Senate legislation. Absent from the House bill is an earlier proposal that broadcasters give candidates free airtime to respond immediately to third-party advertisements.

The Supreme Court is scheduled to hear oral arguments on the constitutionality of the must-carry law Jan. 12. The law, which requires cable systems to carry most local broadcast signals, is being challenged by the cable industry, although the nation's largest telephone companies now are unified in opposition to it. ■

Washington Watch

Edited By Kim McAvoy

Classifieds

For Classified Advertising rate information, call Mitzi Miller at (202) 659-2340 Ext. 62.

RADIO

HELP WANTED MANAGEMENT

GSM: Wanted upwardly mobile GSM with desire to advance and help expand AM/FM radio stations in Michigan's Upper Peninsula. We're looking for someone to not only help us expand our current markets, but also help us search out new markets. Must be "hands-on" manager with at least 3 years local and agency sales experience. Send resume, references and salary history to: Wallace D. Steinhoff, 309 S. Front St., Marquette, MI 49855. EOE.

You want to make 100K? 60K is like 100 in Lafayette, Louisiana. Powerhouse CHR market leader has a rare opportunity for a killer general sales manager! If you are great, want a quality gig in a quality city, call me... 318-232-1311. EOE.

If you are just looking for a job do not answer. Opening here for ambitious sales manager with equity a definite possibility. Owner about to retire. Dynamic AM-FM Talk-News station. KVBR, Brainerd, MN 56401. EOE.

General manager needed to manage Upper Peninsula of Michigan radio stations. Must be able to show past success in sales/promotion. Possible future equity position available to goal-oriented, self-motivated individual. Send resume in strictest confidence to: Personnel Director, Mid Pen Broadcasting, Inc. 309 S. Front St., Marquette, MI 49855. EOE.

Local sales manager: WALK FM/AM, Long Island's AC powerhouse, seeking extraordinary leader/motivator with proven track record of exceptional success in broadcast sales management. Join strong, progressive, expanding group at its flagship station on Long Island (Nassau/Suffolk), the nation's 14th largest metro. This terrific opportunity offers great lifestyle, growth potential and excellent income. If you're a real winner, sell us! Write to General Sales Manager, WALK FM/AM, PO Box 230, Long Island, NY 11772. All inquiries held strictly confidential. EOE M/F.

GM/GSM for small-market coastal Mid-Atlantic FM under group ownership. Must be as good with bottom line as top line. Proven track record necessary. Take a good station and make it great. Good comp package. Reply to Box R-40. EOE.

HELP WANTED SALES

Northern New York's premier radio stations have a rare opening for an account executive. Solid professional with good communication skills to sell for our top rated combo. Great commission structure, paid benefits and pension. Join a stable winning team. Resume to James E. Brett, Vice President, WTNH AM and FM, 134 Mullin Street, Watertown, NY 13601. EOE.

Sales representative: Small market Wisconsin radio/cable TV station seeking applications from experienced sales representatives. Minimum 2 years experience. Demonstrated past success. Ability to grow into sales management. Resumes of application to Jeff Smith, WRPQ, Box 456, Baraboo, WI 53913. EOE.

Looking for driven, creative sales professional. Opportunity representing one of most innovative, fast-growing companies in Hudson Valley. Resume to: Drew Wilder, WKZE, Box 0, Millerton, NY 12546. EOE.

HELP WANTED NEWS

Anchor/reporter for award-winning regional station. Experience, good writing, good voice. T&R to Dave Broman, WVKI, 519 N. Main, Kokomo, IN 46901. EOE-females encouraged.

West Virginia Radio Corporation has immediate opening for radio news anchor/reporter. One to three years experience. Duties include gathering, street reporting and anchoring for WCHS, Charleston, and Metronews—the state radio network. Tape resume to: Hoppy Kercheval, West Virginia Radio Corporation, 1251 Earl Core Road, Morgantown, WV 26505. EOE.

HELP WANTED TECHNICAL

Electronics engineer: National Public Radio has openings in the Engineering Services Unit of the Audio Engineering Division for Electronics Engineers. You will be responsible for designing, constructing, installing, testing, maintaining and repairing NPR's technical equipment. Candidates must have demonstrated ability to trouble-shoot to the component level; at least 3 years broadcast and/or recording studio equipment maintenance experience and working knowledge of drawing, word processing and spreadsheet applications. The position will require shift work. To apply send cover letter and resume to: National Public Radio, Personnel Dept. #52, 2025 M Street, NW, Washington, DC 20036. NPR is an equal opportunity employer.

HELP WANTED ANNOUNCER

WGMS-FM, Washington, DC: Commercial classical station has opening for afternoon drive announcer. Candidate must have strong background in classical announcing with personable, upbeat delivery. Send resume and aircheck to WGMS, 11300 Rockville Pike, Rockville, MD 20852. WGMS is an equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

General manager: Experienced in medium and small market stations. Strong sales/sales training background. Prefer Southeast market. 804-384-0127.

Bottom line oriented GM seeking management position. 25 years experience in all size markets. Call Jack Inman 919-642-8292.

GM: Small/medium market—station being sold. 15 yrs experience. Automated Oldies/Country preferred. Buy-in/equity OK. Bottom line experienced operator with strong ownership history. Opportunity important, not location. Reply Box R-13.

Bottom line GM: Seeks Florida or Texas. Former owner, morning man to turn your staff into pros. Excellent health, affordable and ready. Call Ed 1-904-233-4692.

SITUATIONS WANTED CONSULTANT

Broadcast financial professional: Former CFO of The Interop Radio Store and ASI Communications, Inc. now available for part-time or full-time financial consulting; let me help with your financing needs, set up your accounting systems or help you with any other financial matters. Call Vince Bellino at (D) 914-698-0900 or (N) 914-698-7614.

SITUATIONS WANTED ANNOUNCERS

Experienced, seasoned sportscaster needs a job right away. Call Mike 618-654-5064.

TELEVISION

HELP WANTED SALES

Chicago TV account executives: Ability to sale local advertising without ratings. Cable, radio or TV sales experience required. \$3,000 per month draw, generous commission structure & benefits. PO Box 731, Tinley Park, IL 60477. An EEO employer.

Account executive: Minimum 3 years in television sales preferred. Please demonstrate quality experience in the major agency, retail development, and promotional partnership sales environments. Must be persuasive, driven, research fluent and entrepreneurial. No phone calls please. Guilford Fitts, Local Sales Manager, WTVB 11, PO Box 1950, Raleigh, NC 27602. EOE.

Traffic manager for major northeast affiliate. Successful applicant should have minimum of 2 years prior traffic management experience, a thorough knowledge of JDS systems, inventory control and management, be detail oriented and possess extraordinary people skills. College degree preferred. Send resume to Box R-31. EEO.

TV account executive: Do you feel unappreciated? Are you looking to make what you're worth? If you are a proven producer with top-notch presentation and writing skills, we want you! You must be a creative, self-driven and aggressive team player with 5-10 years of TV advertising sales experience. If living in one of America's top ten cities and working with a progressive ABC affiliate sounds like your bag, send resume, list of successes and compensation requirements to: Mark Hotchkiss, Local Sales Manager, KSFY-TV, 300 N. Dakota Ave., Suite 100, Sioux Falls, SD 57102. EOE.

Account executive: WPML-TV has immediate opening in the Pensacola sales office for an AE with a successful media sales track record. Minorities are encouraged to apply. Send resume to LSM, 6706-A Plantation Road, Pensacola 32504 or fax to 904-484-3016. EOE.

Growing station group is looking for national sales manager. Must have full working knowledge of all sales/traffic/accounting computer systems and have the ability and initiative to co-ordinate all necessary research required to achieve national revenue goals. Must be able to co-ordinate the activities of all rep offices, prepare and achieve national revenue budgets and assist general sales manager in inventory control. College degree preferred. Bachelor's degree minimum. Send resumes to: Will McManus, PO Box 2121, Fort Wayne, IN 46801. No phone calls, please. EOE.

International sales marketing executive: Established Washington, D.C. area production and distribution company, producing documentary & reality television, plus radio programs for first run syndication in international markets, seeks aggressive professional to start-up dept. Candidates must have a proven track record of success and four years experience selling programs to foreign broadcast buyers & working with sub-agents. Must be fluent in Spanish, and ability to speak French is a plus. We offer excellent benefits, relocation allowance, challenging position and international travel. Send resume, salary history and references to Personnel Director, PO Box 221843, Chantilly, VA 22022-1843. EOE.

HELP WANTED MANAGEMENT

Promotion manager: WBAY-TV in Green Bay, WI is seeking a promotion manager. This department head position will oversee every aspect of marketing this leading television station. We're looking for the person that can take us to the next level of creative excellence, translating and transmitting our vision into the future. If you are a strategic thinker, excel in promotional writing, have hands-on editing and production experience, please send your resume and examples of your work with specific concentration on news promotion to: Don Carmichael, General Manager, WBAY-TV, 115 S. Jefferson Street, Green Bay, WI 54301. No telephone calls please. WBAY-TV and Nationwide Communications Inc. are equal opportunity employers. We encourage all qualified persons to apply.

HELP WANTED MARKETING

Director of marketing & promotion: Strong FOX affiliate in Louisville seeking highly motivated individual to head a talented team of writer/producers in promotion (including news), Kids Club, commercial production and sales promotion. We want someone who is creative, has excellent writing and communication skills and is a strong administrator. Applicants should have college degree and television marketing experience. Send resume to: Jack Ratterman, GSM, WDRB-TV/Fox 41, Independence Square, Louisville, KY 40203. EOE.

Director of development and marketing: Greater Dayton Public Television, community licensee of two CPB-qualified, (52nd and 28th TV markets) PBS member stations and a multi-channel ITFS system serving southwestern and west central Ohio, seeks an experienced senior manager to lead development and marketing initiatives including the planning, implementation, and evaluation of individual giving/membership, corporate support and planned giving programs. Management of seven + person full time staff and major giving project, telemarketing and part-time project personnel. Requirements: Professional marketing background. This is a senior management position reporting directly to the president and general manager. Requires familiarity with public broadcasting funding issues. Strong communication and financial skills. Familiarity with extensive data bases and the development of major giving programs. College degree in related field, 3-5 years demonstrated leadership and senior management experience. Submit resume to Development Director Position, 110 S. Jefferson St., Dayton, OH 45402-2415. We are an equal opportunity employer.

Houston Public Television: Membership manager. Responsible for administering a complete program of quality membership fund-raising services, including planning, and implementation of membership drives, direct mail, telemarketing and other fund-raising activities for 57,000 donors. Responsible for membership computer services, budget and inventory control, create and analyze statistical reports. Qualifications: Minimum of four years proven, successful experience in administration/supervision of public television fund-raising or closely related membership program. College degree or equivalent experience in marketing, business, public relations or administration. Must have competent computer knowledge, membership system experience a plus. Strong writing and oral communications skills. Highly motivated "self-starter" with strong teamwork and organizational abilities. Salary, commensurate with education and experience. Please send resume with cover letter to Ms. Flor Garcia, 4513 Cullen Blvd., Houston, TX 77004. Deadline December 15, 1993. KUHT-TV/University of Houston System is an equal opportunity employer. Women and minorities are encouraged to apply. (No phone calls).

HELP WANTED TECHNICAL

RF maintenance technician: Advanced technical school education or completion of engineering courses specializing in electronics and RF Technical Systems is desired. Demonstrated knowledge of FCC rules regulations pertaining to RF and microwave transmission, as well as an FCC and radio telephone license is required. Must possess demonstrated technical knowledge of all mobile, portable and fixed RF audio and video equipment ranging in frequency from 170 MHz to 23 MHz. Amateur or 2 way experience a plus. Extensive travel to remote television origination sites is required. Qualified interested applicants should forward resumes to: Human Resources Dept., ESPN, Inc., ESPN Plaza, Bristol, CT 06010. ESPN is an affirmative action/equal opportunity employer.

Television chief engineer: UHF CBS affiliate. Studio and transmitter experience required. Send resume to General Manager, WJKA-TV, 1926 Olander Drive, Wilmington, NC 28403. EOE/MF.

Television maintenance engineer: Great opportunity in the beautiful southwest. Golf, boating, fantastic, safe family area. Must be a hands-on engineer. CCD cameras, GVG boards, Sony 3/4 house. Microwaves, translators, and VHF transmitter knowledge important. Could lead to chief's position. Group operator. VHF, Fox affiliate. Send resumes to KIDY-TV, 406 South Irving, San Angelo, TX 76903. Fax 915-655-8461. EOE.

Senior uplink engineer: Independent KU mobile transmission facility seeks experienced individual to supervise, maintain and operate mobile fleet. Hands-on position with heavy emphasis on the operation and trouble-shooting/repair of satellite communications and broadcast equipment. Ability to function independently while in the field, willing to travel and work with a constantly changing schedule. Send resume to Lisa Robinson, General Manager, Hubbard Communications, 9675 4th Street North, St. Petersburg, FL 33702. EOE M/F.

Chief engineer: Group owned, VHF affiliate, 150 + southern market. Hands-on transmitter and studio installation/maintenance. Knowledge of FCC rules. Communicator, good people skills. Send resume to Box R-35. EOE.

Chief engineer: KOAA-TV, progressive network affiliate in the Pueblo/Colorado Springs market has an immediate opening for chief engineer. Successful candidate must have FCC General or SBE certification. People skills a must! RF experience desirable. Send resume and salary requirements to: Andrew Suk, Director of Engineering, Cordillera Communications, 1866 E. Chisholm Dr., Nampa, ID 83687 or KOAA-TV, 2200 7th Avenue, Pueblo, CO 81003. EOE.

WRDW-TV has opening for electronics maintenance engineer. Qualified applicant will have minimum 2 years formal training in electronics engineering. Two years experience repairing analog, digital and RF circuits to component level. Must have background in ENG/EPF and control room operations. FCC license or SBS certification a real plus. Send resume to: Jim Myers, Chief Engineer, WRDW-TV, PO Box 1212, Augusta, GA 30903-1212. EEO.

HELP WANTED NEWS

Producers/writers: CNN wants producers and writers who understand business news. Also, experienced personal finance producer needed. Send resumes to: Bill Tucker, 5 Penn Plaza, 20th floor, New York, NY 10001. No calls. EOE.

Senior producer/director: Looking for creative, responsible, "take charge" senior producer/director. Must be quick thinking and ready to punch fast-paced news shows. Commercial producing and directing a must. If you've never directed news in a top 50 market, please don't apply. Send resume and aircheck tape to Personnel, WLOS-TV, 288 Macon Avenue, Asheville, NC 28804. EOE.

Weekend weather anchor/reporter: WLUK-TV is seeking an anchor for our weekend weathercasts, reporter the rest of the week. The ideal candidate is performing this combo now in a comparable or smaller market. Familiarity with the LiveLine V and WSI is a plus. Send a non-returnable tape and resume to Don Shafer, News Director, WLUK-TV, 787 Lombardi Ave., Green Bay, WI 54304 by December 15. No phone calls, please. EOE.

Midwest affiliate expanding news seeks experienced aggressive reporters who "dig" (investigative a big plus-live a must, anchor experience helpful). Creative innovative news producers with solid judgement and people skills. Meteorologist who lives for weather who can communicate with audiences. Sports reporter/anchor who is more than a scores and highlights churner. Also, creative producer/director for news and commercial production. Electronic graphics person with an eye for good news look (also does audio duties). Experience and winning team attitude for all positions a must. Rush resume and tape to Box R-36. EOE.

Looking for lead anchors, both male & female. Top 50 market network affiliate. Send tape and resume to: Box R-37. EOE.

KSBW-TV, news photographer: Photographer for top NBC affiliate on California's Central Coast. Must be responsible, creative, thinking journalist. Minimum one year experience. Send non-returnable tape to Maria Barrs, KSBW-TV (BC), PO Box 81651, Salinas, CA 93912. No phone calls please. EOE.

Aggressive, well-equipped affiliate in southwest 100+ market looking for sharp person to be sports director/anchor. Experienced only! Must have thorough knowledge of sports, good upbeat delivery, strong producing, writing, shooting, tape editing skills. We're looking for someone who can step in and do it all. Minority and female applicants are encouraged to apply. EOE M/F. Please send a resume and non-returnable tape to Box R-38.

News writer: Major market East Coast station seeks experienced news writer. Ideal candidate must have extensive experience writing news, cutting reporter packages, VO's and SOT's. Familiarity with NewStar computer system a plus. Send resume and writing sample to Bart Feder, WABC-TV, 7 Lincoln Square, New York, NY 10023. No phone calls or faxes please. We are an equal opportunity employer.

Wanted: Dominant number one news station needs two talented photographers. Please send tape and resume to Rod Gramer, KTVB-TV, 5407 Fairview Avenue, Boise, ID 83706. Real chance to work in dynamic newsroom. EOE.

Assistant news director sought to help lead an award-winning ABC affiliate's results-oriented, aggressive news department on the move in the 44th market. You must have excellent writing and producing skills and be able to communicate ideas clearly. A minimum of 6 years as producer or executive producer required. Please send tape, resumes with brief salary history and references to: Holly Steuart, News Director, WHTM-TV, 3235 Hoffman Street, Harrisburg, PA 17110. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

We need gifted, creative and hungry producers. If you want to be a part of one of the most respected news stations on the east coast, send us a tape. We are a top 50 network affiliate looking for the best. Please send resumes to Box R-39. EOE.

Post production editor: We are looking for a seasoned professional with at least 3-5 years experience doing multi-layered, heavy effects, graphics oriented post work. We want someone who can be a part of the creative process. If you have experience with A62, A53-D, Infinit, Dubner paint and 20K, you could help us continue a tradition of being one of the premier television stations in the South. Send your resume and a tape of your best stuff to: Operations Manager, WRAL-TV, PO Box 12000, Raleigh, NC 27605. EEO m/f/h/v.

Creative services director: WYTV in Youngstown, Ohio, is looking for a creative individual who has the ability to consult with clients, sales reps, and agencies to write, produce, and direct commercial spots. Must have excellent writing and organizational skills and be able to meet deadlines. Minimum of two years experience in TV commercial production is required. Send resume to: Director of Operations, WYTV, 3800 Shady Run Road, Youngstown, OH 44502. No phone calls please! EEO.

Wanted: The best news promotion producer in the United States to produce clever and compelling daily news topicals for the legendary KDKA. Our news is #1 and you'll be part of an aggressive team committed to making it even stronger. If you're smart, quick and exceptionally talented, we want to see your reel. Beginners need not apply. Send your cover letter, resume and tapes to: Creative Services Director, KDKA-TV 2, One Gateway Center, Pittsburgh, PA 15222. No phone calls, please. EOE.

CLASSIFIEDS

Promotion manager: An exciting opportunity is waiting for the right individual! KSFY-TV is looking for an outstanding promotion manager. We have all the elements. You need the creativity, organization and (two years) experience to lead this competitive market. Send tape and resume to Mike Smith, General Manager, KSFY-TV, 300 N. Dakota Ave., Suite 100, Sioux Falls, SD 57102. EOE.

Promotion director: Dominant CBS affiliate in northeast seeks a highly creative, organized individual with excellent leadership skills to manage operations of promotion department. Strong on-air and sales promotion experience required. Send resume and non-returnable tape to Mark Prutisto, Program/Promotions Manager, WBNG-TV, PO Box 12, Johnson City, NY 13790. EOE, M/F.

Clip clearance coordinator: NY TV news magazine shows. Must be comfortable in a high pressure environment. Detail oriented, organized. Excellent negotiating skills a must, experienced only need apply. Salary negotiable. Fax resumes to Nicole Austin: 212-737-4983. EOE.

SITUATIONS WANTED NEWS

Meteorologist with AMS seal and 13 years experience looking for work, Stu 817-776-4844.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Two positions: The Walter Cronkite School of Journalism and Telecommunications at Arizona State University has two tenure-track faculty positions open beginning Fall 1994. **Public Relations-assistant professor:** Applicants with earned doctorates preferred; applicants with master's degree considered. Successful candidate will be expected to teach in the public relations sequence. Significant professional experience required; teaching and marketing/management experience desirable. The successful candidate will be expected to teach, perform service and engage in research/creative activity. **Broadcasting-assistant professor:** Applicants with earned doctorates preferred; applicants with master's degree considered. Successful candidate will be expected to teach in the broadcast journalism sequence. Significant professional broadcast news experience required. The successful candidate will be expected to teach, perform service and engage in research/creative activity. Both positions are academic year appointments with the possibility of summer teaching. Applicants must send resume and names of three references by January 15, 1994 (resumes will be reviewed the 15th of each month, thereafter until filled) to: Dr. John Craft, Search Committee Chair, Walter Cronkite School of Journalism and Telecommunication, Box 871305, Arizona State University, Tempe, AZ 85287-1305. An equal opportunity/affirmative action employer.

HELP WANTED ADMINISTRATION

The Department of Communications, Loyola University, New Orleans, invites nominations and applications for the Loyola Chair for Environmental Communications, which is endowed by a gift from Freeport-McMoRan, Inc. Duties include teaching graduate and undergraduate courses, research that will focus on environmental communications, and service to the communications needs of private industry, state government and the public at large. The ideal candidate will be an eminent scholar who has training and research and teaching experience in communications, especially environmental communications, a knowledge and understanding of scientific method, and an appreciation of environmental philosophy and environmental policy. The individual should meet the qualifications for tenure. Appointment will be made at the professor level. Review of applications begins January 7, 1994. Letter of application, complete curriculum vitae and at least three letters of reference should be sent to: Dr. Larry Lorenz, Loyola Chair Search Committee, Box 104, Loyola University, New Orleans, LA 70118. EOE.

HELP WANTED NEWS

Broadcast news educator/radio station news director: Full time (12 month) faculty position in the School of Journalism and Telecommunications. Position will be either assistant professor (tenure track) or visiting assistant professor (with possibility of renewal) level, pending final budgetary decisions. Responsibilities include teaching broadcast journalism courses half time, and directing the university-licensed, NPR station WUKY news department half time. Requirements: Master's degree preferred in Journalism or a related field, demonstrated successful teaching experience and significant professional broadcast journalism experience. Competitive salary based on education and experience. Screening of applications will begin December 1, 1993, and will continue until the position is filled. Send letter of application, resume and three references to Search Committee (Broadcast Journalism), School of Journalism and Telecommunications, University of Kentucky, 107 Grehan Building, Lexington, KY 40506-0042. The University of Kentucky offers assistance to dual career couples and is an affirmative action and equal opportunity university. Women and minorities are strongly encouraged to apply.

HELP WANTED MEDIA RELATIONS

Media relations representative with knowledge/background in broadcasting wanted by international organization based in Washington, D.C. We are an active, arts oriented firm that is stable and growing quickly. Salary mid 20's with unmatched benefit package and positive environment. Rush resume to: S. Scott, Press & Publicity, VSA, Suite 800, 1331 F Street NW, Washington, DC 20004. EOE.

FINANCIAL SERVICES

Immediate financing on all broadcasting equipment. If you need \$2,000-\$500,000. Easy to qualify, fixed-rate, long term leases. Any new or used equipment & computers, 100% financing, no down payment. No financials required under \$50,000, refinancing existing equipment. Call Mark Wilson at Exchange National Funding, 800-275-0185.

Equipment leasing: Application only to \$50,000. Up to \$1.5 million with full financials. New and used equipment. Allen Marshall, Broker, 404-227-8737.

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

EMPLOYMENT SERVICES

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

EDUCATIONAL SERVICES

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

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

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

Broadcast equipment (used): AM/FM transmitters, RPU's, STL's, antennas, consoles, processing, turntables, automation, tape equipment, monitors, etc. Continental Communications, 3227 Magnolia, St. Louis, MO 63118. 314-664-4497. FAX 314-664-9427.

Brand new TTC 2500B 2-1/2KW AM transmitter still in original crate, \$12,000 or best offer. Ask for Jessica 702-246-9292.

Antenna: Omni Scala SL-8 LPTV Channel 59. Never used \$3,000 — available now. 407-682-7195.

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Used broadcast equipment, very inexpensive, call Troy or Chuck @ 717-297-9700.

Factory fresh TFT digital remote control system, model 7601C-R with FSK. \$1,600.00. Call Max 704-837-2218.

CABLE

HELP WANTED PROGRAMING PROMOTION & OTHERS

PROMOTIONS COORDINATOR Good News!

Dynamic 24-hour regional cable news channel seeks Promotions Coordinator. Handle a broad range of challenges from writing and producing topicals and image spots to special project promos. Apply your solid creative knowledge of pre-production and editing in a variety of creative tasks. Please send resume and salary requirements to: Human Resources, PO Box 999-TDS, Woodbury, NY 11797. An equal opportunity employer.

TELEVISION

HELP WANTED NEWS

CONSUMER REPORTER

Successful Gulf Coast Fox Affiliate in Fort Myers/Naples seeks Investigative Reporter for 10:00 pm News and Emmy Award Winning "Troubleshooter" Unit. Minimum 3 years experience. Send non-returnable tape and resume to:

WFTX-TV
Mark Pierce, Station Manager
621 SW Pine Island Road
Cape Coral, Florida 33991
Equal Opportunity Employer

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OWNERSHIP CHANGES

Applications for change of ownership now appear in "Changing Hands" (see page 38.) FCC actions on ownership change filings with file numbers and action dates follow:

Grants

KCCB(AM)-KBKG-FM Corning, AR (AM: BA-L930827EJ; FM: BALH930827EK)—Action Nov. 10.

WBKI(AM) Bremen, GA (BAL930924EA)—Action Nov. 10.

WMOP(AM) Ocala, FL (BAL930917EA)—Action Nov. 5.

WWBZ-FM Chicago (BALH930720GF)—Action Nov. 12.

WSEY-FM Mount Morris, IL (BALH930913GQ)—Action Nov. 5.

KHAT(AM) Lincoln, NE (BAL930714EB)—Action Nov. 5.

KKVV(AM) Las Vegas, NV (BTC930908EE)—Action Nov. 8.

WLGO(AM) Lexington, SC (BAL920914EE)—Action Nov. 5.

NEW STATIONS

■ **San Francisco** (BPCT931101KG)—Bay Area Multicultural Telecommunications Assoc. seeks ch. 32; 1320 kw; ant. 491 ft. Address: 3533 19th St., San Francisco, CA 94110. Applicant is headed by Humberto Cintron and has no other broadcast interests.

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

■ **Santa Ana, CA** (BPCT931028KS)—Maravillas Broadcasting Co. seeks ch. 40; 1360 khz; ant. 906 ft. Address: P.O. Box 9774, Rancho Santa Fe, CA 92067. Applicant is headed by James C. Gates and has no other broadcast interests.

■ **Chesterton, IN** (BPED931104MA)—Auricle Communications seeks 89.5 mhz; 7 kw; ant. 66 ft. Address: 799 Greenwich St., New York, NY 10014. Applicant is headed by Kenneth D. Freedman and is permittee of WXHD-FM Mount Hope, NY.

FACILITIES CHANGES

Actions

AM's

■ **Sweet Home, OR** KFIR(AM) 1370 khz—Returned app. of Galaxy Broadcasting Corp. for CP to change frequency to 720 khz; add night service with .250 kw and make changes in antenna system. Action Nov. 10.

■ **Philadelphia** WPGR(AM) 1540 khz—Granted

app. of All Star Radio Inc. for CP to add nighttime service with 500 w daytime and change city of license to Bala Cynwyd, PA. Action Nov. 10.

FM's

■ **Greeley, CO** KZDG(FM) 92.5 mhz—Granted app. of Premiere Radio Networks Inc. for CP to make changes; change directional antenna pattern. Action Nov. 9.

■ **Salida, CO** KVRH-FM 92.1 mhz—Returned app. of All Heart Radio Inc. for CP to make changes; change ERP: 13.5 kw; change frequency to 92.3 khz and class to C3 (per MM docket 89-172). Action Oct. 19.

■ **Sullivan, IL** WKJR(FM) 106.7 mhz—Granted app. of Superior Broadcasting Inc. for mod. of CP (BPH-900320IB) to make changes; change ERP: 7.3 kw; ant. 95 m. Action Nov. 5.

■ **Mount Gilead, OH** WVXG(FM) 95.1 mhz—Granted app. of Xavier University for mod. of CP (BPH-900116MT) to make changes: ERP: 6 kw; TL: 1 km N of intersection of Mount Gilead-West Point Rd. and McKibben Rd., Gilead Township, Morrow Co.; install directional antenna. Action Nov. 5.

■ **Wilburton, OK** KZUD(FM) 103.7 mhz—Granted app. of Blue Mountain Broadcasting for CP to make changes; change ERP: 90 kw; ant. 276 m.; TL: 2.8 km NE of Krebs, Pittsburg Co.; change to class C1 (per MM docket 91-232). Action Nov. 5.

■ **Spangler, PA** WCCZ(FM) 97.3 mhz—Granted app. of Raymark Broadcasting Co. Inc. for CP for changes: ERP: 2.25 kw; ant. 105 m.; ant. 541 ft.; TL: 7 km W of Ebensburg, PA; 800 ft. N of Hwy 422 Cambria Co. Action Nov. 4.

■ **Henderson, TX** KGRI-FM 99.9 mhz—Granted app. of Dean Broadcasting Inc. for CP to make changes; change ERP: 7.1 kw; ant. 132 m.; class C3 (per MM docket 92-301). Action Nov. 5.

TV's

■ **Worcester, MA** WYDN(TV) ch. 48—Educational Public TV Corp. seeks MP (BPET-860725KN) to decrease ERP from 5000 kw to 3000 kw.

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TeleMediaWatch

Economic Policy Institute calls for an end to restrictions on RBOC's

An EPI study released last week says if the regional Bell operating companies were permitted to manufacture telecommunications equipment and offer cable services in their service territory, it would create 3.6 million more jobs by 2003. The RBOC's are prohibited from those types of ventures under the modified final judgment. EPI predicts these new jobs would be created for those with high school degrees and likely would be full-time union jobs. It would lead to "good jobs at good wages," EPI says.

The study argues that if the restrictions remain intact, the "wages and job opportunities for non-college educated workers will shrink." Such a policy change, EPI says, "would generate the higher quality jobs the middle-class Americans have traditionally depended on to improve their living standard." EPI economists Jared Bernstein and Lawrence Mishel wrote the study. EPI is a liberal think tank with funding from labor unions, corporations and individuals.

Prodigy jumps into cable—The three-year-old on-line computer service Prodigy will test the possibilities of cable on a Cox system in San Diego, using a recently announced product from Zenith called Homeworks (BROADCASTING & CABLE, Sept. 13). The device, essentially a computer modem plugged into a cable jack, can send computer information 50 times faster than can a conventional telephone modem. Coaxial cables have far more bandwidth than twisted-pair copper telephone lines, also allowing the higher speed. Prodigy will test the equipment for six months with eight Prodigy subscribers, moving to a larger trial next year. Eventually, says Scott Kurnit, Prodigy executive VP for consumer products marketing and development, the company wants to service the whole cable system, which has more than 300,000 subscribers.

GTE appeals Cerritos order—GTE is asking a federal appeals court in San Francisco to overturn the FCC's recent decision to stop the telco from operating an experimental cable system in Cerritos, Calif. GTE, which since June 1989 has been testing advanced video services in Cerritos under a five-year waiver from the FCC, says the ban denies GTE's constitutional rights of free speech. GTE's filing marks the latest attempt by a growing number of telcos seeking the right to offer video programming on First Amendment grounds.

US West, France Telecom link up for interactive financial offerings—US West Marketing Resources is joining with France Telecom and Electronic Data Systems to introduce interactive financial transaction services for homes and businesses that eventually may be delivered via interactive TV and screen phones. Initial services will be available in April 1994 via personal computer and modem or touch-tone telephone.

State lawmakers to debates NII—State legislators are headed for Washington Dec. 8-10 to determine, among other things, their stand on the National Information Infrastructure. They'll be attending the National Conference of State Legislatures State-Federal Assembly and hope to issue policy statements on the NII. At an earlier Washington conference on NII, state senators Carol Fukunaga of Hawaii and Richard Varn of Iowa, expressed their concerns that Congress not pass legislation that would pre-empt state and local authority to regulate telecommunications services. Loss of regulatory authority, says Fukunaga, "would be a substantial blow to state authority and would result in less protection to customers."

Chong

continued from page 6

Her two largest clients are McCaw Cellular Communications and Pacific Telesis. Clinton has not officially nominated the California lawyer, but she is the undisputed front-runner.

She beat out a host of tough contenders for the post, including Oregon Public Utilities Commissioner Joan Smith, former Ohio utilities commissioner Gloria Gaylord, Vermont public broadcaster Hope Green and Senate Commerce Committee Counsel Regina Keeney.

But Chong may have prevailed not only because she is Chinese-American, but because she won the backing of Senate Minority Leader Robert Dole (R-Kan.), who reportedly would not sign off on Smith, the White House's first choice for the job. Dole's complaint: Smith was "not Republican enough." The White House indicated all along that it hoped to fill the FCC seat with a minority woman.

The Stockton, Calif., native also has substantial political firepower. Letters on her behalf were written by both of California's Democratic senators, Barbara Boxer and Dianne Feinstein. And California Democratic Representatives Robert Matsui and Vic Fazio also sent letters of support to the White House. It also is believed she has Republican Governor Pete Wilson's blessing.

Asians, women endorsers

Chong was heavily endorsed by the Asian community. The Coalition of Asian Pacific Americans and the Asian American Bar Association urged the White House to appoint her. Women's groups including Women In Communications and Women In Telecommunications also promoted Chong's candidacy.

Perhaps one of her strongest supporters was the American Bar Association's Forum on Communication Law. Chong is a member of the forum's governing committee. Daniel Waggoner, the forum's chairman, not only commends Chong for her intellectual prowess but for her efficiency and effectiveness. "She gets things done," Waggoner says.

Waggoner, a communications attorney with Davis Wright Tremaine in Seattle, believes Chong's experiences in international telecommunications

will benefit the FCC.

Chong is also "very well regarded," by the California Public Utilities Commission, which she deals with regularly. One of her biggest fans is former California Republican Representative Norman Shumway, now a commissioner on the state PUC.

Shumway also called the White House and Dole's office on Chong's behalf. He describes her views on economic issues as conservative, but says she's more of a "centerist...almost liberal" on social issues. She has staunch Republican roots: Her father, a retired optometrist in Stockton, is a "devout Republican, who supported me in all my campaigns," he says.

Hundt

continued from page 6

broadcast indecency, saying he had not read last week's U.S. Court of Appeals Tuesday's ruling (see story, page 10), was unfamiliar with the FCC's record of indecency enforcement action and had never heard Howard Stern's radio show, which has attracted more than \$1 million in fines.

Asked about other types of content regulation, Hundt said TV violence and broadcasters' obligations to air educational programming for children are "high priorities."

He suggested a flexible approach to content regulation. There may not be "one truth for all broadcasters," given the diversity of programming. There may be "different standards of performance" for different stations.

Prospering without deregulation

Hundt is unconvinced by broadcasters' arguments that further deregulation is needed if they are to compete effectively against cable and other video deliverers on the so-called information highway of the future.

According to Hundt, broadcasters should not only survive, but prosper, on the highway. "If I were in the broadcasting business and I looked at the proliferation of new ways to get to the eyeballs, I would see lots of upside," he said.

"The key to broadcasting...is not only that it has a tremendous ability to distribute its product, but also the product," he said. "What are people watching, even on cable?"

"Unless the economics change in ways I don't think anybody is predict-

Chong's personality is described as "warm and down to earth." She's a 1981 graduate of the University of California—Berkeley, with degrees in political science and journalism. Chong originally wanted to be a radio broadcaster. A 1984 graduate of Hastings College of the Law, San Francisco, Chong was editor of the school's law journal, "COMM/ENT."

She has some Washington experience, having spent three years (1984-87) with the now-defunct law firm of Kadison, Pfaezler, Woodard, Quinn & Rossi. She worked on broadcast, common carrier and intellectual property issues. Chong has been with Graham & James since 1987. ■

ing," he said, broadcasting will continue to be the advertising medium of choice.

No free carriage

Hundt said he doesn't believe broadcasters are entitled to free carriage on the highway. "You might make an exception for education and for truly socially beneficial nonpecuniary services, but anyone who wants to have an entertainment package to be carried by anyone is going to have to pay something."

Sounding like the Clinton appointee he is, Hundt said his "overarching goal" in policymaking will be job creation.

"We have a tremendous resource here in this great panoply of our communications and information service companies. If you include computer, you get a slice of the economy that verges on \$1 trillion. The other slice that has \$1 trillion is health care. As a country we would like the health care slice to go down and the communications and information service piece to go up.

"The result will be real economic growth, we will have productivity gain and we will turn around a 20-year decline in real wages for all Americans."

That "may not be the way communications issues have been talked about in the past," he said, but it is a "perfectly acceptable way."

Hundt said the FCC is off "to a good start" in regulating cable, but completing and refining the rules will consume much of his time. "Cable is not going to be regulated by some fixed date," he warned. "It's an on-going process." ■

Datebook

NOVEMBER

Nov. 30—Newsmaker luncheon co-sponsored by International Radio and Television Society and Radio Television News Directors Association. Speaker: Mario Cuomo, governor of New York. Waldorf-Astoria, New York. Contact: Marilyn Ellis, (212) 867-6650.

Nov. 30—The Association for Maximum Service Television seventh annual HDTV update. Washington. Contact: April Lee Blissett, (202) 462-4351.

Nov. 30—Cable Television Administration and Marketing Society western regional confer. Anaheim, Calif. Contact: William Coble, (703) 549-4200.

Nov. 30—"The Challenge of Change Begins With Me," seminar sponsored by Cable Television Administration and Marketing Society, New York chapter. HBO Media Center, New York. Contact: (908) 918-8730.

Nov. 30—"The Right to Know: Media Democracy and the Information Highway," book presentation and panel discussion sponsored by The Freedom Forum Media Studies Center. Freedom Forum World Center, Arlington, Va. Contact: Shirley Gazsi, (212) 678-6600.

DECEMBER

Dec. 1-3—Western Cable Show, Anaheim, Calif. Contact: (800) 898-2282.

Dec. 2—American Sportscasters Association ninth annual hall of fame awards dinner. Marriott Marquis Hotel, New York. Contact: Louis Schwartz, (212) 227-8080.

Dec. 8—Hollywood Radio and Television Society holiday party. Century Plaza Hotel, Century City, Calif. Contact: (818) 769-4313.

Dec. 14—"Delivery of Video Over Existing Phone Lines," forum in telecommunications practice sponsored by Center for Advanced Technology in Telecommunications. Polytechnic University, Brooklyn, N.Y. Contact: Ameena Mustafa, (718) 260-3050.

Dec. 16—New York Women in Film & Television gala holiday luncheon. Marriott Marquis, New York. Contact: (212) 838-6033.

JANUARY 1994

Jan. 10—Deadline for entries for the Ohio State Awards. Contact: Phyllis Madry, (614) 292-0185.

Jan. 14—Deadline for entries for 1993 Peabody Awards. Contact: (706) 542-3787.

Jan. 14—Deadline for entries for 1994 Green Eyeshade Awards sponsored by Society of Professional Journalists, Atlanta professional chapter. Contact: (404) 496-9957.

Jan. 14-20—National Association of Broadcasters winter board meeting. Carlsbad, Calif. Contact: (202) 429-5300.

Jan. 23-24—Association of Independent Television Stations. Miami. Contact: (202) 887-1970.

Jan. 24-27—NATPE International. Miami Beach. Contact: (310) 453-4440.

Jan. 25-26—South Carolina Cable Television Association convention. Columbia Marriott Hotel, Columbia, S.C. Contact: Nancy Home, (404) 252-4371.

Jan. 29-Feb. 1—National Religious Broadcasters. Washington. Contact: (703) 549-6990.

FEB-MAR 1994

Feb. 4-5—Society of Motion Picture and Television Engineers advanced television and electronic imaging conference. Chicago. Contact: Carol King, (914) 761-1100.

Feb. 7-11—34th Monte Carlo Television Festival. Monte Carlo. Contact: (33) 93-30-49-44.

Feb. 8-9—Cable Television of Georgia annual convention. Westin Peachtree Plaza Hotel, Atlanta. Contact: Nancy Home, (404) 252-4371.

Feb. 10-12—Satellite Broadcasting and Communications Assn. Anaheim, Calif. Contact: (703) 549-6990.

Feb. 23-25—1994 Texas Show. San Antonio Convention Center, San Antonio, Tex. Contact: (512) 474-2082.

March 18-21—Broadcast Education Association Las Vegas. Contact: (202) 429-5354.

March 21-24—National Association of Broadcasters. Las Vegas. Contact: (202) 429-5300.

• Major Meetings

Douglas Walter McCormick

The career path that landed Douglas W. McCormick in the top spot at Lifetime Television started in the disc jockey booth, continued in sales and took a short detour into songwriting before landing him in the fledgling cable industry.

McCormick now is president and chief operating officer of Hearst/ABC-Viacom Entertainment Co., the joint venture that owns and operates Lifetime Television.

Lifetime has become one of the staples of the cable universe as a niche programmer for women, but McCormick plans to take it to another level. He expects the network to begin producing more news and informational shows aimed at women.

McCormick's goal is to make Lifetime, one of cable's top networks, an even bigger player. "I want to really make Lifetime more relevant to the cable industry—and to women, obviously. I want to really have it talked about, viewed, known and more a part of that everyday experience."

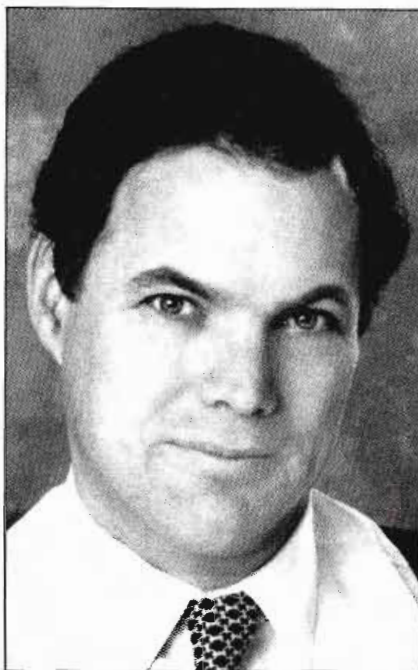
McCormick began his career in 1968 as a disc jockey at WFPB (AM) Middletown, Ohio, the first stereo station in the country.

From there, McCormick went on to Dayton, Ohio's CBS affiliate, WHIO-TV, where he worked his way up from the floor crew to the director's chair. During the year that it took him to ascend, McCormick also was attending college.

After graduating from the University of Dayton, McCormick returned to New York, where he got his first sales job at Telerep. McCormick joined the rep firm shortly after it got off the ground and cut his teeth selling spot time for independent stations.

One of the biggest changes McCormick has seen is the departure of cigarette ads on Jan. 2, 1971, during his tenure at Telerep. The television industry lost \$230 million overnight. "That was a major change. Everyone was just totally devastated. It was a little [like] when the cable bill passed" in 1992, he says.

After a year at Telerep, McCormick took a job at KCOP, the Chris Craft-owned station in Los Angeles. His



mission was to bring in new business and that meant he had to convince people to spend money on television when they had never done so before. "That was one of the tougher sells of my life," he says.

After a few years at KCOP, McCormick returned to the rep side of the business, this time with Petry. He eventually landed a job in the firm's New York office.

After a few years in New York, McCormick's career took an unconventional turn. After work, McCormick performed his own songs in nightclubs. He attracted the attention of a record executive, who

signed him to a contract. McCormick abandoned his job at Petry in 1981 to pursue a songwriting career.

The career change took him back to Los Angeles, where he worked on an

album with Paul Anka. Gladys Knight and Dusty Springfield also recorded his songs, he says.

His songwriting career appeared to be on track, but the arrival of his first child brought him back to television. "You get into the provider mode and television starts looking pretty good," he says.

McCormick quickly found himself at a start-up cable network called the Cable Health Network, where he was named vice president, sales and marketing. In 1984, the network merged with Viacom's Daytime cable network and became Lifetime.

McCormick worked his way up to the post of executive vice president and took the top position February.

His appointment has been criticized by some who say that a women-oriented network should be headed by a woman. McCormick counters by pointing to Kay Koplovitz, president of male-oriented USA Network, and Ruth Otte, president of the Discovery

Network, which also has strong male demographics.

But McCormick is not distracted by the side debates. His job is to make Lifetime a stronger network. One of his first decisions was to rid the channel of the medical programming that had taken over Sundays and replace it with a women-oriented news magazine and programming.

One of the biggest changes that he hopes to make is to change Lifetime into a channel that can respond to immediate issues of the day.

"A couple of years ago the Anita Hill thing happened, the biggest thing to happen to women...and Lifetime did zero on that." If McCormick has his way, that won't happen again. ■

President/COO, Hearst/ABC-Viacom Entertainment Services, N.Y.; b. Dec. 15, 1949, Queens, N.Y.; BA, speech communications, University of Dayton, Ohio, 1970; MBA, Columbia University, N.Y., 1990; technical director, WHIO-TV, Dayton, 1968-70; on-air personality, WFPB-AM/FM Middletown, Ohio, 1970-71; sales/research trainee, Telerep, N.Y., 1971; local account executive, KCOP-TV Los Angeles, 1972-74; account executive, Petry Television, L.A./N.Y., 1974-80; staff writer, Entertainment Company, 1980-81; VP, market development and sales, Cable Health Network, 1982-84; VP/eastern sales manager, Lifetime, 1984-85; VP, television sales, Samuel Goldwyn Co., 1985-86; VP/senior VP, ad sales/sales, Lifetime, 1986-90; executive VP, Lifetime/group VP, Hearst/ABC-Viacom, 1990-93; present position since February; divorced; children: Douglas Jr., 12; Luke, 11.

Fates & Fortunes

TELEVISION



Jan Craig Singer, VP, program services, The Learning Channel, Bethesda, Md., joins Hearst Broadcasting Productions, New York, as executive producer,

Craig Singer program development.

Appointments at Paramount Domestic Television's *John & Leeza*, Los Angeles: **Don Wells**, head writer, named supervising producer; **Bradly Bessey**, show talent booker, named talent executive; **Adora English**, associate producer, named planning producer.

Jeff DeRome, director, publicity, East Coast, Fox Broadcasting Company, New York, named executive director, publicity, East Coast there.

Appointments at communications department, WETA-TV-FM Washington: **Mary Schultz**, director, national communications, named director, publicity, cultural programming; **Mary Stewart**, radio publicist, named director, corporate communications; **Jan DuPlain**, director, Washington communications, named director, radio publicity.

James Moroney, VP/GM, KOTV Tulsa, Okla., named president/GM and VP, broadcast division, A.H. Belo Corp. there.

Norman Roth, director, accounting, treasury, tax, WWOR-TV Secaucus, N.J., named business manager.

Steve Costanzo, assistant research manager, Katz Continental Television, Dallas, named sales executive.

John Woodin, station manager-news director, WTKR-TV Norfolk, Va., joins WSB-TV Atlanta, as news director.

Chip Wallace, general assignment reporter, KMIR-TV Palm Springs, Calif., joins KBJR-TV Duluth, Minn., as investigative/general assignment reporter, fill-in anchor.

RADIO



Gershon appointments; **Dick Rosenbaum**, GM, news programming, named radio bureau chief, Washington; **Jim Farley**, news director, director, ABC Radio's Direction and Entertainment Networks, named GM, news programming; **John Lyons**, GM, news operations, named senior correspondent; **Toni Marrero**, affiliate service coordinator, named manager, affiliate news services.

Graham Keenan, radio marketing specialist, Interep Radio Store, New York, named VP, sales.

Maribeth Doran, manager, Katz Radio, San Francisco, named divisional VP.

CABLE

Appointments at MTV: Music Television, New York: **Jeffrey Keyton**, design director, off-air creative, named VP, off-air promotion; **Gwen Lipsky**, VP, research, planning, named senior VP.

Hank Ratner, senior VP, Rainbow Programming, Woodbury, N.Y., named executive VP, legal, business affairs.

Rebecca Metschke, national director, affiliate marketing, Playboy Entertainment Group, Chicago, named VP, affiliate marketing, Playboy Entertainment Group, Beverly Hills, Calif.

DEATHS

Bill Bixby, 59, TV actor whose career spanned three decades, died Nov. 21 of cancer at his home in Century City, Calif. From 1963-66, he played newspaper reporter Tim O'Hara to Ray Walston's extraterrestrial in CBS's *My Favorite Martian*. Three years later he played a widowed father in *The Courtship of Eddie's Father*. The series aired on ABC until 1972. After a brief stint in the NBC series *The Magician* (1973-74), Bixby starred in *The Incredible Hulk*, a comic book-based series on CBS from 1978-82 and then was paired with actress Mariette Hartley in the 1983-84 CBS series *Goodnight Beantown*. He directed several episodes of ABC's *Rich Man, Poor Man* in the 1970's. His latest work was as director of the NBC sitcom *Blossom*. Survivors include his wife, Judith.

Warren Anderson, 68, retired senior sales executive, WREX-TV Rockford, Ill., died Oct. 13 of a heart attack at his home there. Anderson had been with WREX for 39 years. He also worked at WBEL(AM) South Beloit, Ill., and WPDR(AM) Portage, Wis. He began his career at WCRW(AM) Chicago in 1941. He retired earlier this year. Survivors include a daughter and a son.

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NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Nov. 14. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune15.6/227/99
2. Jeopardy!14.3/217/99
3. Star Trek11.6/248/99
4. Oprah Winfrey Show11.3/236/99
5. Star Trek: DS98.8/240/99
6. Entertainment Tonight8.7/180/94
7. Roseanne8.3/183/96
8. Wheel of Fortune-wknd8.2/184/79
9. Inside Edition7.5/162/94
10. Married...with Children7.0/185/95
11. Baywatch6.9/194/96
12. Current Affair6.8/181/94
13. Herd Copy6.8/158/91
14. Cops5.7/168/91
14. Family Matters5.7/175/93

In less than a week's time, CBS has managed to overtake ABC in the November sweeps and put some more breathing room between itself and second-place ABC in the season race. Through last Tuesday night, CBS was leading the Nielsen-measured sweeps with a 13.4 rating/21 share average. ABC is second with a 12.8/21, followed by NBC's 11.9/19 and Fox's 7.6/12.

Mergermania may be about to hit England's independent television (ITV) sector following last Wednesday's relaxation of the ownership rules. Peter Brooke, National Heritage Secretary, announced that one ITV franchise would be able to acquire another, no matter what their size, except for London. Previously, large franchises had been prevented from merging. The new ruling will not be effective until passed by Parliament, expected early next year. The 15 regional ITV licenses, which will collect estimated net advertising revenues of £1.4 billion (\$2.1 billion) this year, are now held by 14 different companies. Takeover activity is expected to shrink the number to eight or nine over the next year.



The formation of MIR, an independent, multi-national broadcast network in the former Soviet Union, was announced by Jimmy Carter and Eduard Sagalaev, president, Moscow Independent Broadcasting Corp. The two are co-chairmen of the Commission on Radio and Television Policy of Emory University (formed in 1990 as a consequence of meetings between Carter and former Soviet Union President Mikhail Gorbachev). MIR, a commercial network in the nine newly independent states, will distribute and exchange programs with national state TV and radio organizations; cover major cultural events and international sports competitions, and publish newspapers, magazines and specialized literature concerning TV and radio. Present at the commission's meeting at the Carter Center in Atlanta were (l-r): Charles Z. Wick, Charles Z. Wick & Associates and former head of the U.S. Information Agency; Sagalaev; Dr. Ellen Mickiewicz, commission director; Carter; Rosalyn Carter, and former FCC Chairman Alfred Sikes, now president of new media and technology for Hearst Corp.

River City joins Paramount

The Paramount Network has signed three more stations, bringing its national reach to almost 40%. The latest signings are River City Broadcasting's WTTV-TV Indianapolis and KABB-TV San Antonio and Capitol Broadcasting's WJZY(TV) Charlotte. While Paramount appears to have momentum over Warner Bros.' fifth network, the court decision last week removing Viacom's poison pill may clear the way for QVC to acquire the studio (see page 10). QVC head Barry Diller has already said he would sell the Paramount TV stations and is not—for now, anyway—interested in launching a fifth network.

While the River City signing was not unexpected, it may cost Paramount. Industry sources say the studio agreed to let River City manage Paramount's San Antonio property (with an option to buy eventually) in return for the affiliation (BROADCASTING & CABLE, Nov. 15).

Warner Bros., meanwhile, expects to announce more station signings early this week that could include affiliates in Pittsburgh, Baltimore, Milwaukee and Birmingham, Ala.

WB Network executives were hopeful the court decision would lead to a Diller takeover and remove Paramount's threat.

—JF

Confirming previous rumors, Warner Bros. Domestic Television Distribution has told stations that

it will stop distributing *The Jane Whitney Show* in January, and end first-run production next May

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of Love Connection. The *Whitney* cancellation evidently results from being saddled with scattered clearances in late night and daytime, which officials said made it difficult to get higher rates for national ad inventory. *Whitney* finished the October sweeps with a 2.6 rating/8 share (NSI), up 30% in rating and even in share from its October 1992 sweeps average. Warner Bros., along with co-production partner, Scripps-Howard Station Group, is reportedly seeking an alternate network or cable clearance deal for *Whitney*. NBC is said to be considering the series for daytime, but network officials and WBDT Senior VP Scott Carlin were unreachable late last week. As for *Love Connection*, WBDT is going to continue to offer back-end repeats of the strip on an all-barter basis (four minutes local/three minutes national ad time).

Fairmont Communications (Frank Osborn) is selling **WMTG(AM)-WNIC-FM Detroit to Broadcasting Partners Inc.** (Lee Simonson and Barry Mayo) for an estimated **\$38 million-\$40 million**, in keeping with its bankruptcy plan. The company filed Chapter 11 in summer 1992, and has since sold KIOI-FM San Francisco for \$45 million and KKOZ-AM-FM Albuquerque, N.M., to Citidel for an estimated \$9 million. The final stations to be sold are WLAC-AM-FM Nashville.

CBS struck twice with its new Arrow format last week. After adding the new "All Rock 'n' Roll Oldies" format in Washington (see page 88), CBS announced it had switched formats in Houston, too. KLTR-FM, formerly light rock, adopted a version of Arrow that will focus on rock hits of the '70s and early '80s. CBS plans to change the station's calls to KKRW-FM.

The Coalition to Preserve the Financial Interest and Syndication Rules has filed a motion to stay the current consent decrees. The decrees were lifted three weeks ago, giving the networks freedom to negotiate for financial interest in its programming. The coalition wants a stay until the Court of Appeals rules on the coalition's appeal of the District Court's decision not to hear Hollywood's arguments for retention of decrees.

Miami advice

In response to concerns from NATPE members about their safety at this January's programming conference in Miami, the programming organization is developing special security measures. At a recent NATPE board meeting in Miami, Mayor Seymour Gelber, along with city's police chief, city manager and Dade county manager, assured NATPE officials that every effort will be made to "make Miami as safe and hospitable as possible" for the convention, according to NATPE President Bruce Johansen. In fact, Johansen says the city has agreed to set up "hospitality booths" at the municipal airport and each of the hotels. He also said that NATPE will be picking up the tab for "dedicated" shuttle bus service for conventiongoers from the airport to their hotels. The city, Johansen says, has also set up a transportation committee to coordinate and inform taxi, limousine and bus services of additional security measures.

NEW YORK

Under new management?

Investors are not the only ones who might benefit in the near term from a victorious, and higher, QVC offer for Paramount. Court papers filed by Viacom said that based upon a deposition of the QVC Chairman, Barry Diller, "Diller intends to recruit new management from outside of QVC," to run Paramount should he win the bidding.

WASHINGTON

Paramount and Paraguay

While QVC appeared to have gained the upper hand in the Paramount bidding last week, it may have to find a new trustee to hold Paramount's seven TV stations should QVC acquire an attributable interest in Paramount. Before QVC's chosen trustee—G. William Miller—can be approved, the FCC wants him to resign his positions as vice president and director of Agricole—a company that acquired a Paraguayan soy bean farm from Paramount and still owes the studio \$5.8 million to complete the deal—and from Agricole's parent TAG USA, where Miller is president and director. Miller was also chairman of the Federal Reserve Board during Carter administration.

COLUMBIA, S.C.

Cosmos reps cable

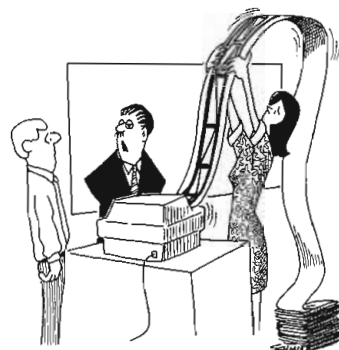
Cosmos Broadcasting is getting into the local cable rep business after submitting the winning bid to represent the Cablevision Industries

(CVI) system in Columbia, S.C. Cosmos, which owns seven stations, says the deal is not related to retransmission consent.

PALM SPRINGS

Game's afoot

Promark Television Syndication has completed a distribution agreement with producer Epstein/Callie Productions to syndicate the strip romance strip, *Here Comes the Bride*, hosted by former *Carol Burnett Show* regular Lyle Waggoner and his wife, Sharon. The show will feature three engaged couples who will vie for "king and queen for the day" status (as voted by the studio audience), then get hitched on camera at the conclusion of each show, which will base production out of Las Vegas. "I basically liked the concept from the first time I saw it, and we all felt that the pilot for this show is very uplifting, funny and romantic," Promark President and CEO David Levine says of the all-barter offering targeting late fringe and daytime.



Drawn for BROADCASTING & CABLE by Jack Schmidt
"They're faxing plans for the new tower."

Square one

A federal appeals court last week put an exclamation point on the message it had already sent: The FCC has still not justified its regulation of indecent speech. And congressional fiat cannot be substituted for such a rationale said the court in striking down the 1992 law directing the FCC to enforce the 6 a.m.-midnight ban the same court had earlier ruled was unjustified. The court also gave the cable industry's First Amendment fortunes a boost, finding a ban on indecent material on cable public access channels unconstitutional.

Anyone who wonders why broadcasters are confused about what to program need look no further than the history of this ban. The court has twice held the 6 a.m.-12 p.m. to be unsupported. The first time, Congress responded by legislating a 24-hour ban on indecency that the FCC had the unenviable task of trying to enforce and justify. Peggy Charren and a host of others immediately challenged the ban and the court promptly threw it out (a decision later upheld by the Supreme Court). With the 6-12 ban still unsupported, Congress passed another law just last year codifying it, enter Peggy and company. Which brings us to last week's decision.

In ruling that the FCC's 6 a.m.-midnight ban on indecent speech was unconstitutional, the court said that although protecting children was a legitimate government interest, the FCC had yet to provide a sufficient rationale for the ban. "The government," said the court, "has not demonstrated...the compelling nature of any interest in suppressing constitutionally protected material in order to protect an abstract privacy of the home at the expense of the First Amendment rights of its inhabitants."

Indeed, the government has been historically ineffective at giving broadcasters a clue as to what to program. The FCC's attempts to expand its indecency enforcement with harbors and bans have been variously stayed,

struck down and ridiculed. The definition of indecency is itself a disaster. As it currently stands, it is whatever the FCC decides it is, irrespective of the community standards test (witness the blanket fining of stations carrying Howard Stern but absent complaints from all but one market). And now the indecency model of content regulation has been cited by the Attorney General as the same tack to be taken with proposed violence regulation. Talk about the blind leading the blind.

The FCC's and Congress's sensitivity to children and to the issue of violence in society is understandable, but there is madness in their method, as the courts have repeatedly pointed out. That does not mean, however, that programmers are relieved of their responsibilities to their audience. Quite the contrary, it is they, in concert with their audience, who must strike the proper programming balance. That is what editors are for, and it is the flip side of the freedom that should be guaranteed by the First Amendment.

The guard changes

After months of being held hostage, Reed Hundt has finally been released. The FCC's incoming chairman will take over the agency this week with numerous challenges ahead. For starters, all telecommunications roads lead to Washington these days (not to mention some new roads already under construction). Another challenge will be to avoid the micromanaging by Congress and the White House that increasingly goes with the territory. The administration, in particular, has recently shown itself to have an active communications agenda, both technological and ideological.

It is too early to make predictions about the Hundt FCC, other than it may have to stock up on midnight oil, but we welcome the new chairman to the center seat at 1919 M.

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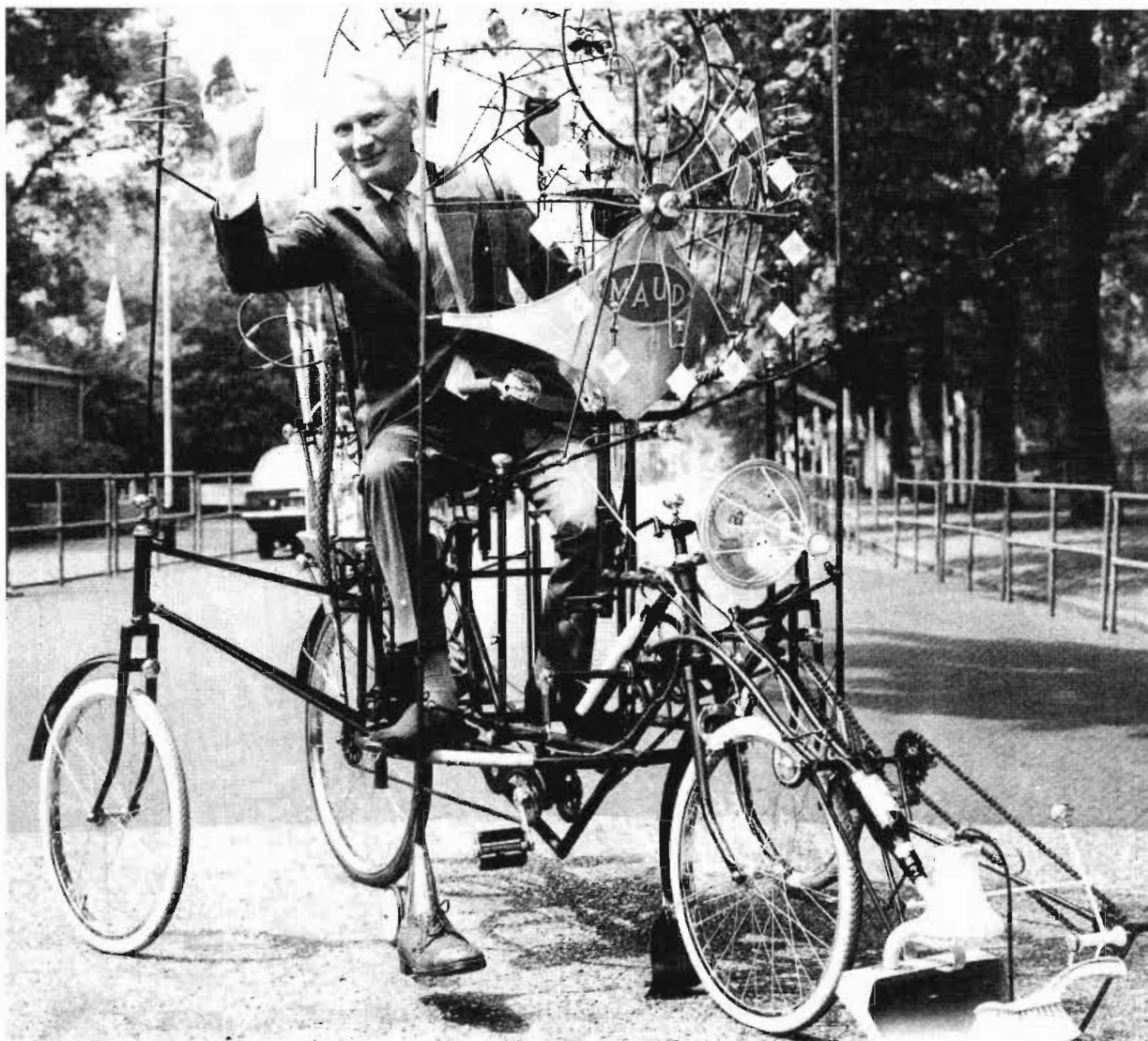
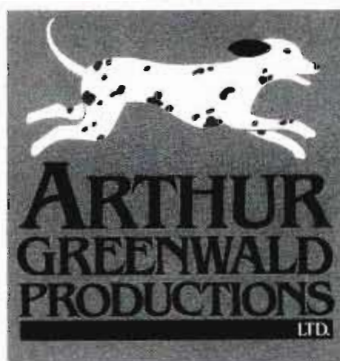


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