

APR 18

Broadcasting & Cable

The Newsweekly of Television and Radio

TOP OF THE WEEK



**Networks armed for
May sweeps 10**

Pictured: ABC's *The Stand*

PROGRAMING



**ABC's *Grace Under
Fire* top-rated new
show of TV season 17**

RADIO



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Fast Track

MUST READING FROM BROADCASTING & CABLE

TOP OF THE WEEK

Dialtone takes fast track FCC Chairman Reed Hundt is speeding up the commission's processing of video dialtone applications to put telephone companies in the video business sooner rather than later. He expects movement on 17 applications in the next few months. / 6

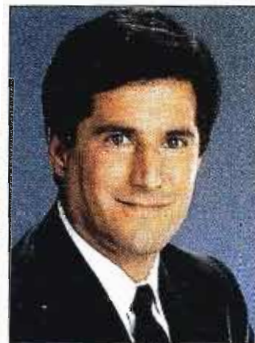
Networks mix it up for May Miniseries based on the Menendez courtroom saga and horror scribe Stephen King's *The Stand*, broadcast premieres of "Terminator 2: Judgment Day" and "City Slickers," and an interactive sitcom "event" are some of the broadcast networks' big programming bets for the May sweeps. / 10

Changes at top of CBS Entertainment, Sports Jeff Sagansky, president of CBS Entertainment since 1990, is leaving at the end of the fall scheduling process, to be replaced by Peter Tortorici, executive vice president of CBS Entertainment. Meanwhile, CBS tapped Dave Kenin to become president of its sports division. / 12

Hill may not get to info highway What once seemed a certainty—passage of so-called information superhighway legislation this year—is in doubt. The collapse of the Bell Atlantic/Tele-Communications Inc. and Southwestern Bell-Cox deals seems to have taken the pressure off. / 13

Fox's latest four add up to 96% Fox's coverage of TV homes stands at 96% with recent primary affiliation agreements in North Carolina and California. / 16

Few tickets punched for Turner Classic Movies Turner Broadcasting System Chairman Ted Turner isn't worried that TBS's sixth cable network, Turner Classic Movies, launched with about 1 million paying subscribers—much lower than the 17 million for Turner Network Television's launch. / 17



Program suppliers approve of Peter Tortorici's promotion to head of CBS Entertainment and expect a smooth transition. / 12

PROGRAMING

PPV's a crowd at cable conference

Executives from the telco, wireless and direct-broadcast satellite businesses were out in force at the fifth annual CTAM PPV Conference, and they weren't pulling punches. Competitive issues aside, the annual gathering featured many of the usual debates, including the ongoing bickering over revenue splits. / 18

'Dateline NBC' goes twice weekly

Buoyed by the results of twice-weekly editions of *Dateline NBC* earlier this month, the network has committed to Tuesday- and Thursday-night runs of its first successful prime time magazine for the summer. / 19



Twice-weekly 'Dateline' will team with Court TV to produce a series of stories on legal issues. / 19

Columbia TriStar fine-tunes

A new corporate structure for Columbia TriStar Television confirms the independence of TriStar Television and Columbia Pictures Television as production

units, and creates a top programming position for executive Helene Michaels. / 20

CNN on demand in Orlando

CNN will be the primary supplier of programming for the news-on-demand portion of Time Warner's Orlando, Fla., test of its Full Service Network. It will be one of several interactive and news-on-demand tests in which CNN will participate. / 20

Searching for info highway timetable

Most of the speakers at "The Big Picture" conference in New York painted rosy scenarios of when the information superhighway will arrive. But Harvey Weinstein, co-chairman of Miramax Films, says all the talk about 500 channels is a "pipe dream." / 21

COVER STORY

Hearst's new-media makeover

Hearst Corp. is positioning itself for the future by diversifying into new communications areas, streamlining, and recruiting a media czar. In an interview, Hearst Chief Executive Officer Frank Bennack discusses how he is extending his company's reach into the media future. / 24

"Video dialtone will lead to 'the sunny uplands of competition.'"
—FCC Chairman Reed Hundt

APRIL 18, 1994

Sikes leads company into multimedia

Al Sikes, president, Hearst New Media and Technology, is exploring broadband TV networks, on-line information services and CD-ROM. Hearst's first CD-ROM titles and on-line services should be on the market this year. / 28

RADIO

AP launching 24-hour news service

The Associated Press, the world's largest newsgathering organization, is increasing its radio presence with a 24-hour, commercial-free, all-news radio network. Originating from Washington, the service will offer hour-long live news reports with business, sports, entertainment and weather features. The turnkey programming will be provided to stations for a cash fee based on market size. / 30



AP All News Radio bills itself as an alternative for stations unable to afford production of their own 24-hour news format. / 30

CPB fetes radio excellence

The Corporation for Public Broadcasting has honored 21 public radio productions for excellence. The winning programs from 1993 were selected from more than 230 entries. / 30

BUSINESS

CBS profits up; execs rewarded

CBS reported a 64% jump in operating income for the first quarter of this year. Meanwhile, its annual shareholder proxy statement shows top executives earned as



On the Cover:

With Frank Bennack at the helm, Hearst Corp. is meeting the electronic future head-on. "The superhighway," he says, "will extend and enhance [existing] businesses rather than eliminate or obviate them." Cover photo by Thomas Sobolik/Black Star / 24

much as \$7.8 million in 1993. That was outgoing Entertainment Division President Jeff Sagansky's salary and bonus. / 33

WASHINGTON

Antiabortion campaign ads resurface at FCC

For the second time in two months, graphic antiabortion ads have caused a flood of viewer complaints to the FCC and renewed pressure on the commission to act on a two-year-old political broadcasting proceeding. The issue may come to a vote this week. / 36



A congressional candidate's ads show children in a graveyard and purport to show aborted fetuses. / 36

Sports migration: reversing field?

The nation's major sports leagues and cable networks tell the FCC that not all sports programming is migrating from broadcast television to cable. Actually, in recent months, migration has returned sports programming to broadcast from cable, they say. / 37

Cable rules chill deals, Barrett says

Continuing his criticism of the FCC's new cable rules, Commissioner Andrew Barrett has told cable and advertising executives in New York that the 17% rate rollback would stymie cable's growth, at least temporarily. / 37

AD/MARKETING

Rubbing shoulders at CAB

With the advent of a more consumer-driven media marketplace, advertisers are concerned about using the developing interactive technologies to effectively reach consumers. Cable operators and programmers also are wrangling with the word "interactive" and how they can be first to have the capability to attract both viewers and ad dollars. / 39

TECHNOLOGY

Disk camera bandwagon picks up speed

BTS Broadcast Television Systems Inc. plans to enter the disk-based camera race. Initially a naysayer of disk-based image capture technology, the company now believes the next generation of disk drives will render the cameras a practical idea. / 40

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Hundt has dialtone on fast track

Chairman says speeding up application process will result in more video competition

By Christopher Stern

FCC Chairman Reed Hundt is not waiting for legislation to move forward on the information superhighway.

With the backing of Commissioners Andrew Barrett and James Quello, Hundt says he is speeding up the processing of video dialtone applications to put telephone companies in the video business sooner rather than later.

Video dialtone will lead to "the sunny uplands of competition," says Hundt. And competition is what Congress, consumers and the cable industry are looking for, says Hundt.

"When there is 'effective competition,' there won't be rate regulation for cable," says Hundt. "That's something the cable industry will welcome."

Hundt says he has "reallocated resources" to improve processing and expects "some movement" on the 17 pending applications in the next few months.

"We regard the introduction of competition in the video delivery business as essential."

One FCC official said the process will naturally speed up as precedents are established on recurring issues such as cross-subsidization, programing affiliations and system capacity.

The video dialtone rules allow telephone companies into the video business, but require that they open their facilities to other users on a nondiscriminatory basis. The rules exempt video dialtone providers from municipal regulation.

Cable opposes video dialtone, argu-



Reed Hundt

ing that it gives the telcos unfair advantages. In particular, cable complains that the telcos will build their video networks with revenue from regular telephone subscribers.

"Fundamentally, its nature is ripe with cross-subsidy problems," says Patrick McCall, president of the New Jersey Cable Television Association.

Another underlying objection of the cable industry is that the FCC regulates its business much more closely than it has proposed to regulate the telco's.

Cable operators have opposed most, if not all, of the pending video dialtone applications at the FCC. Cable and municipalities have challenged the video dialtone rules in federal court.

"In our view a lot of [cable] objections are meant to delay the introduction of competition for the cable companies," says Frank Gunter, managing director of federal regulatory affairs for NYNEX. The debate over cross-subsidization, which has delayed application processing, would be more properly addressed when the telcos file for tariffs for their services.

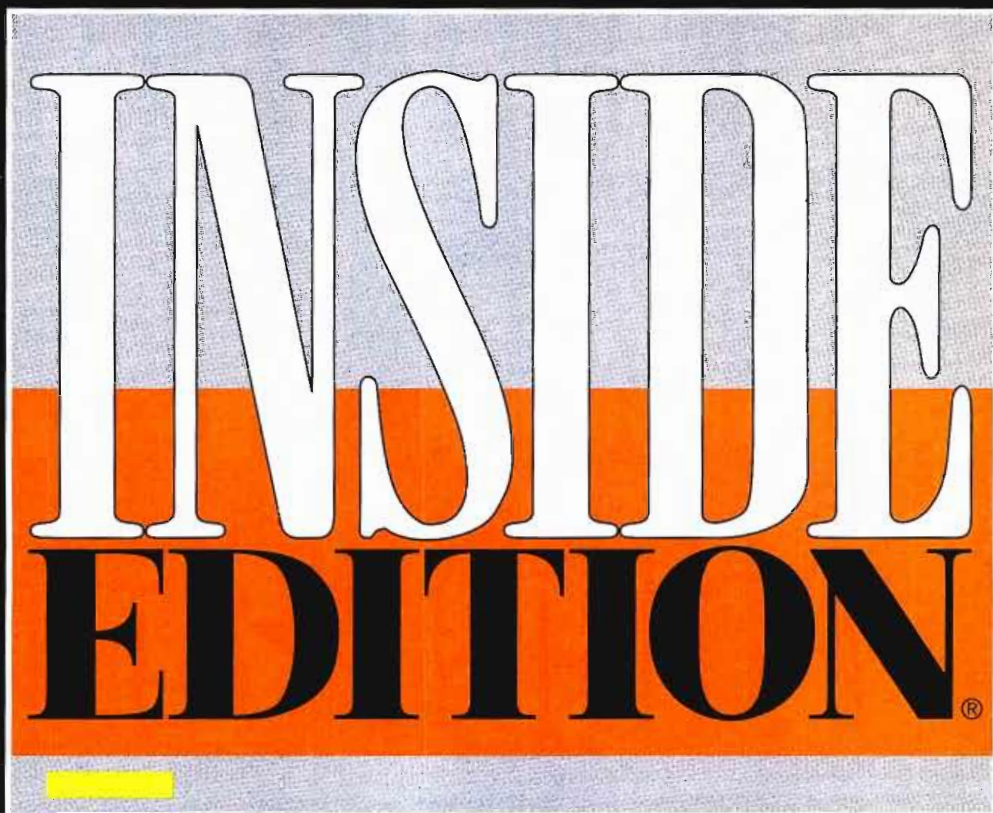
Hundt says the agency will work through the cable industry's objections. "We are absolutely committed to resolving the tough issues that the industries have raised." But, he adds, "we regard the introduction of competition in the video delivery business as essential."

Video dialtone applications at the FCC

APPLICANT	LOCATION	HOMES	STATUS
1) Bell Atlantic	Arlington, VA	2,000	Approved March 25, 1993
2) NYNEX	New York	2,500	Approved June 29, 1993.
3) SNET	West Hartford, CT	1,500	Approved Nov. 12, 1993.
4) US West	Omaha, NE	62,500	Approved Dec. 22, 1993.
5) Rochester Telephone	Rochester, NY	120	Approved March 25, 1994.
6) NJ Bell Telephone	Florham Park, NJ	11,700	Pending
7) NJ Bell Telephone	Dover Township, NJ	38,000	Pending
8) Bell Atlantic	MD and VA suburbs of DC	300,000	Pending
9) Pacific Bell	Orange County, CA	210,000	Pending
10) Pacific Bell	South San Francisco	490,000	Pending
11) Pacific Bell	Los Angeles	360,000	Pending
12) Pacific Bell	San Diego	250,000	Pending
13) US West	Denver	300,000	Pending
14) US West	Portland, OR	132,000	Pending
15) US West	Minneapolis-St. Paul	292,000	Pending
16) Ameritech	Detroit	232,000	Pending
17) Ameritech	Columbus/Cleveland	262,000	Pending
18) Ameritech	Indianapolis	115,000	Pending
19) Ameritech	Chicago	501,000	Pending
20) Ameritech	Milwaukee	146,000	Pending
21) US West	Boise, ID	90,000	Pending
22) US West	Salt Lake City	160,000	Pending

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ABC takes 'The Stand' for May sweeps.

Networks mix it up for May

From Stephen King to Bob Hope, sweeps ammo runs gamut

By David Tobenkin

Miniserries ripped from the pages of yesterday's newspapers, blockbuster theatricals, gala all-star specials, even scratch-and-sniff cards and 3-D glasses. Yep. It's sweeps time again.

Miniserries based on horror scribe Stephen King's *The Stand* and the Menendez courtroom saga, broadcast premieres of "Cape Fear," "Terminator 2: Judgment Day" and "City Slickers" and an interactive sitcom "event" are some of the broadcast networks' big programming bets for May. The following is a look at their lineups.

ABC

The Stand may be the single most anticipated program of the month. The four-night, eight-hour miniseries boasts a cast that includes Molly Ringwald, Laura San Giacomo and Rob Lowe and airs May 8-12, 9-11 p.m. "This should do very well," said Jack Deitchman, senior vice president and director of broadcast programming at Ogilvy & Mather. "ABC's miniserries last year based on King's 'Tommyknockers' did well, and 'The Stand' is an even more popular book."

Disney's action-adventure "The Rocketeer" will air May 7, 8-10 p.m. Arnold Schwarzenegger-starring "Terminator 2: Judgment Day," will air

May 15, 9-11:50 p.m. Another box office titan, "City Slickers" starring Billy Crystal, will air May 22, 8:30-11.

First-run TV movies include *Columbo: Undercover*, with Peter Falk matching wits with guest stars Ed Begley Jr. and Tyne Daly (May 2, 9-11 p.m.); *State of Terror*, the story of a woman with a contract out on her life, starring Rosanna Arquette and Scott Bakula (May 16, 9-11 p.m.); *MacGyver: Lost Treasure of Atlantis* (May 21, 9-11 p.m.), and Academy Award-winner Sissy Spacek making a rare TV appearance in *A Place for Annie*, a Hallmark Hall of Fame presentation about a nurse raising an HIV-positive newborn (May 1, 9-11 p.m.).

Specials include coverage of the Kentucky Derby (May 7, 4:30-6 p.m.) and the Preakness (May 21, 4:30-6 p.m.); ABC's 40th Anniversary Special, featuring programs, milestones and network stars (May 14, 8-10 p.m.); *Before They Were Stars*, a look at today's stars' earliest performances (May 15, 8-9 p.m.); a *Coach* retrospective (May 23, 8-9 p.m.), and *Sesame Street's 25th Birthday Celebration* (May 18, 8-9 p.m.).

CBS

Leading CBS's charge are two 4-hour miniserries, led by *Menendez: A Killing in Beverly Hills*, starring Edward

James Olmos and Beverly D'Angelo (May 24, 25, 9-11 p.m.). The other miniseries is *The Oldest Living Confederate Widow Tells All*, with Diane Lane, Donald Sutherland, Cicely Tyson and Anne Bancroft, May 1, 3, 9-11 p.m.

TV movie highlights include *My Breast*, starring Meredith Baxter as a woman fighting a stormy relationship and breast cancer (May 15, 9-11 p.m.), and *Twilight Zone: Rod Serling's Lost Classics*.

Specials include three retrospectives: *David Copperfield: 15 Years of Magic* (May 12, 8-10 p.m.); *Carol Burnett The Special Years*, featuring clips from past specials (May 20, 10-11 p.m.); *The Dick Van Dyke Special* (May 23, 8-9 p.m.); the 1994 Miss Universe Pageant (May 20, 8-10 p.m.), and a CBS Sports Artistry on Ice figure skating exhibition featuring Olympic silver medalist Nancy Kerrigan and other top skaters (May 7, 9-11 p.m.).

NBC

NBC will boast its own Nancy Kerrigan, but this one an actress playing the role of the skater in *Tonya and Nancy: The Inside Story* (April 30, 8-10 p.m.). NBC's ammo for the month also includes *MacShayne: Final Roll of the Dice*, starring Kenny Rogers and Maria Conchita Alonso in the second installment of this contemporary mystery movie franchise (April 29, 9-11 p.m.); *Tears and Laughter: The Joan and Melissa Rivers Story*, tracing the story of Rivers and her daughter following the suicide of Joan's husband (May 15, 9-11 p.m.); *The Substitute Wife*, starring Farrah Fawcett and Peter Weller (May 23, 9-11 p.m.), and *Roommates*, with Eric Stolz and Randy Quaid as two roommates suffering from AIDS (May 30, 9-11).

Hope springs eternal on the network. Bob, that is. The comedian hosts *Bob Hope's Birthday Memories* (May 14, 8-10 p.m.) and *Bob Hope's Young Comedians Making America Laugh* (May 21, 8-9 p.m.). Other specials are *The 29th Annual Academy of Country Music Awards* (May 3, 8-11 p.m.); *This Is Garth Brooks, Too!* (May 6, 8-9 p.m.), and *Angels: The Mysterious Messengers* (May 24, 8-10).

Highly anticipated among NBC's theatrical features is "Cape Fear" starring Robert De Niro and Nick Nolte in the Martin Scorsese thriller (May 1, 9-

Continued on page 17

STILL THE KING OF THE HILL!



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*NSI SNAP Feb. 1994 (Sun.-Sat. 6am-2am)



Tortorici replacing Sagansky at CBS

New head of CBS Entertainment announces three appointments

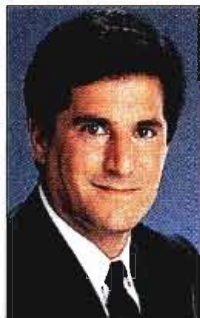
By Steve Coe

Confirming recent speculation, CBS said last Thursday that Jeff Sagansky, president of CBS Entertainment since 1990, is leaving at the end of the fall scheduling process. Peter Tortorici, executive vice president of CBS Entertainment, will assume the top post.

"We made the deal with Peter months ago," said Howard Stringer, president, CBS/Broadcast Group. "The only question was whether Jeff would take a job with broader and more challenging responsibilities. I don't think he was convinced it would be as challenging and broad as he wanted. And I didn't agree with him on that," he joked, "but we wanted him to stay." Stringer also said he hasn't given up trying to convince Sagansky to stay: "I haven't said goodbye yet."

Tortorici immediately put his new team in place by announcing three appointments within the division, including Larry Sanitsky of independent production company Konigsberg/Sanitsky Co. as executive vice president and second-in-command.

Additionally, David Himelfarb, now with Witt-Thomas Productions, will join the network as vice president, comedy development, replacing



Peter Tortorici



Jeff Sagansky

Tim Flack, who moves to creative affairs as vice president. Steve Warner, vice president, program planning, has been bumped up to senior vice president, program planning, with responsibility for scheduling and current programming. Sanitsky's appointment is effective on May 1 and Himelfarb joins the company on June 1.

The network soon may have to fill the top drama development position now occupied by Jonathan Levin. According to sources, the CBS veteran has been shown some interest by program suppliers, including Spelling Productions, and is considering a move.

Typically, changes at the top of a network's entertainment division are met with trepidation among members of the Hollywood creative communi-

ty. However, the news out of Television City last week was greeted with approval by program suppliers. When asked if Tortorici's appointment might cause him some hesitation in bringing projects to the network in the future, Peter Roth, president, Twentieth Television, said, "Not in the slightest. Peter has been an extraordinary asset to the process in the past. He's insightful and sensitive to the process and to the creative community."

Paul Witt, of Witt-Thomas Productions, said the transition "should be a smooth one. Both of them worked so well together, there was never any clear dividing line between number one and number two."

Sagansky leaves CBS after four-and-a-half years in the job and three successive first-place finishes. "I don't have anything specific in mind," he said regarding his next job. "I haven't really started looking very hard." He said he considered staying with CBS, "but I did the job for five years, and I wanted to be in a job with more on-line responsibilities. I may try something else in the entertainment industry."

Although the Sagansky era saw the network rise from third to first in prime time and in late night, the entertainment division's track record in developing series has been mixed. Sagansky was credited with many of the shows that powered CBS's ascent; however, his predecessor, Kim LeMasters, was responsible for many of the network's current hits, including the successful Monday night lineup. *Murphy Brown* was already on the schedule in 1990, as were *Major Dad* and *Designing Women*. *Northern Exposure* and *Evening Shade* were in development. *Rescue: 911*, *60 Minutes* and *Murder, She Wrote* were also on the schedule.

Stringer acknowledged the network's difficulties in development, especially with comedies. "We've been very strong in drama, and it has been tough in comedies." Stringer credited Sagansky with "sending clear and strong signals out to the Hollywood community." Among the talent attracted through Sagansky were David E. Kelley (*Picket Fences*), Rob Reiner, Carsey-Werner and Tom and Roseanne Arnold. ■

USA's Kenin to head CBS Sports

Dave Kenin, executive vice president and director of programming, USA Networks, was tapped last week by CBS to become president of its sports division. Kenin replaces Neal Pilson, who was shifted to senior vice president, CBS/Broadcast Group, last month.

The sports unit has had its ups and downs during the past few years. Generally praised for its effort in putting on the past two winter Olympics, the division has lost several key franchises, including Major League Baseball and the National Football Conference.

A CBS official confirmed the network had been talking to Kenin on and off for a year. Kenin has been with USA Networks since 1982, most recently overseeing all programming activity for USA and the Sci-Fi Channel. Before that, he held a string of program and production posts at TV stations. He began his career at CBS News in 1968, later moving into a CBS corporate planning unit and then into the owned-stations division.

There is no replacement yet for Kenin at USA. On an interim basis, the programming heads at USA and Sci-Fi, Neil Hoffman and Barry Schulman, respectively, will report directly to USA Networks chief Kay Koplovitz. —SM



Dave Kenin

Dole questions FCC's regulatory prowess

The FCC can't be trusted to regulate the information superhighway, says Senate Minority Leader Robert Dole.

"I must question the Congress's judgment when it considers granting the FCC greater regulatory control of the communications industry, especially when the FCC doesn't seem to realize that it dropped the ball with the implementation of the Cable TV Act," the Kansas Republican said in a statement released last week.

Legislation now pending in the House and Senate would permit telephone and cable companies to compete with each other, subject to FCC regulation.

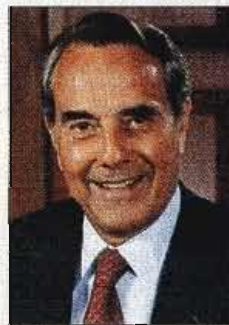
The Senate bill is the "most comprehensive communications measure in the last 60 years," Dole said. "Its regulatory requirements are far more numerous and far more complex than the Cable TV Act's. And we all know what a fiasco the Cable Act has become. But I assure you it will look like child's play if we decide to expand the FCC's authority."

Dole, one of the Senate Republicans who opposed the cable bill, criticized the FCC's implementing rules for the paperwork burden they impose and for regulating more cable systems than he believes Congress intended.

Dole scolded FCC Chairman Reed Hundt for dismissing the notion that the cable regulations have scuttled telephone-cable mergers and harmed cable operators' ability to borrow money and expand their systems.

"If Chairman Hundt does not want to believe these facts, that is his prerogative," Dole says. "But I can assure him that these deals are not being called off just to embarrass him."

—HAJ



Robert Dole

Hill may not get to info highway this year

RBOC opposition and time may force delay in consideration of legislation

By Kim McAvoy

What once seemed a certainty—passage of so-called information superhighway legislation this year—is now in serious doubt.

With the congressional clock ticking, the big telephone companies oppose the Senate legislation as now written and are losing interest in the House companions.

Even lawmakers may not be as eager to move a bill. The collapse of the Bell Atlantic/Tele-Communications Inc. and Southwestern Bell-Cox deals has "taken the pressure off," one source says. "Members [of Congress] no longer fear they'll be left out of it. They don't feel they have to go so fast and do it this session."

"There are lots of problems" with the Senate bill, authored by Commerce Committee Chairman Ernest Hollings (D-S.C.), says BellSouth spokesman Bill McCloskey.

"Our position has been that if it's not changed appreciably, we will not be able to support it," McCloskey says. Among other things, the Bell companies hope Hollings will modify the measure to allow them to enter the long-distance business, he says.

The United States Telephone Association has circulated a package of amendments in the Senate that would drastically alter Hollings's bill.

Observers on and off the Hill agree that time is running out. "The window

is rapidly closing," one telecommunications lobbyist says. "If the House doesn't act by Memorial Day and the Senate hasn't kicked it out by early July, then it's pretty much curtains."

Senate Minority Leader Robert Dole (R-Kan.) last week asked his colleagues to reconsider their support for the Senate bill in light of the power it would give the FCC (see box). The agency's implementation of the 1992 Cable Act has been a "fiasco," he said.

Senate insiders think Majority Leader George Mitchell (D-Me.) will let S. 1822 go forward as long as it does not interfere with the Senate's work on health care later this year. But the Commerce Committee is not moving quickly. It plans to hold three or four more hearings, which have not been scheduled.

"Given the congressional calendar, there's not a lot of time," a committee aide says. Hollings and Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) are tied up with their duties as chairmen of key appropriations subcommittees, but are trying to find time to convene the hearings, the aide says.

The Senate hearings were delayed in March because of the debate over the National Competitiveness Act, which would help fund the development of new technology. That debate may have "ruptured" relations

between Hollings and the committee's ranking Republican, John Danforth of Missouri, observers say. "It got extremely personal," one source says.

Telecommunications lobbyists now wonder whether the two will patch things up enough to move S. 1822.

Despite these obstacles, committee staff members remain optimistic. "It is certainly a big task to get it done, but Hollings is interested in moving it along," one says.

In the House, Commerce Committee Chairman John Dingell (D-Mich.) may have the best shot at getting a bill through. His measure, H.R. 3626, which is co-sponsored by Judiciary Committee Chairman Jack Brooks (D-Tex.), would pave the way for the regional Bell operating companies to enter the long-distance telephone business and manufacture telecommunications equipment. It also would establish ground rules for electronic publishing.

Telco sources also are indicating their dissatisfaction with H.R. 3636, the Markey-Fields bill, saying it has become too regulatory for them to swallow. BellSouth's McCloskey says the measure places all sorts of requirements on telcos entering the cable business. But, McCloskey says, it allows cable into the telephone business without any regulations. "It doesn't provide for what we call 'competitive equity.'"

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CAN WE SHOP.....	0.9

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JANE WHITNEY
JOAN RIVERS

NTI HH RTGS 1/31-2/27/94

LOCAL MARKET SUCCESS VS. TALK

NY / WWOR MF 4-5P

- 5/10 HH Rtg/Sh
- Ties Donahue head to head DMA TW, W18-49, W25-54 ratings.

LA / KCBS MF 9-10A

- 3/12 HH Rtg/Sh beats Jane Whitney, Vicki, Sally Jesse, Ricki Lake, Jerry Springer, Jenny Jones, Montel Williams and Leeza.

PHIL / WCAU MF 10-11A

- 5/16 HH Rtg/Sh
- Tops Rolanda, Rush Limbaugh, Geraldo and Bertice Berry.

DALLAS / KXAS MF 12:30-1P

- 6/15 HH Rtg/Sh higher than Vicki, Ricki, Bertice, Jenny and Montel; ties Regis & Kathie Lee, and Maury.

Source: Feb. '94 NSI

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FAMILY
FEUD

Fox's latest four add up to 96%

Affiliate campaign showing results in California, N.C.

By Steve McClellan

Ninety-six percent and counting. That's where Fox's coverage of TV homes stands with recent primary and secondary affiliations.

The most recent deals, announced late last week, are four new primary affiliations: WKATV Wilmington and WFAY-TV Fayetteville, both North Carolina, and KECY-TV El Centro and low power K40DB-TV Palm Springs, both California. Since December 1993 when it made the winning bid for the broadcast rights to National Football Conference games, Fox has waged an aggressive campaign to win more and more affiliates.

WKAT and KECY-TV are CBS affiliates. The day before Fox announced they had signed on, CBS gave the stations six-month cancellation notices. K40DB-TV had been a KECY-TV satellite. WFAY is an independent station. All are owned principally by Robinson O. Everett.

The California and Wilmington deals were concluded after CBS and Everett failed to come to terms. CBS's spin: The stations were marginal affiliates that weren't worth keeping. Everett's spin: Fox's terms were just too good to pass up. But the switch "is



General Manager Lydia Sandifer (second row, fourth from left) joins FBC Chairman Lucie Salhany (second row, third from left), New Orleans Saints cheerleaders and Fox celebrities Homer Simpson (top left), Bart Simpson (right), Andrew Shue of 'Melrose Place' (third row, left), John Walsh of 'America's Most Wanted' (second row, second from left), Bruce Campbell of 'The Adventures of Brisco County Jr.' (top row, right) and John Henton of 'Living Single' (top row, second from right) to celebrate the switch from ABC to Fox of KARD-TV Monroe, La.

not something we're doing lightly," Everett says. "We just figure we can make more money with Fox and fill a vacancy in the markets around us."

Among Everett's demands to remain with CBS, confirmed by both sides, were a sizable increase in compensation for the Wilmington outlet and primary affiliate status for the group's Palm Springs effort.

But CBS already had what it considers full coverage of the Palm Springs market with its owned West Coast station, KCBS-TV Los Angeles. And Everett was unwilling to get back into local news in any of its CBS markets, a condition put on the table by

CBS as a prerequisite to consideration of the owner's other demands.

"We had done news before and ran into a problem with it and went in a counterprogramming direction," Everett says. "It just seemed if we tried it again, we'd run a strong risk of not achieving what either of us wanted."

On the secondary affiliation front, Fox has made much more progress with ABC than with CBS. Only one CBS affiliate, WSBT-TV South Bend, Ind., has confirmed a deal to carry Fox's National Football League package, starting in August.

In a letter last week to FCC Chairman Reed Hundt, Fox Executive Vice President Preston Padden reported on 15 recent secondary affiliation agreements between Fox and ABC affiliates (see chart). ABC affiliate relations head George Newi said he and his staff were informed of the secondary affiliations just last week by all but two of the stations. Those two had notified ABC the week before. The network was "very disappointed with those 15 affiliates," Newi said. But whether the network will yank baseball—including this year's World Series—will depend in part on how Fox schedules its NFL telecasts.

"Some affiliates have told us they will pre-empt Fox's football in order to accommodate baseball coverage," Newi said.

Fox's growing family

New full-time affiliates: KCVU-TV Chico-Redding, Calif.; KBVU-TV Eureka, Calif.; K47DF-TV Corpus Christi, Tex. (low power); KTVG-TV Grand Island, Neb.; WPGA-TV Macon, Ga.; KMOV-TV Medford, Ore.; KARD-TV Monroe, La. (former ABC affiliate) WSFX-TV Wilmington, N.C. (former CBS affiliate WKAT-TV); KECY-TV El Centro-Yuma, Calif. (former CBS affiliate) K40DB-TV Palm Springs, Calif. (low power, former CBS affiliate); WFAY-TV Fayetteville, N.C.

New secondary affiliates: KSVI-TV Billings, Mont. (ABC); WDBO-TV Duluth, Minn. (ABC); WHSV-TV Harrisonburg, Va. (ABC); KHGI-TV Lincoln-Hastings-Kearney, Neb., and satellites KWNB-TV and KSNB-TV (ABC); WLUC-TV Marquette, Mich. (ABC); WTOK-TV Meridian, Miss. (ABC); KOTA-TV Rapid City, S.D., and satellites KHSD-TV, KSGW-TV and KDUH-TV (ABC); KAAL-TV Rochester, Minn. (ABC); WSBT-TV South Bend-Elkhart, Ind. (CBS); WWTI-TV Watertown, N.Y. (ABC); WYTV-TV Youngstown, Ohio (ABC); KKVU-TV Twin Falls, Idaho (ABC); KFBB-TV Great Falls, Mont. (ABC)

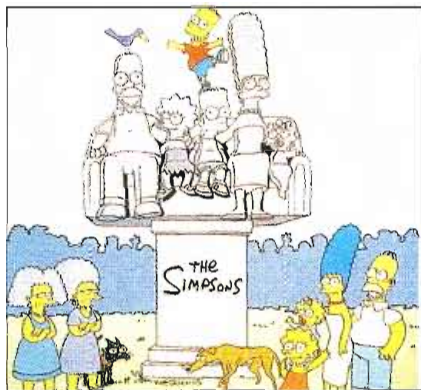
May sweeps

continued from page 10

11:40 p.m.). Other theatricals include "Thelma and Louise," with Geena Davis and Susan Sarandon (May 8, 9-11:30 p.m.), and "Final Analysis," with Richard Gere and Kim Basinger (May 16, 8:30-11 p.m.).

FOX

Fox will highlight the month with a two-night interactive event, Fox-O-Rama, hosted by Ed O'Neill (May 8-9, 8-10 p.m.). *Martin* will ask viewers to submit videotapes of themselves impersonating his oversexed neighbor, with the best impersonations to air at the end of the broadcast. *Living Single* and *Married...With Children* will use scratch-and-sniff cards and 3-D glass-



'The Simpsons' celebrate their 100th episode during the sweeps

es—available at 6,000 participating 7-Eleven stores—to add an interactive element. *The George Carlin Show* will feature Carlin reading his favorite viewer gripes. Fox's May 9 premiere of movie "Revenge of the Nerds IV: Nerds in Love," 8-10 p.m., also will be featured with 3-D glasses and sniff cards.

Fox will salute *The Simpsons'* 100th episode with a special on-air celebration (April 28, 8 p.m.). A repeat of the series' premiere will air at 8:30-9 p.m., pre-empting *The Sinbad Show*.

In addition to "Revenge of the Nerds," Fox movie broadcast premieres include Tom Selleck in "Mr. Baseball," May 16, 8-10 p.m., and Daryl Hannah in "Attack of the 50 Ft. Woman," May 23, 8-10 p.m.

Tales from the Crypt, Fox's late-night horror series, will be broadcast in prime time on Tuesday nights at 9-10 throughout May. Tom Hanks and Michael J. Fox direct episodes of the series. ■

CBS hits triple in prime time

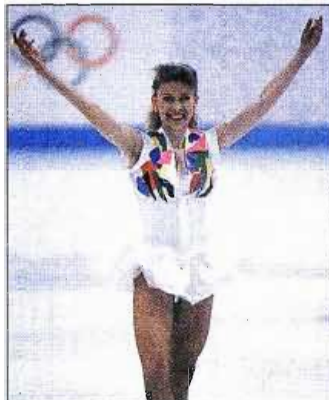
Network wins third consecutive season

By Steve Coe

Chalk up another prime time season win for CBS, its third in a row. For the 1993-94 season ended Sunday, April 17, the network is expected to finish one-and-a-half rating points ahead of second-place ABC.

CBS's win was powered by its continued strength on Monday night, gains made on Friday and Saturday and the seemingly unsailable Sunday night lineup. In addition, the network was boosted to record heights by 16 nights of winter Olympics. Even without the games from Lillehammer, the network would have captured the season, although by a much smaller margin.

In comparing series strength, especially new series, ABC finished the season on top. ABC's new fall series averaged an 11.8 rating versus CBS's 10.5. NBC's fall shows averaged a 9.2, and Fox's rookies pulled in a 6.2. ABC also had the number-one new shows among adults 18-49; *Grace Under Fire* and *NYPD Blue*



Olympic boost for CBS



'Grace' is new hit for ABC

were the season's top-rated new comedy and drama, respectively, and along with ABC's other new comedy, *Phenom*, were three of the five top-rated new fall shows. CBS's *Dave's World* and NBC's *Frasier* rounded out the list.

Fox comedy *Living Single* ranked as the seventh-highest-rated new show of the season among adults 18-49; paired with *Martin* in the Sunday 8-9 time slot, it beat ABC's *Superman* and NBC's *seaQuest* for the past six weeks. Overall, Fox's new shows were up 42% among adults 18-49 versus its new shows in the 1992-93 season. Fox's year-to-year growth in new show performance was better than that of any other network. ■

Few tickets for Turner Classic Movies

Turner Broadcasting System's sixth cable network, Turner Classic Movies, launched on Thursday with about 1 million paying subscribers, according to TBS Chairman Ted Turner. That number is much lower than the 17 million signed on for the 1988 launch of Turner Network Television and is even lower than the 2 million subscribers on board for the 1992 launch of The Cartoon Network.

"That doesn't worry me at all," said Turner, noting the relatively low subscriber numbers for the 1976 launch of TBS (694,746) and the 1980 launch of CNN (1.7 million). Turner attributed TCM's relatively small subscriber launch number to limited channel capacity and a difficult regulatory environment. Turner said the new network, which will offer about 400 movies per month, will hit its break-even point of 2.5 million-3 million subscribers within six months. TCM is the first Turner network without commercial interruption; a small percentage of the movies on the network will be edited for content.

The service is available to C-band dish owners and cable subscribers in more than 100 cities, including Cincinnati and Huntsville, Ala. MSOs committed to launch the network, primarily on a tiered basis, include Adelphia, Century Communications, Comcast, Cox, C-TEC, Falcon, Intermedia, Rifkin, Times Mirror, Triax and Viacom. "We should have started it sooner, but better late than never," said Turner.

—RB

PPV's a crowd at cable conference

DBS, telco, wireless all make their presence felt at CTAM meeting

By Rich Brown

Never mind trying to figure out how to increase pay-per-view buy rates. Cable system operators attending the fifth annual CTAM PPV Conference in Orlando last week had to worry about gains being made by the competition.

Executives from the telco, wireless and direct-broadcast satellite businesses were out in full force at the show, and they weren't pulling punches.

"For you folks to worry about pay per view is like worrying what kind of wine to serve on the Titanic," said Lowell Hussey, chief operating officer at Cross Country Cable, a Riverside, Calif.-based wireless cable operator that had come to share its success story. Hussey said Cross Country has managed to sign 42,000 subscribers with its upstart wireless service, leveling subscriber growth at competing cable systems in the area and knocking down their margins from the high 40s to the low 30s.

Meanwhile, John Hildebrand of USA Video Corp. talked about his company's progress in supplying programing to the telcos. Last week, he said his company was installing its first video server for Rochester Telephone in upstate New York. And USA Video's plans to supply programing services to additional telcos Bell Atlantic and US West are clearing the final regulatory hurdles and should be up and running by July or August, he said. More than 4 million potential subscribers are represented by FCC applications filed by the telcos so far,



Brendan Clouston, TCI executive VP and COO, was among the executives addressing the CTAM crowd in Orlando.

Hildebrand said.

Still more competitors were present from the fledgling DBS industry, which, according to Primestar's Jeff Smith, has an overall business potential of \$5 billion-\$7 billion a year in retail revenues.

What was the cable industry making of all this competitive noise at their convention? Hussey's "Titanic" comment was met by uncomfortable silence. Hildebrand's progress report on the telcos drew at least a few soft hisses. And as for DBS: Some operators tried to put a positive spin on the situation by saying that the DBS industry's marketing of PPV likely would have a positive rub-off effect on the cable industry's own PPV business.

Competitive issues aside, the annual gathering featured many of the

usual debates, including the ongoing bickering over revenue splits. Some top PPV producers argued that the PPV category is not going to be able to expand beyond movies and sports unless changes are made in the revenue splits between producers and cable system operators.

Convention attendees agreed that concerts and other non-sports events are important to the growth of the category. But producers, like PolyGram Diversified Entertainment Vice President Jeff Rowland and Main Events president Dan Duva, say the traditional 50-50 revenue split is making it harder and harder to attract talent and to produce programing for PPV.

Indeed, there has already been fallout among producers of PPV events. World Concerts is among those that have dissolved, and Bertelsmann Music Group appears to be withdrawing somewhat from PPV.

"We're running out of gas," said Rowland of PolyGram, which has staged 12 PPV events and will present the "Woodstock '94" concert Aug. 13-14. "We can continue to create this programing but I'm not going to create it, at my risk, to help cable."

Duva says radio bad boy Howard Stern, whose New Year's Eve PPV special earlier this year shattered sales records for non-sports PPV events, is reluctant to host another PPV event when he can make much more money selling home videocassettes to his fans. Stern himself took in \$2 million for his New Year's Eve show, which grossed \$14 million.

Rowland says that PolyGram, which has locked up the PPV rights to the Broadway revival of "Damn Yankees," is reluctant to produce the event unless cable system operators are willing to share production costs.

Nevertheless, some in the industry say a dramatic change is unlikely.

"I've heard about a change in the splits for the revenues for eight years now, and I think it's a lost cause," says Bruce Karpas, president and COO, Reiss Media Enterprises, another PPV producer. "Let's try to find a way to

Turner forms PPV movie arm

Turner Broadcasting System, which already has gotten its feet wet in the PPV industry with its World Championship Wrestling operation, has formed a division to distribute Turner movie product to PPV. The new division, Turner Pay-Per-View, will handle all Turner Pictures and Castle Rock Entertainment movie product. A combined six Turner Pictures and Castle Rock titles will be available in 1994. Robert Friedman, president of New Line Television, will manage the division while continuing in his role at New Line. New Line, which provides 20 features to PPV each year, recently merged with Turner.

—RB

make it work in the existing economics."

PPV NFL on cable

The National Football League plans to offer a season package of games via PPV cable as soon as the industry has enough expanded channel capacity to carry the games, according to Ron Bernard, president, NFL Enterprises. The NFL last week unveiled a PPV season package—called NFL Sunday Ticket—that will be available to 3.3 million C-band dish owners and sports bars in the upcoming season.

Residential customers will pay \$100-\$150 for the package, which will feature games not appearing on network broadcast TV and will be spread over eight channels. Bernard says it is possible that cable system operators could offer the same package if they had the eight channels available to do so.

"It's not a question of 'if' it goes to

cable but 'when' it goes to cable," said Bernard.

Meanwhile, the NFL is negotiating with DBS supplier DIRECTV about a PPV package. At least for the upcoming season, says Bernard, the PPV games will be offered only to the C-band market.

PPV for Kids

The PPV industry is missing an opportunity by not targeting specific demographics, according to some.

"We have to program pay per view by daypart," said Tom Baxter, president, Comcast Cable. He advised that rather than follow the current path of running movies like "The Firm" in the 6 a.m. to noon block, cable system operators should deliver PPV product that might appeal to kids and other demographics that are strong in that time period. Kids, teens and seniors represent potential PPV niche markets, he said.

Similarly, Robert Friedman of New Line Television said there is potential for a *Family Hour* of PPV programming, where cable system operators could show edited versions of R-rated movies, like those shown on airplanes.

PPV projections

Pay-per-view revenue growth has been slow but steady in recent years. Some players say that industry growth could accelerate at a greater pace alongside technological advances.

Larry Gerbrandt of Paul Kagan Associates said the PPV business, which was about \$512 million in 1993, is expected to grow to \$2.5 billion by 1998. Roughly half of that \$2.5 billion will come from near-video-on-demand and video-on-demand offerings, he said. Looking further ahead, Gerbrandt said he is projecting a \$7.9 billion business by 2003. ■

***Dateline NBC* goes twice-weekly**

Will also produce legal stories with Court TV

By Steve McClellan

D*ateline NBC* will do double duty this summer. And it will get some help from Court TV.

Buoyed by the results of twice-weekly editions in the first two weeks of April, the network has committed to Tuesday and Thursday night runs of its first successful prime time magazine throughout the summer.

The Thursday summer run begins June 9. It will give the news division three prime time hours through the summer, including *Now with Tom Brokaw and Katie Couric* (Wednesday, 9 p.m.).

The network has been trying to expand the news division's presence in prime time, with one option being a magazine strip. No one at the network is saying that *Dateline's* expansion this summer is a first step toward that, but they don't rule it out either. "We'll be trying some different things this summer, pushing the envelope a little bit," says Neal Shapiro, *Dateline's* executive producer.

The week of April 4, the show climbed sharply in rating from Tuesday to Thursday. On Tuesday, it aver-

aged a 9.5/16 Nielsen rating/share, third behind *NYPD Blue* on ABC and a CBS movie. On Thursday's show, which included the second part of a report on credit card fraud, *Dateline* jumped to second place with a 12.2/21, still two points behind *Primetime Live* but well ahead of CBS's new hour detective drama *Traps*.

In a related development, the program will team with Court TV to produce a series of stories on legal issues that will air on *Dateline* and in a subsequent window on the cable channel.

The joint production agreement stems from a one-hour special the companies did earlier this year on the Menendez murder trial in California. The program received a respectable



NBC has committed to Tuesday and Thursday airings of 'Dateline' though the summer.

11.1/18 in the *Dateline* window Feb. 1. Shapiro said the *Dateline*-Court TV venture will produce several stories this summer, including one-hour specials and multiple-part series. ■

Columbia TriStar TV fine-tunes

TV divisions remain separate; top programing post created

By David Tobenkin

Columbia TriStar Television President Jon Feltheimer last week unveiled a corporate structure for the Sony Pictures Entertainment division that confirms the independence of TriStar Television (TST) and Columbia Pictures Television (CPT) as production units, but creates a top programing position for executive Helene Michaels.

Under the new structure, Michaels becomes executive vice president, programing, while Eric Tannenbaum and Jeff Wachtel—former executive vice presidents of series programing at TriStar Television and creative affairs at Columbia Pictures Television, respectively—will continue to oversee separate programing wings.

Michaels, former vice president of prime time series at TST, will oversee ongoing series, previously under Wachtel and Tannenbaum's watch. She also will oversee daytime programing, develop comedy and drama series for cable and syndication and create spin-offs from current series and classic shows from the Columbia TriStar library. Reporting to Michaels will be Jeanie Bradley, who moves from senior vice president of programing for CPT to an equivalent position at CTT. Jackie Lyons, previously vice president of creative affairs for TST, will move into vice president of programing for CTT and continues to report to Michaels.

Wachtel, whose new title is executive vice president, CPT, and Tannenbaum, now executive vice president, TST, will continue to oversee all creative activities in their respective divisions. They also will be involved in the day-to-day administrative areas of business and legal affairs, production, publicity, music and research.

Feltheimer, former president of

CNN on demand in Orlando

CNN will be the primary supplier of programing for the news-on-demand portion of Time Warner's Orlando test of its Full Service Network (FSN). Time owns 19.4% of CNN.

CNN Executive Vice President John Petrovich says the Time Warner project is one of several interactive and news-on-demand tests in which the network will participate. He says other test arrangements are in various stages of negotiation, with details to follow in the next couple of months. The confirmation of CNN's participation in the Time Warner test came after months of discussion.

FSN is set to launch in Orlando later this year. (Separately, at last week's pay-per-view conference in Orlando, Time Warner marketing vice president Bob Benya confirmed that *Sports Illustrated* was developing a sports-on-demand service, to be overseen by television division head Ted Shaker, and that HBO will develop an on-demand service as well.) CNN's role as supplier is a breakthrough on the content side of the news-on-demand portion of the test. "Walter Isaacson [editor of new media at Time Inc.] told me that we'll be the backbone for most of the news product," says Petrovich. As for the development of the on-demand package, Petrovich says, "They're holding the stick, and we're seated next to them observing and giving input. But we'll be entering other ventures where we'll drive it and let somebody else sit next to us."

Calling CNN "one of the great pioneers in the news business," Isaacson says it's "exciting to have them be the first to join us." —SM

TST, took the reins of a combined CPT and TST in February, in a move that prompted the exit of CPT President Scott Siegler.

The division's other executive vice president, Helen Verno, will expand her core duties overseeing movies and miniseries to include oversight of long-form projects from both the TST and the CPT pipelines. Deborah Service, vice president of movies and miniseries for CTT, will continue reporting to Verno.

Mindy Schultheis, former vice

president of comedy development for CPT, was named senior vice president, comedy development, CPT, and will continue to report to Wachtel. Michael Hanel, CPT's vice president of comedy development, will continue to report to Schultheis.

Jeff Kline and Sarah Timberman, respectively CPT's vice president and director of drama development, will continue to report to Wachtel. On the TriStar side, Steve Tann, manager of series programing, continues to report to Tannenbaum. ■

What's in store at KCET-TV

Noncommercial KCET-TV Los Angeles has entered into a partnership with Lakeshore Learning Materials and the venture capital firm Riordan, Lewis & Haden in the KCET-TV Store of Knowledge. The first of what the group hopes will be several stores in California opened last week in Glendale, in one of Southern California's largest malls.

Bill Kobin, president and chief executive officer, KCET-TV, said the idea for the store grew out of an overall station strategy of looking for new revenue sources to supplement grants and pledges. "We opened up a small storefront in front of the station a couple of years ago just to sell books and cassettes. It was amazing we did as well as we did considering we're so far off the path where most of the traffic is in Hollywood." KCET-TV, which put up no money for the venture, will promote the store on air and in its monthly magazine. Plans call for a second store to open this summer in Santa Monica, and a third is scheduled to open in Newport Beach. The partners are also in discussions to open a store in San Diego in conjunction with KPBS-TV there. —SM

Searching for an info highway timetable

By Mark Berniker

Ask leaders of the cable, telecommunications, computer and entertainment industries when the information superhighway will arrive in the homes of consumers, and you'll get a range of opinions.

Speaking at "The Big Picture" conference in New York sponsored by Wertheim Schroder & Co. and *Variety*, Frank Biondi, president of Viacom International, said that "within seven to 10 years" 60% of U.S. homes will have access to the information superhighway. Biondi said consumers will have greater choice in a multihundred-channel universe, and he is positioning the new Viacom/Paramount as one of the premiere content providers for the next-generation network.

Raymond W. Smith, chairman of Bell Atlantic, is perhaps the most bullish advocate of the information superhighway, which he admits has been reduced to a meaningless cliché.

But Smith said that the evolution toward "convergence" is well under way as fiber optics, microprocessors, digital servers and operating systems become integrated, making it possible

to deliver interactive services to televisions, personal computers, telephones and faxes in the home. Smith promised that Bell Atlantic will deliver broadband networks to more than 1

million customers within its operating region by the first quarter of 1996 and to the top 20 markets by 1998.

Brian Roberts, president of Comcast Corp., said he expects that the



Turner Home Entertainment and PBS have formed a joint venture to distribute PBS programming on home video. PBS will be responsible for acquiring titles, which will be marketed and distributed by Turner. The first two titles under the deal are Ken Burns's *The Civil War* (previously distributed by Pacific Arts) and his upcoming 20-hour PBS documentary, *Baseball*. The partners said they are creating a \$20 million co-production fund for production of programs that will be distributed by the new venture after they air on PBS and the Turner networks. Shown above: PBS President Ervin Duggan, Burns and Turner chief Ted Turner.

HEAD ENDINGS

Home on Lifetime

Hearst is bringing one of its franchise magazine titles, *Good Housekeeping*, to television. The weekly *Good Housekeeping* show, hosted by Dana Fleming and produced by Betsy Alexander, will debut on Lifetime, May 15, airing Sundays at 11:30 a.m. A home shopping segment will feature various products for the home.

Kinder, gentler PPV

The government's pressure on anti-violent TV programming is hitting home in the pay per view business. Viewer's Choice, the nation's largest PPV distributor with a total of 21.5 million addressable subscriptions, in May will introduce a monthly video promotion focusing on family programming available on the network. "Family programming

too often gets lost among the other choices on Pay Per View, and with these spots we hope to increase

awareness and buys for the G, PG and PG-13 titles," said Viewer's Choice's Leigh Olton. —RB



ESPN goes to extremes

ESPN and ESPN2 are planning a new breed of sports competition: the *Extreme Games*, scheduled for summer 1995. The games will be a week-long competition in such "extreme" sports as bungee jumping, inline skating and mountain biking. Shown at left: Chris Allum, chairman, North American Bungee Association Safety Standards and Accreditation, flanked by (l) Jack Weinert, executive director, The 1995 *Extreme Games*, and Steve Bornstein, president and CEO, ESPN.

arrival of the computer chip will be the driving force in accelerating the arrival of the interactive services in homes. Roberts said it will cost Comcast \$20-\$40 per home to deliver video on demand, at a total cost to the company of close to \$1 billion.

Roberts thinks the creation of the vaunted information superhighway may happen much faster than naysayers are forecasting.

Nathan Myhrvold, Microsoft's senior vice president of advanced

technology, told the audience that the rapid evolution of computer technology will have a major impact on everyone's business. He expects consumers will access different kinds of services on a range of devices; thus banking transactions may be done by computer, whereas movie viewing will be on television.

While most of the speakers painted rosy scenarios of when the information superhighway will arrive, Harvey Weinstein, co-chairman of Miramax

Films, said he thinks all the talk about 500 channels is a "pipe dream" and that in the end it will be "boring."

But Joel Silver, producer of many recent Hollywood action thrillers, said he is not afraid of a 500-channel future, and added that he thinks the real question is how much money is to be made from delivering movies and other programs to consumers with access to rapidly evolving technologies and ever-expanding bandwidth in their homes. ■

SYNDICATION MARKETPLACE

Superhuman clearances

New kids syndicated strip Superhuman Samurai Syber-Squad has cleared 18 of the top 20 markets and 71% of the country for its fall 1994-95 launch, according to distributor All American Television and producer DIC Entertainment. Additional stations airing the show include WGRZ-TV Buffalo; KSTU(TV) Salt Lake City; KASN-TV Little Rock; KOCR-TV Cedar Rapids; WPHL-TV Philadelphia; WLVI(TV) Boston; KTXA-TV Dallas; KTXH-TV Houston; WUAB-TV Cleveland; KLGT-TV Minneapolis; WDZL-TV

Miami, and KFCH-TV Sacramento. The half-hour, live-action show debuts in September and stars Matthew Lawrence, who appeared in "Mrs. Doubtfire" and is the sibling of *Blossom* star Joey Lawrence.

Game's afoot

According to syndicator Paramount Television Group, the new, nightly version of *The Price Is Right* is cleared in 91 markets covering 67% of the country, including nine of the top 10 markets. It will debut on WWOR-TV New York in early

fringe; KNBC-TV Los Angeles in access; WBBM-TV Chicago in early fringe, and KTVU(TV) San Francisco in access. Additional top-10 stations carrying the half-hour show include WTXF-TV Philadelphia; WDCA-TV Washington; KXAS-TV Dallas; WKBD-TV Detroit, and KTXH-TV Houston.

More NFL for Fox

Twentieth Domestic Television has announced an exclusive agreement with NFL Films to syndicate its *This Is the NFL* series, its annual one-hour specials and other football programming.

The shows will be marketed domestically, internationally and to basic cable outlets. In addition to *This Is the NFL*, a weekly show covering the National Football League's season that will have a 26-week window, the deal includes *NFL Update* and the "Road to the Super Bowl" special.

Another day in court

New Line Television is set for a second season of its *Court TV: Inside America's Courts* in 1994-95, after renewing the syndicated show in more than 70% of the country, say New Line officials. The weekly late-night program has been renewed in 19 of the top 20 markets, with time period and station upgrades in Los Angeles, Chicago, Boston, Dallas, Minneapolis, Baltimore and Kansas City. The show's 2.7 national Nielsen rating makes it one of the top new weekly half-hour shows launched this year. —DT

Top cable shows and nets

Following are the top 15 basic cable programs (Apr. 4-10), ranked by households tuning in. The cable-network ratings are percentages of the total households each network reaches. The U.S. ratings are percentages of the 94.2 million households with TV sets. Source: Nielsen Media Research.

Program	Network	Time (ET)	HHs. (000)	Rating Cable	U.S.
1. <i>Murder, She Wrote</i>	USA	Mon 8:00p	2,443	3.9	2.6
2. <i>Movie: 'Shoot to Kill'</i>	USA	Sun 3:00p	2,288	3.7	2.4
3. <i>Murder, She Wrote</i>	USA	Tue 8:00p	2,165	3.5	2.3
4. <i>Murder, She Wrote</i>	USA	Thu 8:00p	2,077	3.3	2.2
5. <i>WWF Monday Night Raw</i>	USA	Mon 9:00p	2,076	3.3	2.2
6. <i>NASCAR</i>	ESPN	Sun 1:00p	1,985	3.2	2.1
7. <i>Movie: 'Shoot to Kill'</i>	USA	Wed 9:00p	1,973	3.2	2.1
8. <i>Movie: 'Matlock'</i>	TBS	Sun 7:15p	1,970	3.2	2.1
9. <i>Rugrats</i>	NICK	Sun 10:30a	1,946	3.2	2.1
10. <i>MLB: Braves vs. Dodgers</i>	TBS	Sun 4:00p	1,875	3.0	2.0
11. <i>Ren & Stimpy</i>	NICK	Sun 11:00a	1,849	3.1	2.0
12. <i>Movie: 'Abraham,' Pt. 2</i>	TNT	Mon 8:00p	1,843	3.0	2.0
13. <i>Tuesday Night Fights</i>	USA	Tue 9:00p	1,800	2.9	1.9
14. <i>National Geographic Explorer</i>	TBS	Sun 9:15p	1,793	2.9	1.9
15. <i>Silk Stalkings</i>	USA	Mon 10:00p	1,766	2.8	1.9

The top four basic cable services for the week of Apr. 4-10 are listed at right; they are ranked by the number of households tuning in during prime time (8-11 p.m.). The cable-network ratings are percentages of the total households each network reaches; the shares are percentages of the total households each network reaches that have their sets on during prime time. Source: cable networks based on Nielsen Media Research.

Network	HHs. (000)	Rating/ Share
1. USA	1,564	2.5/4.0
2. TBS	1,301	2.1/3.5
3. TNT	1,093	1.8/3.0
4. ESPN	905	1.4/2.4
5. NICK	695	1.2/1.8

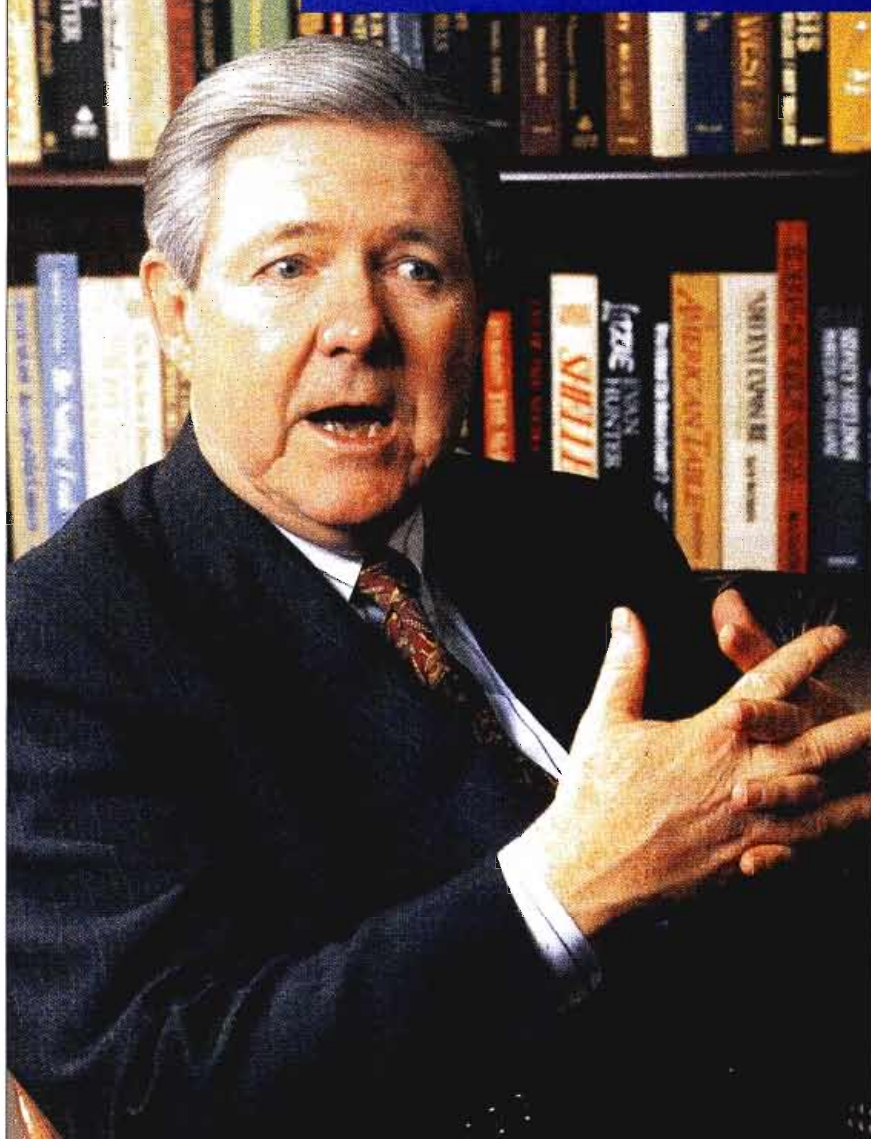
Ratings Week

According to Nielsen, Apr. 4-10

	abc ABC	CBS	NBC	FOX
MONDAY	12.9/20	16.8/27	11.2/18	5.1/8
8:00	37. Day One 11.4/19	55. Evening Shade 9.9/17	40. Fresh Prince 11.3/19	90. Fox Night at the Movies—The Counterfeit Contessa 5.1/8
8:30		53. Dave's World 10.0/16	31. Someone Like Me 12.1/19	
9:00	17. ABC Monday Night Movie—Beyond Obsession 13.6/21	2. NCAA Basketball Championship—Arkansas vs. Duke 21.6/33	22. Frasier 12.9/20	
9:30			25. Mad About You 12.7/19	
10:00			59. 1st Person with Maria Shriver 9.2/15	
10:30				
TUESDAY	14.8/24	12.3/20	8.4/14	4.5/7
8:00	22. Full House 12.9/21	17. Rescue: 911 13.6/22	88. Good Life 5.4/9	82. South Central* 6.4/11
8:30	24. Phenom 12.8/20		85. Second Half 6.0/10	90. Roc 5.1/8
9:00	4. Roseanne 18.8/29		70. J. Larroquette 8.4/13	95. Front Page 3.3/5
9:30	7. Coach 18.0/28	33. CBS Tuesday Movie—To Save the Children 11.6/19	71. J. Larroquette 8.1/13	
10:00	20. NYPD Blue 13.2/22		43. Dateline NBC 11.1/19	
10:30				
WEDNESDAY	15.5/25	9.6/15	11.3/18	10.8/17
8:00	13. Home Improvmt 14.8/25	61. The Nanny 9.1/15	32. Unsolved Mysteries 11.8/19	45. Beverly Hills, 90210 11.0/18
8:30	15. Thunder Alley 14.4/23	73. Tom 7.8/12		47. Melrose Place 10.5/16
9:00	1. Home Improvmt 22.8/34	63. In the Heat of the Night 8.8/13	47. Now w/Tom and Katie 10.5/16	
9:30	4. These Fr of Mine 18.8/29	33. 48 Hours 11.6/20	36. Law and Order 11.5/19	
10:00	43. Turning Point 11.1/19			
10:30				
THURSDAY	11.1/18	10.8/17	14.9/24	7.8/12
8:00	64. Byrds of Paradise 8.7/14	26. Christy* 12.6/20	26. Mad About You 12.6/21	56. The Simpsons 9.7/16
8:30			12. Wings 15.1/24	65. Sinbad 8.6/14
9:00	50. Matlock 10.4/16	50. Eye to Eye with Connie Chung 10.4/16	3. Seinfeld 19.4/30	78. In Living Color 7.0/11
9:30		58. Traps 9.4/16	8. Frasier 17.9/28	86. Herman's Head 5.7/9
10:00	16. Primetime Live 14.3/24		30. Dateline NBC 12.2/21	
10:30				
FRIDAY	13.5/24	11.0/20	5.6/10	5.9/11
8:00	40. Family Matters 11.3/21	47. Diagnosis Murder 10.5/19	93. Lives in Hazard 4.6/8	89. Adventures of Brisco County Jr. 5.2/10
8:30	33. Boy Meets World 11.6/21			80. The X-Files 6.6/11
9:00	26. Step By Step 12.6/22	37. Burke's Law 11.4/20	84. NBC Friday Night Mystery—Hart to Hart Returns 6.1/11	
9:30	21. Sister, Sister 13.1/22	42. Picket Fences 11.2/20		
10:00	10. 20/20 16.2/29			
10:30				
SATURDAY	6.4/12	11.9/22	7.1/13	7.2/13
8:00	92. ABC Saturday Night Movie—Spoils of War 4.9/9	19. Dr. Quinn Medicine Woman 13.3/25	83. Blossom 6.2/12	81. Cops 6.5/13
8:30		53. Road Home 10.0/18	78. The Mommies 7.0/13	75. Cops 7.5/14
9:00		29. Walker, Texas Ranger 12.3/23	59. Empty Nest 9.2/16	77. America's Most Wanted 7.4/13
9:30			62. Nurses 9.0/16	
10:00	57. The Commish 9.5/18		87. Winnetka Road 5.6/10	
10:30				
SUNDAY	9.6/16	16.7/28	10.0/17	6.7/11
7:00	69. Am Fun Hm Vid 8.5/16	6. 60 Minutes 18.6/34	65. Ancient Prophecies 8.6/15	96. Code 3 2.8/5
7:30	72. Am Fun People 8.0/14	11. Murder, She Wrote 15.5/25		94. Code 3 3.6/6
8:00	65. Lois & Clark 8.6/14	9. CBS Sunday Movie—David's Mother 16.3/26	37. NBC Sunday Night Movie—Shadow of Obsession 11.4/18	75. Martin 7.5/12
8:30				65. Living Single 8.6/13
9:00	46. ABC Sunday Night Movie—Memphis Belle 10.7/17			52. Married w/Child 10.1/15
9:30				74. George Carlin 7.7/12
10:00				
10:30				
WEEK'S AVGS	11.9/20	12.9/21	9.8/16	6.8/11
SSN. TO DATE	12.5/20	14.1/23	11.1/18	7.2/11

RANKING/SHOW [PROGRAM RATING/SHARE] (nr)=NOT RANKED *PREMIERE SOURCE: NIELSEN MEDIA RESEARCH YELLOW TINT IS WINNER OF TIME SLOT
TELEVISION UNIVERSE ESTIMATED AT 94.2 MILLION HOUSEHOLDS; THEREFORE ONE RATINGS POINT IS EQUIVALENT TO 942,000 TV HOMES

Hearst's New



Hearst Chief Executive Officer Frank Bennack is faced with a challenge that likely will be a defining one for this generation of top communications executives: deciding how to best capitalize on the new media. His company has positioned itself for the future by diversifying into new communications areas, including cable programming and interactive TV, streamlining current operations and recruiting a new media czar with a well-trained eye on the future: former FCC chairman Al Sikes. In this interview with BROADCASTING & CABLE chief correspondent Steve McClellan, Bennack talks about how he is extending his company's reach into the electronic future.

The Hearst Corp. has made clear its intention to be a key player on the information superhighway. What is Hearst's role going to be?

We expect to have a varied role. We are already a provider of video and audio product that presumably will travel over the superhighway in one form or another. That runs the gamut from made-for-TV movies that we produce to our magazines, books and newspapers. When you read a story in a paper or a magazine and want more information or have questions about it, obviously this superhighway, this interactive connection between home and supplier, will make it possible to get additional information.

So you see new media to some degree serving as a line extension to

existing businesses?

I would say so, yes. While there is an impact on established print and video products, the superhighway—at least as far as the eye can see—will extend and enhance those businesses rather than eliminate or obviate them.

Give me one example.

What has been a virtually 100% print business with *Good Housekeeping* or *Redbook* or the *Houston Chronicle* is going to become a 10% electronic or interactive or video-related business, and then perhaps 20% of revenue and income would be from those sources as we develop them. What we don't know yet is where that relationship will end up.

COVER STORY

Media Makeover

Would you venture a guess as to what that relationship might be by 2000?

It might be 25% of the business that *Good Housekeeping* or the *Houston Chronicle* is in. That would be a fairly aggressive scenario, and that will vary between some lines of business, obviously.

What, about for your overall business?

Our best thinking right now is that 10% of our overall business may well be new media by the turn of the century.

Al Sikes will be leading the charge in this area?

Yes. He was brought here for that express purpose. I have a great regard for his knowledge about this subject and his willingness to argue with conventional wisdom and take a fairly farsighted view about how these services will develop. And while we have what we call a new media group, our vision of it is that there will be a new media component to every one of our existing groups.

What, specifically, will Sikes be doing?

He will be doing two things. He will be drawing on our magazine company and our broadcast company, all of our operating activities, for the development of new media services. He will also take us into entirely new businesses either by acquisition or joint venture or other participation. The Videotron project in Canada is an example. [Videotron is an interactive cable service in which Hearst has an interest.] It is less than clear at this point what is going to be the perfect way of managing new delivery systems that also derive a lot of their strength from the existing assets and resources that we have.

Is it clear how the broadcast properties and related assets such as the New England Cable News venture will fit on the highway?

It's a work in progress to be sure. NECN has done reasonably well. Advertising has been somewhat harder to come by than I think we anticipated. And with the complexities of the world of cable operators—all that has gone on, the new regulation, channel capacity and so forth—we still have a way to go in terms of covering

the area we plan to cover with NECN. We have a good start, with about 1 million households hooked up to that service. This year we're starting to see significant progress on the advertising front. But I have a high comfort level with that business.

Do you generally support the Clinton administration's National Information Infrastructure initiative?

The short answer is that I do, although I have some reservations about how much government is the right amount in a process like this. Clearly I'm not one of those who say if the government just completely butted out of this it would all get done in an orderly way. That's too extreme. On the other hand, when you consider that this is information, that these are ideas and that free competition and access are critical, I think you have to be careful how far government goes.

Any specific concerns?

Let me say that, in general, I support the charting of the course laid out in the Brooks-Dingell and Markey-Fields bills in the House and the Hollings bill in the Senate. I take some exception to some elements. While the telcos have a significant role to play in providing services, I also believe it is necessary to protect newspaper publishers.

How?

For example, by establishing safeguards and overseeing the process so that the superior economic power of the telcos does not result in the reduction of access for information and entertainment providers. As far as I'm concerned, the critical bottom line on all of this, or one of them at least, is access.

Is the lack of a defined broadcaster role within the infrastructure of concern to you?

I think it is unfortunate that the private citizens group that is giving input to the government on this issue does not have a greater representation of traditional media people. I have some concern that the zeal to move forward into these new communications opportunities will diminish the commitment that the American people and the government ought to have to the preservation and growth of

Although conventional wisdom says you have to get around to get ahead, Frank A. Bennack, president and chief executive officer, The Hearst Corp., is and has been a one-company man. Now 61, he started selling advertising for his hometown newspaper, the Hearst-owned San Antonio Light, when he was just 17. At the same time, he dabbled in the new medium of television as producer and host of a series on KEYL San Antonio (now KENS-TV) called Time For Teens.

After a two-year stint in the Army, he returned to the Light, where he rose through the ranks: advertising manager in 1961, assistant publisher in 1965 and publisher in 1967. In 1974 Bennack was named general manager of the entire Hearst newspaper chain. One year later he became chief operating officer of the corporation and in 1978 was named president and chief executive officer.

He resides in New York (where Hearst is based) and Connecticut with his wife, Luella.

"I'm not depressed or negative about the outlook for television, but I don't think it would be reasonable to believe that television will maintain its existing share of the market or grow as rapidly as the other media we've been talking about."

free over-the-air broadcasting. We can't lose track of the fact that we have an enormously effective information and entertainment and news capability in place that was put there by the traditional media.

How far off is the critical mass use of the highway by consumers?

I'd be reluctant to make a guess at that. One has to speculate that a world that included a lot of transactions like the Bell Atlantic-TCI deal would be a world in which those days might arrive sooner than if it didn't include those kinds of transactions.

Why are you so confident that interactivity is going to play a major role in the future and that viewers will embrace it?

There are people whose habits, lifestyles and interests cause them to want to do things in a certain way. Clearly, there is going to be, as far as the eye can see, a large passive audience for entertainment product.

So you're saying there's a market for both.

Yes, there is. The traditional entertainment businesses will hold up better than many people think they will simply as a function of the overall growth of the market. Along with that will be the opportunity for interactivity. Not necessarily changing camera angles—I'm not a big believer that people really want to manipulate the plots—although there is a place for that in games, and there is a market for it but not a majority market. There has always been a marketplace for good product—the play, as they say, is the thing. And quality programming will still have a place without interactivity.

How will the industry program 500 channels?

I think we all have come to understand that there is a difference between having programming as we know that term on 500 channels and having access to 500 channels for a variety of services and programs. I don't think we are going to see in our lifetime, if ever, the capacity to produce enough [traditional] programming to fill 500 channels. But extending a newspaper column about chess to an interactive way of playing the game is programming of a sort.

How bullish are you about the prospects for local television stations through the 1990s?

I'm not depressed or negative about the outlook for television, but I don't think it would be reasonable to believe that television will maintain its existing share of the market or grow as rapidly as the other media we've been talking about.

Because of competition from new media?

It's inevitable that cable networking and programming services will continue to grow. These yet-to-be-developed delivery systems of gaining access to movies and other entertainment programming will be a factor.

Will the ability to time-shift programs help broadcasters?

It's two-edged. Good programming will still enjoy very high levels of audience, but it may not all be at 9 p.m. Eastern time. But when we have the ability to watch our favorite programs when we want them, that obviously puts pressure on and reduces the audiences available for less popular and attractive programming.

Will local stations continue to play a key role?

I think the mass audiences that television continues to produce will make [local stations] a viable part of the communications systems for a long time to come. However, I think being second in the

The Hearst Corporation

For most of its 107-year history, The Hearst Corp. has been synonymous with the newspaper business. But for more than a decade the company has expanded aggressively into related communications areas, entering the cable programming business, doubling its television-station portfolio, buying magazines (and more newspapers) and, most recently, entering the realm of new media. The privately held company doesn't release financial figures, but the best estimate is that Hearst now generates approximately \$2.3 billion in revenues.

Books/Business Publishing

♦ William Morrow & Co.

Broadcasting Group

TV stations

♦ KMBC-TV Kansas City, Mo. ♦ WBAL-TV Baltimore ♦ WCVB-TV Boston ♦ WDTN Dayton, Ohio ♦ WISN-TV Milwaukee ♦ WTAE-TV Pittsburgh

Radio Stations

♦ WBAL(AM)-WIYY(FM) Baltimore
♦ WISN(AM)-WLTQ(FM) Milwaukee
♦ WTAE(AM)-WVTY(FM) Pittsburgh

Production

♦ Hearst Broadcasting Productions

Entertainment & Syndication Group

♦ Hearst Entertainment Distribution
♦ Hearst Entertainment Production
♦ Hearst Animation Productions

Cable Television Networks & Services

♦ Arts & Entertainment Network (joint venture between Hearst, Capital Cities/ABC and NBC)

local market will be less attractive than it used to be, and I think being third will make it much more difficult to have a viable business.

Would you consider acquiring additional stations for your own portfolio?

We would. One would not pay the same multiples today. But we continue to look for ways that can expand our reach with programing and news, and television remains on that list.

What's at the top of the list?

That changes as we go forward based on individual objectives. Right now, we're trying to turn our focus to the new media, to continued growth of our cable programing resources, which have been so successful for us, and to making our existing businesses better. We haven't taken any one of our core groups off the acquisition list. We would still acquire magazines, newspapers, television stations.

- ▶ Lifetime Television (joint venture between Hearst, Capital Cities/ABC and Viacom International)
- ▶ ESPN Inc. (one-fifth interest)
- ▶ Hearst/ABC Video Services (joint venture with Capital Cities/ABC)
- ▶ New England Cable News (joint venture between Hearst Broadcasting, Hearst Entertainment & Syndication and Continental Cablevision)

Newspaper Syndication & Merchandise Licensing

- ▶ Cowles Syndicate
- ▶ King Features Syndicate
- ▶ King Features Licensing
- ▶ North America Syndicate

Electronic Publishing Services

- ▶ First DataBank
- ▶ Camdat Corp.
- ▶ N-Squared
- ▶ Professional Drug Systems

Magazines Division

- ▶ Colonial Homes
- ▶ Cosmopolitan
- ▶ Country Living
- ▶ Esquire
- ▶ Good Housekeeping
- ▶ Harper's Bazaar
- ▶ House Beautiful
- ▶ Motor Boating & Sailing
- ▶ Popular Mechanics
- ▶ Redbook
- ▶ SmartMoney (with Dow Jones)
- ▶ Sports Afield
- ▶ Town & Country
- ▶ Victoria

Newspaper Group (Dailies)

- ▶ Albany (N.Y.) Times Union
- ▶ Beaumont (Tex.) Enterprise
- ▶ Edwardsville (Ill.) Intelligencer
- ▶ Houston Chronicle
- ▶ Huron Daily Tribune (Bad Axe, Mich.)
- ▶ Laredo (Tex.) Morning Times
- ▶ Midland (Mich.) Daily News
- ▶ Midland (Tex.) Reporter-Telegram
- ▶ Plainview (Tex.) Daily Herald
- ▶ San Antonio (Tex.) Express-News
- ▶ San Francisco Examiner
- ▶ Seattle Post-Intelligencer

Hearst once had a small group of cable systems in the Northwest. Would you consider getting back into that business?

Probably not. We made the decision when we divested that we were not prepared to pay for cable systems what it was going to take to grow to a significant size. That's a business in which you need a certain scale to get the best efficiencies.

You recently did a 50-year extension on your commitment to the Arts & Entertainment Network. I guess you're really happy with the results so far.

Yes, we are. When Leonard Goldenson and I first made the deal to launch into these businesses, we didn't know whether they would work or not, and we thought we ought to have a cut-off date for them. Those have come and been renewed in this case, and we decided this was a permanent marriage and, hopefully, a permanent business.

Is Hearst's 20% investment in ESPN almost as important from a retransmission-negotiation standpoint as it is in and of itself?

No. The benefits that we derived from the retransmission activity were not known at the time we made the investment. And neither would I say are they anywhere as important as the investment itself. It's a plus to have been able to use the opportunity to advance ESPN 2, but the core value of ESPN as a service was the most important part of it. I think we would have achieved success with ESPN 2 without retransmission, but it would have taken longer and probably cost more investment.

Do you have an appetite for acquiring additional interests in cable networks?

Yes, without question. [Shortly after this interview, Hearst and ABC bought out Viacom's share of the Lifetime cable network.] We're open to acquiring equity interest in existing networks or, when the climate is appropriate, in launching new services in joint ventures.

Any ongoing discussions at this time regarding new services?

There are, although we're not prepared to talk about them, with the exception of the [A&E spin-off service] The History Channel, which has been announced.

What kind of opportunities are there to adapt magazine and book titles to niche cable program services or television series?

Interactive services and, perhaps, the development of video versions of magazine articles are probably a greater opportunity than television series per se. The vision of Lifetime was adapting what women's service magazines do for

"Interactive services and, perhaps, the development of video versions of magazine articles are probably a greater opportunity than television series per se."

"Our strategic objective [with animation] is to have new series in development at all times. One of the beauties of animation is, in a few years you have a whole new audience for each series."

video. With cable emerging, there was an opportunity to do that. What we learned is that none of these existing media travel identically to a new medium. What started as an interpretation of a women's service magazine bears little resemblance to that today. It evolved into its own medium.

You've considered selling your book division. Is that resolved?

We've decided not to sell it.

Was the decision based on the fact there are a lot of new media opportunities there?

That was an influence. It was a combination of how we value those assets and how the prospective buyers value them, and one of the ingredients is new media.

The Hearst production arm in Los Angeles focuses mostly on made-for-TV movies. Are network series too expensive?

We believe that to be the case right now. The old model of what could be done with a successful series in syndication has been changing. Costs are high. It takes a long run. And the economics just aren't as attractive as they once were.

What are your growth expectations for the Hearst television syndication arm?

It's hard to quantify, but we believe it's a

growing market. We believe there is an increased opportunity for animation. We have a history of success with it. Our strategic objective [with animation] is to have new series in development at all times. One of the beauties of animation is, in a few years you have a whole new audience for each series.

You sold back your interest in Ellipse Programme to Canal+. Why? And are you looking at other overseas investments?

The company as a whole has expanded significantly overseas. We converted a number of what were licensed franchises with publishers to equity ownership, and we have launched a number of new magazines. I'm personally disappointed that the Ellipse venture did not stay together and go forward. We did reasonably well on our investment. They concluded that their objectives had changed somewhat and made a fair offer to take us out, and it's no more complicated than that.

Are there ongoing talks about other ventures along those lines?

Yes. I can't say anything is imminent. There's quite a lot going on, in various stages of development, but nothing I can concretely say will occur in the short term. ■

Al Sikes leads Hearst into multimedia

Over the years, Hearst has readily embraced new media as a way of leveraging its expertise in news and information. It has successfully expanded from print into broadcasting and cable.

That forward-looking tradition is being carried on these days by Al Sikes, president, Hearst New Media and Technology. "Our mission is the interactive media," says the former chairman of the FCC.

The media Sikes and his New York-based team of 15 are exploring includes broadband TV networks, on-line information services and CD-ROM. The latter two work off of personal computers.

"I don't think anyone has a clear idea of what will become the most popular format," Sikes says. "We may end up with a tiering, with each finding a market."

Hearst declared its interest in interactive TV earlier this year, investing \$20 million in a network that will serve 34,000 homes in Quebec Province in 1995. Its partner in the venture is Le Groupe Videotron, Canada's second-largest cable operator (BROADCASTING & CABLE, Jan. 31).

Hearst's first CD-ROM titles and on-line services should be on the market this year, Sikes says.

According to Sikes, such media demand a new way of presenting information: multimedia. By his definition, multimedia is an interactive mix of audio, video, graphics and text.

Today, Sikes says, the CD-ROM is the "richest mul-

timedia world." CD-ROM producers are racing to produce new titles as consumers snap up CD-ROM drives and, quite often, stereo speakers to transform their computers into multimedia players.



Al Sikes

Hearst is developing product for all the media, he says. A case in point is HomeNet, a compendium of how-to information on decorating, landscaping, maintenance, cooking and other skills one needs around the house. Producing the service is Books That Work, a Palo Alto, Calif., multimedia company in which Hearst holds an interest.

HomeNet will be available this year on CD-ROM and on one of the major national on-line services (Prodigy, America Online or CompuServe), Sikes says. It will eventually migrate to the Videotron interactive network in Canada and, if all goes well, other interactive broadband networks.

Sikes stresses that the new media require a new approach to programing. Publishers such as Hearst could simply take a newspaper or magazine and offer it electronically using the same text and graphics, he says. "It just won't work."

—HAJ

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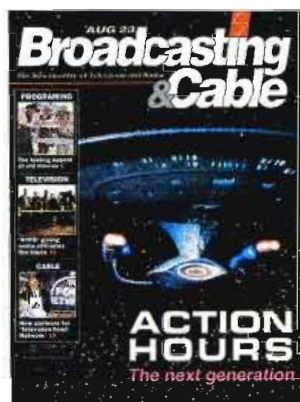
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AP launching 24-hour news network

All News Radio will be offered for cash; June 1 is launch

By Julie A. Zier

The Associated Press, the world's largest newsgathering organization, is increasing its radio presence with a 24-hour, commercial-free, all-news radio network.

On June 1, AP All News Radio will begin providing turnkey programming to stations for a cash fee based on market size. Originating from Washington, the network will offer live news reports with business, sports, entertainment and weather features.

AP All News Radio bills itself as an alternative for stations unable to afford the high cost of producing their own 24-hour news format. Brad Kalbfeld, deputy director for news and managing editor of AP's broadcast division, equates the fee to "more or less one body or one salary in each market." AP does not release its pricing schedule.

One industry source was skeptical, questioning whether stations would be willing to pay cash. He thought they'd want the network on a barter basis: "I don't see how it's going to work. It's far easier for a station to give a network commercial time than to write a check."

But CNN Headline News user Charlie Ochs, VP/GM of WMZQ-AM-FM/WCPT(AM)-WCXR-FM Washington, and Scott Herman, VP/GM of news/talk WINS(AM) New York, agree that the network will have a stronger appeal in small- to medium-size markets. In a large market, according to one industry analyst, the production of an all-news format can cost \$4 million-\$6 million per year.

AP All News Radio will emphasize localization and flexibility, says Kalbfeld. Stations can use any amount of the continuous 24-hour feed they choose, although they pay one flat fee for the service. With no clearance requirements, the network will allow stations—not the AP—to build a local reputation around the format, he suggests. "It keeps complete control



All News Radio will originate from AP's Washington Broadcast Center.

in the station's hands," says Kalbfeld.

AP, with its 235 worldwide bureaus and 146-year history of newsgathering, faces head-on competition from Cable News Network's Headline News, the audio portion of the TV news service.

"This format has been real successful for us," says Ed Salamon, president of programming for Unistar Radio Networks, distributor of CNN Headline News. "Competition is a fact of life in the radio network business. I'm not surprised that people would look at us and want to create competition."

Since its radio debut in 1988, CNN

Headline News has been unchallenged in its production and dissemination of 24-hour news. Offering flexible interruption with two minutes of network commercials and 11 minutes of local commercials each hour, the network has 132 affiliates.

Looking ahead in its 10-year business plan, AP's Eastern U.S. Radio Sales Manager Matt Hoff says the AP "would be pleased" to have 300 affiliates in five years.

The AP radio network will use digital audio compression technology to be delivered via GTE Spacenet III and Satcom C-5.

CPB fetes radio excellence

The Corporation for Public Broadcasting has honored 21 public radio productions for excellence.

The Public Radio Awards, the highest programming awards in public radio, were announced April 11 during the Public Radio Conference in San Antonio.

The winning programs from 1993 were selected from more than 230 entries. *Ghetto Life 101*, the first diary-style documentary produced for public radio, received a Gold Award for Special Achievement. Two of the produc-

ers of the half-hour show are 14-year-olds who kept an audio diary of one week in their lives.

Tom Church and David Giovannoni received the 1993 Edward R. Murrow Award, public radio's highest honor.

Church is president of the nonprofit Radio Research Consortium, which he founded in 1981. The consortium facilitates the acquisition and use of Arbitron data for the public-radio industry.

Giovannoni, president of Audience Research Analysis, developed Nation-

Today, reflecting its commitment to the expanding international community, the CBS Hispanic Radio Network becomes



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Only one Spanish-language Radio Network reaches the United States and Latin America with

- Major League Baseball Live Play-by-Play
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- Weekly Musical Countdown Shows
- Thanksgiving and Christmas Music Specials
- Daily Hourly Newscasts

For more information contact: Adriana Grillet (212) 975-5618



al Public Radio's Public Radio Audience Profile, which produced a snapshot of listenership of public radio's national programs and major formats.

Church's and Giovanni's work has transformed public radio's approach to programming and scheduling, according to CPB.

The gold and silver award winners by category:

News (silver):

■ Packwood coverage, Oregon Public Broadcasting, Portland. News director: Morgan Holm. News team: Patrick Cox, Nevill Eschen, Shirley Howard, Nancy Marshall, Tess Vigeland.

■ New Jersey election and aftermath, Newark Public Radio, WGOB-FM Newark. News director: Steve Inskeep. Free-lance reporter: Tandealeya Wilder.

Public affairs (gold):

■ *The Derek McGinty Show*, WAMU-FM Washington, D.C. Executive producer/host: Derek McGinty. Producer: Ellen Silva. Assistant producer: Susan O'Connell.

Silver:

■ *Telecommunications Radio Project*, KPFA-FM Berkeley, Calif. Executive producer: Bari Scott. Project director/host: Jude Thilman.

■ *Latino USA*, Berkeley, Calif. Senior

producer: Maria Emilia Martin. Producer: Center for Mexican-American Studies.

Documentary (gold):

■ *Ghetto Life 101*, WBEZ-FM Chicago. Producers: David Isay, LeAlan Jones, Lloyd Newman.

■ *My Dinner with Menopause*, Soundprint, Baltimore. Executive producer: Moira Rankin. Producer: Karen Michel.

Silver:

■ *Considering Children: A Series*, WBUR-FM Boston. Producers: Tovia Smith, Gary Waleik.

Performance (gold):

■ *New Orleans '93: From the 1993 New Orleans Jazz and Heritage Festival*, WGBH Radio Boston. Producer: Robert Lyons.

Silver:

■ *Club Del Sol*, Ceiba Productions, New York City. Executive producer: Felix Hernandez. Producer: Karen Jefferson.

■ *Folk Masters*, WETA-FM Washington. Producer/host: Nick Spitzer. Producer: Radio Smithsonian.

Children's (gold):

■ *Youth in Control*, Youth Radio, KPFB-FM Berkeley, Calif. Producers: Beverly Mire, Ellin O'Leary, Fabiola Zepeda.

Community service (gold):

■ *All Day Ag Outlook*, WILL-AM Urbana, Ill. Producers: Charles Lindy, Todd Gleason.

Silver:

■ *Marrow Recruitment*, WUOT-FM Knoxville, Tenn. Producers: Kim Smith, Latanya Daniel, Marshall Stephens, T. Leigh Williams.

■ *On-Air Fund-raiser to Save Our St. Paul Chamber Orchestra*, Minnesota Public Radio, KSJN 99.5 FM St. Paul.

Independent (gold):

■ *Dental Dj Vu*, Washington. Producers: Gwen Macsai, Taki Telonidis.

Silver:

■ *David Revisited*, Irvine, Calif. Producer: Michelle Trudeau. Editor: Peggy Girsham.

■ *Voices for Equality*, WFPL-FM Louisville, Ky. Producer: John Gregory.

Special achievement (gold):

■ *Ghetto Life 101*, WBEZ-FM Chicago. Producers: David Isay, LeAlan Jones, Lloyd Newman.

Silver:

■ *Folk Masters*, WETA-FM Washington. Producer/host: Nick Spitzer. Producer: Radio Smithsonian.

■ *Anna Devere Smith: In Her Own Words*, WGBH-FM Boston. Producer: Connie Blaszczyk. ■

Wall Street tremors cause radio daze

Group owner stocks down 20%-30%; Infinity announces share repurchase authorization

By Geoffrey Foisie

Infinity Broadcasting last week announced it might begin repurchasing its own stock. The announcement came after several weeks of noticeable declines in the price of the stock of radio station group owners.

In a statement, Infinity President Mel Karmazin said: "We believe that Infinity's common stock is undervalued in view of the company's current results and financial position."

And Farid Suleman, the company's chief financial officer, said that the announcement was meant for more than symbolic value, despite the fact that the \$15 million that Infinity management is authorized to borrow for the share repurchase is considerably less than the amount that Infinity has spent recently on buying properties outside the company: "It's not like we're a mature company and don't

know what to do with our money."

Infinity's stock last week was trading at around \$22, down from as high as \$33 only two months ago.

Other radio group owners whose stocks have dropped include Emmis Broadcasting, down from \$16 earlier this year to about \$12, and Evergreen Media, down from \$16 to \$13. Jacor Communications is also down similarly.

Some of the decline is almost certainly due to the overall weakness in the stock market. But on Wall Street there seemed at least some surprise that radio stocks have been hit as hard as they have been.

Tim Wallace, a securities analyst with Lehman Brothers, said: "The shame is that the industry will report very good numbers for the first quarter, stronger this year than last year. The stock market is going one way, while the industry fundamentals are

going another."

Asked to explain the stock declines Wallace suggested: "The high-multiple stocks have taken a hit across the board, and radio companies are perceived as high-multiple stocks."

One executive at a media investment fund suggested that recent regulation affecting the cable industry could have an impact on radio companies.

He also noted that cable operators will become more aggressive in pursuing advertising revenue now that much of their other revenue base is becoming more tightly regulated. And cable's main focus, he suggested, would be on attracting dollars from radio.

The bearish trading activity could affect some of the financing plans of other radio group owners, including some that are have public offerings pending. ■

CBS earns, rewards executives

Outgoing Sagansky rated \$7.3 million bonus; Tisch cleared \$1.9 million in '93

By Geoffrey Foisie

Network rating gains and a stronger economy have teamed to help CBS's operating results. The company reported a 64% jump in operating income for the first quarter of this year, to \$102.2 million.

However, the Network Division's operating income was flat, with enter-



Larry Tisch
\$1.9 million



Howard Stringer
\$1.5 million



Jeff Sagansky
\$7.8 million

tainment profits down, partly because of pre-emptions by the winter Olympics. That event did help sports profits rise. Also increasing were profits of both daytime and late night. These dayparts also saw higher unit pricing, as did news, the company said last week.

TV program syndication was cited

as another source of increased profits as a result of stepped-up production of in-house television programming, the company reported.

Olympics-related incremental revenue of approximately \$315 million helped overall revenue jump 42%, to \$1.25 billion. It also helped to power earnings increases at the Owned TV

Seeing (or hearing) is believing!

The deadly force of a tornado can only be experienced. But through TV and radio, people can get a feeling for what a tornado is like and an understanding of how to survive.

That's why we're offering:

- Two 30-second TV public service announcements depicting life-or-death decisions during a tornado.
- Two 30-second radio spots with a similar survival message.

Also available for TV: a 10-minute program, "Funnel Facts and Fables," produced for the National Coordinating Council on Emergency Management. This light but meaningful program dispels tornado myths while getting across a survival message.

State Farm Fire and Casualty Company, in cooperation with NCEM, developed these noncommercial announcements and offers them free as a public service. To order, simply write and specify if you want the radio PSAs, the TV PSAs or both the TV PSAs and the 10-minute video. (Specify 1/2 inch or 3/4 inch videos.)



Funnel Facts
Public Relations Department
State Farm Insurance
One State Farm Plaza
Bloomington, IL 61710

TORNADO TACTICS

Changing Hands

The week's tabulation of station and system sales

Station Division—which did not bear the event's program costs—as did increased demand for local advertising time in each of the seven markets with CBS-owned television stations.

CBS said Radio Division results improved, led by the company's AM stations.

CBS also released its annual shareholder proxy statement last week. The statement shows that though CBS may be parting company with Entertainment Division President Jeff Sagansky, it has rewarded him well. The 42-year-old last year earned a \$7.3 million bonus on top of a \$500,000 salary, compared with \$6.1 million in earnings in 1992.

Chairman and CEO Laurence Tisch earned \$1.925 million in 1993. That income included a \$154,000 life insurance premium for Tisch, whose partially owned Loews Corp. owns just under 25% of CBS.

CBS/Broadcast Group President Howard Stringer earned about \$1.5 million.

Peter Lund, executive vice president, CBS Broadcast Group, and president, CBS Television Network, earned \$825,000 last year. He has signed a new four-year contract that boosts his minimum salary/bonus to \$800,000 for the first two years and \$925,000 for the following two years. CBS also is setting aside \$1 million for Lund that, with interest, will be paid out over five years starting in 1999.

Salem buy makes Philly duopoly

Radio group owner Salem Communications creates a duopoly in Philadelphia with its purchase of Communicom Co. of America, owner of WZZD(AM) Philadelphia, KSLR(AM) San Antonio, Tex., and WWDJ(AM) Hackensack, N.J., for \$14 million. Each programs a contemporary Christian format. Salem owns WPHY(AM) Philadelphia and 10 AMs and 9 FM stations in medium to large markets. It is expected to buy KZOK(AM) Seattle from CLG Media for \$500,000. Salem would form another duopoly with the acquisition of KZOK, adding the station to its KGNW(AM) Burien-Seattle.

—JAZ

KZOK-FM Seattle □ Purchased by EZ Communications (Alan Box) from CLG Media of Seattle, a subsidiary of Chrysler Corp., for \$19.7 million. **Buyer** owns KMPS-AM-FM Seattle in addition to 2 AMs and 9 FM stations. **Seller** has no other broadcast interests. KZOK-FM has classic rock format on 102.5 mhz with 100 kw and antenna 1,170 ft. **Broker:** Gary Stevens & Co.

WRLX-FM West Palm Beach, Fla. □ Purchased by Fairbanks Communications (Richard M. Fairbanks, chairman/president) from Pearl Broadcasting (Irving and William Pearl) for \$5.5 million. **Buyer** owns WJNO(AM)-WRMF-FM West Palm Beach, Fla., and WCLB(FM) Boston and WKOX(AM) Framingham, both Massachusetts. **Seller** has no other broadcast interests. WRLX-FM has beautiful music format on 92.1 mhz with 3 kw antenna 365 ft. **Broker:** The Ted Hepburn Co.

WASV-TV Asheville, N.C. □ Purchased by Pappas Telecasting Companies (Harry J. Pappas, president/CEO) from Video Marketing Network Inc. for \$1.22 million. **Buyer** owns KPTM(TV) Omaha, Neb., and KMPH(TV) Visalia and KMPH-FM Hanford, both California. **Seller** has no other broadcast interests. wasv-tv is independent on ch. 62 with 8.51 kw visual, 851 w aural and antenna 151 ft. Filed March 30 (BALCT940330KR).

KEYW(FM) Pasco, Wash. □ Purchased by GNP of Walla Walla Inc. (Patrick Prout, president) from United Broadcasting Inc. (Andrew Molasky) for \$500,000. **Buyer** owns KUJ(AM)-KNLT(FM) Walla Walla, Wash. **Seller** has no other broadcast interests. KEYW has soft AC format on 98.3 mhz with 3 kw and antenna 197 ft. **Broker:** Media Venture Partners.

WLON(AM) Lincolnton, N.C. □ Purchased by KTC Broadcasting Inc. (Calvin R. Hastings, president) from Star-town Broadcasting Inc. (Frank Hall III, president) for \$450,000. **Buyer** owns WCSL(AM) Cherryville, WOHs(AM) Shelby and WGNC(AM) Gastonia, all North Carolina. **Seller** has no other broadcast interests. WLON has AC/oldies format on 1050 khz with 1 kw day, 231

w night. Filed March 15 (BAL940315EB).

WTVL(AM)-WEBB(FM) Waterville, Me. □ Purchased by Pilot Communications (James Leven, president) from WTVL Corp. (E.H. Close, president) for \$450,000. **Buyer** owns WMME-AM-FM Augusta, Me., and WAQX-FM Manlius, N.Y. **Seller** owns WPNH-AM-FM Plymouth, N.H., and has interests in WNNH(FM) Henninger, N.H. WTVL has soft rock format on 1490 khz with 1 kw. WEBB has soft rock format on 98.5 mhz with 50 kw and antenna 305 ft. Filed March 16.

KAPL(AM) Apple Valley, Calif. □ Purchased by Major Market Stations Inc. (William Roberts, chairman/president) from KAPL Broadcasting Inc. (Ira C. Norris, president) for \$425,000. **Buyer** and **seller** have no other broadcast interests. KAPL has oldies format on 1550 khz with 5 kw day, 500 w night. Filed March 22 (BAL940322EA). **Broker:** Certified Properties of Riverside.

WXQR(FM) Jacksonville, N.C. □ Purchased by HVS Partners (Gisela B. Huberman) from Marine Broadcasting Corp. (Sidney Popkin) for \$350,000. **Buyer** owns WQQQ(FM) Wilmington, N.C.; WGBT(AM)-WBBX(FM)/WBGM(FM) Tallahassee, Fla.; WTGM(AM)-WLVW(FM)/WQHQ(FM) all Salisbury, Md., and WLBW(FM) Fenwick Island, Del. **Seller** has no other broadcast interests. WXQR has AOR format on 105.5 mhz with 3 kw and antenna 315 ft. Filed April 1 (BAPLH-940401GI). **Broker:** Media Services Group.

WFXZ(FM) Jacksonville, N.C. □ CP purchased by HVS Partners (Gisela B. Huberman) from Ferguson Radio Co. Inc. (Mike Ferguson, CEO) for \$350,000. HVS Partners is also purchasing wxqr(fm) for a duopoly in Jacksonville, N.C. See item above. **Seller** has no other broadcast interests. WFXZ is licensed to 92.3 mhz with 35 kw and antenna 236 ft. Filed April 1. **Broker:** Media Services Group.

WREY(AM) Millville, N.J. □ Purchased by Richard and Anita Arsenault from Quinn Broadcasting Inc.

Proposed station trades

By dollar volume and number of sales

This week:

AMs □ \$1,618,000 □ 5

FMs □ \$26,783,800 □ 7

Combos □ \$635,000 □ 2

TVs □ \$1,220,000 □ 1

Total □ \$30,256,800 □ 15

So far in 1994:

AMs □ \$51,435,514 □ 47

FMs □ \$254,740,800 □ 98

Combos □ \$369,486,052 □ 73

TVs □ \$374,910,000 □ 22

Total □ \$1,051,986,366 □ 246

(James F. Quinn, president) for \$340,000. **Buyer** has no other broadcast interests. **Seller** owns WSKR-FM Petersburg, N.J. WREY has Spanish format on 1440 khz with 1 kw day, 65 w night. Filed March 28 (BAL- 940328EA).

WJIG(AM) Tullahoma, Tenn. □ Purchased by Billy and Patricia Freeze from Clint Nichols for assumption of debt valued at \$213,000. **Buyer** and **seller** have no other broadcast interests. WJIG has contemporary Christian format on 740 khz with 250 w day, 67 w night. Filed Feb. 1 (BTC940201EA).

WSKR-FM Petersburg, N.J. □ Purchased by O'Donnell Broadcasting Inc. (Joseph O'Donnell) from Joseph D. Powers for \$198,800. **Buyer** has interests in WREY(AM) Millville, N.J., also being sold; see item above. **Seller** owns WDOX-FM Wildwood Crest, N.J. WSKR-FM has sports format on 102.7 mhz with 3.3 kw and antenna 295 ft. Filed Feb. 4

(BALH940204GI).

KLOV(AM) Loveland, Colo. □ Purchased by George and Melissa Kraus from RGW Communications Inc. (Sara Hilzer) for \$190,000. **Buyer** and **seller** have no other broadcast interests. KLOV has oldies/adult contemporary format on 1570 khz with 1 kw. Filed Feb. 15 (BAL- 940215EA).

WXOQ(FM) Selmer, Tenn. □ Purchased by Gerald W. Hunt from Perry S. Smith for \$185,000. **Buyer** and **seller** have no other broadcast interests. wxoq has CHR format on 105.5 mhz with 3 kw and antenna 300 ft. Filed Feb. 8 (BALH- 940208GF).

WHAR(AM)-WVHF-FM Clarksburg, W.Va. □ Purchased by Tiger Broadcasting Corp. (John V. Kane III, president) from Harrison Corp. for \$185,000. **Buyer** and **seller** have no other broadcast interests. Filed March 18. Broker: Frank Boyle & Co.

BOTTOM LINES

Family separation

A proposed acquisition that would have found Carolyn Smith majority owner of two TV stations in the same markets where her sons own or want to own stations has fallen through. Last week, Sinclair Broadcasting, owned by Smith's sons, said Smith's company, Glencairn Ltd., had withdrawn its application to buy Gaylord Broadcasting's WVTM-TV Milwaukee. Sinclair, headed by Chairman and Chief Executive Officer David Smith, said it still intends to buy ABRY Communications' WCGV-TV Milwaukee. Sinclair also is trying to acquire WTO-TV Birmingham, Ala., from ABRY.

Several weeks earlier, Glencairn had withdrawn its application to buy ABRY's WNUV-TV Baltimore. That application had been challenged by Scripps Howard. Smith's sons already own WBFF Baltimore.

Infinity stock news

Infinity Broadcasting last week said it would repurchase up to 15 million shares of its class A common stock. The company has 28.4 million shares of class A common, 4 million shares of class B common and 500,000 shares of class C common.

Financial kudos

The Broadcast Cable Financial Management Association will give the organization's Avatar Award to Tribune Broadcasting President and Chief Executive Officer James C. Dowdle. The award, to be made at the association's annual conference May 22-25 in San Diego, honors "persons who have made outstanding contributions to the communications industry and who are deeply involved in community affairs."

Wireless in Ohio

American Telecasting has begun operating the company's 11th wireless cable system serving Columbus, Ohio. ATEL controls interests in 29 wireless cable channels in Columbus and is launching its 11th system with 25 channels, comprising three pay networks, five off-air channels and 17 basic cable networks. "The Columbus market is a strong addition to ATEL's Midwest regional operating cluster and ideally fits with the company's currently operational Toledo system and the Youngstown system that is currently under construction," says Bruce Dines, ATEL's regional manager.

CLOSED!

WFDF-AM/WDZZ-FM, Flint, Michigan from McVay Broadcasting of Flint, Inc., Michael A. McVay, Principal to Connoisseur Communications of Flint, L.P., Jeffrey D. Warshaw, Pres., Connoisseur, Inc.

Randall E. Jeffery represented the buyer.

RANDALL E. JEFFERY
RANDALL E. JEFFERY, JR.
407-295-2572

ELLIOT B. EVERS
415-391-4877

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513-769-4477

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Antiabortion ads resurface at FCC

House candidate wants children to see graphic spots

By Christopher Stern

The FCC is expected to act this week on a two-year-old political broadcasting proceeding after complaints about graphic anti-abortion ads flooded the agency for the second time in two months.

The subject of the latest round of complaints is a commercial aired by Michael Bailey, a Republican from Indiana's 9th District running for the U.S. House. His "Bailey for Life for Congress" ads feature graphic photos of what the commercials imply are aborted fetuses. Bailey has bought, or attempted to buy, time on stations during early news periods when children are likely to be in the audience.

Although viewers have called the FCC to complain about the ads, Bailey has asked the commission to issue declaratory rulings against two stations. Bailey claims that one, ABC affiliate WHAS-TV Louisville, Ky., improperly limited his commercial time to the safe harbor hours of 8 p.m.-6 a.m. He alleges that a second station, WTHR(TV) Indianapolis, an NBC affiliate, has refused to carry the ads in any time period.

Bailey says the graphic antiabortion ads are critical to his campaign strategy, and he wants the FCC to rule on



Michael Bailey's ads intersperse shots of allegedly aborted fetuses with children in a graveyard.

the stations' actions immediately. Under FCC rules, stations must air the ads, although they may channel them, if indecent, to times when children are not watching.

Bailey inspired a host of antiabortion candidates in 1992 when he ran for Congress and produced commercials that showed explicit footage of allegedly aborted fetuses.

Bailey says that during his current campaign 50 of his 150 commercials will include the material that the stations find objectionable.

He freely admits the commercials are meant to disturb those who see them, including children. "I think kids should see them because we don't want them to think abortion is socially

acceptable," he says.

Despite the nature of the ads, Bailey says, the stations are discriminating against him because of his politics. "It is blatant censorship by the leftist liberal pro-abortion broadcast media that is arrogantly defying the law," he says.

"Absolutely not," says Joe Goleniowski, president and general manager of WHAS-TV. Goleniowski says his station channeled the spots into the safe harbor on the advice of counsel and to protect the station's underage viewers. "By Mr. Bailey's own comments, these advertisements are dis-

gusting, and I would concur with his observation. This is a matter of proper judgment and good common sense."

The FCC has a still-open proceeding on the issue of political broadcasting that dates back to the last time Bailey ran for Congress. In 1992 the FCC reaffirmed an "informal staff opinion" that allows stations to channel indecent political ads to the safe harbor hours. The FCC also allows stations to run a disclaimer before airing the ads.

However, the FCC has not issued a ruling in the proceeding, and several stations have complained that as the 1994 political season heats up, they need more FCC guidance to determine what constitutes indecent political programming. ■

Hundt: Competition will build superhighway

The information superhighway is open to competition and the race is on, says FCC Chairman Reed Hundt.

On a competitive highway, consumers will be able to choose among services and products. "We don't want government to pick technologies or industries—not cable or telcos or satellite or wireless—as the backbone of the information highway," Hundt said. "All should compete, all should negotiate, all should bargain and invest to build the highway."

As for the growing convergence of the telephone, television and computer industries, Hundt says the business community will set the pace. "No single act of government or business can create or block convergency. It is

inevitable, and it is the core of the information highway."

Hundt, who spoke last Tuesday at the Wertheim, Schroder/Variety Media Conference in New York, said the information superhighway consists of the multibillion-dollar markets for local and long-distance telephone services, telecommunications equipment, broadcast, cable and entertainment, computers and software, printing and publishing and satellite services.

But those markets aren't limited to the U.S., Hundt says. "I believe that America should vigorously argue for open, competitive communications markets all over the world. The beneficiaries will be not only Americans, but all the world's people."

—KM

Sports migration: reversing field?

Cable, sports leagues say more sports are moving back to free TV

By Christopher Stern

The nation's major sports leagues and cable networks say not all sports programming is migrating from broadcast television to cable.

Many comments to the FCC last week stated that any recent migration actually returned sports programming to broadcast from cable. The National Football League, Major League Baseball and National Hockey League urged the FCC to uphold its earlier finding that consumers are not being hurt by cable's carriage of sports programming.

Several suggested that Fox's recent

successful bid for NFL games heralds increased competition among broadcasters that will keep broadcast networks the primary force in the distribution of professional football.

One dissenting filing came from the Association of Independent Television Stations, which said there is a problem with sports siphoning. It urged the FCC to "retain authority to study and enact sports siphoning rules." INTV also suggested broadcasters would air more games if they didn't have to compete with pay cable.

"Certainly, it is a legitimate question to ask whether there would be

increased coverage of certain sports on free off-air television in the absence of pay subscription channels. Indeed, for those sports where broadcasting and cable compete for sports rights, one may safely presume that increases of games of cable sports channels detract from the number of broadcast exhibitions," INTV said.

In contrast, Major League Baseball said there are now more free broadcasts of baseball games (1,707) on local television than at any other time. The league insisted that cable coverage provides a supplement, but not "a substitute," for broadcast games. ■

Cable rules chill deals, Barrett says

By Jim Cooper

Continuing to criticize the FCC's new cable rules, FCC Commissioner Andrew Barrett last week told cable and advertising executives in New York that the 17% rate rollback would stymie cable's growth, at least temporarily.

Uncertainty about cable's cash flow caused by the rules, the details of which were issued March 30, "has

chilled and will continue to chill to a great deal any kinds of deals one might think of putting together," Barrett said.

Demand for cable should be gauged by business executives and not "self-important bureaucrats in Washington," Barrett said. The FCC should set up the economic environment for cable, but not overly interfere with it, he said.

While the original intention of the regulations was to curb "bad behavior" by cable operators, Barrett said, "they turned into what I think was some kind of a consumer type of package."

Barrett, a Republican and Bush appointee who voted for the rules, launched his verbal assault on them at a cable seminar in San Francisco two weeks ago.



FCC Commissioner Andrew Barrett says cable regs turned into 'consumer type of package.'

Barrett told BROADCASTING & CABLE he voted for the rules in a compromise with Chairman Reed Hundt and Commissioner James Quello.

Speaking last Tuesday at the annual Cabletelevision Advertising Bureau's conference, Barrett said the cable industry satisfactorily complied with the original April 1993 rate regulations, which "established a final but yet somewhat confusing point to move from."

"It seems to me that if you reach a result where 70% of the rates go down, that clearly is having accomplished what I think the congressional intent was," Barrett said.

Barrett sided with those who believe the rules have delayed mergers and partnerships between telephone and cable companies. "Our rules have slowed the pace of those kinds of decisions," he said. ■

New regs called 'confiscatory'

Top leaders in the cable industry had harsh words for the latest round of reregulation ordered by the FCC.

Speaking last Tuesday at a conference sponsored by Wertheim, Schorder/Variety, Brian Roberts, president of Comcast Corp., said the FCC's recent cable rules and regulatory measures are "confiscatory" bordering on hypocritical.

Time Warner Chairman Gerald Levin added that the FCC's rate rollbacks are "unfathomable," a comment that elicited resounding applause from the packed hall. Levin also said that although consumer cable bills may be lower, fewer jobs will be created and hiring freezes will result from the FCC's recent action.

When asked how Time Warner intends to recoup the revenues lost to reregulation, Levin said the company is looking to growth of the pay-per-view market and new services being developed for its Full Service Network planned for Orlando, Fla.

—MDB

Top executives of several cable networks last week were named to an industry task force to address violence on television. Members of the task force include USA Networks President and CEO Kay Koplovitz, Lifetime President and CEO Douglas McCormick, A&E President and CEO Nickolas Davatzes, HBO Chairman and CEO Michael Fuchs, MTV President Judith McGrath, Family Channel President and CEO Timothy Robertson, Discovery Networks President and COO Ruth Otte and Rainbow Programming Holdings President Joshua Sapan. Each of the executives will head a separate task force focusing on aspects of cable's Voices Against Violence effort.

Showtime Networks Chairman-CEO Tony Cox was unable to attend a Washington luncheon where the Voices Against Violence task force announcements were made. Bobbi Kamil, executive director, Cable in the Classroom, delivered Cox's speech for him.

In the speech, Cox told programmers that they are accountable for the impact of violent shows on their viewers. "After all, if television viewing did not influence behavior, then General Motors, Coca Cola, McDonald's and other large companies have been wasting their advertising money all these years. No responsible programmer can deny the influence of television on behavior, including violent behavior."

Bell Atlantic Chairman Ray Smith and Senate Communications Subcommittee Chairman Daniel Inouye (D-Hawaii) are among those who will speak today at the annual meeting of America's Public Television Stations (APTS) in Washington. Public TV station managers also will make the rounds on Capitol Hill during the three-day meeting. Smith is expected to discuss possible areas in which Bell Atlantic and public television stations can work together in the future. And Inouye is likely to shed some light on the status of pending telecommunications reform legislation.

In his speech to the National Association of Broadcasters convention last month, FCC Chairman Reed Hundt invited broadcasters and others with ideas for streamlining the bureaucracy to share them with Mary Beth Richards. A special assistant to Hundt, Richards is the FCC staffer implementing the White House pledge to "reinvent government" by saving money and making it more efficient and responsive.

Even though Hundt gave Richards's telephone number (202-418-1000), she says the suggestion box is far from full. She has received only a few calls and visits in response to the chairman's invitation.

A representative of the Satellite Broadcasting and Communications Association stopped by to suggest consolidating the various offices that regulate satellite broadcasting, Richards says. And an unidentified broadcaster wondered why it is necessary for stations to file ownership forms with the same information in both the Mass Media and Common Carrier bureaus, she says.

Richards says she also has met with an ad hoc committee of the Federal Communications Bar Association. The

committee—Alan Campbell, former FCC general counsel Robert Pettit and former FCC Commissioner Henry Rivera—pledged its help and promised to return with specific suggestions for improving the paper flow, she says.

The FCC Cable Services Bureau hosted a press breakfast last week during which reporters were treated to demonstrations of the commission's spreadsheet designed to help cable systems calculate their benchmarks.

The bureau also showed videos demonstrating how consumers can file complaints and how local officials can certify as franchising authorities. The videos were produced by the Cable Services Bureau and are available for sale at regional seminars.

Broadcasters continue to sound the alarm over a proposal to switch TV Marti from VHF to UHF. The

Association for Maximum Service Television says putting the government's Cuban broadcasting station in the UHF band could cause interference to domestic UHF television stations and "make it impossible" to provide a

second channel to every domestic station for HDTV broadcasting.

In a letter to United States Information Agency Director Joseph Duffey, who oversees TV Marti and its companion Radio Marti, MSTV President Margita White urges the USIA to reconsider the proposal, made by an independent three-person panel.

"Use of UHF channels [which are more easily jammed] not only would have a devastating impact on television service to the American public, but would seem especially impractical in serving the Cuban people—since UHF television receivers are not available there," the letter says.

The National Association of Broadcasters, which fears retaliatory jamming of U.S. stations from Cuba should USIA expand TV Marti's operation, last week released a "technical analysis" concluding that the move to UHF would not save money, as the panel claims, and would make TV Marti more vulnerable to jamming by the Cuban government.

Patrick Donovan last week was named the FCC's acting division chief, policy and rules division, Cable Services Bureau. The policy and rules division conducts rulemakings and will undertake studies and collect information that will be used to formulate policies for the cable industry. Donovan recently served as acting deputy division chief of the cable services division, Mass Media Bureau, and special counsel-cable rates in the office of the Mass Media Bureau chief. He has been with the FCC since 1977.

Michael Berg, Washington communications lawyer with Akin, Gump Strauss, Hauer & Feld, has joined Verner, Liipfert, McPherson & Hand's communications practice in Washington.

Comments on Prime Time Access Rule are due to the FCC by June 14. The commission is looking at First Amendment issues and challenges to the rules' off-network restrictions.

Washington Watch

Edited By Kim McAvoy

Cable, agencies and advertisers rub shoulders at CAB conference

Working together called vital to boost medium's ad revenue

By Jim Cooper

John Hendricks, founder of The Discovery Network, summed up the thrust of last week's Cable Advertising Bureau's annual conference: "We're going to make this medium work for advertising, and that is our pledge."

The future of that pledge was discussed in numerous panel sessions focusing on how advertising and cable TV can do business in a rapidly changing communications environment.

With the advent of a more consumer-driven media marketplace, advertisers are concerned about using the developing interactive technologies to effectively reach those consumers. Cable operators and programmers also wrangled with the word "interactive" and how they can be first to have the capability to attract both viewers and ad dollars.

Coming to terms with spot cable advertising's future was discussed Monday; delivering a target audience with spot was another topic.

"Spot cable advertising will be the fastest-growing marketing tool in the U.S. for at least the next five years," said David Martin, president of PentaCom. Martin and his fellow panelists discussed the future of spot advertising in the new marketing landscape.

Speaking from cable's point of view, Tele-Communications Inc.'s David McGlade said his company has "quit whining" about its relationship with agencies and has moved to better meet the demands of Madison Avenue. Pointing to the growth of interconnects in the top 20 markets, which results in many cable systems being represented by one rep firm instead of many, McGlade said cable is now an easier buy.

Niche networks "will provide an unprecedented opportunity to talk to a large group of people with the

same interests," said McGlade. "Spot cable's legitimacy is at hand."

Michael Perry, director of media for Nabisco Foods Group, said that his company spends roughly \$100 million on advertising, with 80% going to television. Pointing to the \$15 billion in spot television and \$10 billion in network, Perry said spot cable "has quite a future if it gets its fair share of the billings."

However, Perry noted some problems that must be addressed. Varied research and competitive marketplace pricing, along with inconsistencies in market coverage and premium prices for short spots, are, he said, obstacles in the way of cable's growth.

"It has great potential to be part of the mix. It might become the yellow line down the middle of the information superhighway," Perry said. ■

Public TV attracts upscale sponsors

New York's public television station WNET(TV) has seen a hike in automotive sponsorships, as have other PBS stations in major markets, says WNET. In the past three years, the number of sponsors in the category has risen from zero to seven at WNET.

The new sponsors are mostly high-end automotive dealers attracted to the non-cluttered environment

of public television and its exclusivity of programming, says Jeanne Wigand, director of corporate marketing for WNET. "I really concentrated on upscale automobiles; it was a good fit," says Wigand, who says PBS's 25-to-35-plus audiences are a highly desirable demographic for automakers.

"Ownership" of a program has been a common sponsorship formula for WNET, with Tri-State BMW Dealer Association exclusively supporting *Great Performances*; Tri-State Mitsubishi Dealer Association supporting *Nova*, and Tri-State Acura Dealership Association sponsoring *The MacNeil/Lehrer NewsHour*.

As auto sponsorships increase, financial institutions such as banks and brokerage firms—and communications companies, including Bell Atlantic and Nynex—also see the benefits of public TV's non-cluttered environment.

And American Express last week launched a \$2 million national sponsorship with 11 major-market TV stations, including WNET. The corporation will be national underwriter of two PBS series: *American Masters*, produced by WNET, and *The American Experience*, produced by WGBH Boston.

The American Express campaign also includes off-air marketing in the station's monthly program guide and a corporate challenge grant program. —JC



The non-cluttered environment of public TV has attracted American Express and auto sponsors.

Disk camera bandwagon picks up speed

BTS is latest manufacturer to announce work on digital device

By Chris McConnell

This year several broadcasters were looking to shop for a digital disk-based camera after browsing through the new nonlinear editors displayed at last month's NAB convention.

Next year they may get to peruse at least two.

In addition to Avid and Ikegami Tsushinki Co. Ltd.—which announced a disk-based camera development venture at the convention—BTS Broadcast Television Systems Inc. now says it plans to get into the disk-based camera race and bring a working model to next year's show. Initially a naysayer of disk-based image capture technology, the company now believes the next generation of disk drives will render the cameras a practical idea.

"Disk is a practical way of time saving," says Greg Pine, BTS's marketing manager for cameras. Pine, whose company's Media Pool file server demonstration wowed broadcasters in Las Vegas last month, notes that until the show his company did not think disk drive makers could supply a standard format for the disk recorder.

Current disk technology, he adds, allows for only about 10 minutes of image capture. But the next generation of drives, which Pine expects later this year, will double the time, allowing the disks to store roughly 20 minutes of Betacam-quality video. He adds that BTS has approached other companies about participating in the development effort and hopes to have a camera ready next year.

Industry interest in the disk cameras follows the tidal wave of nonlinear editing equipment that makers brought to this year's National Association of Broadcasters convention. Broadcasters, while pleased with the speed of digital, nonlinear editing, maintain that the machines still necessitate time-consuming tape-to-disk transfers. Cutting out the real-time transfer of taped material, broadcasters say, will render the nonlinear machines practical for fast operations

such as news production.

"You're not going to sit there and dub something before you edit it," says Sterling Davis, director of operations at KTVU(TV) Oakland, Calif. Davis notes that, while most of the storage devices designed as tape cart replacement systems require no disk-based camera, the lack of a disk-based recording device in the field presents a problem if stations want to use nonlinear editors in news production.

Others say that a disk-based image capture device, in addition to eliminating the tape-to-disk transfer, might even eliminate the need to bring material back to a station. Lee Melvin, chief engineer at WFTS(TV) Tampa Bay, Fla., notes the big plus in disk image capture might come from transmitting the material over phone lines.

"The big disadvantage is that the tape has to be in the building," says Melvin. BTS's Pine agrees that a phone modem transmission feature is possible. Avid's Tony

Mark, vice president and general manager of the company's broadcast products group, says his company hopes to install a connection for asynchronous transfer mode (ATM) networks on the back of its camera.

"Once [the picture] is data, the time element has been removed from it," says Pine. "You are simply moving data bits around."

Del Parks of WBFF(TV) Baltimore also says the disk-based capture technology will allow stations to save on the cost of tape machine maintenance. "The name of the game here is to eliminate videotape," says Parks, the station's director of operations-engineering.

But eliminating videotape, equipment makers are quick to observe, also means eliminating years of refinements and improvements to the format. Sony's Larry Thorpe notes that broadcasters will be unwilling to sacrifice features they now enjoy with tape cameras, or pay any more money

to plug a new disk system into their digital systems.

Thorpe, vice president of cameras/HDVS with Sony's business and professional group, says most broadcasters are using the less expensive oxide videotape for image capture despite the presence of higher-quality formats such as metal tapes. "That's the first thing a disk would have to contend with," says Thorpe, whose company just last year introduced its new digital Betacam tape format.

A spokesman at Panasonic Broadcast & Television Systems Co.—which last month launched its D5 digital tape format—also cited cost as a barrier to producing a competitive format. The spokesman added, however, that Panasonic is investigating the development of a disk-based acquisition system.

Pine agrees that broadcasters will pay only so much for a new format, and says his company abandoned the idea of a write-once disk as too expensive.

"The name of the game here is to eliminate videotape."

Del Parks, WBFF(TV) Baltimore

The floppy disk video camera planned by BTS will allow users to download video and then record new material onto a disk.

Another problem is the camera's robustness. While today's videotape cameras and camcorders can take a licking and keep on taping, current disk drives do not take well to jarring and abuse. "There are serious mechanical problems that have to be overcome," says Thorpe, who adds it is too early to start tolling the bell for tape.

Even broadcasters such as KTVU's Davis, while pleased with the target specifications of Avid, Ikegami and BTS, doubt that the first generation of machines will deliver on their promise.

"Spinning disks and head just don't work in portable devices," says Davis. James Gaspar of Panasonic Advanced Television-Video Labs Inc. even maintains that the end may never come for tape—digital editors

or no digital editors. Although digital editing provides nonlinearity and random access for the editing process, Gaspar says, such features are not needed for capturing an image. "Capture is going to remain linear," says Gaspar.

BTS plans to address the robustness issue with "RAM buffers," which allow the spinning disks to absorb a shock, readjust and continue working. Avid's Mark says his company is taking specific shock requirements to disk drive manufacturers.

Thorpe notes that the use of a disk recorder also carries a trade-off between compression and picture

quality, but BTS and Avid think broadcasters will be satisfied with the Betacam quality. Pine hopes the new disk drives will allow BTS to meet its goal of 20 minutes of Betacam quality storage, but expects no more. He says the first disk recorders will not deliver Betacam SP quality.

Mark says Avid is looking at building a two-disk recording device with each disk able to hold 15 minutes of Betacam-quality video. Recording will shift automatically from one disk to the other when the first disk is filled. The disk recorders will plug into the Ikegami camera, as do current Beta recorders. Like BTS,

Avid and Ikegami plan to bring a working model to next year's NAB convention, although no hardware exists yet, an Ikegami spokesman says.

But others remain skeptical that the disk-based cameras in their first generation will be able to replicate several generations of tape recorder refinements. David Walton, marketing manager at camera maker JVC, envisions an intermediate step where news crews get a disk recorder small enough to take to a news event, but too large to hang on a camera.

"It's hard for me to visualize a jump over that step," says Walton. ■

HDTV proponents to show their stuff to FCC

Grand Alliance will demonstrate 525-line digital pictures

By Chris McConnell

Grand Alliance participants will have a chance to brighten the picture for HDTV at the FCC this week.

With all the recent discussion of advanced television surrounding the use of the second channel to provide digital 525-line pictures and other non-high-definition (HD) services, the alliance members will have a chance to raise the flag for high-definition pictures with a brief HD demonstration at the commission on Tuesday.

"Everybody has got to get back to the message that it's great pictures," says Robert Rast, General Instrument's vice president of HDTV business development. "We want to use this opportunity to reinforce that."

The alliance may be reinforcing the message with the FCC's chief. Commission staff last week said FCC Chairman Reed Hundt was planning to look in on the meeting of the Advisory Committee on Advanced Television Service's subgroup.

"What I perceive is [an effort] to try to keep HDTV there as the central goal we're all looking for," says Larry Thorpe, Sony vice president of cameras/HDVS, who last week was arranging to provide a projector and VTR for the demonstration.

Advisory committee chairman Richard Wiley maintains that HDTV has remained the primary focus of the committee's work, despite the frenzy over digital multicasting and ancillary

services. "We've never changed," Wiley says. CBS Senior Vice President of Technology Joseph Flaherty, who chairs the ACATS technical subgroup, says the problem of transmitting HD pictures represents the toughest task in digital broadcasting. However, Flaherty downplays this week's demonstration as an informal update on recent HD productions.

But despite any effort to focus attention on high-definition pictures, the prospect of digital 525-line broadcasting still will occupy some subgroup discussions this week. Alliance participants are expected to respond to a request from the group's last meeting that the HD developers examine implementing a digital 525-line transmission feature in the first prototype equipment.

The subgroup request, made in February as House and Senate lawmakers were developing provisions to grant broadcasters flexibility in providing non-HD digital services, concerned the chances of building "dynamic scalability" into the first equipment that alliance participants will provide for testing later this year.

Rast says the alliance may be able to demonstrate the system's ability to manipulate data, but speculates that any demo will end up being more political than technical. "That's not going to end up being a big deal," he says of the scalability investigation.

If the commission becomes convinced that broadcasters need only to

provide digital 525-line pictures, alliance participant AT&T's Robert Graves says, it could squeeze the industry into less spectrum and auction off the rest to PCS providers. Graves, video technology and infrastructure vice president at AT&T, hopes the alliance and the advisory committee will encourage the FCC commissioners to quickly adopt the alliance HD standard as a part of the National Information Infrastructure.

The demonstration will feature footage from the 1992 Clinton inauguration and perhaps from the 1994 winter Olympics. Alliance and ACATS subgroup participants last week had not decided what they would splice into the 10-minute show.

After the demonstration, subgroup participants will take up the issue of procuring detailed specifications of the planned alliance system and setting performance targets for it. At the last meeting, group members said, with some exceptions, that they would base the performance targets on the top results from the first round of proponent system testing.

The group also will continue to discuss coded orthogonal frequency division multiplexing technology (COFDM), a potential rival to the transmission system planned for the alliance system. While an earlier report focused on the state of the technology in Europe, the subgroup this week will assess COFDM projects in Japan and Canada, Flaherty says. ■

Classifieds

See the last page of Classifieds for rates and other information

RADIO

HELP WANTED MANAGEMENT

KRMS/KYLC, Lake of the Ozark's, market leader, has an opportunity for a hard-working general manager. Personal commitment to sales must be your #1 priority. Qualified account executives/sales managers please apply. Learn about equity opportunities, other benefits our group offers its management. All replies confidential. Call Robert Mahaffey at 800-725-9180. EOE.

General sales manager needed for AC on the East Coast. We are looking for a person with strong people skills and a great sales track record. This is a great opportunity for the right person. Please send your resume, references and sales management philosophies to: Box L-14. EOE.

Wanted: Selling general manager for medium market Texas FM. #1 station in market. Candidate must be a self-starter with proven track record. You will be compensated based on performance. Excellent opportunity. Fax resume, salary history to Jim. 303-989-3987. Equal opportunity employer.

General sales manager WBAZ-FM/WLIE-FM, Eastern Long Island Radio Network seeks hands-on leader to market and sell dominant duopoly committed to localism and highest quality news, information and entertainment products. A unique career opportunity in the Hamptons for a special broadcaster, who can make clients' cash registers ring. If you are competitive and play to win, contact President, Box 1200, Southold, NY 11971 (fax) 516-765-1662. Compensation includes salary, bonus and profit sharing. (EOE).

General manager Northeast FM: Searching for a general manager currently employed ready to advance to a career opportunity with a progressive and respected group; or a GM recently out of work because of duopoly, LMA, etc. To run this successful Northeast rated market FM station you'll need to demonstrate a successful track record that includes consistent growth, exceptional people leadership, a strong sales orientation, and the ability to manage the bottom line effectively. You'll have an excellent and respected property to run and the tools and resources necessary to operate effectively. Send resume in strict confidence to: Warren Smith, Broadcast Associates, 3360 Capitol Circle N.E., Suite D, Tallahassee, FL 32308. EOE.

HELP WANTED SALES

Sales account executive: With minimum two years experience selling radio advertising with both advertising agencies and face-to-face with retail and business clients. Candidate should possess excellent presentation skills and be computer literate with hands on work experience with Tapscan software. Responsibilities include targeting new accounts, upgrading and servicing existing accounts, being able to write winning presentations, consistently achieve monthly budgets, excel in a competitive environment, have good verbal skills and be a team player. Send resume (no phone calls, please) to: Jim Principi, General Sales Manager, WTIC Radio, One Financial Plaza, Hartford, CT 06103. The Ten Eighty Corporation is an equal opportunity employer.

Top 100 market, Canton/Akron Ohio ratings leader looking for aggressive broadcasting sales professional. Salary, commission, benefits, great list. Reply to Box L-22. EOE.

HELP WANTED TECHNICAL

Full service AM/FM combo. Position includes transmitter and studio maintenance and repair. Other radio skills a plus. General Class license and S.B.E. preferred. This is an outstanding life style opportunity in a small market with good equipment and good radio. Resume to: General Manager, KDLR/KDVL Radio, Box 190, Devils Lake, ND 58301. EOE.

HELP WANTED NEWS

Non-commercial Christian Family Life Radio network is seeking to fill opening as news & public affairs director at its Detroit station. Applicant should have two years experience in similar position. Women and minorities are encouraged to apply. Send tape and resume to General Manager, WUFL, PO Box 1030, Sterling Hts., MI 48311. EOE.

Radio news anchor/reporter: KCRG already has the best television news department in the Midwest. Now we want to build the best radio news operation in the Midwest. We have two positions open in our radio news department. If you're a good news person with a good set of pipes, send your resume and non-returnable tape to: Bob Smith, News Director, KCRG-AM, Box 816, Cedar Rapids, IA 52406. EOE.

SITUATIONS WANTED MANAGEMENT

Radio-general manager: My history is strong on sales, community services, honest, excellent references. Small to medium markets. 716-992-4690.

Bob Bolton: Continuing my management search. Recently GM/GSM with Eastern NC station I built from CP. Management/sales/programming and construction career spans 25 years. Capable of wearing many hats to reduce your overhead. Call anytime including nights! 919-249-1893.

General manager: Very talented, sales/hiring and training. Excellent leader, great credentials. Prefer south/southeast market. 804-384-0127.

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

SITUATIONS WANTED PERSONALITY/TALENT

Twin cities afternoon drive talent looking for new format. Possibly morning show. Perfect for addition to team. Chris 612-488-6070.

Talk show host: Weekends, vacation fill-in. Mid-Atlantic region. Former broadcaster (now consultant) with major market experience and "network sound." Uncommon ability to listen and to ask the right question. Unique and absorbing perspective. Call 215-487-2061.

SITUATIONS WANTED TECHNICAL

Dependable, mature, radio engineer. Experienced in all phases including computers. Will relocate. Reply to Box L-23.

SITUATIONS WANTED NEWS

Experienced and award-winning sportscaster seeks your new challenge. PBP, reporting, interviews, and more. Please reply to Box L-24.

SITUATIONS WANTED ANNOUNCERS

High quality sports talk host: Knowledgeable, entertaining, provocative, and determined to capture huge audience. Not another talking head. Medium market experience. Midwest preferred, but very flexible. Have done play-by-play (all sports). Bob Sturm, 608-837-2759.

TELEVISION

HELP WANTED MANAGEMENT

Station manager: WSTM TV seeks operations oriented station manager to supervise news, promotion, engineering and production departments. Must be a creative motivator, achiever and leader. Please send resume to Lisa Beyrau, WSTM TV, 1030 James Street, Syracuse, NY 13203 (no phone calls). EEO.

Excellent opportunity to join a great team. Number 1 station, CBS. Must have 3-5 years sales management experience. Motivator. Strong leadership and organizational skills. Excellent compensation and benefits. EOE. Send resume to: John Shine, General Manager, KIMT-TV, 112 North Penn. Ave., Mason City, IA 50401.

Traffic operations manager: Memphis' WMC-TV NBC, is seeking an excellent leader and manager of people who will oversee the operation of an AS/400 Columbine system. Minimum five years hands on experience, ability to maximize revenue by inventory management, develop improved systems, and inspire zero defects, mandatory. Responsibilities will focus on television but will also inspire zero defects, mandatory. Responsibilities will focus on television but will also include operations in radio and business departments. Send letter and resume to Susan Marquis, Personnel Director, 1960 Union Ave., Memphis, TN 38104. EOE & affirmative action station.

Financial CFO: Broadcasting company seeks highly organized, detail oriented, hands-on CFO with management skills to perform accounting & financial functions for sole proprietor. Should be a self starter with excellent English language skills. Proficiency in Lotus/Symphony, Peachtree and word processing required. Responsibilities include: G/L, budgets, financial reports & consolidation, payroll, taxes, audits, employee benefits and loan compliance. Knowledge of FCC rules & regulations not required but helpful. Fax resume to 914-793-3693 or mail to Citadel Communications Company, Ltd., 17 Kraft Avenue, Bronxville, NY 10708. No agencies or phone calls. EOE.

General manager: Technical operations. Minimum 10+ years of extensive broadcast engineering experience at network or equivalent level in studio and ENG news production. Strong technical credentials to oversee engineering manpower at in-house facility and remote sites in Washington coverage area. Need solid managerial and organizational skills. Experience in planning and personnel supervision required. Please send resumes with salary requirements to: ABC News, Attn: Personnel Dept., 1717 DeSales Street, NW Washington, DC 20036. EOE.

General manager: Federal Broadcasting Company seeks sales-oriented general manager for KTVO-TV in Kirksville MO. Must have strong sales management background with ability for recruiting, training and managing people while keeping it fun. Please send resume and salary requirements to Jim Kizer, Executive Vice President, Federal Broadcasting Company, 1030 James Street, Syracuse NY 13203. EOE.

KFVS12, an AFLAC broadcast division station, has an immediate opening for the position of operations manager. Duties include management of program, promotion, production, and operations departments. Applicants must have prior departmental management/supervisory experience. College degree preferred. No beginners. Send resume to Howard Meagle, PO Box 100, Cape Girardeau, MO 63702-0100. An equal opportunity employer.

Tech support administrator: Major market television facility seeks an administrative office manager working directly for the head of engineering. This is a new position that will be located in south Florida. Responsibilities include: Assist in the overall administration of the department; communicate with vendors and equipment suppliers; liaison to accounting department; liaison with MIS and telecommunications departments; processing purchase orders & invoices; maintain an inventory system for all technical equipment; monitor status of all purchases, receivables, and shipping. The ideal candidate should have a good understanding of technical parts and equipment and must communicate effectively with both engineers and the non-technical staff. Reply to Box L-25. EOE.

HELP WANTED RESEARCH

Research whiz: Able to get to the heart of the matter with political profiles, policy papers, voting records & public statements for conservative syndicated political talk show. Self-starter with strong work ethic and accuracy required. Television experience preferred. Familiarity with Nexis and other computer databases and government sources, etc. Quick turnaround for daily East Coast-based program. Resumes, project samples and non-returnable tapes to: Box L-9. EOE.

KDAF-Fox TV-Dallas research analyst: Responsible for maintaining and supporting the TvScan and Qualitap rating database. Familiarity of TV rating, media research and computer literate with LAN experience a plus. Send resume to: Personnel, KDAF, 8001 Carpenter Frwy, Dallas, TX 75247. EOE.

Research manager: Seeking experienced team player to write sales presentations, analyze ratings data, support Marshall Marketing, maintain TvScan system and work with a dynamic group of winners. Send resume to: Pat Barranger, Sales Marketing Manager WMAR-TV, 6400 York Rd., Baltimore, MD 21212. WMAR-TV is an equal opportunity employer. Women and minorities encouraged to apply.

HELP WANTED SALES

Director of sales/marketing: Rare opportunity for experienced candidate to lead the sales and marketing team at this very dominant SE Sunbelt CBS affiliate. Our successful applicant will possess excellent people and managerial skills, a working knowledge of vendor support programs, NSI Star and Conquest. NSM or rep experience a plus. Letter, resume to: General Manager, Box L-16. Confidentiality assured. EOE. Women and minorities are encouraged to apply.

Sales account executive: Fox 26, KRIV-TV in Houston has an opportunity for a highly motivated local sales account executive. Candidates must be computer literate, skilled in verbal and written presentations, understand the value of service, organization, creativity and team work, and be an effective user of sales promotion and of research tools including Scarborough. Must have a minimum of three (3) years of broadcast sales experience. Background in other media, agency or marketing preferred. No phone calls. Qualified applicants only send resume to: KRIV Fox Television, Personnel Dept., PO Box 22810, Houston, TX 77227. EOE.

Account executive: Philadelphia TV station seeks aggressive intelligent salesperson to service and grow active account list. 1-3 years broadcast sales experience required. Outstanding career opportunity. Please contact: Rich Hammond, WGBS-TV, 420 North 20th Street, Philadelphia, PA 19034. Fax: 215-563-4846. EOE/MF.

KQQL-FM/WBOB-FM: Minneapolis' number one adult combo seeks aggressive pro for senior sales position. Excellent financial opportunity for the right candidate. Present yourself in writing to: Lori Moen, Local Sales Manager, KOOL 108/BOB 100FM, 60 So. 6th St., Suite 930, Minneapolis, MN 55402. No phone calls please. Cofax Communications is an EEO employer.

Account executive: We need a barracuda who achieves success by "out of the box" thinking. If you have a fire in your belly, enjoy working a list and developing new business, are computer literate, have experience with numbers, NAR, BAR and Scarborough, then mail or fax a cover letter, resume and salary history to LSM, WDCA-TV/Paramount 20, PO Box 9662, Washington, DC 20016. (Fax - 301-654-5209) People of color encouraged to apply. Equal opportunity employer.

National sales manager: Leading ABC affiliate needs a NSM with national rep experience or proven national experience at the station level. Please send resume, references and salary requirements to WCBQ-TV, Personnel Dept. #751, PO Box 879, Charleston, SC 29402. EOE M/F. Applicants drug screened. No phone calls please.

HELP WANTED TECHNICAL

Immediate opening for aggressive hands-on video engineer. Must be proficient in maintaining full service multi-format post production facility. Location mid-west. In depth hands-on experience a must. Attractive salary and benefits package. Please call 1-800-960-3838, today, as well as faxing resume with salary history to John Prechtel at 515-472-6043. EOE.

KDAF-Fox 33-Dallas-staff engineer: Experienced staff engineer. Duties include, but not limited to UHF television transmitter operation, on air switching, video set up, videotape commercial dubbing and satellite feed recording. Send resume to: Personnel, KDAF, 8001 Carpenter Frwy, Dallas, TX 75247. EOE.

Maintenance engineer: WOWT-TV maintenance engineer, Omaha NBC affiliate needs computer-literate, organized, highly qualified person to maintain studio and ENG equipment. 2 years minimum related experience; SBE certification preferred. Competitive salary and superb benefits; a great city to live in! Send resume to: WOWT, Human Resources, 3501 Farnam, Omaha, NE 68131. No phone calls please. WOWT is an equal opportunity employer.

KTRV Fox-12 has immediate opening for maintenance engineer in the growing and beautiful Boise market. Position requires working knowledge of modern systems repair in studio and mountain-top transmitter. FCC General Class license or SBE certification required. Fax resume to: Chief Engineer 208-467-6958. EOE.

Design/maintenance engineer to assist in project implementation in its television and radio production and broadcast facility. Reqs: 5 yrs. design engineering and maintenance background, CAD experience, college deg. and good written, oral and org. skills. Excellent salary and benefits. Send cover letter, resume and salary history to: MT&R, Dir. of Engineering, 25 West 52nd Street, New York, NY 10019. Fax 212-621-6700. No calls. EOE.

Chief engineer wireless/CATV: Wireless company has an excellent opportunity for an experienced broadcast, headend and plant engineer in sunny South America. We are seeking a hands on management style to supervise a small staff. Spanish/English communication skills a must. Excellent salary plus benefits. Send resume with salary history to: Direct Cablevision, Attn: Mr. Vallecilla, 48 Woodland Ave., Rockaway, NJ 07866. EOE.

Engineer opening at WSBT-TV, WSBT-FM, WNSN-AM in medium market for a self starter with minimum 1 year experience in broadcast engineering plus 2 years technical/electronics training. Chauffeur's license and SBE preferred. Excellent benefits. Send resume and salary requirements to: Phyllis Emmons, HR Director, WSBT, Inc., 300 W. Jefferson Blvd., South Bend, IN 46601. EOE.

Maintenance engineering supervisor: Midwest NBC affiliate has an opening for a maintenance engineering supervisor. Candidates must be experienced in the maintenance of UHF transmitters. Send resumes to: WEEK-TV, Personnel Department, 2907 Springfield Road, East Peoria, IL 61611. EOE. No phone calls, please.

Mobile uplink operator: University of Northern Iowa. UNI seeks applications for a person to play a major role in the operation of its new mobile uplink facility. Duties include operation, maintenance, and repair of mobile satellite uplink facility; production and direction of programs; and providing video engineering services. BA degree in Broadcasting or related field or a combination of post high school training and experience in uplink operations providing a comparable level of expertise required. Commercial driver's license or willingness to obtain one and FCC license or related certification required. Video production and two years of mobile satellite uplink operation experience preferred. Salary is commensurate with qualifications and experience. Review of applications will begin immediately and will continue until an appointment is made. Additional information provided upon request (319-273-6432). Send cover letter, resume, and names, addresses and telephone numbers of three references to: Mobile Uplink Operator Search Chair, 111 Gilchrist, Personnel Services, UNI, Cedar Falls, IA 50614-0034. AA/EEO.

HELP WANTED NEWS

News director: ABC affiliate seeks experienced small-market news director with good people skills to lead a young, aggressive team. Must have the journalistic and organizational skills to develop a competitive product and be a good teacher. BASY, live unit, remote bureau, latest equipment. Send resume and salary history to: Frank Pilgrim, General Manager, 202 Downtown Plaza, Salisbury, MD 21801. Fax 410-742-5767. M/F. EOE.

News director for an aggressive 13 member news team in the beautiful Black Hills of South Dakota. Up to date equipment and resources not typical of this market size. Applicants must be able to show significant experience in leading people, helping them grow, developing a plan for serving the community and maintaining professional standards. A degree and significant experience as a television news director required. KEVN is an equal opportunity employer. Women and minorities are encouraged to apply. Salary dependent on experience. Resume, references and non-returnable video tape to Gerry Fenske, General Manager, KEVN-TV, PO Box 677, Rapid City, SD 57709. No calls!

Reporter/anchor: Aggressive, creative communicator needed. Ideal candidate will be an enterprising reporter with strong story-telling skills. Responsibilities will be anchoring morning cut-ins and hosting an approaching morning show. Must be a team player. Women and minorities encouraged to apply. Rush resumes to Box L-17 EOE, M/F/D.

Needed now!! Investigative reporters. Guam Cable TV's cable news, winner of Polk, AGA Silver Gavel and 8 Ace Awards, is looking for the next Woodward and Bernstein's willing to work as a team. Send letter with news philosophy, resume, non-returnable tape, salary history and references via domestic priority mail to: Harrison Flora, Vice President, Guam Cable TV, 530 West O'Brien Drive, Agaña, Guam 96910. EOE.

Morning show executive producer: WFAA in Dallas/Fort Worth is looking for an exceptional executive producer to develop and produce a daily one-hour local/live talk, information and entertainment program. Successful candidate will help develop program concept, hire staff, and supervise all aspects of ongoing program. Proven track record a must. Please contact Cathy Creany, VP-GM, or John Miller, Executive News Director, at 214-748-9631. EOE.

Sports producer-part time: Produce sports broadcasts for market leader. Includes choosing sports stories for broadcast, writing stories, shooting and editing videotape, field reporting and interviewing, and preparing sports information for on-air talent. College degree. Willing to work nights and weekends. Some on-air experience helpful. Tapes to: Paul Dughi, WBNS-TV, PO Box 1010, Columbus, OH 43216. EOE.

News producer: We are looking for a producer who does more than just stack shows. We are looking for a producer with imagination, organization, and determination. If you're a great producer who wants to work at a great television station, send your resume and non-returnable tape to: Bob Smith, News Director, KCRG-TV, Box 816, Cedar Rapids, IA 52406. EOE.

Anchor/reporter needed for group owned CBS affiliate. Applicant must have great on-air skills to enhance the markets top news team. A minimum of two years of broadcasting experience and desire to be part of a number one news team. Send resume and tape to: Pat Clutter, News Director, WTRF-TV, 96 16th Street, Wheeling, WV 26003. M/F/EOE.

News producer: WPXI-TV, Pittsburgh's fastest growing TV news station has an immediate opening for a news producer. Applicants must be able to produce a fast paced newscast and a proven track record of ratings success. Send resume and a recent tape ASAP to: Tom Loebig, Executive Producer, WPXI-TV, 11 Television Hill, Pittsburgh, PA 15214. EOE.

Weather/gen'l assignment reporter: TV network affiliate seeks person with demonstrated reporting ability. Fulltime position. Send tape/resumes to: Attn: Personnel Manager, 3514 State St., Erie, PA 15508. No phone calls accepted. EOE.

Are you ready to be #1? This is your chance! We're sending our 6 & 10 pm co-anchor to a top 20 market. Are you ready to replace her? Experience and dedication adding up to a "new vision" is a must. Send non-returnable VHS or 3/4 tape, plus resume & references to: Tom Claycomb, News Director, KSFY-TV, 300 North Dakota Ave., Suite 100, Sioux Falls, SD 57102. EOE. No phone calls.

Weekend anchor: NBC affiliate is looking for the right person to complement female anchor. Only good story tellers with strong reporting skills need apply. Send resume, tape and salary needs to News Director, WAFF-TV, PO Box 2116, Huntsville, AL 35804. No phone calls. EOE.

KDAF-Fox TV-Dallas-weather anchor: Responsible for main weathercast with fresh and creative style including collecting all relevant weather information. On-air skills, reporting experience and weather equipment knowledge required. Resume & non-returnable tape to: Attn: News Dir. KDAF, 8001 Carpenter Frwy., Dallas, TX 75247. EOE.

KDAF-Fox 33-Dallas: Anchors and reporters. Fox's Dallas O&O wants overly creative anchors and reporters for summer news startup. Send tape, resume and the most creative letter to: Attn: News Director, KDAF, 8001 Carpenter Frwy., Dallas, TX 75247. EOE.

KDAF-Fox TV-Dallas-investigative reporter: Requires a minimum of 5 years experience as a reporter. Must be aggressive, self starter with impeccable local contacts. Exposure to influential community leaders and extensive police contacts a plus. Send resume to: News Dir. KDAF, 8001 Carpenter Frwy., Dallas, TX 75247. EOE.

Anchorperson: Top 25 network O&O seeks morning co-anchor. Requires commanding style: Confidence, and credibility, plus congeniality and warmth. Inexperienced do not apply. This is not a "training" position. Resume plus letter describing your style of anchoring to Box L-26. EOE/MF.

Are you the Dallas Cowboys of sportscasting? Fox's O&O in Dallas has the Cowboys this fall and needs creative sports anchor and reporters to join our team. Show us how you can take sports beyond scores, highlights and clichés! Rush tape, resume and your most creative cover letter to: News Director, Fox Dallas, 8001 John Carpenter, Dallas, TX 75247. No phone calls please. EOE M/F/HV.

Career opportunity for energetic, people-oriented, self-starter with excellent news judgement and a creative manner. Bachelor's in Journalism preferred and 1-2 years related experience in fast-paced broadcast news environment. Competitive salary plus excellent benefits. News Director, WSBT-TV, 300 W. Jefferson Blvd., South Bend, IN 46601. EOE.

Middle East television bureau chief: Foreign language European based TV network urgently seeks a qualified bureau chief for its Jerusalem news bureau. Candidates must be experienced and have strong administrative and field producing skills in television journalism. C.V. and cover letter only to Box L-27. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Post-production editor needed at NBC affiliate in rapidly growing top 35 sunbelt market close to mountains, beaches, Charlotte and Atlanta. Prefer experience with ACE edit controller, AVC 21, Chyron Max!, ESS, Beta & 1". Excellent opportunity for a creative individual to work with enthusiastic staff in a versatile and newly upgraded edit suite. Send resumes to: Human Resources Manager, PO Box 788, Greenville, SC 29602. EOE.

Commercial producer: 2 years experience, with ability to edit, write commercials and hands on producing experience. Resume and tape before April 29 to Judy Baker, WCYB, 101 Lee Street, Bristol, VA 24201. No phone calls please. EOE/M/F/HV.

WTVH-5, CBS affiliate, Syracuse, NY has immediate opening for creative, innovative, organized, highly-motivated, writer/producer. Must have excellent writing skills, minimum two years experience in news, program and station promotion. Experience in television production and off-line editing a major plus. Send resume and tape to Ken Elander, Director of Creative Services and Marketing, WTVH-5, 980 James Street, Syracuse, NY 13203. No phone calls. EOE.

TV production: 2 experienced television production people needed. Duties include: Operation of video and audio equipment, work in studio, field production, graphics generators, directing, set construction, and time-code A/B editing. Ability to distinguish colors, some lifting. Send resume by April 22, 1994 to: Personnel, PO Box 13246, Roanoke, VA 24032. EOE.

Writer/producer: Can you produce kick-butt spots that cut through the clutter without sacrificing the message? KXTV, Sacramento has a wonderful opportunity for someone who believes clarity of message is more important than technique, but still knows how to use technique to enhance the message. We expect a lot... excellent writing, editing and production skills, a thorough understanding of advertising principles, the ability to turn spots around very quickly, an endlessly positive attitude, and the ability to get done whatever needs to be done. In return we offer a supportive work environment, great weather, a top 20 market, excellent benefits, the opportunity to grow professionally, a non-union shop, the chance to work with a fabulous editor and a top-notch art department, and competitive wages with paid OT. If your reel can stand up to the best of them, send it with a copy of your resume and a script for a :30 spot promoting yourself to: Kathleen Baylies, KXTV, PO Box 10, Sacramento, CA 95812-0010. (Extra points if you let your materials speak for you and do not call.) EOE. Drug testing.

ABC affiliate in 34th market has an immediate opening for high-energy, innovative, quality-oriented expert to join creative promotion team. One year experience in TV promotion required. Must be able to demonstrate strong writing, producing, and editing skills. Expertise in print and radio required. Send resume, non-returnable tape and writing samples to: WSYX-TV, PO Box 718, Columbus, OH 43216-0718. Attn: Promotion Writer/Producer. No phone calls please. Women and minorities are encouraged to apply. Pre-employment drug testing. EOE M/F/D.

Creative services director: Aggressive Ft. Myers Fox affiliate is seeking a news-oriented, highly creative thinker and writer to oversee on-air and all outside promotion. If you strive for excellence, are people-oriented and want to work in the environment that fostered AP's best newscast in Florida among medium markets, send non-returnable tape and resume to: Chris Andrews, VP/General Manager, 621 SW Pine Island Road, Cape Coral, FL 33991. Minimum 5 years experience. We are an equal opportunity employer.

Needed immediately: Multi-talented producer/director who can also write, or shoot, or light, or edit. Must have experience working directly with corporate clients. Must be creative and work well with others. Send information and demo reel to PO Box 13785, RTP, NC 27709-3785. EOE.

Operations/production manager for Spanish language O&O station in LA market. Must have solid broadcast management and TV news production experience. If you're a mentor, organized and creative, rush references and resume to KVEA-52, 1139 Grand Central Avenue, Glendale, CA 91201. Or fax to 818-247-2561. No phone calls please. EOE.

Producer/director: Seeking producer/director with strong multi-camera TD skills... Tired of just pushing buttons? Let your skills flourish at a growing facility in the Washington DC area with a creative team atmosphere. Must have enthusiasm for beautiful images and ability to work independently and supervise production crew. Must interact well with clients. Send resume and demo tape to: Media General Productions, 14650 Old Lee Road, Chantilly, VA 22021. Attention: Human Resources. Demo tapes will not be returned. No phone calls please. Pre-employment drug-testing required. EOE M/F/D.

SITUATIONS WANTED SALES

Dale Carnegie sales graduate with six years selling radio advertising, currently employed with AT&T, is looking for a position as an account executive with a television station. Please call Martin Garbus at 213-749-3461 or write to him at 27113 Sanford Way, Valencia, CA 91355.

SITUATIONS WANTED NEWS

Long format newsmagazine producer! Attn: Broadcast network & nat'l cable executive producers & news directors on lookout for the good and experienced. Tired of scouring from a diminishing pool of known talent often oversold? I have more than a decade of distinguished and recognized achievement in TV investigative journalism behind me—covering & breaking a number of important stories at home & abroad for several of the top network newsmagazine & hard news shows in US & UK. Just rebased New York & now looking to regularize work status soonest. Welcome opportunities for introductory chat for mutual reference purposes. My current list of story projects needs quick home. Further career details/references/etc. Contact tel: 212-876-4123 or 212-876-4418 (fax).

SATELLITE**HELP WANTED PROGRAMING
PROMOTION & OTHERS**

Video tape operators: Needed for playback and operation of major cable programming services. Must have two years on air switching experience in a live broadcasting environment. Candidate needs to be familiar with computer automation, character generator, and all video tape formats. Some editing experience helpful. No phone calls. Send resumes with references to: Don Gilmore-VTO Manager, IDB Communications Group, 10525 Washington Blvd., Culver City, CA 90232-1922. EOE.

CABLE**HELP WANTED MANAGEMENT**

Local sales manager: Consistent, solid growth has created the need for an additional local sales manager for our 700,000 subscriber interconnect in Suburban Philadelphia. The right candidate will manage a team of 6 AE's in a positive environment where you can grow to your fullest potential. Experience required in agency and local direct selling. PC literacy a plus. Reply to Philip W. Salas, Director of Sales, Metrobase Cable Advertising, 70 E. Lancaster Avenue, Frazer, PA 19355. EOE.

Cox CableRep Omaha is seeking a local sales manager to supervise the complete sales activities of a local advertising sales staff. Ad sales experience required. College degree and management experience preferred. Send resumes to CableRep Advertising, 5011 Capitol Ave., Omaha, NE 68132. Division of Cox Cable Communications, equal opportunity employer.

General manager Dynamic Cablevision of Florida: Colony Communication's system serving Dade County has opening for it's 75,000+ sub multi-franchise system. Company seeks employment of an experienced, high energy and highly organized general manager. Successful candidate will possess excellent communication and analytical skills and be intimately familiar with all current aspects of CATV operations including external affairs. Qualified candidate will have degree plus 3-5 years metro-market general management experience or equivalent. Bi-lingual (English/Spanish) preferred. Attractive compensation package. Only correspondence with salary history and/or requirements will be considered. All replies held in strict confidence. Florida Regional Manager, Colony Communications, 2151 W. 62nd Street, Hialeah, FL 33016. Equal opportunity employer, M/F.

ALLIED FIELDS**HELP WANTED MANAGEMENT**

General manager Texas Student Publications, The University of Texas at Austin. The general manager oversees the day-to-day operations of a \$2.5 million student media operation consisting of a newspaper, radio station, television station and two yearbooks, with increasing emphasis on radio and television. Required qualifications are a bachelor's degree, five years of managerial experience, and experience in the administration of budgets and personnel. Experience in the management of print or electronic media is preferred. Salary is open; excellent fringe benefits. Complete information on this vacancy will be provided to finalists at the interview. To apply, submit letter of interest, resume, and three letters of reference to: Carlene Wooley; Texas Student Publications; TSP 3.304; Austin, TX 78712. An equal opportunity/affirmative action employer. Minority applicants are encouraged to apply.

HELP WANTED ADMINISTRATION

The West Virginia Educational Broadcasting Authority (WVEBA) licensee of three (3) independently programed television stations and a ten-station public radio network seeks an executive director to oversee an agency with more than 100 full-time employees and an annual budget of approximately \$10 million. Qualifying experiences desired: an effective advocate with boards, governing bodies, and the public; a coalition builder and an effective manager; a developer of funding sources; experience managing a complex organization; an executive with technical expertise to develop and implement a public broadcasting system. The candidate will have substantial administrative experience in broadcasting, education, private industry or an appropriate combination of experience and education. Salary: \$47,500. Applications or nominations should be sent to WVEBA, Executive Director Search Committee, 600 Capitol Street, Charleston, WV 25301. The EBA encourages the application of female and minority individuals as well as persons requiring individual accommodation due to a disability. WVEBA is an equal opportunity employer.

**HELP WANTED PROGRAMING
PRODUCTION & OTHERS**

Editor: Award-winning East Coast company in search of creative, versatile team player. 5 to 10 years experience required. CMX background and familiarity with a wide variety of tape formats preferred. Must have strong interpersonal skills and positive attitude. Competitive pay and benefits package. Come join our winning team!! Send resume to: Editor, 3083 Brickhouse Ct., Virginia Beach, VA 23452. EOE.

HELP WANTED TECHNICAL

Customer support representative: Broadcast automation firm looking for customer support representatives for phone support & installation. Qualified candidates should have experience in computer support (Unix, DOS, Windows, networking) or practical experience in the cable & broadcast industry in news or engineering. Send resume & salary requirements to: Basys Automation Systems, Inc., 5 Odell Plaza, Yonkers, NY 10701. Attn: Jon Mitchell. EOE.

FINANCIAL SERVICES

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

Immediate financing on all broadcast 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.

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.

Workshop for would-be reporters, April 22, 23 or 29; "How to Get Your First Job as a TV News Reporter." Call Julie Eckhart, ESP 914-937-1719.

EMPLOYMENT SERVICES

Landing a job in TV news: A leading consultant, top management and on-air talent offer video tips for landing your first-or-next job in TV news. Whether you're an anchor, reporter, sports-or-weathercaster, producer or photographer, this tape is a must! VHS. One hour. \$29.95 + \$3.95 S&H. Visa/MC orders call toll-free 1-800-248-9670. Check/M.O. payable to: TV News Tape, PO Box 176, Cleveland, OH 44129.

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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.

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TELEVISION**HELP WANTED MANAGEMENT****MANAGER
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Prestigious TV production company based in the Washington, D.C. area. Responsible for financial and strategic analyses and special projects in support of finance/planning, business development, programming, production, domestic/international broadcast/home video distribution, etc. Required: MBA-Finance, Lotus/Excel and word processing fluencies, and 3+ years TV experience. EOE.

Please send resume to Box L-28.

HELP WANTED NEWS**ASSIGNMENT EDITOR**

Named Best Newscast in the state of Florida by Associated Press, Fox News at 10 needs an Assignment Editor. College degree and 3-year broadcasting experience preferred. Knowledge of south Florida extremely helpful. No telephone calls please. Send non-returnable tape and resume to:

**Mark Pierce, News Director
WFTX-TV
621 SW Pine Island Road
Cape Coral, FL 33991**

We are an equal opportunity employer.

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HELP WANTED PROGRAMING PRODUCTION & OTHERS

CREATIVE SERVICES DIRECTOR

To lead overall station promotional efforts for KABC-TV, Los Angeles. Demonstrated leadership skills required in creative production, audience analysis, strategic planning and departmental management. Inquiries and resumes to: **General Manager, KABC-TV, Dept. BC, 4151 Prospect Ave., Los Angeles, CA 90027.** Equal Opportunity Employer.



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Director of Human Resources
WBZ NewsRadio 1030
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Submit resume and salary history/requirements to **Greater Media, Inc., PO Box 1059, East Brunswick, N.J. 08816.** EOE.



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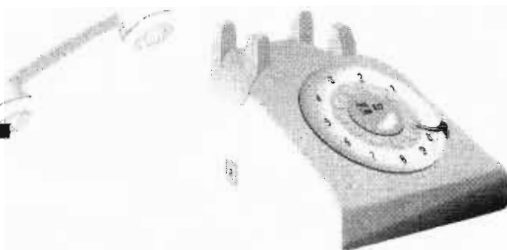
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For the Record

FACILITIES

Applications

■ **Rice Lake, WI** WAQE-FM 97.7 mhz—Granted app. of Red Cedar Broadcasters for mod. of CP to make changes: change ERP: 18.5 kw; ant. 88 m.; TL: Town Rd., 1.3 mi. N of NW city border, near Rice Lake, Barron Co., WI. Change class C3 downgrade via application. Action March 18.

■ **Salisbury, MD** WSCL(FM) 89.5 mhz—Salisbury State University Foundation Inc. seeks CP to make changes: ERP: 33 kw; ant. 178 m.

■ **Lake Oswego, OR** KKBK(FM) 106.7 mhz—Rogue Broadcasting Corp. seeks CP to make changes: ERP: 86.5 kw; ant. 304 m. and to change; TL: 9494 SE Eastview Drive on Mt. Scott, 9.8 km NE of Lake Oswego at 67.1 degrees true.

■ **Cameron, TX** KJKS(FM) 101.3 mhz—Joseph Smitherman seeks MP of CP to make changes: ERP: 3.05 kw; ant. 141 m.; TL: 1 mi. W of Cameron, Milam Co., TX (per MM docket 89-459).

■ **Corsicana, TX** KICI-FM 107.9 mhz—Rodriguez Broadcasting Inc. seeks CP to change ERP: 17.5 kw, and change class: downgrade to C2.

■ **Gainesville, TX** KPXG(FM) 107.9 mhz—107.9 Inc. seeks mod. of CP to make changes: ERP: 2.75 kw; ant. 546 m.; TL: 2.3 km NNE of intersection of State Rd. 902 and County Rd 3164, rural Cooke Co., TX and to change antenna supporting-structure height.

Abbreviations: 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; PSA—presunrise service authority; pwr.—power; RC—remote control; 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. One meter equals 3.28 feet.

■ **Hempstead, TX** KEZB(FM) 105.3 mhz—Farmers Communications seeks mod. of CP to make changes: change: TL: 0.5 mi. SW of West Academy along FM 1227, Montgomery Co., TX; change class to C3 (per MM docket 92-279).

■ **Odessa, TX** KPEJ(TV) ch. 24—Associated Broadcasters Inc. seeks CP to change ERP (vis): 2,874 kw.

■ **Logan, UT** KBLQ-FM 92.9 mhz—Sun Valley Radio Inc. seeks one-step app. to change channel to 225C1.

Actions

■ **Garberville, CA** KWEO(FM) 103.7 mhz—Granted app. of Brett E. Miller for mod. of CP to correct coordinates. Action Feb. 8.

■ **Boulder, CO** KTVJ(TV) ch. 14—Granted app. of NewsWeb Corp. for MP to change ERP: (vis) 5,000 kw; ant. 341 m.; TL: 210 m. SSE of ch. 2 facility, in Lookout Mtn; 2.5 km SW of Golden, Jefferson, Co. Action March 31.

■ **Fayetteville, GA** WQL(FM) 97.7 mhz—Granted app. of Design Media Inc. for mod. of CP to make changes: change: ERP: 8.5 kw; ant: 169 m.; TL: Swanson Rd., 3.15 km NE of Tyrone, Fayette Co., GA; change city of license to Fayetteville, GA, frequency to 97.5 mhz, and class to C3 (per MM docket 92-227). Action March 21.

■ **Duluth, MN** KRBR(TV) ch. 21—Granted app. of Robin C. Brandt for MP to change ant.: 180 m.; ERP: (vis) 45.36 kw. Action March 31.

■ **Harpwell, ME** WMSJ(FM) 91.9 mhz—Granted app. of Downeast Christian Communications for CP to make changes: ant. 44 m.; TL: E side of Rte 24, opposite Bailey Island fire station. Action March 17.

■ **Los Lunas, NM** KOYT(FM) 102.3 mhz—Granted app. of Wizard Broadcasting Co. for mod. of CP to make changes: ant.: 1,268 m.; ERP: 17 kw; TL: Sandia Crest Electronic site. Cibola National Forest; 26km ENE of Albuquerque, NM, and to change class to C. Action March 21.

■ **Patchogue, NY** WBLI(FM) 106.1 mhz—Granted app. of WBLI Inc. for CP to make changes: change: ERP: 45 kw; ant. 157 m.; TL: 0.7 km NW of intersection of Dogwood Ave. and Blue Point Rd., Suffolk Co., NY. Action Feb. 4.

■ **Lebanon, OH** WMMA(FM) 97.3 mhz—Granted app. of McMurray Communications for mod. of CP to make changes: ERP: 2.15 kw; ant. 118 m.; TL: 1 km W of Zoar on Ohio 3, S of Lebanon, Warren Co., OH. Action March 22.

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■ **Aguadilla, PR** WIVA-FM 100.3 mhz—Granted app. of Arso Radio Corp. for CP to make changes: change: ERP: 24.5 kw; ant. 599 m.; TL: near Marica, PR. Action Feb. 7.

■ **Caguas, PR** WLII-TV ch. 11—Granted app. of Estrella Brillante Ltd. Co-partnership for MP to change ERP: ant. 355 m. Action March 30.

■ **Ponce, PR** WSUR-TV ch. 9—Granted app. of Estrella Brillante Ltd. Co-partnership for MP to change ERP: (vis.) 178 kw; ant. 857 m.; TL: Monte Jayuya, PR. Action March 30.

■ **Celina, TN** WVFB(FM) 101.5 mhz—Granted app. of Elizabeth Whitmore for CP to make changes: change: TL: 0.5 km SE of Richville, Clay Co., TN. Action Feb. 5.

■ **Greenville, TX** KTAQ-TV ch. 47—Granted app. of Mike Simons for MP to change ERP: (vis.) 14.2 kw; ant. 155 m.; TL: 2.6 km NW, 320 degrees true of city Greenville, Hunt Co., TX, on Hunt Co. Rd. #1058. Action March 31.

■ **Appleton, WI** WXGZ-TV ch. 32—Granted app. of Ace TV Inc. for CP to change: ERP: (vis.) 1050 kw; ant. 336 m.; TL: 3329 Shirley Rd., town of Glenmore, Co. of Brown, State of Wisconsin. Action March 29.

NEW STATIONS

Applications

■ **Ukiah, CA** (BPED940316ME)—Northern California Public Broadcasting Inc. seeks 88.8 mhz; 0.16 kw; ant. 568 m. Address: P.O.

Box 792, Ukiah, CA 95482. Applicant is headed by Barry Vogel and has no other broadcast interests.

■ **LaSalle, IL** (BPED940317MF)—Northern Illinois University seeks 91.3 mhz; 8 kw; ant. 101.4 m. Address: 801 North First St., DeKalb, IL 60115. Applicant is headed by Michael Lazar and has no other broadcast interests.

■ **Hagerstown, IN** (BPED940317ME)—Ball State University seeks 90.5 mhz; .525 kw; ant. 61 m. Address: Muncie, IN 47306. Applicant is headed by Stewart Vanderwillt and owns WIPB-TV and WBST(FM), both Muncie, IN.

■ **Coshocton, OH** (BPED940317MD)—The Ohio State University seeks 91.1 mhz; 6 kw; ant. 98 m. Address: 2400 Olentangy River Rd., Columbus, OH 43210. Applicant is headed by Sam Eiler and owns WOSU-FM-TV Columbus, WOSP-FM and WPBO-TV, both Portsmouth, and WOSV-FM Mansfield, all Ohio.

Actions

■ **Sheffield, AL** (BPED930901MM)—Returned app. of American Family Association for 89.9 mhz; 1 kw; ant. 38 m. Action Jan. 25.

■ **Marksville, LA** (BPED930901MM)—Returned app. of American Family Association for 88.1 mhz; 100 kw; ant. 366 m. TL: seven mi. NNE of Lettsworth, off Hwy 15. Action Jan. 25.

■ **Brockport, NY** (BPH901219MI)—Granted app. of David Wolfe for 105.5 mhz; 3 kw; 100 m. Action March 15.

OWNERSHIP

Granted

KSWD(AM) Seward, AK (BAL940113EB)—Action March 21.

KDEW-FM De Witt, AR (BAPLH930806-GG)—Action March 30.

KLRA-AM-FM England, AR (AM: BAL930806ED; FM: BAPLH930806EE)—Action March 30.

KNAC(FM) Long Beach, CA (BTCH940310GJ)—Action March 18.

KRTH-FM Los Angeles (BALH930618-GE)—Action Feb. 2.

KBLA(AM) Santa Monica, CA (BTC940310GI)—Action March 18.

KKMG(FM) Pueblo, CO (BALH940113GI)—Action March 21.

WSUB(AM)-WQGN-FM Groton, CT (AM: BAL940224GM; FM: BALH940224GN)—Action March 18.

WAMU(FM) Washington, DC (BALED-940208GE)—Action March 18.

WKIS(FM) Boca Raton, FL (BTCH940114-GK)—Action Feb. 1.

WIRA(AM) Fort Pierce, FL (BTC931210-GY)—Action Feb. 7.

WOV(FM) Fort Pierce, FL (BTCH931210-GX)—Action Feb. 8.

THIS WEEK

April 19—"How to Get the Job You Want in TV," seminar sponsored by *National Academy of Television Arts & Sciences*, Washington chapter. WUSA-TV, Washington. Contact: (301) 587-3993.

April 19—*National Academy of Television Arts & Sciences* 15th annual Sports Emmy Awards, Marriott Marquis Hotel, New York. Contact: Trudy Wilson, David Beld or Rob Simmelkjaer, (212) 586-8424.

April 20—*Scripps Howard Foundation National Journalism Awards*, Cincinnati Westin Hotel, Cincinnati, Ohio. Contact: (513) 977-3035.

April 21—*International Radio and Television Society* newsmaker luncheon. Speaker: L. Lowry Mays, president/CEO, Clear Channel Communications, Waldorf-Astoria, New York. Contact: Marilyn Ellis, (212) 867-6350.

April 21-22—*National Association of Broadcasters* second regional career seminar, Embassy Suites Hotel, Chicago. Contact: (202) 429-5498.

April 21-22—Current issues in Multimedia Licensing, seminar sponsored by *Prentice Hall Law & Business*, New York Palace, New York. Contact: (800) 223-0231.

April 21-26—*Golden Rose of Montreux* festival, Montreux, Switzerland. Contact: 41-22-708-85-99.

April 22-23—*Texas Associated Press Broadcasters* annual convention, Corpus Christi, Tex. Contact: Diana Jensen, (214) 991-2100.

April 23-24—*National Academy of Television Arts & Sciences* 21st annual Daytime Emmy Awards judging panels, New York. Contact: Trudy Wilson, (212) 586-8424.

APRIL

April 26—*Hollywood Radio and Television Society* newsmaker luncheon. Speaker: First Lady Hillary Clinton, Regent Beverly Hotel, Los Angeles. Contact: Gene Herd, (818) 789-1182.

Datebook

April 30-May 1—*National Academy of Television Arts & Sciences* 21st annual Daytime Emmy Awards judging panels, Los Angeles. Contact: Trudy Wilson, (212) 586-8424.

MAY

May 8-11—*Conference on Interactive Marketing/East*, Marriott Orlando World Center Resort and Convention Center, Orlando, Fla. Contact: (310) 798-0433.

May 11-12—*National International Marketing Association* third annual midyear meeting, Grand Hyatt, Washington. Contact: David Savage, (202) 962-8342.

May 13-15—*Federal Communications Bar Association* annual seminar, Nemacolin Woodlands Resort, Farmington, Pa. Contact: (202) 736-8149.

• **May 22-24**—*NBC affiliates* meeting, Century Plaza Hotel, Century Plaza, Calif. Contact: (212) 664-4444.

• **May 22-25**—*National Cable Television Association*, New Orleans. Contact: (202) 775-3669.

May 22-25—*National Association of Minorities in Cable*, New Orleans. Contact: (310) 404-6208.

May 22-25—*Broadcast Cable Financial Management Association and Broadcast Cable Credit Association* annual conference, Sheraton Harbor Island Hotel, San Diego, Calif. Contact: Cathy Lynch, (708) 296-0200.

May 25—*National Academy of Television Arts and Sciences* 21st annual Daytime Emmy Awards, broadcast live on ABC, Marriott Marquis Hotel, New York. Contact: Trudy Wilson, (212) 586-8424.

May 25—*National Media Owl Awards*, First Chicago Center, Chicago. Contact: Mary Schwartz, (312) 664-6100.

JUNE

• **June 1-4**—*CBS affiliates* meeting, Century Plaza Hotel, Century Plaza, Calif. Contact: (212) 975-4321.

June 2-4—*43rd American Women in Radio and Television* national convention, Minneapolis Hilton and Towers, Minneapolis. Contact: Gene Barnes, (212) 302-3399.

June 4-7—*National Association of Broadcasters* board meeting, Washington. Contact: (202) 775-3527.

June 5-11—15th annual *Banff Television Festival*, Alberta, Canada. Contact: Jerry Ezekiel, (403) 762-3060.

• **June 7-9**—*ABC affiliates* meeting, Century Plaza Hotel, Century Plaza, Calif. Contact: (212) 456-7777.

June 8-11—*PROMAX International and Broadcast Designers Association*, New Orleans. Contact: (213) 465-3777.

June 9-11—*Radio Montreux International Symposium*, Montreux, Switzerland. Contact: Lynn Christian, (213) 938-3228.

June 10-13—*American Advertising Federation* national conference, Houston. Contact: (800) 999-2231, ext. 332.

June 11-13—*ShowBiz Expo*, Los Angeles Convention Center, Los Angeles. Contact: (714) 513-8400.

• **June 20-23**—*Wireless Cable Association International* annual convention, Las Vegas Hilton, Las Vegas. Contact: Connie Clark, (319) 752-8336.

• **June 20-23**—*Women in Cable* 13th annual national cable management conference, Atlanta Hilton and Towers, Atlanta. Contact: Tracy Mitchell, (312) 661-1700.

• **June 23-24**—*Fox Broadcasting* affiliates meeting, Century Plaza Hotel, Century Plaza, Calif. Contact: Cirio Abate, (310) 203-1169.

Major Meetings

Defending the chairman

EDITOR: Your Feb. 28 editorial "The Reckless Regulator" was itself somewhat reckless. Given the increasing competition from wireless, DBS and overbuilds—particularly in those areas where sale and resale of systems have escalated the average cost per subscriber out of sight—the FCC probably did the cable industry a huge favor by making it more competitive. The accusation that Hundt scuttled the Bell Atlantic-TCI merger due to the rate increase, however, is grossly unfair. In case you didn't notice, Bell Atlantic's stock started plummeting the day it entered into the merger agreement. Wall Street simply reflected the growing popular opinion that investments in infrastructure, particularly outside the telco service area, simply don't make sense.

What might make sense is a policy or regulation encouraging mergers within the service area, but of course only if there were a limitation on ownership of content as the Office of Telecommunications Policy Cable Report recommended some 20 years ago.—*John M. Eger, executive producer, International Center for Communications, San Diego.*

One man's trash

EDITOR: Imagine, if you will, someone has an old Packard sedan in fairly good condition. What would you think if this person were to trash it just because it was old? You would probably think they were totally bereft of their senses. Yet something similar is happening in our industry. Not long ago I learned of the recent demise of an RCA BTA 250D and an old Federal FM transmitter. I have a hard time believing that the bozo engineer who took out the 250D couldn't have thought of a ham radio operator who would have loved to have had it to get on 160 meters.

You may be surprised to learn that there is a small fraternity that does collect these old boxes, including consoles, monitors, amps—just about anything from the mike to the tower beacon and in the rack, especially if it has tubes or is over 25 years old.

How much to ask for a particular piece depends upon what you have

and what condition it's in. With large items like transmitters, you would be ahead if all you got was an amount equivalent to what you would have paid to have it hauled away; or for that matter, just not having to pay to have it hauled off, period.

To the owners of older and rare equipment, please contact me or somebody like Mike Dorrough who is interested in preservation before you get the itch to pitch—especially if you have one of the few remaining pieces by REL, Federal, Raytheon, ITA, Doolittle, Standard Electronics, GE (especially FM) or Western Electric, and any older pieces of the major manufacturers, too.

If you would prefer to call, I'm at 612-631-5005 between 11p.m. and 7 a.m. Central (631-5000 to leave a message, days), and Mike Dorrough is at 818-999-1132, days. Chances are we or someone we know would be interested in what you have; the two of us are not out to own it all. However, don't assume we would be uninterested just because we have already collected a lot of gear. That's how the Federal was lost.

When I finally get my own computer, I hope to start a broadcast equipment collectors' club.—*Scott Todd, Skylight Satellite Network, Stacy, Minn.*

Violence measures too simplistic

EDITOR: Your Feb. 14 article on the Center for Media and Public Affairs' report on TV violence makes clear the absurdity of such simplistic tallies of mayhem. To list *Star Trek: The Next Generation* in fifth place on the basis of the season premiere does not take into account the fact that the majority of that series' episodes feature little or no violence whatsoever.

The Adventures of Brisco County Jr. is also a ridiculous example of TV violence. The gunplay seen on that series is no more graphic than the '60s westerns that play every Saturday afternoon on The Family Channel. Mere numbers such as those supplied by the center are meaningless without intelligent interpretation of the data. Why not try *watching* these series?—*David Thiel, Urbana, Ill.*

FM overtakes AM

EDITOR: Much as some in the industry might dislike Docket 80-90, which helped create hundreds of new FM stations, one result for numbers watchers—and one that has not been ballyhooed in the press—was an announcement by the FCC on Dec. 31, 1993, that showed FM surpassing AM in terms of numbers of commercial stations on the air and licensed.

FM's lead as of Feb. 28, according to the FCC, was 52 stations. I've fixated on FM since co-authoring a letter about that medium to the editor of *BROADCASTING* in 1951, when I was a teenager. That letter received the attention of Major Edwin H. Armstrong. Were he living, I am sure he'd be pleased to know of FM's dominance—first in audience shares and now in sheer numbers of stations.—*Bruce F. Elving, PhD, Adolph, Minn.*

Durenberger fan

EDITOR: I'm writing in regard to the article about TV violence written by Senator Dave Durenberger in the May 31, 1993, issue of *BROADCASTING & CABLE*. I'm glad to see that someone has finally realized the large amount of violence shown on television today, and the effects it's having on our youth.

I like the way Senator Durenberger has approached this issue. He has looked at it from both sides of the screen, and his solution seems like a fair compromise. I feel the bill introduced by the senator to have parental warnings before violent shows is one step toward decreasing the amount of violence watched by youths on TV.

As an addition to Senator Durenberger's plan, I feel violent shows should be shown later at night so that the chance of children watching would be less. The statistics show that American children watch an average of 27 hours of television each week. If this type of TV viewing continues, what will become of our future generations?

We need more people like Senator Durenberger to realize our problems and find solutions. This way the problem will be easier to solve and more efficient. Without a solution

we're risking the loss of our future and the future for generations to come. Since the children are our future, we can't afford to destroy their minds when they need them most.—*Sunil Patel, Skokie, Ill.*

Protecting creativity

EDITOR: Glenn Guttmacher's thoughtful March 28 "Open Mike" letter voices a genuine concern that possible FCC regulatory action may restrict college broadcasters from producing innovative programs although the action deals with indecency. That concern must be shared by public access stations that serve not only college communities but larger communities as well.

Unlike other broadcasters, college and public access stations are not burdened with the constraints imposed by ratings and the need to depend on advertising revenues. Consequently, they can take risks with innovative programs that may appeal only to small segments of the community. If that risk-taking ability is restricted, the public at large runs the risk of being denied innovative, creative programs not otherwise available. If that occurs it will have a chilling effect on future program development.—*Reuben Lozner, Chevy Chase, Md.*

What's missing?

EDITOR: DBS is certainly a "new breed of television" (BROADCASTING & CABLE, March 28) if it excludes broadcast channels!

None of the DBS packages appear to offer over-the-air outlets, which means that the consumer would have to make other arrangements to receive local television signals. Considering that the initial target markets of DBS are rural, and rural areas often have poor over-the-air reception, why would anyone currently on cable switch over? And if DBS is not targeting cable homes, then I don't see a big enough business to make the investment pay off.

Am I missing something?—*Arnold M. Huberman, president, Arnold Huberman Associates Inc., New York.*

Just say no

EDITOR: According to an article in the April 4 issue of BROADCASTING & CABLE, an advisory panel has recom-

mended to Congress that Radio Marti and TV Marti broadcasts continue. Who are these people, and on what planet do they live?

The panel recommends "streamlining" the operations to save \$6-\$10 million per year. Why not just scrap the whole useless project and save even more?

Just another example of bureaucracy run amok.—*Larry G. Fuss, president/general manager, WDTL(FM) Cleveland, Miss.*

Who's at fault?

EDITOR: Charges of *tabloidism* and *sensationalism* against electronic journalism have reached a manic pitch in newspapers, magazines and journals. And, in typical fashion, the huge wave of publicity that is now occurring is well after the fact; it is coming at a time when many (maybe most) of television's most flagrant and irresponsible information-based shows are moving back into the "mainstream."

Of course, it always makes good copy and sells newspapers to fixate on television's excesses and ratings "wars." By now, however, the mounting down-the-nose print criticism of television news and information programs really is not only tardy, it is out of context. Ask yourself, who other than a newspaper critic would ever foster the idea that a Peter Jennings report on Bosnia can or should compete with entertainment shows like *Roseanne*, *Seinfeld* or *NYPD Blue*? And, who would expect a thoughtful report on Bosnia to compete equally for audience with a Diane Sawyer *Turning Point* profile on weirdo Charles Manson and his ghoulish female sidekicks. After all,

the audience still looks in on the freak show when it goes to the Big Top to see the circus!

Besides, for every sleazy segment that has appeared on a tabloid show or network news magazine there are a dozen first-rate quality reports on news-driven programs like *60 Minutes*, *Nightline*, *Primetime Live* and others.

In short, along with the criticism let's have some balance and level-field reporting. The fact is, modern-day television is delivering more news and information more often in more forms than ever before. That used to be called competition, a free marketplace and (viewer) choice. In the vast array of information-based programs on television and the fierce battle for audience, there have been abuses. Not every sinner is free of occasional wickedness and neither are television journalists.

A possible solution. As an industry, why not simply stop making comparisons between news and entertainment shows based on the size of the audience? Why not 'fess up and agree that news and entertainment *really* are two different animals? Why not compare news programs to news programs and entertainment shows to entertainment shows?

We know news programs can be and usually are profitable. Obviously the same is true for entertainment shows, only more so. And this is at the heart of the problem. Some people expect (demand) that the margins of return (profit) on news and entertainment programs be looked at as *equal*. Is it really fair to measure responsible and honorable programs purely on their money-making performance? The sharp-eyed accountants who sold us that bill of goods did all of us in television and cable journalism a great disservice. Even worse, they succeeded in underestimating and shortchanging the audience.

A complex world with many problems dictates that television and cable need to be more sensitive and more responsive to their abilities, potential and power. If we don't try harder, the industry and the audience risk losing one of their most valuable and visionary resources—top-quality news and information on television and cable.—*Roy F. Meyer, president, Roy F. Meyer Associates, Vienna, Va.*

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Andrew Jay Kaplan

Many careers in Hollywood have been built with a law school degree as a foundation, but in Andy Kaplan's case, deciding not to enter law school may have been the best career move he ever made.

Kaplan, currently senior executive vice president, Columbia TriStar Television, Los Angeles, was working in the mailroom at Embassy Communications. "With all due modesty, I was this great mailroom guy with plans to go to law school," he says. "At my going-away party, the president of the pay TV division asked me why I was going to law school. And I said, to get out of the mailroom and get into the entertainment business from a different standpoint. He suggested I come work for him. It worked out."

Indeed, except for a two-year stint at Hal Roach Studios, Kaplan has remained at Columbia and its incarnations ever since, rising rapidly through the ranks. Currently, he and Columbia TriStar Television President Jon Feltheimer are responsible for all areas of operation for Columbia Pictures Television and TriStar Television. Kaplan also oversees the company's international productions, interactive television projects and the forthcoming Game Show Channel, due to launch later this year.

Although working almost exclusively on the "noncreative" side of the business throughout his career, Kaplan recently moved into a position in which he will take a more active role in the creative affairs of the studio. "I've wanted to be more involved in the creative side of the business and deal more with the networks," Kaplan says. "I see this as a chance to bridge the gap between the two sides."

Kaplan's goal while in college was to pursue a career in the creative end of the television industry. "I had wanted to be a television writer.... Despite the economics degree [he was pursuing], I spent the last couple of years in school trying to go down that path. But I didn't become a writer because I was worried I'd have to suffer for 10 years before I became successful. I guess I didn't have the intestinal fortitude for that."



Instead, Kaplan took a job as a courier on the short-lived Angie Dickinson series *Cassie & Co.* His second job was the mailroom stint that led to his position in Embassy's pay television division.

He remained executive assistant to the president of pay TV until 1984, when he was promoted to director, theatrical acquisitions, Embassy Pictures. In 1985 Kaplan took a job at Hal Roach Studios as vice president, administration. At the time, the studio was trying to become "a mini-major studio.... It was very exciting to be part of a start-up company," he says, "but I saw a better opportunity at Columbia."

Kaplan stayed in contact with Gary Lieberthal, who in 1987 became chairman, Columbia Embassy Television. "When Gary became chairman, he called and said he needed a right-hand man." Kaplan went to Columbia as vice president, office of the chairman. In 1989 he was

named senior vice president, production, finance and administration, Columbia Pictures Television. Kaplan continued to work with Lieberthal until 1992, when Sony brought in Mel Harris as chairman, Sony Pictures Entertainment TV Group.

Kaplan says that working with Harris helped him gain a wider range of experience in the industry. "I've been very involved with The Game Show Channel. Internationally, we've tapped into new opportunities in Latin America and Asia. So I've been fortunate to be able to learn about a lot of things in the business."

Harris cites Kaplan's range of knowledge and experience within the company as an advantage in the recently realigned Columbia and TriStar television divisions. That range "can sometimes make a difference between making a difficult television project happen," Harris adds.

Although many of Kaplan's responsibilities deal with production for the existing television landscape, he also is charged with helping to lead

Columbia TriStar Television into the future. Kaplan is actively involved in Columbia TriStar's development of an interactive television division. He says the infant division "is a pretty big umbrella. We have a sister company in Sony Electronic Publishing, which is responsible for CD-ROM and other home computer devices. We also want to exploit our library."

Kaplan predicts that The Game Show Channel will "be our main focus" for interactivity. "Game shows are inherently interactive because viewers like to play along. We're somewhat beholden to the technology that winds up in the home. We're still in the exploratory phase, but it's a priority for us."

—SC

Senior executive vice president, Columbia TriStar Television, Los Angeles; b. Nov. 2, 1960, Los Angeles; BA, University of California—Los Angeles, 1981; MBA, University of Southern California, 1986; executive assistant, Embassy Communications, 1982-84; director, theatrical acquisitions, Embassy Pictures, 1984-85; vice president, administration/corporate secretary/assistant treasurer, Hal Roach Studios, 1985-87; vice president, office of the chairman, Columbia Embassy Television, 1987-89; senior vice president, production, finance and administration, Columbia Pictures Television, 1989-92; executive vice president, Sony Pictures Entertainment TV Group, 1992-94. Current post since February.

BROADCAST TV

Kenneth Orton, VP/GM, Epsilon, San Francisco, joins Preview Media Inc. there as president, *Preview Vacation Bargains*.

Pete Rozelle, former commissioner, National Football League, and **Kenneth Hamlet**, former president/CEO, Holiday Inns Inc., elected to board of directors, NTN Communications Inc., Carlsbad, Calif.

Craig Hunges, director, business affairs, NBC-TV, Burbank, Calif., named VP.

Robert Allen, director, film, tape production, Disney-MGM Studios, Los Angeles, named VP, production operations.

Stephen Brener, director, television estimating and budget, Universal Television, Universal City, Calif., named VP.

Pete Johnson, manager, research, Fox Broadcasting Co., Beverly Hills, Calif., named director, program research.

Hal Trencher, VP, advertising, sales, Spectradyn, Dallas, and former VP, sports sales, marketing, CBS Television, New York, joins Sports Illustrated Television there as VP, sales marketing.

William Kowalchuk, founder, Tundra Entertainment Ltd., joins CST Entertainment Imaging, Los Angeles, as VP and president of its newly formed division, CST Computoons Inc.

Bob Keyes, director, planning, operations, NBC News, New York, joins Associated Press, Washington, as director, broadcast planning.

Mary Kimball, independent TV recruiter, Seattle, joins Associated Press, broadcast division, Washington, as midwest regional television executive.

Licia Hahn, marketing director, *European Travel and Life*, New York, joins Group W Television Sales there as VP, marketing, promotion.

Kenneth West, branch manager, CG Computer Services Corp., Los Ange-

He's back

Last week's caption of the luminaries at the BMI dinner in Las Vegas (page 67) included Tony Malara, president of CBS affiliate relations. The picture didn't. Here's the missing piece of the puzzle.



les, joins Broadcast Music Inc., New York, as assistant VP, application systems.

Jennifer Phillips, manager, international servicing, World International Network, Los Angeles, joins ACI there as director, operations.

Appointments at WNBC-TV New York: **Darius Walker**, managing editor, WAGA-TV Atlanta, joins in same capacity; **Dana Adams**, correspondent/fill-in anchor, NBC's *Now*, joins as general assignment reporter.

Appointments at Telepictures Productions' *The Jane Whitney Show*: **Rob Dauber**, senior producer, named supervising producer; **Andrew Lasser**, producer, named coordinating producer.

Kevin Wagner, associate writer/producer, Tribune Creative Services, Atlanta, joins WPIX-TV New York as writer/producer, creative services.

Dennis White, former senior news producer, WHDH-TV Boston, joins WCVB-TV there as producer, *News-Center 5 EyeOpener*.

Edward Kosowski, producer, WBBM-TV Chicago, joins WTVJ-TV Miami as executive producer.

Bill Borson, manager, production, WGN-TV Chicago, named director.

Anthony Munoz, former offensive linebacker, Cincinnati Bengals, joins Fox Sports, Beverly Hills, Calif., as NFL analyst.

Elizabeth Spicuzza, anchor, morning, noon newscasts, WINK-TV Fort Myers, Fla., joins WMAQ-TV Chicago as weekend morning news anchor/general assignment reporter.

Bob Sullivan, news director, KPNX-TV Phoenix, named VP, broadcast.

Sharon Moser, controller, KFDX-TV Wichita Falls, Okla., named VP/controller.

Bruce McGorrill, CEO/executive VP, Maine Broadcasting System, Portland, Me., named VP, development; **Lew Colby**, VP/GM, WCSH-TV Portland, succeeds McGorrill as CEO/executive VP.

Ray Cole, GM, KCAU-TV Sioux City, Iowa, joins WOI-TV Des Moines, Iowa, in same capacity.

Lori Shefa, director, advertising, promotion, KSTP-TV Minneapolis, joins WLWT-TV Cincinnati, Ohio, as director, marketing, creative services.

RADIO

Jennifer Van Vallis, account executive, Group W Radio Sales, Detroit, named VP/director, sales, and regional manager.



Brickley

John Brickley, GSM, WZEA-FM Portsmouth, N.H., joins Major Market Radio Sales, Boston, as regional manager/director, sales.

Jennifer Purtan, account manager, Landmark Networks, Detroit, joins ABC Radio Networks there as Detroit sales manager.

Harvey Watkins, CFO, Viewers Choice, New York, named senior VP, finance, Radio Equity Partners LP, Norwalk, Conn.

Odessa Drayton-Iton, producer, King World's *Les Brown Show*, New York, joins Associated Press, Washington, as regional radio executive.

Tracey Norton, executive assistant to the president, marketing division, The Interep Radio Store, New York,

named conference coordinator/marketing associate.

Susan Rakovan-Davis, account executive, Christal Radio, Chicago, named senior account executive, D&R Radio, there.

Matt Mills, president/GM, WERE(AM)-WNCX-FM Cleveland, joins WXKS-FM Medford, Mass., as senior VP/GM.

Ron Roy, VP/GM, WRCH-FM Hartford, Conn., joins WWKL-FM Harrisburg, Pa., in same capacity.

Joe DiDonato, local sales manager, WMJX Boston, joins WSSH-FM there as GSM.

Lynn Fauth, director, underwriting, WITF-TV-FM Harrisburg, Pa., joins WDET-FM Detroit as director, development, marketing.

Arthur Carlson, president, Susquehanna Radio, York, Pa., announces retirement at the end of the year.

CABLE



Colarte Zel

Antoinette Colarte Zel, senior counsel, law, business affairs, MTV Latino, Miami, named VP, law, business affairs.

Mitchell Brill, VP/director, sales, marketing, The Post Group at Disney/MGM Studios, Orlando, Fla., joins Lifetime Television's Lifetime Studios, New York, as director, studio operations.

Ross Levinsohn, corporate marketing/public relations director, Time Warner Sports, New York, named director, production, marketing enterprises, HBO, there.

Robert Shapiro, director, ad sales administration, E! Entertainment Television, New York, named VP; **John Smith**, regional manager, affiliate relations, southeast region, E!, Hartford, Conn., named regional director, southeast region.

Cathy Hetzel, VP, western regional affiliate relations, Digital Cable Radio, Los Angeles, named senior VP, sales, affiliate relations, Hortham, Pa., headquarters.



Another honor for Wonder

Composer/musician and KJLH-FM Los Angeles owner Stevie Wonder (c) received the lifetime achievement award from the National Association of Black Owned Broadcasters at its annual communications award dinner in Washington. Congratulating Wonder are James Winston (l), NABOB executive director, and Pierre Sutton, the group's chairman. —MB

Kym Awkard, marketing consultant, Multivision Cable TV, Lanham, Md., joins Action Pay Per View, Atlanta, as affiliate marketing manager, southeast region.

Appointments at PRISM/Sportschannel Philadelphia, Bala Cynwyd, Pa.: **Randy Seidman**, facilities coordinator, named director, production services, programing; **Robert Ayars**, production manager, named director, sports production, operations; **J.R. Aguila**, assistant production manager, named production manager; **Larry Rosen**, producer, named executive producer.

joined KVVU-TV Henderson, Nev., as GM in 1975. One year later he moved to Fresno, where he became the sales manager for KMPH-TV. He also worked for KMGX-FM San Fernando, Calif. At the time of his death he was working as a community relations adviser for the *Fresno Bee* newspaper. Survivors include his fiancée, three daughters and one son.

Marlon Riggs, 37, filmmaker and professor of arts and humanities at the University of California at Berkeley, died April 4 of AIDS in Oakland, Calif. His best-known documentaries—the Emmy award-winning *Ethnic Notions*, and *Color Adjustment*, which won him a Peabody—traced the media portrayal of blacks throughout U.S. history. He also produced the 1991 PBS documentary *Tongues Untied*.

DEATHS

Gary John Waller, 59, former VP/GM, KCOP-TV Los Angeles, died April 3 of cancer in Fresno, Calif. After his 13-year stint at KCOP, he

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BROADCASTING • CABLE
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Carl Hirsch's OmniAmerica had a big day last Friday, closing on **more than \$50 million in radio deals for stations in three cities** and simultaneously settling on \$77 million in permanent equity and senior debt placement with a consortium of banks led by Chase. Brought into the net: WHK(AM)-WMMS(FM) Cleveland (from Shamrock), WHOK(FM)-WLOH(AM) Columbus, Ohio (from the France family), and WFYV-FM Atlantic Beach, Fla., and WAPE-FM Jacksonville (from Evergreen Media). OmniAmerica now has eight stations plus a "great appetite and ambition," says Hirsch.

Independent WSBK-TV Boston and Fox affiliate KDVR(TV) Denver last week became the latest stations to license *Seinfeld* from Columbia TriStar Television Distribution, the syndicator announced. SCI Television-owned WSBK-TV was reported to have paid \$100,000 per episode and Renaissance Communications' KDVR \$40,000 for rights to the show, which they are expected to begin airing in access in fall 1995. Columbia TriStar is offering the show to stations on a cash-plus-barter basis with stations retaining 5.5 minutes of advertising time and CTTD holding one minute of national time in each half-hour episode.

Howard Stringer, president, CBS/Broadcast Group, **denied reports the network is resistant to David Letterman's proposal** that former NBC late-night host and current CNBC host Tom Snyder host a new show in the post-*Late Show with David Letterman* slot. "Obviously [Snyder] is someone we've had talks about," said Stringer, adding, "we're very enthusiastic" about the possibility of his coming to CBS.

All American Television announced that its president of television distribution, **Joseph E. Kovacs, will leave the company** to pursue other inter-



Captains of the TV industry chat at New York's Plaza Hotel last Monday. The occasion was a luncheon at which Ted Turner (c) was honored by the Center for Communication. He's flanked by John Malone (l), president of TCI, and Tom Murphy, chairman of Capital Cities/ABC. The keynote speech was delivered by News Corp. Chairman Rupert Murdoch.

ests. Kovacs was one of the founding members of the company in 1981 and was instrumental in taking it public in 1985.

Columbia TriStar Television Distribution sold *The Ricki Lake Show* to ABC affiliate WKRC-TV Cincinnati, the last top-50 market in which the show was not cleared. It's now cleared in 166 stations representing 93% of the country.

The integration of Paramount and Viacom will begin this summer, with full integration expected by the end of the year, according to Frank Biondi, president, Viacom International. Biondi spoke to a crowd of more than 900 last Thursday at a Hollywood Radio & Television Society luncheon. The Viacom executive also cast further doubt about the successful completion of the Viacom-Blockbuster Video merger. "It will be a difficult deal to close," he said, citing "today's market prices." He also denied speculation that Viacom will put any of its cable or television assets, including MTV, up for sale in order to help finance the Paramount acquisition given the poor outlook for the Blockbuster merger.

The White House last week officially nominated communications lawyer Rachelle Chong and lawyer/former media lender Susan Ness to fill Republican and Democratic vacancies, respectively, at the FCC. While no date has been set for a Senate confirmation hearing, Chong and Ness are expected to appear before the Senate Commerce Committee together.

Westwood One is reorganizing its networks into two "self-contained principal divisions," the company said last week, following its recent merger with Unistar. Greg Batusic, former president of Westwood One's networks division, has been named president of the new Westwood One entertainment division, which will include "syndicated AC, CHR, country, rock and urban music programs." Named president of the Westwood One networks division is Bill Hogan, former president of Unistar. The division will oversee "radar-rated networks." Both Batusic and Hogan report to Infinity and Westwood One Chief Executive Officer Mel Karmazin.

Steven J. Heyer was named president of Turner Broadcasting Sales last week, four months after John Barbera left the job. Formerly an executive VP of Young & Rubicam Inc. and president and chief executive officer of Young & Rubicam Advertising Worldwide, Heyer, 41, will report to Terry F. McGuirk, TBS executive vice president. Heyer will be based in New York with responsibility for U.S. and international advertising sales and sales promotion. He will also be charged with place-based and new media for all TBS networks and will work closely with TBS's Turner Home Entertainment division.

Buena Vista Television last week confirmed that its weekly investigative news magazine,

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Reunion

Two former high-ranking officials of CBS have joined Veronis, Suhler & Associates, New York, a leading investment bank specializing in communications, as managing directors, each with an eye on a different segment of the future. Gene F. Jankowski (r), who was for 12 years president of the CBS/Broadcast Group, will specialize in electronic media; James H. Rosenfield (l), who was senior executive vice president of CBG before becoming chairman/CEO of John Blair Communications, will specialize in interactive media, broadcasting and filmed entertainment industries.

The Crusaders, will be back this fall for a second season despite low ratings and difficulty obtaining access spots. The show has been renewed in more than 80% of the country for 1994-95, with roughly 45% of clearances in access slots, a Buena Vista executive says.

Errata—In an April 4 story about off-network sitcoms, Scott Carlin, senior vice president, sales, Warner Bros. Domestic Television Distribution, was misquoted. He was referring to *Step by Step*, not *Fresh Prince* as reported.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending April 3. Numbers represent aggregate rating average/stations/% coverage.)

1. Wheel of Fortune	13.8/226/98
2. Jeopardy!	12.5/219/99
3. Star Trek: Next Generation	11.3/242/99
4. Nat'l Geographic-Assign.	8.9/174/95
5. Oprah Winfrey Show	8.5/237/99
6. Entertainment Tonight	8.4/184/96
6. Star Trek: DS9	8.4/232/99
8. Roseanne	8.1/186/98
9. Inside Edition	7.3/168/95
10. Hard Copy	6.7/167/93
11. Married...with Children	6.3/184/95
12. Current Affair	6.2/181/95
13. Baywatch	6.0/196/94
14. Cops	5.8/173/93
15. Family Matters	5.8/178/93

Talking dog story

Broadcasters are making a big push to get into new nonprogramming businesses made possible by the adoption of digital transmission systems. But not everyone is waiting for the digital age to explore "ancillary" services. Several have contacted the FCC about using their analog systems to generate nonprogram revenues. Under consideration at the FCC is WavePhone's request to insert a digital signal—to be put to any application users might dream up—into picture transmissions. Another application to use the broadcast spectrum for transmitting signals to supply sound effects to a talking toy teddy bear has prompted requests that the FCC insure the teddy does not technically preclude future ancillary service ventures. Mass Media Bureau Assistant Engineering Chief Bill Hassinger said pending legislative proposals on digital ancillary services should not create a problem with current nonprogram ventures. But, he added, the FCC would need to inspect the scope of any new law after its passage.

—CM

WASHINGTON

Let's do lunch

FCC Mass Media Bureau Chief Roy Stewart and General Counsel Bill Kennard will meet next Monday (April 25) with small-market radio owners and members of NAB's radio executive committee. Among the issues that are likely to crop up at the informal luncheon meeting are FCC fines and the new EEO guidelines. NAB wants the FCC officials to hear firsthand some of the problems small-market operators are having trying to meet the guidelines. The broadcasters are also concerned that the financial hit of fines falls disproportionately heavily on their ranks.

NEW YORK

ABC numbers up

Securities analysts have been increasing earnings estimates for network parent companies in recent weeks. Still, some may find themselves on the low side when Capital Cities/ABC releases its first-quarter earnings, just as they were when CBS released its earnings last week. In addition to overall improvement in the television advertising economy, publishing operations of Capital Cities/ABC have improved and losses from investments in European TV operations have declined. "The company is firing on all cylinders now," says one company insider.

Come on down

Dian Parkinson, who rose to fame

as a model on *The Price Is Right*, is talking with Playboy Enterprises about hosting her own talk show. Parkinson is no stranger to *Playboy* magazine, having appeared in pictorials and in one of the magazine's best-selling videocassettes.

Lifetime lingo

Lifetime Television is kicking around the idea of calling its upcoming afternoon show *W18-49* (after its target demo, women 18 to 49). Delaying the final decision are concerns by Lifetime executives that the title might be too "inside." The hour-long show will air weekdays at 2 p.m. ET.

PHILADELPHIA

Comcast in high school

Word has it that multiple system cable operator Comcast is busy locking up telecast rights to local high school football teams within their service areas. The strategy is based in part on the success of University of Alabama football games on Comcast's Alabama cable operations.



Drawn for BROADCASTING & CABLE by Jack Schmidt
"I lost my headset."

Sleeper

Al Sikes may yet turn out to be the television policy guru of the 20th century. While director of the National Telecommunications and Information Administration he invented, and while chairman of the FCC he implemented, the video dialtone, which could just turn out to be the way of the future, information highway-wise. Another case of the ugly duckling becoming a swan.

No one thought much of dialtone at first because it seemed to describe only a common carrier universe with telcos doing the wiring while others controlled the programming superstructure. The telcos, of course, wanted it all, and cast their lots first with acquiring cable and then with superhighway legislation that would release them from in-service-area restrictions and, while they were at it, admit them into the long-distance business.

Several things happened. Bell Atlantic won a pivotal court case that said it could build and operate television within its own service area, and superhighway legislation on the Hill began to run into trouble, especially regarding long distance. The Bells appear to have concluded that the Hill bills are more trouble than they're worth. The FCC's video dialtone regulations are a sweetheart compared with the Hill's (among other things, there's no requirement for municipal franchising, for which cable pays dearly), and with the court precedent to permit program ownership, the telcos could be home free.

That brings us up to this week, with the indication from the FCC that it will begin processing 22 pending video dialtone applications. Chairman Reed Hundt is blessing the concept, seeking to further turn up the competitive heat under cable.

It could happen. Billions of ratepayer dollars could be spent to construct redundant, parallel highways. We're haunted by a worst-case scenario that says, in the end,

one or the other will fail, and we'll be right back to a single wire, albeit providing a thousand or so pathways to the home. A brave new world of television, and half of it broke.

Attention must be paid

The Committee to Protect Journalists has released its yearly accounting of journalists killed in 1993. Most, the study points out, were covering "societies somewhere along the difficult continuum between authoritarianism and democracy." The following is a list of broadcast and cable journalists who died in the line of duty.

Algeria—Rabah Zenati, TV journalist; Mustapha Abada, Algerian Television; Smail Yefsah, Algerian Television. *Angola*—Jose Manuel, Benguela Province radio; Jose Mariados Santos, Moreno Commercial radio; Elpidio Inacio, Televisao Popular de Angola. *Bosnia*—Milos Vulovic, Serbian Radio; Zeljko Ruzicic, Muslim Radio; Dominique Lonnew, Mexican television; Ranko Elez, Radio Foca. *Colombia*—Carlos Lajud Catalan, ABC Radio; Manuel Martinez Espinoza, Radio Super; Bienvenido Lemus, Radio Caracol. *Congo*—Laurent Bisset, Radio Congo. *Georgia*—David Bolkvadze, Worldwide Television News. *Lebanon*—Ahmed Haidar, Al-Manar Television. *Peru*—Maria Carlin Fernandez, Peruvian Radio and Television. *Russia*—Yvan Skopan, TF-1; Sergei Krasilnikov, Ostankino TV Center; Alexander Sidelnikov, Lennauchfilm; Rory Peck, ARD Television; Igor Belozarov, Ostankino TV Center. *Rwanda*—Callixte Kalissa, Television Rwandaise. *Somalia*—Anthony Macharia, Reuters TV; Jean-Claude Jumel, TF-1. *South Africa*—Calvin Thusago, South African Broadcasting Corp. *United States*—Dona St. Plite, WKAT(AM) North Miami.

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¹Source: Nielson, NTL; GAA HH P-T-D-3/20/94



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