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Broadcasting

The Newsweekly of Television and Radio

Vol. 124 No. 27 63rd Year 1994 \$3.95 A Cahners Publication

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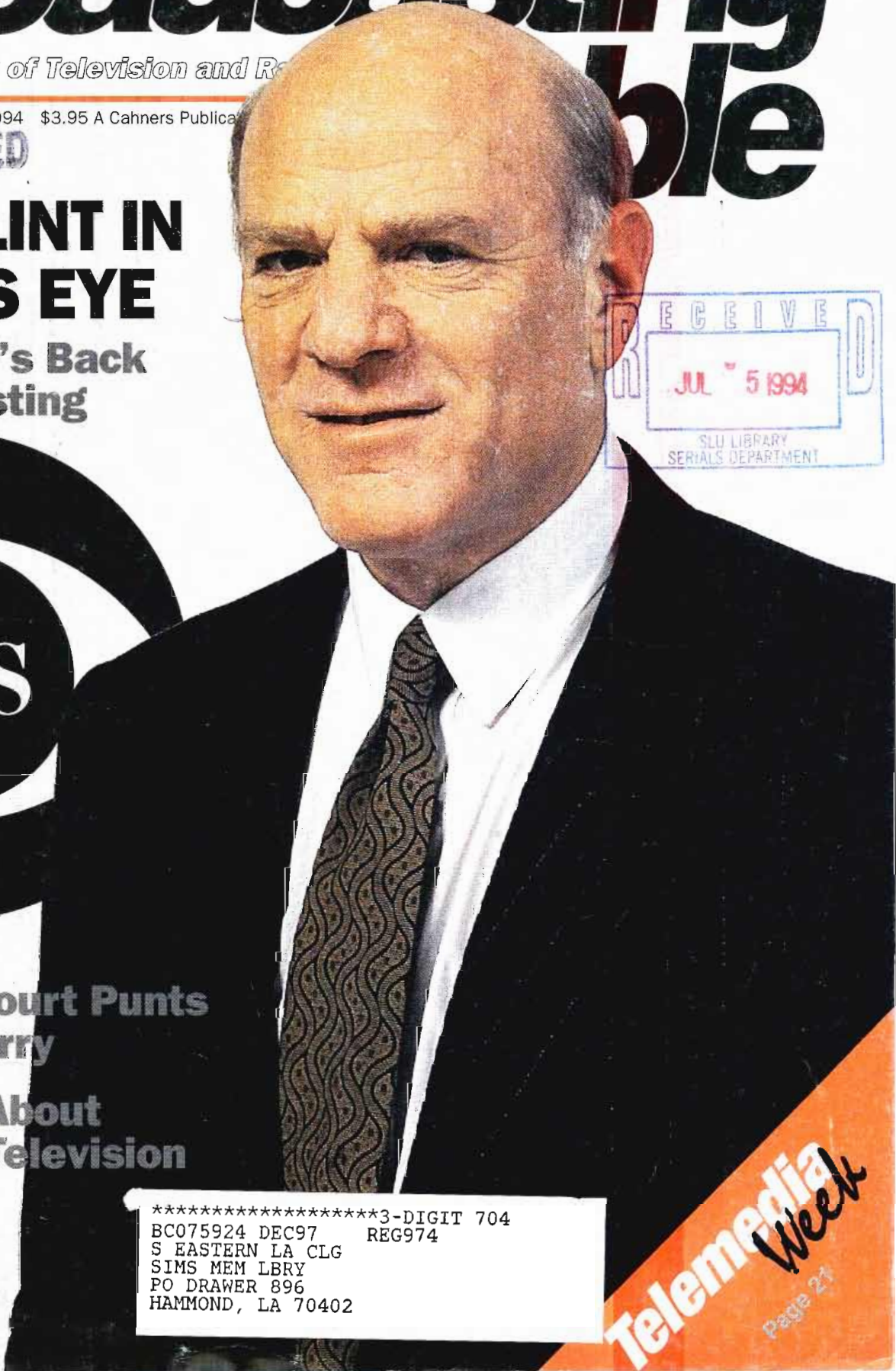
NEW GLINT IN THE CBS EYE

Barry Diller's Back
in Broadcasting



Supreme Court Punts
on Must Carry

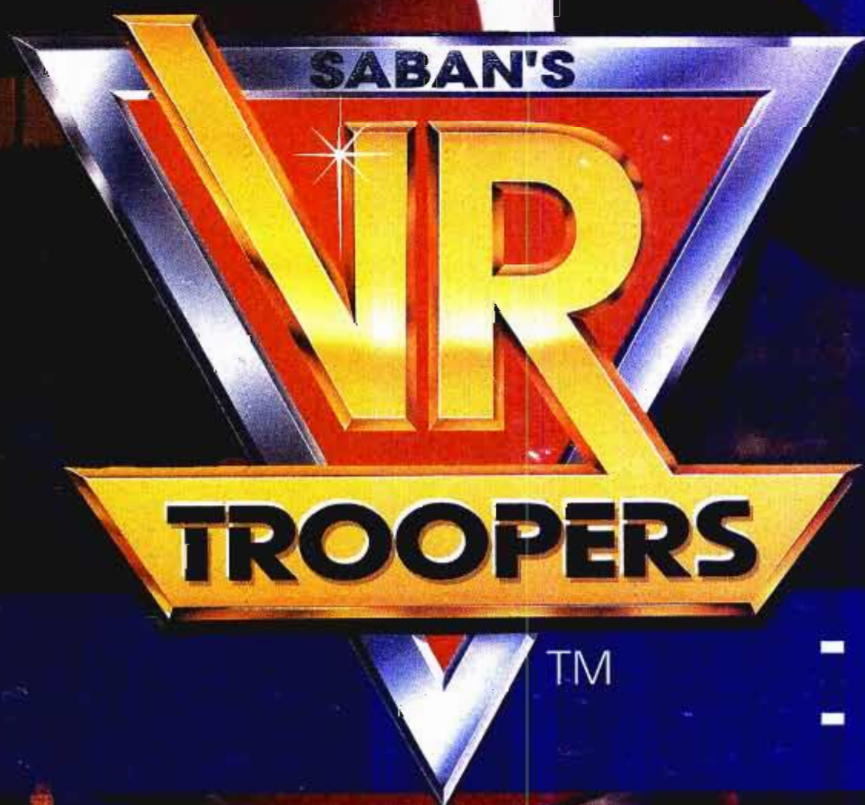
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Telemedia
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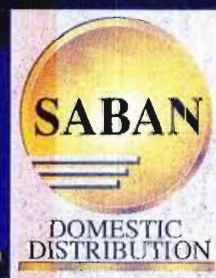


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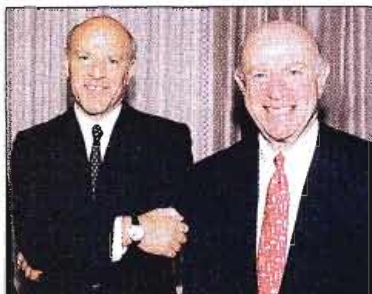


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Fast Track

MUST READING FROM BROADCASTING & CABLE

TOP OF THE WEEK



Diller and Tisch make a deal. / 10

Tisch, Diller broker new media conglomerate QVC Chairman Diller gets back into the broadcasting business with the planned \$7.2 billion merger of CBS and his QVC. Under the proposal, CBS Chairman Laurence Tisch would remain in a position of power as chairman, while Diller would be president and chief executive officer and chairman of the executive committee of the board. / 6 Cover photo by Stephen R. Brown

Corporate profile: CBS Observers speculate that CBS's decision to pass the mantle of operating authority and to diversify the broadcast network has roots in the growing competition it faces from Fox and other fledgling broadcast networks. / 10

Corporate profile: QVC Since its formation in 1986, home shopping network QVC has enjoyed considerable growth. It has blossomed into a business with more than \$1 billion per year in revenues. But it was the arrival of Barry Diller that thrust the network, and home shopping, into the spotlight. / 10

Must carry survives...for now Communications lawyers think broadcasters came out ahead in the Supreme Court's must-carry decision. However, the high court left the issue of whether must carry is constitutional for a lower court to decide. For cable, that could mean a win when the case returns to the Supreme Court. In other words, neither cable operators nor broadcasters were cheering about the decision. / 11

Both sides now Broadcasting and cable executives take a read on the must-carry ruling. As one cable lawyer puts it: "It's a mixed bag. There's something for everyone to hate." / 12

Bird buy GE American Communications is buying GTE Spacenet and its fleet of seven satellites. With GE Americom's eight-satellite fleet added to the equation, the company now owns the largest domestic satellite fleet. / 13

PROGRAMING



The Newz stars nine newcomers. / 14

Columbia unveils 'Newz' cast

Columbia TriStar Television Distribution chose six men and three women—none a household name—to star in its rookie late-night syndicated sketch comedy strip *The Newz*. / 14

Producers serves full plate

Producers Entertainment Group is readying a \$25 million first-run action/adventure series, two comedy series and a highly anticipated PBS series, *Future Quest*. / 15

TCI tests cable smorgasbord

Tv!, Liberty Media's long-rumored "best of" cable network, will feature programs from both new and established cable networks. Testing on select systems begins July 15. / 16

Youth-targeted talk takes off

A recent study shows syndicated talk shows targeting younger women in daytime are posting gains, largely at the expense of those talk shows aimed at older women. / 18

KMEX-TV claims ratings win

KMEX-TV Los Angeles says it is the first non-English language television station to win a key sweeps day-part in a top-10 market. / 18

RADIO

Clinton criticizes media

President Clinton's description of talk radio as a medium that breeds negativism about his administration incited countercharges from radio talk show hosts. / 26

Perot takes to airwaves

Former presidential candidate Ross Perot has found another outlet for his political views: He has reached an "agreement in principle" with Chicago-based Tribune Radio Networks to host a one-hour Sunday evening talk show. / 27



Pres. Clinton criticizes talk radio. / 26

"Children's TV is important. But it also is important for children to grow up with freedom of speech and freedom of the press."

—FCC Commissioner James Quello during children's TV hearing

JULY 4, 1994

WASHINGTON

Kids TV stays on FCC seesaw

The FCC may be ready to regulate children's television, but just how far it will go is uncertain. Even after the commission's hearing last week on children's television, observers were split over what the agency would do. / 32



FCC commissioners consider kids programming. / 32

House bills would alter telecom landscape

The info superhighway got a boost last week when the House overwhelmingly passed two major telecommunications bills. Now it's up to the Senate. / 34

FCC awards PCS advantages

Women, minorities and small businesses got an official head start from the FCC last week in the race to establish the multibillion-dollar personal communication services industry. The advantages granted include bidding credits, tax certificates, no-interest loans and installment payments. / 35

TECHNOLOGY

Fox finalizing football plan

With newly acquired capacity in place to handle NFL traffic this fall, Fox needs only backhauls from the games to satellite uplink sites to complete its infrastructure for delivering NFL coverage this fall. / 37



Ghostbusting on line 19

Line 19 of the television signal is now the exclusive domain of "ghost-cancellation reference" signals, a new device aimed at eliminating picture ghosts from TV screens. / 37

ADVERTISING & MARKETING

Cable rep firms pursue merger

The largest and third-largest cable rep firms—National Cable Advertising and Cable Media Corp., respectively—are discussing a merger. Katz Media, which owns CMC, would own 45% of a combined NCA/CMC, while NCA would own 5%. / 39

Harry and Louise: The sequel

The "Harry and Louise" ads, which seek to influence the debate on health care, have begun airing in two new installments after a several-month hiatus. / 39

Agency says sweep out sweepstakes

Sixty-three stations sponsored a sweepstakes or contest during the February sweeps. Howard Nass of Foote, Cone & Belding says these activities could hurt stations' bottom lines if agencies like his reduce the ratings they use during negotiations to reflect the impact of the contests. / 40

Reuters NewMedia: Content is key to future

While other news services are cautiously moving into multimedia, Reuters NewMedia is parlaying its news and financial information services into software ventures and exploring new ways of packaging its content for a wider audience. / 21

Cablevision rolls out OptimumTV

Cablevision Systems is breaking the traditional cable practice of bundling channels, opting for a new system that lets subscribers put together their own package from an a la carte programming menu. / 21

Grosso challenges TV stations to go interactive

AT&T's interactive TV project director, Vincent Grosso, sees a logical evolution from linear broadcast and cable television to truly interactive television. / 22

Philips Media looks long-term

Philips Media has entered into long-term multititle deals with InterPlay Productions, Virgin Interactive Entertainment and Full Moon Entertainment as part of its strategy to put new emphasis on producing software across a range of hardware platforms. / 25

Telemedia Week



Cablevision Systems diagrams how OptimumTV will work in Yonkers N.Y. / 22

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Barry Diller and Larry Tisch:

New team at the top for CBS

One gets a successor; the other returns to running a media giant

By Geoffrey Foisie



One of these days, one of these rumors will turn out to be true," a CBS executive said last Wednesday night. The next day, that particular rumor—that CBS would merge with QVC—was fact. The monthlong negotiations leading to the \$7.2 billion deal had been kept quiet even from many executives of the two companies.

Saying there were "no open issues" remaining to be resolved, CBS Chairman Laurence Tisch and QVC Chair-

man Barry Diller said they expected the proposed merger to be completed within 120 days. Technically, CBS would be the acquiring party; its shareholders would account for 54% ownership in the combined company, QVC shareholders the remaining 46%.

The combined companies in 1993 would have had \$563 million in operating income on \$4.7 billion revenue, most of it from broadcasting.

QVC Chairman Diller, who effectively would be getting back into the

broadcasting business he had recently departed, hinted at his intentions during an interview with BROADCASTING & CABLE published May 23: "...my interests are to be involved in as many aspects of media as are available and interesting. I'm not talking retailing; retailing's retailing. But I haven't heard anything that says to me that electronic retailing is the furthest, widest definition of television that I'm going to engage myself in. It's the narrowest. I'm not making a judgment about it because I

Many last week were quick to note that the merger discussions between CBS Chairman Laurence Tisch and QVC Chairman Barry Diller appeared to have begun just after Fox stole from CBS an important group of affiliate TV stations. Those same observers speculate that Tisch's decision to pass the mantle of operating authority and to diversify CBS away from broadcast television must find some explanation in the growing competition CBS will face from Fox and other fledgling broadcast networks. Tisch said he couldn't remember how the discussions with Diller got started.

Problems with affiliates have been notable during much of Tisch's eight-year tenure as CBS's chief executive and dominant stockholder. In part, this may be because Tisch, a businessman who came from outside the industry, sought to alter the TV network-affiliate relationship and to cut CBS's compensation costs.

All three networks came under new, more business-oriented management at about the same time. But it has been CBS and Tisch that have been the lightning rod for most controversies. In the negotiations both with cable over carriage of TV stations and with Hollywood over regulations regarding program production and syndication, CBS has been vocal about redefining business relationships and

THE TISCH IMPRINT



thus attracted the most controversy. Cost-cutting has been associated with the Tisch regime, especially during the first five years. Without it, the near-term operating results of CBS might have been worse; with it, the company still was subject to the cyclical nature of advertising booms and droughts. Pre-tax income, which was \$90 million in 1986, jumped to more than \$400 million several years later before falling to \$143 million in 1991. Last year it was back up to \$480 million.

The TV network's biggest expense, programing, also has come under scrutiny. But in at least one area, sports, Tisch and CBS have found costs difficult to master. The company's losses on baseball and football contracts, which amount to hundreds of millions of dollars, probably will overshadow the historical legacy of other, more successful deals, such as the 1994 winter Olympics.

Cost-consciousness also has been reflected in the prices CBS has paid for stations. Its two TV acquisitions in recent years, *wcix*(TV) Miami and *wcco*-TV Minneapolis, were considered special situations where CBS was in a good position to drive a hard bargain. The company now owns seven TV stations covering 21.8% of U.S. TV households. Its eight AM and 13 FM stations reach 34% of households.

—GF

think it can be great and a huge business, but the definition of my interest goes way beyond electronic retailing."

Investors, drawn in part by the \$175 dividend to be paid for each CBS share, bid up the stock 19% on Thursday, from \$263 to \$313. QVC stock rose an equal percentage, from 32-3/8 to \$38. On Friday, both of the stocks traded down slightly.

The focus last week was mostly on the two chairmen, who negotiated the deal.

Under the proposed pact Tisch would remain in a position of power as chairman and, through Loews Corp., continue to hold the largest block of stock, roughly 10.5%. Diller, in a somewhat unusual combination of titles, would be president, CEO and chairman of the executive committee of the board.

As for how much CBS stock Diller would own or have the potential to buy, a QVC official said the chairman "hadn't gotten into all of that yet." It appears that based on current stock ownership and options, once exercised, Diller would own less than the Tisch-controlled stake. QVC would get to name four directors, plus Diller, to the new 12-member board.

"This company will be not be shopped."

—Larry Tisch, chairman/CEO, CBS

Speculation about the post-merger power sharing of the two men is interesting, given one newspaper report saying Tisch had remarked privately that he earlier resisted selling CBS to Diller because the two men "had never been close."

Diller last week paid homage to Tisch, saying he had "never received the praise he truly deserves," and adding that CBS now has "exceeded its glory at any time under Mr. Paley."

The Diller factor

Part of the credit due Tisch is the management team he has assembled, which includes CBS/Broadcast Group President Howard Stringer and the CBS television network president, Peter Lund. But last week's announcement may have been the 71-year-old Tisch's way of saying he wanted to go outside the company to find a successor.

Asked whether Stringer would have a role in the merged company, Diller responded with a bouquet of praise, saying he "probably doesn't have a

peer in the industry."

It was Tisch who answered the question directly, "Of course [Stringer] will stay."

If CBS already had a good management team, Diller brings some new credentials.

More important, he is by now a semi-established member of the cable fraternity with close ties to some of the larger MSOs. Those ties, and the fact that MSOs such as Comcast and Cox could soon be large stockholders of CBS, will be especially important if the courts eventually throw out must carry.

Even if must carry were to stay, Diller could help CBS establish retransmission consent for its owned TV stations, a goal the company has yet to reach. QVC itself has a ready-made nascent channel, Q2, which CBS could ask cable operators to carry in exchange for allowing its TV stations to be carried. One top cable programmer said it is more likely that CBS would use retransmission consent to get a better split from cable operators for QVC on merchandise sales.

Diller's experience running a studio also fits in well with the new world of the broadcast TV networks. With regulatory change opening up production opportunities to the networks, Diller's

There rarely has been a dull moment at QVC since Barry Diller took over the reins of the company a year and a half ago.

Since its formation in 1986, the home shopping network has enjoyed considerable growth and has blossomed into a business with more than \$1 billion per year in revenues. But it was the arrival of Diller—along with fellow investors Comcast and Tele-Communications Inc. spin-off company Liberty Media—that thrust the network, and home shopping, into the spotlight.

Diller's approach since coming on board at QVC has been to "clean up" home shopping's image, adding fashions by Diane von Furstenburg and Saks Fifth Avenue merchandise to the more traditional wares, such as costume jewelry and memorabilia. Diller's involvement in the network and QVC's potential for growth have been the focus of countless newspaper articles in the past year. All the attention has not gone unnoticed by other cable programmers, such as Black Entertainment Television and MTV, which are now developing home shopping services of their own.

Despite the progress, QVC has had its share of setbacks since Diller came on board. Well-publicized plans to merge QVC with the competing Home Shopping Net-

THE DILLER DIFFERENCE

QVC

work into a \$2-billion-a-year home shopping giant never materialized, partly due to antitrust concerns. QVC also failed in its ambitious \$9.5 billion bid to take over Paramount Communications, which earlier this year was sold to Viacom. And while QVC ended 1993 in a fiscally buoyant mood, first quarter 1994 revenues of \$296.4 million were pacing behind those of 1993.

Despite those setbacks, Diller is not one to look backward. His reaction upon learning that Viacom had won in the bidding war for Paramount was: "They won. We lost. Next."

Like most established cable programmers, QVC is looking to expand its franchise in the U.S. and abroad. Internationally, the company last year launched two overseas home shopping networks with BSkyB and Grupo Televisa and is in negotiations to launch additional spin-off services in Denmark, Norway, the Netherlands and Germany.

Domestically, the company is currently testing its Q2 home shopping network and is planning a full-blown launch of the channel for September. Q2 is being positioned as an upscale, lifestyle magazine-type program service. The company also is developing Q-online, a modem-based network aimed at personal computer users. The company's flagship QVC shopping network reaches roughly 48 million households nationally. —RB



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Feel free to talk. Anytime. The lines are always open at America's Talking. On-line. Phone lines. Faxes. America's Talking is the first real interactive television network.

America's Talking doesn't conform to traditional talk programming. In fact, it's not talk show talk at all. America's Talking is a national conversation. A dialogue that goes beyond the toll-free number. A-T makes cutting-edge technology friendly, opening new avenues for subscribers through innovative partnerships with leaders like Sprint and Prodigy.

America's Talking. It's revolutionary. It's fun. It's changing the way your subscribers watch television and the way you market to them.

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prior stewardship of Fox could give CBS a leg up. That leg up could be multiplied several times if broadcasters were allowed to multiply, via digital compression, their broadcast signal into a handful of signals.

In general corporate terms, merging with a cable network, particularly a nonadvertising supported network company such as QVC, would help CBS reduce its dependence on the cyclically driven advertising business. That and a faster growth record might help CBS among investors, said stock

QVC is theoretically being put into play may be less important, since Diller and his cable partners can block any proposal they don't like.

That assumes, of course, that the MSOs that own QVC stock support the merger. Asked about how the MSOs felt, Diller said: "Ask them." Comcast Chairman Brian Roberts, for one, wasn't answering calls.

If it is determined that no change of control has occurred, CBS may be able to avoid having to pay termination fees to any senior CBS management subsequently let go.

Making CBS the larger half, and having Tisch continue as chairman, also enables the company to tell the FCC that there has been no transfer of control requiring the commission's "long-form approval" process. One knowledgeable source told BROADCASTING & CABLE that in fact CBS would try to get the stock merger handled with a "short-form" application.

The FCC has other rules that require QVC's MSO shareholders to keep any CBS holding of voting stock to under 5%. That will be done by substituting some of the CBS shares given QVC shareholders with nonvoting convertible stock.

The other way in which the FCC could find that MSOs had an impermissible influence on CBS is if they had a board membership. Thus it is possible that none of them, including current QVC board members and Comcast executives Brian and Ralph Roberts, would be represented on the CBS board. TCI's John Malone no longer is on the QVC board, but his Liberty Media has held as much as 23% of the company.

One investment adviser with strong ties to the cable industry said he wouldn't be surprised to see cable MSOs with positions in QVC use last week's run-up stock to sell some of their stock.

Several lawyers said last week that if the deal goes through as it is now configured, there is no change of control or ownership at CBS. If change of ownership did occur, outside parties could petition the FCC to deny the transfer. That issue was raised when Tisch took over the company in the mid-1980s. But both CBS representatives and industry observers say QVC clearly will be a minority shareholder in the merged company. ■



Howard Stringer, president, CBS/Broadcast Group

Howard Stringer
"probably doesn't have a peer in the industry."

—Barry Diller

"Of course [Stringer] will stay."

—Larry Tisch

analyst Mark Riely of McDonald, Grippio & Riely: "CBS right now doesn't trade at much more than six times cash flow, whereas QVC trades at anywhere from 8 to 9 1/2 times, depending on your cash-flow assumptions. The combined companies should be looking at a higher multiple, although not necessarily 10 times."

Asked about possible synergies between the two companies, Diller said there were "obvious and natural areas" but that the term is "overused, almost as much as 'information superhighway.'"

Factored into the equation is the \$175 per share that will be issued as a dividend to CBS shareholders just before the company's merge. That \$2.5 billion dividend, which will involve CBS taking on debt, reduces the value of CBS and puts the stock exchange on an almost equal footing.

CBS: the larger half

The fact that CBS's stock value will account for slightly more than half of the combined companies is important for a variety of reasons. For one thing, it enables Tisch to claim, as he did last week, that CBS is not the company being sold. That legal point could come in handy should a third party make a bid for CBS. The fact that

Barry Diller

1961—Takes job in William Morris Agency mailroom at age 19, eventually works his way up to talent agent.

1966—Joins ABC programing department, makes splash developing Movie of the Week format.

1974—Leaves ABC to become chairman of Paramount Pictures, developing "Raiders of the Lost Ark," "Saturday Night Fever," "48 HRS." and other hits.

1984—Moves to 20th Century Fox, develops hit movies "Home Alone," "Broadcast News" and others.

1986—While still at 20th Century Fox, launches Fox Broadcasting and spearheads growth of fledgling network.

March 1992—Unexpectedly resigns from Fox, citing desire to have his own company.

December 1992—Invests \$25 million for 3% stake in QVC Networks, becoming chairman/CEO of home shopping company.

September 1993—QVC makes \$9.5 billion bid for Paramount Communications.

February 1994—QVC loses to Viacom in battle for Paramount. Says Diller: "They won. We lost. Next."

Laurence Tisch

July 1985—Tisch tells CBS CEO Thomas Wyman that Tisch-controlled Loews Corp.

owns 5% of CBS Inc. stock.

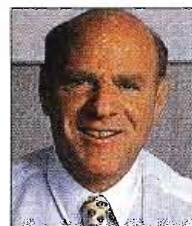
October 1985—Tisch joins CBS board of directors.

September 1986—Named acting CEO, deposing Wyman.

January 1987—CEO job becomes permanent, also named president.

September 1988—Brother Preston Tisch named CBS director.

December 1990—Named chairman of CBS Inc.



Must carry survives...for the moment

Mixed decision strengthens cable's First Amendment protection

By Kim McAvoy

The Supreme Court last week handed down a 5-4 decision on must carry that gave neither broadcasters nor cable a solid win.

Most communications lawyers, however, think that broadcasters came out ahead. For the time being, the must-carry law requiring cable operators to carry most TV stations' signals remains in place. The court also found the rules to be content-neutral, a point that broadcasters had argued in defending the rules.

Nonetheless, the high court left the issue of whether or not must carry is constitutional for a lower court to decide. For cable that is a plus. "They still have a chance to win on must carry," said one communications lawyer.

The court's split decision (five separate opinions were issued) gave the cable industry hope that it will pick up another vote when the case returns to the high court. Justice Harry Blackmun, who sided with the majority that remanded the case to the lower court, is retiring. Supreme Court nominee Stephen Breyer, who likely will replace Blackmun on the bench, could give cable the vote it needs. Breyer is considered deregulatory by some.

The one-vote majority sent the case back to the federal appeals court in the District of Columbia, which upheld the law last year. Although the majority opinion, written by Justice Anthony Kennedy, said the must-carry rules were "justified," the high court concluded that the lower court had not "adequately shown" that broadcasting was "in genuine jeopardy and in need of the protections afforded by must carry," and assuming such a showing, must carry "does not substantially burden more speech than is necessary to further the government's legitimate interests."

It could be another two years before the issue is back before the high court.

Kennedy was joined in the majority by Chief Justice William Rehnquist and justices David Souter and Blackmun. Justice John Paul Stevens joined the majority but wrote a separate opinion arguing must carry should be upheld, and he agreed to send it back to the lower court so that there would be a majority.

Kennedy wrote that must-carry provisions are not "designed to favor or disadvantage speech of any particular

applicable to content-neutral restrictions that impose an incidental burden on speech." This recognition that must carry is content-neutral was a key part of the broadcast industry's argument for maintaining the law.

Although the law was not struck down, cable was taking solace in the fact that the high court awarded it greater First Amendment rights than those of broadcasters. However, the justices did not go as far as cable would have liked, which would have been to accord it the same First Amendment protection as the print media.

Nonetheless, eight justices concurred that cable should have more protection under the First Amendment than do broadcasters. Citing technological differences between broadcasting and cable, they said the scarcity ratio-

nale that applies to broadcasters under the *Red Lion* decision should not apply to cable. Cable lawyers say this recognition by the court will help the industry to ward off government attempts to regulate TV violence and children's programming.

The cable industry also took heart in the fact that it came within one vote of winning. Four of the justices, led by Sandra Day O'Connor, said must carry is unconstitutional. She was joined by Antonin Scalia, Clarence Thomas and Ruth Bader Ginsburg.

O'Connor, writing for the dissenters, said: "Finally, my conclusion that the must-carry rules are content-based leads me to conclude that they are an impermissible restraint on the cable operators' editorial discretion as well as on the cable programmers' speech. For reasons related to the content of speech, the rules restrict the ability of cable operators to put on the programming they prefer, and require them to include programming they would rather avoid."

O'Connor said the law was "fatally over-broad, even under a content-neutral analysis."



The Supreme Court that split on must carry. Standing: Clarence Thomas, Antonin Scalia, William Rehnquist, Sandra Day O'Connor, Anthony Kennedy, David Souter, Ruth Bader Ginsburg. Seated: John Paul Stevens, Harry Blackmun.

content. Rather, they are meant to protect broadcast television from what Congress determined to be unfair competition by cable systems." He said the law is justified because of the "special characteristics of the cable medium: the bottleneck monopoly power exercised by cable operators and the dangers this power poses to the viability of broadcast television."

Furthermore, the majority opinion held: "In addition, the must-carry provisions are not structured in a manner that carries the inherent risk of undermining First Amendment interests. The regulations are broad-based, applying to almost all cable systems in the country, rather than just a select few. As a result, the provisions do not pose the same dangers of suppression and manipulation that were posed by more narrowly targeted regulations.... For these reasons the must-carry rules do not call for strict scrutiny."

And the majority agreed with the district court decision that the "appropriate standard by which to evaluate the constitutionality of must carry is the intermediate level of scrutiny

Both sides now

Broadcasting, cable executives take a read on must carry

By Kim McAvoy and Rich Brown

Neither cable operators nor broadcasters were entirely happy with last week's Supreme Court decision on must carry.

"It's a mixed bag. There's something for everyone to hate," said one cable attorney.

Overall, broadcasters were pleased that must carry was still intact, even though the court stopped short of affirming the rules.

"It's a banner day for free, over-the-air television. The must-carry rules remain intact and enforceable," said Jim Hedlund, president of the Association of Independent Television Stations.

"Broadcasters and consumers will be protected, as must carry will continue in effect until all outstanding issues are ultimately resolved. We are confident that the District Court panel will find that Congress had adequate evidence on which to base the must-carry provisions of the Cable Act," said Eddie Fritts, president of the National Association of Broadcasters.

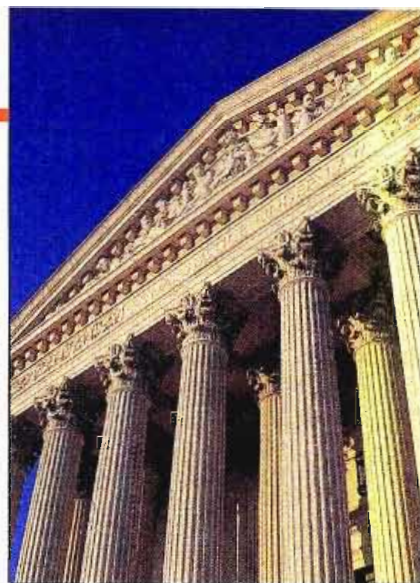
Public broadcasters, who stood to

lose much more than commercial stations if the court declared must-carry unconstitutional, were quite happy. David Brugger, president of the Association of America's Public Television Stations, called the decision a "victory."

And Andy Schwartzman, executive director of the Media Access Project, felt the decision was a "big win" for broadcasters. He says the court's opinion is important because it recognizes the principle of public interest regulation. Even if the lower court throws out must carry, said Schwartzman, "the public interest standard is still there."

But clearly cable was disappointed it did not get the big victory. "I am glad I went fishing," said cable attorney Jack Cole of Cole, Raywid & Braverman. Cole, who has been a driving force behind the industry's effort to overturn must carry, was fishing in Alaska when the Supreme Court acted. "I am not real happy," he said.

"The plain fact is that until this case is finally decided, cable networks will continue to be second-class citizens to



broadcasters, and cable operators will still be confined in their choice of programming for their viewers," said Decker Anstrom, president of the National Cable Television Association.

"Nevertheless, this decision contains some good news for cable television companies. In remanding the case to District Court, the Supreme Court found overwhelmingly that the must-carry rules had not been adequately justified and that they should be subject to a much higher level of scrutiny than the District Court used," said Anstrom.

"It looks like we're going into overtime," said Bert Carp, vice president for government affairs at Turner, which took the lead in the case.

Carp was pleased the court recognized that cable's First Amendment status is different from broadcasters'. "They made it clear that *Red Lion* does not apply to cable," said Carp.

Cable programmers now are bracing for at least a year or two of business under the FCC rules, which FCC Chairman Reed Hundt has promised the agency will continue to enforce.

"We are extremely disappointed," said Bruce Collins, vice president and general counsel of C-SPAN, who says the news and public affairs network and its C-SPAN2 spin-off channel have lost 2.2 million households as a result of the must-carry rules. "That audience we lost is still gone. In our view, carriage delayed is carriage denied."

Discovery Communications General Counsel Judith McHale says the criteria set forth to evaluate must carry will work in favor of the company and "ultimately lead to an invalidation of the provision." However, she adds the company finds it "discouraging" that the must-carry rules will remain in effect until a final decision is reached. ■

Following 'Turner,' it's 'Time Warner'

When the Supreme Court issued its must-carry decision, it cleared the way for Time Warner's appeal of cable regulations and other non-must-carry issues to go forward, several lawyers said last week.

Based on last week's decision, Time Warner is in a stronger position to attack the cable regulation on First Amendment grounds, says Time Warner's outside attorney Robert Joffe of Cravath, Swaine & Moore. The Time Warner case had been held up in the U.S. Court of Appeals in Washington pending the Supreme Court's decision.

"I don't see anything that the Supreme Court did that will change our overall position," Joffe said. Time Warner has argued in the past that cable regulations violate system operators' First Amendment right to free speech because it influences their programming choices. "Our argument is that you can't regulate rates without regulating content," said Joffe.

Time Warner also is appealing provisions of the Cable Act that require operators to provide public educational and governmental channels and leased access.

The National Cable Television Association and 10 programmers have filed a separate lawsuit in the U.S. Court of Appeals that also may be affected by the ripples from the Supreme Court decision, according to NCTA's Dan Brenner. Brenner says the court's decision to bolster cable's First Amendment position will help in the appeal of the cable rules.

But Andy Schwartzman of the Media Access Project holds a different view: "If must carry is almost OK, it's going to be quite easy for the courts to uphold other parts of the Cable Act that have even less relationship to content."—CSS

Bird buy: GE acquiring GTE Spacenet

By Chris McConnell

Ending weeks of speculation, GE American Communications last week announced that it is buying GTE Spacenet.

The sale covers GTE's entire fleet of seven satellites, combining it with GE Americom's eight birds and making the new company the holder of the largest domestic satellite fleet.

In addition to the satellites, GE will assume GTE's contracts and existing customers, including those of GTE's satellite newsgathering operations and its VSAT business.

The sale, which is subject to government approval, covers all of GTE's foreign and domestic operations as well as its real estate and facilities. Not included in the transaction are some of GTE's federal government contracts. The companies did not report the deal's price, although sources put it below \$300 million.

Of the 600 GTE Spacenet employees, about 60 will be transferred to the company's government systems division. GE Americom plans to hire about one-third of the remaining GTE employees. The company last week said it had not decided whether GTE employees hired by GE Americom will be moved to the purchasing company's headquarters in Princeton, N.J. Roughly 400 of the GTE employees are located at GTE Spacenet headquarters in McLean, Va.

GE Americom also said it has not yet made plans to replace the GTE fleet, which includes three satellites

not scheduled to run out of fuel before 1998. Two of them—GStar 4 and Spacenet 4—carry enough fuel to last for the rest of the decade.

GE Americom already is preparing a new satellite scheduled to orbit in the slot now occupied by GStar 1. GStar is scheduled to expire next year, and GE Americom plans to launch GE-1 during the first half of 1996.

GE Americom also is constructing a ground space for GE 1, a satellite that potentially could be used to replace another of the GTE Spacenet satellites. The sale combines two fleets of satellites manufactured by Martin Marietta Astro Space, a fact some observers say will ease GE Americom's task of operating its newly acquired satellites. ■

Panel endorses fair market value for satellite fees

By Christopher Stern

The satellite industry suffered a setback last week when the House Judiciary Committee passed legislation that could significantly increase copyright fees for superstations.

The committee voted to uphold fair market value, which would set satellite copyright fees at market rates when the fees come up for review in 1996. Currently, satellite copyright fees are linked to the fees paid by the cable industry, which are below market value.

The Senate version of the bill would extend superstation licenses under the current terms. The satellite industry's copyright license expires at the end of this year.

"The good news is that the process is moving and that we are not stuck in

the [Judiciary] Committee. The bad news, of course, is that we don't like the fair-market-value language at all," says Andy Paul, senior vice president, Satellite Broadcasting and Communications Association.

Paul expects the full House to adopt the Judiciary Committee bill, but hopes to eliminate the fair-market-value language when the House and Senate meet to hammer out their differences.

The broadcast networks are pushing for fair market value for the satellite industry to set a precedent for cable copyright licenses when they come up for review. The networks say those fees are artificially low. Under the House proposal, an arbitration board would decide what the superstation and network signals would be worth on the open market. ■

CBS revs up for Detroit

After completing affiliation deals in Phoenix and Flint/Saginaw, Mich., last week, CBS apparently is turning its attention to Detroit, the largest market where the network is without an affiliate.

According to a source, CBS is zeroing in on Post-Newsweek's WDIV, the NBC affiliate in the Motor City. CBS hopes to lure the station into its fold with promises of increased compensation payments. The source suggests that the network is willing to pay "many times over" what the station is receiving from NBC.

Neither Tony Malara, president, affiliate relations, CBS, nor Bill Ryan, president, Post-Newsweek Stations, was available for comment late last week.

If the WDIV offer falls through, an alternative for CBS would be to purchase Paramount-owned WKBD Detroit,

which unlike WDIV is a UHF. However, that strategy would prove costly just to insure affiliation in the market. Paramount, which bought the station from Cox last September, paid \$105 million for the UHF. If CBS were to find that it had to buy its way into an affiliation in the market, the cost probably would be much higher than the Paramount price.

As expected, CBS chose to go with Meredith Broadcasting Group's KPHO-TV Phoenix and, in the process, upgraded itself from a UHF to a VHF in Flint/Saginaw. CBS basically has two options in Phoenix: affiliate with independent KPHO-TV or join with KTVK, which soon will lose its ABC affiliation.

Meredith also owns a CBS affiliate in Kansas City, Mo., and if the network had spurned KPHO-TV, the group apparently was ready to jump to NBC. The CBS switch in Flint/Saginaw from UHF WEYI-TV to VHF WNEM-TV leaves NBC without an affiliate in the 60th market. —SC

Columbia unveils 'Newz' cast

Programer banks on ensemble group to be 'SNL: The Next Generation'

By David Tobenkin

Columbia TriStar Television Distribution has named the nine comedians who will star in its rookie late-night syndicated sketch comedy strip, *The Newz*.

Columbia hopes the six men and three women—none household names—will become the Not Ready for Prime Time Players of a new generation, say executive producers Michael Gerber and James McNamara.

"They are high-energy and talented," says Gerber. "They were culled from hundreds who sent in performance tapes, with top candidates asked to perform in skits with other members already chosen to insure that the chemistry between the members was good," says Alan Perris, senior vice president of first-run programming at CTTD.

All members of the group have



Late-breaking 'Newz' cast: Columbia TriStar Television Distribution hopes to crack late night with ensemble cast of comedians/actors (standing) Tommy Blaze, Deborah Magdalena, Mystro Clark, Brad Sherwood, Nancy Sullivan, Shawn Alex Thompson, Dan O'Connor and (seated) Stan Quash and Lou Thornton.

been signed to long-term contracts, Perris added.

Comics who will headline the show:

■ Tommy Blaze, a comedy writer and performer whose credits include

MTV's *Half Hour Comedy Hour*, A&E's *Evening at the Improv* and Showtime's *Comedy Club All-Stars V* and *Comic Strip Live*.

■ Mystro Clark, a stand-up comic who has performed in clubs and on HBO's *Def Comedy Jam*, BET's *Comic View* and A&E's *Evening at the Improv*.

■ Deborah Magdalena, recently a cast member on Fox's ensemble comedy series *The Edge* and a featured performer on the syndicated *Apollo Comedy Hour*.

■ Dan O'Connor, an improvisational actor and co-founder and artistic director of the improvisational theater group LA Theatresports and a

sketch performer on *Comic Strip Live* and *The Tonight Show with Jay Leno*.

■ Stan Quash, a comedic writer and performer who is a regular stand-up comic at Los Angeles comedy clubs as well as on A&E's *Evening at the Improv* and NBC's *Friday Night*.

■ Brad Sherwood, a comic and regular performer on *The Tonight Show* who had a recurring role on *LA Law*.

■ Nancy Sullivan, a television and theater actress who has appeared in TV series including *Melrose Place*, *Matlock* and *Doogie Howser, MD*.

■ Shawn Alex Thompson, an actor in theater and feature films, including John Waters's "Hairspray."

■ Lou Thornton, an actress in feature films and a sketch performer on *The Tonight Show* and CBS's *This Just In*.

The group began taping skits for the show in front of a 200-member studio audience at the company's facilities at Universal Studio Florida two weeks ago. The show is expected to launch in mid-September.

The show's fortunes could hinge on whether its comics can create popular recurring characters that can be used

Beach by any other name

All American Television has changed the name of its new syndicated beach athletic competition to *BeachClash*, ending a feud with Universal Television over the similarity of its former name, *BeachQuest*, to Universal's NBC show *seaQuest DSV*. All American also named the show's hosts: David Hirsch and Alison Armitage. Hirsch previously hosted *American's Top Ten*, *American Bandstand* and *E! Television's Movietime*. Armitage last season was a star of All American's *Acapulco H.E.A.T.*, which was not renewed for fall. Directing the weekly, one-hour show will be Bruce Gowers, who has directed MTV's *Paul McCartney Unplugged*, HBO comedy specials and music videos for Prince, the Rolling Stones and Michael Jackson. Events for the show include volleyball on trampolines, a surf slalom course, boardwalk street hockey, a tug-of-war in the surf and a relay race. Foreign sales of *BeachClash* are going strong, says Paul Siegel, All American's president of international and ancillary enterprises. Deals have been struck with 12 countries, including Germany, Spain, Portugal, Colombia and Taiwan, with another 20 in the final stages of negotiations. Production of the show's initial order of 26 one-hour episodes will begin at the end of July, with the first shows airing in mid-September. The show has been cleared on 80 stations covering 70% of the country, including all top 10 markets. —DT

in multiple shows, according to at least one interested observer.

"Grinding out sketch comedy five nights a week is going to be a pretty demanding task, unless by some quirk of luck individuals on the show or the characters they play click with the audiences," says Bill Carroll, VP, director of programing, Katz Television. "Then you can come back to it every week, like *Saturday Night Live* did by having Billy Crystal as Fernando [Lamas]."

Gerber agrees, saying that some recurring sketches are already in place for the show. Blaze will host a nightly spoof newscast similar to SNL's *Weekend Update*, but "he won't be behind the desk and it will be very multimedia looking."

Another recurring segment will be "Abby and Andy," a sketch in which a contentious pair of advice columnists, Blaze and Sullivan, talk about relationship problems.

Gerber and McNamara also say that the quality of the writing on the project will be supported by the large number (15) of writers on staff and by an agreement with the *Harvard Lampoon* magazine to generate ideas for show sketches.

The show normally will not be produced day and date with breaking news events, but will instead rely on sketches based on recurring high-profile news topics, with a three-week lag time between the taping of less topical material and its airing.

Perris says that the fact that skits are taped in short, modular segments will allow for experimentation and for quick shuffling of the show's lineup, including insertion of last-minute material.

The show will have no guest host or monologue. Instead, each show will be hosted by two of the ensemble's members acting out of character. Special guests will be featured but will appear in skits unannounced. Production of the show also will include week-long production breaks every few weeks so that the actors and writers do not burn out.

The show has been cleared on 150 stations covering 90% of the country, mostly on independents and Fox affiliates in top markets. That will work to the advantage of the show by allowing airings at 11 p.m. in many markets rather than after the late-night programing of the networks and hopefully will increase sampling, Perris says. ■



Univision gets kick out of World Cup

Univision's coverage of the World Cup Soccer Tournament has yielded an approximate 10% increase in viewership for the Spanish-language network. According to ratings released last Wednesday from Nielsen's Hispanic Television Index, Univision's share of homes during the week of June 13-20 (the first week of World Cup competition) jumped to 74%. It typically pulls in a 64%-67% share. Indicative of its audience, the highest-rated game of the first week was Mexico versus Norway, which averaged a 16.4 rating. In comparison, the United States versus Switzerland match-up pulled in a 9.9 rating. Of the seven matches that were played during the first week, all fell among the top 15 rated shows in Hispanic households. In preliminary numbers from the second week of competition, the United States versus Colombia game, which saw the U.S. team stun the South American powerhouse, pulled in a 19.1 rating. As part of its coverage, Univision will televise all 52 of the World Cup games, the only U.S. broadcast outlet airing all matches.

—SC

Producers Entertainment Group serves up full plate

By Steve Coe

A \$25 million first-run action/adventure series, two comedies for CBS, and a highly anticipated PBS series are just a few of the projects being readied by Producers Entertainment Group, the company resulting from the acquisition of DSL Entertainment by The Producers Entertainment Group earlier this year.

According to Drew Levin, executive vice president, PEG, the company will announce a distributor for the action series in the next three weeks. The company is planning a January 1995 launch for the show, which will

air in syndication and on basic cable. Shot entirely in Australia, with post-production done in France, the series

has been sold to Ellipse Programme for European distribution and Univisa for Latin America. Levin says the main character of the series is based on an existing action-hero, but for contractual reasons Levin was unable to name the series.

On the network side, PEG is developing two more comedy projects for CBS following the company's successful first season of *Dave's World*. Both projects have been given script commitments.

The first is a series described as a



Jeff Goldblum of PEG's 'Future Quest'

"Hispanic *All in the Family*." The second project, *Late Bloomers*, will be produced by Jonathan Axelrod and Jamie Widdoes. Axelrod, executive producer and PEG board member, oversees the company's half-hour comedy production. He also is executive producer of *Dave's World*. The two half-hours, if green-lighted, are expected to be financed under a deal similar to that for *Dave's World*. Under that agreement, CBS Productions, the co-producer, assumes all production costs. CBS, in turn, will reap the majority of back-end revenues. PEG's take of the back end is 14% of adjusted gross syndication sales.

The company's nonfiction division headed by Jim Coane, senior vice

president and executive producer, has been especially busy with projects for PBS, Discovery and The Learning Channel. The division—which produces documentaries, docudramas, reality and instructional programming—has yielded 318 half-hours in the past 18 months.

Set to premiere Monday, Oct. 10, is *Future Quest*, hosted by actor Jeff Goldblum. AT&T is expected to be the exclusive underwriter for the project, which one source said represents "a significant six-figure investment." According to Levin, it is AT&T's first involvement with a PBS project in more than two years. PBS has ordered 22 episodes of the youth-targeted half-hour, which looks at what the future will hold for different areas of life.

Other projects for PBS include *Home Green Home* and a children's show, *Flip Flop Shoppe*. PBS has ordered 65 half-hour episodes of *Home Green Home*. Also a strip, *Shoppe* will be hosted by Mary Lou Retton and is expected to debut in fall 1995. The company also is producing 26 half-hour episodes of *Forces Beyond* in association with Canada's WIC Broadcasting. The series, an investigative docudrama of the paranormal, will premiere on The Discovery Networks this fall.

PEG also is negotiating with The Discovery Networks to sell *The Legends of Hollywood*, a behind-the-scenes look at Hollywood's action stars. The 26 half-hour episodes already have been sold to ABC Video. ■

TCI tests cable smorgasbord

Channel is pitched as platform to launch new services

By Rich Brown

Tv!, Liberty Media's long-rumored "best of" cable network, has finally arrived.

The new network, featuring programs from both new and established cable networks, begins testing July 15 on select systems owned by top multiple system cable operator Tele-Communications Inc. Liberty, TCI's spin-off programming company, has not set plans to offer tv! to other MSOs.

Tv! President Bob Thompson says that Liberty intends eventually to make the network available to other MSOs but that current contracts with programmers do not allow for distribution outside TCI systems. Thompson would not reveal any of the premium and expanded basic programming networks that he says have already agreed to showcase their programming, but TCI and Liberty have interests in a variety of new and established services.

Tv! is being pitched as a platform for the launch of new cable networks, many of which are having a difficult time finding channel space on cable systems around the country. Tv! executives hope that networks will want to use the platform to test a specific show or an entire day's programming. Tv! plans to conduct telephone polls to gauge viewer interest in the various

programs featured on the channel.

The channel will have a wide variety of contracts with programmers, ranging from hourly to monthly use, says Thompson. He adds that tv! will buy some programming but that there also will be barter arrangements and some program suppliers might even pay the network to air their shows.

Program suppliers being pitched by tv! include not only cable networks but also companies that supply shows to the broadcast networks, he says.

Tv! is expected to have broad distribution on TCI systems representing roughly 10 million homes by first quarter 1995, according to Liberty President and CEO Peter Barton. ■

America's Talking cable channel takes off

NBC cable service launches in about 10.5 million homes

By Rich Brown

NBC executives say it will take just two years to reach the break-even point on America's Talking, their all-talk cable network scheduled to debut today (July 4) in about 10.5 million homes.

FCC-ordered cable rate regulations and limited channel capacity at cable systems around the country continue to make the going rough for most new networks.

But America's Talking—like ABC's ESPN2 and Fox's fX—is enjoying double-digit distribution as a

result of FCC-ordered retransmission consent negotiations. Those negotiations, which enable broadcasters to demand channel space from cable system operators, give America's Talking a guaranteed distribution of 35 million homes within four years.

Meanwhile, America's Talking/CNBC President Roger Ailes is looking to keep costs down by exploring synergies with the NBC-owned CNBC cable network. The two networks share headquarters in Fort Lee, N.J., and many senior A-T positions—with the exception of pro-

graming VP Elizabeth Tilson—are filled by top CNBC staffers.

The networks do not share on-air personalities, but Ailes is managing to keep A-T talent costs down by signing relative unknowns.

"We did not necessarily hire people that everybody knows but that everybody will love," says Ailes. "Every one of these people have the capability of being big stars."

Another important synergy between America's Talking and CNBC will be in advertising sales, according to advertising sales vice president Paul Rittenberg. So far, Prodigy and Sprint have been announced as charter advertisers for the new network.

America's Talking will carry 14 hours of live talk shows daily. Included on the schedule are a morning news and information show, an advice show, an

alternative medicine show, a gripe show and a prime time celebrity interview show with VH-1 veteran Roger Rose. Some shows feature a live audience, and many shows will take faxes and calls from viewers.

"It's all driven by personal questions we ask ourselves about every day," Ailes says of the programming.

"We're not reaching for smut or sex. We're not trying to book people with perverted ideas. We're trying to represent real people."

New appointments at America's Talking include Bruce J. Starin as



John David Klein, accompanied by his show's mascot, is host of 'Pork,' a daily program on government waste. Klein will talk to whistleblowers, politicians and others who have "experienced the absurdity of government excess firsthand."

executive producer for the network and veteran newscaster John David Klein as host of *Pork*, a daily look at government corruption. Starin previously produced *Let's Make a Deal* and as a consultant to *Vicki!*, among other assignments. Klein is a veteran of NBC News and other broadcast news outlets. ■

SYNDICATION MARKETPLACE

Meidel sticks at Twentieth

Twentieth Domestic Television President Greg Meidel will remain at his post rather than run Paramount's fifth network after being asked to stay by Fox Chairman Rupert Murdoch. Murdoch was empowered to block the move under terms of Meidel's contract, in force until February 1996, but Meidel denied reports that Murdoch forced him to stay. "If it was good for everyone, I wanted to pursue it, but if not, I didn't," said Meidel, who had been courted by Paramount officials to join the slated fifth network, which that will launch in January. "I'm not disappointed, and I'm ecstatic to remain part of the team at Fox." Meidel also has taken steps to replace two top executives who departed TDT in recent weeks, leaving some wondering about the future of the Fox syndication division. Steven Nalevansky, senior vice president, programming, at Twentieth Television, will replace Peter Marino, executive vice president of programming, who left the division to start his own production company. Meidel also said that he soon will name a replacement for Executive Vice President/General Sales Manager Ken Solomon, who has joined the Fox network to assist Fox distribu-

tion chief Preston Padden in overseeing affiliate relations.

Simpson sales

Western International Syndication said that the O.J. Simpson case has not impeded efforts to clear *1st and Ten*, an off-HBO series starring Simpson as the coach of a pro football team, for a second season. The show has been cleared on 60 stations covering 50% of the market. WIS has suffered no cancellations—and actually has added several markets—since the controversy broke, said WIS President Chris Lancey, who added that renewal terms for the show have not changed. However, major markets necessary for a second-season go—including New York, Boston and San Francisco—remain open. "We'll just have to resolve the issue in negotiations there," said Lancey.

Baby buys

Claster Television's new fall syndicated *Baby Huey Show* has cleared 95 markets covering 82% of the country, including all of the top 20 markets. New stations signing on include WGBS-TV Philadelphia, KBHK-TV San Francisco, WLVI-TV Boston, WDCA-TV Washington, KDAF-TV Dallas, WXON-TV Detroit and WGNX-TV Atlanta.



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Young-targeted talkers take off

'Ricki,' 'Jenny,' 'Montel' show strong sweeps gains in women 18-34

By Steve McClellan

Syndicated talk shows targeting younger women in daytime posted gains in the May sweeps, largely at the expense of those talk shows aimed at older women. Shows including *Ricki Lake*, *Jenny Jones* and *Montel Williams* are reaching the previously untapped women 18-34 audience in unprecedented numbers.

Among reality programs, the real-life drama shows such as *Rescue 911* and *Cops* fared better as a whole than the news magazines. In the off-network category, *Roseanne* showed significant growth, topping the sitcom competition in both early fringe and access.

All the ratings and trends in this story are based on an analysis of the May Nielsen books by Petry Television.

According to Petry, *Ricki Lake* almost quadrupled its time period rating and tripled its share among women 18-34 in daytime, where it was top ranked. *Jenny Jones* doubled its rating and was up 7 share points and ranked second in the demo in daytime. *Sally Jessy Raphael* was third but down 2 share points and almost half a rating point. *Montel* also posted strong gains in the demo, placing fourth.

Donahue's erosion in the women demos continued in May. The show dropped 5 share points among women 18-34 and 2 share points among women 25-54. *Sally Jessy* was also down 3 share points among women 25-54.

In early fringe, *Oprah* continues to dominate but did see some slippage in May. Among women 18-34, it dropped 3 share points but was still tops with a 6.9/39. *Ricki* was number one in early fringe among women 18-34 and 25-54. *Montel* was third in both categories in the daypart, climbing 7 share points among women 18-34 and 4 share points among women 25-54. *Jenny Jones* was fourth among younger women.

Donahue, *Sally Jessy*, *Maury Povich* and *Geraldo* were all down in key women demos for the sweep.

Rolonda Watts, King World's *Les Brown* replacement this season, showed some "signs of life" during

SYNDICATED CHILDREN'S SHOWS May Sweeps

Program	Distributor	Rating/Share—kids 2-11:	
		May '93	Time period
Top 5 Weeklies			
Double Dragon	Bohbot	6.6/22	4.5/17
Mighty Max	Bohbot	5.9/22	5.0/14
Transformers	Claster	4.6/23	4.4/23
Biker Mice	Genesis	4.4/17	4.1/15
King Arthur	Bohbot	4.3/21	4.1/15
Top 5 Afternoon Strips			
Power Rangers	Saban	19.6/46	6.3/26
Batman	Warner (Fox)	8.1/30	7.8/32
Animaniacs	Warner (Fox)	7.5/30	7.3/32
Tiny Toons	Warner (Fox)	6.3/33	5.7/33
Bonkers	Disney	5.0/22	6.9/29

Source: Petry Television analysis of May Nielsen Station Index ratings

May among young women, says Gail Healy, director of programming, Petry National Television. In early fringe, the show picked up a rating point and 3 share points among women 18-34, compared with the time period a year ago.

In the magazine category, the Petry

analysis shows *Entertainment Tonight*, *Hard Copy*, *Inside Edition* and *A Current Affair* ranked in that order in households in access. *Hard Copy* and *Inside Edition* were tied in rating, while *Hard Copy* had a 2-point share advantage. All were flat or down slightly across key demos.

Some of the other reality shows grew significantly in early and late fringe. *Cops* was up 9 share points among young men in early fringe, while *Real Life Stories of the Highway Patrol* was up 8 share points in the same demo and time period.

Among sitcoms, *Roseanne* has been a strong performer since it entered syndication two years ago, and the show got stronger in May. In early fringe it was tops with young women and grew 7 share points in the demo. *Roseanne* was also up 3 share points among women 25-54. ■

KMEX-TV claims ratings win

Station says underrepresentation of Hispanic viewers by NTI rankings may have deprived it of daypart win

By David Tobenkin

Has KMEX-TV Los Angeles become the first non-English language television station to win a key sweeps daypart in a top-10 market?

The station's general manager, Augustine Martinez, says that improved ratings for the station in May and underrepresentation of non-English speaking Latino viewers in Nielsen Media Research figures may have made that the case.

Driven by the explosive growth of Los Angeles's Latino population, KMEX-TV already is winning many key demographic ratings in the 5-8 p.m. daypart.

As for households, KMEX-TV's 6 p.m. local news numbers jumped from a 2 rating/5 share in May 1993 to a 4/7

in May 1994; its Univision network news at 6:30 went from a 2/5 to a 4/7, and its hour novela at 7 p.m. rose from a 3/6 to a 6/10, according to the Nielsen Station Index.

That is still less than NSI showed for the May sweeps leaders: a 7 rating for KABC-TV and KNBC-TV's local news and KCOP's *Roseanne* at 6 p.m., an 8 for KTTV's *Cops* at 6:30, an 11 for KABC-TV's *Jeopardy!* at 7 and a 12 for KABC-TV's *Wheel of Fortune* at 7:30.

But Martinez notes that the number of Spanish-speaking households used in the NSI survey was only 39% of Hispanic households surveyed. That compares with the 62% of Latinos surveyed in Nielsen's Hispanic Station Index—a separate, more accurate index added two years ago to measure the viewing by Los Angeles Hispanics

Ratings Week

According to Nielsen, June 20-26

	abc ABC	CBS	NBC	FOX
MONDAY	10.0/18	9.9/18	7.5/13	5.8/10
8:00	23. Day One 10.5/19	41. Dave's World 8.0/15	34. Fresh Prince 9.1/17	
8:30		37. Nanny 8.7/16	38. Blossom 8.4/15	67. Fox Night at the Movies: M.A.N.T.I.S. 5.8/10
9:00	29. ABC Monday Night Movie—Call Me Anna 9.7/17	18. Murphy Brown 11.2/19	55. NBC Monday Night Movies—In the Line of Duty: Ambush at Waco 6.9/12	
9:30		27. Love & War 10.0/17		
10:00		20. Northern Exposure 10.7/19		
10:30				
TUESDAY	14.3/25	8.5/15	5.3/10	4.4/8
8:00	23. Full House 10.5/20	33. Rescue 911 9.4/18	74. Today at Night 5.3/10	80. South Central 4.4/8
8:30	22. Phenom 10.6/19			85. Roc 3.6/7
9:00	10. Roseanne 13.7/24	41. CBS Tuesday Movie—XXX's & OOO's 8.0/14	(nr) NBC News Special: To Your Health	80. Tales fr/the Crypt 4.4/8
9:30	10. Coach 13.7/23			76. Tales fr/the Crypt 5.2/9
10:00	1. Turning Point 18.7/32			
10:30				
WEDNESDAY	10.6/18	8.6/15	13.7/24	4.3/7
8:00	55. Dinosaurs 6.9/13	45. The Nanny 7.6/15	35. Unsolved Mysteries 8.8/17	79. Beverly Hills 90210 4.6/9
8:30	50. The Critic 7.2/13	74. W. Earp/Legend 5.3/10		
9:00	3. Home Improvmt 16.1/27	43. America Tonight 7.8/13	2. NBA Finals Game 7—New York vs. Houston 17.9/31	82. Melrose Place 3.9/6
9:30	4. Grace Under Fire 15.9/26	14. 48 Hours 11.5/20		
10:00	35. NYPD Blue 8.8/15			
10:30				
THURSDAY	10.1/18	8.8/15	12.6/22	5.6/10
8:00	44. The Byrds of Paradise 7.7/14	40. How'd They Do That? 8.1/15	28. Mad About You 9.9/19	48. The Simpsons 7.4/14
8:30		15. Eye to Eye with Connie Chung 11.4/19	17. Wings 11.3/21	67. Sinbad 5.8/11
9:00	39. Matlock 8.3/14	57. Picket Fences 6.8/12	6. Seinfeld 14.7/25	72. In Living Color 5.4/9
9:30			7. Frasier 14.5/24	82. Locals 3.9/6
10:00	8. Primetime Live 14.4/25		12. Dateline NBC 12.7/22	
10:30				
FRIDAY	12.3/24	9.4/19	4.5/9	5.7/11
8:00	29. Family Matters 9.7/21	23. CBS Special Movie—Greyhounds 10.5/21	87. Universal Studios Summer Blast 3.4/7	71. Encounters: The Hidden Truth* 5.5/11
8:30	26. Boy Meets World 10.2/21			
9:00	20. Step By Step 10.7/21	50. Picket Fences 7.2/14	78. NBC Friday Night Mystery: Passport to Murder 5.0/10	65. The X-Files 5.9/11
9:30	15. Hangin w/Mr. C 11.4/22			
10:00	5. 20/20 15.8/30			
10:30				
SATURDAY	4.9/10	7.8/17	5.8/13	6.1/14
8:00		48. Dr. Quinn Medicine Woman 7.4/14	67. American Bandstand #1 Hits 5.8/13	72. Cops 5.4/13
8:30	82. TV Hall of Fame 3.9/9	62. Roots of Country 6.3/13	64. Empty Nest 6.2/13	65. Cops 5.9/13
9:00		29. Walker, Texas Ranger 9.7/20	57. Mommies 6.8/14	59. America's Most Wanted 6.5/14
9:30	86. Police File 3.5/7		76. Sisters 5.2/11	
10:00	54. The Commish 7.0/14			
10:30				
SUNDAY	8.4/16	11.9/22	6.3/12	5.3/10
7:00	45. Am Fun Hm Vid 7.6/17	9. 60 Minutes 13.8/29		89. Baby's Day Out 2.6/6
7:30	53. Am Fun People 7.1/15	13. Murder She Wrote 12.0/23		88. Sinbad 3.0/6
8:00	50. Lois & Clark 7.2/14	19. CBS Sunday Movie—Family of Strangers 10.8/19	62. NBC Sunday Night Movie—El Cid 6.3/12	70. Martin 5.7/11
8:30				60. Living Single 6.4/12
9:00	32. ABC Sunday Night Movie—Deadly Intentions...Again 9.6/17			47. Married w/Chldr 7.5/13
9:30				60. George Carlin 6.4/11
10:00				
10:30				
WEEK'S AVGS	10.0/19	9.4/17	8.1/15	5.3/10
SSN. TO DATE	12.1/20	13.0/22	10.7/18	7.1/12

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

listed as Spanish-language dominant.

If the NSI were modified to eliminate that disparity, the English-language market leaders would see their ratings decline, while the Spanish-language stations—of which KMEX-TV has a 75% audience share—would rise correspondingly, says Martinez.

Martinez says that Nielsen officials have declined to adjust the measurement because the move would upset English-language Nielsen subscriber stations, which would see their ratings lowered.

A Nielsen official did not dispute that assessment. "Clearly the Anglo stations would be upset at that," says Nielsen Vice President of Communications Jack Loftus. "We try to get around that by having a separate service that goes into a whole lot more detail on the Hispanic market. And since advertisers prefer to buy on the basis of that, we feel we are being fair to the Spanish-language stations."

And as for Martinez's claim that KMEX-TV would be number one in households in some dayparts if the NSI were adjusted? "He's probably right," says Loftus. ■

Top cable shows and nets

Following are the top 15 basic cable programs (June 20-26), 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>Gettysburg, Pt. 1</i>	TNT	Sun 8:00p	4,540	7.4	4.8
2. <i>World Cup Soccer</i>	ESPN	Wed 7:25p	2,686	4.3	2.9
3. <i>Murder, She Wrote</i>	USA	Mon 8:00p	2,210	3.5	2.3
4. <i>O.J. Simpson Arraignment</i>	CNN	Mon 3:00p	2,128	3.4	2.3
5. <i>Movie: 'Problem Child'</i>	USA	Sat 8:00p	2,072	3.3	2.2
6. <i>Silk Stalkings</i>	USA	Mon 10:00p	1,989	3.2	2.1
7. <i>Murder, She Wrote</i>	USA	Tue 8:00p	1,974	3.2	2.1
8. <i>WWF Monday Night Raw</i>	USA	Mon 9:00p	1,883	3.0	2.0
9. <i>Clash of the Champions 27</i>	TBS	Thu 8:05p	1,830	3.0	1.9
10. <i>Murder, She Wrote</i>	USA	Thu 8:00p	1,794	2.9	1.9
11. <i>Movie: 'Bull Durham'</i>	LIFE	Mon 9:00p	1,768	3.0	1.9
12. <i>MLB: Braves Baseball</i>	TBS	Mon 7:35p	1,746	2.8	1.9
13. <i>Movie: 'Conan the Destroyer'</i>	USA	Sun 3:00p	1,719	2.8	1.8
14. <i>Larry King Live</i>	CNN	Mon 9:00p	1,714	2.7	1.8
15. <i>Murder, She Wrote</i>	USA	Wed 8:00p	1,697	2.7	1.8

The top five basic cable services for the week of June 20-26 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	1,678	2.7/4.7
2. TBS	1,366	2.2/3.9
3. ESPN	1,011	1.6/2.9
4. TNT	792	1.3/2.3
5. NICK	730	1.2/2.1

SYNDICATION MARKETPLACE

Delayed opening

Home Shopping Network is delaying the launch of its spin-off network, Television Shopping Mall, citing limited channel capacity. The launch of the new channel, which will feature up to 35 retailers each week, has been pushed back from this summer to early 1995. "As long as channel capacity remains limited, there is no advantage in rushing into new programming," says Gerald Hogan, president/CEO.

Moon man

The Disney Channel will mark the 25th anniversary of Apollo 11's landing on the moon on July 12 with *A Moon Man from Massachusetts: The Robert Goodard Story*. The documentary, narrated by actor Ed Harris, profiles the inventor of the world's first liquid-fueled rocket.

Comedy revamp

Comedy Central this week is debuting a new on-air look to coincide with the cable network's "Fall Season in July" summer programming

lineup. Included in the revamp are a reworked logo, a new network theme song and a new identifying "bug" that will appear at the bottom right corner of the screen. "A network needs a new paint job every now and then," says Comedy Central's Art Bell. New and returning series on Comedy Central this month include *Limboland*, *Jocks*, *Musical Shorts*, *The Vacant Lot*, *Small Doses*, a new season of *Mystery Science Theater 3000* and the July 24 premiere of the cult-hit British import, *Absolutely Fabulous*.

In the know

The Discovery Channel and KRON-TV San Francisco this fall will co-produce a weekly half-hour science series, *The Know Zone*, hosted by San Francisco radio personality Don Bleu. The series marks the second collaboration between the two companies, which earlier worked together on the *Next Step* series. Discovery plans to air the new series on Thursdays at 9:30 p.m. ET/PT; KRON-TV has yet to schedule the series for broadcast.

Classic afternoon

Turner Broadcasting System plans to crosspromote its fledgling Turner Classic Movies network through *Sunday TNT Classic*, an afternoon movie series set to debut July 10 on Turner's TNT network. The series, which will air Sundays at 4 p.m. ET, will be presented each week by TCM host Robert Osborne.

Chilean cable

Bresnan International Partners, an affiliate of multiple system cable operator Bresnan Communications, has reached an agreement in principle to pursue cable TV investments in Chile with existing media company Cristalerías de Chile. The companies have teamed to acquire Santiago-based Chile Cable S.A. for \$58 million and may make equal investments of as much as \$47.5 million in a Chilean company to be organized and owned equally by both parties. Top U.S. multiple system operator Tele-Communications Inc. owns 80% of Bresnan International. —DT

Telemedia

THE INTERACTIVE WORLD OF VOICE, DATA AND VIDEO

Week

Interactive

Reuters NewMedia sees content as key to future

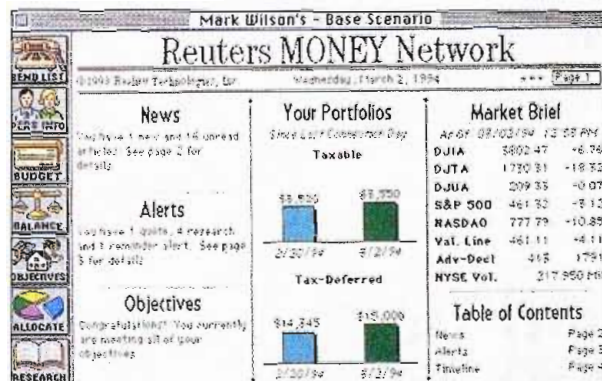
It plans moves into finance, education software

By Mark Berniker

While other news services are cautiously moving into multimedia, Reuters NewMedia is parlaying its news and financial information services into software ventures and exploring new ways of packaging its content for a wider audience.

Reuters NewMedia, created at the beginning of this year and based in New York, swiftly is moving into consumer financial and educational software, with an eye on interactive television. But with a wealth of content at its disposal, Reuters has the flexibility to take its real-time news video, photographs and text to whatever new media platform it chooses.

"We're not picking one venue. We're going to have a rider on every horse," says Reuters NewMedia's Andrew Nibley, editor/executive VP, adding, "we want to be with whoever



Reuters NewMedia is offering personal finance software

wins the distribution war."

Reuters NewMedia is participating in interactive video trials with Nynex and Bell Atlantic and is developing a news-on-demand service for those tests. The newsfeed will contain a version of Reuters' daily video newsfeed that can be customized and will contain video clips, photographs and full-text stories generated by its global news bureaus.

Nibley says the interactive newsfeed will have "bite-size

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Cable TV

Cablevision rolling out OptimumTV

MSO is introducing new bundling packages in Yonkers

By Mark Berniker

Cablevision Systems is breaking the traditional cable practice of bundling channels, opting for a new system that lets the subscriber put together his own package from an a la carte programming menu.

Cablevision will premiere OptimumTV in its rebuilt Yonkers, N.Y., cable system serving 43,000 homes. The new 750 mhz system can deliver 148 analog channels, and subscribers can choose from a range of programming packages.

Charles Dolan, Cablevision founder and chairman,

says the OptimumTV announcement is more than just talk about future technology or a small-scale trial. The new system, Dolan says, "passes every home in the city of Yonkers and will be available within the next month." Yonkers has 190,000 residents.

Cablevision essentially will offer "two separate systems," says Dolan. The first is the existing 38-channel system; the second is OptimumTV, which takes advantage of the boosted channel capacity from the inclusion of fiber optics into the network.

While Cablevision hopes to attract customers to various incarnations of its OptimumTV package, Yonkers residents still will have the option of subscribing to basic, federally regulated cable service that will cost \$22 and will be offered without a set-top converter box.

"Cable becomes like a supermarket," Dolan says, adding that customers can break open the traditional package of cable programming choices and choose what they want to watch based on their monthly budget. Consumers no longer will have to



Cablevision's Charles Dolan

pay for channels they never watch, something that eventually could hurt programmers with marginal audiences.

Under OptimumTV, cable subscribers will have exten-

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AT&T's Grosso challenges TV stations to go interactive

By Mark Berniker

Vincent Grosso, whose interactive evangelism has been dubbed Vinny Vision by his AT&T cohorts, sees a logical evolution from today's linear broadcast and cable television to truly interactive television in the future.

Grosso, AT&T's interactive TV project director, is intimately involved in setting up trials with Viacom in Castro Valley, Calif., and with numerous telcos around the country. Grosso says there is a lot to learn from the trials but that it's evident there is money to be made in interactive TV, and local stations have a chance to be players in this new marketplace.

Although the interactive TV market is still in its infan-



AT&T's Vincent Grosso

cy, Grosso thinks stations will be able to offer enhanced services to both advertisers and viewers through interactivity while generating new revenue from leveraging their existing franchise.

Grosso sees the evolution to interactive television

beginning with the insertion of graphic overlays over linear broadcasts. The next challenge will be to create new interfaces within the television screen to incorporate interactive elements that will work in tandem with existing programming and advertising.

Grosso says general managers need to understand the possibilities of interactive television and not be scared away by new technology, especially since it could provide an ancillary revenue stream within the next few years.

"Broadcasters need to see themselves as the creators and managers of images," Grosso says. Once technical directors at local stations have a set of tools that

enables them to capture full-motion video to an MPEG-2 encoder, then interactivity will begin to be incorporated into broadcasts, he says.

Technical staff would be able to trap images on a computer and send them to a server. Then the video image or graphic could be used in a variety of ways. For example, a video clip of O.J. Simpson in a courtroom could be used on a newscast, during a sports highlight show and in an annual news review on CD-ROM.

Grosso thinks local affiliates need to squeeze "multiple value" out of their news and programming images. The reuse of images and the customization of graphic templates would allow stations to create different "flavors" of news through the use of personal-agent software.

Although there has been fear and confusion over the role of broadcasters and programmers in future interactive television, Grosso doesn't

continued on page 24

REUTERS

continued from page 21

chunks of video with 10-20 voiceovers of the biggest news stories of the day."

Reuters already is providing material to various online services and sees online as a burgeoning market. Nibley says Reuters NewMedia is negotiating with the major online players and would like its information to be on all of them. Reuters already offers high-resolution still photographs on Prodigy and CompuServe, and plans soon to include sound and video.

Reuters NewMedia has a significant investment in one small online service devoted to personal finance. Reuters NewMedia earlier this year paid \$13.8 million for 79% of Reality Technologies, a software company in King of Prussia, Pa.

Another of its co-ventures (with Time Inc.'s *Money* magazine) is Reuters Money* Network (formerly Smart Investor), an online personal investing service with more than 25,000 subscribers.

Jeff Leibowitz, executive vice president of Reality Technologies, says the partners plan to improve the online service and are creating *Tour de Wealth*, a personal investing game that will be available online.

Reuters Money* Network online service also will be part of Intel/General Instrument's interactive cable test with Comcast in the Philadelphia area. The cable adapter will be used to transmit high-speed multimedia content to home PCs

through a splitter off existing coaxial cable.

Recently Reuters struck a deal with cable programming giant Liberty Media to create educational digital multimedia services for classrooms and homes. The joint venture is called Ingenius.

It's likely Ingenius will be incorporated into XPRESS Information Services' online newsfeed that is sent via cable into schools and homes via TCI and other cable operators.

Buford Smith, president of Reuters NewMedia, says that Reuters' initial deal with TCI/Liberty Media could well "lead to some other things" in the future.

Reuters NewMedia has prototype software that greatly expands on the XPRESS plain text feed. The new version includes photos, sound and hypertext links and will create CD-ROM extensions. It also plans to include video clips in the future, Nibley says.

"We are creating a daily real-time electronic newspaper for children," Nibley says. The first product, called *What on Earth*, will be introduced at the end of the year but will not be up and running until the beginning of the school year in September 1995.

Smith says Reuters NewMedia also is exploring CD-ROM and will publish its next annual report on a multimedia disk. Smith adds it is likely that Reuters NewMedia will produce CD-ROM extensions to support its ventures with both Reality and Ingenius starting next year.

Nibley says one of the biggest challenges of new media is to develop a "whole new editorial generation that knows how to work with all the different types of media."

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Bell Atlantic says callers who ring 211 will be able to gain access to New Jersey's largest newspapers through a new audiotext trial. The 90-day technical test is slated for the fourth quarter of this year and will allow callers to gain taped audio information from the *Philadelphia Inquirer*, *Newark Star-Ledger*, *Asbury Park Press* and other New Jersey newspapers and information services.

Blockbuster Entertainment Corp., Spelling Entertainment Group Inc. and the Virgin Group of Companies say they have jointly completed the acquisition of Virgin Interactive Entertainment. VIE is a prolific interactive software developer, publishing more than 30 titles in the past year, including the Aladdin video game and The Seventh Guest, one of the most successful CD-ROM titles to date.

Hewlett-Packard and Smith-Gardner & Associates will supply an advanced catalogue-order-fulfillment system for Time Warner's Full Service Network when it goes operational toward the end of the year. Smith-Gardner's Mail Order and Cataloging System will run on HP's 3000 series computer to process and fulfill home shopping orders generated through the various TW interactive catalogues. Those home shopping catalogues include Spiegel, Eddie Bauer, Shopper Vision and Warner Bros. Studio Stores.

Dimension Cable of Vista, Calif., is testing Your Choice TV, which allows viewers to order and watch television programs at their own convenience with time-shifting technology. Dimension will test Your Choice for four months among 1,500 of its subscribers by offering time-shift access to 24 popular TV programs.

sive a la carte choices, allowing them to construct a customized channel lineup.

Basic cable networks such as CNN, Discovery and The Family Channel will cost \$1.95 per channel per month. But there also is the option to buy bundles of basic channels at more attractive prices. Any four channels cost \$4.95 per month, while any eight channels go for \$8.95.

On the other hand, premium cable services such as HBO and Cinemax will cost \$9.95 per channel per month, with discounts available as the number of premium services ordered increases.

Cablevision also has three packages that bundle channels and provide more choice for a marginally higher cost than that of the basic package. The Optimum package bundles all broadcast channels, 32 cable services, either The Movie Channel or American Movie Classics, and one Optimum

think there is much to worry about.

"At the end of the day the name of the game is engaging audiences," Grosso says, adding that television programmers probably do this better than anyone else in the media, including newspapers, radio, video games and emerging interactive software.

With all of its financial and network resources, AT&T is not shying away from any aspect of future



package is Optimum Gold, which contains, in addition to all the broadcast channels and 32 basic cable services, 13 premium channels and three set-top boxes for \$64.95 a month.

The Optimum set-top box will be a modified version of Scientific-Atlanta's 8600X home communications terminal and will contain an electronic program guide that allows subscribers to compile lists of favorite channels.

Cablevision also plans to offer personal computer connections to its enhanced fiber/coax network in Yonkers. Prodigy, America Online and the Internet will be some of

set-top box for \$29.95 per month.

The Optimum Plus package includes all the broadcast channels, 32 cable services, HBO, The Movie Channel, American Movie Classics, The Disney Channel and either Showtime, SportsChannel or Madison Square Garden Network. Optimum Plus includes two set-top boxes and costs \$44.95 per month.

The most comprehensive

the PC services initially available, according to Cablevision's Mark Lusgarden.

Cablevision also hopes to offer telephony service to Optimum subscribers in Yonkers but now has regulatory approval to offer phone services only to businesses.

The company plans to offer OptimumTV in other areas where it is rebuilding systems, including Long Island and Cleveland. ■

broadband multimedia. Grosso expects AT&T will get into the new business of "hosting."

Hosting, which Grosso describes as the “friends of content,” would provide the means for taking other people’s content and storing it before sending it out for transport across portions of the network.

Grosso expects there will be a proliferation of mini-digital production studios during the next few years as systems and tools become cheaper and more powerful multimedia networks are deployed. ■

Eight European state-controlled telecommunications companies will test the technological and commercial viability of ADSL later this year. ADSL (asymmetrical digital subscriber line), allows digitally compressed signals to be delivered over existing copper networks. The companies in the trial: France Telecom, Deutsche Telecom, Telefonica of Spain, Sip of Italy, PTT Telecom Netherlands, Belgacom, PTT Telecom Switzerland and Telia of Sweden.

Interactive

Philips Media teams with major interactive software developers

Plans to unveil CD-I player under \$300

By Mark Berniker

Philips Media has entered into long-term multititle deals with InterPlay Productions, Virgin Interactive Entertainment and Full Moon Entertainment as part of its strategy to put new emphasis on producing software across a range of hardware platforms.

oment of new titles and is seeding many projects for separate labels for various software niche markets. Those market segments include games, children's, special interest and reference, and European publishing. Philips Media is also looking at music videos and movies on optical disk formats, such as CD-ROM and CD-I.



I N T E R A C T I V E V I D E O E N T E R P R I S E S

a U S WEST Company

"... it will be at least three or four years before there is a mass market of homes with an addressable cable system and a next-generation set-top box."

On the hardware side, Philips will unveil a newly styled CD-I player that will break the \$300 price point and be available beginning in July. Sales for Philips' CD-I player in the U.S. have been sluggish during the past few years, but Scott Marden, president and CEO of Philips Media, says orders have more than doubled from a year ago.

The announcement of Philips Media's software development alliances emphasizes the company's focus on producing titles across hardware platforms and its newfound interest in creating CD-ROM titles.

"We will produce at least two titles with each of the software developers and up to 10 titles over the next several years," says Marden.

Philips Media is the software group whose focus Marden has changed since he came aboard more than a year ago. Marden says he won't sign off on a software development proposal unless there are plans to produce the title across multiple platforms.

The first titles that Virgin will create for Philips Media Games will be Creature Shock, a space game in which players try to save the human race from extinction, and Lost Eden, an adventure game pitting humans and herbivorous dinosaurs against carnivorous T-Rex dinosaurs.

Philips Media is now developing its titles on four separate platforms: CD-I, IBM- and Apple-compatible CD-ROMs and videogame formats. Philips Media has more than 200 software titles on the market and will create another 60 titles within the next year and a half, according to Marden.

The company is trying to foster the devel-

Marden says Orion is the latest Hollywood studio to begin putting its films on disk. Paramount, MGM and PolyGram films already have pressed some of their films to optical disk for playback with a CD-I player and a special adapter.

Thirty films and 12 music videos are available in this format, says Marden, adding that more than 100 films will be available by the end of 1995. He says encoding has cost the studio approximately \$20,000. The optical disk-based films retail for \$24.95.

Philips has been aggressively courting the creative community across entertainment industries, including motion picture companies, game developers, popular musicians and recording companies, as well as special effects experts.

Marden says Philips Media is working with PolyGram on a project surrounding the upcoming Woodstock festival and is creating a new music software division.

Marden believes it will be at least three or four years before there is a mass market of homes with an addressable cable system and a next-generation set-top box. "It will be a long march, and there is a lot of overpromising going on," Marden says. There are niche software markets today that are viable, he says, and he expects that as the installed base for CD-ROM and other platforms grows there will be a wealth of compelling software to meet the market demand.

"Consumers will demand a different experience when interactive content can be delivered over a pipeline rather than a packaged media," Marden says.

Calendar

July 7-8—Commercial Opportunities in the Emerging Interactive TV Industry, sponsored by AIC Conferences, Park Lane, New York. Contact: Anthony Nunno, 800-409-4242.

JULY 13-14—Video Opportunities in a New Media World, sponsored by BROADCASTING & CABLE and Probe Research Inc. The Boston Marriott, Copley Place, Boston. Contact: Ted Sienicki, 201-285-1500.

JULY 17-20—InterAct94, Interactive Services Association convention, San Francisco. Contact: Bruce Lupin, 301-495-4955.

JULY 17-23—Financial Times Conference: Multimedia—Vision and Reality. London Hilton Hotel, London. Contact: 44-71-637-4383.

JULY 28-29—Interactive Industry 2000, market research for the interactive television business, sponsored by The Interactive Television Association, The Wharton School, Philadelphia. Contact: Aaron Golub, 202-408-0008.

AUG. 16-18—Interactive Multimedia Forum, sponsored by Kagan Seminars Inc., Waldorf-Astoria Hotel, New York. Contact: Genni Russell, 408-624-1536.

SEPT. 12-14—Telco-Cable VI, sponsored by Telecommunications Reports and the Yankee Group. Omni Shoreham Hotel, Washington. Contact: 202-842-3022.

SEPT. 26-28—Information Superhighway Summit/San Jose, sponsored by IDG World Expo and McQuillan Consulting. Red Lion Hotel, San Jose, Calif. Contact: Jeff Silha, 800-225-4698.

SEPT. 28-29—Convergence '94: Interactive Television, sponsored by Multichannel CommPerspectives, Santa Clara Convention Center and Westin Hotel, Santa Clara, Calif. Contact: Sarah Harvey, 303-393-7449.

OCT. 4—Broadcasting/Cable Interface, 8th annual conference, sponsored by BROADCASTING & CABLE and the Federal Communications Bar Association, Omni Shoreham Hotel, Washington. Contact: Joan Miller, 212-337-6940.

Clinton criticizes media for message

Talk show hosts defend themselves, saying their programs mirror public opinion

By Donna Petrozzello

President Clinton's description of talk radio as a medium that breeds negativism and cynicism about his administration incited countercharges from radio talk show hosts who defended their discourses as frank talk about what the public is thinking.

"We're not the originators of cynicism; we're the reflectors of cynicism," said talk show host Gene Burns, whose program is syndicated by the WOR Radio Network. "Talk show hosts haven't created the cynicism, but we have tapped into the cynicism." While Burns, a libertarian, was not directly named by the President, his conservative talk counterparts had similar reactions.

Ultra-conservative Rush Limbaugh, whom Clinton named in his criticism, responded to the President's words on his week-night television show June 27, saying, "You want to talk about cynicism...negativism... pessimism? This administration leads the league. There is no pessimism... cynicism or negativism about this country [on this program]," Limbaugh said.

"This is the program that celebrates the traditions and institutions that made this country great," Limbaugh said of his radio show. "This is the program that says ordinary people can do extraordinary things if the government just gets out of their way."

Patrick Buchanan, conservative talk show host and adviser to former presidents Richard Nixon and Gerald Ford, wrote in the *New York Post* on June 29 that Clinton's remarks pointed to "politics of desperation."

"Talk radio is a form of democracy in the media," Buchanan said. "It allows for public participation, and hosts talk about issues people want to hear about—not in the biased format of the big media."

"If conservatives are doing fairly well on the air, it's because they are

filling a need," Buchanan continued. "The American people are voting with their radio dials. [Conservative talk] is what the marketplace wants. Now, with talk radio a phone call away, the silent majority is silent no longer."

Los Angeles-based talker Tom Leykis described the American public as "cynical," and said "any talk show that doesn't reflect a significant portion of the populace doesn't last."

his discourse with KMOX's Kevin Horrigan and Charles Brennan.

"If you look at how much of talk radio is just a constant, unremitting drumbeat of negativism and cynicism, you can't... I don't think the American people are cynical, but you can't blame them for responding that way," Clinton said. "I think there is too much cynicism and too much intolerance."



Clinton's call to Kevin Horrigan and Charles Brennan of KMOX(AM) was heard by more than the St. Louis audience. Talk show hosts around the country reacted strongly to the President's charges that talk radio is an "unremitting drumbeat of negativism and cynicism."

Newly syndicated populist talker Jim Hightower of the ABC Radio Networks said Clinton was "whining" and has failed to take full advantage of talk radio to get his message across.

The President made his remarks during a call to news/talk station KMOX(AM) St. Louis on June 24. Clinton's early morning call from Air Force One preceded a visit to St. Louis, where he was scheduled to discuss proposed legislation against crime, visit the city's new Metrolink rail system and attend a fundraiser for Representative Richard Gephardt (D-Mo.).

But instead of talking about his visit or health-care reform, the President defended his record and lashed out at "cynicism" on talk radio during

Clinton then criticized the Republicans' influence on the media, saying "the Republicans and the far right in this country have their own media networks. We [Democrats] don't have anything like that."

"I'm going to be far more aggressive because the American people are entitled to know what's going on good in this country," the President said. "The American people keep being told that things are bad and politicians are corrupt and the system's broken. That's just not true."

"I don't suppose there's any public figure that's ever been subject to any more violent personal attacks than I have...anybody who's been President," Clinton said.

Clinton singled out Limbaugh's show, saying that the talk show host

would have "three hours to say whatever he wants" after the President signed off from KMOX. Clinton complained that he would not have "any opportunity to respond" or to correct any inaccuracies that Limbaugh might make in his analysis of the Clinton administration, in the President's view.

CBS Radio Networks talk show host Gil Gross, who says he is neither conservative nor liberal, said the failure of governmental leaders to act on their campaign promises breeds cynicism among Americans, not discussion on talk radio.

"If they did what they said they were going to do, we'd be looking for a new music format and I'd be playing oldies," Gross said. "Talk radio is a reflection of its audience."

Most talk show hosts characterized the President's remarks as hypercritical, saying that Clinton, and executives in the Clinton administration, rarely accept invitations to appear on talk radio programs and broadcast their opinions to the public, but meanwhile chastise the medium as unfair.

"While [Clinton] complains that Rush Limbaugh has three hours to criticize him with no invitation to respond, the President constantly turns down invitations to appear on other national talk shows," Leykis said.

Both Leykis and Burns say the White House staff has canceled call-in guests on their programs at the last minute, or has substituted scarcely known public figures for top administration executives to appear on their radio programs.

"I don't have sympathy with Clinton's complaints that he can't get his message across," Burns said. "The President has never appeared on my radio show, and he has been invited numerous times to talk for all the time he wants."

Clinton also criticized supporters of the "religious right" as well as the Rev. Jerry Falwell, who pitches an infomercial videotape on his evangelist television show that is critical of Clinton.

"I do not believe that people should be criticized for their religious convictions, but neither do I believe that people can put on the mantle of religion and then justify anything they say or do," the President said. ■

Perot takes to the airwaves

Chicago talk show host claims Perot stole his idea

By Donna Petrozzello

Former presidential candidate Ross Perot apparently has found another outlet for his political views—a radio talk show.

Perot has reached an "agreement in principle" with Chicago-based Tribune Radio Networks to host a one-hour Sunday evening talk show that would feature callers and an occasional guest discussing social and political issues and news events.

In addition to the weekly talk show, the proposed deal includes 90-second commentaries by Perot that would air Monday through Saturday, says Tribune Radio Networks General Manager Kenton Morris. Perot's show would be syndicated by Tribune and would originate from Dallas, Morris says. The show is expected to premiere on Oct. 1 at 7-8 p.m., CST.

Morris says that 20 to 30 stations in the top dozen markets have expressed interest in carrying Perot's show.

Chicago's news/talk WGN(AM), a licensee of the Tribune Broadcasting Co., is expected to be a flagship station for Perot's show. WGN Vice President and General Manager Dan Fabian says he contacted Perot and executives with Tribune Entertainment last January about putting the politician on the air.

But political analyst Bruce DuMont, who hosts *Inside Politics*, a two-hour political commentary talk show Sunday evenings on news/talk WLS(AM) Chicago, contends that Perot's plan is not simply the brainchild of the billionaire Texan and Tribune radio executives. DuMont says Perot "ripped off" his 8-10 p.m. Sunday evening show after DuMont asked the once-presidential hopeful to appear on *Inside Politics*.

DuMont says he requested an interview with Perot in September 1992,

filled out interview request forms and provided Perot's staff with details about the content and positioning of *Inside Politics*. He also provided a cassette tape of a sample show. Perot eventually turned down the interview, but DuMont contends that Perot's proposed radio show is directly derived from *Inside Politics*. DuMont's show is broadcast from Chicago's Radio Hall of Fame, of which he is president.

"Perot's show is slated directly opposite mine, and I feel ripped off," DuMont says. "Some of the information I provided conceivably could be used in a competitive sense. It's intellectually dishonest...deceptive and unfair. [Perot] is embarking on a path of further media manipulation on the foundation of fraud."

Sharon Holman, press spokesperson for Perot's United We Stand America, says Perot was "looking for the best way to communicate with the American public on issues" and was approached during the past two years by several radio and television networks about hosting shows. "It [is] a bit of a reach, to claim that [Perot] stole [DuMont's] ideas," she says.

"Perot is not ripping off DuMont," Fabian says. "I was in the room when Sunday night was chosen because it was the one time Perot was sure to be in one place" from which the show could be broadcast.

Perot was featured on WGN's Bob Collins morning show less than two weeks ago when he discussed his upcoming role on radio, Fabian says. Perot has since cut a demo tape for Tribune, according to Morris. He says it is Tribune's "intent" to clear "85% to 90% of the population" with Perot's show, and it is expected to be syndicated on a barter basis, Fabian says. ■



Perot's syndicated call-in radio show is scheduled to debut in October and will compete head to head in Chicago with WLS(AM)'s *'Inside Politics'* hosted by political analyst Bruce DuMont, who claims the format for the Perot show was 'ripped off' from his program.

Money talks

Financial adviser/radio talk show host Bruce Williams (l) was named Talk Show Host of 1994 at the sixth annual National Association of Radio Talk Show Hosts convention



last week. Williams's show is syndicated to 400 stations nationwide by the Westwood One Radio Networks. Norm Pattiz, chairman of Westwood One Radio Networks, is pictured with Williams at the convention.

Radio record

May marked the first time that combined radio network and syndication revenue exceeded \$1 billion in a single month, according to national and local advertising revenue data compiled by the Radio Advertising Bureau. RAB President Gary Fries says radio revenue for 1970 totaled \$1.26 billion, slightly above the revenue total of \$1.07 billion for May 1994 alone.

May also marked a 12% increase in combined national and local advertising revenue over May 1993 levels, based on an average 11% gain in local advertising revenue and an average 13% gain in national advertising revenue, according to RAB. The accounting firms of Miller, Kaplan, Arase & Co. and Hungerford, Aldrin, Nichols & Carter supplied RAB with the revenue data.

Selling the '70s

The 1970s sound of Tampa, Fla.'s WCOF(FM) is more recognizable as purely 1970s and is more strongly positioned in its market than is the sound of KCBS(FM) Los Angeles. So says a study by Coleman Research.

Both stations, which adopted the format last year, are gaining listeners, according to Arbitron's latest ratings. Since adopting the format, CBS Radio's WCOF jumped in rank from 13 to 2, and KCBS moved from number 21 to number 5 among adults 25-54, according to Coleman Research. The mix of 1970s and early 1980s rock 'n' roll classics at KCBS, which the station positions as "All Rock 'n' Roll Oldies" or its "ARROW" format, has been described by some listeners as "classic rock plus a lot of songs they haven't heard in a long time," Jon Coleman's research said. WCOF positions itself as "Hits of the '70s" and primarily plays pop hits from 1970-79.

Up and reporting

CBS Americas Spanish Radio Network and United Press International on June 27 launched "Noticias CBS Americas," CBS's first Spanish-language network news service, with 46 affiliates. Coverage of world events, with particular emphasis on

Latin American affairs, will be broadcast twice per hour on weekdays and once each hour on weekends. Although the broadcasts are not yet carried by stations in Latin America, CBS plans soon to expand the broadcast internationally.

Newscasts will originate live from Washington daily with reports from UPI's Spanish-speaking correspondents in Miami and Latin America. CBS Americas was formed in January 1990 as the CBS Hispanic Radio Network. It initially offered coverage of baseball games in Spanish.

Connecting flight

USA Today's Sky Radio service now carries *Smart Money with the Dolans*, a financial advice talk show syndi-

cated by the WOR Radio Network, over the in-flight audio service on United Airlines domestic flights. Airline passengers can call in over GTE's Airfone during the live broadcasts.

The talk show, hosted by Ken and Daria Dolan, is syndicated to 140 stations nationwide and is the first talk show to be broadcast live over an in-flight service. *USA Today* launched its Sky Radio service in September 1992 with coverage of major sporting events and news.

Traveling with radio

Just in time for summer, Westwood One Radio Networks has signed a



Minutes after the first newscast on Noticias CBS Americas, a daily Hispanic news radio service, the staff gathered for a picture: Jean AbiNader, VP-worldwide operations, UPI; Jerry Villacres, general manager, CBS Americas; Juan Gonzalez, news editor; Mariella Isaac, morning drive anchor; Armando Trull, news director, Noticias CBS Americas; Eduardo Salinas, morning drive anchor, and Gustavo Szulansky, executive producer, CBS Americas.

two-year deal with seasoned traveler Laura McKenzie to broadcast her one-hour "Laura McKenzie's Travel Report" on Westwood's *America in the Morning* program weekdays on more than 400 stations nationwide. McKenzie also is slated to expand the radio show with a weekend program to launch in late fall that includes tales of celebrity travel experiences.

Also for the summer, SI Communications will syndicate for the third consecutive year "Just Go," a series of 60-second travel vignettes hosted by television personality Arthel Neville. Topics of the weekday series include packing tips, advice on hotel and restaurant choices, group tours, airline bargains and hints for safe travel.

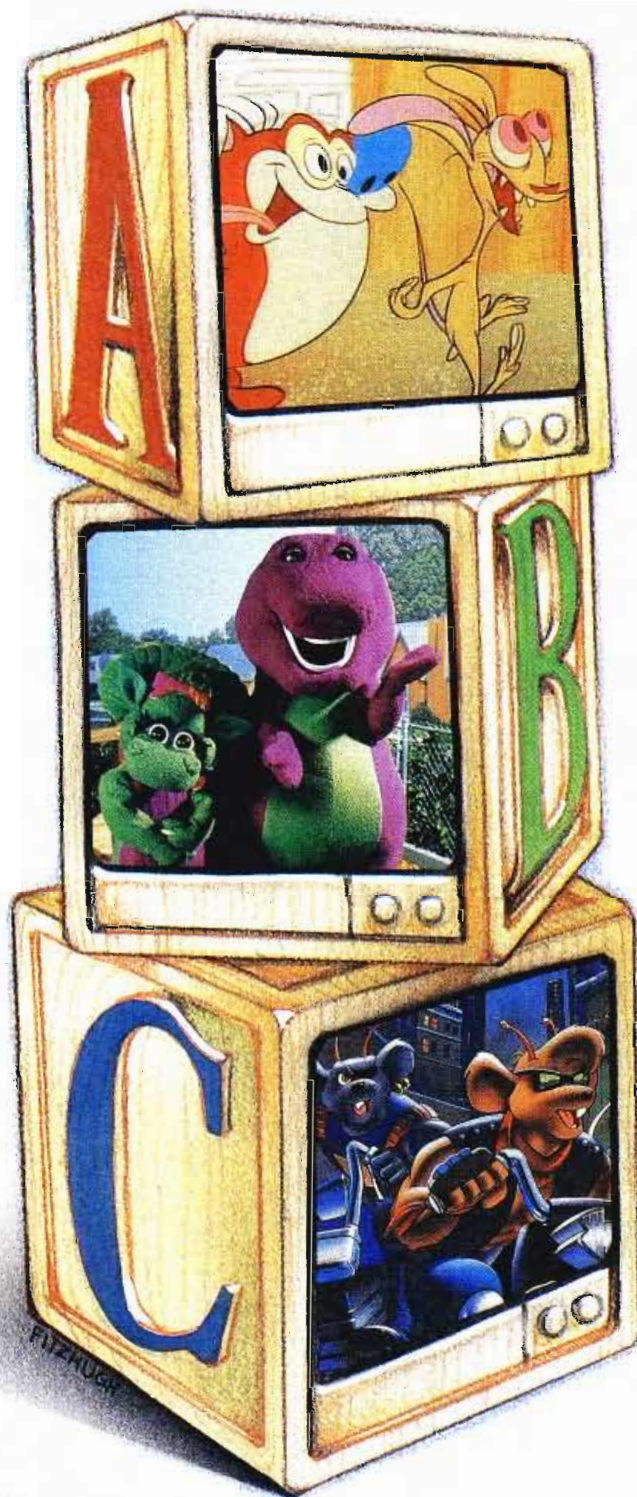
Children's Television

Children's programing, once an afterthought is now a ratings and advertising bonanza on broadcast television, cable television and radio.

There are close to 40 million children in the U.S today who watch nearly 28 hours of television per week. As a group, these kids spend or influence nearly \$100 billion annually. With these kinds of numbers up for grabs, it's no wonder that programing for this audience is not childplay.

In our July 25th issue, *Broadcasting & Cable* will look at this genre along with "Tween TV"both an important part of every television lineup. With so much money at stake, this issue is certain to be a "must read" and a keeper for both readers and advertisers alike.

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Changing Hands

This week's tabulation of station and system sales

KAAL(TV) Austin, Minn., and KTWO(TV) Casper and satellite KKTU(TV) Cheyenne, both Wyoming □ Purchased by Eastern Broadcasting Corp. (Roger Neuhoof, president) from MDM Broadcasting Inc. (Robert C. Dix, president) for \$13 million. **Buyer** owns KODE-TV Joplin, Mo. **Seller** owns KULR(TV) Billings and KFBT(TV) Great Falls, both Montana; WMMZ(FM) Ocala, Fla.; WTBO(AM)-WKGO (FM) Cumberland, Md.; WKVX(AM)-WQKT (FM) Wooster, Ohio; WRAD(AM)-WRIQ (FM) Radford, Va., and KTWO-TV

Casper and KRBQ(TV) Sheridan, both Wyoming. KAAL is ABC affiliate on ch. 6 with 100 kw visual, 10 kw aural and antenna 1,050 ft. KTWO is NBC affiliate on ch. 2 with 100 kw visual, 10.2 kw aural and antenna 2,000 ft. KKTU is satellite on ch. 33 with 253 kw visual, 25.1 kw aural and antenna 485 ft. **Broker: Blackburn & Co.**

KOAM(TV) Pittsburg, Kan. □ Purchased by Saga Communications Inc. (Edward Christian, president/CEO/director) from Scarecrow Inc. (Frank Bennack Jr., president/CEO) for \$8.55 million. **Buyer** owns WAQY (AM) East Longmeadow and WAQY-FM Springfield, both Massachusetts; WFEA (AM)-WZID(FM) Manchester, N.H.; WGAN (AM)-WMGX (FM)/WZAN(AM) Portland and WYNZ(FM) Westbrook, both Maine; KRNT(AM)-KSTZ (FM)/KIOA-AM-FM Des Moines, Ia.; WYMG(FM) Jacksonville, WLRW(FM)/WIXY (FM) Champaign, and WQQL(FM) Springfield, all Illinois; WNOR-AM-FM Norfolk and WAFX(FM) Suffolk, both Virginia; WKVO(AM)-WSNY(FM) Columbus, Ohio, and WKLH(FM)/WLZR-AM-FM Milwaukee. **Seller** owns WTVY (TV) Dothan, Ala. KOAM-TV is CBS affiliate on ch. 7 with 316 kw visual, 63.1 kw aural and antenna 1,090 ft. Filed June 9 (BALCT940609KF).

WFPG-AM-FM and LMA partner WKOE(FM) Atlantic City, N.J. □ Purchased by Connoisseur Communica-

tions (Jeffrey D. Warshaw, president) from H&D Media Inc. (Joel Hartstone and Barry Dickstein) for \$6.5 million. **Buyer** owns WFDF(AM)-WDZZ-FM Flint, Mich.; KJOC(AM) Davenport, Ia., and WXLN(FM) Moline, Ill. **Seller** owns WKRS (AM)-WXLN-FM Waukegan, Ill.; WBSM (AM)-WFHN(FM) New Bedford, Mass.; WSUB(AM)-WQGN-FM New London, Conn., and WSYB(AM)-WZRT(FM) Rutland, Vt. WFPG(AM) has news/talk format on 1450 khz with 1 kw. WFPG-FM has AC format on 96.9 mhz with 50 kw and antenna 400 ft. WKOE has country format on 106.3 mhz with 3 kw and antenna 308 ft. **Broker: Media Venture Partners.**

Proposed station trades

By dollar volume and number of sales

This week:

AMs □ \$5,985,000 □ 3
FMs □ \$2,327,447 □ 4
Combos □ \$16,500,000 □ 3
TVs □ \$22,441,334 □ 4
Total □ \$47,253,781 □ 14

So far in 1994:

AMs □ \$96,548,934 □ 73
FMs □ \$383,861,272 □ 163
Combos □ \$980,452,575 □ 123
TVs □ \$1,250,001,334 □ 41
Total □ \$2,710,864,115 □ 400

broadcast interests. KALI has Spanish format on 1430 khz with 5 kw day, 5 kw night. **Brokers: Star Media Group Inc./William B. Schutz.**

WBBW(AM)-WBBG(FM) Youngstown, Ohio □ Purchased by Connoisseur Communications (Jeffrey D. Warshaw, president) from H&D Media Inc. (Joel Hartstone and Barry Dickstein) for \$5 million. See above. WBBW has news/talk format on 1240 khz with 1 kw. WBBG has oldies format on 93.3 mhz with 50 kw and antenna 280 ft. **Broker: Media Venture Partners.**

WOIC(AM)-WNOK-FM Columbia, S.C. □ Purchased by Emerald City Radio Partners LP (Paul Robinson Jr., president) from HMW Communication Inc. (Thomas Hicks and Owen Weber) for \$5 million. **Buyer** owns WMFX(FM) St. Andrews, S.C. **Seller** owns WLWZ-FM Easley, S.C.; KHYL(FM) Auburn and KFBK(AM)-KGBY-FM Sacramento, both California, and WRDU(FM) Wilson, WTRG(FM) Rocky

Mount, WGLD(AM) Greensboro and WWWB(FM)/WMFR(AM)-WMAG(FM) High Point, all North Carolina. WOIC has black/gospel format on 1230 khz with 1 kw. WNOK-FM has CHR format on 104.7 mhz with 100 kw and antenna 1,014 ft. Filed June 15 (AM: BAL 940615GD; FM: BALH940615GP).

WEMI(FM) Neenah-Menasha, Wis. □ Purchased by Central States Network (Thomas Booke, chairman/CEO) from Evangel Ministries (Roy Jacobsen, president/executive director) for \$2 million. **Buyer** owns WROE (AM) Appleton, WHBL(AM)-WWJR(FM) Sheboygan, WKFX(FM) Kaukauna, and WNFL(AM) Green Bay, all Wisconsin, and WTAX(AM)-WDBR(FM) Springfield, Ill. **Seller** owns WSGC(AM) Kaukauna, WGNV(FM) Milladore, and WAAU(FM) Appleton, all Wisconsin. WEMI has religious format on 100.1 mhz with 3 kw and antenna 328 ft. **Broker:** *Broadcasting Asset Management Corp.*

KSTV(TV) Ventura, Calif. □ Collective shares of Costa de Oro Television Inc. purchased by Walter F. Ulloa from shareholders of Costa de Oro Television for \$891,334. **Buyer** owns KZIR(TV) Las Vegas; KONG-TV Everett, Wash.; WVBT(TV) Virginia Beach, Va., and has interests in KRPA(TV) Rancho Palos Verdes, Calif., and KFWO(TV) Fort Worth, Tex. **Seller** has no other broadcast interests. KSTV is independent on ch. 57 with 1,120 kw visual and antenna 833 ft.

WMQX(AM) Winston-Salem, N.C. □ Purchased by Willis Broadcasting Corp. (Bishop L.E. Willis Sr., president) from Max Radio License Inc. (Larry Saunders, president) for \$200,000. **Buyer** owns 13 AMs and 11 FMs. **Seller** owns WWDE(FM) Hampton, WNVZ(FM) Norfolk and WJMH (FM) Reidsville, all North Carolina. WMQX has oldies format on 1340 khz with 1 kw. Filed June 15 (BAL940615 EB).

KKJI(FM) Gallup, N.M. □ Purchased by Hadden Construction Co. (Les Hadden) from Maranatha Broadcasting Co. Inc. (Richard Dean) for \$150,000. **Buyer** has no other broadcast interests. **Seller** owns KKJY-FM Albuquerque, N.M.; WFMZ-FM-TV Allentown and WBMR-FM Telford, both Pennsylvania; WKJE(FM) Hartford, N.C., and KNZZ(AM)-KJYE-FM Grand Junction, Colo. KKJI is dark, licensed

Errata

In the June 27 "Changing Hands" item on Kansas stations KWCH-TV Hutchinson-Wichita, KBSD-TV Ensign, KBSH-TV Hays and KBSL-TV Goodland, the interests of the buyer and seller were incorrect. The buyer, The Spartan Broadcasting Co. of Spartanburg, S.C., owns WSPA-AM-FM-TV Greenville-Spartanburg and WBTW-TV Florence, both South Carolina; WJBF-TV Augusta, Ga.; WMBB-TV Panama City, Fla., and KIMT-TV Mason City, Iowa. The sellers, KBS LP and SD Communications Inc., have no other broadcast interests.

to 106.1 mhz with 26 kw and antenna 185 ft. Filed June 15 (BALH940615 GI).

KXTC(FM) Gallup, N.M. □ Purchased by XTC Inc. (Leslie Hadden, president) from Dewey M. Runnels for \$7,500 plus forgiveness of debt valued at \$99,947. **Buyer and seller** have no other broadcast interests. KXTC has country format on 99.9 mhz with 100 kw and antenna 1,210 ft. Filed June 15 (BALH940615GF).

WZXV(FM) Palmyra, N.Y. □ 51% of Palmyra Broadcasting Corp. purchased by Calvary Chapel of the Finger Lakes Inc. (William Galatin, president) from Palmyra Broadcasting (Leonard Relin) for \$70,000. **Buyer and seller** have no other broadcast interests. WZXV has Christian format on 99.7 mhz with 3 kw and antenna 328 ft. Filed June 16 (BTCH940616 GI).

WKFT(TV) Fayetteville, N.C. Transfer of control from preferred stockholders of licensee Delta Broadcasting to 23 common stockholders for no cash consideration. WKFT is independent on ch. 40 with 5,000 kw visual, 500 kw aural and antenna 1,842 ft. Filed June 14 (BTCCT940614KE).

KEED(AM) Eugene, Ore. □ Purchased by Albany Radio Corp. (Larry Gordon, president) from McKenzie River Broadcasting Co. Inc. (John Tilson III, president) for \$35,000. **Buyer** owns KWIL(AM)-KHPE(FM) Albany, Ore. **Seller** owns KKXO(AM)-KMGE(FM) Eugene and KKNU(FM) Springfield, both Oregon. Filed May 6 (BAL940506EA).

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Kids TV stays on FCC seesaw

How commissioners will modify children's TV rules remains unclear despite lively hearing

By Kim McAvoy

The FCC may be ready to regulate children's television, but just how far it will go is uncertain.

Even after the commission's day-long hearing on children's television last Tuesday, observers were divided over what the agency will do.

"It's difficult to draw any conclusions," one broadcast industry lawyer said. "I think there will be a push to do something significant, but I don't think the votes are there to impose [quantitative] processing guidelines."

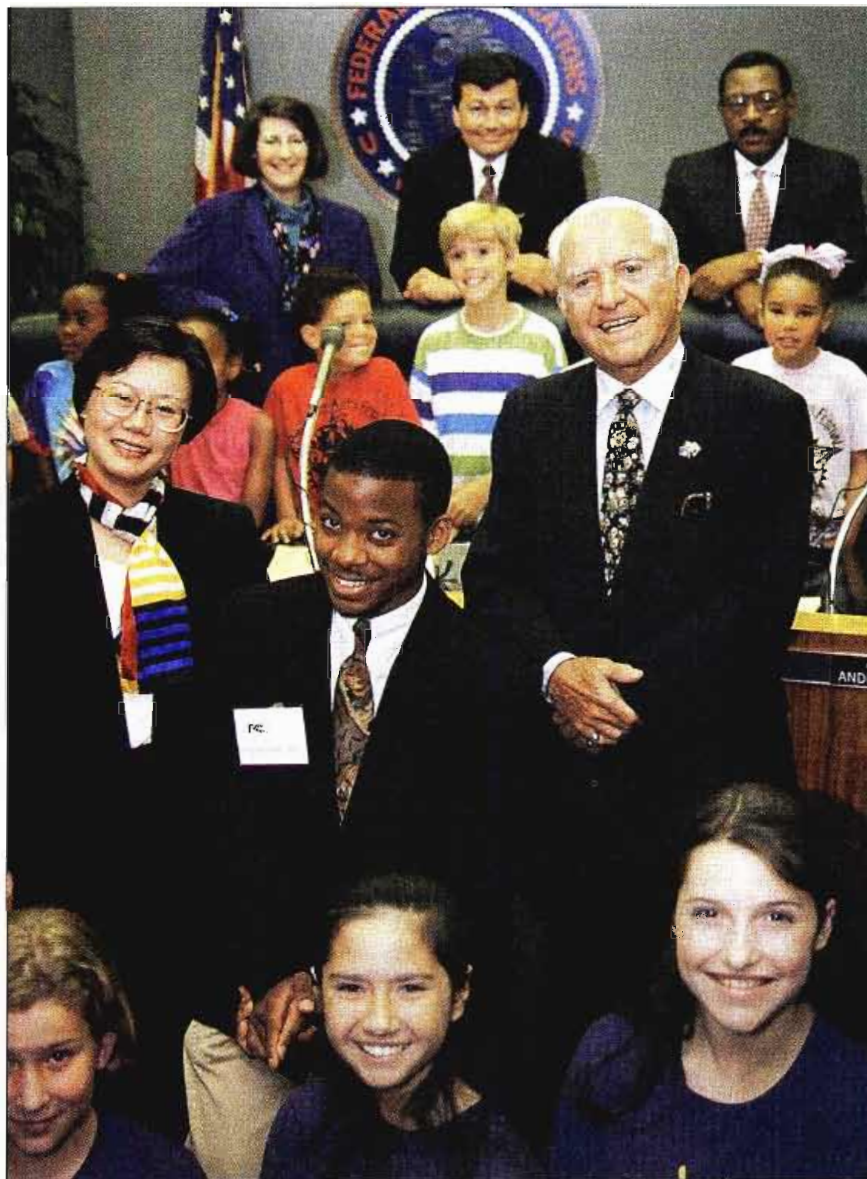
Children's TV activist Peggy Charren was optimistic at the close of the hearing, which was moderated by children's TV producer Linda Ellerbee. "I think this commission will act, and it will act in a serious way," said Charren, founder of Action for Children's Television. She was one of many witnesses who urged the FCC to issue more specific and stringent guidelines in enforcing the Children's Television Act of 1990.

Charren suggested that if the five-member commission doesn't do more, the FCC should relieve broadcasters of their obligation to provide educational children's programming. Instead, she said, the commission should take a percentage of all commercial broadcasting revenues and give the money to public television to produce quality kids programs.

Children's TV advocates also asked the commission to adopt guidelines mandating that TV stations air seven hours per week of children's educational programs, each 30 minutes in length.

Chairman Reed Hundt and Commissioner Susan Ness may be leaning toward imposing more stringent guidelines, observers said. Commissioner Rachelle Chong also will endorse greater regulation, some said. However, others insisted she is "more independent" and her vote is "not a done deal." Both Chong and Ness are new to the commission.

Chong, who said she was at the hearing on "receive mode," expressed



FCC commissioners mingle with more-than-interested observers at Tuesday's hearing.

concern that children's TV has not "thrived." She challenged broadcasters to produce entertaining programming that is also educational and informational.

Commissioners James Quello and Andrew Barrett voiced the strongest objections to content regulation. "I am always uncomfortable when government gets into the business of telling programmers what to do," Barrett said.

From his perspective, the hearing was "purely informational."

Quello cited a study released by the National Association of Broadcasters concluding that the amount of "regularly scheduled educational and informational children's programming increased 81% from fall 1990, the year before the act took effect, to fall 1993."

"Children's TV is important. But it



also is important for children to grow up with freedom of speech and freedom of the press," Quello said.

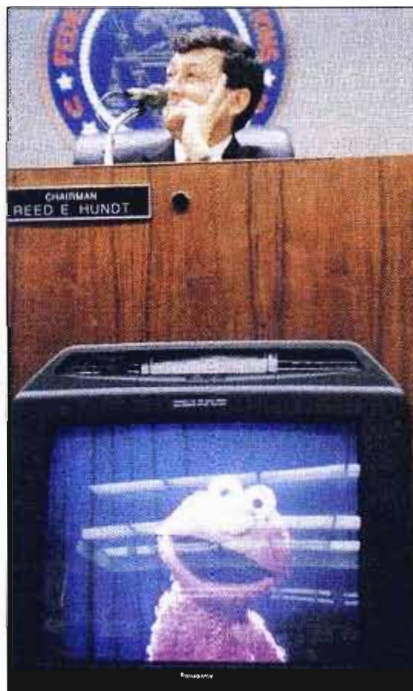
Hundt noted that 31 years ago, then-FCC Chairman Newton Minow asked: "Is there no room on television to teach, to inform, to uplift, to stretch, to enlarge the capacities of our children?"

Today the commission is "trying to craft a solution to that same question. Our children's and our nation's future depend on the conviction with which we approach the task," Hundt said. "[The] business of educating kids should be part of the TV business," said Hundt, himself a former teacher, adding, "Television has the potential to reach children beyond the school-house door—to be the nation's educator by bringing to our homes shows that inspire our children's intellects and animate their imaginations."

The power to "persuade and influence children should be seen as a positive business opportunity rather than as an unwelcome and difficult burden," Hundt added. In closing, he again quoted Minow: "We need imagination in programing, not sterility; creativity, not conformity; excellence, not mediocrity."

Ness also quoted a former FCC commissioner. She repeated what Benjamin Hooks said 20 years ago: "We cannot legislate creativity, good taste or the product marketplace, but we can [insure] that broadcasters make a concerted effort to beneficially serve the needs of the public, including that segment too young to petition or protect itself."

Under the Children's Television Act, TV stations are required to air educational and informational programing as a condition of license renewal. How much is not specified. The FCC's rules give broadcasters



The hearing room, top, was packed with press, lawyers, lobbyists and 29 witnesses who sat on three panels. Elmo, a 'Sesame Street' Muppet, delivered a brief televised message at the FCC's hearing on children's television last week. Commission Chairman Reed Hundt listened, left. Elmo told moderator Linda Ellerbee, "[The] children of America really like to watch good TV." Children's TV activist Peggy Charren, below, took the TV industry to task: "If you don't know [what an educational program is], you should be in the shoe business, not in show business."



wide latitude to determine what is educational programing and how much is enough to meet the statutory obligation.

Criticism from Capitol Hill and public interest groups forced the agency last year to ask for comments on how it might clarify the rules. The commission sought comment on how it might refine the definition of educational programing and whether broadcasters should air a specific amount of programing to meet their obligations under the act.

Definition possible

At a minimum, the FCC might revise its rules to include a narrow definition of educational children's programing. The commission may act on the issue this fall.

But broadcasters told the commission that the act is working, and they

are meeting their obligations under the act. "I am pleased to report to you today that both the spirit and the letter of the act are achieving the intended goal," said Paul La Camera, general manager, WCVB-TV Boston, who testified on behalf of the NAB.

La Camera and others said programing quotas would run afoul of the First Amendment. "[It is] important not to let this degenerate into a numbers game," La Camera said.

If stations are forced to air "unappealing but educational programs, the audience will evaporate," said Peter Walker, vice president/general manager, WGN-TV Chicago. Walker represented the Association of Independent Television Stations.

Walt Disney Television Senior Vice President Ken Werner urged the commission to discard any suggestion "that would require that the primary

purpose of a program be educational, with entertainment being permitted only secondary status."

That point was underscored by actor Bill Nye, who hosts *Disney Presents: Bill Nye the Science Guy*. "An educational children's program cannot be broken down into component parts—and it would be a grave mistake, in my view, to try to do so."

Broadcasters got a boost from Hundt, who said, "I have not heard any broadcaster trying to shirk their duty, and I have not heard anyone say

broadcasters are not performing. Rather, what people have been talking about is how they could do better."

Children's TV advocates, however, are not satisfied with the job broadcasters are doing. "There's lots of children's TV out there. Too much of it is junk. Too much of it is worse than junk," said David Britt, president of the Children's Television Workshop.

National PTA representative Catherine Belter called for greater regulation. Belter said the PTA wants

the FCC to require stations to air seven hours per week of educational programming between 7 and 10 a.m. The definition of "educational" should be clarified, and a symbol on the TV screen would help parents identify which programs are for kids, she said.

Despite the calls for more regulation, NAB officials were pleased with the hearing. "It was conducted in a fair and professional manner," said Jeff Baumann, executive vice president and general counsel. ■

House bills would alter telcom landscape

Legislation would allow telcos and cable into each other's businesses; now it's up to Senate

By Kim McAvoy

The information superhighway got a boost last week when the House overwhelmingly passed two major telecommunications bills.

Lawmakers voted 423-5 for H.R. 3626, which would permit the regional Bell operating companies to enter the long-distance telephone business and manufacture telecommunications equipment. And 423-4 they approved H.R. 3636, which would open local telephone markets to competition and permit telcos to enter the cable TV business.

Broadcasters also stand to benefit from H.R. 3636. It would give them flexibility in using their spectrum to offer nonbroadcast services and direct the FCC to revisit its radio and TV station ownership rules.

Now it is up to the Senate to move its version of info superhighway legislation. "I believe we will move the Senate bill quickly through committee after the Fourth of July recess and then pass this critical telecommunications legislation on the Senate floor," Commerce Committee Chairman Ernest Hollings (D-S.C.) said shortly after the House action.

The Senate legislation, authored by Hollings, has not been on a fast track. Many Capitol Hill insiders are skeptical that the Senate will consider a bill this year. "When the bill leaves committee, it will, I believe, preserve universal access to phone service and require the development of competition in local telephone markets before the Bell companies are allowed into long distance," Hollings said.

At a glance

Brooks-Dingell (H.R. 3626) would:

- Allow RBOCs to offer long-distance service anywhere in the country. But they would need approval from the FCC and the Justice Department before entering a market.
- Permit RBOCs to petition state authorities to provide intrastate long-distance service; also subject to Justice Department approval.
- Permit RBOCs to resell long-distance services instead of having to build their own networks.
- Allow telcos to provide long-distance services "incidental" to other services such as cable and personal communications services.
- Within one year of enactment, allow RBOCs to manufacture telecommunications equipment.
- Set ground rules for electronic publishing.

Markey-Fields (H.R. 3636) would:

- Repeal the cable-telco crossownership prohibition so that telcos could offer cable services in their service areas.
- Pre-empt state regulations, clearing the way for cable companies to offer local telephone service.
- Require telcos to offer video services through a separate subsidiary.
- Restrict franchising authorities from regulating additional services offered by cable companies.

House Resolution 3626 would permit RBOCs to enter the long-distance business much sooner. RBOCs oppose Hollings's initiative; they have put their muscle behind a Senate alternative.

Also last week, Senator Conrad Burns (R-Mont.) announced plans to "break the impasse in the Senate" between the competing bills. He said he would introduce virtually the same legislation passed by the House.

Both House measures, H.R. 3626 and 3636, would, if enacted, overhaul current telecommunications policy regulating the local and long-distance telephone industries. The bills are considered essential to the development of the information superhighway. They are the "most important economic legislation passed this year," said House Telecommunications Subcommittee Chairman Ed Markey (D-Mass.), a co-sponsor of H.R. 3636.

"This legislation ends years of bitter and divisive wrangling between industry, between committees in the Congress and between individuals," Commerce Committee Chairman John Dingell said. H.R. 3626 is the result of intensive negotiations between Dingell and House Judiciary Committee Chairman Jack Brooks (D-Tex.). At issue were the bill's provisions on long-distance phone service. Brooks favored more stringent legal tests for RBOC entry into long-distance markets.

Both have signed off on a compromise that seems to satisfy the RBOCs and the long-distance companies. ■

FCC awards PCS advantages

Hundt calls spectrum plan 'greatest single opportunity [for] women and minorities'

By Christopher Stern

Women, minorities and small businesses got an official head start from the FCC last week in the race to establish the multibillion-dollar personal communication service industry.

The advantages granted the so-called designated entities include bidding credits, tax certificates, low- or no-interest loans and installment payments for PCS licenses. The Clinton administration plans to raise more than \$10 billion from the broadband auctions of radio spectrum tentatively scheduled for November.

trum auction.

Despite the FCC's action, Rep. Cardiss Collins (D-Ill.) last week introduced legislation to guarantee licenses for designated entities. He says the bill will keep pressure on the FCC.

FCC Chairman Reed Hundt says last week's decision was not about "giveaways, but about giving away opportunity."

"In the long and tragic history of inequality between races and gender in America, today we are creating the greatest single opportunity made available to women and minorities," Hundt says. The \$12 billion in annual

"You are not going to have a situation where someone is going to get an advantage who doesn't need it," Kennard says.

"It's difficult to strike the right balance on constitutional issues, but I think the commission struck the right balance," says former FCC Commissioner Henry Rivera, chairman of the Minority Media and Telecommunications Council.

A key element of the incentive program is a graduated bidding credit program that begins at 10% for companies with less than \$40 million in annual revenue and increases to 25% for small

FCC's PCS provisions

Type of business	Bidding credits	Deferred payment	Tax certificates for investors?
Entrepreneurial (less than \$125M revenue and less than \$500M assets; for businesses with revenue exceeding \$75M, available only in top 50 markets)	0	Interest-only for one year; rate equal to 10-year Treasury note plus 2.5%	No
Small (less than \$40M revenue)	10%	Interest-only for two years; rate equal to 10-year Treasury note plus 2.5%	No
Owned by minorities or women (\$40M-\$125M revenue)	15%	Interest-only for three years; rate equal to 10-year Treasury note	Yes
Small, owned by minorities or women (less than \$40M revenue)	25%	Interest-only for five years; rate equal to 10-year Treasury note	Yes

The FCC's Competitive Opportunity Plan sets aside two chunks of spectrum as "entrepreneurs' blocks." Only the designated entities, which include rural telephone companies, may bid for licenses in the two blocks, which include 30 and 10 mhz licenses.

The entrepreneurs' blocks include 986 licenses—almost half of the total 2,071 broadband licenses to be auctioned. But they account for only 25% of the PCS industry's projected annual revenue of \$50 billion because the set-aside blocks are all in smaller Basic Trading Areas (BTAs).

The FCC has divided the more than 2,000 PCS licenses into 51 Major Trading Areas and 493 smaller BTAs. There are roughly 10 BTAs in every MTA. There are six licenses in every MTA and BTA: three large 30 mhz licenses and three smaller 10 mhz ones.

Congress ordered the FCC to insure participation of the designated entities in the legislation authorizing the spec-

revenue projected for the entrepreneurs' block licenses is one and a half times more than the total revenue of the top 100 African American businesses, Hundt says.

FCC General Counsel Bill Kennard says the FCC's history of promoting minority ownership has been an uphill battle because the cable and broadcasting industries are mature. When the entrepreneurs' blocks are auctioned, it will mark the first time women and minorities have been included at the birth of an industry, Kennard says.

"The entrepreneurs' blocks are an attempt to create a little haven where the small companies don't have to outbid a large multisystem operator or interexchange company," Kennard says.

Safeguards are built into the rules to prevent companies from taking advantage of the incentives for designated entities and then turning over the company to a larger company.

businesses owned by women or minorities.

Winning bidders in the 50 largest BTAs will be allowed to pay off their bids in installments. In BTAs below the top 50, minority- and women-owned companies with revenues of less than \$75 million also will be eligible for installment payments.

Small businesses—companies with less than \$125 million in total revenue and less than \$500 million in assets—also are eligible for some advantages, including low-interest loans.

The FCC also adopted the final rules for the upcoming broadband auctions. There will be three auctions. First, the FCC will sell the 99 30 mhz licenses in the Major Trading Areas. After the MTA large-license auction, the entrepreneurs' blocks will be sold. The final auction will consist of the remaining 986 licenses not included in the entrepreneurs' blocks.

Last week's White House shake-up could take its toll on the executive office's communications staff. Now that Counselor to the President David Gergen is leaving to shore up the State Department, some White House communications staffers could be targeted for replacement. Former Office of Management and Budget Chief Leon Panetta says that he has complete authority to make changes in his new role as White House chief of staff. The Washington Post has reported President Clinton is frustrated with the failure of his current staff to communicate his ideas to the nation. Some speculate that could spell trouble for Communications Director Mark Gearan and? Deputy Assistant to the President/Director of Media Affairs Jeff Eller. Gearan and Eller reported to Gergen in the past.

Panetta has been careful not to single out any current White House staffer for dismissal or reassignment, but has stated that changes will be made. Panetta's OMB spokesman, Barry Toiv, is expected to make the move to the White House.

The United States Telephone Association will oppose any telecommunications bill that would restrict regional Bell operating companies' entry into the long-distance business, as proposed by Senator Ernest Hollings (D-S.C.). "We would rather not have a new law than have the President sign the bill as it is currently drafted," USTA President Roy Neel says. But Neel adds that he is optimistic the bill will be changed, and he looks forward to telecommunications legislation passing this year.

Neel cautioned that the chances of Hollings's bill passing will diminish if the Senate Commerce Committee, chaired by Hollings, does not vote on the bill before Congress recesses in August. During a meeting with reporters last week, Neel criticized a bill introduced by Senator Daniel Inouye (D-Hawaii) that would create a mandatory set-aside for public television and nonprofit groups. Neel says the marketplace should establish guidelines for noncommercial programming providers for the information superhighway. Mandatory public access should be managed by the FCC, which should "have the tools to come up with preferential rates," he says.

In addition to passing landmark telecommunications legislation last week, the House voted for a \$166.8 million fiscal 1995 budget for the FCC. The funding is \$20 million less than the agency requested, but FCC officials are optimistic that the Senate will add money when it takes up the budget later this summer. Under the House proposal, regulated industries will pay \$116.4 million of the FCC's budget.

Washington Watch

Edited By Kim McAvoy



USTA President Roy Neel

The four networks took another step toward self-regulation by choosing the UCLA Center for Communication Policy to assess and report on television violence during the next two years. CBS Senior Vice President Marty Franks joined Senator Paul Simon (D-Ill.) in making the announcement, saying, "We hope that progress will make it possible for Congress to refrain from a legislative solution in an area that is fraught with constitutional peril."

Chosen from 15 applicants, the center will qualitatively analyze programming from network prime time, cable, public broadcasting, home video rentals, video games, national ads and children's programming. Each expression of violence will be evaluated in terms of extent, motivation, context, consequence and relevance to the plot. The time a program airs and whether an advisory precedes it also will be taken into account. The study is expected to cost the networks \$400,000-\$500,000. The first report, which will be available to the public, is due out in July 1995.

Susan Ness last week selected her two permanent legal advisers. Mary McManus is currently the minority communications counsel for the Senate Commerce Committee. McManus will concentrate on spectrum auctions, Cable Act implementation and international issues. David Siddall will oversee mass media and wireless matters. Siddall joined the FCC in 1985. He currently is chief of the Frequency Allocation Branch.

Duggan aims missive at public TV criticism

On the eve of a hearing about funding for the Corporation for Public Broadcasting, Public Broadcasting Service President Ervin Duggan was working late, writing each member of Congress about the import of public broadcasting.

In nine pages of questions and answers, Duggan addressed the major criticisms of public broadcasting, including low returns from product spin-offs like Barney and controversial programming such as *Tales of the City*.

Duggan's refresher was in anticipation of a reauthorization hearing last Wednesday before the Senate Communications Subcommittee. Chairman Daniel Inouye (D-Hawaii) recommended that the 1997-99 authorization of \$425 million be marked up in mid-July.

Duggan's letter seems aimed at pre-empting public broadcasting's critics. Some of them, he says, think all federal funding for public broadcasting should be abolished, as punishment for objectionable programming. "But surely this is extreme," Duggan says. "Like cutting off all funds to a public library because one doesn't like a particular book." —JAZ



Ervin Duggan

Fox fits final pieces of its football plan

Network signs satellite deal with AT&T, will announce terrestrial backhaul plan soon

By Chris McConnell

The signal path for Fox football is almost complete.

With newly acquired capacity in place to handle NFL traffic this fall, the network needs only backhauls from the games to satellite uplink sites to complete its infrastructure for delivering NFL coverage. And the network plans to unveil its plans for those backhauls within the next two weeks.

"It completes the chain of transmission," Fox Inc. Senior Vice President Andrew Setos says of the upcoming backhaul announcement, although he adds that the network still is working on several pieces of its production plan. The backhauls from NFL games, Setos says, will be entirely terrestrial.

Signals will travel from the football stadiums to Fox facilities in Los Angeles, where they will be routed to control rooms for commercial insertion. From Los Angeles, the game coverage will travel up to the newly acquired satellite capacity for distribution to Fox affiliates.

The space capacity, unveiled last week, comes from AT&T. The satellite provider has signed an \$81 million contract with Fox for the provision of six year-round, full-time transponders plus additional capacity during the football season. The deal will

give Fox as many as 11 transponders during the season, Setos says.

AT&T initially will provide the capacity on its Telstar 401 satellite and will split service between the 401 and 402 birds in mid-1995. Setos says his company's current capacity on Telstar 303 is due to expire during next year's first quarter. However, the network moved its satellite negotiations up six months to procure space in time for the football season.

For live-event coverage during periods of sun interference, the network also added new interference protection features to its contract with



AT&T. The Platinum satellite service with AT&T includes sun-transit management, in which AT&T will transfer service between satellites to prevent interference when the sun crosses the geostationary arc.

Such "sun transits" will occur during games on Oct. 2 and Oct. 9, Setos says, adding that the network's deal will allow it to continue to provide signals to affiliates during the sun transits.

Fox initially examined a terrestrial system to distribute its signals, but the network found that satellites still offer the best point-to-multipoint solution, Setos says. But, he adds, last week's satellite distribution deal may be Fox's last. While terrestrial fiber networks do not yet reach everywhere Fox needs to go, fiber's reach is expanding. "It might be there in 10 years," Setos says. ■

Ghostbusting finds a home on line 19

ATSC and FCC allocate space for GCR in television signals

By Chris McConnell

A portion of the TV broadcast signal is now off limits to anything but ghost-canceling. Beginning last Thursday (June 30), line 19 of the television signal became the exclusive domain of "ghost-cancellation reference" (GCR) signals, a new device aimed at eliminating picture ghosts from TV screens. Line 19 has been used by some broadcasters to insert a signal that provides an in-house color reference for television screens. They will be able to move the signal to the range between lines 10 and 16 to clear the way for the ghost-canceling signal.

Adopted as a standard by the Advanced Television Systems Committee (ATSC) and the FCC, the ghost-canceling system involves generating a signal that is received by special circuitry added to television sets. The signal provides the sets with a reference point for manipulating signals when "ghosts" are present.

Because ghosts are created when a set receives two signals at the same time, explains the ATSC's Robert Hop-

kins, the GCR allows a receiver to identify the second signal and subtract it.

Although receivers incorporating the GCR circuitry are not yet available, TV stations gradually have been implementing the signal-generating equipment at their stations. A 1993 NAB survey of 1,100 stations found that roughly 19% of them had implemented the signal-generating equipment. A similar survey of about 1,200 stations this year found that roughly 32% are transmitting the GCR.

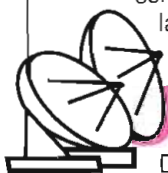
"There's been considerable growth," says Kelly Williams, director of engineering at the NAB's science and technology department. Williams adds that about 80% of the survey respondents say they plan to install the GCR gear in the next six months. The cost for doing so varies based on the equipment at each station, but it generally is a few hundred dollars if a broadcaster has purchased a signal test generator within the past five to seven years, Williams says. At Tektronix, the GCR upgrade kits list for \$350. ■

Cutting Edge

By Chris McConnell

PanAmSat last week said it has signed a 15-year contract with two Paraguayan television networks

to provide satellite transmission on the PAS-3 satellite. The separate satellite system will supply compressed digital video and associated radio broadcast channels to Channel 13, a private Paraguayan TV network, and Channel 9, the country's national TV system. The PAS-3 satellite is scheduled for launch in October, with TV transmissions to Paraguay slated to begin in December.



Arianespace, plans to launch the PanAmSat's PAS-2 satellite on July 8.

The European launch consortium, which last month boosted the Intelsat 702 satellite, hopes to launch the PanAmSat bird between 6:42 and 7:27 p.m. ET. The busy launch schedule is part of Arianespace's effort to make up time lost earlier this year when the company had to sideline its rocket after a launch failure. Arianespace also will be boosting the BS-3N satellite for NHK and Japan Satellite Broadcasting Inc. Both satellites will orbit over the Pacific Ocean.

Avid Technology Inc. last week said 11 U.S. television stations have bought the company's NewsCutter editing and AirPlay playback systems. Stations signing up for the disk-based AirPlay system include four Fox affiliates and four CBS affiliates. Stations purchasing the NewsCutter system

are two NBC affiliates and a CBS affiliate.

JVC Professional Products Co. is getting in on this summer's World Cup business.

The company says it has sold 60 of its KY-F55U cameras for use at all nine World Cup venues. The 1.1-pound, 3-CCD cameras are being mounted directly behind each goal. Crews are also setting up the cameras with remote pan and tilt systems in each country's commentator booth. The remote systems will allow viewers in each home country to watch the commentators from their country.

The KY-F55U cameras provide 750 lines of resolution and a 60 db signal-to-noise ratio. Features include full-time automatic white balance and auto level control with extended electronic iris, which allow the camera to pan from a bright playing field to the darker commentator's booth without changing neutral density or color correction filters.

Broadcasters have asked the FCC to take a closer look at satellite consortium Inmarsat's plan to set up a separate subsidiary for providing mobile satellite services.

In a filing with the commission, CBS, NBC, Capital Cities/ABC and Turner Broadcasting System say they support allowing several entrants into the mobile satellite business but want to insure that Inmarsat does not cross-subsidize its planned Inmarsat-P service. Motorola, which



plans to enter the market with its Iridium system, has opposed the Inmarsat-P plan on grounds that the satellite consortium could support the competitive service with monopoly service revenues.

The broadcasters say they frequently use the Inmarsat satellite system while newsgathering or covering special events. The broadcasters say Inmarsat's decision to run a new mobile satellite service as a separate business is a positive step, but asked for further FCC review.

"It would be useful...for the commission to obtain additional information to determine whether the proposed affiliate structure is sufficient to reduce the possibility of cross-subsidization," the broadcasters say.

Tektronix Inc. reports net earnings of \$24 million for the fourth quarter of fiscal 1994, an increase of 100% from fourth quarter 1993, before restructuring charges. Tektronix reported a net loss of \$55 million for 1993 as a result of restructuring charges during the year's fourth quarter, although earnings before the charge were \$12 million for fourth quarter 1993. Tektronix says product orders for fourth quarter 1994 increased 10% over the previous year. Product orders for the year were \$1 billion, a 6% jump over 1993.

Sales at the company's television systems division were down 3% to \$262.8 million for the year. However, the company said the division's sales were up moderately during the last six months of the year compared with 1993.

In addition to reporting the financial results, Tek-

tronix added to its line of cable measurement products. The company unveiled a SignalScout signal-level meter that carries a 5 mhz-1 ghz frequency range and features a mini-spectrum display. The SignalScout costs \$2,250.

Dallas-Fort Worth Teleport

is supplying a digital audio uplink system to transmit a 24-hour music channel for the Army & Air Force Exchange Service (AAFES). The AAFES Satellite Radio Network will be uplinked to the Hughes Galaxy 7 satellite for distribution to more than 230 military bases in the U.S. The teleport will receive the programming from an upgraded AAFES microwave system. Dallas-Fort Worth Teleport already runs a private terrestrial system for local AAFES communication and disaster-recovery services.

Group W Network Services

is doubling the size of its transmission control center in Stamford, Conn. The expanded facility, located at the Glenbrook Earth Station, will enable Group W to boost the amount of satellite traffic the company routes through the center. The Glenbrook Earth Station carries nine 24-hour send-receive satellite dishes and distributes programming for CBS, ABC, NBC and Fox as well as A&E, Discovery Channel and Viewer's Choice. The station transmits more than 5,000 hours of TV programming each week. Group W says its expanded space at the earth station will provide room for the additional equipment needed to support new traffic. The company also is expanding production capability at its headquarters, located three miles from the Glenbrook facility.



Cable rep firms pursuing merger

NCA/CMC combination would cover 27 million cable homes; prospectus also discloses Greenwald's intention to sell more than half of stock

By Geoffrey Foisie

The largest and the third-largest cable rep firms for the first time publicly admitted they are discussing a merger. National Cable Advertising, which represents systems with 19 million subscribers, and Cable Media Corp. (8 million subs), already have signed a letter of intent.

Details of the agreement in principle were disclosed in an amended stock registration statement for Katz Media, which owns CMC.

Under the proposed agreement, Katz, according to the prospectus, would own 45% of a combined NCA/CMC and would be the managing general partner, while NCA would own 5% and be the operating general partner. NCA President/CEO Robert Williams would maintain that role in the merged company. His counterpart at CMC, Barry Harrison, would have a "significant role" in the merged

company, according to the statement.

Williams cautioned that there is still a ways to go before a deal is completed: "Negotiation and execution of a definitive agreement and all the due diligence have yet to begin. This would also require the consent of lenders." He said among the benefits that could be expected from a merger would be the acceleration of back-office automation.

The other 50% of NCA/CMC would be equally owned by the four MSO limited partners that currently have ownership in NCA: Comcast Cable Communications, Continental Cablevision, Cox Communications and Time Warner Cable. Katz would also pay NCA's partners \$9.9 million.

As part of the merger, said the prospectus, the cable MSOs have agreed that for the first two years they would each use NCA/CNC to represent cable systems having at least 2

million subscribers, for a minimum combined commitment of 8 million by the four MSOs. Those same MSOs would be "entitled to benefit from certain fixed commission levels" during the first four years of NCA/CMC.

"The definitive agreement will also provide for various transfer restrictions during the first three years of the proposed NCA/CMC venture, and puts, calls and rights of first refusal among the parties thereafter," said the Katz prospectus.

The amended prospectus also disclosed that Katz Chairman James Greenwald will sell more than half his stock in the TV and radio rep firm at the time of the company's initial public offering. Given the currently anticipated offering price of \$16-\$18 per share, Greenwald could raise close to \$5 million. He would continue to own 3.2% of the company after the offering. ■

Harry and Louise: The sequel

One television ad campaign got a new lease on life last week. The "Harry and Louise" ads, which seek to influence the debate on health care away from the Clinton plan, have begun airing in two new installments after a several-month hiatus.

The ads were pulled in February, when a compromise was reached between House Ways and Means Committee Chairman Dan Rostenkowski and the Health Insurance Association of America on some technical points in health-care legislation pending before that committee, says a spokesman for HIAA, a prime force behind the spots.

The hiatus was to have lasted at least until the committee completed debate on the legislation. However, Rostenkowski's resignation as chairman, following his indictment for misappropriation of government funds, killed the compromise, the association spokesman says.

The media buy for the new 30-second ads is for spot television only. The association spokesman says the \$10 million that the coalition spent to run the six previous installments included flights on radio and CNN. The ads also received considerable free publicity from the many news stories on the campaign, the spokesman says.

To date, the spots have generated more than 300,000 calls to a toll-free number with requests for information



about the views of The Coalition for Health Insurance Choices, with which the association has ties, the spokesman says.

The coalition will spend \$2 million to place the spots in 36 markets in nine states and Washington. The spokesman denied that the choice of markets was dictated primarily by the home districts of key members of Congress.

Goddard*Claussen "First Tuesday" is the Malibu, Calif.-based ad agency handling both media buying and creative.

—GF

Sweepstakes not fair to advertisers

FCB's Nass warns stations that inflating sweeps numbers with contests will backlash

By Steve McClellan

Howard Nass, senior vice president in charge of spot broadcast advertising at Foote, Cone & Belding, has a problem. It's a problem that could damage the bottom line of many stations that want a piece of the \$500 million or so the agency spends each year in the spot TV advertising market.

The problem is this: the escalating trend of TV stations to conduct big money sweepstakes and contests during ratings sweeps periods.

Nass believes the practice is "inherently unethical" and that most of the viewers who tune in to a show being promoted by a "forced viewing" contest (i.e., you have to watch to win) will vanish after the contest is over. If the contest is conducted during a ratings period, the rate the station calculates is inflated because during the three or more months after the sweeps, there won't be the same level of viewing as during the contest.

According to Nielsen, 63 stations held a sweepstakes or contest during the February sweeps. According to Nass, the trend is growing. Only a few years ago, he says, the practice pretty much was confined to the

radio business.

It's not that stations shouldn't hype shows, says Nass. "But the hype or promotion should be program-driven, not because viewers think they have a chance to win something. They won't pay attention to the show. They'll just be looking for their winning number."

Nass says that if stations continue the practice, "we shall have no choice but to reduce the ratings [that] we use as a basis for negotiation so as to reflect, to our best judgment, the probable impact of such promotional activities upon the reported ratings."

As to specific examples, Nass cites the Raleigh-Durham market in May, where CBS affiliate WRAL-TV aired a \$100,000 sweepstakes involving both the station and a co-owned radio outlet. The contest required viewers to tune in at 6 a.m., 1:30 p.m. or 5 p.m. The time periods coincided with morning news, the soap opera *The Bold and the Beautiful* and the first evening newscast.

According to data compiled by WTVD, the Raleigh-Durham ABC affiliate, the contest gave WRAL-TV a 29% ratings spike at 6 a.m., compared with May 1993, and a 15% gain at 5 p.m., also compared with the previous year.

However, Fred Barber, WRAL-TV's general manager, counters that WTVD's spin fails to consider the year-long downward track of WTVD's 5 p.m. news, during which, except for May, there were no contests. At the same time, WRAL-TV's news was trending up.

Barber also says that the patterns held true for both stations for the 5:30 and 6 p.m. newscasts, where no sweepstakes were presented during the year. For example, for the four sweeps periods of May and November 1993 and February and May 1994, WTVD averaged 29, 29, 27 and 23 Nielsen shares, respectively, at 5:30 p.m. The comparable WRAL-TV shares: 28, 30, 34 and 33.

"My view is these are long-term trends totally unrelated to a one-time promotion this May," says Barber. As for contests in sweeps, he says, "if your objective is to generate sampling, I don't see what difference it makes what type of promotion you use. And if it's a lousy program, viewers simply are not going to sit through it because of a one-in-a-couple-hundred-thousand chance to win something."

Barber also notes that *The Bold and the Beautiful* rating was down, also part of an ongoing trend indicating "problems with the show." ■

Shopping on Maine street

In the era of narrowcasting, even shopping services have become sharply focused. A New England-only home shopping show, *Personal Shopper One*, debuted last month on Fox affiliate WPXT Portland, Me. The half-hour program features products from local retailers and manufacturers.

The show is owned by local TV personality Judson Smith and businessman Steven Young, a furniture dealer. They buy the time from the station, which they also pay to produce the shows. The partners, in turn, get money from the retailers and manufacturers that appear on the show.

Maine has a reputation for quality products, says Tony Palminteri, WPXT's vice president and general sales manager, and *Personal Shopper One* features local businesses discussing their products with two on-air hosts. Among the businesses are a jeweler, clothing manufacturer, blanket weaver, wreath-maker and home-brewing-equipment maker. Interested consumers call a number that connects them to a Portland-based order-fulfillment company.

The show's producers say the response rate is "pretty good," says Jennifer Van Der Werf, WPXT's programming director. The show has garnered significant interest from other retailers who want to be included, and the 10:30 p.m. time period is working best because people tend to be outdoors during the day, she says.

Several segments of *Personal Shopper One* will be produced each month for the next two months; a decision will then be made whether to continue.

—GF

Media firm debuts

Two veteran television executives—Diane Seaman and Beverly Weinstein—have formed Markham Media, a New York-based TV marketing and sales firm.

Among the firm's initial clients are CBS News—Markham will serve as sales representative for CBS's overnight news program *Up to the Minute*—and Warner Bros. It will provide marketing and sales services for Warner's new television network, set to launch in 1995.

Prior to forming Markham, Seaman was a sales vice president at Fox Broadcasting Co., and before that held a similar post at NBC. Weinstein was a marketing and sales executive at MTV, Orion and, most recently, head of sales at Whittle Communications' Special Reports Network.

—SM

Classifieds

See last page of classifieds for rates and other information

RADIO

HELP WANTED MANAGEMENT

FAMILY TEAM. Owner seeks responsible team to operate AM + FM combo in beautiful East Tennessee community. Excellent opportunity for right couple. Will consider selling. Send particulars in confidence to: Broadcast Station, Box 345, Knoxville, TN 37901.

GM, Decatur, IL B1 start up. Send philosophy on sales/management plus resume to Rollings Communications, P.O. Box 882, Chesterfield, MO 63006. Fax 314-458-1835.

General Manager. New England Powerhouse. We are looking for the brightest there is. We offer an excellent facility with excellent ratings and a strong staff. If you lead by example, are sales focused, and are an outstanding motivator, this position is for you. You must be capable of achieving the highest standards of excellence. The position affords excellent income with a respected broadcast group. Your response is absolutely confidential and even if your current situation has presented you with a level of contentment we urge you to reply. Send resume. Reply to Box 00010 EOE.

General Manager - Sales Manager: Small Southwest Market needs sales oriented small market individual interested in turn-around situation with potential buy-out possible. Reply to Box 00014 EOE.

General Manager to lead AM and classical formatted FM in large northeastern market. Must have creative sales and promotion background. Reply to Box 00015 EOE.

If you've heard us, you're half way there! America's premier FM talk giant is seeking an executive producer. WKXW, "New Jersey 101.5" has a rare opening. In charge of managing air staff, selecting topics and general show prep. Responsible for developing and enforcing format guidelines and corporate legal policies. Experience in full service, top forty radio a plus. Northeast background helpful. This is the big one. A chance to do cutting edge FM talk radio at the station that invented it. If you're used to winning, flexible in working with management and loaded with ideas, please send resume and cover letter, including salary requirements. We are an equal opportunity employer. Send resume to General Manager, P.O. Box 5698, Trenton, NJ 08638.

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

HELP WANTED SALES

GSM Midwest Great station, great facility with great billing needs a great GSM. Looking for an excellent attitude to lead by example. Debt free - we can afford you! EOE. Philosophy ASAP. Reply to Box 00007.

NJ FM Needs Sales Talent. Double-digit sales growth, unduplicated format, little competition. Earn \$50K-\$75K and more. Resume to Box D-30.

HELP WANTED NEWS

NEWS DIRECTOR Award winning mid-market in Central Illinois. CBS affiliate, Newstalk AM, Hot AC FM. Great news town: labor strikes, gangs, much more! Reporting experience, leadership skills. Tape, resume and references to: WSOY, 1100 E. Pershing Road, Decatur, IL 62526.

Radio News/Afternoon Anchor Reporter. Immediate opening. Should be skilled in all aspects of radio news. Send tape and resume to: Jeff Jenkins, W-V Radio Corporation, 1251 Earl Core Road, Morgantown, WV 26505.

HELP WANTED ANNOUNCER

A 50,000 watt FM station in Lancaster, Pennsylvania with a Christian format of evangelical Bible teachers and beautiful Christian music needs an afternoon drive time co-host and host of children's Request Time from 7-8 PM. If you love kids 5-15 and can relate to parents 25-54, and you know beautiful Christian music, then send your tape and resume to John Eby, WDAC, Box 3022, Lancaster, PA 17604. EOE.

HELP WANTED PROGRAMMING PRODUCTION & OTHERS

PRODUCTION MANAGER: Long Island, NY. WBAZ-FM/WLIE-FM seeks intelligence, organization, creativity, drive and career commitment. EOE. 516-765-1017. FAX 516-765-1662.

SITUATIONS WANTED MANAGEMENT

GM/GSM Excellent leader, sales, hiring and training. CMMC, great credentials, prefer mid-size market south/southeast. 804-384.0127.

Seeking General Manager/Sales Manager position with small to medium market station with possible buy in or buyout potential. Currently in Radio and Real Estate Management top biller. Conscientious, motivated, willing to relocate. Call Ted 914-357-9425 or 914-357-4861, 399 Route 202, Suffern, NY 10901.

Successful GM looking for right opportunity to continue growth. 15 years experience with group owner, managing 5 Properties (3 new acquisitions). Contact in confidence, Box D-21.

SITUATIONS WANTED NEWS

I know sports. Anchoring/reporting/PBP all four major sports. Intelligent, mature, not a kid just out of college. 5 years experience, currently freelance PBP on cable. Bob 201-546-5546.

SITUATIONS WANTED TECHNICAL

CHIEF ENGINEER 18 years experience. AM & FM high power transmitter, AM directional, RF and audio literate. Technically creative with exceptional credentials.

Chief Engineer with sixteen years experience with AM, FM, cable and LPTV seeking the next challenge. Available by the project, day, week, month of year. Call Mike Hayward at 419-639-3315.

MISCELLANEOUS

AOR station needed for Greensboro, Winston-Salem, High Point market of North Carolina. Listeners need rock choice for this area.

TELEVISION

HELP WANTED MANAGEMENT

National Sales Manager: Memphis' WMC-TV needs an excellent communicator who can motivate. The ideal candidate will be computer literate with a strong understanding of television broadcast research, revenue forecasting and the importance of relationship selling. WMC is a ratings leader, but we need someone who will sell beyond numbers. Five years of TV station and/or rep sales in the Southeast will be a 901-276-6851. Impress us, then be prepared to answer some questions. EOE and Affirmative Action Station; minorities encouraged to apply.

Operations Manager - WYZZ-TV, Central Illinois' Fox connection seeks a talented individual to manage Control Room, Traffic and Productions Departments. Requires an experienced manager with indepth knowledge of the Columbine Traffic System and general station operations. Mail your resume to Fox 43, Box 1727, Bloomington, IL 61702, or call Hugh Robinson, General Manager (309) 662-4373, 3PM-5PM CST. WYZZ-TV is an Equal Opportunity Employer.

P.O.V., PBS's award-winning TV series, seeks Communications Director. Challenging, rewarding staff position for energetic, experienced, creative person. Send SASE to J. Rivera, P.O.V., 220 West 19th Street, NYC 10011.

Station Manager/Sales Manager: Sales management experience and references required. Smaller market Western US. Minorities and females encourage to apply. Reply to Box 00008 EOE.

TECH SUPPORT ADMINISTRATOR -Major market, television network seeks to fill a quasi-technical office manager position that will report directly to the head of Network Engineering. The ideal candidate will have a technical or maintenance background and must be thoroughly conversant in both technical and administrative jargon. The candidate should also communicate effectively with both engineers and the non-technical staff. This is a new administrative position that will be located in our south Florida network operations center. Responsibilities include: Assist in the overall administration of department, communicate with vendors and equipment suppliers, liaison to Finance Department, liaison to MIS and Telecommunications departments, process purchase order and invoices, maintain inventory system for all technical equipment, and monitor status of all purchases, receivables and shipping. Reply Box 00011.

HELP WANTED SALES

Account Executive FOX affiliate seeks up and coming salesperson. New business prowess and strong written and oral presentation skills are a must. Send resume and cover letter to Jeff Flynn-LSM, WACH-TV, 1221 Sunset Boulevard, W. Columbia, SC 29169. No calls please. EOE.

Account Executives, WAKC-TV, Cleveland/Akron, Experienced local salespeople needed for ABC affiliate. If you are aggressive, creative, and have excellent communication skills, send your resume to: Peter Acquaviva, WAKC-TV 23, 853 Copley Road, Akron, OH 44320. EOE. M/F.

NATIONAL SALES MANAGER. Dominant Southeastern CBS Affiliate seeks top National Sales Manager. Ideal candidate will have 3-5 years Station/Rep experience with success in aggressive, creative selling, will demonstrate a solid work ethic and a plan for new business development. Great station, great market, great opportunity for the right person. Send detailed resume in confidence to: Director of Sales and Marketing, Reply to Box D-35. EOE. Women and Minorities are encouraged to apply.

LOCAL ACCOUNT EXECUTIVE Newschannel 8, metro DC area's 24-hour local news source, has an entry level, cable sales position for local direct new business. Outside sales experience required. Prior cable, radio, or print background preferred. Send resume to: H.R. Department, 7600-D Boston, Boulevard, Springfield, VA 22153. EOE.

LOCAL SALES MANAGER for successful ABC-TV affiliate near Kansas City. Our market size is small, but our programming, ratings, and sales opportunities are BIG. Organized, experienced salesperson who knows broadcast sales and is good motivator. Resume to Jenny Drown, EEO Officer, KQTV, 40th and Faraon, St. Joseph, MO, 64506 or fax to 816-364-3787. EOE.

NATIONAL SALES MANAGER: KUSI-TV, San Diego's fastest growing Station, is seeking a National Sales Manager to handle the Eastern portion of the United States. Qualified candidate will have minimum of four years experience as National Representative and/or previous National Sales Management experience. Experience in selling in New York is a plus. Extensive travel is required. If you meet the above qualifications, please write to Personnel Department/Attn. Sales, KUSI-TV, PO Box 719051, San Diego, CA 92171. No phone calls please. EOE.

NATIONAL SALES MANAGER: Post-Newsweek Station in the NFL's newest city seeking aggressive, creative and innovative National Sales Manager to sell one of the highest rated CBS stations in the country. If you have major agency and rep experience, send resume to: Jack Potter, GSM, WJXT-TV, 4 Broadcast Place, Jacksonville, FL 32247. EOE.

TV ACCOUNT EXECUTIVE Fox affiliate in the midwest is looking for a salesperson with a minimum of three years broadcast sales experience to join a dynamic sales team. A proven track record in new business development is a must. This is an exciting career opportunity for a highly motivated individual to join a growing, progressive company. EOE. Send cover letter and Reply to Box 00012, c/o BROADCASTING & CABLE, 245 West 17th Street, New York, NY 10011.

HELP WANTED MARKETING

BROADCAST DESIGNER FOR INTERACTIVE TELEVISION: I need a designer with 4+ years television experience to work on one of the fabulous ITV trials. Mac experience and interactive experience helpful. You should have strong ideas about what is good television design, lots of animation experience. Fax resume/letter to John Bell at Downtown Digital/AT&T. Fax: 212-387-4880.

HELP WANTED TECHNICAL

ASSISTANT CHIEF ENGINEER: WAVY-TV seeking a motivated professional with broad technical skills and strong personal skills. Will oversee technical operations with large degree of hands-on involvement at this network-affiliated VHF commercial broadcast station. The position will require the ability to assist in managing our existing studio and transmitter facilities as well as the ability to implement state-of-the-art systems in the future. FCC General RT license or SBE Broadcast certification required. Send resume to Les Garrenton, Chief Engineer, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. NO PHONE CALLS. EOE.

BROADCAST TRAFFIC MANAGER WKBW-TV, Buffalo, New York, an ABC Affiliate, is seeking a Traffic Manager to manage the Sales Traffic Department. 3-5 years experience, strong leadership, communications, and technical skills required. If you are prepared to lead a top quality team at one of America's premier television stations, send resume with references to: Tim Gilbert, Vice President Sales and Marketing, WKBW-TV, 7 Broadcast Plaza, Buffalo, New York 14202. WKBW-TV is an Equal Opportunity Employer.

CHIEF ENGINEER for Atlanta Independent UHF. RF and Transmitter experience essential along with a background in production, studio and maintenance. Computer skills desirable. Please fax resume to: 404-528-1422. EOE.

Dir/Engineering: KWGN-TV, a Tribune Broadcasting station, needs a highly motivated individual with a BSEE and/or 5 plus years TV broadcast operations and engineering management experience with a major market TV station. Extensive background in news and sports operations with knowledge of total stations automation concepts and strong management, communications and interpersonal skills are also required. Send resume to: Human Resources, KWGN-TV, 6160 S. Wabash Way, Englewood, CO 80111. EOE.

Interconnection Support Engineer: We are seeking an engineer to provide support services to PBS member stations on the satellite interconnection system, planning and construction of new earth stations, provide engineering design support for PBS Satellite and Technical Operations Centers, and assist in evaluation of new technologies. Qualifications: Bachelor's degree in Electrical Engineering with at least five years experience in broadcast audio/video facility design, digital communications, and satellite and microwave engineering. Must have strong budget and project management skills, strong computer skills, excellent written and oral communications skills, and the ability to coordinate technical projects. PBS offers a salary commensurate with experience and an excellent benefits package. Please send letter of interest, resume, and salary requirements to: PBS, Attn: Carla J. Anderson, 1320 Braddock Place, Alexandria, VA 22314. PBS is an equal opportunity employer.

Over-Night Maintenance Engineer: Telemundo Group seeks a technician for its Florida network facility that will work exclusively on the midnight shift. Candidate should be experienced in all phases of station operations and be able to perform general maintenance on various studio, production and videotape equipment. Salaries are highly competitive. Send resume to: Telemundo Group, Human Resources Department, 2290 West 8th Avenue, Hialeah, FL 33010. (EOE).

SENIOR EDITOR Aggressive Fox affiliate in Ft. Myers, Florida is looking for a senior commercial/promotion editor who is more than just a button pusher. Must be familiar with Grass Valley 250 board, Paltex Europa editor, Abekas A-53 and Chyron Max Infinite. If you know how to push equipment to its maximum potential and have a client-friendly personality, we want to hear from you. Send tape and resume to: Chris Andrews, V.P./G.M., WFTX-TV, 621 SW Pine Island Road, Cape Coral, FL 33991. Equal Opportunity Employer.

TV Maintenance Engineer WNEM-TV, Saginaw, Michigan is looking for an experienced studio maintenance person. Applicant must have three years experience in the repair and maintenance of cameras, tape machines and studio equipment. FCC General Radiotelephone License and computer familiarity a plus. Please reply to: Greg Surma, Director of Engineering, WNEM-TV, Box 531, Saginaw, MI 48606. (517) 755-8191. EOE

WRDW-TV has opening for Maintenance Engineer with specific knowledge and formal training at level equivalent to two years college in Electronics Engineering Technology and two years experience repairing electronic broadcast equipment at component level. Must have working knowledge of computers. Transmitter experience or SBE certification a plus. Resumes to: Jim Myers, CE; WRDW-TV, P.O. Box 1212, Augusta, GA 30903-1212. EOE.

HELP WANTED NEWS

ANCHOR, Week night main anchor job to complement our male anchor. Resumes and non-returnable tapes to: Dave Busiek, News Director, KCCI-TV, P.O. Box 10305, Des Moines, Iowa 50306. EOE.

ASSISTANT NEWS DIRECTOR Our news shop is on a roll, with the tools and people to do the job. If you have strong producing and leadership skills, with management or EP experience, send resume and news philosophy statement to: Dave Busiek, News Director, KCCI-TV, Box 10305, Des Moines, Iowa 50306. EOE.

Aggressive news department is looking for a General Assignment Reporter with three years experience. Successful applicant will be a good writer and an idea person. Send resume, NON-RETURNABLE tape and writing samples to: WSYX-TV, PO Box 718, Columbus, OH 43216-0718 ATTN: General Assignment Reporter. NO PHONE CALLS PLEASE. Women and minorities are encouraged to apply. Preemployment drug testing. EOE. M/F/D.

Canal de Noticias NBC - 24-hour Spanish news network located in Charlotte, NC, expanding as it goes into second year. Looking for qualified Spanish-fluent producers, writers, editors, chryron and audio operations, and graphic artists. Please send tapes, resumes, and reference to Box #D-36. No calls, please.

EXECUTIVE NEWS PRODUCER to supervise and coordinate the production of fast-paced, highly visual daily newscast. Must have strong leadership qualities and people skills, combined with excellent writing, editing and video production ability. Significant prior television news production and experience required. Letter and resume (no calls) to Dave Davis, News Director, WPVI-TV, 4100 City Line Avenue, Suite 400, Philadelphia, PA 19131. EOE.

Executive Producer: I'm looking for a hands-on, very creative and experienced E.P. who can run a large newsroom. Must have proven track record. Must be willing to work nights and weekends, help with newsroom expansion and have a zillion ideas. Women and minorities encouraged to apply. If you're a team player send your non-refundable tape and resume to: Mark Olinger KSHB-TV, 4720 Oak Street, Kansas City, MO 64112. No phone calls. KSHA-TV in an equal opportunity employer.

Immediate Photojournalist position open. 2 years experience. Send resume tape to: Darryl Nelson, KLAS TV 8, 3228 Ch. 8 Drive, Las Vegas, NV 89114.

KETV, Omaha has an opening for a reporter/photographer/editor to cover Iowa news. Three years television news experience required. Must be aggressive, creative and a self-starter. Photography and editing skills a must. Successful applicant will work for two Pulitzer Broadcasting stations, KETV and KCCI in Des Moines, but will be based out of Omaha. Send resume and non-returnable tape to: RoseAnn Shannon, News Director, KETV, 2665 Douglas Street, Omaha, NE 68131. EOE.

KSHB-TV is looking for a "break-the-rules" news writer/producer to join our irreverent promotions department. Three years experience in creative writing/producing preferred. If you like the way traditional news is being promoted - DON'T APPLY. Send-tape and resume (NO CALLS!) to Sandy Martin, KSHB FOX41, 4720 Oak Street, Kansas City, MO 64112. KSHB-TV is an equal opportunity employer.

METEOROLOGIST: If you have at least 3 year's experience in TV weathercasting, are competent in creating on-air computer graphics, and possess good skills in communicating fast-changing weather patterns to viewers, you may be the person we're looking for to join our enthusiastic weather team. Send resume and non-returnable tape to: Mike McDonald, News Director, WDAF-TV, 3030 Summit, Kansas City, MO 64108. No phone calls, please. EOE.

NEWS ANCHOR - Emmy winning WCBD-TV in beautiful Charleston is still looking for the right person...the right fit. We need someone who can carry a newscast with integrity, energy, enthusiasm, and a down to earth, natural delivery. The right person will also produce investigative series. Resume, references and non-returnable 3/4" or VHS tape to News Director, WCBD-TV, P.O. Box 879, Charleston, SC 29402. EOE. M/F. Drug test mandatory. Telephone calls WILL disqualify you.

NEWS DIRECTOR: South Louisiana Fox Affiliate seeks experienced non-traditional news person to lead new cutting edge newscast. Send resume and salary history to: Eddie Blanchard, G.M., 123 N. Easy St., Lafayette, LA 70506. No Phone Calls. Please. EOE.

NEWS PRODUCER for fast-paced weekday newscast in one of America's most liveable cities. The right person has at least two years producing experience, and likes a fast-paced, content-driven, graphic-intensive newscast. We're looking for someone to help lead the team, who wants to win. Send your tapes, resumes and writing samples to Jon Greene, News Director, WRDC-TV, 201 Humboldt Street, Rochester, NY 14610.

News Director: Creative, energetic leader being sought to lead fastest growing news department to next level. Minimum five years news management required. Tremendous opportunity for the right person. Send resume to: EEOC Officer, KBMT-TV, P.O. Box 1550, Beaumont, Texas 77704.

News Producer/Writer: Superb writing skills, creativity, great story-teller and solid news judgment a must. Must know how to put production values to good use. Good people skills required. Minimum of two years producing experience. Send non-returnable tape, writing, resume to: Steven D. Hammel, News Director, KMOV-TV, 1 Memorial Drive, St. Louis, MO 63102. No phone calls please.

PRODUCERS/REPORTERS/TAPE EDITORS/MANAGING EDITORS/PHOTOGRAPHERS: Are you the best? Do your newscasts make people watch? Do your newscasts have all the right ingredients: journalism, energy, pacing, strong production and great video? If you have three year's experience working in a newsroom and a college degree, then we want to hear from you. We're a growing news operation looking for the very best, the kind of people who'll raise the curve in the market. Send resume and non-returnable tape to: WDAF-TV News, 303 Summit, Kansas City, MO 64108. No phone calls please. EOE.

Positions Available: Anchor, weekend anchor/reporter, weekend weather, experienced reporter, line producer. Absolutely no beginners. Send tapes (No BETA) and resumes to: Robert Tayek, V.P., News, WAKC TV-23, 853 Copley Road, Akron, OH 44320. No phone calls. EOE.

QUALITY NEWSCAST DIRECTOR NEEDED

Applicant must have minimum two years experience directing newscasts. Must also have experience directing other news related activities and be able to serve as both director and technical director when necessary. Must have good working knowledge of current graphics technology and graphics application. Ability to handle pressure and get along with people essential. TO APPLY, CONTACT: Mac Troy, KOCO-TV, P.O. Box 14555, Oklahoma City, Oklahoma 73113. EOE.

Reporter: Fox station looking for self-starting, non-traditional story-teller. Must be able to dig and break the big story. Strong live shot and on-set ability. Previous anchoring experience preferred. Send resume and VHS tape to: Ron Petrovich, News Director, WXIN-TV, 1440 N. Meridian, Indianapolis, IN 46202.

Reporter; Dominant market leader seeks experienced general assignment reporter. Emphasis on enterprise reporting, we're looking for someone who can uncover the story and not just cover it. Send non-returnable 3/4 inch or VHS tape to: Roy Frostenson, News Director, KNOE-TV, P.O. Box 4067, Monroe, LA 71211. KNOE is an Equal Opportunity Employer and minorities are encouraged to apply.

SPORTS REPORTER/ANCHOR - You need to be able to do more than just scores and highlights. Person will turn dynamic sports features. Will also anchor weekend sportscasts. Send 3/4" non-returnable tape, resume and references to Sports Anchor, WCBD-TV, P.O. Box 879, Charleston, SC 29402. Minorities and women encouraged to apply. EOE/M/F. Drug test mandatory. Telephone calls will disqualify you.

TELEVISION NEWS PRODUCER Top 20 leader looking for main line producer. Five years experience and computer literacy preferred. Take charge attitude and superb writing skills a must. No stackers. Send tape, news philosophy and critique of your newscast to: Box #D-37. EOE.

Weekend weatherperson. Growing Fox affiliate in Indianapolis seeks meteorologist or person with NWA seal. Send VHS and resume to Ron Petrovich, News Director, WXIN-TV, 1440 N. Meridian, Indianapolis, IN 46202. No phone calls.

HELP WANTED PROGRAMMING PRODUCTION & OTHERS

Facilities Sales/Production Experienced production manager needed to sell and coordinate use of new production facilities including video studios, video and audio post, and uplink capabilities. exp w/LA market a must. Please send resume w/ salary to TV, 2505 Foothill Boulevard, #E, La Crescenta, CA 91214. EOE.

SENIOR PRODUCER: KTCA-TV, Minneapolis/St. Paul, has an opening for a talented, dynamic producer for its Emmy Award winning national science series, NEWTON'S APPLE. This position provides an extraordinary opportunity to join an established and successful production team at one of the most creative stations in public broadcasting. It requires a minimum of seven years production experience, exceptional skill at writing, producing, directing on-camera talent in field and studio situations, experience in managing and mentoring production staff teams, developing and funding production and keeping productions on time and within budget. The successful candidate will also possess a proven interest in science and the ability to make highly complex content clear and engaging for a family audience. science or educational TV experience will be a plus. Salary: Negotiable, depending on experience. Send resume, reel and cover letter by July 22 to: Box 127, KTCA-TV, 172 East 4th Street, St. Paul, MN 55101. Enclose an SASE if you require return of your reel. An Equal Opportunity Employer.

CONTINUITY CLERK- Instruct all incoming commercials for sales accounts. Work with Sales Department. Good phone skills, organization skills and detail oriented a must. High School diploma, computer skills necessary. Columbine experience required. EOE. Resumes only to General Manager, WBFS-TV, P.O. Box 4633, Miami, FL 33014.

PRODUCTION MANAGER Your chance to live the real "Northern Exposure!" Shoot, write, edit, voice local commercial production for #1 rated CBS affiliate. 3 - 4 years experience, all phases video production. Supervisory skills desirable. \$28,000 - \$30,000 DOE + 401K and profit share plans. EOE. Fax resume to: Station Manager, KTVF-TV, Fairbanks, Alaska. (907) 452-5120.

Creative writer and editor to shoot and produce multi-media promotional messages for Mid-Atlantic small-market affiliate. Must be a good writer and able to operate Ampex 4100 switcher, Abekas A51, ESS still storer, Chryon, Dubner, Ampex 1", Ace Editor and Vista Tips Paint System. \$18-20,000 to start. Paid health and life insurance. Send resume and salary history to Box D-17. EEO/MF-F.

NEWS 40 WGGB-TV seeks full-time director for high-profile newscasts. Aggressive ABC affiliate with many opportunities. Previous experience necessary. Resume tape and salary history to Mike Moran WGGB-TV, P.O. Box 40, Springfield, Massachusetts 01102-0040. EOE.

PRODUCER Are you a dynamic writer, innovative producer, unflappable, resourceful and relentless in your pursuit of the hottest news? If you have these qualities and at least two years experience, a Northeast ABC affiliate committed to a big-market approach to the news, wants you. Send resume and demo reel to Ian Rubin, P.O. Box 40, 1300 Liberty Street, Springfield, MA 01102-0040.

SENIOR PRODUCER, LOCAL PRODUCTION: KCTS/9, a non-profit organization, seeks a Senior Producer for Local Production. This is a grant-funded, one-year position for a person of color, with the possibility of extension. Sr. Producer will conceive, research, plan, produce, report and edit production and content elements for local production programs. Minimum 5-7 years experience in Broadcast Television with credits as Senior Producer/Reporter and on-air experience as Reporter, Anchor or Interviewer required. Bachelors/AA degree preferred. Should demonstrate experience in producing programs/segments for diverse communities. Local contact with diverse communities desired, but not required. editing skills highly desirable. To apply, please send 2 copies EACH of cover letter and resume to Margaret Feige, KCTS/9-tv, 401 Mercer Street, Seattle, WA 98109. PLEASE DO NOT SEND TAPES AT THIS TIME. We will request tapes when they are needed. Resumes will be accepted until the position is filled, however, KCTS plans to begin screening for this position between July 15-31, 1994. No phone calls please. KCTS/9 is an AA/EEO employer and actively seeks to diversity its workforce.

TV writer/producer with natural science, anthropology or archaeology background needed. Send resume and non-refundable VHS tape. Reply to Box 00009.

We are looking for a producer who is a news room leader, puts on a newscast that delivers both information and watchable television and brings fresh ideas to the table everyday. Must be able to take the ultimate responsibility for every aspect of the newscast, including sports and weather. Send resume, NON-RETURNABLE tape and writing samples to: WSYX-TV, PO Box 718, Columbus, OH 43216-0718 ATTN: News Producer. NO PHONE CALLS PLEASE. Women and minorities are encouraged to apply. Pre-employment drug testing. EOE. M/F/D.

CREATIVE SERVICES DIRECTOR to lead total station program and news promotion efforts for top 60 Sunbelt affiliate. We need a creative and aggressive specialist with demonstrated hands-on leadership skills in planning strategic marketing, production and application. The right person has three-five years management experience with news promotion success stories. Send resume to Box D-38. Women and minorities are encouraged to apply.

CREATIVE SERVICES DIRECTOR: WOWT Channel 6, in Omaha, seeks a talented individual with diverse qualifications, to assist the Director of Marketing and Promotion in developing and maintaining the station's on-air look and image. Must possess excellent writing and producing skills, including hands-on shooting and post-production. Must be able to manage and supervise, and provide leadership and creative direction for, the production department staff and facilities. Prefer 2-3 years experience writing and producing on-air promotion, with emphasis on News. Prefer 2-3 years experience in production management. Submit resume and non-returnable tape to: WOWT Human Resources, 3501 Farnam Street, Omaha, NE 68131. No phone calls. EOE.

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.

P.D./Morning Personality. If you are Creative, Organized and Intelligent with skills in Management, Computer literate, experienced in Country and strong in Production, send tape and resume to Hal Widsten, GM, KGNB/KNBT, 1540 Loop 337 North, New Braunfels, Texas 78130. No calls please. EOE/MF.

PROMOTION PRODUCER - Ready to move up to top 100 market? Must be highly creative, hands-on, organized and experienced in on-air promotion with strength in news, editing, and graphics. ABC affiliate in privately owned and operated broadcast group. Rush resume and non-returnable tape to F. Robert Kalthoff, WSJV-TV, P.O. Box 1646, Elkhart, IN 46515. EOE/MF.

Producer/director position opening. Send resumes to: Larry Waters, Operations Manager, WICD-TV 250 S. Country Fair Drive, Champaign, IL 61821. No phone calls please. EOE.

Promotion Manager: Brand new station in Myrtle Beach, South Carolina, looking for creative hands-on Promotion Manager. Come in on the ground level and help create station image. Must have strengths that include copy-writing, shooting and editing with a strong eye for graphics. Responsibilities also include public relations in the community. Send resume and tapes to: 21 Promotion Manager, 3215 South Cashua Drive, Florence, SC 29501. No phone calls please. EOE/MF.

SENIOR PROMOTION PRODUCER, KMBC-TV seeks a Senior Promotion Producer. Duties include writing and producing promotion announcements to air on station and other media outlets. Skills needed include ability to create, write and produce exciting and compelling promos; ability to work in team environment with other promotion producers and graphics personnel; and ability to work with other departments (especially the news department) in creating strong, cohesive promotion and other marketing materials. Ideal candidate should have two or more years experience in news promotion. Send resume and tape to Steve Wilkins, Promotion Manager, KMBC-TV, 1049 Central, KCMO 64105. Women and minorities are encouraged to apply. **No phone calls, please.** EOE.

WITI-TV, the New World station serving Milwaukee seeks innovative creative services producer with a minimum of 3 years experience in news and programming promotion. Strong writing and creative skills required. College degree in advertising/communication a must. If you're at the top of your game and looking to work with the best in the business, rush resume and tape to: Chris Klotz, WITI-TV6, 9001 N. Green Bay Rd., P.O. Box 17600, Milwaukee, WI 53217. Please, no phone calls!

SITUATIONS WANTED MANAGEMENT

VERSATILE 18 YEAR BACKGROUND includes; operations, production, management, sales, ENG and instruction. Seeking management involvement in small/medium N.W. or S.W. market. (206) 633-3247.

SITUATIONS WANTED TECHNICAL

Recent Videotape Editing graduate and intern seeks position with small growing station. Trained/experienced with Toaster, AmiLink, most aspects of TV production. Willing to relocate. Steve (310) 534-4731.

SITUATIONS WANTED NEWS

Bilingual TV Anchor Spanish/English. Young, energetic, professional. Network experience and live audience. Demo tape (VHS) upon request. Please call Javier Angel (202) 726-1050.

Helicopter Pilot. 900+ hours in NYC area. 6+ years in broadcasting. Will consider all markets. Can start up or complement your operation. 201-435-4412.

I know sports. You'll know when you see my tape. Intelligent, mature, hates cliches. 5 years radio experience. Currently freelance cable PBP. Bob 201-546-5546.

FOR SALE EQUIPMENT

UHF TV Transmitter for sale, 60 KW klystron, well maintained. Megastar (702) 386-2844.

CABLE

HELP WANTED TECHNICAL

Vacancy #C041-04, Northern Arizona University in Flagstaff, Arizona (7,000 ft.; pine forests; clean air) immediately needs an Electronic Field Services Engineer (DOE \$20-26K annual plus excellent benefit package). DUTIES - Primary: Maintain CATV System 4,500 drops; Secondary: Broadcast Video Experience. To apply call 602-523-4259 or write NAU TV Services, P.O. Box 5676, Flagstaff, Arizona 86011. NAU is an EOE/AA Institution.

HELP WANTED SALES

AsiaOne Network seeking media salesperson for NY market. experience a plus. Salary/commission and benefits. Call regional marketing director at (201) 642-8000 for interview or fax resume (201) 642-5208. EOE. MF.

Local Advertising Sales Account Executive - Sunshine Network, Florida's premier regional sports network, has an immediate opening for Ft. Lauderdale office. Responsibilities will include new business development in cable, broadcast and radio packages. Previous broadcast, radio and/or sports sales essential. Submit a cover letter and resume to Local Sales Manager, Sunshine Network, 390 N. Orange Avenue, Suite 1075, Orlando, FL 32801. No phone calls please. Sunshine Network is an equal opportunity employer.

ALLIED FIELDS

HELP WANTED INSTRUCTION

M.A. program in communication prepares students for college teaching and for advancement in media fields. Financial support for Fall 1994 available through assistantship awards to qualified applicants. Admission requirements include bachelors degree in a communications field, 2.8 GPA, and GRE exam. Interested persons should send resume and letter indicating career/educational goals to: Dr. Joe Oliver, Graduate Program Coordinator, Department of Communication, Stephen F. Austin State University, Nacogdoches, TX 75962. 409-568-4001 (tel.), 409-568-1331 (fax).. EOE.

The Alaska Public Radio Network's Indigenous Broadcast center is seeking a Curriculum Developer for a national training center designed to empower Natives in the media. Curriculum Developer will develop and implement workshops throughout the country in all aspects of public radio and a multi-media youth institute. Developer will be responsible for analyzing station training needs, scheduling training events, and hiring consultants to conduct the training. Individual should have a strong background in production and understand the operations of radio stations and Native issues. Must have excellent communications skills and work well in a fast-paced environment. Please send resume to: J. Saltee, IBC, 810 East 9th Avenue, Anchorage, Alaska 99510.

HELP WANTED TECHNICAL

STAFF ENGINEER - CONFERENCE PLANNING
We're looking for a talented professional who can provide responsive technical support for the Science and Technology department of the National Association of Broadcasters. Responsibilities would include managing conference planning and programming on broadcast and multimedia issues, determining information needs of NAB technical conference attendees; cultivating and expanding available information resources as well as arranging forums for information exchange.

Must have 5 years management level experience in broadcast/or multimedia industry; strong writing skills; proven computer literacy; BS degree in Electrical Engineering (MSEE preferred) or related field. Send resume with salary history to: NAB, Personnel/SE, 1771 N Street, NW, Washington, DC 20036.

Television Customer Support Engineer: ALAMAR USA, INC. the world leader in television Master Control automation has immediate openings for 2 Customer Support Engineers. In this challenging environment, you will provide assistance to our rapidly growing customer base, test and install systems and have the opportunity for worldwide travel. Television Broadcast/Cable TV operations experience and strong working knowledge of computers is a must. Send/Fax resume to: Customer Support engineer, ALAMAR USA, Inc., 1711 Dell Avenue, Campbell, CA 95008. Fax: 408-370-4861.

EMPLOYMENT SERVICES

GOVERNMENT JOBS \$16,040-\$59,230/yr. Now Hiring. Call (1) 805-962-8000 Ext. R-7833 for current federal list.

TV News Entry Level Confirmed openings. Weekly lead sheet \$24.95/4 weeks. MTC, box 502, Santa Ysabel, CA 92070. 619-782-2705.

Reporters, Anchors and Producers!!! You deserve the best chance to achieve your career goals. NEWS/Directions can help. Affordable, reliable, professional. 1-800-639-7347.

FINANCIAL SERVICES

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

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

EDUCATIONAL SERVICES

MANAGER, MULTIMEDIA SERVICES VIDEO PRODUCTIONS. The Office of Learning Resources at the University of California, San Diego School of Medicine is seeking a highly skilled leader to manage the Multimedia Video Production Services. Responsibilities: participate in inter-departmental team to develop multimedia projects that support media school curriculum; assist multimedia managers in researching and writing grant proposals; develop and produce various types of programs in video, audio or multimedia formats. Requires: demonstrated excellence in scriptwriting and creation of video productions for educational, industrial and broadcast markets; knowledge of visual production equipment and familiarity with Macintosh multimedia software. Salary range: \$37,800-\$47,200. Send resume by 7/15/94, referencing Job #105262-D to: USCD Human Resources, 10280 N. Torrey Pines Road, Suite 266, La Jolla, CA 92093-0967. AA/EOE. USCD University of California, San Diego.

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New Deadline is Monday at 9:00am Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published. Orders, changes, and/or cancellations must be submitted in writing. **NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.**

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO make goods will run if all information is not included.** No personal ads.

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Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.70 per word, \$34 weekly minimum. Situations Wanted: 85¢ per word, \$17 weekly minimum. All other classifications: \$1.70 per word, \$34 weekly minimum.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD etc., count as one word each. A phone number with area code and the zip code count as one word each.

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$148 per inch. Situations Wanted: \$74 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space (when camera-ready art is provided). Frequency rates available.

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For subscription information call 1-800-554-5729.

For the Record

OWNERSHIP

Granted

KZXX(AM) Kenai, AK (BAL940216EC)—Action April 21.

KEZA(FM) Fayetteville, AR (BTCH940330-GF)—Action April 21.

KRGO(AM) Fowler, CA (BTC940209EA)—Action April 20.

KTRO(AM) Port Hueneme, CA (BTC-940118GE)—Action April 22.

KCAQ(FM) Oxnard, CA (BTCH-940118GF)—Action April 22.

KRXQ(FM) Roseville, CA (BALH931203-GG)—Action April 21.

KRBK-TV Sacramento, CA (BALCT931207-KE)—Action April 21.

WRXK-FM Bonita Springs, FL (BALH-940412GE)—Action April 15.

WPBF(TV) Tequesta, FL (BALCT940311-KH)—Action April 25.

WBBK(AM) Blakely, GA (BAL931102GE)—Action April 26.

KDEO(AM) Waipahu, HI (BAL940303EA)—Action April 28.

WTAZ(FM) Morton, IL (BTCH940228GF)—Action April 21.

WZPL(FM) Greenfield, IN (BALH940224-GS)—Action April 22.

KADF(FM) Horton, KS (BAPH931112GG)—Action April 25.

WGGC(FM) Glasgow, KY (BTCH940404-GG)—Action April 21.

WDJX-AM-FM Louisville, KY (AM: BAL-940225GI; FM: BALH940225GJ)—Action April 22.

WGMB(TV) Baton Rouge (BALCT-940415KI)—Action April 26.

WRNO-FM New Orleans (BALH940330-GL)—Action April 21.

WSBK-TV Boston (BALCT930219KJ)—Action April 21.

WPVQ(FM) Turners Falls, MA (BAPH-940311GF)—Action April 8.

WCTB(FM) Fairfield, ME (BAPH-940125GE)—Action April 20.

KTOZ-AM-FM Springfield, MO (AM: BAL931213EC; FM: BAL940404EI)—Action April 20.

WJBK-TV Detroit (BALCT930219KE)—Action April 21.

WXMI(TV) Grand Rapids, MI (BTCCT-931213KG)—Action April 21.

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

KRBR(TV) Duluth, MN (BAPCT940411-KQ)—Action April 26.

WGBC(TV) Meridian, MS (BTCCT-940228KE)—Action April 21.

WRDC(TV) Durham, NC (BALCT940415-KG)—Action April 26.

WFXZ(FM) Jacksonville, NC (BTCH-940201GG)—Action April 22.

WGNA-AM-FM Albany, NY (AM: BAL-940112GF; FM: BALH940112GG)—Action April 13.

WBNR(AM) Beacon, NY (BAL931230GM)—Action April 19.

WMRV-AM-FM Endicott, NY (AM: BAL-931230GK; FM: BALH931230GL)—Action April 19.

WODZ-AM-FM Rome, NY (AM: BTC940107-GE; FM: BTCH940107GF)—Action April 15.

WSPK(FM) Poughkeepsie, NY (BALH-931230GN)—Action April 19.

WYRX(FM) Lima, OH (BALH940111GI)—Action April 15.

WCWA(AM)-WIOT(FM) Toledo, OH (AM: BAL940404GE; FM: BALH940404GF)—Action April 22.

WCWA(AM)-WIOT(FM) Toledo, OH (AM: BAL940202GI; FM: BALH940202GJ)—Action April 22.

WZOQ(FM) Wapakoneta, OH (BTCH-940111GH)—Action April 15.

WBRX(FM) Patton, PA (BTCH931220GK)—Action April 26.

WVPO(AM)-WSBG(FM) Stroudsburg, PA (AM: BAL940307GF; FM: BALH940307-GG)—Action April 21.

WSUY(FM) Charleston, SC (BALH940217-GN)—Action April 7.

WOGY-FM Germantown, TN (BTCH-940217GR)—Action April 11.

WHBQ-TV Memphis (BALCT940415KH)—Action April 26.

KVEO(TV) Brownsville, TX (BALCT-

940415KL)—Action April 26.

KTAM(AM)-KORA-FM Bryan, TX (AM: BAL940202EH; FM: BAL940202EH)—Action April 22.

KLTV(TV) Galveston, TX (BTCET-940311KE)—Action April 21.

KFJZ(AM) Fort Worth, TX (BAL940408-EB)—Action April 26.

KPEJ(TV) Odessa, TX (BALCT940415KJ)—Action April 26.

KZEE(AM) Weatherford, TX (BAL940216-EA)—Action April 20.

KLCK(AM) Goldendal, WA (BTC940404-EA)—Action April 22.

KWKT(TV) Waco, TX (BALCT940415KK)—Action April 26.

KZZL-FM Pullman, WA (BAPH-940310GV)—Action April 7.

WHSM-FM Hayward, WI (BALH940330-GK)—Action April 22.

Dismissed

KPEL(AM)-KTDY(FM) Lafayette, LA (AM:

BY THE NUMBERS

BROADCASTING

Service	Total
Commercial AM	4,928
Commercial FM	5,030
Educational FM	1,689
Total Radio	11,647
Commercial VHF TV	558
Commercial UHF TV	596
Educational VHF TV	123
Educational UHF TV	242
Total TV	1,519
VHF LPTV	525
UHF LPTV	971
Total LPTV	1,496
FM translators	2,183
VHF translators	2,265
UHF translators	2,422
Total Translators	6,870

CABLE

Total systems	11,385
Total subscribers	58,834,440
Homes passed	91,433,000
Cable penetration*	62.5%

*Based on TV household universe of 94.2 million.
Source: Nielsen, NCTA and FCC.

BTCH940330GE; FM: BTCH940330GG)—
Action April 21.

FACILITIES

Actions

Tuscaloosa, AL WFFX(FM) 95.7 mhz—
Granted app. of Alabama Universal Corp. for
CP to make changes; ant. 299 m.; TL: 8.9 km
SSE of Vance, Bibb Co., AL. Action April 15.

Cortaro, AZ KEVT(AM) 1030 khz—Granted
app. of Cortaro Broadcasting Corp. for MP to
correct coordinates. Action April 18.

San Bernardino, CA KCKC(AM) 1350 khz—
Granted app. of AP Broadcasting of California
Inc. for CP to increase nighttime power to
600 w; make changes in antenna system.
Action March 24.

Pearl City, HI KIFO(AM) 1380 khz—Granted
app. of Hawaii Public Radio for MP to
reduce power to 6.2 kw. Action March 24.

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

Aguada, PR WQHA(TV) ch. 50—Granted
app. of Aurio Matos for MP to change ant. to
343 m.; TL: Carretera 411 Ramal 30 km; 8
Barrio Atalaya, Aguada, PR. Action March
23.

Bakersfield, CA KCHT(FM) 99.3 mhz—
Granted app. of Grapevine Radio Inc. for
one-step application to change channel to
257B1. Action April 15.

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Detroit	San Francisco
Houston	Washington, D.C.

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Fresno, CA KJWL(FM) 99.3 mhz—Granted
app. of John Ostlund for mod. of CP to
make changes: ERP: 5.03 kw; ant. 106.3
m.; TL: 2220 Tulare St., Fresno, CA. Action
April 19.

Merced, CA KXDE(FM) 107.7 mhz—Granted
app. of John Neuhoof for mod. of CP to
make changes: ERP: 5 kw; ant. 110 m.; TL:
3.7 km NNE of intersection of Snelling and
Lapaloma rds., 11 km NNE of Merced,
Merced Co., CA. Action April 13.

Strasburg, CO KAGM(FM) 102.3 mhz—
Granted app. of Lenora Alexander for MP to
make changes: TL: 9 mi. S of Strasburg, CO.
Action April 28.

Bethany Beach, DE WKHI(FM) 95.9 mhz—
Granted app. of Roger Atkin and Banking
Services Corp. for mod. of CP to make

changes: ERP: 25 kw; ant. 91 m.; TL: 0.27
km NE of Foxfire Meadow; NE of Muddy
Neck Rd.; 1.82 km SE of W Ave., Rte 26
intersection, Sussex Co., DE; change class
to B1 (per MM docket 93-14). Action April 19.

Gainesville, FL WYKS(FM) 105.5 mhz—
Granted app. of Gillen Broadcasting Corp. for
CP to make changes: change ERP: 6 kw; frequency
105.3 mhz; pursuant to MM docket
90-164. Action April 15.

Durham, NC WDCG(FM) 105.7 mhz—Dis-
missed app. of Prism Radio Partners LP for
CP to make changes; ERP: 100 kw; TL:
Jones Perry Rd. approx. 6.3 miles SW of Car-
boro, NC. Action April 22.

Winnemucca, NV KWNA-FM 92.7 mhz—
Granted app. of Sheen Broadcasting Corp.
for CP to change ERP: .14 kw, and class: to
C3 (Per MM docket 89-150). Action April 22.

Yellow Springs, OH WYSO(FM) 91.3 mhz—
Granted app. of Antioch University for CP to
make changes: ERP: 37 kw; change class
from B1 to B. Action April 4.

Spangler, PA WXVE(FM) 97.3 mhz—Granted
app. of WKYN Inc. for mod. of CP to make
changes; ERP: 1.75 kw; ant. 186 m. Action
April 25.

Williamsport, PA WWAS(FM) 88.1 mhz—
Granted app. of Pennsylvania College of
Technology for CP to make changes: ERP:
.494 kw. Action April 13.

Bloomington, TX KLUB(FM) 106.9 mhz—
Granted app. of Tschirhart Broadcasting Inc.
for CP to make changes: ERP: 25 kw; ant. 82
m.; and to change docket to C3 (per MM
docket 91-79). Action April 22.

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Rights of renters

EDITOR: Regarding the FCC's proposed charges for using radio frequencies: In our society and in normal business practices, when you rent something, you own it as long as the rent is paid.

If we do have to pay spectrum users fees, we should then be able to do with those frequencies what we want, as long as we pay those fees.

We should be able to accept radio advertising for tobacco. We should be able to abolish the lowest unit rate for political advertisers. We should be able to eliminate the fairness doctrine and favor one party over another.

In short, when we pay rent to use the frequencies, we should then be able to operate those frequencies in any manner that we want, as long as the rent is paid.

Just by eliminating the lowest-unit-rate provision, we should be able to

recoup what the spectrum fees cost us. Let the politicians who vote for the spectrum users fees help us pay those fees with a higher advertising rate.—*Gene Kirchner, general manager, WRDN-AM FM Durand, Wis.*

Taxing proposed

EDITOR: I've long been a Ted Turner admirer. The man must have had something going for him to have turned a rundown UHF independent into a major force in the broadcasting and cable industries. However, it appears Ted has finally lost it with his suggestion that we provide cable for those who cannot afford it and tax broadcasters to pay for it ("In Brief," May 30).

What's next? Do we provide radios for those who cannot afford them? Newspapers for those who don't have the 25 cents to buy one? How about computers for people who can't buy one? We could tax IBM and Micro-

soft to pay for them.

Get real, Ted! We have enough government meddling in our lives and businesses as it is. The last thing we need is another tax. Maybe it's time you and Jane retired to the buffalo ranch in Montana and let somebody else run the show.—*Larry G. Fuss, president and general manager, WDTL-FM Cleveland, Miss.*

I-Man A-OK

EDITOR: When one drops in on the "Imus family," it's often in the middle of an engaging, often intelligent conversation on a topical subject, often with the newsmaker or a keen observer. Most days it's a warm, friendly, hip place to visit—not just because of the I-Man, but because of the whole gang. There is an expectation and a feeling of welcome. That's why it's good radio.—*Vince Cremona, VP/GM, WICC(AM)-WEBE(FM) Bridgeport, Conn.*

THIS WEEK

- July 4-15**—Meeting of the Secretaries General of the Broadcasting Unions. Helsinki, Finland. Sponsored by *NANBA*. Contact: World Broadcasting Unions, (613) 738-6553.
- July 7**—*AEI Telecommunications Summit*. Wohlstetter Conference Center, Washington. Contact: Hillary Laytham, (202) 862-5800.
- July 7-10**—*Upper Midwest Communications Conclave*. Downtown Hilton and Towers, Minneapolis. Contact: (612) 927-4487.

JULY

- July 13-15**—Telecom Billing '94: Fourth annual conference on developing billing systems for tomorrow's advanced services. Sponsored by *Business Research Publications, TeleChoice and Swidler & Berlin*. Sheraton Washington, Washington, D.C. Contact: (800) 822-MEET or (202) 842-3022.
- July 13-17**—7th annual *International Teleproduction Society Forum and Exhibition*. Mayflower Hotel, Washington, D.C. Contact: Jessica Josell, (212) 877-5560.
- July 16-18**—*California Broadcasters Association* summer convention. Hyatt Regency Monterey, Monterey, Calif. Contact: (916) 444-2237.
- July 19-21**—*Florida Cable Television Association* annual convention. Ritz Carlton, Amelia Island, Fla. Contact: Joice Ventry, (904) 681-1990.
- July 20-23**—*Alliance for Community Media* International Conference and Trade Show. Ala Moana Hotel, Honolulu. Contact: (202) 393-2650.
- July 21**—Nominations are announced for 46th annual Prime Time Emmy Awards from Academy Plaza Theatre, 5230 Lankershim Blvd., N. Hollywood. *Academy of Television Arts & Sciences*. Contact: Murray Weissman or Mark Rosch, (818) 763-2975.
- July 21-23**—South Carolina/North Carolina joint summer meeting sponsored by *South Carolina Cable Television Association*. Hyatt Regency Hotel, Hilton Head, S.C. Contact: Nancy Horne, (404) 252-2454.
- July 24-27**—*Cable Television Administration and Marketing Society* national marketing conference. Chicago. Contact: (703) 549-4200.
- July 24-29**—Management Development Semi-

Datebook

- nar for Television Executives sponsored by *National Association of Broadcasters*. Northwestern University, Evanston, Ill. Contact: John Porter, (202) 429-5368.
- July 27-29**—*Michigan Cable Television Association* annual summer meeting. Grand Traverse Resort, Traverse City, Mich. Contact: Colleen McNamara, (517) 482-2622.
- July 27-31**—Unity '94. Co-sponsored by *National Association of Black Journalists, National Association of Hispanic Journalists, Asian American Journalists Association and Native American Journalists Association*. Atlanta. Contact: (800) 948-6489.

AUGUST

- Aug. 1-3**—1994 *Eastern Cable Show*. Inforum Exhibit Hall, Atlanta. Contact: (404) 252-2454.
- Aug. 4-6**—*Satellite Broadcasting & Communications Association* national convention. Orlando Convention Center, Orlando, Fla. Contact: (703) 549-6990.
- Aug. 16-18**—Interactive Multimedia Forum. Waldorf-Astoria, New York. Sponsored by *Kagan Seminars Inc.* Contact: Genni Russell, (408) 624-1536.
- Aug. 24-25**—Investing in Asia-Pacific Media & Telecom. Park Lane, New York. Sponsored by *Kagan World Media*. Contact: Genni Russell, (408) 624-1536.
- Aug. 25-27**—*Nebraska Broadcasters Association* annual convention. Ramada Inn, Kearney, Neb. Contact: Dick Palmquist, (402) 333-3034.
- Aug. 31-Sept. 1**—*Wisconsin Cable Communications Association* annual convention. Chula Vista Resort & Conference Center, Wisconsin Dells, Wis. Contact: Tom Hanson, (608) 256-1683.

SEPTEMBER

- Sept. 9-11**—*Oregon Association of Broadcasters* annual fall conference. Inn of the Seventh Mountain, Bend, Ore. Contact: Gordon Bussey, (503) 257-3041.
- Sept. 12-13**—UK Cable, Telephony & Finance. Sponsored by *Kagan World Media Ltd.*

Hotel Conrad/London. Contact: Genni Russell, (408) 624-1536.

- Sept. 12-14**—Telco-Cable VI: Sixth annual conference on Business Opportunities for Telcos and Cable TV Companies in the Residential Video/Telecom Marketplace. Sponsored by *Business Research Publications, Wiley, Rein & Felding* and the *Yankee Group*. Omni Shoreham, Washington, D.C. Contact: (800) 822-MEET or (202) 842-3022.
- Sept. 14**—Advertising Issues II Forum, Marriott EastSide, New York. Sponsored by the *Association of National Advertisers*. Contact: Roseward Sky, (212) 697-5950.

Sept. 14-18—*International Broadcasting Convention* biennial meeting. Amsterdam, Holland. Contact: Sarah Campbell, 44-71-240-3839.

Sept. 17-19—*National Association of Broadcasters* Television Meetings TV 100+ Exchange, Nashville. Contact: Kathy Muller, (202) 775-3527.

Sept. 19-22—*National Association of Telecommunications Officers and Advisors* 14th annual conference. John Ascuaga's Nugget, Sparks/Reno, Nev. Contact: Renee Winsky, (202) 626-3160.

Sept. 20—Investing in Wireless Telecom. Waldorf-Astoria, New York. Sponsored by *Kagan Seminars, Inc.* Contact: Genni Russell, (408) 624-1536.

Sept. 21-22—Cable Telco Values and Finance, Waldorf-Astoria, New York. Sponsored by *Kagan Seminars Inc.* Contact: Genni Russell, (408) 624-1536.

Sept. 22-23—*Institute of Electronic & Electrical Engineers/Broadcast Technology Society* 44th annual broadcast symposium, Washington, D.C. Contact: John Powers, (202) 705-7910.

CONTINUING

Now through Sept. 30—Country Music: On the Air," exhibition and seminars presented by *The Museum of Broadcast Communications*, Chicago. Contact: Anne Barlow, (312) 629-6026.

Now through Nov. 2—Rock 'n' Roll and Radio, a listening series. Sponsored by *The Museum of Television & Radio*, New York. Contact: Dana Rogers, (212) 621-6705.

Major Meetings

Allen Joseph Bohbot

At 39, Allen Bohbot has transformed the company he founded nine years ago from a small New York media-buying service into one of the largest media buyers in the country and a major presence in children's syndicated programming.

In May, according to a Petry Television rundown of the Nielsen ratings, Bohbot Entertainment had three of the top five weekly children's syndicated programs: *Double Dragon*, *Mighty Max* and *King Arthur*. Among afternoon strips, the company broke into the top 10 with *Sonic the Hedgehog*, which doubled ratings for the time period over May 1993.

Bohbot projects that his company's media-buying arm will generate perhaps \$370 million in gross billings this year, making it the third-largest independent media-buying service (behind Western International and SFM).

In September, Bohbot will have six shows in syndication. If all goes according to plan, the company will have nine shows in the 1995-96 season, including a new Saturday morning block targeted to the younger half of the girls 2-11 demographic.

Bohbot, just out of college, began his career in 1976 at Ed Libov & Associates, a New York media-buying firm. He spent seven years there, leaving shortly after Libov died. Bohbot thought highly of Libov, but not of the company. "The senior people below Ed were not what I considered to be people of high caliber," he says.

When Bohbot left Libov, where he worked on the Toys "R" Us advertising account, he joined Fox & Associates, which had the Child World account. In 1986 he formed Bohbot & Cohn with ex-Libov-er Jerry Cohn. Their first client, Toys "R" Us, is still with the company. A year later, Bohbot bought out Cohn.

The past three or four years have been big growth years for Bohbot's business. The company has grown from about 40 employees in New York to about 200 nationwide and in Europe, with offices in New York, Chicago, San Francisco and, as of this month, Paris.



Bohbot controls more than 50% of the privately held company. The remaining shares are held by six other company directors, including two executive vice presidents and his father, Gerard. Bohbot will not disclose revenues, but he projects a more than 20% revenue gain and record profits for this year. "We've only had one nonprofitable year in nine years, and that one year was just a slight loss," he says.

The growth has not come without cost. It would be an understatement to say that Bohbot is not universally loved throughout the industry. He has more than his fair share of detractors. A dozen present and former colleagues, employees, clients and competitors, and even a sister who once worked for him, refused comment for this article.

"He's tough, there's no doubt about it," says Barry Baker, an unabashed Bohbot admirer and client who runs River City Broadcasting. "But in the syndication business, particularly the kids business where you're leveraging programming and dollars, you have to expect that."

Baker calls Bohbot a "good guy." The key to Allen's success is his unshakable belief in his product, his hard work and dedication. He also listens to the stations' point of view in a market very overcrowded with children's product."

Others call Bohbot driven, abrasive and egotistical beyond belief. To a degree, Bohbot understands the antipathy of some former employees and blames himself for creating an "unhappy philosophy and culture" at his company. "I think three years ago I was a horrible boss. I was very demanding, quick-tempered and a pressure-oriented kind of guy to get results."

But Bohbot says he's changed. One particular episode more than any other forced him to reassess, and subsequently change, his management style: the 1990 launch and abysmal failure of the kids series *Video Power*.

From the beginning, *Video Power* was Bohbot's pet project. "I created it, designed it and very much believed in

it," he recalls. "A lot of people didn't, and I forced it on them. I was going to prove that I was right and they were wrong. And the show just died."

It was quite a revelation, Bohbot says. "I realized

then [that] I didn't have all the answers and I made a mistake that maybe I wouldn't have [made] if I had listened to counsel."

So now, he says, he listens more. He also has learned to delegate authority and allows managers to run their departments while he plots long-term growth.

"I'm a lot different than I was three years ago. Looking back, it was just silly behavior. [But] I don't know that I'm there yet."

One thing he does guarantee: Bohbot Entertainment will continue to grow. Future plans include aggressive international expansion and, perhaps in two years, a public offering, merger or major acquisition. —SM

President/chief executive officer, Bohbot Communications Inc., New York; b. Oct. 29, 1954, New York; BA, marketing, Bernard Baruch College, 1976; assistant media buyer, Ed Libov Associates, 1976-83; media buyer, Fox & Associates, 1983-86; present position since January 1986.

BROADCAST TV



Dyer

Appointments at New Vision Television, Atlanta:

Michele Dyer, director, station operations, KOLD-TV Tucson, Ariz., named VP, programming; **Joe DelGrosso**, GSM, WJTV(TV) Jackson, Miss., named VP/GM; **Ron Becker**, broadcast journalist, WLVI-TV Boston, joins as chief news consultant and news director, WECT-TV Wilmington, N.C.



DelGrosso

Appointments at CBS Inc., New York: **Ileene**

Mittleman, director, communications and East Coast affiliate promotion, CBS/Broadcast Group, named VP, advertising and promotion, East Coast; **Judith Bass**, director, business affairs, Time Inc., New York, named VP, business affairs and operations, CBS Enterprises, there; **Amy Dorn Kopelan**, VP, direct response marketing, Capital Cities/ABC Inc., New York, named VP, licensing and merchandising.

Appointments at WDAF-TV Kansas City, Mo.: **Lisa Hickok**, creative services director, named VP/marketing and creative services; **Henry Chu**, managing producer, *Earth Journeys*, Preview Media, San Francisco, joins as assistant news director; **Annie Nau**, producer, WSJV(TV) Elkhart, Ind., joins as weekend morning news producer.

Appointments at WGBO-TV Joliet, Ill.: **Jane Hepburn Fiore**, assistant LSM, named LSM; **Joseph Sanchez**, account executive, named assistant LSM.

George Chamberlin, host, *Money in the Morning*, KCEO(AM) Vista, Calif., joins KNSD(TV) San Diego as money and business reporter.

Thomas Jaycox, counsel, Legal Aid

Society of Nassau County, New York, joins King World there in same capacity.

J. Russell Kilgore, news director, WPRI-TV Providence, R.I., joins WESH(TV) Daytona Beach, Fla., in same capacity.

Reid Shane, executive in charge of production, Kushner-Locke, Los Angeles, named VP, motion picture and television production.

Stephen C. Gelber, VP, production, Touchstone Pictures, Los Angeles, joins Propaganda Films there as senior executive, television.

Cheryl Kunin Fair, executive producer/managing editor, WPVI-TV Philadelphia, joins KABC-TV Los Angeles as news director.

John Butte, interim news director, WTHR(TV) Indianapolis, named news director.

Tony Berlin, anchor/reporter, WJCL(TV) Savannah, Ga., joins WSLS-TV Roanoke, Va., as reporter.



Nesvig

Appointments at Fox Broadcasting Co., New York:

Jon Nesvig, senior VP, sales, named president, sales; **Dan McDermott**, senior VP, current programming and specials, named executive VP;

Tom Nihem, director of advertising sales, MTV Networks, Detroit, joins as VP, Detroit sales; **Fran Bell**, VP, creative affairs, Morgan Hill Films/Hearst Entertainment, New York, joins as director, movies for TV and miniseries; **Tom Burke**, director of talent and casting, CBS Entertainment, Los Angeles, joins as director, movies for TV and miniseries; **Mark Kern**, executive director, Fox publicity, named VP, corporate public relations; **Paul Gendreau**, director, publicity, named VP, entertainment publicity.

Chris Bradley, meteorologist/reporter WDTN(TV) Dayton, Ohio, joins WXYZ-TV Detroit as weekend meteorologist.

Steve Jacobs, account executive, WWOR-TV, Secaucus, N.J., named

national sales manager.

Richard Keilty, director of sales and marketing, KHOU-TV Houston, named VP of parent KHOU-TV Inc.

Catherine Castracane, station manager, WXXA-TV Albany, named GM.

Appointments at WTOV-TV Steubenville, Ohio, and WTRF-TV Wheeling, W.Va.: **Tim McCoy**, operations manager, named VP/GM; **Gary Brown**, assistant manager, named executive producer, news and special events; **George Kellas**, sports anchor, WTRF-TV, named sports commentator.

RADIO



Kahn

Larry Kahn, executive producer/assistant program director, WOR(AM) New York, joins Westwood One there as director of talk programming.

Jill Cohen, news anchor, USA

Today Sky Radio, Arlington, Va., joins Associated Press Radio Network, Washington, as newperson.

Kelly Payne, sales executive, WFXB(FM) East St. Louis, Ill., joins KLOU(FM) St. Louis, Mo., as LSM.

Barbara Crouse, promotion manager, WODS(FM) Boston, joins WQSR(FM) Catonsville, Md., in same capacity.

Tom Parker, director of promotion and marketing, WGY-FM Schenectady, N.Y., named operations manager.

Appointments at KBCO-FM Boulder, Colo.: **Judy McNutt**, music director, and **Scott Arbough**, local music director, named program directors.

Kathy Stone, promotion and marketing director, WHP(AM)/WRV(FM)/WKBO(AM) Harrisburg, Pa., named station manager of WKBO(AM).

Art Kinsey, GM, WOAP(AM)/WMZX(FM) Owosso, Mich., named VP, parent Michigan Radio Group.

Phil Latzman, sports anchor, WINZ(AM) Miami, named sports director.

CABLE

Susan Kroll, senior VP/GM, The Cartoon Network and TNT, Europe, joins Warner Bros., Burbank, Calif., as senior VP, international channels.

Barry Jacobs, chief, Latin American press service, U.S. Information Agency, Washington, joins The Discovery Channel, Bethesda, Md., as director of international publicity.

Appointments at The Weather Channel, Atlanta: **Joe Conboy**, producer/director, WSB-TV Atlanta, joins as VP, production; **Mike McKeen**, director of engineering, named VP, engineering.



Storey-Rogers

Tracy Storey-Rogers, manager, programming, Country Music Television, Nashville, named director, programming.

Appointments at Home & Garden Television Network, Knoxville,

Tenn.: **Edward Spray**, VP, program development, CBS Television Stations, Los Angeles, named VP, programming; **Burton Jablin**, executive producer, KTTV(TV) Los Angeles, joins in same capacity.

Producer appointments at Q2, New York: **Amy DiDomenico**, coordinating producer, *Hard Copy Australia*, joins in home category; **Lisa Napoli**, writer, producer/media consultant, joins in entertainment category; **Jennifer Raemsch**, producer/editor, fashion and style, *Good Morning America*, joins in style category; **Shelly Tatro**, producer, VH-1 *FLIX*, joins in health and beauty category; **Elyse Zaccaro**, line producer, *Sony Live*, Cable News Network, joins in family category; **Eric Zappia**, commercial producer, French Bred Productions, joins in sports and fitness category.

Alan Collins, VP/GM, Cox Cable Communications, Spokane, Wash., named VP, operations.

Mark O'Toole, traffic manager, New England Cable News, Newton, Mass., named advertising operations manager.

WASHINGTON

Terry Dickinson-Jones, associate direc-

CFA honors Herb Weisbaum

Herb Weisbaum, contributing correspondent, *CBS This Morning*, and consumer reporter, KIRO-TV Seattle, was honored with the Betty Furness Consumer Service Award by the Consumer Federation of America for his outstanding contributions to the field. He received the award at CFA's 24th annual awards dinner in Washington.

Weisbaum's reports included investigations of mail-order fraud, false advertising and safety-testing for toys. Nominations for the award are voted on by the board of CFA, a federation of more than 240 national, state and local pro-consumer groups with roughly 50 million individual members.

tor, American Press Institute, Reston, Va., joins American Women in Radio and Television, McLean, Va., as executive director.

New officers of The Association of Federal Communications Consulting Engineers: **John Browne Jr.**, president; **L. Robert du Treil Sr.**, VP; **Carl T. Jones Jr.**, secretary; **Sudhir Khana**, treasurer.

Elections at National Association of Broadcasters: **J. Douglas Williams**, chairman, radio board; **Richard A. Ferguson**, vice-chair, radio board; **Wayne R. Vriesman**, joint board chairman; **G. William Ryan**, Sunday chairman, TV board; **Philip A. Jones**, vice-chair, TV board.

TECHNOLOGY



Brown

Carleton Brown, senior VP/GM, Teleport Communications Group, Chicago, joins Amoco Technology Co., Naperville, Ill., as VP, photonics sector.

Bill Grubb, CEO/president, The Complete PC, Silicon Valley, Calif., joins ICTV, Santa Clara, Calif., in same capacity.

Jim Yorgason, VP, operations, Video West Productions, Salt Lake City,

named VP and division manager.

M. Eileen McNamara-Raisch, marketing director, AT&T Business Communications Services, Marietta, Ga., named president/CEO, AT&T Tridom there.

DEATHS

John Hudson, 46, anchor, KJRH(TV) Tulsa, Okla., collapsed 40 minutes before going on the air June 22 and died later that day of a massive coronary. Hudson began his career in the 1970s as a booth announcer at KJRH, and soon was anchoring, directing and producing newscasts for KLMN-TV Fort Smith, Ark., KTVH-TV Wichita, Kan., and WRAL-TV Raleigh, N.C. He returned to Tulsa in 1989 and KJRH in 1990 as a field anchor and special assignments reporter. He is survived by his wife, Debe, and two daughters.

Winston Miller, 83, script writer, died June 21 in Los Angeles. Although best known for his rewrite work on "Gone with the Wind," he had many credits. Miller wrote for *Ironside*, *The Virginian*, *It Takes a Thief*, *Little House on the Prairie* and *Cannon*.

Allen S. Feuer, 65, retired president and general manager, KTUL(TV) Tulsa, Okla., died June 14 while undergoing heart bypass surgery in Dallas. He held sales management positions with Kaiser Broadcasting in San Francisco, Cleveland and Detroit from 1966-72. He was VP/GM of WEYI-TV Saginaw, Mich., WROC-TV Rochester, N.Y., WQTV Boston and KLRT(TV) Little Rock, Ark. He is survived by his wife, Adrienne.

Peter Moore, 46, director of local advertising sales, Buena Vista Television, died June 10 of heart failure in New Orleans. Moore began his career with Torbet Radio as a research director. He rose through the ranks and became COO in 1979. In 1984 he was given additional responsibility as COO of Torbet's sister company Selcom Radio. From there, he managed Masla Radio and the Radio Network Association and then became GM, affiliate sales, for the CBS Radio Network. Survivors include his wife, Linda, two daughters, a son and one grandchild.

—Compiled by Denise Smith

Affiliates of Cablevision Systems Corp. and Warburg, Pincus have purchased three cable TV systems in Massachusetts from Nashoba Communications for \$90 million. The systems serve 34,800 subscribers in suburban Boston.

Former FCC commissioner (1977-81) **Tyrone Brown has joined the Washington law firm Wiley, Rein & Fielding** as of counsel. Brown had been VP, legal affairs, for Post-Newsweek Stations and most recently was a partner at the Washington law firm Steptoe & Johnson.

Bell Atlantic and Nynex will combine their cellular properties, positioning themselves for the upcoming personal communication services (PCS) auctions and the growing wireless communications marketplace. With McCaw-AT&T and MCI-British Telecom-Nextel already prepared for the upcoming auctions, Bell Atlantic and Nynex decided to pool their resources, focusing on business markets along the Atlantic seaboard from Washington to Boston. The deal is pending regulatory approval, and the partners expect to close in the second quarter of 1995.

Former FCC chairman Newton Minow was back at the commission last week, at the hearing on children's TV (see page 32). He said he was encouraged by what he heard: "I think the commission will do something constructive. It's long overdue. When Congress wrote the Communications Act 60 years ago, it guaranteed equal time for one class of Americans—themselves. Children were not on that agenda. It took until 1990 for Congress to give children equal attention." Minow is working on a book on the history of children's TV to be published next year. Although Minow was invited to testify at the hearing, he declined. "I wanted to watch," he said.

Cable asks for rollbacks, incentives

Cable companies submitted comments to the FCC last week calling for revision of the 17% rate rollback and continuing to press for increased incentives for additional cable channels.

The Cable Telecommunications Association says cable operators should be allowed to recover 25 cents-50 cents for each channel added to a tier.

The NCTA also submitted a study that it says shows the FCC's decision to roll back rates was based on false assumptions.

In other comments filed addressing the state of competition, NCTA said cable faces vigorous competition from broadcasters, direct broadcast satellite and the telephone companies. Comments were filed in response to the FCC's annual inquiry on the state of competition in cable. While many of the technologies, including wireless cable, are not yet off the ground, NCTA says they are "emerging."

Meanwhile, the National Rural Telecommunications Cooperative and Bell Atlantic said competition to cable is being stifled by the increased concentration of cable companies and the FCC's slow application process for video dialtone projects. —CS

News Corp. moves into Germany

Rupert Murdoch's News Corp. struck again last Friday, agreeing to acquire a 49.9% interest in German commercial TV channel Vox, and relieving current owner Bertelsmann of heavy losses incurred since the "infotainment"-based channel was launched last year. Bertelsmann, which already owns leading German commercial networks RTL and RTL 2, will retain 24.9% of Vox.

The channel was due to be liquidated last week if a buyer was not found. A number of other would-be suitors, including CanWest Global and Time Warner, had considered bidding for Vox but opted not to.

Vox is expected to alter its programming strategy to emphasize pure entertainment in addition to the current-affairs orientation mandated by its national license. Considerable work remains to improve the channel's 1.5% national audience share.

Murdoch now has TV interests on all continents except Africa. —MA

Bertelsmann Music will join the planned music video network being launched by Sony Corp., Time Warner and other music industry heavyweights. Bertelsmann earlier this month dropped plans to launch a music video/home shopping network with top cable MSO Tele-Communications Inc.

Arbitron's Jay Guyther, VP, sales and marketing, has been promoted to VP, radio development, and will focus on developing new ideas

and products for stations. With Guyther's move, Arbitron has created a new position: general manager, Arbitron Radio. The new GM, who Arbitron President Steve Morris said will not necessarily be chosen from within the company, will handle radio audience measurements.

Karen Corbin, program director at WWOR-TV New York, joins Tribune Broadcasting Co. as director of program development for Tribune's TV stations. Corbin will evaluate, select

Printed in the U.S.A. Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Telecasting* introduced in 1945. *Television* acquired in 1961. *Cablecasting* introduced in 1972. *Broadcasting/Cable* introduced in 1989. *Broadcasting & Cable* introduced in 1993. *Broadcasting & Cable* is a registered trademark of Reed Publishing (Nederland) B.V., used under license. *Reg. U.S. Patent Office.

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Broadcasting & Cable (ISSN 0007-2028) (GST #123397457) is published weekly, except at year's end when two issues are combined, by the Cahners Publishing Co., at 245 West 17th St., New York, NY 10011, is a division of Reed Publishing USA, 275 Washington St., Newton, MA 02458-1630; Robert L. Krakoff, Chairman/Chief Executive Officer; Timothy C. O'Brien, Executive Vice President/Finance and Administration; John J. Beni, Senior Vice President/General Manager, Consumer/Entertainment Division. Second-class postage paid at New York, NY, and additional mailing offices. Postmaster, please send address changes to: *Broadcasting & Cable*, PO Box 6399, Torrance, CA 90504-0399. *Broadcasting & Cable* copyright 1994 by Reed Publishing USA. Rates for non-qualified subscriptions, including all issues: USA, \$117; Canada, \$149 (includes GST); Foreign Air, \$320; Foreign Surface, \$169. Except for special issues where price changes are indicated, single copies are \$3.95 US. Please address all subscription mail to: *Broadcasting & Cable*, PO Box 6399, Torrance, CA 90504-0399. Microfilm of *Broadcasting & Cable* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, MI 48106 (1-800-521-0600).

Closed Circuit

and execute programs for the group.

House Commerce Committee Chairman **John Dingell introduced a bill last week that would require the three companies that were awarded PCS pioneer preferences to pay 90% of the value of the licenses.** The FCC granted the licenses for free because of the technological innovations developed by the three: Cox, American Personal Communications and Omnipoint.

ESPN, MTV, Nickelodeon/Nick at Nite, USA and VH-1 have refused to allow Cablevision Systems Corp. to offer their programming a la carte as part of the MSO's new OptimumTV package (see page 21). A&E and Lifetime have issued statements indicating some concern over the controversial plan, which unbundles networks and sells channels individually for \$1.95 per month.

Radio syndicator Westwood One was deluged with hundreds of telephone calls last Tuesday after John Mammoser, a freelance comedy writer for Westwood One/The Source syndicated radio network, recorded a three-minute tape of O.J. Simpson jokes on an answering machine at the company's Los Angeles office. Word of the joke line spread quickly and the message was canceled in several hours after the flood of calls locked up the company's voice mail.

The premiere of Turner Pictures' **"Gettysburg" on Turner Network Television on June 26 scored a 7.4 rating representing 4.5 million homes**, the largest viewership ever posted by a movie on basic cable, according to A.C. Nielsen Co.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending June 19. Numbers represent aggregate rating average/stations/% coverage.)

1. Wheel of Fortune	11.4/221/96
2. Jeopardy!	9.6/215/96
3. Oprah Winfrey Show	7.9/236/98
4. Star Trek: TNG	7.7/244/99
4. Star Trek: DS9	7.7/236/99
6. Entertainment Tonight	7.2/182/93
7. Roseanne	6.6/177/96
8. Inside Edition	6.4/168/92
9. Hard Copy	6.1/161/90
10. Baywatch	6.0/204/97
11. A Current Affair	5.9/181/94
12. Wheel of Fortune-wknd	5.6/171/81
13. Married...With Children	5.5/182/95
14. Cops	5.4/147/94
15. Family Matters	4.9/182/92

Win or lose

Did broadcasters lose or gain First Amendment ground in last week's must-carry decision? That was a hotly contested point among communications attorneys last week. Cable lawyers were insisting that the decision clearly affirmed *Red Lion*. "It's broadcasters' worst nightmare," said one cable lawyer. But broadcast attorneys argued that the court was merely recognizing that *Red Lion* was "in place."

Moreover, they said *Red Lion* was not the issue before the court. Indeed, broadcasters were citing language in the majority opinion that they say could help them fight FCC and congressional attempts to regulate content. The court states that "the FCC's oversight responsibilities do not grant it the power to ordain any particular type of programming that must be offered by broadcast stations; for although 'the commission may inquire of licensees what they have done to determine the needs of the community they propose to serve, the commission may not impose upon them its private notions of what the public ought to hear.'"

—KM

NEW YORK

New NBC channel

NBC is launching another all-news cable channel in the U.S.—Canal de Noticias NBC. It's a Spanish-language news channel that NBC's affiliate news service, Charlotte, N.C.-based NBC News Channel, launched in March 1993. It now serves Latin American cable systems from Mexico to Argentina. Several weeks ago, News Channel began marketing the service to U.S. cable systems. According to Janeen Vanessen, who developed Canal de Noticias, the service has been picked up by several systems in Southern California serving roughly 500,000 subscribers.

WASHINGTON

IVDS auctions

The FCC is expected this week to release the names of the applicants for the upcoming IVDS (interactive video and data services) auctions. The information will be released in the form of a public notice and will position the applicants for the live, open auctions planned for July 28-29 at the Omni Shoreham Hotel in Washington.

Two IVDS licenses will be issued for each of the top 297 markets during the auctions. IVDS provides wireless bidirectional digital communications over radio spectrum and will enable consumers to subscribe to interactive television services.

HOLLYWOOD

In the pipeline

Partner Stations Network LP, a consortium of five TV station groups and Lambert Television, has two new half-hour strips in development for syndication. One is *Headline Hollywood*, a magazine show focusing on entertainment. The other, *Judgment Day*, is an advice show in which a studio audience helps a guest make decisions. The shows may be tested on the PSN partners' 26 stations before being rolled out to syndication or sold to a third party. PSN's first two strips, *Behind Bars*, a look at prisons hosted by former L.A. Police Chief Daryl Gates, and *Goodnight America Starring Mark DeCarlo*, a late-night comedy/variety/talk show, debuted last week. A third previously announced strip, date-and-tell relationship show *Three Blind Dates*, is in production but has not been scheduled for airing.



Drawn for BROADCASTING & CABLE by Jack Schmidt
"We're doing a 'reality show' about corporate downsizing and the boss said we should start with you."

The (Red) Lion King

The Supreme Court's mixed decision on must carry last week was a good news/bad news proposition for everybody involved. The good news for broadcasters was that the high court has not yet thrown out its pass to the cable side of the medium, as many had feared. Their bad news was that the court vacated the U.S. District Court's summary judgment upholding must carry and remanded the case to that court. The high court majority opinion, written by Justice Anthony Kennedy, spent most of its time arguing that must carry was "justified," then somewhat curiously concluded that although the government's stated interest of preserving free, over-the-air television is a legitimate and even important one, it had not proved that must carry is a constitutionally permissible way of advancing that interest.

On the cable side of the equation, the good news is that the industry will have a chance in lower court to demonstrate, if it can, that broadcasters' economic health is not in the kind of jeopardy that would require must carry as a remedy and that must carry "substantially burdens more speech than is necessary to further the government's legitimate interests" (according to the *O'Brien* test, regulation of speech must meet both those criteria). The bad news is that the court did not strike down must carry as unconstitutional (although four of the nine justices concluded that must carry did not "comport with the commands of the First Amendment" and voiced that sentiment in a dissenting opinion). Perhaps even better news for cable, the court accorded the wired medium broad First Amendment status because "the rationale of such [broadcast] review—the dual problems of spectrum scarcity and interference—does not apply in the context of cable."

Bad news for all in the Fifth Estate was the court's summary reaffirmation of *Red Lion*, keeping in place the scarcity rationale that has plagued broadcasters since

there were only two of them out there. But having declared broadcasters thus handicapped, the court in another element of its decision acted as though the opposite were true. "The FCC is forbidden by statute from engaging in 'censorship,'" Kennedy wrote, "or from promulgating any regulation which shall interfere with the broadcasters' right of free speech." Citing a 1960 policy statement, Kennedy concluded that "the commission may not impose upon [broadcasters] its private notions of what the public ought to hear." But that's exactly what the commission does with its indecency enforcement, all under the protective gaze of its own (Red) Lion King. Perhaps when the indecency issue gets to the high court, someone will point that out.

Must carry is safe for the moment, and for that broadcasters can be forgiven their upbeat spin on the story. Cable's invigorated First Amendment status is cause, too, for celebration. But *Red Lion* continues to rule over "a principal source of information and entertainment for a great part of the nation's population" (the court's own words). It is a reign of intimidation that remains a bad news/bad news equation for the First Amendment.

QVCBS

In a disorderly world, few would predict that the CBS/QVC merger will be consummated without incident. Larry Tisch having indicated his readiness for a new order, and CBS being the prize that it is, one can imagine any number of companies attempting to enter contention, or someone otherwise rocking the regulatory boat. So we must reserve our applause for the fait accompli, saying only that the prospect of Barry Diller at the CBS helm should stimulate everyone in the Fifth Estate.

It was Archimedes who wrote: "Give me a place to stand and I will move the world." Barry Diller has found his.

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Broadcasting & Cable
1705 Desales Street, N.W.
Washington, DC 20036
Phone: 202-659-2340
Circulation: 800-554-5729
Editorial Fax: 202-429-0651 □ Advertising Fax: 212-337-6947

Broadcasting & Cable Yearbook
Editorial 908-464-6800 Circulation 800-521-8110
Advertising 212-337-6943

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Wednesday, July 13:

Wendell Bailey, NCTA

Thursday, July 14:

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- 9:00am** **The Coming Media Revolution**
GARY KIM
Probe Research
- 10:15am** **Coping with Deregulation: What you must do.**
STEPHANIE BOYLES
BellSouth Interactive Media
- EARL LANGENBERG
U S WEST Communications
- LARRY STRICKLING, Ameritech
- Noon** **Luncheon Keynote Address: The Convergence of Telephone, Cable and Computers: What it means.**
WENDELL BAILEY
NCTA
- 1:30pm** **Home Shopping: Where the Business is Today, Where it's going Tomorrow.**
FRED SIEGEL
QVC Network
- MICK JAKSICH
ValuVision
- 3:30pm** **Markets for Video-on-Demand: Movies and Events.**
TOM BRACKEN
DirecTV Communications
- TED LIVINGSTON
Continental Cable
- 5:00pm** **Reception**

Thursday, July 14, 1994

- 9:00am** **Markets for Multimedia Information Services: How big? How soon?**
SCOTT KURNIT
Prodigy
- DAVID EASTBURN
CompuServe
- 11:00am** **Advertising in an Interactive World: How will it work?**
JOHN REED
IT Network
- THOM MCKINNEY
RASCO Cablevision
- Noon** **Luncheon Address: Broadcast TV: Where it's headed.**
ED REILLY
McGraw Hill Broadcasting
- 1:30pm** **The Economics of Cable TV: Where the Money is.**
PAUL WEDEKING
Times Mirror Cable Television
- 3:30pm** **How to Market Video-based Information Services.**
DAVID FOX
Viacom Cable
- JOHN MATHWICK
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