

JULY 25

Broadcasting & Cable

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Fall '94:
How to
Promote in
a Whirlwind

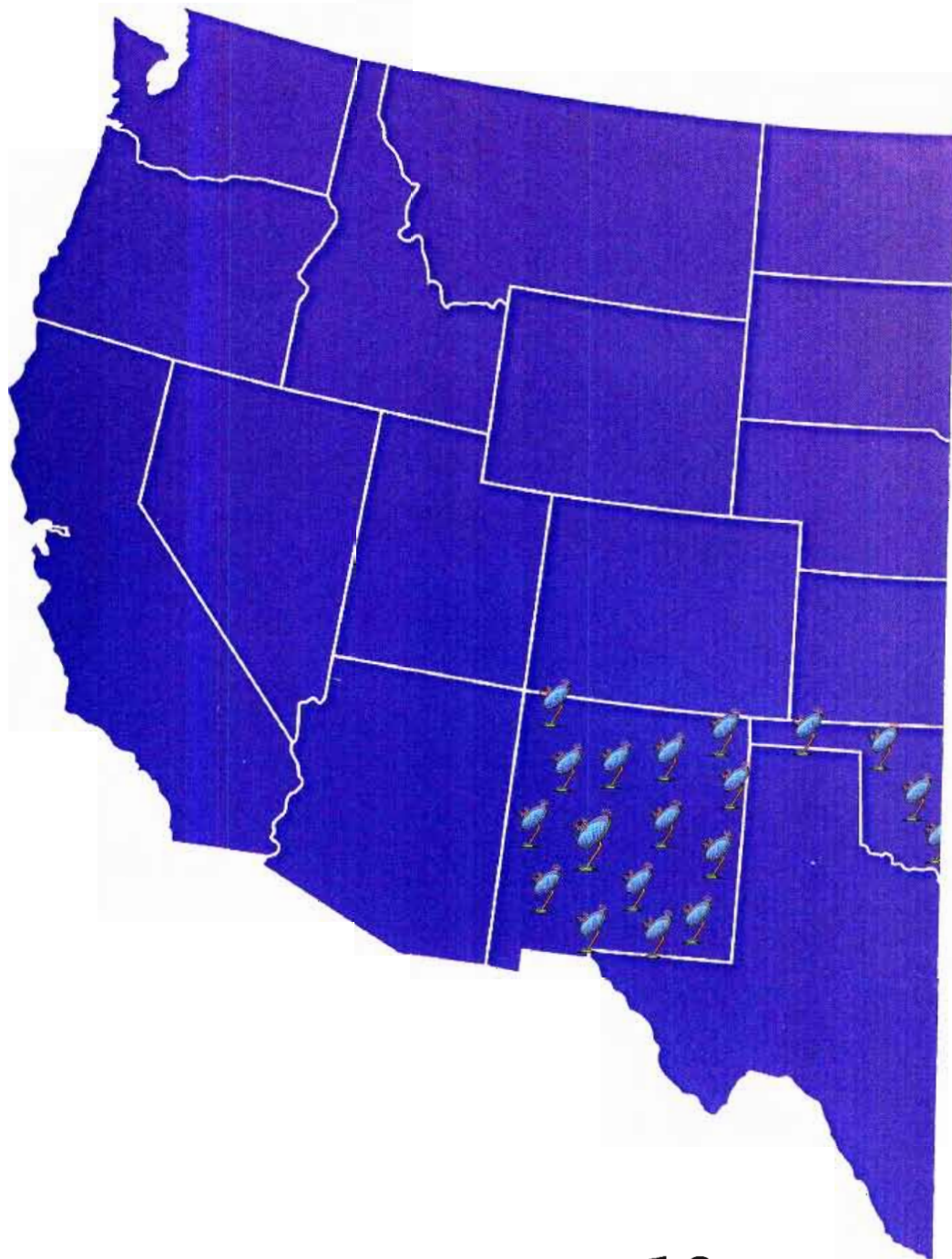
ABC Keeps
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New
Ranking:
The Top 10
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The Changing Face of Children's TV

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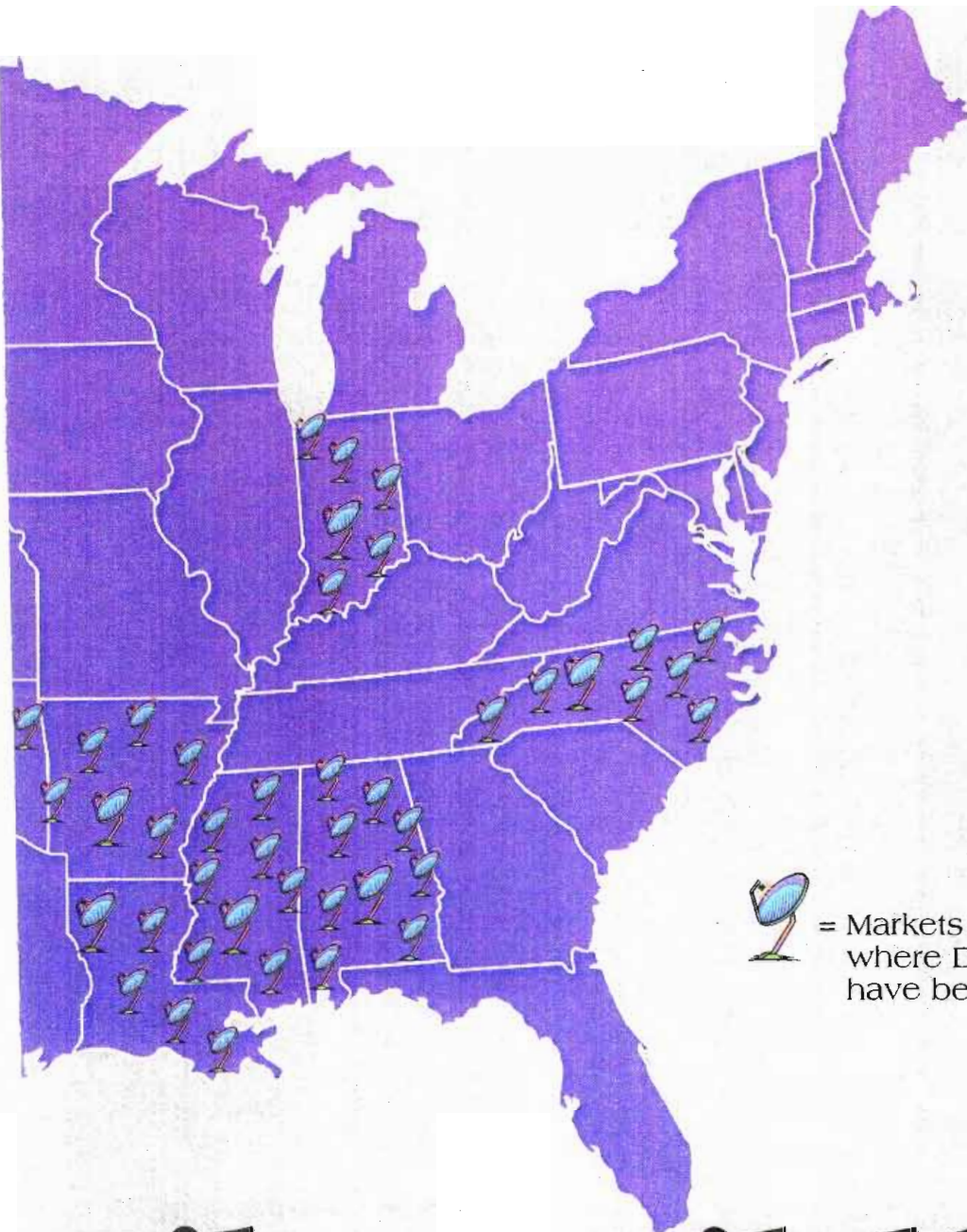
Telemedia
Week
Page 30



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MUST READING FROM BROADCASTING & CABLE

TOP OF THE WEEK

ABC bags Hearst ABC and Hearst Broadcasting are expected to announce a long-term affiliation contract that will insure ABC has affiliates with VHF signals in five cities, including Boston and Pittsburgh. / 6

Fox-New World deal's ripple effect The network-affiliate scramble ignited last month by the Fox-New World deal has disrupted advertising, programing and promotion at the more than three dozen stations in the 17 affected markets. / 6

TCI goes on shopping spree TCI is joining Comcast Corp. in its \$2.2 billion bid for home shopping giant QVC. The MSO's involvement will enable Comcast to convert its bid into a more attractive all-cash offer. / 14

Tisch: No sale CBS has "no intention of selling," network chairman Larry Tisch maintained early last week. Then, last Friday, a report surfaced that Ted Turner would make a bid for CBS in the wake of the network's failed merger with QVC.

How long can CBS hold out? / 14



Larry Tisch: 'Billions are available to CBS for any kind of acquisition.' / 14



Kids' WB will lead off with 'Freakazoid!' / 16

WB after Fox, Disney franchises The new WB Television Network will borrow strategies from Fox and Disney when it comes to creating its own children's programing block. Kids' WB is scheduled to launch in September 1995 with three hours on Saturday morning and one hour on weekday mornings. / 16

TBS getting goodwill from games TBS's losses on the Goodwill Games this time around should be significantly smaller than the \$45 million or so lost in 1990. In any case, the network considers it money well spent. / 17

SPECIAL REPORT: CHILDREN'S TV

Changing the face of kids TV

The forces reshaping the television industry also are reshaping children's TV. BROADCASTING & CABLE examines where the genre stands, from network to syndication to multimedia.

Special thanks to our cover models: front (l-r): Holly Maggio, Matthew Glover. Back: Daniel Covey, Katherine Bird, Brandon Bogle. Cover photo by Stephen R. Brown / 43

Issues and answers

Children's TV executives identify the big issues involved in programing for little viewers. / 44

The Fox factor

Fox Children's Network has become the undisputed leader on Saturday mornings, forcing NBC to drop out as a competitor in the daypart. / 58

Cable boosts original programing slate

Cable networks are boosting production budgets for

original kids programing. And the category is about to get even bigger with two new family-oriented pay cable networks being introduced by Showtime and Encore Media Corp. / 60

Can you say 'merchandising'?

As PBS rolls out its fall children's programs, the educational network has pledged to more fully capitalize on the merchandising of its shows. / 66

Ness looks out for kids

FCC Commissioner Susan Ness has made children's television the top priority on her broadcast agenda. She is encouraging broadcasters to act first so they can avoid further regulation. / 68

Imaging by Wabbit

Warner Bros. has set up a special division, affectionately known as "Wabbit," to electronically generate cityscapes, fantasy worlds and other environments for cartoon characters Batman and others. Wabbit also serves WB's feature film and interactive game units. / 76



'Spiderman' is one of only two new series debuting on Fox. / 58

"Without clearer direction from the FCC, children's programming successes will continue to be the exception."—Representative Edward J. Markey (D-Mass.), commenting on broadcasters and children's television

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PROGRAMMING

'Home Improvement' vs. 'Frasier'?

ABC may flip-flop *Roseanne* and *Home Improvement* so the latter, younger sitcom can go head to head with NBC's two-year-old *Frasier* this fall. / 19



Tim Allen's 'Home Improvement' may meet NBC's 'Frasier.' / 19

Talk Channel signs affiliates

Multimedia has signed its first group of affiliation deals for The Talk Channel with companies that represent at least 10 million cable households. / 20

BET opens up Shop

Black Entertainment Television and Home Shopping Network will test BET Shop, a home shopping service aimed at African Americans. HSN also is considering a Hispanic shopping channel. / 22

RADIO

Spring Arbitrons show little change

Arbitron's spring survey of radio listening nationwide found strong stations holding their ground with stable market shares, compared with last winter's survey. And with changes in Arbitron's diary delivery, the survey's response rate is up. / 40



Barney is everywhere. The TV character is being syndicated on radio. / 40

BUSINESS

Higher network revenue gain projected

Television networks' share of the prime time viewing audience should gain several points this year and then be virtually flat through 1998, a new report says. / 79

TECHNOLOGY

Broadcasters fend off spectrum grabbers

Broadcast companies and industry groups last week were preparing their second submission to the FCC aimed at keeping new PCS and mobile satellite services from encroaching on the spectrum now used for electronic newsgathering. / 82

Panasonic offers more audio in less space

Panasonic Broadcast & Television Systems Co. in September plans to introduce its new "multi-audio processor," which can compress four audio channels onto a single digital VTR track. / 86

WASHINGTON

Spectrum for sale

The FCC today starts auctioning licenses for nationwide narrowband personal communications service and interactive video data service licenses. The federal government hopes such auctions will raise \$10 billion during the next five years. / 87

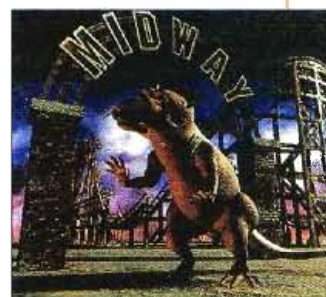
Microware on the move

Telemedia Week

Microware Systems Corp. has become the first company to develop a real-time multimedia operating system to be used in set-top boxes for interactive television. / 30

HBO, Warner Music making multimedia CD-ROMs

Home Box and Warner Music Group are joining forces to produce and market multimedia CD-ROM titles. Their first will be *Bad Day on the Midway*, which will combine elements of comic books, music videos and video games with the offbeat nature of a San Francisco band. / 30



'Bad Day on the Midway' will be Inscape's CD-ROM debut. / 30

Woodstock '94: High-tech reunion

The New York State Thruway might have been closed 25 years ago for Woodstock, but the information superhighway will run through Woodstock '94, with the concert available on demand and a range of interactive technologies on display. / 31

NBC Desktop Video delivers

NBC will offer a multimedia business newsfeed service designed for the financial services industry beginning this September. / 34

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ABC, CBS, NBC or Fox?

Stations find selling and promoting themselves difficult when their affiliation is up in the air

By David Tobenkin and Chris Stern

The network-affiliate scramble ignited last month by the Fox-New World deal has disrupted advertising, promotion and programming at the more than three dozen stations in the 17 markets affected so far (see chart, page 10).

The stations caught in the shuffle are unsure what network and programming to promote and sell as the fall season draws near. Some are faced with promoting the competition's lineup as they await word of their new affiliation. And affiliates of the big three moving to Fox are finding holes in their prime time schedule that must be filled.

"It's a difficult and challenging time for all of us," says Mike Murphy, of the Blair TV station rep firm. "Everything is up in the air."

KDFW-TV Dallas, among the CBS-to-Fox stations, will add a mix of syn-

dication and local news to compensate for the smaller Fox prime time schedule, says GM Jeff Rosser.

"We don't have to tell [advertisers] anything yet," Rosser adds. New World's purchase of the station and its shift to Fox are not expected until the spring of 1995. "We will have to start to make a lot of decisions, but not for several months."

New World's WAGA-TV is picking up the Fox affiliation in Atlanta, which means Fox eventually will have to cut loose its owned and operated station there, WATL.

Nonetheless, WATL General Manager Gene McHugh says he's operating as if nothing were happening. "I'm the Fox affiliate until I'm told further," says McHugh. "We are writing the business. That's my story and I'm sticking to it."

He assumes neither New World nor Fox is interested in switching affilia-

New net for Gaylord?

Late Friday Gaylord Broadcasting signalled that it might be getting ready to affiliate with one of the four networks, maybe CBS. The group owner asked a Texas court to confirm that its independent TV stations in Dallas, Houston and Seattle, are not "legally obligated to 'affiliate'" with the new WB network. If Gaylord can get out of its commitment to Warner Bros., the three stations, two of which are VHF, would be free to strike another deal.

The Gaylord statement said Warner Brothers has asserted a legally binding deal exists between the two companies, while Gaylord claims it has signed nothing. —GF

tions in the middle of a season, so his staff is continuing to sell fourth-quarter Fox football avails.

If customers raise questions, McHugh suggests they call WAGA-TV and ask whether that station will honor the avail if a change takes place before the spot runs on WATL.

"We're waiting for the other shoe to

ABC bags Hearst for long-term affiliation deal

Any question that Hearst Broadcasting might switch its five ABC-affiliated TV stations to another network apparently has been answered. The two companies are expected to announce this week that they have signed a long-term affiliation contract.

It's likely that Hearst—with VHF stations in Pittsburgh, Boston, Milwaukee, Baltimore, Kansas City and Dayton, Ohio—talked with NBC about switching in some markets. The two have at least one market to negotiate—Baltimore—where Hearst's WBAL-TV has had its CBS affiliation given to Group W. The move also left NBC without an affiliate.

Hearst probably also talked with Fox about Baltimore, where the fourth network would like to upgrade to a V.

But the ABC affiliation deal forecloses additional options for NBC, which in two other markets, Boston and Kansas City, has been robbed of VHF affiliates where Hearst could have supplied replacements.

In Boston, NBC now faces negotiating with the only unaffiliated VHF station owner, Edmund Ansin, who may not be inclined to make things easy for NBC and could make his WHDH-TV a Fox affiliate. Ansin's other VHF property, WSVN Miami, is now a Fox affiliate only because years ago NBC dumped the station when the network

bought another station there. Ansin declined to comment on a rumored meeting with NBC last week.

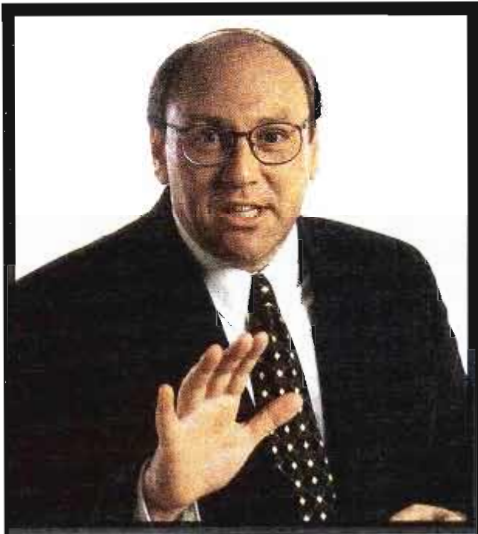
The Boston situation is further complicated by the fact that Fox already has an option to buy WFXR, a co-located U.

Fox is said still to be raiding other ABC, CBS and NBC affiliates. Tony Malara, president of CBS affiliate relations, says: "We have had a number of conversations that have indicated to us that station owners are being contacted either by Fox directly or by people who would buy the station and then move it to Fox. We are in the process of responding."

Although compensation in some markets may go down (where, for instance, a network finds itself replacing a VHF affiliate with a U), many of the handshakes being made are expensive ones. One network executive told BROADCASTING & CABLE last week it would be reasonable to assume that affiliate compensation expenses could increase by 20% over a year ago.

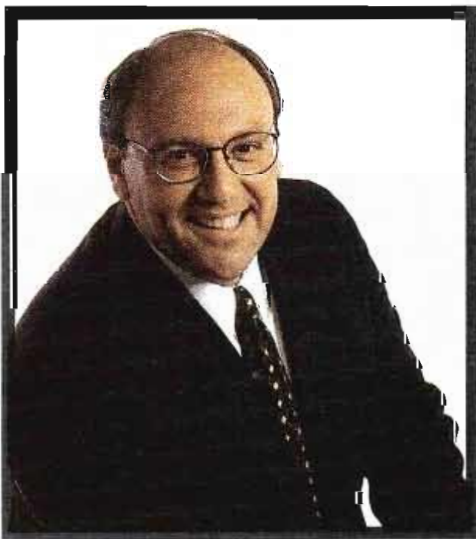
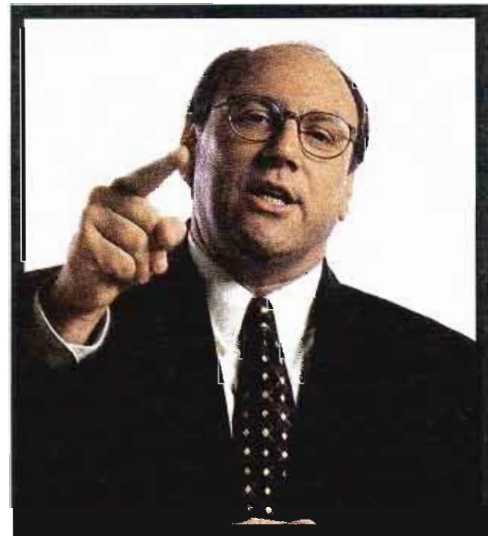
Taking \$100 million as a rough estimate of annual compensation expense for a network, a 20% increase would reduce operating income by \$20 million. For CBS that would work out to roughly \$1 per share, pretax. —GF

Steve McClellan and Julie Zier contributed to this story.



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deserves
your key



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NEW WORLD

RENAISSANCE

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Television



fall—we could go NBC or Fox—and we don't know when we'll make the switch," says Kerry Richards, director of advertising and promotion at WBAL-TV Baltimore, which is losing its CBS affiliation.

"We are promoting the CBS fall schedule already, but if I find out we're going to switch Sept. 1, we'll cease and desist running those promos right away. Then I'll look at every avenue to promote our new affiliation. I'd consider leaflet drops or hiring somebody with a bell to walk around if I had to."

Even in markets where new affiliations are known, the timing of the switch often is not, leaving promotion executives scratching their heads about when to make media buys and what the content should be.

"We have done our promotional planning theoretically, because it will depend on when things transpire," says Mark Demopoulos, director of marketing for WTVT Tampa, a New World station that will switch from CBS to Fox. "If it goes Sept. 1, a lot of things need to be done and purchased."

For most promotion managers, the minimum window to prepare a campaign without rushing is four to six weeks, the production deadline for outdoor advertising.

Such uncertainties have left network and station marketing and promotion directors scrambling to create campaigns that will help retain both the station's and the network's old viewers in each market.

Most aggressive among the networks has been CBS, which has dispatched Brad Crum, vice president of affiliate marketing and promotion, and Kathie Culleton, vice president of media and planning, to meet with new affiliates, design new promotional campaigns and monitor the competition.

"We want to provide [new CBS affiliates] with the maximum support possible with different media and value-added promotions," Crum says.

George Schweitzer, CBS executive vice president, marketing and com-

munication, last week told the summer TV press tour in Los Angeles that the network will spend several million dollars to promote new affiliates.

CBS will have to rely on radio, print, billboards and alternative media in markets where on-air promotions of new affiliates would not reach the

affiliate that will become independent in early 1995. The station will respond by greatly increasing its marketing budget and promoting new five-year contracts for all six King World shows, including *Wheel of Fortune*, *Jeopardy!* and *Oprah*, says Lynn Handley, KTVK-TV's creative services director.

"We're not going to use the word 'independent' in any of our advertising because we are not going to be what a traditional independent has been," says Handley, whose station is now top-ranked in the market.

ABC plans to send network programming talent to stations to help promote the switches and also will offer creative advice and an undetermined amount of promotional financial support on a market-by-market basis, says Pete Barrett, ABC senior vice president of affiliate marketing and strategic planning services.

A Fox Broadcasting Co. spokesperson says it is premature to discuss marketing plans for its new affiliates, although at least one new Fox affiliate, KSAZ-TV Phoenix, says it will discuss marketing plans with network officials this week.

In addition to support from Fox, KSAZ-TV President Ron Bergamo says he is hoping for extra promotional support from syndicators, who also stand to suffer if viewers lose track of their programs in the affiliation shuffle.

For the CBS affiliates that switch to Fox, the network's new coverage of NFL games will provide the perfect platform for on-air promotions to draw an older audience to the rest of the station's offerings, Bergamo says.

One of the most difficult tasks will be to let viewers know what programming will be moving from one station to the next. Many viewers may, for example, think that syndicated programming will move, which is generally not the case. On the other hand, in many instances the shifts result in changes in the times of syndicated programming and in the addition or sub-

STATE OF FLUX

TV stations facing affiliation switch or loss due to the Fox-New World agreement

Station	Affiliation		Station	Affiliation	
	Old	New		Old	New
Philadelphia			Phoenix		
KYW	NBC	CBS	KPHO	IND	CBS
WCAU	CBS	???	KTSP	CBS	FOX
Boston			KTVK	ABC	IND
WBZ	NBC	CBS	Baltimore		
WHDH	CBS	???	WBAL	CBS	???
Dallas			WMAK	NBC	ABC
KDAF*	FOX	???	WJZ	ABC	CBS
KDFW	CBS	FOX	Milwaukee		
Detroit			WCGV*	FOX	???
WJBK	CBS	FOX	WITI	CBS	FOX
WKBD*	FOX	???	Kansas City		
Atlanta			KSHB*	FOX	???
WAGA	CBS	FOX	WDAF	NBC	FOX
WATL*	FOX	???	Greensboro/High Point/ Winston-Salem, N.C.		
Cleveland			WGHP	ABC	FOX
WJW	CBS	FOX	WNRW*	FOX	???
WOIO*	FOX	CBS	Birmingham, Ala.		
Tampa			WBRC	ABC	FOX
WFTS*	FOX	ABC	WTTO*	FOX	???
WTSP	ABC	CBS	Flint-Saginaw, Mich.		
WTVT	CBS	FOX	WEYI*	CBS	???
St. Louis			WNEM	NBC	CBS
KDNL*	FOX	???	Yuma, Ariz.		
KTVI	ABC	FOX	KYMA	ABC	CBS
Phoenix			KECY	CBS	FOX
KNXV*	FOX	ABC			

*UHF

same older-skewing CBS audience, Crum says.

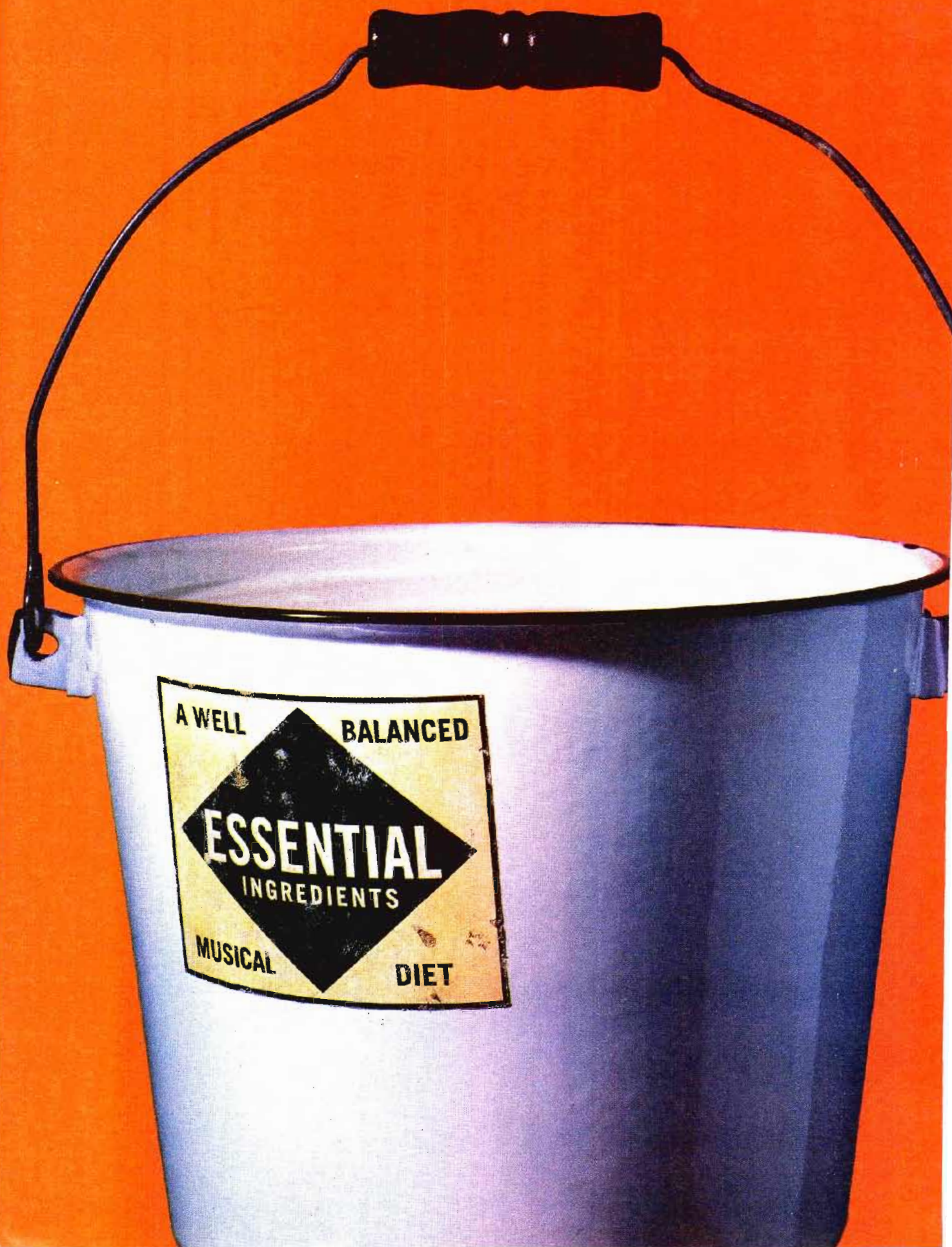
On the other hand, there are pluses to promoting former independents and Fox affiliates, he adds: "In Cleveland, we have a synergy of experience and energy, where more effort is being spent by the station promoting itself than at the average CBS affiliate."

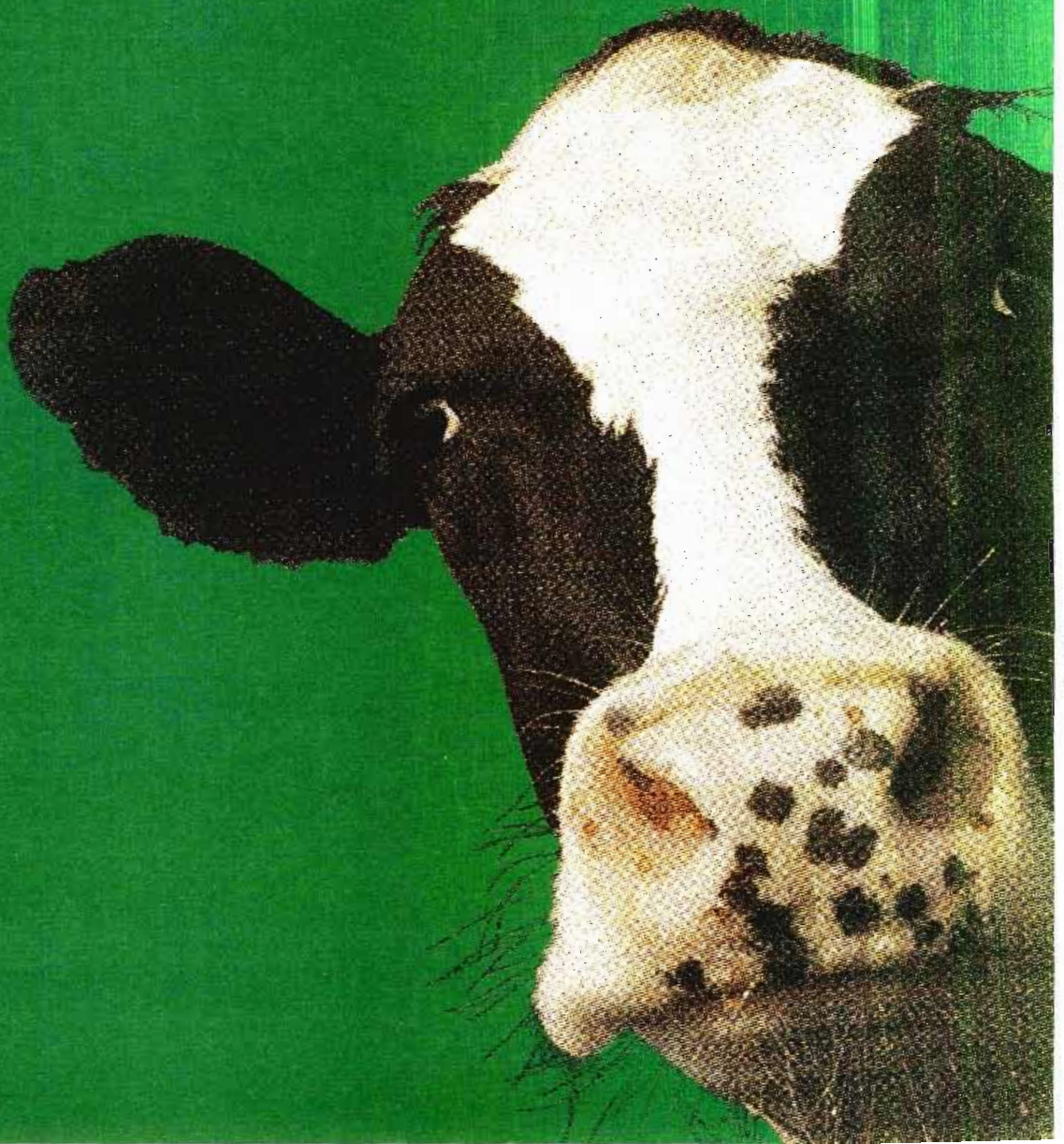
Although he declined to outline specific marketing plans, Crum says he is sharing ideas generated by promotion managers of new CBS affiliates in different markets.

In the opposite position from stations moving to a larger network is KTVK-TV Phoenix, a 40-year ABC

Continued on page 18







TCI cuts itself in on QVC

MSO joins Comcast in improving bid for Diller-run network

By Rich Brown

Tele-Communications Inc.'s already strong grip on the home shopping business is about to get even tighter.

The nation's largest multiple system cable operator, through its spin-off programming company Liberty Media Corp., has decided to join Comcast Corp.'s \$2.2 billion bid for home shopping giant QVC Inc. Liberty already has controlling interest in QVC's primary competitor, the Home Shopping Network.

Under the terms of the deal, Liberty would boost its 19% stake in QVC to 43%. Comcast would manage the merged operation and increase its stake in QVC from 15.5% to 57%. Liberty and Comcast are the largest minority owners of QVC.

Attempts last year to merge QVC and HSN into a home shopping giant never materialized, partly due to antitrust concerns. A Liberty spokeswoman says the company now has the federal government's approval to increase its stake in QVC up to 49%.

Liberty's involvement in the deal will enable Comcast to revise its original \$44-per-share bid for QVC to an all-cash offer—likely to be more attractive to QVC shareholders than Comcast's original offer of \$37 in cash and \$7 in preferred stock. Comcast and Liberty would contribute their collective \$832 million in QVC stock to create a new entity that in turn would borrow \$1.1 billion. Comcast would invest another \$230 million in cash to complete the purchase.

Both Comcast and Liberty would benefit from a joint purchase, industry analysts say. Comcast would have to put up about \$470 million less than it would have had to in a solo deal. Liberty would not be required to put any cash on the table and would not have to pay taxes on the transaction.

The plan calls for Comcast and Liberty to pay \$1.4 billion for the 65% of QVC they do not already own. Other top media companies that hold shares in QVC include Time Warner, BellSouth, Cox Enterprises and Advance Publications, and QVC



TCI's John Malone



Comcast's Brian Roberts

Chairman Barry Diller, who has a 2.5% stake in the company.

Diller is not expected to remain with the company in the event of a sale to Comcast and Liberty. He wants to run his own company. But he won't walk away empty-handed—his

exit package is valued at roughly \$100 million.

In response to the Comcast-Liberty bid, QVC said the company "will review the offer and continue to explore alternatives in order to maximize shareholder value."

The Comcast-Liberty partnership could bode well for QVC's distribution base. TCI owns cable systems representing 10.5 million U.S. households; Comcast's add 3.5 million.

TCI-Liberty's already broad programming portfolio includes interests in the Turner Broadcasting System, Discovery Communications, Request TV, Black Entertainment Television, The Family Channel, Encore, Starz!, Court TV, the Sega Channel, and

regional and national sports networks. Comcast's program holdings include minority stakes in basic cable services E! Entertainment Television and TBS, as well as pay-per-view distributor Viewer's Choice and digital audio service Music Choice.

Tisch: CBS 'not for sale'

But skeptics abound, Turner said to be interested buyer

By Steve Coe

CBS is not for sale," CBS Chairman and CEO Larry Tisch said last week at the Television Critics Association tour in Los Angeles. "Let's make it abundantly clear: I've been here for eight years now and we've had no intention of selling, not then and not today.

"Why don't you people face reality," he snapped at skeptical reporters. "I've been hearing about Disney for eight years. Don't you people ever get tired of the same story?"

Despite Tisch's pointed declarations, there apparently remains some skepticism on Wall Street as well as within CBS. Some executives at the company who spoke anonymously, said they believe CBS is on the block.

"I'd say it becomes a semantical issue," says Jay Nelson of Brown Bros. Harriman. "[Despite his claims], it doesn't negate the possibility he would listen to an offer. Two weeks ago, I said this for the first time and I'll say it again, that CBS will not be independent a year from now."



Larry Tisch at last week's press tour in L.A.

Tisch's comments came as speculation mounted that Ted Turner, not Disney, would make a bid for CBS in the wake of the network's failed merger with QVC. Turner long has coveted a broadcast network. Indeed, he made a play for CBS in the mid-1980s before Tisch's takeover.

CBS may be on the agenda for the meeting of the Turner Broadcasting System board this week in St. Petersburg, Russia. The meeting is in conjunction with the Goodwill Games, which Turner and ABC are televising.

A Turner bid would be complicated by Time Warner's and TCI's substantial ownership stakes. Because of their extensive cable systems holdings, they would have to sell or reduce their interest in Turner to comply with FCC ownership restrictions.

Howard Stringer, president, CBS/Broadcast Group, went before the critics to echo his boss's message: "You can take Larry's claim at face value that CBS is not for sale."

The proposed deal with QVC was a merger, not a sale, Stringer said. It would have resulted in CBS's current corps of executives—including Tisch—remaining with the network. "It would also have left CBS in the hands of someone who cares about broadcasting," Stringer added, referring to QVC Chairman Barry Diller.

Reminded that he told CBS affiliates the network was not for sale shortly before the QVC deal, Tisch said, "The opportunity to merge with QVC came up after the affiliates meeting, and the reason we were ready to make that deal was, among other things, that CBS would have been the succeeding company and CBS would have had control of the board."

As for the disintegration of the merger, Tisch denied reports of squabbling between him and Diller. "I have a lot of respect for Barry. But I didn't have an interest in getting into a bidding war for QVC."

He said there was one benefit to the failed merger: "Billions are available to CBS for any kind of acquisition." ■

These are the top 10 publicly reported Fifth Estate media companies in July 1994 (based on full-year 1993 revenues).

Rank	Company	Revenue* (in millions)	Year-ago rank
1.	Time Warner	\$5.324	1
2.	TCI/Liberty	5.306	3
3.	Capital Cities/ABC	4.663	2
4.	CBS	3.510	4
5.	Sony/Columbia	3.262	6
6.	Viacom/Paramount	3.231	8
7.	General Electric/NBC	3.102	5
8.	Matsushita/MCA	2.572	7
9.	Comcast/QVC	2.528	17
10.	Turner Broadcasting	1.761	9

* Derived from television, radio and related business Source: Estimates reported June 27 in BROADCASTING & CABLE's Top 100 in Electronic Communications

Mergers reorder top 10 list

The recent flurry of impending and just-completed media mergers has altered the weight of the industry's big players. Programming mergers—Tele-Communications Inc. and Liberty Media; Viacom and Paramount Communications; Comcast/Liberty and QVC—have created media giants and changed the rankings of companies with publicly reported revenues, according to BROADCASTING & CABLE estimates.

Time Warner still heads the list, with \$5.3 billion in 1993 industry-related revenue, and a similar amount was reported by TCI and Liberty Media which are close to a merger. TCI still beats Capital Cities/ABC, the largest broadcasting-oriented company, while CBS hangs on to fourth place. Sony, representing both equipment and programming, moves up, and Viacom, by virtue of its just-completed merger with Paramount, rises two notches, to number six.

General Electric/NBC loses two places, and is followed by Matsushita. Comcast's proposed acquisition of QVC and of Maclean Hunter Cable TV of Canada's U.S. cable systems helps it vault onto the top 10 list, knocking Turner Broadcasting into 10th place. News Corp., with \$1.72 billion, barely missed the top 10 cutoff. —GF

Plotting 'WB-ification'

Like many other aspects of the new WB Television Network, its promotional campaign will borrow a page from the book of Fox Broadcasting Co., say Bob Bibb and Louis Goldstein who have been charged with designing the campaign.

"We are going to promote the WB-ification of WB affiliates just as we did the Fox-ification of Fox affiliates," say the pair, who helped promote FBC's first two years and are now co-marketing heads at WB. "We are basically targeting the same old Fox demos and we want to convey to the affiliates' viewers the same attitude of hip awareness of this culture's hypocrisy. We will also play up the

brash history of the Warner Bros. studio."

Like the earlier campaign, WB affiliates will be encouraged to promote the "WB" name and their channel number in on-air promos and play down their call letters.

That strategy and others will be presented to WB affiliate general managers who will meet Aug. 11 at Warner Bros. Studios headquarters in Burbank, Calif., to hear marketing and the programming roll-out plans.

WB will soon announce a WB trademark logo and an animated character who will serve as the network's mascot in interstitial promos—it will not be Bugs Bunny.

"That character is too closely associated with Warner Bros. Family Entertainment, the studio's family television, home video and film programming label," said Bibb, who added that the animated character mascot—described as "the world's greatest showman"—is especially appropriate for a network whose target demographics are ages 12-34.

The mascot will be a Chuck Jones animation character not featured in Warner Bros. animation in 40 years, he said. The network is in negotiation with the 81-year-old animation director to create a new animated short based on the character.

Promos for the network will begin appearing around the Thanksgiving, they said. As in the Fox launch, the campaign will use heavy radio advertising. —DT

Warner Bros. wants to capture kids

New network will go after Fox and Disney franchises

By David Tobenkin

The new WB Television Network will launch a children's programming block called Kids' WB in September 1995. The ambitious weekday and weekend effort ultimately will include more children's programming than does the now-dominant Fox Children's Network. It also will borrow heavily from FCN's strategies.

Warner Bros. Animation, now the number-one supplier of the Fox Children's Network, will supply the four initial shows launching the new block.

However, Warner Bros. Animation will continue to supply outside networks with programming, and WB officials plan to use children's shows from sources other than the animation division.

The kids programming will play a key role in promoting and expanding WB, which launches in January with a one-night, two-hour sitcom block, according to WB Chief Executive Jamie Kellner.

"Our job in building this network is to help build a franchise in cities

across America, and the fastest way to get the market started is to get kids watching it," says Kellner. "And there is no better way [to do that] than to stick *Bugs* and *Animaniacs* on stations."

Kids' WB will begin as a three-hour Saturday morning block and a one-hour weekday morning block. It will be expanded to a four-hour Saturday morning block and a one-hour weekday morning block in 1996 and, by 1997, a two-hour weekday afternoon block.

The initial shows on Saturday mornings will include 65 episodes of the new *Steven Spielberg Presents Freakazoid!*, 65 episodes of the first *Sylvester & Tweety* episodes produced by WB in more than three decades, and 78 episodes of *Steven Spielberg Presents Animaniacs* (65 episodes now airing on the Fox Children's Network plus 13 new ones). The weekday morning shows will include the classic *Warner Bros. Merrie Melodies* and all episodes of *Animaniacs*.

Although former Fox Broadcasting



'Freakazoid!' will help kick off Kids' WB.

Co. president Kellner and Warner Bros. Animation President Jean MacCurdy downplay the ties between the two divisions, Kellner says that many Warner Bros. executives have resented watching their animation effectively build a competitor's network.

"It's always been a sore spot at WB that they deserved to have their own network, not Fox," he says. "When I was at Fox, they cleverly got around it by naming the lead characters in *Animaniacs* the Warner brothers and making their home the [landmark Warner Bros. water tower]. They even stuck the Warner Bros. logo on the tower. Now they will have their own network with their name on it."

"I wish them the best of luck," says Fox Children's Network President Margaret Loesch of the announcement of Kids' WB.

Kellner says that of four animation projects in development for WB, three are WB Animation efforts. Not only will WB's programming be similar to Fox's, but the new network also will use the same pattern of debuting programs on Saturdays, then stripping the successful ones on weekdays. That strategy has helped build Fox's and Disney's dominance over the major networks by increasing crosspromotional opportunities.

Freakazoid! and *Sylvester & Tweety* will jump to weekdays by September 1997, the date by which many WB affiliates' contracts for the Disney Afternoon weekday kids block will be up for renewal.

WB Animation's commitment to continue to provide Fox with many of its hit shows will end by 1997, although Fox options extend further on some shows. Kellner says he is more interested in acquiring new programs than in bidding on older FCN shows.

D.C.-Baltimore kids TV report card: C-

TV stations in Washington and Baltimore are doing better at meeting their Children's TV Act obligation to air educational programming for children, but not much better, the Maryland Campaign for Kids' TV said last week at a Baltimore press conference.

The group gave the stations an overall C- for their efforts, up from last year's D+.

Only 2.2% of the stations' schedules are given to educational kids programs, according to volunteers who monitored each of the markets' 13 stations. The stations' continued poor performance "underscores the need for stronger and clearer [FCC] regulations," says Kathryn Montgomery of the Center for Media Education, which along with Advocates for Children & Youth and the Ready At Five Partnership prepared the report card.

The stations got their highest marks for "Local Programs" (B) and "Times Shown and Quality" (B-), but received a D- for "Total Hours." In addition to the collective grades, the campaign graded and ranked each station. From best to worst: WTTG (Fox), WFTY (Ind.), WUSA (CBS), WRC-TV (NBC), WJZ-TV (ABC), WNUV-TV (Ind.), WMDT (ABC/NBC), WMAR-TV (NBC), WDCA (Ind.), WHAG-TV (NBC), WBAL-TV (CBS), WBFF (Fox) and WJLA-TV (ABC).

"We are disappointed" by the last-place ranking, says Donna Weston, WJLA-TV director of audience development. "We believe we do as good a job if not a better job than other area stations."

—HAJ

TBS getting goodwill from games

By Steve McClellan

For the third time in eight years Turner Broadcasting System is staging the Goodwill Games. And for the third time in eight years Turner will lose money on the games—as much as \$10 million, Turner executives say.

But everything is relative. While the company was hoping as late as last year to break even on the games, the losses this time should be significantly smaller than the \$45 million or so lost in 1990 on the Seattle games.

Coverage from St. Petersburg, Russia, began last Saturday and continues through Aug. 7. As far as TBS is concerned it's money well spent. First, it gets 61 hours of prime time programming plus some repeat material for late

night. It also gets a lot of press—most of it positive.

Through an agreement with ABC Sports to carry 17 hours of weekend coverage, the 1994 games also will receive much more exposure than did past efforts. That coverage is expected to draw at least a 5 rating and possibly a 6—twice what TBS is guaranteeing to advertisers who buy a joint TBS-ABC package. The package includes, among other perks, signage opportunities at the St. Petersburg venues. The ABC participation has helped Turner generate close to \$50 million in advertising sales, almost double what the Seattle games yielded.

For ABC, the venture is risk free. It gets a guaranteed “net dollar amount” for its participation, according to Jack Kelly, president of the



St. Petersburg plays host to Turner Broadcasting's Goodwill Games.

Goodwill Games.

The production is a joint venture, with ABC contributing roughly 50 staffers, including such well-known on-air talent as skating analysts Dick Button and Peggy Fleming.

Mike Klatt, TBS special projects coordinating producer, says the nightly format will be more “viewer-friendly” than recent Olympics coverage by CBS and NBC. ■

Gulf deepens between Hollings and RBOCs

By Kim McAvoy

A deal between the Bell companies and long-distance telcos, on info highway legislation, failed to materialize last week.

“The gap keeps widening,” said Tom Tauke, Nynex executive vice president for government affairs, concerning the ongoing negotiations in the Senate on how and when the regional Bell operating companies can enter the long-distance business.

The long-distance telephone issue is a major sticking point, and without a compromise, passage of a Senate info highway bill is highly unlikely.

Last Friday, Washington representatives of the regional Bell operating companies held a conference call to discuss the latest proposal offered by Senate Commerce Committee Chairman Ernest Hollings (D-S.C.). They turned it down.

“From our perspective the proposal we got was the worst proposal we’ve seen so far,” said Tauke. He said certain requirements in the proposal would result in a \$2.5 billion loss for Nynex.

Indeed, there appears to be a grow-

ing sense among the Bell companies that the situation is “getting worse. They’re [Hollings staff] making it impossible to reach an agreement,” said one telco source.

Under the Hollings bill (S. 1822), it could take years for the RBOCs to get into the long-distance telephone business. Apparently Hollings’s latest proposal includes some changes that make it more acceptable to the RBOCs. Hollings has come up with a procedure similar to the House bill, which the RBOCs support. Essentially, they could offer long-distance phone service with Justice Department and FCC approval.

However, the RBOCs would have to meet certain “preconditions,” to which the Bells said “no.”

Hollings’s staff came back with a counterproposal during a meeting last Thursday with RBOC officials in Senator John Breaux’s office. Breaux, who is representing RBOC interests in the negotiations, is the author of info-highway bill S. 2111, along with Bob Packwood (R-Ore.), which would permit the Bells to enter the long-distance business immediately.

“We’re still talking but we’re not there yet,” said a Breaux aide.

Another key negotiator is Mississippi Republican Trent Lott, who has been working with Breaux and Hollings to cut a deal on long distance. Lott would like to see a resolution, it’s believed, because two of his constituents are Bell South and LDDS, a large long-distance telco.

Hollings hoped to resolve the long-distance issue last week and bring S. 1822 up for a vote on Tuesday, July 26. But most Senate insiders are predicting that the markup will slip until July 28, or even next week.

Also last week, the debate grew more complicated when Senate Minority Leader Robert Dole (R-Kan.) circulated a “discussion draft,” of an infohighway bill that is far more deregulatory than S. 1822.

The draft would permit RBOCs to enter the long-distance business two years later; remove entry barriers to local phone markets; repeal the 1992 and 1984 Cable Acts; allow utilities to provide telecommunications services, and give broadcasters flexibility to use their spectrum for nonbroadcast use. ■

Editor's call for new Communications Act

By Robert Mack

BROADCASTING & CABLE Editor Don West last week issued a call for the creation of a new Communications Act.

"It's time to start over," West said during a speech to the Washington Metropolitan Cable Club. "The Fifth Estate has been so overburdened by regulatory impediments that both the bureaucracy and the media are threatened with gridlock."

A new act would begin by recognizing "that all protections of the First Amendment apply to the electronic nation....Indeed, you need but give us the First Amendment, and we'll do the rest." Noting that the magazine is 63 years old and the Communications Act but 60, West said the magazine has done a far better job of keeping up with the times.

The FCC should revert to its role as the spectrum's traffic cop, with an open market for media ownership, West said. Antitrust laws and the Justice Department would regulate both monopoly and obscenity. "Indeed, the

only media rules and regulations would be those that apply to all media, not just the electronic. We would in the process have achieved

what BROADCASTING magazine set out as a goal so many years ago: 'Radio as free as the press.'"

The electronic media should be considered as additive to each other, he said. "The two really are one; they are joined inseparably at the TV set," and should be considered complements as well as competitors. A legal joining would obviate future arguments over media scarcity, now used as a rationale to deny First Amendment rights to broadcasting, he said.

West urged all electronic media to be aggressive First Amendment speakers, and said cable should be more active in addressing its local constituencies. "If cable is to claim the First Amendment on must carry, it must claim it on the evening news as well. And if it is to avoid regulation as a common carrier, it must be an uncommon carrier on the ground."

"I believe it will happen," he said. "All of us should begin thinking about the shape of the Fifth Estate we want to emerge from a Communications Act of, say, 2001."

AFFILIATE SWITCHES

continued from page 10

traction of local programming.

WTVT's Demopoulos says his main concern is promoting an expanded 7-9 a.m. and a new 10-11 p.m. newscast, not the new Fox schedule. "The local programming new to the market is what we will need to promote."

The largest challenge for stations may be long-term, says Linda Button, vice president/creative director at SMASH Advertising in New York. "The big challenge they face is the temptation to put all their resources behind the switch itself," Button says.

"We've found that people will find their favorite shows within two days and that numbers for those shows will be as strong as before," she says. "Instead, they should spread out their resources and try to build a long-term distinctive identity. It's one thing to be the CBS station; that's great. But if people associate you with *Andy Griffith* and suddenly they are watching *CBS This Morning*, they will be confused."

Some stations are using news segments to help explain the switches. WTSP-TV Tampa, which will switch from ABC to CBS, will soon advertise a toll-free number viewers can call to ask station officials about the switches, says Steve Mauldin, WTSP-TV president/general manager.

The station already has urged viewers to call the station's "Talk Back to [Channel] 10" evening news segment, with questions about the switch answered on the evening news. The station received 50-60 calls a night initially, but the flow has since trailed off, he says.

Despite the uncertainty, not everyone is upset by the changes. "We are very, very pleased with the overall turn of events," says Jim Major, general manager of WFTS Tampa, Fla., which is moving from Fox to ABC.

Major doesn't know when the switch will occur, but is hoping for late December. That will allow the station to carry Fox's first season of football and switch to ABC in time for its Super Bowl coverage.

But in the end, stations unaffected by the affiliation upheaval may be the big winners. "Irrespective of what is the good or bad network, in the short-term advertisers will give a priority to those stations that don't change," says Jim Beloyanis, president of Katz Television Group.

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'Home Improvement' vs. 'Frasier' possible

Harbert says opening credits are exiting; compensation will increase slightly

By Steve Coe

ABC may decide to flip-flop *Roseanne* and *Home Improvement* so that the latter will go head to head against NBC's *Frasier* on Tuesday night, said Ted Harbert, president, ABC Entertainment. He also said most of the network's new shows this fall will be produced without title credits in an ongoing effort to improve program flow.

Harbert, who followed Bob Iger, president, ABC Television Group, on stage, appeared before the press during the network's portion of the Television Critics Association press tour in Los Angeles. He said the network could make the switch on Tuesday nights at any point before the start of the season.

Harbert boasted he has no doubt that *Roseanne* could easily beat *Frasier* in a head-to-head competition if the schedule remains as it is. However, he acknowledged that *Home Improvement*, only in its fourth season, might be better equipped to take on NBC's second-year series than *Roseanne*, which is going into its seventh season. Either way, "it is not in my best interest to let NBC launch a new comedy night on Tuesday."

As for the title credits that start off a series accompanied by the opening theme song, Harbert said he has asked producers to eliminate that non-program material in an effort to cut down on channel-surfing before an episode gets under way. He said he was comfortable with the possibility of being



Iger thinks compensation will increase

known as the man who deprived future generations of "TV theme songs."

In other programing points, Harbert said the network's new Saturday Family Movie franchise has to improve the household numbers on the night only "minutely." He said the goal was to see demographic improvement on the evening, which has skewed older and generated only mediocre household numbers. "We're trying to establish appointment television on Saturday night much like Tuesday, Wednesday or Friday night, when the family gathers to watch together."

Harbert also said the network didn't lose as much advertising revenue as some had speculated after the much-

publicized kiss on *Roseanne* between Roseanne and guest star Mariel Hemingway. "The *Roseanne* kiss didn't cost the network much. Hundreds of thousands of dollars worth of advertising pulled out, but hundreds of thousands got in. There might have been a low six-figure loss," he said.

On the network-affiliate relationship front, Iger said that because of the shift in the station/network balance of power in the past few months, compensation likely will increase. "Because there are more suitors out there, stations today have more leverage than they did several years ago. Our annual compensation is about \$100 million and I think it will probably rise, but not much." He added that in many cases "long-term [affiliation contract] deals will be more valuable than additional cash."

Although advertising rates have improved dramatically since last year for *NYPD Blue*, Iger said, "we still don't get the rates we should, given its ratings." Some observers, including some advertisers, had predicted that with critical and ratings success, the show would gain full advertiser acceptance in its second season, as was the case with such controversial shows as *Maude* and *All in the Family* in the 1970s.

When asked to clarify the network's stance on older viewers, Iger stressed that viewers "over the age of 49 are not inconsequential to ABC. We sell a lot of viewers between the ages of 25-54. We're not trying to exclude any age group." However, he added, "In terms of commerce, we are not selling any time with a consumer base over 55. Viewers over the age of 55 are not having an impact on our revenue."

Iger also cast some doubt on the chances for survival of the fifth- or sixth-network attempts by Warner Bros. and Paramount. "You have to focus on the distribution system. As Fox pointed out, the critical need is to have the strongest possible lineup. I just don't think there are enough strong stations in enough markets to launch a fifth or sixth network." ■

KTVK is King (World)

All six King World strips will run on soon-to-be-independent KTVK(TV) Phoenix under a deal signed last week. The station, which will lose its ABC affiliation in early 1995, has licensed five of six King World strips—*Wheel of Fortune*, *Jeopardy!*, *Inside Edition*, *American Journal* and *Rolonda*—through 1999 and *The Oprah Winfrey Show* through 2000. The deal will make family-owned KTVK the first non-network station in the country to air *Oprah*. KTVK, which now airs only *Oprah*, expects to gain the shows in January. Losing *Wheel of Fortune*, *Jeopardy!* and *Inside Edition* is KSAZ-TV, which is switching from CBS to Fox, while NBC affiliate KPNX(TV) is losing *American Journal* and *Rolonda*.

—DT

Talk Channel signs first affiliate deals

Continental Cablevision, TeleCable among inaugural systems

By Rich Brown

At least 10 million cable households will be able to watch The Talk Channel when Multimedia's new network officially starts yakking it up on Oct. 1.

The network has signed its first group of affiliation deals with Continental Cablevision, TeleCable, Tele-synergy and the National Cable Television Cooperative. Multimedia officials say they consider it significant that the deals are not the result of retransmission consent but of market demand.

Some cable TV households already have been able to watch a test run of the network on tv!, the new "sampler" network running on select Tele-Communications Inc. cable systems. Two Talk Channel test shows quietly debuted on tv! July 15 and will continue to be seen each Friday through Sunday on the network.

One of the test shows is hosted by Ernie Anastos, most recently an anchor with WCBS-TV and WABC-TV,



Talk Channel host Dick Wolfsie; Lynne Gold-Bikin, attorney representing battered women, and Dr. Daniel O'Leary, psychology professor, State University of New York

both New York; the other is hosted by Dick Wolfsie of WISH-TV and WIBC (AM) Indianapolis. Anastos's hour-long test segment is telecast live from noon-1 p.m.; Wolfsie's airs Fridays at 7 p.m. Both are repeated at noon on

Saturday and Sunday.

The Talk Channel test shows are similar in format to such top Multimedia programs as *Donahue*, *Sally Jessy Raphael*, *Jerry Springer* and *Rush Limbaugh*. The test shows feature a

SYNDICATION MARKETPLACE

Popular demand

All American Television has added 12 episodes to its order of new fall kids series *Superhuman Samurai Syber-Squad*, upping the order from 40 to 52 shows for a Sept. 19-25 launch. Stations also will receive a prelaunch episode barter-free. Tribune Creative Services will create an on-air launch campaign for the series, which is produced by DIC Entertainment.

Road improvements

Genesis Entertainment's syndicated reality strip *Real Stories of the Highway Patrol* has been upgraded in eight of the top 25 markets for fall. Total clearance for the half-hour program includes 162 markets with 90% coverage.

'Justice' test

Genesis Entertainment's new *Juvenile Justice* reality show will be tested in five markets to determine its potential for syndication. The

new half-hour strip, a courtroom drama involving the lives of young people who have committed crimes in the Houston area, will test on KCAL-TV Los Angeles, WTXH-TV Houston, WISH-TV Indianapolis, KNSD-TV San Diego and WESH-TV Orlando during the next month, with additional markets planned.

Jones lands Kupcinet

Group W's *Jones & Jury* has landed Jerry Kupcinet to direct the new talk court strip. Kupcinet, formerly a director of ABC's *The Home Show*, PBS's *Charlie Rose Show* and the syndicated *Richard Simmons Show*, will join the half-hour show when it launches into syndication on Sept. 12.

Weinstein to SH

Scripps Howard has added Nina Weinstein to its nonfiction development unit. Weinstein, senior producer of *National Geographic Explorer* and a 14-year veteran of CBS News, joined SHP's prime

time nonfiction unit as senior producer under a multiyear deal.

'Marilu' a go

Group W's *Marilu* talk show is a go after clearing more than 70% of the country, says Group W President Derk Zimmerman. The one-hour syndicated talk strip featuring Marilu Henner has been cleared in most markets at 9 or 10 a.m. The show, a replacement for the canceled *Vicki!*, was not cleared on *Vicki!* stations in New York, Los Angeles and Chicago, he said. *Marilu* debuts Sept. 12.

Motoring along

ITC Entertainment Group has green-lighted weekly syndicated half-hour show *Motorweek* for a second season after it was renewed on 103 stations covering 83% of the country. The show, which is hosted by automotive expert John Davis, tests new car models, provides care and maintenance tips and reports on automotive news. It is a production of Maryland Public Television.

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single-topic discussion with a half-dozen guests and a studio audience. The shows are done live in a Manhattan studio and allow viewers to join in the discussion by telephone and to participate in 800-number polls.

The Talk Channel is the latest to

join the rush of cable networks looking to succeed with the live talk format. Fox Broadcasting's fX launched on June 1 with several themed hours on topics ranging from pet care to collectibles. Similarly, NBC on July 4 launched America's Talking with a

lineup of hour-long shows dedicated to alternative medicine, government waste and other themes. The Talk Channel plans to eschew specifically themed shows to present a flexible format of audience-driven, news-oriented programming. ■

Black Entertainment TV opens up Shop

Entertainment company to launch home shopping channel targeted to African Americans

By Rich Brown

Home Shopping Network is looking to get a jump on would-be competitors with the debut of BET Shop, a home shopping service aimed at African Americans.

Black Entertainment Television and Home Shopping Network—both partly owned by Tele-Communications Inc. spin-off programming company Liberty Media—are entering a 13-week test on BET that eventually could lead to a 24-hour spin-off network.

HSN President/CEO Gerry Hogan says the home shopping giant also is considering a Hispanic shopping channel and other targeted shopping services.

"Whatever fragmentation occurs will be in the family," says Hogan. "I'd rather it be our team fragmenting the audience than somebody else's team."

Indeed, the two major programmers are not the first to recognize the

potential for a home shopping network aimed at African Americans. On a much smaller scale, Los Alamitos, Calif.-based entrepreneur James Lewis last spring launched his Black Shopping Network by purchasing leased time on local cable systems in key markets.

And several of the nation's established cable networks are looking for ways to tap into the lucrative home shopping business. MTV Networks

has just signed model Cindy Crawford to serve as spokesperson for a six-month-long home shopping test. MTV's test, done in conjunction with direct marketer Fingerhut Companies, launches next month with original retailing programs airing in 30- and 60-minute segments on MTV, VH-1 and Nick at Nite.

BET will begin airing BET Shop on Sept. 17. Every Saturday at 4 p.m. ET, BET will pick up a two-hour live feed from HSN's St. Petersburg, Fla., facilities. The show will feature 10-12

items each hour, presented by HSN veteran hosts Tina Berry and Terry Lewis. BET Shop merchandise will be 80% mainstream product and 20% Afrocentric product.

BET President/CEO Robert Johnson says revenues generated during the test will be used to cover promotion, marketing and production costs. Cable system operators would be invited to share in merchandise revenue from a full-time BET Shop network, he adds.

The only impediment to launching BET Shop as a full-time network right now is the ongoing limited channel capacity at many cable systems around the country, says Hogan.

"Over the next two to three years, that will resolve itself and BET Shop will be first in line," he says.

Meanwhile, Johnson says BET Shop possibly could share the schedule of another planned network, BET on Jazz: The Cable Jazz Channel, which is due to launch in the fourth quarter of this year. Hogan says there is also the possibility that BET Shop programming could appear on Home Shopping Network following the 13-week test.

Johnson, whose BET network reaches almost 40 million homes nationally, says BET Shop could work as a standalone network with a relatively small distribution of 10 million-15 million homes.

BET already has gotten a taste of the potential for home shopping with BET Direct, a year-old division that sells two product lines on the network. One of them, BET Music, features compilations of music heard on BET and has generated \$600,000 in sales since September 1993. The second line, Color Code, has sold \$1 million worth of its feminine skin care products during that same time period, according to BET figures. ■

"I'd rather it be our team fragmenting the audience than somebody else's team."

—Gerry Hogan

First-inning results

The Baseball Network launched on a high note with the All-Star Game (seen on NBC), which averaged a 15.7/28 Nielsen Television Index rating and share and was the highest-rated program in prime time for the week ending July 17. TBN's first two regular season prime time telecasts (seen on ABC) also garnered respectable numbers. The first telecast, on Saturday, July 16, averaged a 6.8/15, third in network competition. The second game, on Monday, July 18, averaged a 7.9/15 and was first among men 18-49 and second among men 18-34. The last ABC prime time regular season package, a six-game run in 1989, averaged a 6.2 rating. Twelve of last Monday's metered-market regional games scored double-digit ratings, according to Nielsen numbers. "We've been telling advertisers we think we'll do at least a 7 rating in the regular season, so we think we're off to a great start," says Jed Petrick, vice president, advertising sales, TBN. —SM

Heim takes helm at Nostalgia

By Rich Brown

Showtime veteran Jack Heim is leaving the company to revamp Nostalgia Television, hoping to rectify some recent troubles at the nine-year-old cable network.

"There are a lot of challenges, and I'm not going to downplay that," says



Jack Heim

Heim. The network is trying to get back on its feet following a messy ownership battle and the loss of more than 1 million subscribers in New York City and elsewhere.

Nostalgia also is trying to overcome concerns that the controversial Unification Church holds a stake in the publicly traded company.

Heim says the network is on its way to recovery and points out that the ownership question was recently settled and a board of directors was put in place. He adds that only one board director belongs to the Unification Church and the church will not be involved in programming the service.

"The minute it became that, Jack Heim wouldn't want to be the person to run it," says Heim. "No cable operator in the country would carry it."

Nostalgia Television's current programming lineup is targeted to Baby Boomers and scores its biggest ratings with syndicated off-network classics like *Love Boat*. Heim says he would like to continue with that programming strategy but also would like to add some programming for retired viewers.

He says the network's Alexandria, Va., production facilities could be used to produce a variety of original programming, ranging from issue-oriented shows to home shopping segments for retirees.

Heim expects to see stability in

Top cable shows and nets

Following are the top 15 basic cable programs (July 11-17), 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>Baseball: Home Run Derby</i>	ESPN	Mon 9:00p	2,788	4.4	3.0
2. <i>World Cup Soccer</i>	ESPN	Wed 7:25p	2,472	3.9	2.6
3. <i>Baseball: Old Timers Classic</i>	ESPN	Mon 10:03p	2,297	3.6	2.4
4. <i>Movie: 'Jaws'</i>	TBS	Sun 10:35a	2,141	3.5	2.3
5. <i>Matlock: The Courtmartial</i>	TBS	Sun 9:00p	2,085	3.4	2.2
6. <i>Miller Genuine Draft 500</i>	TBS	Sun 1:00p	2,070	3.3	2.2
7. <i>The Simpson Murder Case</i>	CNN	Mon 10:00p	2,038	3.2	2.2
8. <i>Rugrats</i>	NICK	Sun 10:30a	1,988	3.3	2.1
9. <i>WWF Monday Night Raw</i>	USA	Mon 9:00p	1,872	3.0	2.0
10. <i>World Cup Soccer</i>	ESPN	Wed 3:55p	1,833	2.9	1.9
11. <i>Silk Stalkings</i>	USA	Sun 11:00p	1,824	2.9	1.9
12. <i>Movie: 'Three Men and a Baby'</i>	USA	Sat 4:00p	1,813	2.9	1.9
13. <i>Movie: 'Three Men and a Baby'</i>	USA	Fri 9:00p	1,805	2.9	1.9
14. <i>Clarissa Explains it All</i>	NICK	Sun 12:00n	1,737	2.9	1.8
15. <i>The Ren & Stimpy Show</i>	NICK	Sun 11:00a	1,664	2.7	1.8

The top five pay cable movies for the week of July 11-17 are listed at right; they are ranked by the number of households tuning in during prime time (8-11 p.m.).

Source: cable networks based on Nielsen Media Research.

Rank	Movie	Network
1.	Hot Shots!, Part Deux	HBO
2.	The Firm	HBO
3.	The Last Seduction	HBO
4.	The Firm	HBO
5.	Nowhere to Run	HBO

Nostalgia's distribution, which is now roughly 10 million cable households.

"The reason distribution is down is because [the network] was rudderless in the past year," says Heim.

Heim brings 14 years of experience from Showtime and The Movie Channel, where he most recently served as executive vice president of sales and

marketing.

Prior to Showtime, he spent 13 years with American Express. Heim declined to discuss specifics of his contract with Nostalgia and would not say whether he will hold an equity stake in the company.

Heim says his first task at Nostalgia will be to fill key staff positions in

Keeping consumers in mind

Consumer Reports TV News has signed WLS-TV Chicago, giving the six-year-old news service 60 stations, including eight of the top 10 markets. CRTV, from the publishers of *Consumer Reports* magazine, also is developing a series for the Hispanic market and is producing a pilot with WAPA-TV San Juan, P.R. The news service provides stations with 12 consumer-related stories per month. The stories focus on safety problems, marketing rip-offs, best values and stories about products that work well. Two recent coups: an investigation of Sandoz's "new and improved" Triaminicin cough syrup, which led to a government fine of \$800,000, and a story about door lock problems that led to a recall of Toyota Camrys.

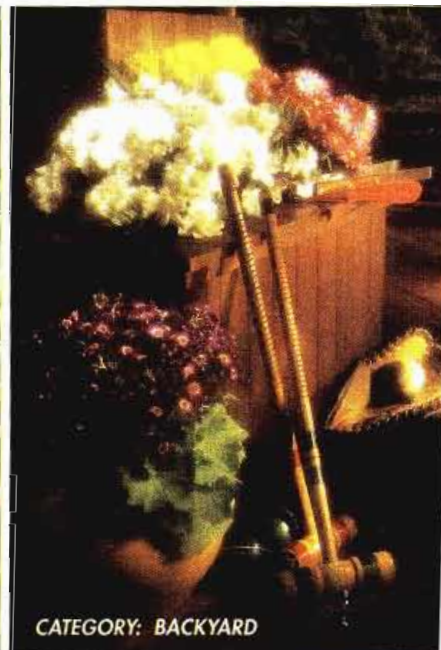
The Yonkers, N.Y.-based service also offers subscribing stations access to its research and testing facilities to develop their own stories. The news service has formed an affiliate advisory committee comprising the following news directors: Tom Bier, WISC-TV Madison, Wis.; Roger Lemay, WTFX-TV Philadelphia; David Goldberg, KHOU-TV Houston; C.J. Beutien, WTOL-TV Toledo, Ohio; Ron Bilek, WCPX-TV Orlando, Fla.; Ron Lumbard, WIXT-TV Syracuse, N.Y.; Lynn Manternach, WOI-TV, Ames, Iowa; and Nancy Shafran, WJXT-TV Jacksonville, Fla.

—SM

WHAT AMERICA



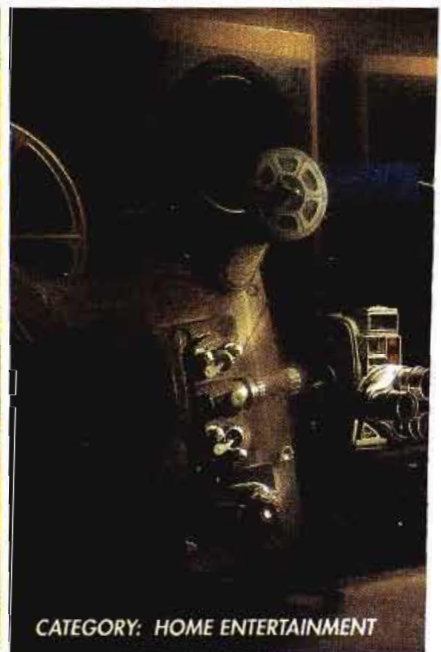
CATEGORY: HOME WORKSHOPS



CATEGORY: BACKYARD



CATEGORY: HOME ENTERTAINING



CATEGORY: HOME ENTERTAINMENT

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- Home decorating: \$45 billion
- Audio/video equipment: \$40 billion

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The research proves it! HGTV ranked #2 – out of 20 new networks – among cable subscribers who are single family home owners*. Plus, non-subscribers ranked HGTV #3 among new cable networks, surpassing interest in existing networks like A&E, CNBC and TNN**.

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- **STAR GARDENS** visits with celebrities and their outdoor retreats.
- **THAT'S HOME ENTERTAINMENT**, the latest consumer audio/video components, games and laser/VHS movies.
- **CRAFTY KIDS**, an educational show with great craft ideas for kids from 5 to 10 years old.
- **LUCILLE'S CAR CARE CLINIC**, entertaining, fun and informative car care tips.
- **YOUR HOME OFFICE**, a show for the 12 million work-at-home professionals.

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How can HGTV make money for you? How about advertising rebates, video retailing, half-hour programming blocks for you to sell, and marketing co-op dollars? We encourage you to add HGTV on a tier or a la carte basis. The research† says – consumers will pay for it! For information, contact Susan Packard at 810-827-4471.

*Research Communications Ltd. – 3/94. **Beta Research – March '94 Non-Sub Study. †Warren Publishing Survey.



HGTV DEBUTS NATIONWIDE IN NOVEMBER

H E A D E N D I N G S

Big Apple bounty

Time Warner has just hooked up the millionth customer on its New York City cable systems and plans to announce a \$100,000 customer sweepstakes tied to the milestone. The systems have added 32,000 customers since the beginning of the year and have grown by more than 340,000 subs since 1990.

Eco CEO

The Ecology Channel President and Chief Operating Officer Jack Hoagland has been upped to CEO of the network, scheduled to launch Dec. 6.

'Cheers' vet to H&G

Former *Cheers* star John Ratzenberger (Cliff Clavin) will host a new weekly series, *American Hobbies and Pastimes*, on the Home & Garden Television Network, which has targeted a fall launch.

This Bud's for you

Veteran sports producer Bud Greenspan will write and host a new series, *Bud Greenspan's Olympic Memories*, on the upcoming Classic Sports Network. The network, owned by Tele-Communications Inc. spin-off Liberty Media and others, is expected to launch in late 1994 or early 1995.

Surf's up

According to a new study, TV viewing groups most inclined to "surf" through channels using a remote control: premium subscribers; those with 36-plus channels; males; viewers 18-34, and those with household incomes of \$50,000-plus. Cable subscribers flip the channel an average of 7.2 times per half hour, according to the survey of 648 cable subscribers by the Cable Television Administration and Marketing Society and ICR Survey Research Group.

programming, marketing and, probably, sales.

"I have for a long time wanted to run a service, and this is an opportunity to do that," says Heim.

Canal+ will launch service in Poland

By Meredith Amdur

Canal+ has been given the go-ahead to launch a pay TV service in Poland that will begin broadcasting in December.

Known as Canal+ Polska, the terrestrial channel is jointly owned by Canal+, which holds 33%, and Polish investor group Polska Korporacja Telewizyjna. The frequencies awarded by the Polish Radio and Television Council give Canal+ Polska access to more than 2 million homes. Thirteen of Poland's largest cities, including Warsaw, Gdansk and Cracow, are covered. The partners hope to reach another 2 million through cable and direct to home via Eutelsat.

According to Marc Olivier of Canal+ Polska, the subscription-funded channel aims to have 500,000 subscribers paying \$12 a month within five years. Like parent Canal+ in France, the channel will feature movies and sports events. All programs will be broadcast in Polish, using voiceover, dubbing or subtitles when necessary.

Under the terms of its license, the channel's productions must be at least 30% Polish the first year, rising to 35% the second year and 40% the third and subsequent years. The channel will broadcast 21 hours a day, of which three and a half hours will be unscrambled. It seems likely that many of the Polish productions are destined for the free slot.

The only competition Canal+ Polska faces is a new Polish service announced by FilmNet. However, that service has yet to secure a blanket license from the Polish Radio and Television Council and will have to apply for each cable system on which it is carried.

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Ratings Week

According to Nielsen, July 11-17

	abc	CBS	NBC	FOX
MONDAY	6.8/12	9.9/18	8.9/16	6.2/11
8:00		41. The Nanny 8.5/17	39. Fresh Prince 8.8/17	
8:30	41. Day One 8.5/16	34. Dave's World 9.1/17	46. Blossom 8.1/15	63. Fox Night at the Movies: The Babe 6.2/11
9:00		14. Murphy Brown 11.0/20		
9:30	69. Jim Thorpe Pro Sports Awards 5.9/10	25. Love & War 9.8/17	34. NBC Monday Night Movies—For the Love of a Child 9.1/16	
10:00		18. Northern Exposure 10.4/19		
10:30				
TUESDAY	10.1/17	12.3/21	15.0/26	4.0/7
8:00	28. Full House 9.6/18	26. Rescue: 911 9.7/18	11. MLB Pre-game 11.5/23	84. South Central 4.0/8
8:30	29. Sister, Sister 9.5/17			87. Roc 3.4/6
9:00	10. Roseanne 11.6/20	7. CBS Tuesday Movie—In a Child's Name, Part 2 13.6/23	1. MLB All-Star Game 15.7/28	83. Tales fr/the Crypt 4.1/7
9:30	13. Coach 11.2/18			80. Tales fr/the Crypt 4.3/7
10:00	31. NYPD Blue 9.2/15			
10:30				
WEDNESDAY	10.2/19	7.7/14	10.2/19	5.7/11
8:00	55. Dinosaurs 6.9/14	45. The Nanny 8.2/17	21. Unsolved Mysteries 10.2/20	79. Beverly Hills 90210 4.6/9
8:30	62. The Critic 6.6/13	54. Good Advice 7.3/14		
9:00	2. Home Improvmt 15.3/27	77. America Tonight 4.8/8	18. Now with Tom and Katie 10.4/18	60. Models Inc. 6.7/12
9:30	4. Grace Under Fire 15.1/26			
10:00	40. Turning Point 8.6/16	16. 48 Hours 10.6/19	24. Law and Order 9.9/18	
10:30				
THURSDAY	9.5/18	6.7/12	11.9/21	5.7/11
8:00			23. Mad About You 10.0/19	51. The Simpsons 7.5/15
8:30	34. ABC Movie Special— She Woke Up 9.1/17	53. In the Heat of the Night 7.4/13	11. Wings 11.5/21	69. Sinbad 5.9/11
9:00			6. Seinfeld 14.3/25	72. In Living Color 5.5/10
9:30			5. Frasier 14.6/25	85. Making of True Lies 3.9/7
10:00	18. Primetime Live 10.4/19	74. CBS Reports 5.3/10	16. Dateline NBC 10.6/19	
10:30				
FRIDAY	10.9/22	7.8/16	4.6/9	5.2/11
8:00	31. Family Matters 9.2/20	49. Diagnosis Murder 7.6/16	81. Against the Grain 4.2/9	76. Encounters: The Hidden Truth 4.9/11
8:30	31. Boy Meets World 9.2/19			
9:00	26. Step By Step 9.7/20	47. Burke's Law 8.0/16	77. NBC Friday Night Mystery 4.8/9	72. The X-Files 5.5/11
9:30	21. Hangin w/Mr. C 10.2/20	48. Picket Fences 7.7/15		
10:00	8. 20/20 13.4/26			
10:30				
SATURDAY	6.7/15	7.3/15	8.4/17	6.7/14
8:00		60. Dr. Quinn Medicine Woman 6.7/15		63. Cops 6.2/14
8:30		67. Muddling Thru 6.0/12		55. Cops 6.9/15
9:00	58. Major League Baseball 6.8/15	69. Hearts Afire 5.9/12	44. Movie of the Week— Danielle Steel's 'Fine Things' 8.4/17	55. America's Most Wanted 6.9/14
9:30		34. Walker, Texas Ranger 9.1/18		
10:00				
10:30				
SUNDAY	7.8/15	12.3/23	7.0/13	5.7/11
7:00	49. Am Fun Hm Vid 7.6/17	3. 60 Minutes 15.2/33	81. Masters of Illusion 4.2/9	86. Adventures of Brisco County Jr. 3.5/8
7:30	65. Am Fun People 6.1/13	9. Murder She Wrote 12.3/23	75. seaQuest DSV 5.0/10	65. Martin 6.1/12
8:00	51. Lois & Clark 7.5/14			58. Living Single 6.8/12
8:30		15. CBS Sunday Movie— Without a Kiss Goodbye 10.8/19	30. NBC Sunday Night Movie—Deadly Matrimony, Part 1 9.3/16	41. Married w/Chldr 8.5/15
9:00	38. ABC Sunday Night Movie—Mississippi Burning 9.0/17			67. George Carlin 6.0/10
9:30				
10:00				
10:30				
WEEK'S AVGS	8.8/17	9.3/17	9.3/18	5.6/11
SSN. TO DATE	11.8/20	12.7/21	10.5/18	6.9/11

RANKING/SHOW (PROGRAM RATING/SHARE) (nr)=NOT RANKED *PREMIERE SOURCE: NIELSEN MEDIA RESEARCH YELLOW TINT IS WINNER OF TIME SLOT
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In fact, The Beta Research Corporation November '93 Subscriber Study* ranked The History Channel first in new network appeal.

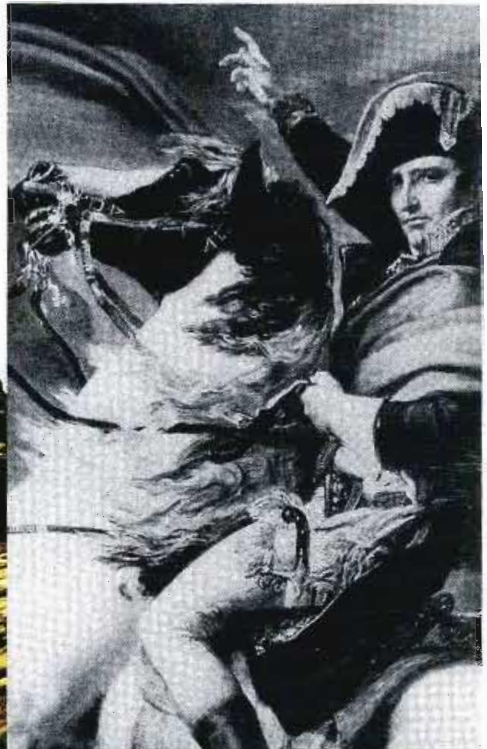
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THE HISTORY CHANNEL

Telemedia

THE INTERACTIVE WORLD OF VOICE, DATA AND VIDEO

Week

Interactive

Microware creates de facto operating system for interactive TV

By Mark Berniker

Microware Systems Corp. is the first company to develop a real-time multimedia operating system to be used in set-top boxes for interactive TV applications.

"By being first, we are getting a lot of experience working with different servers, set-tops and application developers enabling us to address the primary compatibility issues," says Eric Miller, director of multimedia for Microware Systems.

Miller says Microware is working with 20 different companies that are manufacturing set-top boxes of varying degrees of sophistication.

"The issues of complexity are being taken to a whole new level, when you consider all the compatibility issues on the table," Miller

adds. Those issues include the presentation of video images, graphics formats, communication between the server and set-top and the dynamics of transferring video, graphics, audio and text over the network at the same time.

But while several major computer companies hastily are trying to create operat-

ing systems and software packages for interactive television, Microware's OS-9 real-time operating system and DAVID (Digital Audio/ Video Interactive Decoder) software are being shipped.

Bell Atlantic will be the first to use the system in its digital set-top box at its recently approved interactive service trial in New Jersey.

Meanwhile, Microware is about to announce deals with third-party developers for authoring tools to create interactive television applications. Miller says several PC and Mac authoring tools will be available later this year. One of the companies expected to be involved is

microware

CD-ROM

HBO, Warner Music form Inscape to produce multimedia CD-ROMs

The Residents' 'Bad Day on the Midway' to be first

By Mark Berniker

Home Box and Warner Music Group are joining forces to produce and market multimedia CD-ROM titles.

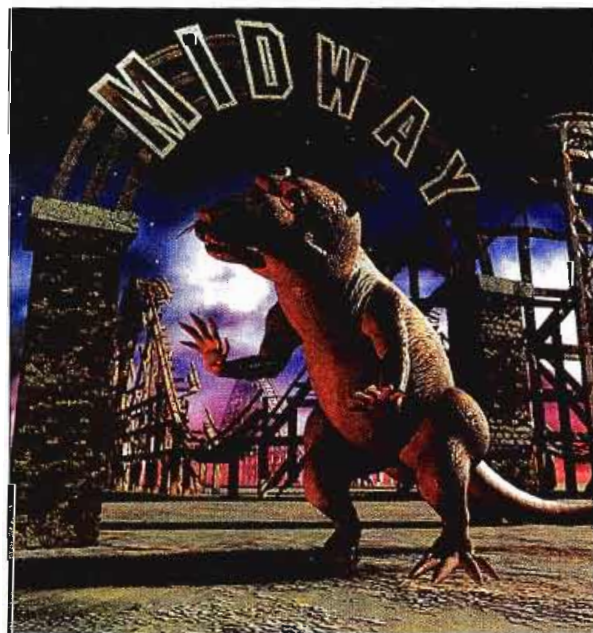
Inscape is the name of their joint venture company. It will be headed by multimedia producer Michael Nash, who was instrumental in creating the *Freak Show* CD-ROM for The Voyager Co. that featured the musical group The Residents.

Nash's first title for Inscape also will feature The Residents. *Bad Day on the Midway* will combine elements of comic

HBO

books, music videos and video games with the offbeat nature of the San Francisco band. Nash says Inscape will produce at least two more CD-ROM titles by the end of 1995, but would offer no details.

Inscape is considering developing CD-ROM titles from various HBO shows, including *Tales from the Crypt*, *The Larry Sanders*



continued on page 34

Inscape's first CD-ROM: *Bad Day on the Midway*

OptImage. The company has authored tools on the market for the CD-I platform and has said it is developing tools for interactive TV.

Microware owns a minority stake in OptImage (Philips is its majority owner). Other potential interactive authoring tool vendors are Macromedia, Apple and possibly others.

But while Microware has emerged as the leader in the rapidly evolving interactive TV market, the small Des Moines-based company can't rest on its laurels. Microware surely will face intense competition in the coming months, with a variety of computer giants creating their own operating system for interactive television. Among firms expected to enter the operating system competition are Microsoft, Silicon Graphics and The 3DO Co.

But Miller is optimistic that Microware will prevail. He says Microsoft is "a year or so back," while SGI's system being developed for Time Warner's Full Service Network in Orlando, Fla., is too expensive and will never make it to market. (The set-top, Miller says, is estimated to cost \$5,000-\$10,000.)

Miller says 3DO's proprietary system for US West in Omaha is a closed-in system, which is not conducive to standards. And he adds that Kaleida, the joint venture between Apple and IBM, recently "pulled the plug because the powers that be said 'we need another operating system like we need a hole in our head.'"

"We would like to develop a functional model for interactive television with a software package that allows manufacturers a lot of flexibility in set-top box design," Miller says.

In addition to Bell Atlantic, other companies deploying network architectures and working with Microware are Cox Cable,

Nynex, Hong Kong Telecom, SIP of Italy, Korean Telecom and Telecom Australia.

First-generation digital set-top box manufacturers that are supporting DAVID include Philips, IBM, EURODEC, GoldStar, Zenith, CLI, Kyocera, Samsung, ICTV, Divicom and Adaptive MicroWare. Video server manufacturers who are backing it include Digital Equipment Corp., NCube, IBM and Hewlett-Packard.

Miller says most of the interest in Microware OS and software has come from the telcos, but recently several traditional cable set-top manufacturers have expressed greater interest. He said Microware is actively involved with Zenith and is at "various levels of discussions" with General Instrument and Scientific-Atlanta, the two leading cable set-top manufacturers.

The second generation of digital set-top boxes is not expected to arrive until late 1995 or early 1996. These interactive decoders will contain RISC processors, such as the PowerPC chip, featuring MPEG-2 decoding of full-motion video, decryption/conditional access, a PCMCIA accessory interface and a high-performance graphic accelerator.

Despite the optimism surrounding the potential of interactive television, Miller says the "issue of doing this economically is not a simple question. The crux of the discussion is that you have two diametrically opposed ideas: price and function."

Miller says that while everyone is talking about a highly functional set-top box with nothing short of a mini-computer inside, the economics won't allow it to be priced at less than \$200; \$200 often is cited as the maximum price telcos and cable operators are willing to pay for the next generation of set-tops. ■

Woodstock '94: Hightech reunion

PolyGram, Philips plan interactive pavilion for music festival

By Mark Berniker

Woodstock '94 is being billed as the music event of the summer, if not the biggest concert since the seminal event on Max Yasgur's farm 25 years ago.

But though the New York State Thruway might have been closed 25 years ago, the information superhighway will run through the new Woodstock, with the concert available on demand to millions and a range of new interactive technologies on display.

"This is going to be a blockbuster event that is going to be made available first live on pay per view, and then later as a film and home video," says Jeff Rowland, vice president of Polygram Diversified Entertainment, which is coordinating Woodstock '94.

The festival will take place on an 848-acre farm in Saugerties, N.Y. Rowland says the permit for the festival allows Polygram to sell up to 250,000 tickets.

Aerosmith, Metallica, Red Hot Chili Peppers, Alice in Chains, Bob Dylan and Peter Gabriel are among the musical artists who will perform during the Aug. 13-14 event.

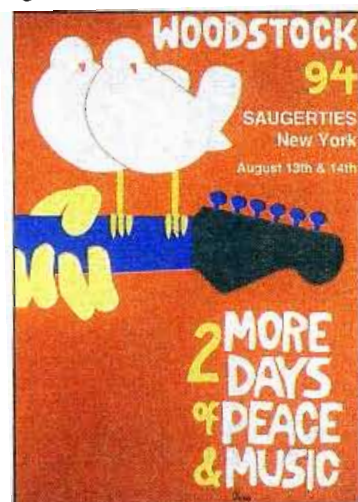
"Pay per view is the perfect medium to present the whole festival," Rowland says. Based on initial feedback from cable operators, he expects the buy rate will be more than 2%, which would translate to orders from nearly 450,000 households and generate more than \$22 million.

Holly Leff, executive director for original and event programming for Viewer's Choice, one of the companies handling the pay-per-view event, also has "high expectations" for the buy rates for the festival, which will cost \$49.95 on pay per view. Leff says the current addressable universe for PPV events is about 23 million.

Aside from the pay-per-view package, MTV is planning live coverage of Woodstock '94 with its music video jocks roving the grounds. But PolyGram Diversified Entertainment, which is overseeing the pay-per-view production, is restricting MTV's live coverage of the performers.

PolyGram and Philips Media also are using the festival to showcase an array of new technologies that will be part of what is being called "Surreal Field," a six-acre interactive village produced by MEGA Interactive Festivals Ltd.

Apple Computer plans to create "Woodstock '94 Nation News," a digital newspaper that will be a combination of world news and information about the festival. Apple will display the twice-daily newspaper on screens on the main stage. Apple also will have a tent devoted to games, music and sports CD-ROM titles. ■



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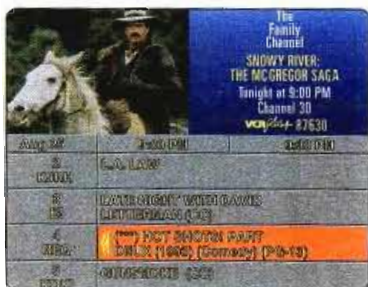
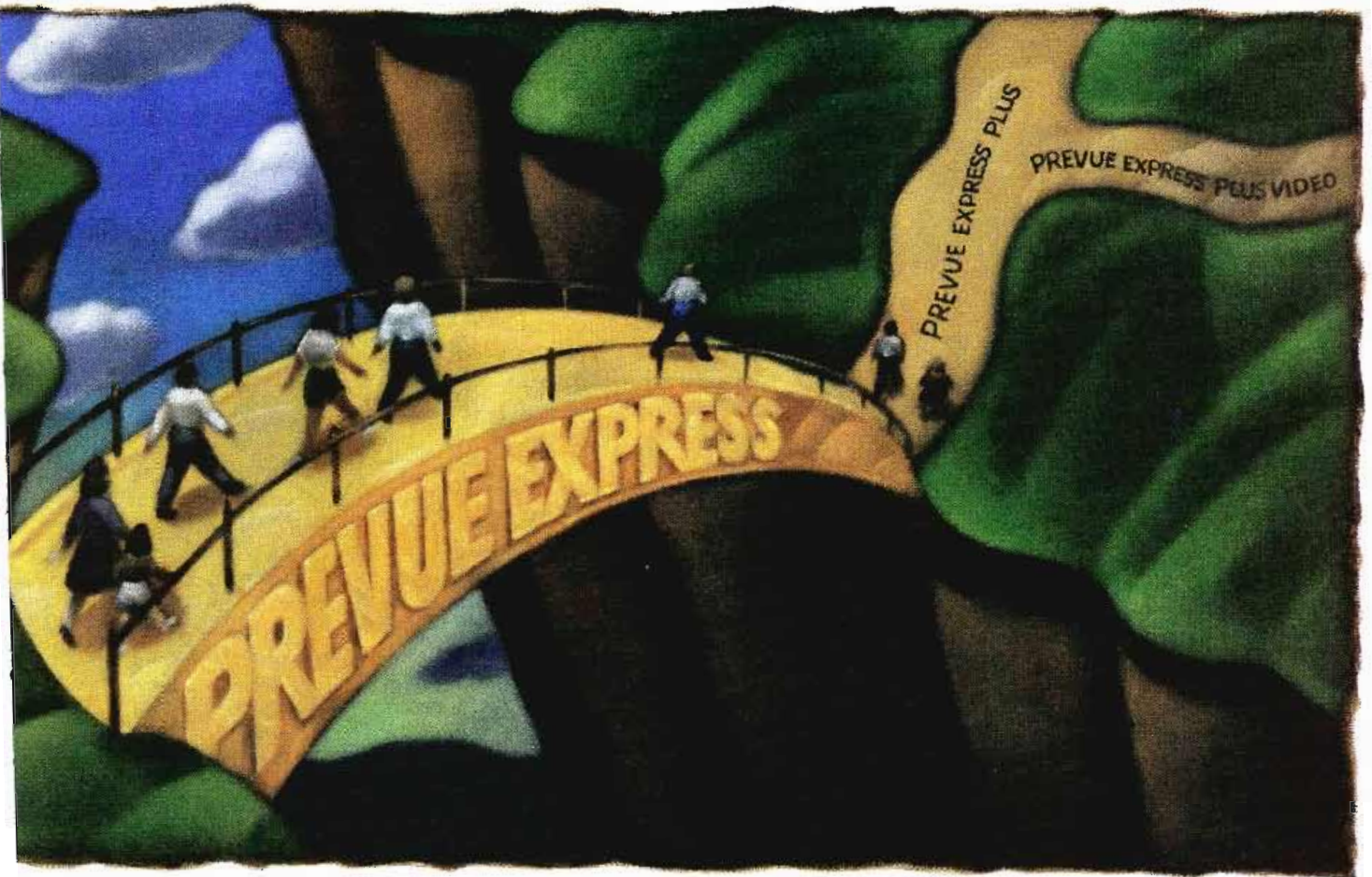
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PrevueExpress Plus Video – Get movie descriptions and video previews.

'Nightly Business' goes online

PBS's *Nightly Business Report*, the weeknight business program, is going online, providing business and investment information through America Online. NBR Online will offer transcripts of the television program, as well as interviews, market analysis, business news briefs, personal finance tips and commentary by leading economists and business executives. Subscribers will be able to post messages and occasionally interact with reporters and NBR guests. NBR is produced by WPBT-TV Miami in association with Reuters.

BA chooses QuickTime

Bell Atlantic will include Apple Computer's QuickTime multimedia technology in the software for the set-top boxes in its interactive television and advanced telecommunications networks. Apple's QuickTime uses a sophisticated video compression scheme to deliver full-motion video stored on media servers to television sets equipped with digital set-top boxes.

New guide from TV Guide on Screen

TV Guide on Screen and tv!Network have teamed to create a customized version of the On Screen Channel, an electronic program guide being tested on several TCI cable systems. On Screen Channel features a 28-second schedule rotation of show listings, while tv!Network offers samples of programming of new specialty cable channels, such as Cable Health Club, The Learning Channel and Encore. TV Guide on Screen is a joint venture of News Corp. and TCI, while tv!Network is owned by Liberty Media.

TV Food Network demos 'Recipes on Request'

The TV Food Network recently demonstrated a new interactive service, Recipes on Request, that uses Scientific Atlanta's 8600X Home Communications Terminal. The 24-hour basic cable network will allow subscribers to select recipes from a database developed by TVFN, download the information to the terminal and copy it.



News via PC—coming soon from NBC

NBC Desktop Video to deliver news to PCs

By Mark Berniker

NBC will deliver a multimedia business newsfeed service designed especially for the financial services industry beginning this September.

The content for the service will come from programming on NBC News, News Channel, CNBC and Private Financial Network and will cover events not normally seen on regular programming, such as live feeds of corporate announcements and annual meetings.

NBC Desktop Video will offer two services—NBC Professional and NBC Desktop Video on Demand—that can be accessed directly by personal computers. NBC Professional will be available 18 hours per day and will focus on live coverage of major events such as news conferences and national and global events affecting U.S.

financial markets.

NBC Desktop Video on Demand will offer much of the same content but will allow subscribers to access the information in an on-demand environment. Sub-



scribers will be able to pause, rewind and fast forward the daily newsfeed and store information for future reference. NBC is targeting financial traders and the investment community with its new video news services. NBC Desktop can be accessed with computers equipped with either Microsoft Windows or Unix-based software.

NBC says it will offer the service in Europe before the end of the year.

HBO

continued from page 30

Show, Real Sex and Dream On, and sports programming, including *Inside the NFL*. Nash says Inscap will develop CD-ROM titles centering on music genres, and possibly some with individual artists.

"Everybody is going to have to translate their assets into new audiovisual environments, which will be made up of a variety of tributary media," Nash says.

Nash says Inscap will draw on the intellectual property assets, brand name and marketing expertise of HBO and the Warner Music Group for its multimedia CD-ROM product line. "We want to merge entertainment content-based multimedia with role-playing games and cultural adventure programs," Nash says.

The partnership marks another step in the integration of Time Warner's various divisions, subsidiaries and investments. The synergy between the cable-based pay movie channel, and Warner's music division is not obvious at first glance. But Nash says that both divisions wanted to get into multimedia and decided they needed help to create, develop and market CD-ROM software titles.

"We are making products for CD-ROM now, with an eye on online service and interactive television delivery in the future," Nash adds.

Inscap is not HBO's first move into emerging multimedia markets. Last year the company announced a 10% equity investment in Crystal Dynamics, one of the leading interactive entertainment software companies in Silicon Valley.

And HBO is expected to participate in Time Warner's upcoming Full Service Network in Orlando, Fla., with an on-demand version of its cable-based pay service.

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Calendar

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.

AUG. 23-24—Cyberspace and the American Dream, sponsored by The Progress & Freedom Foundation. Stouffer Waverly Hotel, Atlanta. Contact: Bethany Noble, 202-484-2312.

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

SEPT. 13-15—First Annual Online Developers Conference, sponsored by Jupiter Communications. Park Lane's Parc Fifty Five Hotel, San Francisco. Contact: Harry Larson, 212-941-9252.

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.

OCT. 5-7—CD-ROM Expo/Boston, sponsored by IDG World Expo. World Trade Center, Boston. Contact: Mitch Hall & Associates, 617-361-2001.

OCT. 10-13—The Conference On Interactive Marketing/West, sponsored by Interactive Marketing Inc. The Camelback Inn, Scottsdale, Ariz. Contact: Andy Batkin, 310-798-0433.

Online Services

AT&T taking over ImagiNation

Telco will have majority stake in Silicon Valley online service

By Mark Berniker

AT&T is about to boost its investment in The ImagiNation Network and hopes to transform it into the leading entertainment-oriented online service. It also will connect ImagiNation to AT&T's EasyLink messaging service.

Since AT&T announced its equity investment in The ImagiNation Network last July, the small California startup has undergone major changes. Several top officials have left, and the new partners have scrambled to put a management team in place. Sources close to the deal say AT&T has major plans to invest, expand and promote ImagiNation and will exercise its option to increase its ownership interest.

The ImagiNation Network features interactive games, chat, conferencing, bulletin boards, a mall and a post office with personal mail boxes. The service's user interface uses a Disneyland-like fantasy world with a variety of arcade, fantasy role-playing and Las Vegas-style games.

AT&T has kept its cards close to its vest regarding its role in Imagination, but that will change when the telco leverages its position in the venture, essentially seizing corporate control. "It has not changed and any change has not been announced by AT&T," says Bill Linn, spokesman for The ImagiNation Network. AT&T refused to comment on its financial position in ImagiNation.

"We're very interested in the development of companies like The ImagiNation Network, and online services in general, and the implications they have for AT&T," says David Neylon,

director of interactive entertainment for AT&T EasyLink.

Neylon says AT&T's contract with ImagiNation partners Sierra On-Line and General Atlantic Partners is a "private matter," adding "the agreement does allow AT&T to assume controlling interest" in The ImagiNation Network. Neylon says one reason AT&T became interested in ImagiNation was its "communications-centric" orientation.

Ken Williams, who started Sierra On-Line, founded ImagiNation and lost millions of dollars in the process. Williams was not available for comment from his Seattle office.

Linn says the company is "in the process of upgrading the service for launch later this year that will include rolling out our online education content and, potentially, other games from Sierra On-Line."

AT&T and General Atlantic Partners both ponied up approximately \$5 million for 20% stakes in the company, while Sierra On-Line retained majority control with 60%. As part of the deal, AT&T has an option to take majority control of the company, and sources close to the deal say it is on the verge of being consummated.

Sierra's deal with AT&T and General Atlantic Partners arose from the losses absorbed during the first few years of operation, forcing the company to turn to partners to salvage the start-up venture.

ImagiNation's board comprises Ken Williams of Sierra On-Line, Gordon Bridge of AT&T EasyLink and Bill Ford of General Atlantic Partners. Bridge presided over a recent board meeting

at ImagiNation's new headquarters in Burlingame, Calif., to discuss AT&T's increased involvement and possible future synergies with AT&T EasyLink services.

Before the end of the year, AT&T EasyLink will launch PersonaLink, an advanced messaging service, into which it plans to gradually integrate multimedia elements. Gail Silver of AT&T EasyLink says there will be online aspects as well as information service and shopping applications, but PersonaLink will center on sending and retrieving messages.

Silver added that PersonaLink will be delivered both to remote devices (personal communicators) and to desktop computers. She says intelligent agent software will make smart messaging possible. Voice, sound and graphics will be added.

Kevin Compton, AT&T spokesman, says that EasyLink's strengths in messaging and processing electronic transactions and ImagiNation's information and entertainment content "seem to be a natural fit." Linn adds that "it seems natural that we could be part of the EasyLink service sometime in the future."

Some of the changes AT&T is considering for ImagiNation are improving the computer and transmission systems with state-of-the-art equipment from AT&T and other vendors. It also will introduce an advertising campaign promoting the entertainment and gaming online network.

ImagiNation has 40,000 subscribers who pay \$9.95 for the first five hours of use and \$3.50 for each additional hour.

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Top stations hold their own

Spring Arbitron ratings show little change in top three markets, higher response rates

By Donna Petrozzello

Arbitron's spring 1994 survey of radio listening nationwide found strong stations holding their ground with stable market shares when compared with last winter's survey.

Listeners in the Los Angeles area once again made Hispanic KLAX-FM Long Beach first in the market. In New York, adult contemporary WLTW(FM) came in first; urban contemporary WGCI-FM earned the highest ratings in Chicago.

Arbitron's spring survey of more than 200 markets covers March 31-June 22. Ratings cited are persons 12-plus, listening from 6 a.m.-midnight, Monday-Sunday.

The latest survey is the first to incorporate changes in Arbitron's diary delivery. Last spring, Arbitron mailed the diaries, payment premiums and instruction guides in separate sleeves to each member of a household participating in the survey and sent the diary packages in brightly colored boxes instead of plain envelopes.

Apparently the changes worked. Arbitron found that the average 39.6% metro response rate for the first 36 markets it tabulated was a 10% gain over the 35.9% response rate to the spring 1993 survey. David Lapovsky, Arbitron operations vice president, attributes the increase to the changes in diary packaging.

In the Los Angeles, New York and

Chicago markets, many of the stations earning the largest market shares also were number one in AccuRatings' latest survey (BROADCASTING & CABLE, July 11). However, Arbitron and AccuRatings showed different winners for the 6-10 a.m. weekday slot in New York and Los Angeles.

Los Angeles

KLAX-FM garnered the highest market share, 6.1, among Hispanic-formatted stations in the Los Angeles area, according to Arbitron. KLAX-FM had slipped slightly between fall 1993 and winter 1994, from a 7.0 to a 5.6 share.

Most other Hispanic-formatted stations, except for KLVE(FM), slipped in ratings. KKHJ(AM) dropped from a 2.0 share to a 1.7; KTNQ(AM) dropped from 2.9 to 2.2, and KXED(AM) fell from 1.4 to 1.3. By contrast, KLVE gained 0.5 share point in the spring survey, moving up to a 3.7 share from a 3.2 last winter. KLAX-FM also earned the largest market share, at 5.6, during the 6-10 a.m. drive time slot. Classic rock KLSX(FM) earned a 5.0 share for morning drive, and news/talk KABC(AM) earned a 4.8 share.

However, in AccuRatings' survey of Los Angeles listeners 12-plus, contemporary hits KPWR(FM) garnered the largest weekday morning share, and KLAX-FM rated sixth among the top 10 weekday morning stations. Other top-rated morning shows include KHS-AM-FM, KKB(AM), KFI(AM) and KROQ-FM, according to AccuRatings.

New York

In New York, adult contemporary WLTW(FM) held its place as the top-rated station for the second survey season. WLTW earned a 5.0 share, an increase from its 4.7 share in Arbitron's winter survey. Contemporary hits WPLJ(FM) moved up to a 4.0 from a 3.9 last fall and a 3.4 in the winter survey. Urban and rap WQHT(FM) and contemporary hits WHTZ(FM) also increased their market share in the latest survey.

New York's news stations held

Barney moves to radio

Barney, the pudgy purple dinosaur whose morning television show *Barney & Friends* delights so many children, is gaining a wide radio listenership with the newly syndicated *Bedtime with Barney* story time on Sunday evenings.

Produced by The Lyons Group (which also produces the television show) in conjunction with Cry Wolf Music Inc., *Bedtime with Barney* was launched nationally last January by MJJ Broadcasting Inc. The 10-minute radio show recently topped 70 affiliates, a record number for a children's program.

"The response is nothing short of miraculous," says MJJ President Josh Feigenbaum. "Barney as a character is so genuine that if this show didn't get cleared on radio, I don't think any children's program could."

Conceived as a clever way to help parents coax their children to bed, Barney's stories incorporate classic, internationally popular fables and fairy tales, and the show sometimes features guest readers, says the show's producer, Martha Datema-Lipscomb. Based on the show's success over the past six months, Datema-Lipscomb says she is looking at the possibility of expanding the show to a nightly segment.

"Our idea was that if Barney told a story that was pleasing to children and helped parents in getting their children to bed, we had a winner in both ways," she says. "Barney is committed to the use of imagery and that's a good fit for radio."

—DP



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firm, with WINS(AM) leading the market with a 4.0 share.

In both surveys, audiences favored several similar weekday 6-10 a.m. drive time shows. According to Arbitron and AccuRatings, all-news WINS had the most-listened-to morning drive show. Both surveys listed *The Howard Stern Show* on classic rock WXRK(FM) and news on WCBS(AM) in the top five morning drive shows.

However, in the Arbitron survey,

news/talk WOR(AM) and *Imus in the Morning* on WFAN(AM) ranked fourth and fifth. By contrast, the top five morning shows according to AccuRatings included WQHT's *The Morning Show* with Dr. Dre, Ed Lover and Lisa G. and WHTZ's *Morning Zoo with John Lander*.

Chicago

Arbitron ranked urban contemporary WGGI-FM and full-service WGN(AM)

first and second in overall listenership with shares of 7.0 and 6.9, respectively. Contemporary hits WBBM-FM, country WUSN(FM) and news WBBM(AM) each earned high ratings shares, at 4.9, 4.4 and 4.2, respectively. In weekday morning drive, WGN earned an 11.7, far ahead of WBBM(AM)'s 6.8, WGGI-FM's 6.1 and WBBM-FM's 4.8. Rounding out the top five morning drive slots were WBBM-FM and WUSN.

RIDING GAIN

Public broadcasting bound for Europe

The Corporation for Public Broadcasting has approved a \$750,000 grant to underwrite a joint venture between National Public Radio and Public Radio International to expand their programming in western and eastern Europe.

This fall, the public networks intend to begin broadcasting their most widely known programs, including NPR's *All Things Considered* and PRI's *Marketplace*, along with some independently produced shows, to European radio stations and audio cable systems via satellite.

The satellite distribution venture, called "The U.S. Public Radio Channel," will greatly increase the number of European broadcasters that can receive the programming, says PRI President/CEO Stephen L. Salyer. The programming will be valuable to English speakers either living or traveling abroad and will become a source of new revenue for the public broadcasters, Salyer says.

CPB's investment will make it a co-owner, with NPR and PRI, of the venture. CPB is slated to fund the project during its first three years. In the fourth year, Salyer says, PRI and NPR will buy out CPB's share, reimburse CPB for its initial outlay and divide equally the cost of distributing their programs to the European market.

Kustra cancels

Illinois Lieutenant Governor Bob Kustra canceled his plans last week to leave public office to host an afternoon talk show at news/talk WLS(AM) Chicago just two weeks before the anticipated Aug. 1 launch of the show.

Kustra decided to stay in office and pursue re-election this fall after Governor Jim Edgar underwent heart bypass surgery earlier this month, says WLS President/GM Tom Tradup. Tradup says WLS executives were asked by Edgar to release Kustra from his contract with the station, and Tradup "could not envision any way to enhance WLS's image by not honoring Edgar's request."

Tradup says the station will not offer the talk show to Kustra again. The station is now seeking an afternoon host, he says. The afternoon talk show slot opened up after former Cook County Democratic Party chairman Ed Vrdolyak resigned from hosting the show in April.

'The Right Side' gains national audience

Newly syndicated African-American talk show host Armstrong Williams does not blend in with the ranks of conservative white male voices heating up the radio airwaves.

But less than two years after Williams's popular radio show *The Right Side* was introduced on WOL(AM) Washington, the show has been launched nationally by Talk America Radio Network. Last week, *The Right Side* debuted on 15 stations nationwide, breaking into large markets, such as Boston, as well as smaller markets, including Orlando, Fla., and St. Louis.

Prior to his radio career, Williams, a conservative Republican, served as a staff aide to Senator Strom Thurmond and to Supreme Court Justice Clarence Thomas during his tenure as chairman of the EEOC.

Evergreen may syndicate show hosts

The Evergreen Media Corp. is considering unleashing its WLUP-FM weekday hosts Kevin Matthews, Jonathon Brandmeier and Danny Bonaduce, former child star of *The Patridge Family* television series, into national syndication.

Evergreen recently named Lawrence J. Wert president of the media group's Chicago branch and placed him in charge of syndication plans. Wert formerly was vice president and general manager of Evergreen's Chicago properties, sports-talk WMVP(AM), WLUP-FM and album rock WWBZ(FM). In his new role, Wert also will oversee sta-



Armstrong Williams goes national through syndication by Talk America Radio Network.

tion operations at WLUP-FM and WMVP.

Errata

A July 18 "Top of the Week" story on Katz Media Corp. failed to include Katz CEO Peter Goulazian as one of the company's top executives.



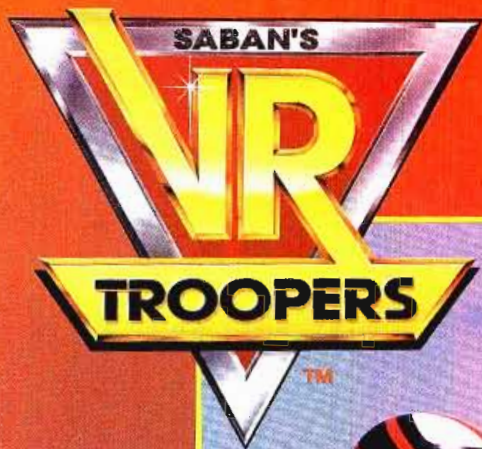
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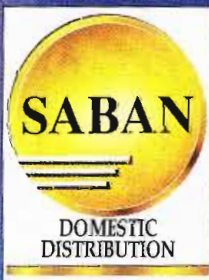


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Stephen H. Brown

Changing the face of kids TV

Children's TV can't escape the forces that are reshaping the entire industry. The network-affiliation free-for-all and the imminent arrival of the Warner Bros. and Paramount networks have unsettled the children's syndication and network markets, now generating close to \$1 billion a year in advertising revenue. One big question is whether the Fox Children's Network can continue to dominate the network end of the business in the face of the new competition.

Also threatening to affect children's TV in a big way is the push for more educational programming for kids. If their threats don't work, Congress and the FCC may eventually mandate action.

In this special report, BROADCASTING & CABLE examines the mercurial state of children's TV in all its manifestations: syndication, network, cable, noncommercial and even multimedia.

Issues and Answers.....44

For our third-annual special report on children's television, we gave the floor to seven programmers: Gerry Laybourne of Nickelodeon; David Britt of Children's Television Workshop; Fred Wolf of Fred Wolf Films; John Claster of Claster Television; Allen Bohbot of Bohbot Communications; Andrew Heyward of DIC Entertainment; and Margaret Loesch of Fox Children's Network



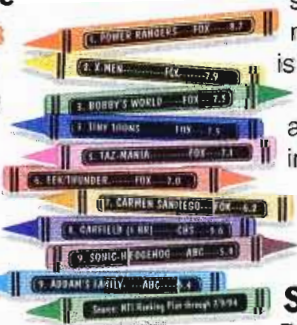
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Sea Changes for Syndicated Fare.....52

The syndication market for children's programming has been rocked by intense competition, affiliation changes and new networks. Even the Fox Children's Network, the big winner on weekdays, has been challenged.

Saturdays and the Fox Factor.....58

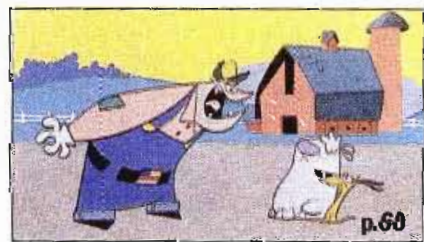
Fox is the new kid on the Saturday morning block but it is also the ringleader. Only in its fifth season, it has overtaken the competition, ABC and CBS, and left NBC a distant fourth.



p.58

Cable boosts original programming.....60

Cable has grown up. Kids are the raison d'être for Nickelodeon, The Cartoon Network and The Family Channel, which fill their schedules with everything from Tiny Toons to Looney Tunes. But it's not just old



p.60

cartoons—original programming is growing rapidly on the cable networks. And although The Learning Channel, TNT and USA Network cater to adults, they feature small-fry fare too.

PBS and Merchandising.....66

PBS is known for high-quality programs for children, and has created superstars: Barney, Big Bird and Mr. Rogers. Now PBS is negotiating more savvy deals to increase its merchandising income to pay for programming.



p.66

FCC's Ness Looks Out for Kids.....67

The FCC clearly cares about its role in providing high-quality children's television, but new Commissioner Susan Ness has made it her priority: "No one is keen about regulation for regulation's sake. But we are keen about having the intent of the Children's Act realized."

Children's TV Ad Spending in Slump.....67

Despite the overall boom in advertising, spending on children's TV is on the decline. One advertising executive offers a possible explanation: "the lack of huge hit toys that has existed in the past, other than the *Lion King* and *Mighty Morphin Power Rangers* toys."

Center for Media Education: Kids Advocacy.....72

A three-year-old children's advocacy group is taking up where Action for Children's Television left off. It's putting the heat on broadcasters to air educational programs and limit commercials.



p.76

Imaging by Wabit.....76

Warner Bros. calls it "Wabit," but it's not the one Elmer Fudd was after. This one electronically generates cityscapes, fantasy worlds and other environments for cartoon and film characters. Called Warner Bros. Imaging Technology (WBIT), this division of technicians will service the entire Warner company, including animation, feature films and interactive game units.

Broadcasters and America's Children.....77

Representative Edward Markey calls for new FCC regulations to insure TV stations provide ample educational programming for children: "Without clearer direction from the FCC, children's programming successes will continue to be the exception."

School's in for Interactive Programs.....78

Edutainment—educational material combined with entertainment, as in interactive software programs. Yet another new word enters the lexicon of the information age, as online services and CD-ROMs attempt to capture the children's market. We take a look at Ingenius, an online service of Reuters and TCI's Liberty Media, and the online service and CD-ROM products of Jones Interactive Systems.



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Programmers: Issues and Answers

BROADCASTING & CABLE asked seven children's TV executives to identify the big issues in programing for little viewers. Following are their remarks.

**Gerry Laybourne, president,
Nickelodeon/Nick at Nite**

"NICKELODEON HAS BUILT ITS NAME ON being a modern brand and on bringing kids more variety and different kinds of programing than commercial [over-the-air] television has been dishing out. The big issue for us now is how we latch on to interactivity. Our biggest competition going forward is not the networks or syndication—it's CD-ROM and the computer in the



home. Two- and three-year-olds are fascinated by the computer, and some companies are already providing them programs at home where they can make the animation happen.

"We're experimenting in several areas. In London, Nick in the UK has a live-transmission setup, where kids can come and, among other things, choose...what they want to see next. We're experimenting with a CD-ROM program called *Action Figure Theatre* that allows kids to create their characters and put on plays with them. We're also developing a computer online service, *Get Hooked to Nick*.

"We're not on the superhighway, we're on a dirt road. But we'll get there. Now is the time to roll up the sleeves and start experimenting. There are a lot of naysayers who don't

think interactivity is something kids are interested in. If that attitude prevails, we think we'll have an open field in developing new creativity tools to take kids into the next century."

**David Britt, president,
Children's Television Workshop**

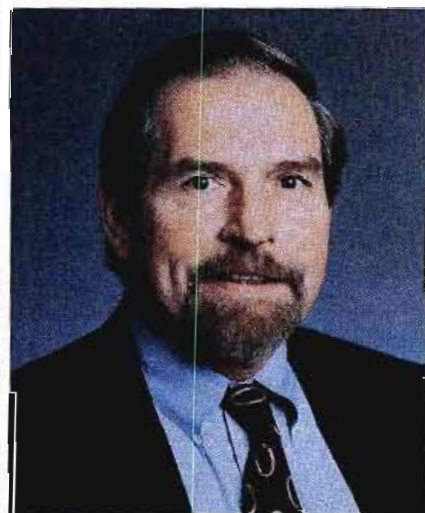
"I THINK THE SINGLE MOST IMPORTANT issue is to devise ways to get more constructive alternatives to some of the programing out there that is simply entertainment or worse than entertainment. It's not an easy task because of the conventional wisdom concerning constructive educational programing, the market economics of the children's television business and First



Amendment concerns. We've suggested a couple of things, including a requirement for broadcasters who have decided that children's programing is a sound business to air three hours of educational programs weekly, or 10% of the total amount of the programing directed at children. We'd also like to see that level grow to 25% over...five years. Frankly, I don't think much will change unless the anger I've heard and felt from parents about the lack of programing is brought to Congress and the FCC in a sustained way."

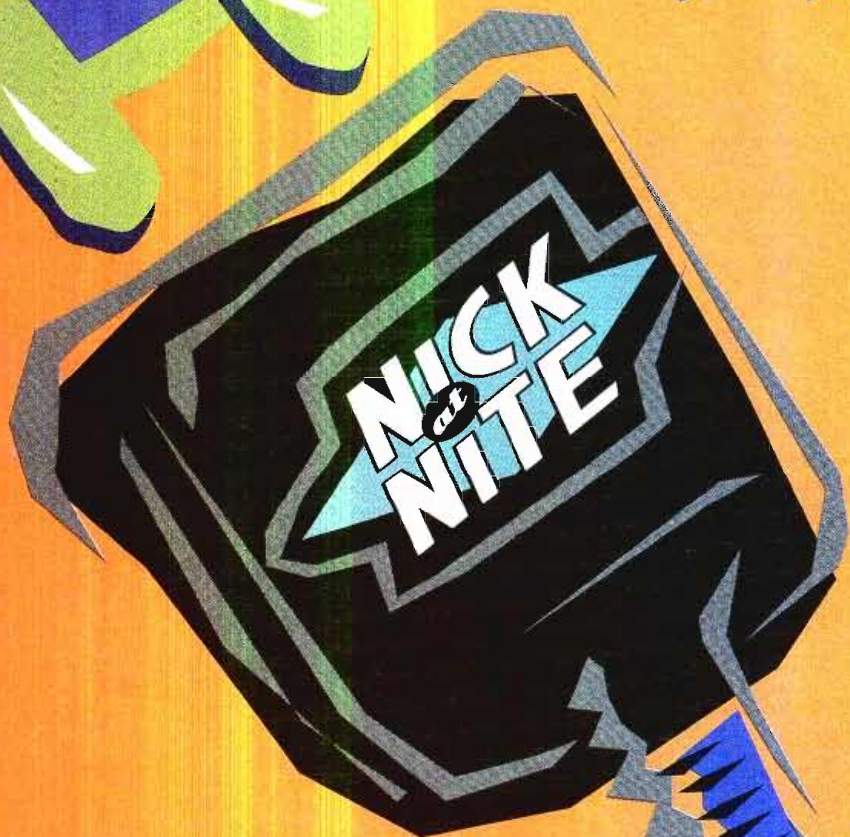
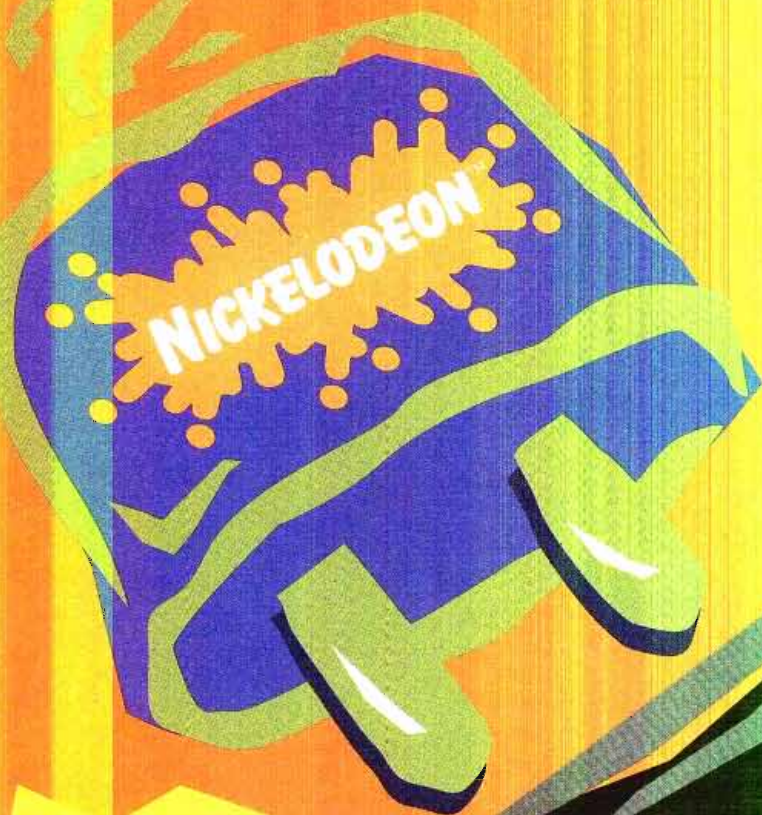
**Fred Wolf, president,
Fred Wolf Films**

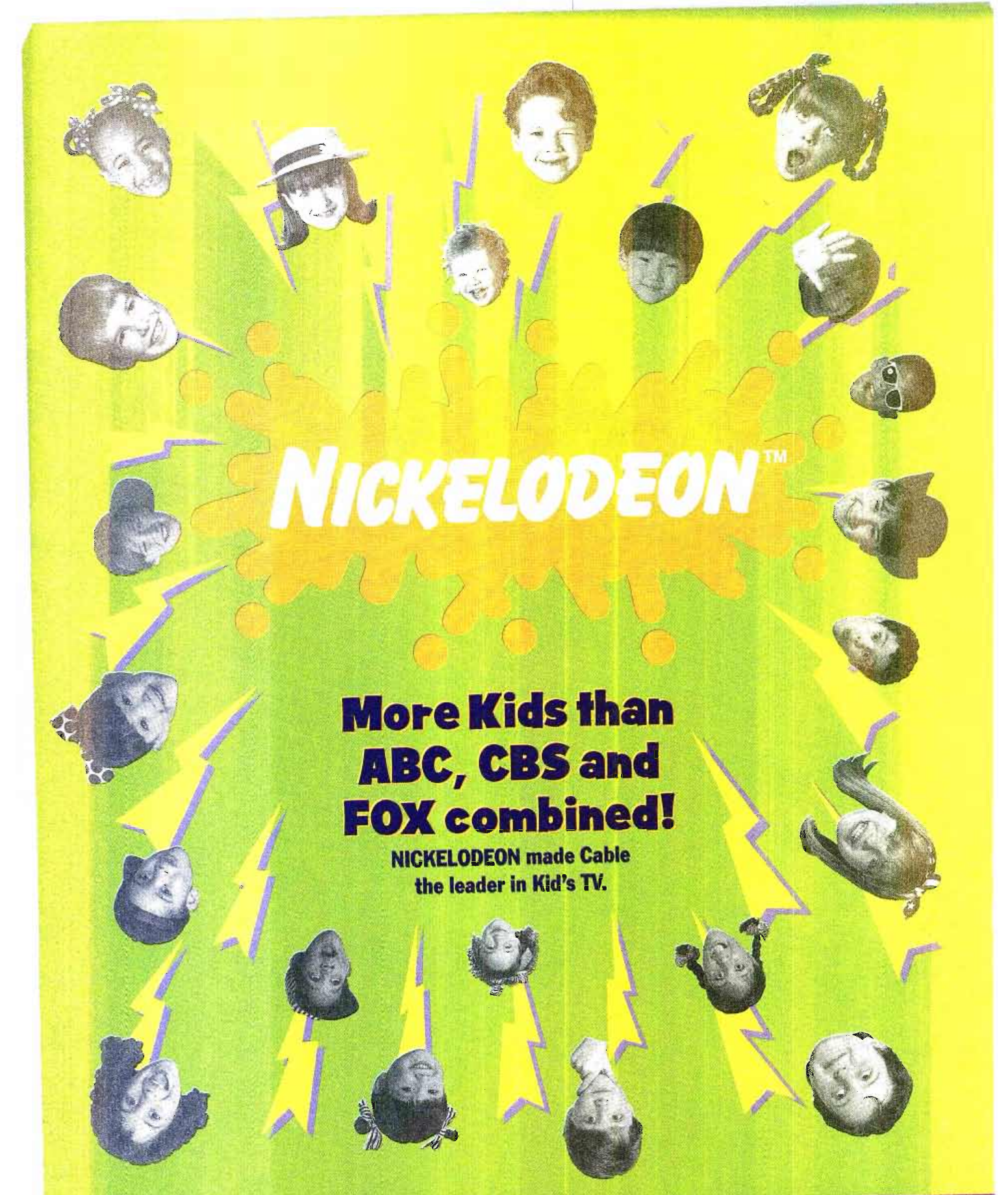
"I THINK SOMETIMES WE ALL GET A LITTLE too caught up in the so-called issues. As a filmmaker and producer of children's programs, I read and hear a lot of buzz and back-and-forth about violence, but basically I'm sitting back, removed from the debate, doing what I do. As a producer with kids myself, I'm certainly aware of concerns about content and avoid



getting involved with any project I would consider detrimental to children.

"But first and foremost, I'm in the entertainment business. From that perspective, I wish more people would understand that perhaps we ought to be saying, 'Let's see something that's more silly or more absurd that can be used as a learning tool.' Kids relate to material like that. They get it, so to speak, and it's a great learning device. Is there too much violence in kids programs? I don't know. People point to the Road Runner with anvils dropping on the coyote's head. That's not mimicable, and kids are smart enough to realize it. But there are also certain things a producer can do. For example, one thing we never show is breaking glass.





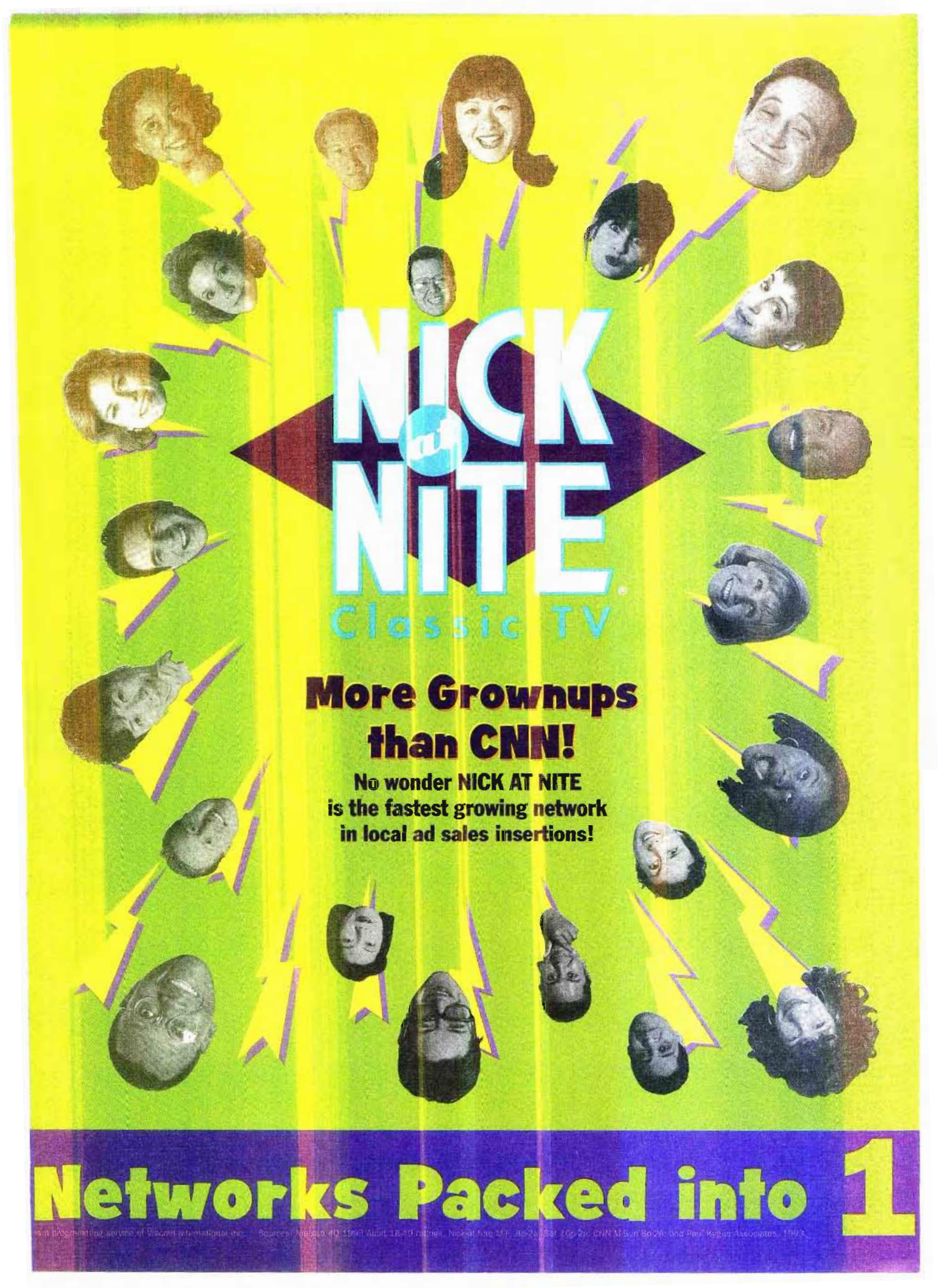
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We'll have characters busting through a wall or a heavy oak door, but never through a window."

**John Claster, president,
Claster Television**

"WHEN YOU ASK, ARE KIDS WELL SERVED today by the [children's television programming] business, it's a very difficult question to answer. It's obviously one that is answered a lot, and I think part of the problem comes in defining 'well served.' It's so open to subjective opinions. Kids have some shows



they really love. There's a group out there who believes 'well served' is linked directly with educational programming. My view is, commercial broadcasters shouldn't have to spoon-feed educational programming to their audiences. After that, the big issue we all face daily is what programs we're going to bring to market and finding the next show that will be of enormous appeal to kids."

**Allen Bohbot, president,
Bohbot Communications, New York**

"IN A PERFECT WORLD, WE SHOULD ALL make educational shows. It's not a perfect world, and the fact is, educational shows don't get the ratings to warrant making them. Of the nine or 10 educational shows introduced in syndication last year, I believe one is still around. Kids go to school every day to be educated. The last thing they want to do is come home and continue that—they want to be entertained. And that is our responsibility. Education is the school system's responsibility.



"We've introduced a kids show that qualifies as educational by FCC standards—*2150: The New Explorers*, about space travel and the future. The reason we're doing it is it's a good show. Our first obligation is to produce shows that entertain and draw ratings, because at \$300,000 an episode we can't afford to make a mistake in the name of trying to satisfy some sense of educational obligation and fail."

**Andrew Heyward, president,
DIC Entertainment, Burbank, Calif.**

"THE CHILDREN'S PROGRAMING business is very vibrant. There's more programming out there than at any time before, and there are more outlets today. Ten years ago you had the three networks and that was it. Today you have independents and Fox, and cable networks like Lifetime [and] USA,



getting into [children's programming]. There's also home video and the rapidly emerging area of interactive television. We've tried to be sensitive to the educational issue. But you've got to get people to watch; otherwise, you're not fulfilling a service to anybody.

"On the violence issue, some of it may be too much, but you've got to have action. Boys control the set. That's where the numbers come from. That's just reality."

**Margaret Loesch, president,
Fox Children's Network**

"I THINK THE BIGGEST ISSUE FACING children's television is that television more than ever is a babysitter to our kids. With that comes a huge respon-



sibility about how we as broadcasters continue to provide good entertainment and yet be responsive to the fact that we are the nation's babysitter. My suggestion is 'more and better.' That's why we will introduce Fox's *Cubhouse* [a Monday-Friday morning one-hour block featuring educationally oriented shows] this fall. One of our shows, *Life with Louie*, is about a dysfunctional family and attempts to deal with important issues children face in a humorous way, which is important because we shouldn't take ourselves so seriously that we forget our roles as entertainers.

"In the show, [comedian Louie Anderson] tells stories about serious subjects in a humorous way so children feel a part of something. We try to show hope and that there are funny resolutions to situations."

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Source: Nielsen, NSS P-T-D 6/26/94 GAA HH.
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Sea changes for syndicated fare

Battle for young viewers heats up among Fox, Warner Bros. and Disney

By David Tobenkin

The weekday and weekend syndicated children's television landscape is changing rapidly, rocked by affiliation changes, a fiercely competitive market and new networks.

All that has led syndicators and producers to conclude that all bets are off for kids TV. "No one who's intelligent or honest can say they know what's going to happen in the children's market or how it's going to affect them," says Andy Heyward, president of DIC Entertainment. "Everybody's talking to everybody about all the possible permutations. So the best hedge against uncertainty is to go ahead with solid product."

The challenges that environment presents are most evident at the Fox Children's Network. Since a meteoric rise in 1992, FCN consistently has finished on top weekdays. That lead has only increased with the success last season of *Mighty Morphin Power Rangers*.

Yet new developments present new threats to the block. Most immediate is the effect of affiliation changes result-



Saban's *'Mighty Morphin Power Rangers'* has been a blockbuster for Fox.

ment that brought 12 New World stations, most CBS affiliates, into the Fox fold. Many of those CBS stations have strong news operations and little or no history of children's programming—and may resist adding any. A shuffling of channels and time periods could dislocate kids from their shows and impede across-the-board clearances and promotions for the network.

If affiliation changes are the anvil, the hammer is the emergence of the two new networks from Paramount and Warner Bros. The latter, FCN's predominant supplier, has said it will start producing for its own network in fall 1995 (see "Top of the Week"), which likely will mean a siphoning off of creative talent from a major supplier to a direct competitor. And

May 1994 Sweeps Ratings for Kids Programs

Morning Strips

Show	K2-11 (rating/share)
1. <i>Power Rangers</i>	13.1/53
2. <i>Garfield & Friends</i>	6.6/35
3. <i>Merry Melodies</i>	5.1/29
4. <i>Bonkers</i>	4.8/33
5. <i>Sonic the Hedgehog</i>	4.7/26
6. <i>Goof Troop</i>	3.8/31
7. <i>Duck Tales</i>	3.6/27
8. <i>Conan</i>	3.6/25
9. <i>Dennis - Anim.</i>	3.5/22
10. <i>Pink Panther</i>	3.5/22

Early Fringe Strips

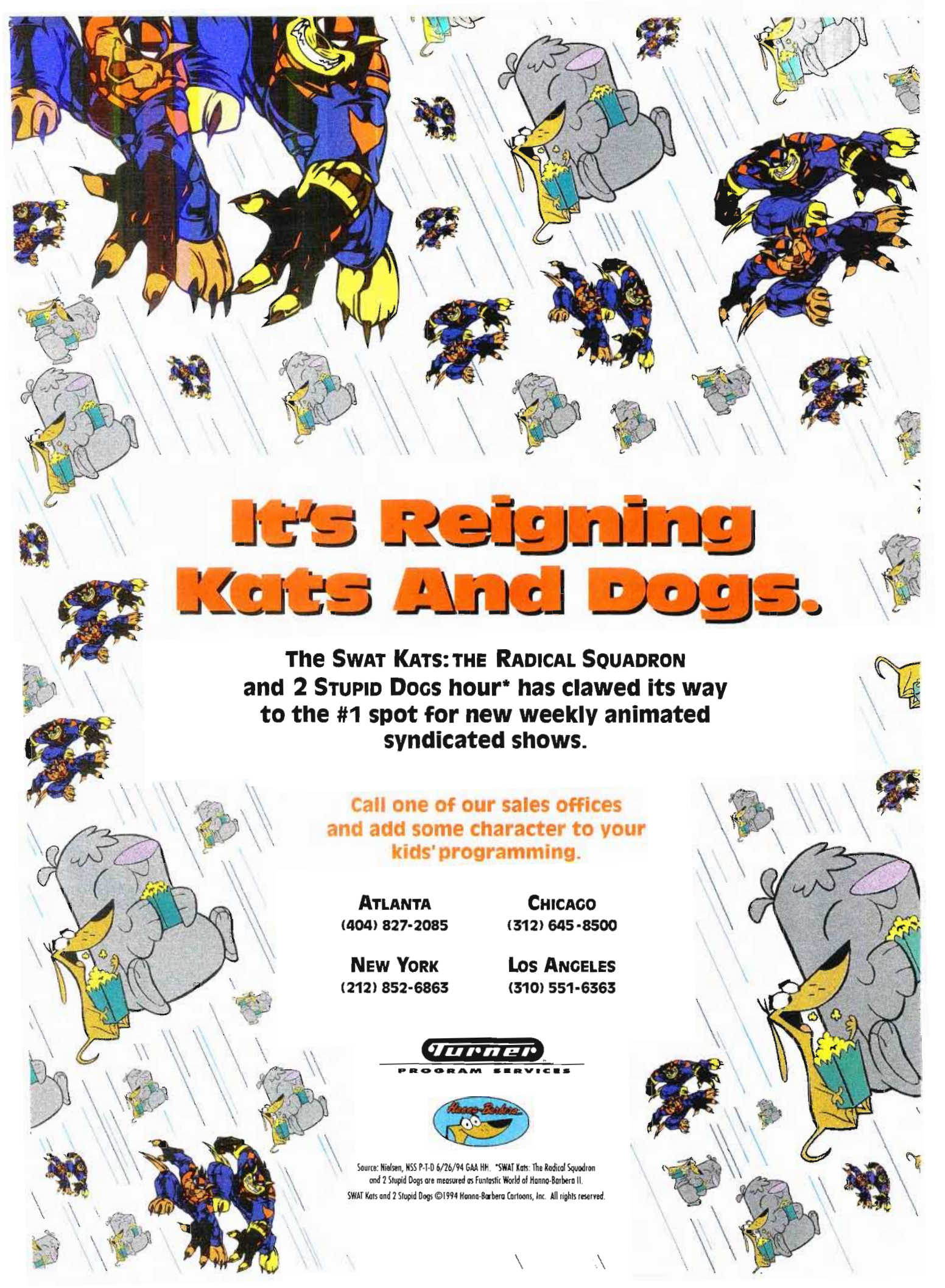
1. <i>Power Rangers</i>	19.6/46
2. <i>Batman</i>	8.1/30
3. <i>Animaniacs</i>	7.5/30
4. <i>Tiny Toons</i>	6.3/33
5. <i>Bonkers</i>	5.0/22

6. <i>Garfield & Friends</i>	4.6/23
7. <i>Tom & Jerry Kids</i>	4.5/29
8. <i>Goof Troop</i>	4.5/22
9. <i>Darkwing Duck</i>	4.0/19
10. <i>Sonic the Hedgehog</i>	4.0/18

Weeklies

1. <i>Double Dragon</i>	6.6/22
2. <i>Mighty Max</i>	5.9/22
3. <i>Transformers Gen. 2</i>	4.6/23
4. <i>Biker Mice from Mars</i>	4.4/17
5. <i>King Arthur</i>	4.3/21
6. <i>Hurricanes</i>	3.2/15
7. <i>Winnie the Pooh</i>	3.1/23
8. <i>Captain Planet</i>	3.1/20
9. <i>Speed Racer</i>	3.1/17
10. <i>Chip & Dales Rngs</i>	2.8/21

Source: Petry analysis of Nielsen Media Research data



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Source: Nielsen, NSS P-T-D 6/26/94 GAA HH. *SWAT Kats: The Radical Squadron
and 2 Stupid Dogs are measured as Fantastic World of Hanna-Barbera II.
SWAT Kats and 2 Stupid Dogs ©1994 Hanna-Barbera Cartoons, Inc. All rights reserved.

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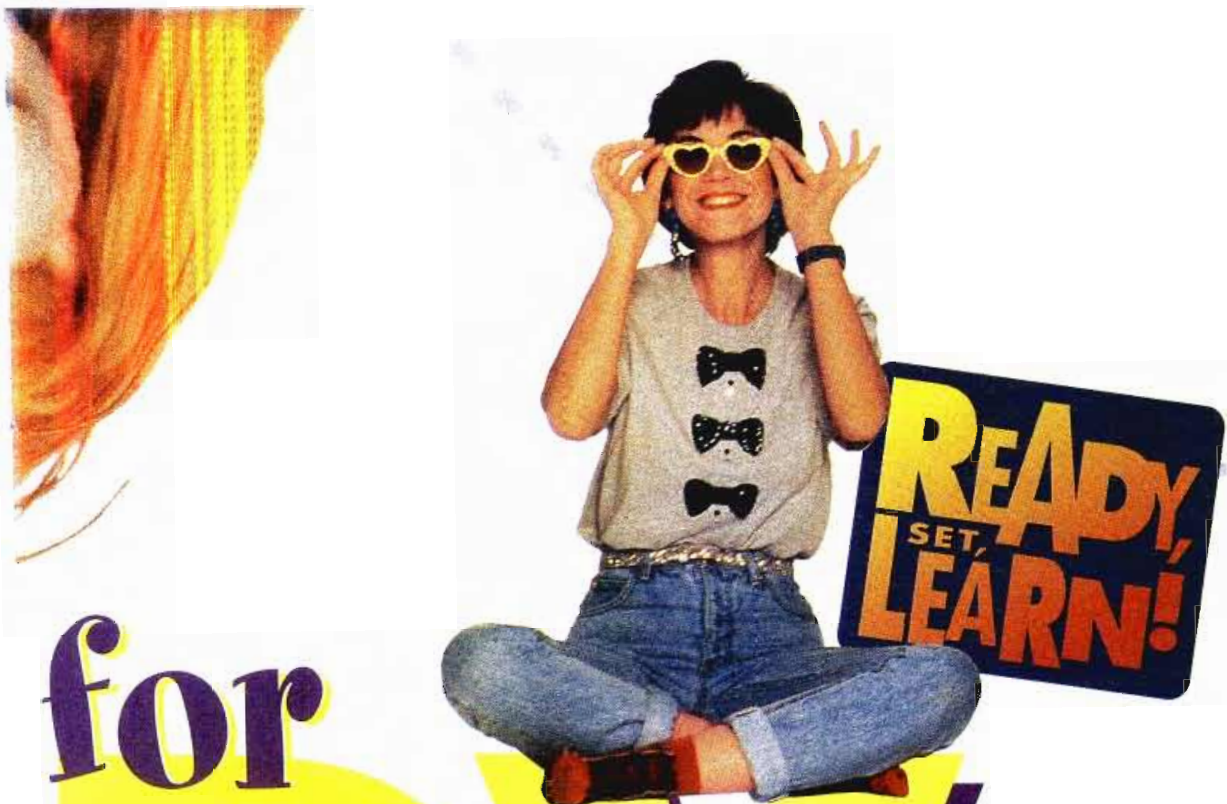


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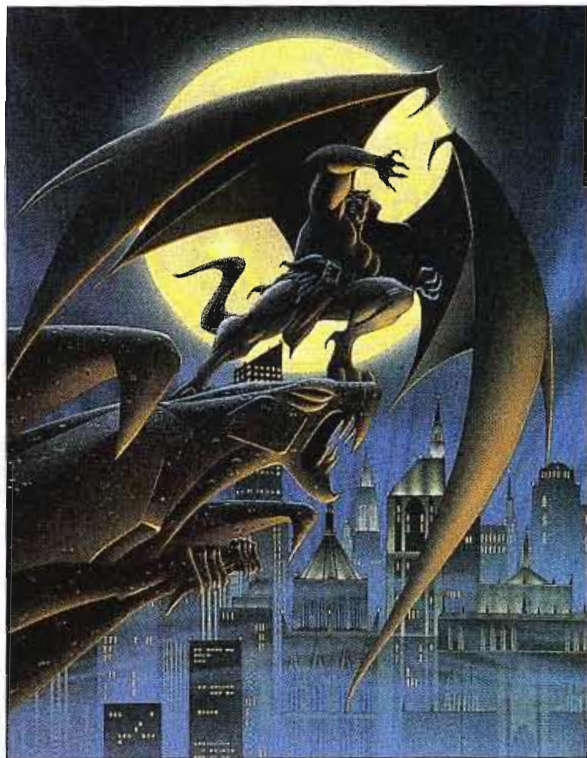
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*Source NHI, PNF, Subject to qualification





'Gargoyles,' Disney's first drama, targets older kids for the Disney Afternoon programming block.

while Paramount officials have been less forthcoming about their plans, ties to cable children's powerhouse Nickelodeon through owner Viacom Inc. leave little doubt the Paramount Network will seek to establish itself in children's entertainment as well.

Despite affiliation changes and new competition, FCN President Margaret Loesch says the impact of both events may be less than imagined: "Do we have our work cut out for us? Yes. But I think we have and will continue to have something very strong to offer."

Loesch says that in addition to an output deal with Warner Bros. that continues through 1997, Warner Bros. at least initially may wish to maximize the audience of its new products and minimize promotional expenses by airing shows on FCN before bringing them to the WB Network.

Too, she said that the block's strength in the market and its profit-sharing incentive to affiliated stations will make it an easy sell in most markets where an original affiliate drops the show. With secondary affiliates attracted to Fox by its NFL contract agreeing to run some of FCN's programming, Loesch estimates that the

block's overall coverage will remain at its pre-New World deal level.

Meanwhile, the next year may be a decisive one for animation's other key player, Disney. After several successive years of increased competition and weakening ratings for its once top-ranked Disney Afternoon, many wonder whether the afternoon block will be divided up into individual shows or align with a network.

Disney's syndication wing, Buena Vista Television, has responded by launching three new 1994-95 Disney Afternoon shows—two dramatically different from past offerings—supported by a \$150 million promotional campaign.

Leading off is *Aladdin*, a show Disney clearly hopes can feed off the success of the hit feature film. However, the other offerings are anything but typical Disney. *Gargoyles* is Disney's first drama, a decisively older-skewing story of evil-looking, good-doing statues/crime fighters. *Shnookums and Meat Funny Cartoon Show* is an offbeat collection of fast-paced shorts far removed from Disney's classic animation.

"We're trying to broaden our audience and add diversity and variety to afternoon to strengthen that block," says Janice Marinelli Mazza, senior vice president of sales for Buena Vista, adding that the block is cleared in more than 80% of the country through 1997. "Most of our shows are similar in the type of animation and tend to skew younger and female. *Shnookums and Meat* is more like [Warner Bros.] *Tiny Toons* and *Animaniacs*. *Gargoyles* will hopefully appeal to an older male audience, which is very appealing to us looking at the success of *Batman* and *Power Rangers*."

However, the company continues to negotiate with nearly all the networks—most notably the new Paramount Network—to find a possible new home for its programming should

the afternoon prove unworkable, sources say.

The power is Saban's

For the present, however, the state of children's television can be defined in four words: *Mighty Morphin Power Rangers*. The success of the Saban Entertainment live-action show is unprecedented, with the show in May tripling its May 1993 time period and doubling its closest competitor with a 13.1/53 mornings and a 19.6/46 in the 20 markets where it runs in early fringe, according to a Petry Television analysis of Nielsen Media Research numbers. This fall the show will move to the 4:30 p.m. FCN position of honor.

In the fall, Saban will try to keep the show's momentum going. "The story lines have to be really interesting," says Saban Senior Vice President of Domestic Distribution David Goodman, "with lots of twists and turns in every episode. In the second year we'll introduce some new characters."

It also has spawned imitators. One show is *VR Troopers*, a second Saban live-action show, which is darker and skews older and will be syndicated. A rival is All American Television's syndicated *Superhuman Samurai Syber-Squad*. The show will combine live-action fantasy with star power: teen heartthrob Matthew Lawrence (brother of *Blossom*'s Joey) and *Rocky Horror Picture Show*'s Tim Curry.

At the opposite pole from *Power Rangers* have been the fortunes of another category of shows, those designed to comply with the educational requirements of the Children's Television Act. Last year's crop of FCC-friendly shows largely has withered on the vine, with only a handful of shows able to combine entertainment with education. Among the major disappointments was the performance of All American's critically acclaimed off-PBS show *3-2-1 Contact*.

Turner Programming Services' *The New Adventures of Captain Planet* stands out as the most successful FCC-friendly weekday show, with a 2.5/30 mornings and a 3.1/20 weekends in May.

"That show has shown tremendous

continued on page 68

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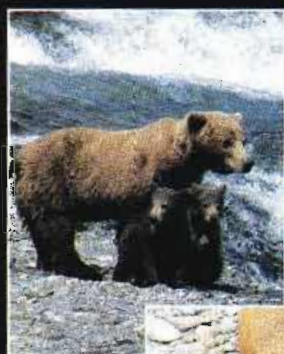
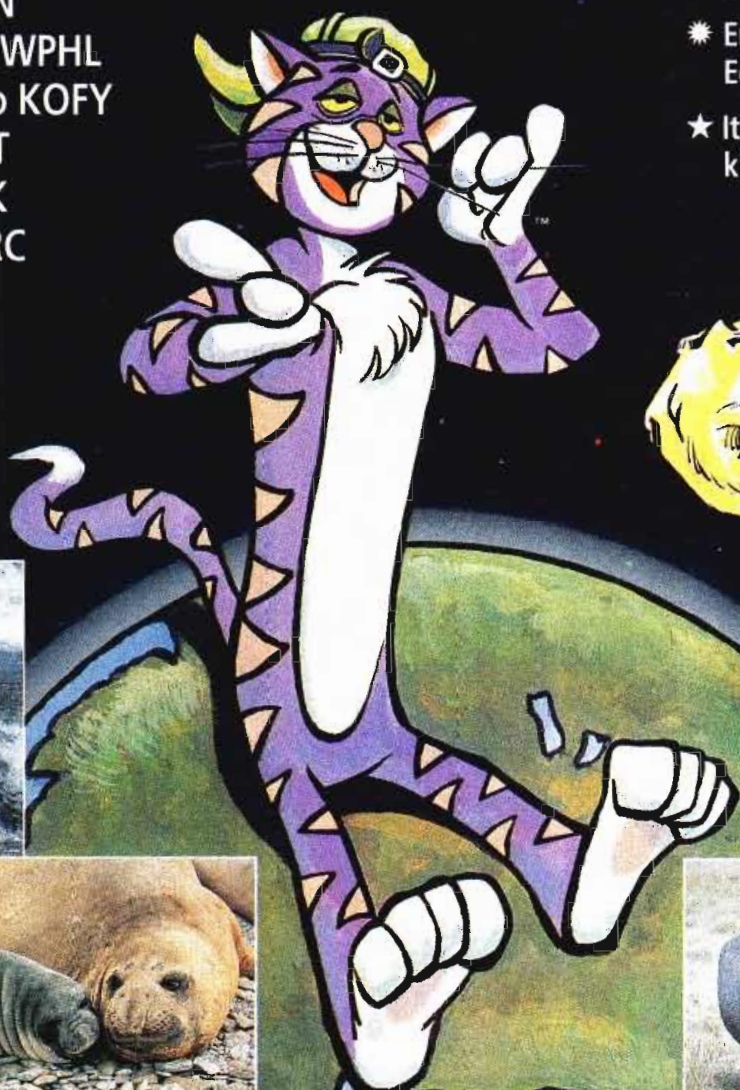
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Saturdays and the Fox factor

It's still a three-network race, but Fox has replaced NBC as a competitor

By Steve Coe

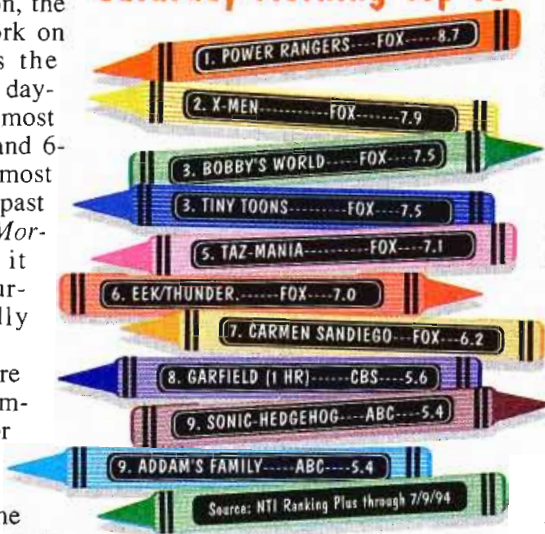
Going into its fifth season, the Fox Children's Network on Saturday morning is the undisputed leader in the day-part. Not only is its lineup the most popular among children 2-11 and 6-17, it also has launched the two most popular children's series of the past few years—*X-Men* and *Mighty Morphin Power Rangers*—and it boasts the most successful curriculum-based, FCC-friendly series, *Carmen Sandiego*.

As it was years ago, there are only three broadcast network competitors on Saturday morning for the traditional children's audience. The difference is that Fox has replaced NBC as one of the competitors, with the latter no longer targeting traditional groups. Instead, it focuses on teens, primarily girls.

Heading into fall, Fox will debut only two new series, *Spiderman* and *The Tick*, half the number being premiered by ABC and CBS. "We really had a wealth of riches this year," says Margaret Loesch, president, Fox Children's Network. "We took off *Tiny Toons* and *Bobby's World*, both of which will be stripped on our Monday through Friday schedule to make room for the new shows."

Loesch acknowledges that pulling

Saturday Morning Top 10



the two series off the Saturday morning lineup is risky given that both were winning their time periods. "We believe in the shows we've got. We've also got plenty of options. We can bring back *Bobby's World*, and we can bring back *Power Rangers* onto the Saturday schedule," she says.

Loesch says Fox is almost sure to debut a different schedule from the one it announced in April. "It's no secret we announce one schedule and premiere another. We like to see if there's one schedule we like better

than another."

One unknown on the Fox fall lineup is the 9 a.m. time period. Although *Spiderman* is slated for that slot late in the year or in early January, Loesch says that for competitive reasons, Fox will not reveal what will air at that time in the fall.

Loesch says she expected the delay in delivering the series in April when the schedule was announced but that the delay will not extend beyond January. "*Spiderman*, like all action shows, has been tough to do. But we'll do a sneak-peek for kids in the fall when they'll get to take a look at the show, and then debut it in late fall or in January. That same strategy worked extremely well with *X-Men*."

CBS target young male viewers

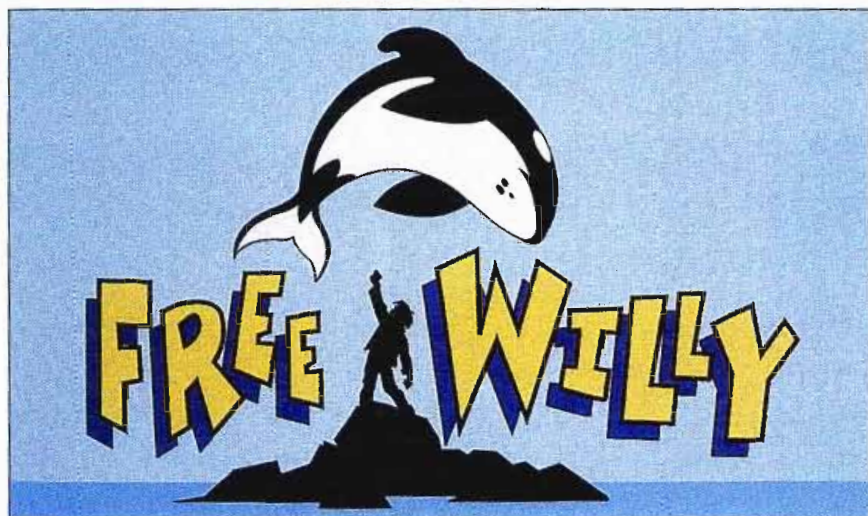
Fox has helped to shape the program landscape on Saturday morning by influencing the number of action series on the networks. Helping to propel Fox to number one were action shows, which Fox offered when there was a scarcity on other networks. According to Judy Price, CBS vice president, children's programs and daytime specials, action series will make up the middle portion of CBS's Saturday morning lineup to regain young male viewers lost to Fox.

"The first part of our schedule is sort of Saturday at the movies [*The Little Mermaid*, *Beethoven* and *Aladdin*], leading into a 90-minute action block [*Skeleton Warriors*, *WildC.A.T.S.* and *Teenage Mutant Ninja Turtles*]. We wanted to get boys in early and hold them there," she says. Price says the key to CBS's schedule is not relying on any one program type. "This schedule is geared to diversity and to get back older kids that we lost to Fox."

Although Fox seems to have all the momentum, Price says fortunes can change quickly: "For Fox, *X-Men* was the show that really turned it around for them, and that came mid-season last year. They have strengthened their position since then, but they're still in sight. We're not taking our



'Spiderman' will debut on Fox late this year, but kids will get a 'sneak peek' this fall.



'Free Willy,' a hit movie last year, emerges as a series on ABC for fall.

tents down, by any means. They'll remain strong, but I don't think they'll improve on their position, and I feel we have some evidence to indicate growth on our part."

If CBS's fall schedule does not produce the results Price expects, the network has backup projects in development. Produced as a series of one-minute vignettes that may lead to a series is *The Sticklers*, a tentative title. On the shelf for mid-season is *The Mask*, and in development for 1995 is a series based on the old Felix the Cat character. For the 1994-95 season, Price says the network will use Felix in bumpers during the first 90 minutes of the schedule and during *Garfield*.

Free Willy series on tap for ABC

Like CBS, ABC has four new shows for its 1994-95 schedule. However, one of the new projects, *Fudge*, will not be ready until early next year. Taking its place on the schedule in the fall will be *The Addams Family*, which returns from last season. Jenny Trias, vice president, children's programs, acknowledges that *The Addams Family* would not have been back if *Fudge* had been ready at the start of the season.

The only new ABC project with a presold element is *Free Willy*, based on last year's hit movie. In addition to its entertainment value, Trias says she expects the series will qualify as FCC-friendly. "A couple of scripts were difficult to make with the educational element, but in the end we think it will qualify." Increasing the chances for success of the show is that the theatrical sequel to the first movie is due to be released in November, which

should provide a promotional boost soon after the series debuts.

Without the recognizability of *Free Willy* but with a budget beyond any other is *Reboot*, which Trias says is the most expensive children's series ever on ABC's schedule. The computer-generated series is expected to come in at \$500,000 an episode, with ABC footing only a portion of that bill. While the series will feature high-tech production and effects, Trias says the characters will sell the show. "The fact that it's high tech doesn't matter because it's got great characters, and success is always dependent on whether a show is character-driven."

To improve the sampling for *Fudge* when it debuts in the first quarter, ABC will air a two-hour movie in prime time during its *Saturday Family Movie Night*. Trias says it has not been decided whether the movie will debut the same day as the series or the week before.

NBC hits its target

Having dropped out of the Saturday morning children's television race several years ago when it adopted an entire schedule of live-action, older-skewing series, NBC ranks a distant fourth among the traditional Saturday morning audience. However, among its targeted audience of teens and, specifically,

females 12-17, the network appears to hit its mark. NBC ranks number one among females 12-17 with a 3.4 rating, followed by Fox's 3.1, ABC's 2.2 and CBS's 1.6. NBC's competitive position dips when total teens are measured, with the network coming in second behind Fox, which captures many young male viewers with its action-oriented programming.

Possibly the biggest problem facing NBC's Saturday morning programming for younger viewers is the cannibalization by other NBC divisions. The news division took over the first two hours of the schedule with *Saturday Today* in 1992, and this season NBC Sports officially takes over the noon-12:30 p.m. slot with *NBA Inside Stuff*. In the past, NBC Sports programed the slot for only part of the season. With the most recent loss, the entertainment division is programming only two hours on Saturday morning, down from four and a half just a few years ago.

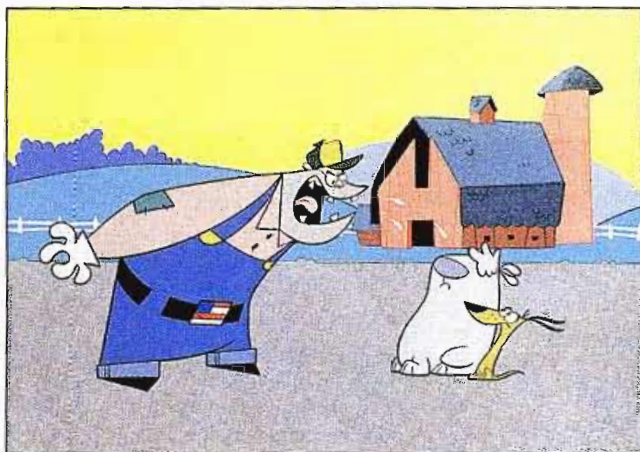
Linda Mancuso, vice president, Saturday morning and children's programs, NBC, says her network has no plans to take more time from the entertainment division. "We take every season as it comes. Our season debuts on Sept. 10, and we take several months to evaluate our performance. But losing more time on either end of the schedule is not a recurring topic of discussion."

Saturday a.m. share

Children 2-11

Source: NTI





Turner Broadcasting's Hanna-Barbera produces '2 Stupid Dogs' for cable syndication and the Turner networks.



'Tiny Toon Adventures' debuts in '95 on Nickelodeon, which paid Warner Bros. \$20 million for rights to that and other series.

Cable boosts original programming slate

Major revamp for Family Channel; Showtime plans new kids network

By Rich Brown

Children's programming brings in more than \$220 million per year in ad revenue for the nation's cable networks, according to John Silvestri, executive vice president, advertising sales, USA Networks. With the potential for continued growth in the category, cable networks are boosting production budgets for original kids programming.

Nickelodeon and The Family Channel are introducing an unusually high number of kids shows this fall. Other networks—including USA and those owned by the Turner Broadcasting System—are finding room for original cartoons produced by co-owned production companies. And the kids category is about to get even bigger with the introduction of at least two family-oriented pay cable networks.

Here is a sampling of the fall plans of some of the networks that are heavily involved in the category.

The Cartoon Network

The Cartoon Network enjoyed a 1.4 Nielsen prime time rating in its 11-million-home universe during the second quarter of this year and will show a profit a year ahead of its business plan, according to Betty Cohen, president of the young network. Internal projections showed the network turning a profit by its third year.

Cohen says the network has been encouraged by the response to one of

its first original animated projects, *Space Ghost: Coast to Coast*, a live-action/animated talk show that debuted in April. Still to come is "Shorts Project," 48 original cartoon shorts to be produced by sister company Hanna-Barbera during the next two years. The first seven-minute short will debut in January, with others introduced every few weeks.

Other shows coming to The Cartoon Network in the months ahead are the ongoing original animated series *The*

Moxie Pirate Show and newly licensed animated series *Scooby Doo*, *James Bond Jr.*, *Heathcliff*, *Swat Kats: The Radical Squadron* and *2 Stupid Dogs*.

The Family Channel

The Family Channel is revamping its children's lineup to include more original, live-action programming. "We made a philosophical decision that we were at the crossroads," says Paul Krimsier, senior vice president, programming. "We could look like a lot of other local stations and other cable networks, or we could define our own niche."

The Family Channel has seen positive results for its live-action series for kids, *That's My Dog*, says Judy Lyons, who oversees children's programming for the network. Such shows make the network less reliant on high-priced animated series from syndicators, she says.

New original series will include two half-hour game shows, *The Ultimate Champion* and *TimeBomb*, both featuring giant obstacle courses and debuting on Aug. 29. They will air from 5-6 p.m. ET/PT on weekdays and on weekend mornings. *The Ultimate Champion* is produced by Vin di Bona Productions; *TimeBomb* comes from Kline & Friends.

Licensed product new to Family's lineup includes *Xuxa*, the half-hour variety show produced by sister company MTM. The 65-episode series, which had a short life in syndication,



'Xuxa,' which had a short life in syndication, is moving to Family Channel.

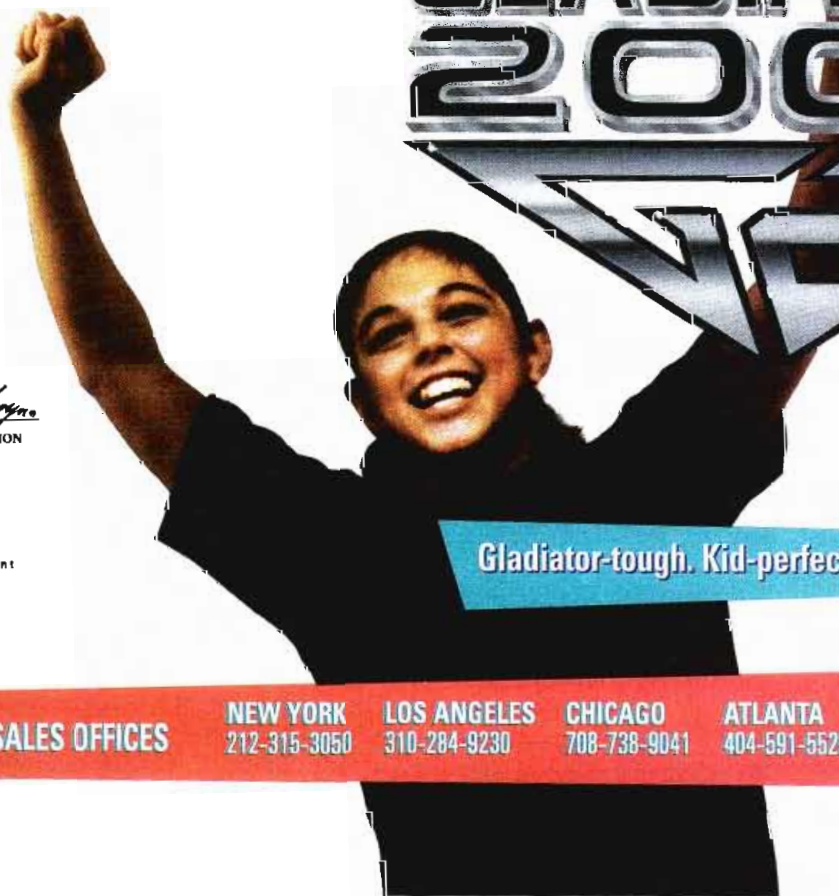
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will air weekdays at 8 a.m. Other licensed live-action series joining Family's schedule include *The New Lassie*, which will air weekdays at 6 p.m. beginning on Aug. 29, and the half-hour game show *I'm Telling*, airing weekdays at 4 p.m.

Licensed animated shows debuting on Family's lineup will include *Inspector Gadget*, weekdays at 7:30 a.m.; *Heathcliff*, Sundays at 8:30 a.m. and weekdays at 3 p.m.; and *Super Mario Brothers*, Saturdays at 9 a.m. The original Family series *That's My Dog*, featuring an obstacle course for dogs, returns Sept. 11 for its fourth season and runs Saturdays at 10:30 a.m. and Sundays at 7 p.m. Also returning to the schedule are new episodes of the network's original animated series, *Prince Valiant*, weekdays at 8:30 a.m.; and 26 new episodes of *Madeline*, airing Saturdays at 8 a.m. and Sundays at 9 a.m. and 6 p.m. Returning licensed animation includes *Popeye*, Sundays at 8 a.m. and weekdays at 7 a.m.; and *WishKid*, Saturdays at 8:30 a.m. and Sundays at 9:30 a.m.

The Learning Channel

The network's "Ready, Set, Learn" block of weekday programming for preschoolers will see the addition of *Rory and Me*, a new live-action half-hour hosted by children's music performer Rory. Ready, Set, Learn—including returning series *Bookmice*, *Join In!*, *Zoobilee Zoo*, *Iris the Happy Professor* and *The Magic Box and Kitty Kats*—runs 6-9 a.m. and is repeated 9 a.m.-noon.

Nickelodeon

Nickelodeon is introducing a lineup that comprises perhaps the biggest concentration of new fall shows in its 15-year history, says Herb Scannell, senior vice president, programming. Among those new shows, *The Secret World of Alex Mack* will be added to the network's high-rated "SNICK" block of Saturday-night programming. The half-hour adventure-comedy series features a 12-year-old girl who mysteriously gains superpowers, which she uses to help her deal with preadolescence.

Aaah!!! *Real Monsters* will be added to the network's ever-growing



Children's music performer Rory will host a weekday program for pre-schoolers on The Learning Channel.

lineup of original "Nicktoons" Sunday morning schedule. Produced by Klasky/Csupo—the same company that produces *Rugrats*—the animated series centers on a group of young monsters that are being trained to scare humans.

The producers of another current Nickelodeon series, *Nickelodeon GUTS*, will introduce an interactive magazine show. Called *U to U*, the half-hour weekly will allow young viewers to create segments on the show in collaboration with professional artists, animators, musicians and designers. Also new to the Nickelodeon schedule will be *My Brother & Me*, a half-hour comedy about an African American family in Charlotte, N.C.

Nickelodeon's new and returning series rely heavily on original programming. The network has taped more than 1,000 hours' worth at its production facility in Orlando, Fla.

On the acquisition side, Nickelodeon recently signed an estimated \$20 million-plus licensing deal with Warner Bros. Domestic Pay-TV, Cable & Network Features for rights to *Tiny Toons Adventures* and a wealth of other animated product. The 102 *Tiny Toons* episodes will debut on Nickelodeon in fall 1995 and run through the end of the decade. Other

cartoons in the deal include *Alvin & the Chipmunks*, *Beetlejuice*, *Gumby* and *Looney Tunes*.

Meanwhile, big changes are ahead for the network's preschool daytime programming lineup. Faced with declining ratings and growing competition in the category from the Public Broadcasting Service, The Learning Channel and others, Nickelodeon this year is investing \$30 million in revamping its 9 a.m.-2 p.m. "Nick Jr." lineup. At least one hour of new, original programming will be added to the block each year for the next three years.

Series debuting this fall include the live-action *Gullah Gullah Island*, about music and family, and *Allegra's Window*, a puppet show about a 3-year-old girl. Included in the Nick Jr. revamp is a deal with Jim Henson Productions to develop 40 two-minute vignettes featuring original characters with spin-off series potential.

Looking ahead to the fall 1995 Nick Jr. schedule, Nickelodeon has signed a deal with author/illustrator Maurice Sendak to create an animated series based on his *Little Bear* books. The network will work with Canadian animator Nelvana Ltd. to produce 13 episodes.

There is a possibility Nick Jr. someday may be spun off into its own network, Scannell says.

In October, Nickelodeon plans to telecast a daylong telethon tied to the network's public service campaign, "The Big Help," which encourages children to pledge time to community service. Associated "Big Help Days" will take place in Boston; Philadelphia; Orlando, Fla.; San Antonio, Tex.; and Santa Barbara, Calif.

TNT

In addition to the network's daily lineup of classic cartoons, upcoming programming for kids on TNT will include a "Seuss-A-Bration" dedicated to the work of children's author Theodor "Dr. Seuss" Geisel. A new documentary, *In Search of Dr. Seuss*, will air Nov. 6, and what is billed as the most complete collection of Seuss animated features ever assembled for television will be presented.

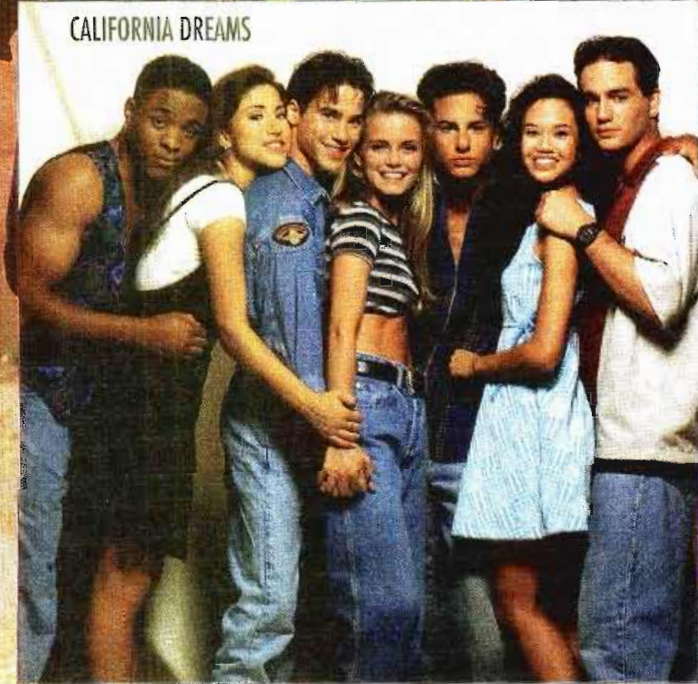
Other kids programming on TNT will

When It Comes To Station-Friendly Teen Programming...

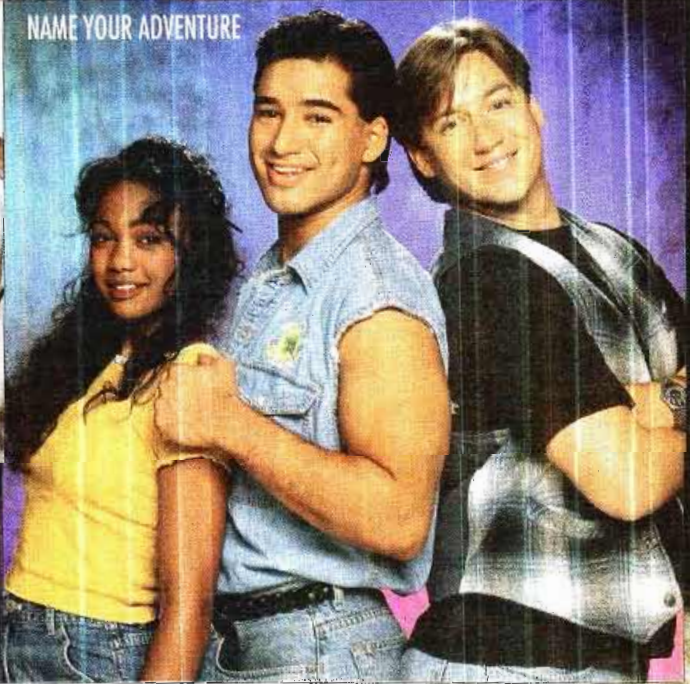


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SPECIAL Children's TV REPORT

include *Amazing Adventures*, an umbrella title for a two-week-long presentation of family-oriented movies set to air next month.

USA

USA plans to add an off-beat live-action series called *Tattooed Teenage Alien Fighters from Beverly Hills* to its afternoon kids block, marking the latest in the network's growing lineup of original kids programming. Top-rated USA currently presents 26 hours of kids programming a week. *Tattooed Teenage Alien Fighters from Beverly Hills* will air weekdays at 6 p.m. ET/PT beginning on Sept. 19. USA has ordered 40 half-hour episodes of the series, which is being co-produced with DIC Entertainment.

Original animated series *Itsy Bitsy Spider* and *Problem Child* will return with new episodes. Yet another original animated series, based on the cult movie *The Highlander*, will join the USA schedule in fall 1995. The network also has picked up post-syndication rights to 52 episodes of popular cartoon character *Sonic the Hedgehog* beginning in fall 1995.

USA's co-owned Sci Fi Channel will continue to offer science-fiction-themed cartoons on weekday and Sunday mornings, as well as animated off-net *Back to the Future*. It has picked up 26 episodes from MCA for Saturday mornings.

WTBS

Live-action educational series *Feed Your Mind*, WTBS's quarterly thematic specials aimed at children 6-12, will debut as a weekly series, replacing *Real News for Kids* on Saturdays at 7:05 a.m. ET. Along with more traditional animated fare such as *The Flintstones*, the network's lineup of cartoons includes a growing number of originals. Renewed animated series produced by sister company Hanna-Barbera include *2 Stupid Dogs*, Sundays at 9:35 a.m. ET and 5:05 p.m., and *SWAT Kats: The Radical Squadron*, Sundays at 9:05 a.m. and Fridays at

3:35 p.m. Also from Hanna-Barbera is *The New Adventures of Captain Planet*, airing Sundays.

Pay TV

While they do not tap into the kids advertising market, pay TV services long have known the value of featuring kids programming in their mix. Here are some of their plans:

■ In addition to its many returning original series—including *Adventures in Wonderland*, *Mickey Mouse Club* and *Mickey's Mouse Tracks*—The Disney Channel will feature off-network series *The New Adventures of Winnie the Pooh* and specials including *Making Music Under the Umbrella Tree* and *Disney's Young Musicians Symphony Orchestra*.

■ Home Box Office will present *Going, Going, Gone! Animals in Danger*, a half-hour special about endangered animals, as well as the first in a series of occasional specials based on the classic cartoon character Little Lulu. Debuting in August is the latest in HBO's fact-based drama series, *Lifestories: Families in Crisis*, and an animated special on racism called *Whitewash*.

■ Showtime's commitment to the family category will continue with new episodes of returning original series—*The Busy World of Richard Scarry*, *We All Have Tails* and teen series *Ready or Not*—and the acquisition of the critically acclaimed PBS dramatic series *Degrassi Jr. High*. The "Showtime KidsHour," aimed at children ages 2-8, airs daily at 7 a.m. ET/PT.

■ Showtime in the first quarter of 1995 plans to launch Showtime Family Television. A rival network—WAM! America's Youth Network—will be launched on Sept. 1 by Encore Media Corp. SFT will target viewers 8-16 with "wholesome" feature films including "The Karate Kid," documentaries and series. Eight hours each week will be dedicated to parenting skills and teacher development. ■



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CARTOON NETWORK



Can you say 'merchandising'?

PBS has high hopes for new fall shows—and revenues

By Julie A. Zier

As the Public Broadcasting Service rolls out its fall children's programs, the educational network is taking a beating for failing to fully capitalize on the merchandising of its shows.

The *Puzzleworks*, *Storytime* and animated series *The Magic School Bus* are new on PBS this fall, part of a packaging idea called "PTV, The Ready to Learn Service." Launched two weeks ago on 11 pilot stations, PTV is a nine-hour block of children's programming coupled with community outreach services. The goal is to prepare children to start school "ready to learn." The shows are cushioned by educational messages introduced by PBS-copyrighted cartoon characters, "The P-Pals."

"We are refreshing, expanding and renewing children's programming on PBS," says Ervin Duggan, the network's president/chief executive officer. "We are creating a jazzy, exciting environment for children."

Since the 1990 implementation of public broadcasting's "children's initiative" aimed at expanding programming and community outreach, Nielsen ratings show an increase in PBS viewing among preschoolers, from 2.1% in 1990-91 to 4.4% last season. Days and hours of viewing were Monday-Friday, 7 a.m.-6 p.m.

PBS hopes the P-Pals, the first characters to be wholly owned and copyrighted by the network, will be easily identifiable and ultimately marketable. With PBS's weekly reach among preschoolers at 62.2% of U.S. households in 1993, Duggan believes program-related, or ancillary, revenues hold great potential.

That would please Senate Minority Leader Robert Dole (R-Kan.). The most outspoken voice on public television funding during each congressional reappropriation, Dole once called the happy purple dinosaur Barney a "cash cow." He issued a warn-



Ready to learn with 'The Magic Bus'

ing: "A sincere effort ought to be made to share in the merchandising profits generated by taxpayer-subsidized programs, or to phase out taxpayer subsidies for programs that clearly don't need them." PBS last month negotiated a contract with producers The Lyons Group for PBS to recover its \$1.75 million, two-year investment in *Barney* and make way for other revenue opportunities.

According to *Consumer Reports for Kids*, children are among the biggest consumers in the U.S. Children ages 6-13 buy almost \$9 billion worth of merchandise each year, the magazine says, and influenced other buyers to spend an estimated \$14 billion in 1991.

All that buying power could lessen the constant cash crunch on PBS and the Corporation for Public Broadcasting, critics argue. CPB, by its own figures, has never seen more than 1991's annual return of \$317,000 in ancillary revenue. Past CPB practice required producers of publicly funded shows to pay CPB out of net ancillary revenue, the equivalent of 50% of CPB's share of the total budget for the production. CPB now calculates a percentage of producers' ancillary revenue, requiring producers to use the money within 10 years for new national public broadcasting programming.

In a letter to Congress early this month, Duggan addressed the merchandising issue, explaining that PBS is working to increase its return. Duggan says PBS will "drive harder bargains with producers" to share in ancillary revenues. But "it will mean a greater



Most Popular PBS Preschool Shows

- | | |
|--|-------------------------|
| 1. Sesame Street
Children's Television Workshop | 6.77 million
(43.1%) |
| 2. Barney & Friends
The Lyons Group | 6.61 million
(42.1%) |
| 3. Mister Rogers Neighborhood
Family Communications Inc. | 3.72 million
(23.7%) |
| 4. Shining Time Station
Quality Family Enter./WNET | 3.69 million
(23.5%) |
| 5. Lamb Chop
Paragon Enter./Shari Lewis | 3.66 million
(23.3%) |

* Number in parentheses is weekly reach expressed as a percentage of all children 2-5 (15.71 million) Source: PBS

investment by PBS," Duggan says.

PBS has signed a more aggressive contract with the producers of the new series *The Puzzleworks*, and will see direct benefits from the licensing and merchandising of the show's products. Co-producers Lancit Media Productions and KCET-TV Los Angeles already have signed merchandising agreements with Sony Corp. for \$3.1 million, Fisher-Price Inc. for \$1.5 million and Russ Berrie for \$500,000.

Four new shows will enter the PBS lineup this fall, joining longtime favorites *Sesame Street*, *Mr. Rogers' Neighborhood* and *Reading Rainbow*. *The Puzzleworks*, which is scheduled to begin airing in January 1995, uses puppets to deal with issues such as diversity and individuality. *Storytime*, also for preschoolers, features celebrities reading books aloud to encourage a love for reading. Teaching science in a fun way is the theme of two new shows for school-age children: *Bill Nye the Science Guy* combines comedy with an MTV-like delivery, and *The Magic School Bus*, produced by Scholastic Productions in association with Nelvana Ltd., takes kids on unusual field trips such as inside the body and to the moon.

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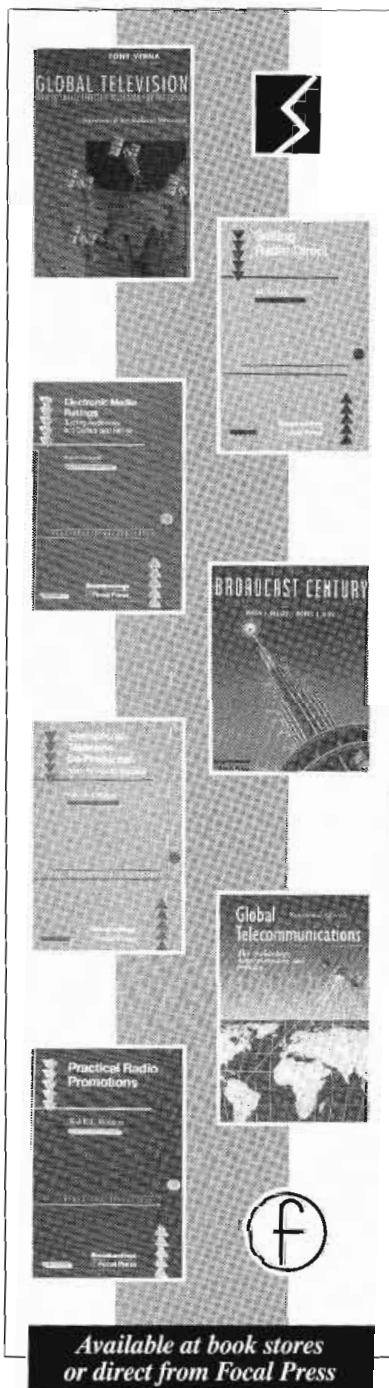
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SS139

Commissioner looks out for kids

Ness takes high profile in pushing quality programming

By Kim McAvoy

FCC Chairman Reed Hundt and Commissioner Rachelle Chong clearly are interested in the issue of children's television, but fellow Clinton appointee Susan Ness has made it the top priority on her broadcast agenda.

"All [Ness] wanted to talk about was children's TV," says a broadcaster who was with a group of independent TV station managers that met with Ness earlier this month.

Ness spent more time talking about children's television than did any other commissioner, agrees Jim Hedlund, president, Association of Independent Television Stations. Hedlund led the delegation to the FCC.

"It certainly is an issue that's very

important to me," says Ness, the mother of two young children. "Certainly, children are a priority for me, both as a parent and as a concerned citizen."

"You can't be an appointee of this administration and not care about children," says children's television activist Peggy Charren. The Clinton administration has emphasized children's issues, and First Lady Hillary Rodham Clinton has expressed concern about the amount of violence children are exposed to on television. However, Ness has not talked to Hillary Clinton about the subject, she says.

Ness, who became a commissioner in May, started taking a high profile on the issue last month at the FCC's hearing on children's television. She clearly thinks broadcasters should do



FCC Commissioner Susan Ness

more high-quality educational programming for kids.

"No one is keen about regulation for regulation's sake. But we are keen about having the intent of the Children's TV Act realized," she says. "In the past, FCC attention to these issues has resulted in improved performance by industry. I hope and expect that our

Children's TV ad spending in a slump

Children's TV advertising is just kid stuff compared with prime time and some other dayparts. According to some estimates it accounts for only 3%-5% of total TV advertising revenue.

But for many TV stations, especially independents and Fox affiliates, a healthy children's advertising marketplace also can insure a healthy bottom line.

So far this year, despite the overall boom in advertising, spending on kids TV has left something to be desired for many stations.

Competitive Media Reporting says that spending for toy advertising on spot television in the first quarter was off 8%, to \$27.8 million. Some observers say that the comparative decline compared with a year ago also is showing up in spot TV orders for the fourth quarter.

A positive assessment comes from Dan Sullivan, president of Clear Channel Television: "The volume of kids advertisers isn't as [great] as it once was. Is this year a record year? No. A bad year? No. I would classify it as an OK year."

One TV station general manager reports that kids spending market-wide was down 30%. Stuart Shlossman, senior vice president and director of national broadcast for ad agency Griffin Bacal, offers another reason that children's TV advertising is underperforming compared with many dayparts: "the lack of huge hit toys that have existed in the past—other than the 'Lion King' and 'Mighty Morphin Power Rangers' toys, which can't be found."

Lou Denig of Blair Television says that another explanation for the decline in spending this year is that toy advertisers are "going into fewer and fewer markets. Three or four years ago they would buy 60 or 70 markets. Now some of the major toy manufacturers are buying only

the top 40 to 50 markets." Denig adds that some advertisers may be wary of the programming itself, since except for *Power Rangers* many of the shows are having problems making guarantees.

And there are more reasons offered to explain the less-than-anticipated spending. Petry Television's head of sales, Steve Eisenberg, says that weaker spending in the network and kids upfront has affected placement in spot: "The fourth-quarter kids business, on a spot basis, doesn't look as strong as we thought it would at the beginning of the year. A lot of the cable networks [that] were going after kids have not filled up, so there is not as much spillover."

Even if cable does not sell out its inventory, it still could siphon dollars. Competitive Media Reports says there was a 20% jump, to \$22.2 million, in first-quarter spending on cable networks by "games, toy and hobbycraft," a slightly broader category than the toys spending mentioned above. Not all of that increased spending was in programming strictly thought of as kids', with some of it showing up on networks such as ESPN.

One toy company, Lego, traditionally has leaned toward network, cable and syndication rather than spot. Lego's logic, says Donna Campanella, of Lintas, who has bought media for the company in the past, is that although most of its sales are concentrated in a limited number of markets, the toys still are distributed nationally. Thus, Lego would buy national TV coverage, and it was more efficient to do so with network, syndication or cable than with spot.

For TV stations all the news has not been gloomy on the kids front. Maria Moore, general manager of NBC affiliate KBJR(TV) Duluth, says that her station is seeing more and more requests for the "tween" demographics (9-14). —GF

hearing and our follow-up efforts will have the same salutary effect."

Ness says she is optimistic that broadcasters will put a "renewed emphasis on quality, education and wholesome fun in children's programming."

Hundt and Chong also have indicated they would like broadcasters to improve their children's TV record. "The issue of providing good-quality children's programming is something many of us at the commission care about," Ness says.

During the hearing, Hundt said television has the potential to "reach children beyond the schoolhouse door—to be the nation's educator by bringing to our homes shows that inspire our children's intellects and animate their imaginations."

Like Ness, Chong raised the issue of children's TV with the independent TV station managers: "Over-the-air broadcasters have an obligation to serve the educational and information-

al needs of children," Chong told them. "While some of you may say this is an onerous obligation, I must respectfully disagree. [Broadcasters] can meet your obligation in ways that will advance both your societal interest and your financial interests."

The FCC in 1993 asked for comments on how it might clarify the rules it adopted in implementing the Children's Television Act of 1990. Under the act, TV stations are required to air educational and informational programming as a condition of license renewal. The FCC's rules give broadcasters wide latitude in determining what is educational programming and how much is enough.

At the FCC hearing, advocates for improved children's television such as the Center for Media Education (see page 72) called for guidelines requiring stations to air seven hours per week of 30-minute educational programs. Broadcasters said the act is

working and they are providing adequate educational and informational programming without such mandates.

The commissioners seem divided about how to proceed. Hundt, Ness and Chong may be leaning toward some regulation while Commissioners James Quello and Andrew Barrett oppose any programming requirements.

"I am always uncomfortable when government gets into the business of telling programmers what to do," Barrett said at the hearing.

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

For the time being, the FCC is not expected to move on the issue of children's TV. Commissioners may wait to see what broadcasters put on the air this fall.

Whether or not the commission will regulate, Ness says, "is in the hands of the broadcasters." ■

SYNDICATION

continued from page 56

durability on the air for five years," says W. Russell Barry, president of TPS. "It has adventure combined with environmental values, which makes it FCC-friendly."

Some of the shows are covering costs by splitting runs, such as the recent decision to strip Disney's syndicated *Bill Nye the Science Guy* on the Public Broadcasting Service this fall.

However, playing on station hedging against possible FCC content requirements, at least six new shows will brave the market, some with novel approaches to winning children's hearts.

Samuel Goldwyn's *Gladiators 2000*, a kids version of the company's hit *American Gladiators* that will combine kids events and instruction on healthful living, is given the greatest chance for commercial success.

New players also may help redefine the market. With New World Entertainment's acquisitions—including syndicator Genesis Entertainment and animation production houses New World Animation and Marvel Films—the company is entering the syndication market in a major way. This fall it will convert *Biker Mice from Mars* to a strip and will launch the Marvel Action Hour, a vehicle that will feature two half-hour weekend shows, with the

aim of stripping one each year.

Because of New World's tremendous synergy, it can provide strong support for a show that a more limited distributor cannot. The company can syndicate a show domestically and internationally, use characters from and advertise in its own comic books, and promote the show on its own television stations.

Another player planning for rapid growth and featuring similar synergies is Turner Program Services. Bolstered by the acquisition of production house Hanna-Barbera, Turner already has introduced two successful syndicated shows, *Swat Kats* and *2 Stupid Dogs*. In addition to those Nickelodeon-influenced shows, the distributor is digging into its animation heritage. It will syndicate its classic *Scooby Doo* episodes in the fall, and in 1996 it will produce new episodes of the 1960s animated adventure *Jonny Quest*.

Group W has had some recent success in reviving a '60s standard with *The New Adventures of Speed Racer*, which in the most recent sweeps recorded a 3.1 rating/17 share with a new generation of viewers (kids 2-11).

Another major player, MCA TV, will strip returning show *Exosquad*, its first Monday-Friday kids show and one that, if successful, will mark the entree of another of Hollywood's

movie studios into a significant children's syndication presence.

The market is tougher for independents, who must compete against an increasing number of power blocks, big marketing dollars and spectacular big-budget animation.

"The kids market is becoming like the adult market—it is governed by the big guys, with independent distributors becoming a thing of the past," says Allen Bohbot, president and chief executive of syndicator Bohbot Entertainment.

His own company and Cluster Television are two independents far from being relegated to the history books. Distributing product from nine different independent producers, Bohbot handles three of the top five kids weeklies, which run in an 8-10 a.m. Sunday block that has seen ratings soar during the past year. In addition, the company handles hit strip *Sonic the Hedgehog* and this fall will debut strip *Mighty Max*.

In 1995-96, Bohbot plans to launch a one-hour block that will target an underserved segment of the kids market: girls.

Cluster, is transforming its successful weekly *Transformers Generation 2* into a strip and is launching *Mutant League* and a revival of the *Baby Huey* character in new weekly series. ■

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Broadcasters split over mandates

NAB says guidelines being met; INTV, Tribune support 'safe harbor' requirement

By Christopher Stern

Almost a month after the FCC's hearing on children's television, broadcasters—with some notable exceptions—continue to oppose any agency mandate on children's television.

In comments filed last week with the FCC, the National Association of Broadcasters and several network affiliates maintain that educational and informational programming for children is improving every season under the FCC's current guidelines.

However, both the Association of Independent Television Stations and Tribune Broadcasting have told the FCC that they would support a "safe harbor" requirement of two hours of children's programming per week.

Other broadcasters maintain their absolute opposition to mandates on children's programming despite statements from several FCC commissioners indicating that the regulatory ball is in broadcasters' court.

"We feel that since the inception of the Children's TV Act [of 1990] there is a lot being done, and it is not necessary to do anything more than broadcasters are already doing," says Perry Bradshaw, assistant general counsel, Meredith Broadcasting Group.

NAB maintains that despite the low profit and small audience of educational and informational programming, broadcasters continue to follow the letter and spirit of the Children's Television Act.

Comments from ABC and NBC indicate that they also oppose any further regulation of children's programming.

"I think everyone is paying attention to children's programming because it has become such a big component of the renewal process," says Paul LaCamera, general manager of ABC affiliate WCVB-TV Boston. LaCamera, a member of NAB's Children's Television Committee, has testified before the FCC and Congress on kids TV.

Under the Children's Television

Act, stations are required to keep quarterly records of the amount of commercial time aired during children's shows. Broadcasters also must keep at least annual records on their children's programming. More than 20 stations have been hit with fines ranging from \$10,000 to \$80,000 for violation of the rules.

While stations are held to strict standards on how much commercial time they can air during children's programming (12 minutes per hour on week days, 10 1/2 minutes per hour weekends), the rules on informational and educational programming are more vague.

At least one network children's programming executive hopes that in the wake of the last month's FCC hearing on children's television, the FCC will issue more specific guidelines on what it wants concerning informational and educational shows. The current definition is so loose that some broadcasters have listed cartoons such as *The Jetsons* and *The Flintstones* as educational programming.

Taking exception to the broadcasters' aversion to quantitative guidelines are the Association of Independent Television Stations and Tribune Broadcasting. INTV has called on the FCC to establish a safe harbor of two hours per week of programming. The safe harbor would require one hour of 30-minute programming and one hour of "short segment" or other programming that serves the informational or educational needs of children. The shorter segments would include public service announcements.

INTV makes one important distinction in its call for a safe harbor: "The commission should consider issuing a policy statement, not a rule, which encourages a station to broadcast two hours of educational and informational children's programs per week."

INTV's David Donovan says the distinction is important because a policy statement—as opposed to a rule—would give broadcasters flexibility in meeting FCC guidelines. If the FCC were to issue policy statements instead of rules, it would prevent the agency from fining stations during the renewal process.



Keeping a high profile at the FCC is Bill Nye of "Disney Presents: Bill Nye the Science Guy." Nye testified at the FCC's children's TV hearing on June 28. He urged the commission not to require "that the primary purpose of a children's program be educational, with entertainment being permitted only secondary status." Rather, he warned that breaking down children's shows into "component parts" would be a "grave mistake." In May, Nye was in Washington to help announce a deal between Walt Disney Co., PBS, Lin Broadcasting and the National Science Foundation to finance his series on PBS and commercial stations. Nye then stopped by FCC Chairman Reed Hundt's office to chat with a group of Washington elementary school students. Hundt invited the students over to meet the TV show host. PBS is stripping the syndicated series Monday-Friday beginning this fall. Commercial stations will carry it on weekends.

Learning tool or loaded weapon?

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

At Public Television, we recognize the power and influence of our medium.

That's why we created PTV, a brand new place for children on PBS. PTV still has the same great shows you've come to expect from public television, plus new, lively educational messages between the programs that help build children's self-esteem

and their desire to learn.

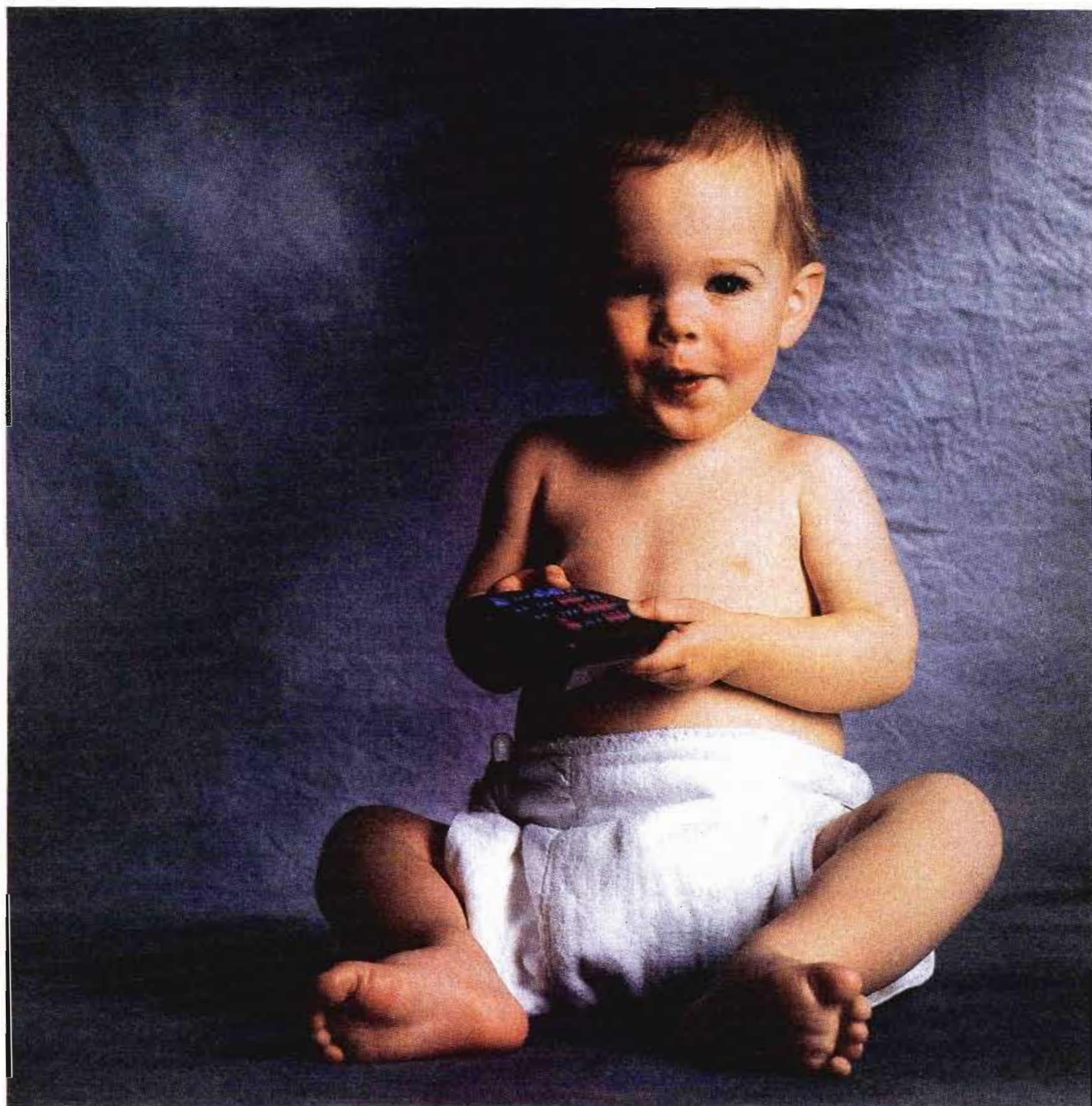
PTV is supported by educational materials, free magazines and calendars with plenty of tips and activities for parents and caregivers that go beyond the TV screen. Making PTV a trusted partner in helping children get ready to learn.

Our Ready-to-Learn Service was launched in 10 markets July 11 and rolls out nationally in 1995.

Another way we prepare kids. For kindergarten. Grade school. And the university of life.



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





Kathryn Montgomery and Jeff Chester have taken up where Action for Children's Television left off in pressuring broadcasters to better serve young viewers.

Center for Media Education: Next ACT in kids advocacy

By Harry A. Jessell

If the FCC requires TV stations to air minimum amounts of educational children's programming, credit (blame) the Center for Media Education.

It was that Washington-based group that two years ago embarrassed broadcasters and alarmed Capitol Hill with a report that stations were trying to pass off *GI Joe* and *The Jetsons* as educational children's programming satisfying their obligation to air such programs under the 1990 Children's TV Act.

Since then, the Washington-based CME has kept the heat on broadcasters. In June, it released another report concluding educational programs were failing because stations did not adequately promote and properly schedule them.

And last week, in cooperation with some Baltimore children's advocacy groups, it gave Washington and Baltimore stations a C- for compliance with the Children's TV Act. (The grade is at least better than the D+ they got last year.)

Just three years old, the Washington-based group has taken up where the now-defunct Action for Children's

Television left off in pressuring broadcasters to air educational programming for kids and limit commercialization. Like other children's advocates, it is calling on the FCC to effectively require stations to air an hour a day of educational programming.

"Unfortunately in commercial television, there has simply not been a commitment to create good programming for children that will serve their informational and educational needs," says CME Co-founder and President Kathryn Montgomery.

"Over the years, it has taken public pressure and government intervention—or the threat of it—to get the industry to do right by kids," she says.

"If children are only treated as a market, you are only going to get a certain narrow kind range of programming and its going to be dominated by the forces of selling and it's going to manipulate kids. You need other forces to counter the powerful forces of the marketplace."

Montgomery is half of CME. The more visible and vocal half (at least to Washington reporters) is her husband, co-founder and Executive Director Jeff Chester. Together with four full-time staffers and a revolving corps of

interns, consultants and parttimers, the duo raises money, researches, organizes, lobbies and spreads the word.

To the delight and wonder of other public interest advocates, CME has been able to line up the support of the big foundations, who had been ignoring media issues.

According to Chester, the grants have grown to about \$500,000 this year. The backers include the Angelina Fund, the Mary Reynolds Babcock Foundation, the Bauman Foundation, The Carnegie Corporation of New York, the Nathan Cummings Foundation, the Phoebe W. Haas Charitable Trust, the John D. And Catherine T. MacArthur Foundation, the J. Roderick MacArthur Foundation, the Pew Charitable Trust and the Rockefeller Family Fund.

Chester and Montgomery paid themselves \$90,000 (\$45,000 each) last year. "It's a very comfortable public interest income," says Chester. "A modest living by Washington standards," Montgomery corrects him.

The two seem to like TV. (They named their eight-month-old daughter Lucy with TV's original in mind and say they share the same good humor and vivaciousness.) But they betray a distrust the institutions behind it.

Upon entering their modest offices in downtown Washington, the first thing one sees is a framed movie poster for "Network," Paddy Chayefsky's cynical view of TV in 1976.

"It revealed the dark forces at work within the media," says Montgomery. What's more, adds Chester, the film predicted the tabloid and reality TV, recalling the mythical UBS's plans to build a series around urban terrorists. "It really foretold of the media circus."

The couple may not be mad as hell, but they are serious and determined. Critics within the broadcasting establishment say they tend to personalize issues and are too strident for a town in which most political business is done through compromise over an expense-account lunch.

A former assistant professor of TV history and criticism at UCLA, Montgomery wrote the book on how TV is buffeted by political forces—literally. "Target: Prime Time" (Oxford University Press, 1989) is a detailed history of the struggles the TV networks

MUTANT LEAGUE

RACING FOR FALL

'94

...AND DRIGGS'S
MINI-MUTANTS ARE
WREAKING HAVOC ON
THE COURSE, BUT BONES
IS HANGIN' ON!

Cleared **85%** FALL '94



FRANKLIN / WATERMAN

ELECTRONIC ARTS

TELEVISION INCORPORATED

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have had over the past 30 years, trying to balance in their programming the conflicting goals of vocal advocacy groups. "In the war for the American mind, entertainment programs have become political territory," it says.

Although Montgomery articulates her views well, Chester handles the sound bites. He wraps up his wife's explanation of CME's children's TV position with a terse "We want policy, not promises."

Chester's media savvy comes from a decade as a print and radio reporter, producer of TV documentaries and political activist specializing in media issues. For several years in the late 1970s, he worked as a clinical social worker, the job for which he received his master's degree.

As the *Jetsons* report bears witness, Chester knows how to mix research and media to affect policymaking. But his lust for headlines has gotten him into trouble. Chester selectively "leaked" CME's last report on children's TV to *The Washington Post* the day before its formal release at a congressional hearing. Chester got his front-page headline, but he upset reporters, who had called for an advance and had been promised there would be none. The incident damaged his credibility among the reporters but probably not irreparably.

Backed by some Ralph Nader money (he won't say how much), Chester formed the Teledemocracy Project in 1991 to join those pressing for legislation reregulating cable. He's happy with the Cable Act of 1992, except for the retransmission consent provision entitling broadcasters to negotiate for fees from cable systems that carry their signal. "There's no reason broadcasters need a bailout from the cable industry to fulfill their public interest obligations," he says.

Chester and Montgomery married in 1988 and came to Washington two years later, drawn by growing congressional interest in reform of cable and telecommunications law and children's TV.

ACT founder Peggy Charren is happy to pass the mantle to CME. "It's difficult to find media advocates who are as sensitive to the needs of free speech as they are to the needs of children." Like Charren, Mont-

gomery says CME has "no interest in taking programs off the air or to censor."

Montgomery and Chester have demonstrated they can attract positive media and public attention, Charren says. And they have shown a willingness to do the research. "You have to do the numbers," she says. "If somebody doesn't spell out the problem, it's tough to take action."

CME has been welcomed by other public interest advocates, who are impressed by CME's ability to generate money and good press for the cause.

**"There's no reason
broadcasters need a
bailout from the cable
industry to fulfill their
public interest
obligations."**

—Jeff Chester

"They are terrific at PR, and this is a PR game," says Henry Geller, a public interest ally and former FCC general counsel. "They get stuff on the front page of the *New York Times*."

"It's a symbiotic relationship," says Andy Schwartzman, head of the Media Access Project, a public interest law firm specializing in media. "Jeff organizes the constituencies and builds the political base, and we provide the legal representation," he says. "He does stuff we are neither equipped nor desirous of doing."

The CME tries to leverage its expertise by working with other groups. For the past two years it has been working the Baltimore-based Advocates for Children & Youth and Ready at Five on the Maryland Campaign for Kids' TV, which is keeping Washington and Baltimore stations on their toes with the annual report cards.

ACY had never heard of the Children's TV Act before linking with CME in 1992, says Charlene Uhl, director of the campaign. "They have helped make sense of the [broadcast] industry for us," she says.

Without CME, Uhl says, ACY would not have had the information

it needed to mount the campaign and it would not have understood the "leverage" citizens groups have through license renewal. "They are kind of our R&D arm."

CME also has helped with organization and tactics. Montgomery has brought numerous "practical, productive and concrete" ideas to the effort, she says.

Not surprising, CME's research has drawn fire from broadcasters. Both of its children's reports make generalizations about the entire broadcast industry based on false premises, says Valerie Schulte, an attorney for the National Association of Broadcasters, which is battling the program quotas.

The *Jetsons* report "mischaracterized" what some broadcasters were doing. True, some stations listed cartoons as fulfilling their educational TV requirement, she says. But such shows were often among others that did and do meet the requirement, she says.

And the latest report alleging broadcasters mishandle educational programming is "based on the anonymous comments of disgruntled program producers," Schulte says. "We believe the practices are either nonexistent, very unusual or confined to a very small segment of the industry."

For the record, CME doesn't think much of the broadcasters' research either. Montgomery is highly critical of NAB's new station survey that finds educational programming has risen on average from two hours to three and three quarter hours over the past three years.

The survey inflates the stations' record, Schulte says. NAB's definition of educational programming was too broad, she says. And because stations could refuse to reply, she says, it has a self-selecting sample with an overabundance of stations with "a good story to tell" on children's programming.

Given the support of the foundations and Chester's and Montgomery's energy, CME is likely to stick around awhile, prodding and poking big media with its vision of the public interest.

"The center is satisfying a need," Chester says. "If the center weren't here, somebody would have to go out and create it." ■

How To Get

Your

Kids

To Listen...

(Turn on a radio)

• Everyone knows that radio informs and entertains adults and teenagers. But you may not have known that over 90% of children 2-11 listen to radio in an average week.

• You'll find that children and radio make for an interesting marketing opportunity. According to the Arbitron/Children's Satellite Network Family Radio Listening Pilot Study, persons 2+ in households with children do a greater share of their total listening in-car than do persons in all households. And that share is even higher for children's formatted radio stations.

• Kids are busy. They have a lot of choices. But it is clear they are choosing radio, because it fits their active lifestyle. So the next time you are wondering how to get through to children, it's nice to know that kids do listen...to radio.



Techies at Warner Bros. are using three-dimensional computer imaging to extend back-lot sets into full-blown scapes.

What's up, Doc? Imaging by 'Wabit'

New Warner Bros. unit integrates animated scenes with live action

By Chris McConnell

Batman doesn't live in Gotham City. He lives on a microchip. So do the Tasmanian Devil, Clark Kent and, from the upcoming film "A Little Princess," Sara Crewe.

While drawn or shot on film, TV and movie characters increasingly are migrating from traditional sets into computer-generated, three-dimensional backgrounds. At Warner Bros., producers have set up a special division of technicians who electronically generate cityscapes, fantasy worlds and other environments for cartoon and film characters.

The studio has taken technology used to generate special effects in "Jurassic Park" and other high-budget feature films and incorporated it at its new Warner Bros. Imaging Technology (WBIT) division, dubbed "Wabit" by the company's employees.

"Warner is using the same computer technology applied to its work with cartoon characters," says John Scheele, WBIT's senior visual effects supervisor. Staff members of Scheele's division—or Wabit techies—work with Silicon Graphics imaging computers to generate the computer simulations of three-dimensional space. "It's kind of like having a studio in a box," Scheele says.

One of the group's earliest projects involved importing the Tasmanian Devil cartoon character into a computer "world." The project, a commercial for Welch's grape juice, involved creating a three-dimensional juice

glass around which the animated Tas could move.

Although established last summer to tackle such specific chores, the group is finding a growing list of uses for its computer-generation work. "It cuts across many different applications," Scheele says, adding the division was designed to serve the entire Warner company, including its animation, feature film and interactive game units.

Scheele cites as an example "A Little Princess," an upcoming Warner release tracking the travels of Sara Crewe from India to New York. For the film, WBIT is electronically creating a setting for fantasy sequences that take place in an imaginary India.

Also, WBIT is combining photography with cyberworlds to create a circa-1914 New York City setting for the production. WBIT staffers are scanning archival photographs of the city into the Silicon Graphics machines and combining the material with current New York vistas.

The division also has used computer technology to alter and enhance actual sets. While the set for *Lois and Clark* provides a street scene that includes the lower portion of the *Daily Planet* offices, the top half of the newspaper building comes out of the computer. Scheele's group takes frames of the show's set and digitally extends the image to create an entire building.

The same technology can be used to alter a set to fit different program scenarios, a Warner Bros. spokeswoman

adds. Once scanned into the Silicon Graphics hardware, for example, the street scene used to simulate Metropolis can be altered to provide a futuristic setting. "It starts to be like redressing sets," says Scheele, who adds that the cost for the necessary hardware continues to decrease. Special effects that once required a supercomputer, he says, now sometimes can be executed on a \$50,000 Silicon Graphics system.

In other cases, the WBIT division will generate settings entirely from the computer. To open the animated *Batman* show, the division developed an elaborate sequence in which the viewer flies through rain over a Gotham Cityscape. To match the computer-generated material with the rest of the program, the WBIT workers created a sequence mimicking the airbrushed look of animated footage.

"It was a huge, 150-building environment," Scheele says of the computer-generated image.

His group's work also includes digital enhancements of older footage. The division recently put its computers to work restoring footage of the film "Woodstock." The rereleased version carries 40 minutes of footage cut from the original movie.

Scheele notes the studio had to retrieve some of the material from underwater after the Los Angeles earthquake left some film vaults flooded. While the water ruined some video footage, the soundtrack was undamaged. ■

Broadcasters and America's Children

A commentary by Representative Edward J. Markey (D-Mass.) Subcommittee on Telecommunications and Finance

At an oversight hearing on the Children's Television Act held by the Subcommittee on Telecommunications and Finance on June 10, Rosanne Bacon, a high school teacher from Massachusetts, testified that "we are in danger of going down in history as the first generation of Americans who cared more about what they left in their pockets than what they left in their kids' minds." The subcommittee heard some encouraging success stories that day about the creation of new children's programming. Yet many witnesses testified that the successes are too few and the overall amount of educational programming for children has not increased significantly. As Congress considers the most far-reaching changes in our communication laws in more than 60 years, the way that children are affected by the communications and information industries is one of our highest priorities.

In exchange for the use of the public spectrum, broadcasters are licensed to operate as trustees of the airwaves in the "public interest, convenience and necessity." Congress voted overwhelmingly that serving the public interest includes serving children when it passed the Children's Television Act in 1990. Congress explicitly stated in passing the act that the new marketplace for video programming does *not* obviate the public interest responsibility of individual broadcast licensees to serve the child audience.

The Children's Television Act imposed two major requirements: (1) the advertising time that could be sold within children's programming would be limited to 10-1/2 minutes per hour on the weekend and 12 minutes per hour during the week; and (2) as part of the license renewal process, broadcasters would need to demonstrate that they have served the "educational and informational needs" of children by providing programming "specifically designed" to serve those needs.

There are 70 million children in this country and they watch television an average of almost four hours each day, and even more on weekends. Over-the-air broadcasting is the *only* television programming received by about 25 million children in America, and nearly half of those are from families that earn



less than \$30,000 per year.

While it is challenging to develop entertaining programs for kids that educate and inform, a vigorous market for children's programming does exist. Fox's *Where on Earth Is Carmen Sandiego?* has consistently placed first in its time slot on Saturday morning. This fall the Fox Children's Network will be providing educational programming for children Monday through Friday—the first weekday educational programming on commercial television since *Captain Kangaroo*. The Children's Television Workshop testified that the educational program *Ghostwriter* outperformed three-quarters of all commercial programs aimed at 6-11-year-olds this spring. Paul Zaloom, of *Beakman's World* testified that in the Boston market his program increased from a 3 share to a 12 share following a station publicity campaign. These successes demonstrate there is a viable market for educational children's shows.

The number of hours that children watch television has been increasing over time, while the number of educational programs for children fell dramatically following deregulation in the 1980s. One study found that the three networks combined aired over 11 hours of educational programming in 1980, and less than two hours in 1990. While the networks have all added at least one educational program to their schedules since passage of the act, and new syndicated programs have been created, this is only a start toward fulfilling the intent of the act.

When the FCC reviewed broadcaster compliance with the act last year, it found that there had been substantially no change in the children's television

market. While this has improved somewhat in the past year, most independent reports have found minimal increases in programming choices for children. With a few notable exceptions, children's programming remains the equivalent of a trip to Toys R Us.

The FCC is considering several proposals for strengthening enforcement of the children's television rules. The proposals include establishing guidelines for a minimum number of hours of children's programming each week, requiring educational programs to be aired between 7 a.m. and 10 p.m., and clarifying the definition of educational and informational children's programming.

The Association of Independent Television Stations has encouraged the FCC to establish a guideline for the number of hours of educational programming that are expected for each licensee. The National Education Association, the National PTA and the Center for Media Education among others have called for a guideline of seven hours per week of educational programming as the minimum that can be expected for children under the act. Many believe a guideline would help clarify what is expected and insure compliance from all broadcasters.

While we have seen some individual successes, it is clear that the existing rules have not resulted in the increase in children's educational programming that Congress envisioned when passing the act. The economic pressures on broadcasters work against children without clear definitions of what constitutes educational programming and the amount of educational programming that broadcasters are expected to provide under the act. Without clearer direction from the FCC, children's programming successes will continue to be the exception.

The communications revolution has the potential to dramatically change our society, bringing rich new educational and entertainment opportunities to our homes, classrooms and offices. Broadcasters have a responsibility not generally shared by their telecommunications brethren: to contribute through children's television to the development of the next generation of Americans for the challenges of the 21st century. It is time to get moving. ■

School's in for interactive programs

'Edutainment' crams mix of fun, learning into online services, software

By Mark Berniker

Make way for a new buzzword along the information superhighway: "edutainment." Edutainment interactive software programs incorporate educational material into an entertainment environment to try to capture the children's market.

Instead of developing only a television show, or a software title, or an interactive game, content developers are "multiplexing" intellectual properties across a number of software platforms.

Each of the leading online services is pushing to provide more educational content and forums. This is partly because many online subscribers are in school and use interactive educational services for classes.

One of the most interesting new edutainment online services brings together two media giants from the worlds of news and cable programming. Reuters NewMedia and Liberty Media, which soon will re-merge with cable giant Tele-Communications Inc., have created Ingenius.

Offered on Ingenius is "What on Earth," a daily multimedia news and information service to be delivered via cable to personal computers in schools and homes. The service will focus on six major events around the world and will provide up-to-date information from Reuters global news bureaus. It will contain text-based background, photos and QuickTime video clips.

One of the strengths of Ingenius is that it draws on cable's high-bandwidth pipe into classrooms. This bandwidth far exceeds the potential of low-speed telephone lines, which most schools don't have in every classroom.



Reuters/Liberty offer online through Ingenius.

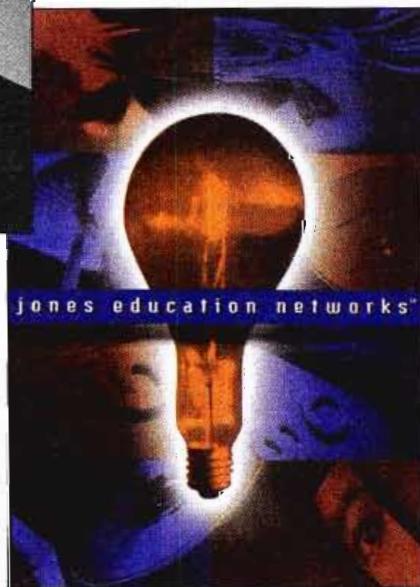
The CD-ROM market also is spawning a new generation of multimedia edutainment software.

"The CD-ROM arena is booming, and I expect more than 75% of desktop personal computers will have a CD-ROM drive by 1996," says Bernard Luskin, chief executive officer, Jones Interactive Systems Inc. and vice chairman of cable channel Mind Extension University: The Education Network.

Jones is developing several CD-ROM products to complement its children's television programming. *The Whipping Boy*, a story starring George C. Scott, will premiere



Bernard Luskin



Aug. 31 on The Disney Channel and will be released on CD-ROM next year.

Also in the works is a series of children's story titles on CD-ROM based on the theatrical film "The Story Lady," starring Jessica Tandy. They will be ready for market in about 18 months. Jones also will create a CD-ROM based on a show starring Charlton Heston that centers on the King James version of the Bible. It will be released on two disks by mid-1995.

And "digital animation-based interactive programing" will become a whole new area of programing targeted at younger audiences, Luskin says.

Luskin's company also is developing Jones Online, a personal computer-based service to be transmitted into homes via cable over fast-speed modem. There will be links between Jones's various educational programs and the online service.

"The television set of the future will not care if gets its programing from a CD-ROM or off a giant media server," Luskin says. The technology will depend more on the extent and complexity of the programing's content, with smaller programs residing on CD-ROMs and programs requiring massive storage residing on huge media servers. "What's really important is that we are going to have interactive programing of substance," Luskin says.

While many expect it will be well into the next millennium before interactive television and broadband networks are available to the mass market, Luskin thinks that it may happen much sooner.

"Within two years, wide use of subscription and transaction services will arrive in the market, and within five years they will become common," he says. ■

Higher network revenue gain projected

Investment bankers' report warns of interactive media threat

By Geoffrey Foisie

Television networks' share of prime time viewing audience should gain several points this year and then be virtually flat through 1998, according to the annual Veronis, Suhler & Associates report.

During the past five years, network audience share declined by two points, the report says. The prediction for improvement is based on slower cable subscriber growth and more network hours on Fox and other new-comer networks.

Network audience strength should translate into an average network revenue gain of 5.3% in the next five years, compared with 2.2% in the past five years.

National spot growth will be less, at 4.7% compounded, says the report by the New York-based investment banking firm, while local TV station growth will be greater, at 6.4% compounded through 1998.

National barter syndication advertising growth should slow during the next five years, the report adds, partly because of the shift in inventory from syndication to the incipient TV networks.

Long-term, the report says, interactive digital media services may pose a threat to broadcast television if the new technology supplies "applications for which there currently are no close substitutes and for which there is an excess demand. If such an application materializes, a loss of viewership is possible."

But such digital services aren't expected to become available before 1996, and "significant expansion in households will not

occur before the turn of the century."

The FCC's recent rate reregulation and a slowdown in cable penetration growth will substantially reduce compound annual revenue growth from subscribers. The portion of subscription fees going to cable networks will fall from a 25.3% compound annual rate through 1993 to a 5.9% rate for the five years ending 1998.

Pay cable subscription fees will do better than during the past five years, according to the report: Pay subscriptions are more responsive to an improving economy, just as they were hurt more during the recession.

The report projects that the portion of subscriber fees retained by cable system operators will slow to a 3% annual growth rate, compared with a 9.5% rate during the previous five years.

Cable TV's advertising share should increase during the next five years,

from 8.7% of total TV ad dollars this year to 10.7% in 1998, the report says. That number still would pale beside cable's 25.8% viewing share.

There will be a slowdown in the changing pattern of radio listening, the report predicts. The compound annual decline in AMs' listenership will be less than 1%, compared with a 2.5% decline during the past five years. The rate of decline in listenership at home will decrease, and the rise in the number of those listening in automobiles will decrease, according to the report.

Overall, the report says, "we look for radio listening as a whole to trend down modestly over the next two years as people spend more time with other activities."

Annual ad gains in radio are expected to be greater than in broadcast TV, with a 7.3% station increase on a compound annual basis through 1998, but a 3.3% network annual increase, for a 7.1% total radio increase.

The report's projections are based on expected improvements in the economy. Better times have already begun, with people spending more on cars, capital goods, housing and appliances. That, in turn, should have a "multiplier effect throughout the rest of the economy," the report says.

Overall, the report predicts 6.5% nominal growth this year in the gross domestic product and 7.1% growth in 1995, compared with 5.5% and 5.6% in 1992 and 1993, respectively. The report projects a compound annual nominal GDP growth over the next five years of 6.9%. ■

COMMUNICATIONS INDUSTRY FORECAST

Industry segment	1993 gross expenditures (\$ millions)	1993-98 compound annual growth (%)	1998 gross expenditures (\$ millions)
Television broadcasting	\$26,610	5.5%	\$34,710
Networks	10,435	5.3	13,480
Stations	16,175	5.6	21,230
Radio broadcasting	9,398	7.1	13,230
Networks	458	3.3	540
Stations	8,940	7.3	12,690
Cable television	21,766	4.7	27,405
Advertising	2,510	11.9	4,405
Subscriptions	19,256	3.6	23,000
Filmed entertainment	27,710	6.1	37,220
Box office	5,154	2.7	5,875
Home video	13,227	7.0	18,555
TV programs	7,849	6.3	10,670
Barter syndication	1,480	7.5	2,120
Interactive digital media	12,839	11.7	22,341
Consumer data and transactions	407	29.1	1,457
Consumer reference	80	42.9	476
Educational software	243	29.6	888
Video games	8,809	10.2	14,298
Home shopping and infomercials	3,300	9.6	5,223
GDP*	\$6,377,900	6.9%	\$8,903,400

* Total of all listed categories constitutes 1.54% of GDP

Source: Veronis, Suhler & Associates

Changing Hands

This week's tabulation of station and system sales

WIVY(FM) Jacksonville, Fla. □ Purchased by Prism Radio Inc. (William Phalen, LP) from J.J. Taylor Co. Inc. (Henri DesPlaines) for \$7 million.

Buyer owns WOKV(AM) Jacksonville, Fla.; KNST(AM)/KCEE(AM) Tucson, Ariz.; WWKY(AM) Louisville, Ky., and pending FCC approval, WDCG(FM) Durham, N.C. **Seller** owns WCOD-FM Hyannis, WFAI(FM) Falmouth and WFXR(FM) Harwich Port, all Massachusetts; WXXL (FM) Tavares and WEAT-AM-FM West Palm Beach, both Florida. WIVY has AC format on 102.9 mhz with 100 kw and antenna 984 ft. Filed June 28 (BALH940628GQ).

KOLA(FM) San Bernardino, Calif. □ Purchased by Inland Empire Broadcasting Corp. (Timothy Sullivan, president) from Ray Stanfield, receiver, for \$5 million. **Buyer** owns KCAL-FM Redlands, KBZS-FM San Diego and KHQT-FM San Jose, all California. **Seller** has no other broadcast interests. KOLA has

rock 'n' roll oldies format on 99.9 mhz with 29.5 kw and antenna 1,663 ft. Filed July 6 (BALH940706GH). **Bro-**

ker: American Radio Brokers Inc.

KOFX(FM) El Paso, Tex. □ Purchased by

Magic Media Inc. (J.R. Phillips Jr., president/director) from ELP Broadcasting Associates LP (Paul Whyte, president) for \$3 million.

Buyer owns KSET(FM) El Paso, Tex. **Seller** has no other broadcast interests. KOFX has AC/classic hits format on 92.3 mhz with 100 kw and antenna 1,860 ft. Filed July 7 (BALH940707 GF).

KSLK(FM) Auberry, Calif. □ Pur-

chased by Lotus Communications Corp. (Howard Kalmenson, president) from 105 Mountain Air Inc. (Robert Eurich, president) for \$1.5 million.

Buyer owns KWKW(AM) Los Angeles, KGST(AM) Fresno and KOXR(AM) Oxnard, all California; KORK(AM)/KOMP (FM)/KXPT(FM) Las Vegas, KOZZ-AM-FM/KHIT-FM Reno and KHIT(AM) Sun Valley,

all Nevada; KTKT(AM)-KLPX(FM) Tucson and KEKO(FM) Green Valley, both Arizona; WTAQ(AM) La Grange, Ill., and KZEP-AM-FM San Antonio and KONE(FM) Lubbock, both Texas. **Seller** has no other broadcast interests. KSLK has easy listening format on 105.1 mhz with 590 w and antenna 1,902 ft. Filed June 30 (BALH 940630GE).

Proposed station trades

By dollar volume and number of sales

This week:

AMs □ \$262,000 □ 1

FM □ \$19,855,753 □ 9

Combos □ \$1,577,074 □ 3

TVs □ \$660,000 □ 1

Total □ \$22,354,827 □ 14

So far in 1994:

AMs □ \$99,357,504 □ 82

FM □ \$482,436,710 □ 190

Combos □ \$1,049,132,604 □ 141

TVs □ \$1,374,881,334 □ 45

Total □ \$3,005,808,132 □ 458

WZZF-FM Hopkinsville, Ky. □ Purchased by WRUS Inc. (William McGinnis, president) from Regional Broadcasting Inc. (Jerden Bullard) for \$1.115 million. **Buyer** owns WRUS(AM)-WBVR-FM Russellville, Ky. **Seller** owns WQKF(AM) Hopkinsville, Ky. WZZF-FM has CHR format on 100.3 mhz with 100 kw and antenna 602 ft. Filed May 10 (BALH940510GF). **Broker:** Media Venture Partners.

WGCM-FM Biloxi-Gulfport, Miss. □ Purchased by J. Morgan Dowdy from Edmund J. Muniz for \$1.1 million. **Buyer** is exercising option to purchase as set up by LMA in June 1993. **Buyer** owns WZKX-FM Gulfport, Miss. **Seller** owns WLTS-FM and WTKL-FM, both New Orleans. WGCM-FM has oldies format on 102.3 mhz with 25 kw and antenna 299 ft. **Broker:** Michael Bergner & Co.

WMGP(AM) Meridian and WZMP (FM) Marion, both Mississippi □ Purchased by Broadcasters & Publishers Inc. (Houston Pearce, chairman of the board) from Major Broadcasting Inc. (David Majure, president) for \$732,074. **Buyer** owns WJOQ(FM) Meridian and WWKZ(FM) New Albany, both Mississippi. **Seller** has no other broadcast interests. WMGP has urban contemporary format on 1450 khz with 1 kw. WZMP has country format on 95.1 mhz with 50 kw and antenna 606 ft. Filed July 5 (AM: BALH940705GI; FM: BALH940705GH).

July, 1994

\$150,000,000

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WFDG-TV New Bedford, Mass. □ CP purchased by BAF Enterprises Inc. (Anthony Fant, president) from Barnstead Broadcasting Corp. (William Barnstead, president) for \$660,000. Price was incorrect in July 18 issue. **Buyer** and **seller** have no other broadcast interests; Anthony Fant owns KHGI-TV Kearney, KSNB-TV Superior and KWNB-TV Hayes Center, all Nebraska; WNAL-TV Gadsden, Ala., and WWHO-TV Columbus, Ohio. WFDG-TV is independent on ch. 28 with 5000 kw visual, 250 kw aural, and ant. 835 ft. *Broker: The Connelly Co. Inc.*

KWAS(AM) Joplin, Mo., and KOCD (FM) Columbus, Kan. □ Purchased by Acorn Broadcasting Co. (J. Richard Guest, president) from Saturn Communications Inc. (Andrew Wolfson) for \$515,000. **Buyer** and **seller** have no other broadcast interests. KWAS has MOR format on 1230 khz with 1 kw. KOCD has AOR format on 105.3 mhz with 6.1 kw and antenna 308 ft. Filed July 1 (AM: BAL 940701EC; FM: BALH940701ED),

WGUF(FM) Marco, Fla. □ Purchased by InterMart Broadcasting (James Martin Jr., president) from Naples Broadcasting Corp. and Rowland Gulf Radio (Marshall Rowland, president) for \$500,000. **Buyer** owns WGO(FM) Midway, Ga., and WCCF (AM)-WIKX-FM Punta Gorda, Fla. **Seller** owns WBGA(FM) Brunswick and WEGC (FM) Leesburg, both Georgia. WGUF has beautiful music format on 92.7 mhz with 4.1 kw and antenna 328 ft. Filed June 29 (BALH940629GK).

WDOW-AM-FM Dowagiac, Mich. □ Purchased by Van Hawke Communications (Virgil Bennett, president) from Dowagiac Broadcasting Co. Inc. (William Kuiper, president) for \$330,000. **Buyer** has no other broadcast interests. **Seller** owns WFUR-AM-FM Grand Rapids and WKPR(AM) Kalamazoo, both Michigan. WDOV(AM) has MOR/beautiful music format on 1440 khz with 1 kw day, 89 w night. WDOV-FM has MOR/beautiful music format on 92.1 mhz with 3.3 kw and antenna 299 ft. *Broker: J.N. Wells & Co.*

WIIS-FM Key West, Fla. □ Purchased by Partech Inc. (John Rayl, president) from White Communications (J. Larry White, president) for \$325,000. **Buyer** owns WLTT-FM Shalotte, N.C. and pending approval, WMCO-FM Havana and WJPH-FM Monticello, both Florida, and WMOG(AM)



Tolling in Viacom Inc.'s acquisition of Paramount Communications are, from left to right in front, Viacom President Frank Biondi Jr., American Stock Exchange Chairman Richard Syron and Viacom Chairman Sumner Redstone. They rang the opening bell at the stock exchange on July 8. Viacom is the largest U.S. company listed on the exchange.

Brunswick and WMOG-FM St. Simons, both Georgia. **Seller** has no other broadcast interests. WIIS-FM has AC format on 107.1 mhz with 3 kw and antenna 150 ft. *Brokers: The Connelly Co. and Jorgenson Broadcast Brokerage.*

KDBB(FM) Bonne Terre, Mo. □ Purchased by MKS Broadcasting Inc. (M.L. Steinmetz III, president) from Zindy Broadcasting (Stephen Jones) for \$315,753. **Buyer** has no other broadcast interests. **Seller** has no other broadcast interests. KDBB has oldies/AC format on 104.3 mhz with 3 kw and antenna 328 ft. Filed July 6 (BALH940706GM).

KBOA(AM) Kennett, Mo. □ Purchased by Duke Broadcasting Corp. (Larry Duke Sr., president) from KBOA Inc. (Kenneth Meyer, president) for \$262,000. **Buyer** owns KFIM (FM)/KBTM(AM)-KIYS(FM) Jonesboro, Ark. **Seller** owns KTXR(FM) Springfield, KTMO(FM) Kennett, KFAL(AM)-KKCA(FM) Fulton and KISF(FM) Lexington, all Missouri, and KATP(FM) Amarillo, Tex. KBOA has AC/classics format on 830 khz with 10 kw day. Filed July 1 (BAL940701EF). ■

SOLD!

KRPQ(FM), Santa Rosa, California, from Sunrise Broadcasting to Results Radio of Sonoma, L.P., for \$2,080,000.

Elliot B. Evers represented Sunrise in this transaction.

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Broadcasters fending off spectrum grabs

Industry looks to keep PCS, mobile services from taking frequencies used for ENG services

By Chris McConnell

Broadcasters are circling the wagons to protect their spectrum from invading technologies.

A collection of broadcast companies and industry groups last week was preparing the second of two submissions to the FCC aimed at keeping new PCS and mobile satellite services (MSS) from encroaching on the spectrum now used for electronic newsgathering. While the FCC is searching for spectrum slots for the new communication technologies, broadcasters say their bands already are overcrowded and can ill afford interference or reallocation to the new services.

"We want to keep existing ground for broadcast auxiliary," says the NAB's Barry Umansky. Umansky's group, along with the Association for Maximum Service Television, the four networks and other groups, has asked the FCC to delay implementation of an international spectrum allocation for mobile satellite service.

The international allocation, set at the 1992 World Administrative Radio Conference, places mobile satellite service in the 170-2010 mhz band. In the U.S., the FCC last month lopped off the lower 20 mhz of the allocation to make room for PCS.

The resulting plan, however, still leaves an international MSS allocation that will overlap the broadcast auxiliary operations between 1990 and 2110 mhz.

"This spectrum could potentially be reallocated for MSS use on a shared basis, if feasible, or exclusively, if suitable replacement spectrum could be found for broadcast auxiliary service," the FCC said last month in announcing its PCS allocation. The commission also said it plans to start a

proceeding to study the options for allocating spectrum for MSS.

Broadcasters say any sharing between the mobile satellite services and broadcasters needs further study, and they have asked the commission not to implement the international allocation in the U.S. before the deadline of 2005. The broadcast filing, which included signatures from the

frequencies consistent with the world-wide allocation.

While the FCC already has granted some spectrum to the mobile satellite ventures, companies say they eventually will need the frequencies at 2 ghz. "Our plans are to file [for allocations] in that band once our second generation of satellites are ready to go up," says Tony Navarra, MSS proponent

Globalstar's executive vice president of business development.

If broadcasters are to move, adds MSTV Vice President Julian Shepard, they will want to see a compensation plan for financing the shift. Shepard's group, which has been coordinating the effort to head off expansion into ENG territory, this week is asking the commission to insure that broadcasters do not pay the cost for any move.

The filing also addresses another potential threat broadcasters see from the PCS systems. With a maximum

permissible power level of 1,640 watts effective isotropic radiative power (EIRP), the PCS base stations might interfere with ENG operations in the adjacent band, broadcasters say. Their filing this week raises the possibility of a guard band—carved out of the PCS side of the fence—to prevent interference. ■



Broadcasters worry that mobile satellite ventures, such as the Iridium project above, may move in on electronic newsgathering spectrum.

Society of Broadcast Engineers and the Radio-Television News Directors Association, stressed the overcrowding of ENG frequencies in the top markets.

"Given the mobile nature of ENG operations," the broadcasters said, "sharing spectrum with other users, particularly fixed users, on a co-primary or secondary basis is not a viable means of resolving the problem." Umansky, the NAB's deputy general counsel, adds that characteristics of the 2 ghz spectrum might not be replicated in other frequency bands.

Mobile satellite proponents counter, saying that the international allocation cannot be replicated elsewhere either. The companies—which are proposing a variety of schemes to provide mobile telephone service using a network of small, low-earth-orbit satellites—say they will need fre-

Errata

A chart in the July 11 Satellites special report mistakenly identified Martin Marietta Astronautics as the launcher of the Intelsat 706 and 707 satellites. Arianespace is launching the two and also is launching the GE-1 bird. Additionally, Martin Marietta Astro Space, not Hughes, is building Telstar 402.



Columbia Communications Corp. hopes to turn its satellite beams on the domestic market for C-band service.

Columbia wants into U.S. satellite market

By Chris McConnell

A new player is looking to jump into the U.S. satellite business. Columbia Communications Corp., which has been working the international market for satellite traffic, now wants to turn its beams on the video and data distribution business in the States.

The international "separate satellite system" has filed applications with the international branch of the FCC's Common Carrier Bureau asking for

permission to provide "a full range of domestic telecommunications services" on the two satellites the company leases from NASA.

"With existing domestic capacity overloaded by cable and broadcast programming, Columbia's request for permission to use its C-band transponder space in the domestic market is particularly urgent," the company told the FCC.

Columbia currently has authority to provide some domestic traffic

between the U.S. mainland and other regions—such as Guam—outside the reach of domestic satellite carriers. In its application, the company argues that the distinction between international and domestic satellite systems "is no longer meaningful." The company cites transborder satellite services that domestic carriers provide to Canada and Mexico.

FCC officials last week had not reviewed Columbia's request. But one official says the commission has been studying the subject of separate satellite systems and domestic carriage and expects to begin a new proceeding to deal with the issue.

Market studies agree there is demand for domestic C-band capacity. Industry consultant Walter Morgan, whose Clarksburg, Md.-based Communications Center earlier this year reported 90% usage for the four domestic satellite systems, says C-band demand has remained high, with video traffic accounting for about two-thirds of the demand. Columbia General Counsel Kenneth Gross says the company hopes to carry domestic video traffic as well as private line transmissions.

Columbia leases capacity on the NASA Tracking and Data Relay Satellite System (TDRSS), with 12 transponders orbiting over the Atlantic Ocean and another 12 over the Pacific. The company is about one year into a restructured agreement with NASA under which the firm

Antenna RFP pulls in five proposals

TV viewers aren't the only ones fiddling with antennas.

Six companies have told the NAB they are working on improvements to set-top antenna technologies. The firms submitted their ideas in response to a request for proposals (RFP) on improved set-top antenna technology issued by the NAB in May (BROADCASTING & CABLE, June 20). The request stressed the association's belief that more than 60% of U.S. television sets are not connected to cable systems.

The response, says NAB's Kelly Williams, could lead to improved set-top antennas. Williams, director of engineering for the association's science and technology department, says any resulting improvement might concern the size of antennas, or the unit's ability to reject adjacent channel interference or to receive signals from a certain direction rather than from all directions.

"We got a range of products," Williams says of the RFP responses. Companies submitting replies to the request included Terk Technologies Corp. of Plainview, N.Y., Compact Satcom Systems Inc. of San Diego, Channel Master of Smithfield, N.C., and Pico Macom Inc.

of Lakeview Terrace, Calif. Two Massachusetts companies, Radio General and WaveWorks, submitted a joint proposal.

The proposals, Williams says, include developed products the sponsoring companies are preparing to market as well as ideas that have not made it off the drafting table. He adds that some of the participants have worked on aircraft antennas and incorporate computer technology into antenna design. The association also received a proposal for testing and evaluating set-top antennas.

Whether the NAB will need such a suggestion has yet to be decided. The group last week was gathering more data on the antenna proposals but had not decided on the project's next step. Some of the ideas submitted to the NAB along with the antenna proposals included requests for the association's endorsement for antenna technologies and requests for development funds.

Such action, Williams says, may require a decision by the association's executive board. The NAB plans to notify participating companies next month of its plans for the antenna proposals.

—CM

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Since its inception as the nation's first advertiser-supported basic cable network in 1980, USA Networks has aggressively fulfilled its mandate to create a cable network providing a wide variety of programming for all family members.

USA's programming is seen in over 98 percent of America's cable households. Our network features exclusive original dramatic series and situation comedies. We produce over 24 original World Premiere movies per year featuring top Hollywood stars, and we continue to license top-rated off-network series. To our coverage of *The Masters*, we've added 11 PGA Tour Golf Tournaments. In 1994, we'll add the French Open Tennis Championships to the more than 90 hours of the U.S. Open Tennis Championships.

In 1992, we launched the Sci-Fi Channel, now in 15 million homes nationally, and in April, 1994 we will launch USA Network for Latin America. The Sci-Fi Channel formula blends classic favorites and contemporary off-network sci-fi shows. Its movies are theatrical blockbusters and original productions that are part of our "Planetary Premieres" series.

To accommodate our expanding networks, USA created a completely digital Broadcast Center

in Jersey City, NJ. The new Center handles all of our post-production needs and our entire network origination, including the signals for USA's East and West Coast feeds, the Sci-Fi Channel and our blackout programming.

At the heart of our facility is the Panasonic Digital M.A.R.C. Type III

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AND THE EFFICIENCIES A
GROWING COMPANY...REQUIRES."**

KAY KOPLOVITZ
President & Chief Executive Officer
USA Networks

automated record/playback library system. The system uses 10 Panasonic AJ-D350 D-3 VTRs with a completely redundant backup system, and is the major source of all program and commercial material seen on USA Network and the Sci-Fi Channel throughout the day.

In post-production, we are using the first non-linear edit systems with Panasonic D-3 VTRs. Our four edit suites connect to a "pool" of videotape machines, including 12 Panasonic D-3s.

Our decision to use the Panasonic M.A.R.C. system was the right decision. We've achieved the look our viewers demand and the efficiencies that a growing company in a highly competitive field requires. Panasonic worked with us to develop the right software and provided extensive training to our employees.

The Digital M.A.R.C. has run so much faster and more



accurately that we got an unexpected bonus: a few extra minutes of air-time in our schedule. We're using it to promote more of our programming to our viewers.

We firmly believe that we have the highest-quality, best designed Broadcast Center anywhere.

Panasonic's strategy offers a simple, combined composite and component digital system that provides all digital solutions for diverse video recording applications through the eventual HDTV era.

Panasonic believes that digital composite and component signal equipment will continue to co-exist for many years. The company sees interrelated D-3/D-5 facilities with each equipment performing the tasks to which it is best suited.

Kay Koplovitz is founder, president and chief executive officer of USA Networks. She continues to be one of America's most influential corporate executives, charting new territory and keeping her network in the vanguard of the television industry.

Whether it's buying off-network series, making World Premiere movies, or building the cable industry's first all-digital Broadcast

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It's the industry's visionaries who see an all-clear path to the future.

Panasonic
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shares its revenues with the space administration. Columbia cited the lease in its FCC application, maintaining "Columbia and the U.S. government both profit from customer use of Columbia's capacity."

Together, Columbia says, the two TDRSS satellites cover the entire U.S., although delivering a signal coast-to-coast would require two satellite "hops." A potential drawback could be the satellite power levels and

"look angles" at the continental U.S. The current domestic satellites, industry consultants say, deliver higher power levels to U.S. locations than would the TDRSS satellites.

Columbia, however, stresses its economic competitiveness. The company's Gross cites Columbia's current supply of available capacity. He maintains his company would have been the lowest-cost domestic carrier for the World Cup soccer matches had it

been allowed into the U.S. market. Columbia, he adds, marked down its prices during the soccer tournament and managed to fill six transponders with video traffic.

Gross also cites the "broadcast mode" of the TDRSS satellite beams, which allows signals to be transmitted and received by the same beam. Users could use the mode to monitor a signal's quality while it is being up-linked. ■

Panasonic offers more audio in less space

By Chris McConnell

U.S. programers soon will have a new tool for speaking in different languages.

Panasonic Broadcast & Television Systems Co. plans to introduce its new "multi-audio processor" in September. The unit, on display during this month's International Teleproduction Society forum in Washington, can compress four audio channels onto a single digital VTR track. The

compression allows programers distributing material to several countries at once to cram more languages onto a single VTR cassette.

"It seems as though the cable networks are becoming more global," Panasonic's Ralph Biesemeyer says of potential users of the new device, citing the expanding reach of satellite distribution and the need to distribute in multiple languages.

To condense more of the audio chan-

nels onto a single tape track, the Panasonic machine digitizes and compresses the audio channels. It then multiplexes the four channels into a single data stream for delivery to the digital tape track. The MAP machine, which Panasonic plans to offer for roughly \$15,000, uses the British APTX compression algorithm to condense the audio.

Users interested in squeezing more channels onto a tape can stack up more MAP machines, adds Biesemeyer. Four of the machines could allow a tape machine to play out 16 audio channels along with the video signal.

The need to place more audio channels onto tape tracks may have come from the Asia-Pacific region, where U.S. programers are participating in new satellite projects. Several are planning to distribute programming as part of the Apstar satellite venture. Biesemeyer adds that while developing the audio processor his company consulted with programers planning international distribution projects.

Executives at Showtime and ESPN have voiced interest in the technology, although they have not yet reported any purchases of the machine.

"It has potential if you are doing multiple channels using the same video," says Dave Silver, director of engineering at CNN International. Silver adds, however, that the machine offers little immediate advantage to his shop, since CNN International distributes most of its audio feeds in English.

Biesemeyer also says ABC has taken an interest in the machines for archiving multiple language versions of various daytime programming the network distributes internationally.

The audio processors, Biesemeyer says, will work with D1, D2, D3 or D5 tape machines. ■

July, 1994

\$72,400,000

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Spectrum for sale

FCC begins auctioning PCS, IVDS licenses today; billions to be collected over five years

By Christopher Stern

The FCC today will embark on what its chairman, Reed Hundt, calls the biggest auction of public assets in U.S. history.

It is the beginning of a radio spectrum sale that the federal government hopes will raise \$10 billion during the next five years. The auction, which begins today and is expected to continue through Wednesday, includes 10 licenses for nationwide narrowband personal communications services (PCS). On Thursday and Friday, the FCC will auction almost 600 interactive video data service (IVDS) licenses.

The 29 bidders who qualified to participate in the narrowband PCS auction already have written checks to the FCC totaling \$30 million. To participate in the auction, bidders had to pay \$350,000 up front for each license they planed to acquire. Bidders are allowed to buy no more than three licenses.

IVDS bidders must put up only \$2,500 for every five licenses they win. And that money is not collected until a bidder wins his or her first license.

IVDS is a technology that will allow broadcasters and others to provide interactive services through existing television sets.

Narrowband PCS will allow compa-

nies to provide advanced interactive paging and data transfer services. The FCC plans to hold an auction later this year for broadband PCS which, with its ability to compete with cellular telephone service, is considered the most valuable spectrum to be auctioned.

Today's narrowband PCS auction will take place electronically, with participants entering bids on computers in the ballroom of Washington's Omni Shoreham Hotel. There will be no off-site bidding, but the FCC hopes to add that capability in the future.

The PCS licenses will be sold in a simultaneous multi-round auction: All 10 licenses will be auctioned at once. At the end of each round, the top 10 bids for each license will be displayed on a bulletin board. Bidders then can decide if they want to continue to bid.

Congress authorized the auctions in order to help reduce the federal deficit, but until the final gavel falls it will be difficult to estimate how much the sale of radio spectrum will bring to the U.S. Treasury. Even bidders last week said that they could not predict prices for auctioned licenses.

"We have made our own evaluation of what it is worth to us, but I don't think anyone knows what this stuff will go for," said Betsy Coles of New Media Ventures, which will bid for

IVDS licenses in 15 markets.

New Media Ventures, a subsidiary of Cowles Publishing, plans to use IVDS technology to provide broadcast television stations with the ability to deliver interactive programming.

The FCC expects to sell 594 IVDS licenses in two days.

Unlike the narrowband PCS auction, which will be conducted via computer, the IVDS auction will be conducted like a traditional auction. "I think it's going to be a wild scene," Coles said.

Because the FCC plans to continue both IVDS and narrowband PCS auctions until all the spectrum is sold, the event could continue longer than a week. Eventually, another 800 IVDS licenses will be sold.

One company that will be paying close attention to the narrowband PCS auctions is Mtel, which recently won a pioneer preference license for a nationwide network. Under pressure from the courts, Congress and the Clinton administration, the FCC recently changed its pioneer preference policy and will charge Mtel for its license instead of issuing it for free. Mtel will pay 90% of the lowest bid or \$3 million less than the lowest bid whichever is less. The FCC also is reconsidering its broadband pioneer preference policy. ■

Bill sounds good to radio

Radio broadcasters scored a victory on Capitol Hill last week when a House and Senate conference committee approved legislation that would help radio broadcasters to increase their advertising revenues.

The bill, which addresses regulation of the banking industry, includes language that broadcasters find favorable about radio ad disclosure.

The National Association of Broadcasters, which has been a driving force behind getting the language into the bill, predicts that if the bill becomes law, the radio industry will gain as much as \$50 million more per year in advertising revenue from automobile dealers and leasing companies.

"We're delighted that the conference committee has approved legislation that will allow radio broadcasters to pursue new revenue opportunities," NAB President Eddie Fritts says. "We are optimistic that the conference report can be approved by the full House and Senate as early as next week."

The legislation would eliminate some of the disclosures required of radio broadcasters when they air certain types of advertising, such as automobile loans and leasing.

Currently, broadcasters must include lengthy disclosure information. Under the bill, advertisers could insert a toll-free number into their ads for listeners to call for consumer information.

—KM



Eddie Fritts, NAB president, expects congressional approval of bills that would help radio broadcasters increase their revenue.

Supreme Court nominee Stephen Breyer refused to talk specifically about TV violence and the First Amendment

at his confirmation hearing before the Senate Judiciary Committee last week. However, he did say there is a "core" cluster of speech, including political speech, communications, talk, conversations and artistic expression, that is "virtually inviolable." Beyond that, he said, certain types of speech that represent "immediate, tangible danger"—like shouting fire in a crowded theater—or lack expressive value—like child pornography—can be regulated with an eye toward balancing society's needs and the need for narrowly tailoring any such regulation. When asked if he believes different media should be accorded different First Amendment protections, Breyer conceded that, historically, some have been. However, there also are arguments that they should not be, he said. Since that issue is likely to come before Breyer if he is confirmed, he could not speak to it specifically, he said.

Asked whether, given the flap over coverage of the O.J. Simpson case, he favors televising preliminary hearings, Breyer acknowledged the case raises legitimate questions, but he preferred to discuss the cameras-in-the-court issue in general. As part of the judicial conference that oversees federal court procedures, he voted for a test of cameras in courts, and his fellow judges in Massachusetts have been "generally satisfied" with the results of that test.

The FCC's decision to allow Bell Atlantic to begin building its Dover Township, N.J., video dialtone system is like a bank approving a loan before finding out how it will be repaid, the New Jersey Cable Television Association says. NJCTA opposes the video dialtone project, which the FCC last week cleared for construction, saying Bell Atlantic cannot justify its investment economically. The cable group claims the telco illegally will use revenue from its telephone business to pay for its entry into television.

Bell Atlantic says it will spend \$16 million to build a video dialtone system passing 38,000 homes in Dover Township. It must inform the FCC within 45 days of its rates to programers for use of the interactive video platform. Future competitors, including the NJCTA, are expected to ask the FCC to throw out Bell Atlantic's pricing plan when it comes up for review.

Former FCC chairman Newton Minow says the commission should "require broadcasters to air a minimum of one hour each day of educational or informational programming and to clearly label that hour as programming intended to meet the requirements of the Children's Television Act." Minow's suggestion was contained in comments filed with the FCC following last month's hearing on children's television. Such a requirement would be in the best interest of both broadcasters and the public, Minow argues. Broadcasters would "no longer have to worry if their compliance with the law was satisfactory, and the public could clearly see and judge their performance."

Minow also says such action would not violate the First Amendment: "The public interest obligations imposed by the Communications Act have repeatedly been upheld by

the U.S. Supreme Court; and, because the court also recognizes that the First Amendment allows for special consideration where the protection and education of children are concerned, the public interest obligations imposed by the Children's Television Act are well within the bounds of constitutionality." Minow also thinks the FCC should apply children's TV requirements to cable. The Supreme Court's recent must-carry ruling "makes clear that cable's 'bottleneck' control of television programming into a majority of American homes allows for some regulation of cable in the public interest."

Washington Watch

Edited By Kim McAvoy

Broadcasters finally have made some headway with the Small Business Administration. The SBA on July 15 repealed its "opinion-molder" rule that had barred the agency from guaranteeing loans to

radio and TV stations. "We're extremely pleased," says Eddie Fritts, president, National Association of Broadcasters, which asked the SBA to repeal the rule. The SBA's action should especially help small radio stations, although its impact on the industry as a whole is even greater. Says Fritts: "This decision means 90% of U.S. radio stations and about half of all TV stations will be eligible for SBA loan guarantees."

A House-Senate conference committee last week approved legislation reauthorizing the Federal Trade Commission. It's the first time in 14 years that lawmakers have been able to reach an agreement on FTC legislation. "We think that authorizing the commission will be good for both business and consumers as well as the FTC," said John Sarsen Jr., president of the Association of National Advertisers.

At issue all those years was whether the FTC should be allowed to establish rules restricting advertising it considers "unfair." Apparently the congressmen agreed to a legal standard that defines "unfair" advertising. "We didn't get all that we felt was justified," said Sarsen, but the "FTC can no longer act freely against the ads it believes are unfair. It must defend its actions with strong evidence." The measure goes back to each chamber for a final vote and then to the President for his signature.

Vice President Al Gore caused more than traffic jams when he visited Denver two weeks ago. One area paging company agreed to go off the air for a day after the Secret Service complained about interference. The FCC's Field Operations Bureau had identified the paging company with its directional equipment. The Secret Service has reported similar problems in several other cities but has not decided on a permanent solution.

Sean Crowley joins the Senate Commerce Committee as press secretary. Crowley has been with *CNN Business News* and is a former associate producer of *America's Most Wanted*. He succeeds Rich D'Amato, who moved to the National Cable Television Association. Crowley came on board earlier this month. Most recently he was doing consulting work for Representative Sander Levin (D-Mich.) and produced a video for freshman Representative Maurice Hinchey (D-N.Y.).

Classifieds

See last page of classifieds for rates and other information

RADIO

HELP WANTED MANAGEMENT

General manager, KFMF/KPPL, Chico, CA. Rapidly-growing radio group seeks creative, energetic GM for #1 combo. Heritage rocker/light rock need leader with strong management disciplines, strategic vision, ability to develop close local relationships. Great career opportunity. Send resume and letter discussing philosophies and goals to The Park Lane Group, 750 Menlo Avenue, Suite 340, Menlo Park, CA 94025. EOE.

Midwest group owner in town of 50,000 looking towards the future. If you are a selling GM or GSM interested in joining us, contact our home office, Mid-America Radio Group, Inc., Box 17166, Indianapolis, IN 46217-0166. 317-349-1485. EOE.

Sunny South Florida small market FM needs aggressive general manager/sales manager to get the station back on track. Great potential earning power for the right person with ownership possibilities. If this sounds like your kind of challenge, send resume and requirements to Box 00035 EOE.

HELP WANTED SALES

WBAZ-FM/WLIE-FM: Eastern Long Island, NY, continues to seek smart, creative, leader as general sales manager to grow duopoly to new financial heights. Excellent teaching skills, plus hands-on client contact a must. EOE. Call 516-765-1017.

Fast-paced top radio sales/marketing firm seeks detail-oriented individual for entry level positions in New York office. Duties include scheduling orders, communicating with clients, and producing informational materials for sales support. Speed and accuracy a must; computer knowledge helpful. Salary \$15,600 + benefits. Fax cover letter with resume to 212/424-6110, Attn: Human Resources Department. EOE.

LSM and entry level positions. Are you looking for an opportunity with a growing company? Shamrock Communications has just acquired a new AM/FM in Northeast PA. Challenging positions available for the right people. Salary, commission, bonuses and benefits available. Fax resume and cover letter now! Shane Reeve, GSM, WEZX/WEJL, (717) 346-6038 or mail to 149 Penn Avenue, Scranton, PA 18503. EOE.

Major market AM oldies station seeks general sales manager with the imagination and drive to build and lead a group. Great opportunity, compensation \$70,000+. EEO - M/F. Reply to Box 00045 EOE.

Sales manager of successful station needed. Top 50 market, high energy, successful newstalk radio station located in the southeast is seeking a successful sales manager to lead a staff of 9 sellers. Must be creative and a go getter. Must be able to work with a new business development department in putting together sales packages. Only applicants with history of success need apply. General manager opportunities do exist. Reply to Box 00041 EOE.

Sales manager. Fast growing adult contemporary FM in No. Virginia has immediate opening for proven sales performer with excellent leadership skills who can motivate staff, research and develop sales promotions and sell direct. Salary, override and benefits. Fax information to: Q-96 (703) 891-1656 or mail to 4410-B Lafayette Boulevard, Fredericksburg, VA 22408. EOE.

HELP WANTED NEWS

Full service AM, A/C FM seeks reporter with potential to become news director. At least 1 year experience. Regional applicant a plus - not necessary. Send T & R to Bob Schmalfeldt, PD, KDLR, P.O. Box 190, Devils Lake, ND 58301. No phone calls.

News director, State Radio Network serving more than 80 stations. Lead 5 person news team. Must have 5 years experience in radio news, strong on-air. High energy, enthusiasm, strong. Great southeast location, fastest growing company in radio. Good salary, benefits. Equal opportunity employer. Send tape, resume, references to General Manager, Tennessee Radio Network, 621 Mainstream Drive, Suite 230, Nashville, TN 37228.

News director: Medium market East Coast FM station seeks a team player with leadership and professional on-air presentation. EOE. Cassette and resume to Box 00048 EOE.

SITUATIONS WANTED ANNOUNCER

20+ years solid experience. Morning man, news, PD, copy writing. Team player, available immediately. Stability, security are important! All markets considered. Larry Kay (717) 653-2500 evenings.

SITUATIONS WANTED TECHNICAL

CHIEF ENGINEER 18 years experience. AM & FM high power transmitter, AM directional, RF and audio literate. Technically creative with exceptional credentials. Reply to Box 00005.

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

Business manager, WTOO, Birmingham, AL. This position is responsible for all accounting, budgeting and credit issues. Qualifications include accounting degree and 3-4 years experience with general ledger and financial statement preparation. Send resume and salary requirements to: Attn: Controller, Sinclair Broadcasting Group Inc., 2000 W. 41st Street, Baltimore, MD 21211. EOE.

Director of distance learning/station manager. Sought by small education and cultural television station. For operation based in Albany, NY. Candidates must have a solid background in distance learning, management, education administration, television programming, instructional curriculum design, and new technologies. Advanced degree or equivalent experience necessary. Knowledge of Spanish language helpful. Send resume and salary requirements to: Jose Luis Rodriguez, President, HITN, 449 Broadway, 3rd Floor, New York, NY 10013.

General manager for top 100 affiliated station in Southeast. Must have a minimum of five years of general manager experience, with a proven track record of sales, marketing and cost controls. Send confidential resume and salary requirements to Box 00044 EOE.

Local sales manager position available with long-time established ABC television affiliate in North Central Montana. Terrific lifestyle. We're interested in talking with motivated and dedicated individuals possessing well-developed interpersonal relations and communications skills. Proven sales professionals send resume and salary goals. EOE. Jack May, KFBB-TV, Box 1139, Great Falls, MT 59403. No calls please.

TV station manager: Looking for individual who knows how to run TV station operations, sales and production; strong track record in people and time management success. Resume and salary history to Box 00042 EOE.

WTBS/17, Atlanta. This leadership position requires a documented track record in good communication and people managing skills. Minimum of 10 years experience in all phases of the BIAS/JDS Traffic System including daily logs, continuity and inventory management. Working knowledge of Microsoft Word for Windows and Excel is a must. If you want to become a part of America's Team, send resume to: Donna McGowan, Turner Broadcasting Sales, Inc., Atlanta Local Market, One CNN Center, Box 105366, Atlanta, Georgia 30348-5366.

HELP WANTED SALES

Account executive: Telemundo affiliate in the 17th Hispanic market is seeking an experienced television salesperson to develop local agency and general market business. Previous indie experience a plus. We pay a 30% commission. Send or fax resume to GM, KUBD-TV, 9805 E. Iliff, Denver, CO 80231. Fax: 303-751-5959. No phone calls, please.

KTVE TV is looking for an enthusiastic and experienced local television sales person interested in stepping up to a lucrative regional sales position. A well established regional list and management potential come with the position. Send resume and pertinent information to: Tom Deal, KTVE TV, 2909 Kilpatrick Boulevard, Monroe, LA 71201. No phone calls. KTVE is an equal opportunity employer.

Television account executive. WVIT, a viacom station, seeks AE with strong agency/new business experience. Minimum two years selling and college degree required. Resumes to Rob Ewert, LSM, WVIT, 1422 New Britain Avenue, West Hartford, CT 06110. EOE.

Local sales manager. Network affiliate WGRZ-TV is looking for an energetic, highly motivated communicator to lead our local sales staff. Ideally, we are looking for an individual who has personality, character, good sense of goals and strong background in broadcast sales to move our local sales effort forward. We're looking for a leader with higher education and preferably previous management experience. Minimum five years experience selling broadcast. Mail your bio to: Tim Busch, General Sales Manager, WGRZ-TV, 259 Delaware Avenue, Buffalo, New York 14202. Please no phone calls! WGRZ-TV is an EOE.

HELP WANTED TECHNICAL

Chief engineer. Trinity Broadcasting station in the Atlanta area. Experienced in maintenance of UHF transmitter, studio systems as well as personnel supervision and training. SBE certification a plus. Send resumes to Ben Miller, P.O. Box C-11949, Santa Ana, CA 92711. M/F. EOE.

Chief engineer: Major market-UHF station looking for highly qualified CE experienced in all aspects of broadcast engineering to oversee and maintain transmitter and studio equipment. FCC general license plus SBE certification required. Submit detailed resume with salary requirements to Box 00043 EOE.

Chief engineer - Take charge of total engineering equipment and staff. Planning, purchase and maintenance of equipment. Must be hands on with experience in transmitter and studio equipment. 5 years minimum experience. Compensation with ability. Send resume to Box 00050 EOE.

Engineering maintenance: UHF-TV, West Coast Florida. Experience in BETA-CAM, BETA-CART, RCA UHF XMTR, networked PC's. Salary based on experience. Must demonstrate hands-on maintenance abilities. Contact Mike Burnham, C.E., WWSB, Sarasota, FL 34233. 813-923-8840. Fax: 813-924-3971. EOE.

Growing Sunbelt affiliate with new facility needs an experienced television broadcast technician. Must repair videotape, ENG, satellite truck, and other equipment. Mail salary/resume to: Chief Engineer, WCBI-TV, P.O. Box 271, Columbus, MS 39703 or Fax to (601) 329-1004.

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

Maintenance engineer who wants to move up. We're looking for an exceptional candidate. You have at least three years experience in component-level maintenance of TV broadcast equipment. You also have a good grasp of emerging technology, especially of digital concepts and systems and want to play a key role in taking a station into those technologies. You are management oriented and have a team attitude, people skills and aptitude for administrative to move into management in the next three to five years. If this describes you, please send your resume in confidence to Box 00049 EOE.

Satellite coordinator. Small, rapidly expanding TV facility in Washington, DC seeks individual to carry out satellite and circuits bookings, coordinate feeds to customers satisfaction, provide customer interface, costing and quotations. Position requires 3-5 years experience, bilingual Spanish ability preferred. We offer a competitive salary and excellent benefits. Please send resume with salary requirements, in confidence, to: Personnel, Reuters Television International, 630 5th Avenue, Suite 700, New York, NY 10111.

News/technical director. WBTV, the CBS affiliate in Charlotte seeks a news director/TD with minimum 3 years experience. Must operate GVG 300 and DPM-700. Knowledge of still storage systems and Chyron desirable. For immediate consideration forward resume to Bob Morris, Production Manager, WBTV, #1 Julian Price Place, Charlotte, NC 28208. EOE/MFD. No telephone calls please.

HELP WANTED NEWS

6 PM Producer. Award winning news department is looking for award winning producer. Ideal candidate should have three years producing experience, be able to demonstrate superior writing and leadership skills. If you've got "fire in the belly" to win, send your tape, salary history and career goals to Elliott Wiser, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. No phone calls. Previous applicants need not reapply. M/F/EOE.

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

Assistant news director. Alabama's number one news team is looking for a strong assistant news director. The assistant news director must be a good leader who can manage and direct the news operation on a daily basis. The person is in charge of long range planning and special projects. The candidate should have at least five years experience in local news. Good news judgment, good people skills, solid writing and producing skills, and attention to details is a must. High ethical standards are critical. Send resume, non-returnable tape and news philosophy to: Stan Knott, Vice President of News, WBRC-TV, P.O. Box 6, Birmingham, Alabama 35201. Applications accepted through September 6. WBRC-TV is an equal opportunity employer.

Chief news photographer/operations manager for ABC affiliate in Nashville. Looking for top notch, award winning photographer with extraordinary management skills. Successful applicant will lead aggressive photography staff and will handle scheduling and other logistical arrangements for entire news department. Strong organizational, team building and communication skills essential. Please send tapes and resumes to Perry Boxx, News Director, WKRN, 441 Murfreesboro Road, Nashville, TN 37210. WKRN-TV is a division of Young Broadcasting, Inc. and an equal opportunity employer.

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.

Graphic designer: Dominant ABC affiliate in NW seeking energetic, creative individual. Quantel and MAC experience a plus. Great design and ideas a must. Min 3-5 years experience. If working in fast paced news graphics environment excites you, send tape, xeroxed print samples and resume to: Daniel Weig, KATU, P.O. Box 2, Portland, OR 97207. EOE.

Investigative producer: Aggressive news organization in top 20 market seeks experienced investigative producer to work with established I-Team of two on-air reporters. This person must be comfortable working independently, on deadline and able to consistently produce high-profile pieces on a regular basis. The successful candidate will be able to juggle multiple projects, be well-grounded in investigative techniques and procedures and have a demonstrated talent in producing contemporary television stories. Rush tape (3/4" or Beta), resume and all other pertinent material, including salary requirements to: Mike Cavender, Vice President/News, WTSP-TV, P.O. Box 10000, St. Petersburg, FL 33733.

Manager audience promotion: WSYX wants creative writer-producer who can sell our news. We'll give you an on-air schedule worth a fortune. You have to make it work to recruit viewers to our news. You'll even have two producers working with you. If you have at least three years of news promotion experience, send us a resume and a tape: WSYX-TV, P.O. Box 718, Columbus, OH 43216-0718 Attn: Promotion Manager. No phone calls please. Women and minorities are encouraged to apply. Pre-employment drug testing. EOE. M/F/D.

Meteorologist. Alabama's news leader is looking for a top notch meteorologist. Applicant should be a capable weather forecaster with a meteorology degree. NWA and AMS seals are a plus. A minimum of one year broadcast experience is preferred. Meteorologists at WBRC-TV are responsible for preparing and presenting forecasts for daily news programs. They must also monitor emergency weather providing viewers with timely updated information. Send resume and non-returnable tape to: James Spann, Chief Meteorologist, WBRC-TV, P.O. Box 6, Birmingham, Alabama 35201. WBRC-TV is an equal opportunity employer.

Morning/noon weather/co-anchor position. A well equipped midwest market is looking for a talented morning weather anchor who can tell us what it's going to be like outside and also add some personality to our hour long morning newscast and half hour noon show. We're looking for someone who is credible but can also have fun on the air. If you have at least two years on-air experience forecasting weather, doing live shots, or anchoring please send tape and resume to: 55 E. Monroe Street, P.O. Box 91, Chicago, IL 60603-5803, Attn: Karen Grebenor. EOE. No phone calls!

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.

News director. Small market ABC affiliate with large agenda seeking the right candidate for position of hands on news director. Individual should possess degree in journalism/communications, and a minimum of three years experience in reporting, anchoring or producing. Previous management experience preferred, but not required. Applicant should possess strong leadership skills in guiding solid news team. No phone calls please. Send tape and resume to WUTR-TV, Paul R. Kennedy, V.P./G.M., P.O. Box 20, Utica, NY 13503. EOE.

News director. Are you a leader? A visionary? A trainer? Can you bring the best out of people? Can you see opportunities with future converging technologies? Do you like challenges? Do you want to work with the best people, equipment and opportunities? Do you like to have fun? If you're interested, so is WAVY-TV. Executive must have 3-5 years of management experience. BA/BS preferred in communications-related field. Knowledge of computers a must. Qualified resumes may be sent to Lyle Banks, President & General Manager, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. No phone calls please. EEO.

News photographer/editor. WBRC-TV is looking for an aggressive news photographer/editor. The position would include shooting and editing daily news stories. The candidate should be skilled in the use of professional ENG camera and editing equipment, knowledge of live equipment is a plus. Two years professional broadcast experience is preferred. We are looking for good journalists with high ethical standards. Send resume and non-returnable tape to: David Kelley, Chief Photographer, WBRC-TV, P.O. Box 6, Birmingham, Alabama 35201. WBRC-TV is an equal employer.

News reporter: Western New York's NewsChannel 8, WROC-TV, is looking for someone who not only gets the story but knows how to tell the story. The right person is a digger who writes to the pictures, is smooth live, and has some imagination. If you have at least a year TV reporting experience, send your 3/4" or VHS tape and resume to Jon Greene, News Director, WROC-TV, 201 Humboldt Street, Rochester, New York 14610. No phone calls, please.

Producer. WITF, Inc. seeks individual to produce feature segments for contemporary cultural programming, documentaries, public affairs programs and other special projects. Will create, develop, research, write and produce programs and program related materials. Position requires BA/BS in television or related degree or equivalent experience, a minimum of two to three years experience in television production, experience conceiving, writing and producing full length programming and demonstrated writing ability and strong interpersonal skills. Send resume and tape with salary requirements to Personnel, WITF, Inc., P.O. Box 2954, Harrisburg, PA 17105. EOE.

Reporter. WBRC-TV is looking for several good reporters. Reporters are responsible for covering assigned areas, setting up stories, conducting interviews and writing news stories. The candidate must exhibit skills as both a live and on tape story teller. Applicants must be aggressive, but hold high ethical standards. The ability to operate ENG cameras and editing gear is a plus. Send resume, non-returnable tape and news philosophy to: Stan Knott, Vice President News, WBRC-TV, P.O. Box 6, Birmingham, Alabama 35201. WBRC-TV is an equal opportunity employer.

Station in top 50 market in Pennsylvania seeks news director. Successful candidate must possess a bachelor's degree. Prior experience as a news director a must. Salary range \$40K-42K. Send confidential cover letter to Box 00036 EOE.

Wanted: Excellent communicator to team with strong male anchor. Must be top notch writer with solid producing and reporting skills. Ready to move up to the main anchor desk? If so, send tape and resume to: George Mills, News Director, KULR-TV, 2045 Overland Avenue, Billings, MT 59102. EOE.

Worldwide Television News is seeking candidates for two existing openings on its New York staff. 1) Video Journalist/Sports. The successful candidate will be a sports nut, conversant in European sports as well as American; fluent or near fluent in Spanish; able to edit his/her own material; flexible on hours and a good negotiator over the telephone. The job is mostly in house, collecting and editing items for WTN's European Sports feed. 2) Video Journalist/News. The successful candidate will have experience in international journalism, be conversant in Spanish; able to edit his/her own material; flexible on hours, and at least conversant with European sports needs. The job is mostly in house, editing material for WTN's international feeds. Contact R.E. Sullivan with resume, salary requirements and availability at 1995 Broadway, New York, NY 10023. No calls please. WTN is an equal opportunity employer.

Writer/producer. WGAL 8 has a position open for a creative services writer/producer. This is an excellent opportunity for an experienced television writer/producer to create on-air promotion, commercials, psa's and special presentations for #1 station. Must be proficient at beta editing. Looking for self-motivated, team player with a creative flair. Send resumes and non-returnable writing samples and tapes to: Cil Frazier, WGAL 8, P.O. Box 7127, Lancaster, PA 17604-7127. Deadline for application is July 29, 1994. WGAL 8 is an equal opportunity employer.

HELP WANTED PROGRAMMING PRODUCTION & OTHERS

Commercial producer - WCBD-TV seeks creative commercial producer with strong writing skills and excellent production background. If you have these skills and a super demo tape, send tape and resume to WCBD-TV, Personnel Dept. #CP673, P.O. Box 879, Charleston, SC 29402. EOE. M/F. Drug testing.

TV production manager. Manager needed to supervise and schedule production staff, budget for department, and handle production billing and invoices. Candidate should be a hands-on manager and be a real team player. Prior management experience very important, but not mandatory. Send resume to General Manager, WHBQ-TV, 485 South Highland, Memphis, TN 38111. No phone calls, please. Equal opportunity employer. M/F/V/HA.

Video magazine production staff needed for international series based near Washington, DC. If you're better than good, we're looking for you! Established TV company has immediate need to fill the following positions: segment writer/producers, video archive/story researchers, videotape editors, camera operators, unit production manager and audio sweetening engineers. Full time staff and contract positions are available. We're looking for people, preferably located near DC, with recent professional experience and a desire to do their best work. Salaries range from mid 20's to the low 40's depending on the position and experience. If you are interested in challenging, steady employment with a chance of international travel, send your resume along with a cover letter stating the position you are applying for, professional references and salary requirement to: President, P.O. Box 221843, Chantilly, VA 22022-1843.

Newscast director - Applicant must be experienced in directing fast paced newscasts and possess the ability to direct commercials and special projects. Send tape and resume to WCBD-TV, Personnel Dept. #673, P.O. Box 879, Charleston, SC 29402. EOE. M/F. Drug testing.

Topical news promotion producer needed at Top 15 Southeast market station. If you have strong writing skills, off-line editing experience, minimum two years news promotion experience and want to join an outstanding creative team, rush resume/reel to Personnel Department, WFLA-TV, 905 East Jackson Street, Tampa, Florida 33602. EOE. M/F. Pre-employment drug testing.

HELP WANTED PROGRAMMING PROMOTION & OTHERS

Art director. WHIO-TV creative services is seeking a highly motivated individual to oversee graphics department. Paint box and MAC experience desired. Station graphics facility includes Quantel V - Series Paint Box, Picture Box, Infiniti, Power MAC 8100, Quadra 950 and Digital Edit Suite. Responsibilities include managing and directing graphics staff as well as designing and executing all station art needs. Send resumes and tapes to: Bill Manning, Creative Services Director, WHIO-TV, 1414 Wilmington Avenue, Dayton, Ohio 45420. WHIO-TV is an equal opportunity employer.

Marketing/promotion director with a new vision. We are aggressively seeking number 1 status, sign on to sign off. If you're creative, talented and have a deep desire to lead a number two to number one, prove it with us. This station has the motivation, we need the right marketing leader. Resume and tape to: Jim Schuessler, KSFY Television, 300 N. Dakota Avenue, Suite 100, Sioux Falls, SD 57102.

Not your ordinary PD, please. Top 10, "so hot we're smokin'" commercial classical station has a once in a lifetime opportunity for a marketing minded person to be our program director. Must understand how our clients and we make money, and must have the following proven skills: creativity, leadership, vision, business management, presentation, radio production, on-air talent, awareness of classical music and sense of humor. We don't expect you to be music director - we have an excellent one. If you fit the above profile and want to be considered, send a tape and a background brief A.S.A.P. Reply to Box 00046 EOE.

SITUATIONS WANTED MANAGEMENT

CFO - Controller. Accomplished TV/radio financial executive. Resourceful and professional. 15 years broad based management experience. Team builder with organizational, communication skills. Strategic planning, budgeting & forecasting. Cash flow and bottom line oriented. Highly qualified. Have done it all. Reply to Box 00032 EOE.

GSM in major market seeking GM/GSM position. Competent leader, strong in sales with outstanding, proven success. Now considering opportunities in sunbelt region. Will respond to all replies. Confidentiality assured. Reply to Box 00037 EOE.

Television GM, GSM with marketing savvy. Do you have the GM or GSM to lead your station to revenue and ratings dominance in the new media world? Many talk the talk, I've walked the walk. Smart, high energy, excellent references. Contact me in confidence. Reply to Box 00039 EOE.

SITUATIONS WANTED TECHNICAL

Engineer, hands on experience, wants CE or supervisory position in TV, Post, or Satellite. Experienced RF, video, satellite, and facility construction. All market sizes. Call (301) 540-8439.

SITUATIONS WANTED NEWS

Female meteorologist. 5 years top 15 market. Looking to expand weather role. Degree in meteorology, AMS seal, Colorgraphics, Kavouras, Doppler, NEXRAD. Emmy-nominee for education special, live reporting from floods, hurricanes, etc. I've even hosted our hour-long entertainment show. I'd love to do a science-type show that won't scare girls away from science and math. Reply to Box 00028 EOE.

TELEVISION MISCELLANEOUS

TV News Journalist! Looking for a job? Can't get an interview? Then you have to show news directors what they want to see. CJ and C...Marketing Works helps you do that. Call: 603-888-6788.

Career Videos. Our professionals prepare your personalized resume tape. Unique format, excellent rates, proven success. Coaching/job search assistance. 708-272-2917.

CABLE

HELP WANTED MANAGEMENT

Manager of production services. St. Thomas-St. John Cable TV, located in U.S. Virgin Islands, seeks experienced manager to oversee local origination programming production staff and commercial production staff. Other responsibilities include personally handling large-scale production projects, budgeting and financial reports, equipment maintenance and procurement. Editing and production skills mandatory. Minimum of five years production/management experience and bachelor's degree required. Send resume and salary requirements to: St. Thomas-St. John Cable TV, One Beltjen Place, St. Thomas, VI 00802-6735, Attn: Andrea L. Martin. EOE.

HELP WANTED NEWS

Aggressive, state-of-the-art, computerized newsroom in the Pacific Rim seeks experienced, enterprising reporter who can also shoot and edit. We're an award winning news department with a heavy emphasis on hard news. This ain't Gilligan's Island. If you like to unearth corruption and bureaucratic waste and aren't afraid to square off with some tough cookies...then this is the job for you. You must have at least one year of professional TV news experience to be considered for this choice overseas assignment. EOE. Non-returnable tapes, references/resumes by priority mail to: Drew Hadwal, News Director, Guam Cable TV, 530 W. O'Brien Drive, Agana, Guam 96910.

Anchor-reporters-producers wanted for an exciting overseas opportunity in Hong Kong! We have launched the first English language cable television service in Hong Kong and are looking for high-calibre professionals to join our team. Knowledge of Chinese a definite plus but not essential. Rush tape and/or resume to Peter Maize, Wharf Cable/CNNI, 4th Floor, Wharf Cable Tower, 9 Hoi Shing Road, Tsuen Wan, Hong Kong. Phone (852) 611-5649 or fax (852) 493-1508 for more information.

HELP WANTED TECHNICAL

ESPN has immediate opening for an individual with 3-5 years in broadcast equipment maintenance. Digital experience and the ability to diagnose and troubleshoot to the component level is required. Computer literacy, FCC general license and satellite uplink experience are preferred. Send resume to Human Resources Department, ESPN, Inc., ESPN Plaza, Bristol, CT 06010. ESPN is an equal opportunity affirmative action employer.

HELP WANTED SALES

Account executive: Large East Coast cable interconnect seeks aggressive, experienced account executive. Media experience is necessary for this position in a "top 25" market. Must be self-motivated, goal-oriented, organized and persuasive. Must understand the value of service, creativity and teamwork. The ideal candidate will possess a Bachelor's degree and have experience selling conceptually as well as using research. We offer a competitive salary & benefits. Including 401(K). Drug test required of final candidate. Please submit resume to Human Resources, TCI Cablevision of CT, 91 Shield Street, West Hartford, CT 06110. Fax: 203-548-2052 EOE/M/F/D/V.

Cable television - local ad sales manager. Copley/Colony Interconnect has an immediate opening for a local ad sales manager. Great opportunity for a highly motivated, organized self-starter with strong written and communication skills. Position will manage six account executives in four cable systems in North Orange County/South Bay, CA area. Heavy emphasis on generating co-op advertising revenue. Strong closing skills a must. Two-three years of sales management and generating co-op advertising revenue required. Familiarity with RECAS Co-op software and working with Apple Mac's a plus. Competitive compensation includes salary, commission and override. Please send resume and salary requirements to: Diane Scherff, Copley/Colony Interconnect, 200 Paularino Avenue, Costa Mesa, CA 92626.

ALLIED FIELDS

FINANCIAL SERVICES

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

EDUCATIONAL SERVICES

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

WANTED TO BUY EQUIPMENT

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

FOR SALE EQUIPMENT

TRANSMITTERS, FM, TV and LPTV: All brand new. Best price anywhere. CALL JIMMIE JOYNT 800/279-3326, ROBERT TINDLE 800/695-7919 or HOWIE SOULE 800/258-7132.

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Telephone:
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RADIO

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HELP WANTED TECHNICAL

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We are seeking individuals with 2-5 years experience in satellite communications or television broadcast operations to monitor and troubleshoot multiple video and audio signals on the DIRECTV network. Successful candidates will verify traffic data for completeness and accuracy. Requirements include AA certificate in radio/TV, technical training or equivalent broadcast industry experience. Must also be able to cope effectively in high-pressure situations and be willing to work all shifts, including nights and weekends. Strong communications skills also essential.

In return for your professional abilities, we offer an attractive salary and an outstanding flexible benefits package. For immediate consideration, please send your resume with salary history to: **DIRECTV, Inc., Attn: Employment-SPYNE, P.O. Box 92424, Worldway Postal Center, Los Angeles, CA 90009.** No phone calls, please. Proof of legal right to work in U.S. is required. An Equal Opportunity Employer.



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KPIX 5 in San Francisco is seeking 2 aggressive, creative and innovative individuals for two management positions.

CREATIVE SERVICES DIRECTOR. Must have strong graphic sense, writing skills, ability to create and execute fresh ideas and excellent, interpersonal skills to lead creative team. 4 years (middle-major market) in a broadcast affiliate promotions department, network creative services/advertising department with writer/producer/management experience. Working knowledge of daily broadcast news operations and post production technology needed.

Minimum of 2 years experience as a manager. Tape and resume required.

ART DIRECTOR. Provide supervision and leadership of in-house staff artists (min. 3) in the creation of graphics for the station. Initiate exciting overall look of the station from on-air to print collateral to set designs. 5 years television graphics art experience a must. Excellent management skills needed. Tape and resume required.

Please send resume and required materials to:

KPIX-HR
855 Battery Street
San Francisco, CA 94111

EOE

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HELP WANTED NEWS

REPORTER

KABC-TV is seeking an experienced journalist with solid skills in television and live presentation. Send resumes and/or video tapes to: **Cheryl Flair, News Director, KABC-TV, Dept. R-BC, 4151 Prospect Ave., Los Angeles, CA 90027.** Equal Opportunity Employer.



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10 KSAZ-TV
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Jim Girodo, Vice President/Creative Services

Send Production resumes to:
Paul Austill, Production Manager

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PROGRAM ACQUISITIONS

Atlanta, GA location

Responsible for acquiring programming for the Travel Channel, including research, exploration, evaluation and negotiation for travel-related programming. Strong project coordination, administration and communication skills a must; production experience a strong plus. A minimum of three years similar experience required.

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THE TRAVEL CHANNEL
Attn: Judy Schmitz
2690 Cumberland Parkway, Suite 500
Atlanta, Georgia 30339

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MANAGER/CREATIVE**

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THE OPPORTUNITY: Channels 10/36, top 30 PBS affiliate, is seeking a committed individual to serve as liaison with community based organizations and other community groups or task forces to respond to issues and needs utilizing station resources; to coordinate station-related activities with community groups; and to provide technical support for community projects as appropriate. Related duties include developing and writing news communications related to outreach projects; assisting in the scheduling of speaking engagements for station personnel; and assisting in arranging special displays or previews as necessary.

THE SUCCESSFUL APPLICANT: Requirements include a Bachelor's degree in Communications, Public Relations or related field; and two years of professional level occupational work experience in community/public relations or a related area; or any equivalent combination of experience and training which provides the necessary knowledge, skills and abilities.

THE PROCESS: Call (414) 297-6807 for an application and complete job description. The deadline is Wednesday, August 31, 1994. Please indicate on the application the source of your referral for the position. Resumes and letters of application will not be accepted in lieu of a completed application.

matc

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Technical College
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Milwaukee, WI 53233

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All orders to place classified ads & all correspondence pertaining to this section should be sent to BROADCASTING & CABLE, Classified Department, 245 West 17th Street, New York, NY 10011. For information call (212) 337-7073 and ask for Antoinette Fasulo.

Payable in advance. Check, money order or credit card (Visa, Mastercard or American Express). Full and correct payment must be in writing by either letter or Fax (212) 206-8327. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

New Deadline is Monday at 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.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement. Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.70 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.

Blind Box Service: (In addition to basic advertising costs) Situations Wanted: No charge. All other classifications: \$20 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING & CABLE will now forward tapes, but will not forward transcripts, portfolios, writing samples, or other oversized materials; such are returned to sender. Do not use folders, binders or the like. Replies to ads with Blind Box numbers should be addressed to: Box (number), c/o Broadcasting & Cable, 245 W. 17th Street, New York, NY 10011

Confidential Service: To protect your identity seal your reply in an envelope addressed to the box number. In a separate note list the companies and subsidiaries you do not want your reply to reach. Then, enclose both in a second envelope addressed to CONFIDENTIAL SERVICE, Broadcasting & Cable Magazine, at the address above.

**For subscription information call
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For the Record

OWNERSHIP

Granted

KEGT(FM) Lake Village, AR (BAPH940613-GE)—Action July 6.

KYXY(FM) San Diego (BTCH940606GE)—Action June 24.

WGAY(FM) Washington, DC (BTCH-940614GG)—Action July 6.

WCVC(AM) Tallahassee, FL (BTC940614-EA)—Action July 1.

WKJR(FM) Sullivan, IL (BALH940211GE)—Action July 1.

WMEX(AM)-WMJX(FM) Boston (AM: BTC940614GS; FM: BTCH940614GT)—Action July 6.

WBCS(FM) Boston (BTCH940614GF)

WCSX(FM) Birmingham, MI (BTCH-940614GR)—Action July 6.

WHND(AM) Monroe, MI (BTC940614GQ)—Action July 6.

WGLD(AM) Greensboro, NC (BAL940615-GM)—Action July 6.

WWWB(FM) High Point, NC (BALH940615-GN)—Action July 6.

WSJL(FM) Cape May, NJ (BTCH940609-GG)—Action July 6.

WCTC(AM)-WMGQ(FM) New Brunswick, NJ (AM: BTC940614GO; FM: BTCH940614-GP)—Action July 6.

WWLF-FM Copenhagen, NY (BALH-940601GI)—Action July 1.

WPEN(AM) Philadelphia (BTC940614-GM)—Action July 6.

WHTX(FM) Sharpsville, PA (BALH940518-GE)—Action June 30.

WCRS(AM)-WSCZ(FM) Greenwood, SC (AM: BTC940503GL; FM: BTCH940503-GM)—Action June 27.

KBWS-FM Sisseton, SD (BTCH940523-GG)—Action July 6.

KZOK-FM Seattle (BALH940418GF)—Action July 1.

NEW STATIONS

Applications

Juneau, AK (BPH940527ME)—Dobson, Goss, Rones & Dahl seeks 100.7 mhz; 6 kw; ant. -322.7 m. Address: 35 Fifth St., Petaluma, CA 94952. Applicants also seeking FCC approval for KOUU(FM) American Falls, ID; KFLW(FM) St. Robert, Mo., and ch. 274 Juneau, AK.

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.—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

Andalusia, AL (BPED940628MA)—Montgomery Christian Educational Radio Inc. seeks 91.5 mhz; 5 kw; ant. 110 m. Applicant is headed by D.G. Markwell and owns WLBF Montgomery, Ala.

King City, CA (BPED940606MB)—Central Coast Educational Broadcasters seeks 91.3 mhz; 0.4 kw; ant. -117 m. Address: 1601 Belvedere Rd., 204 E. West Palm Beach, FL 33406. Applicant is headed by Carl Auel and has no other broadcast interests.

Demarest, GA (BPED940629MD)—Georgia Public Telecommunications Commission seeks 88.3 mhz; 6 kw; ant. 195 m. Address: 1540 Stewart Ave., SW, Atlanta, GA 30310. Applicant is headed by Richard Ottinger and has no other broadcast interests.

Freeport, IL (BPED940610MC)—Faith Academy seeks 89.1 mhz; 2.5 kw; ant. 91 m. Address: 4700 S. Main, Rockford, IL 61102. Applicant is headed by Fred Tscholl and owns WFEN(FM) Rockford, Ill.

LaSalle, IL (BPED940610MD)—The WBEZ Alliance seeks 91.3 mhz; 8 kw; ant. 101.4 m. Address: 105 W. Adams, 8th Floor, Chicago, IL 60603. Applicant is headed by Carole Nolan and owns WBEZ(FM) Chicago.

Sterling, IL (BPED940617MB)—The WBEZ Alliance Inc. seeks 91.5 mhz; 2.1 kw; ant. 101.1 m. Address: 105 W. Adams, 8th floor, Chicago, IL 60603. Applicant is headed by Carole Nolan and owns WBEZ(FM) Chicago.

Campbellsville, KY (BPED940531MC)—American Family Association seeks 91.7 mhz; .25 kw; ant. 64 m. Address: P.O. Drawer 2440, Tupelo, MS 38803. Applicant is headed by Donald Wildmon and owns WAFR(FM) Tupelo and WQST-AM-FM Forrest, both Mississippi.

Northampton, MA (BPH940520ID)—Multi-Market Radio of Northampton Inc. seeks 99.3 mhz; 2 kw; ant. 124 m. Address: 2001 Pennsylvania Ave., Ste. 400, Washington, D.C. 20006. Applicant is headed by Michael Ferrel and owns WRXR(FM) Augusta and WKGB(FM) Martinez, both Georgia; WYAK-AM-FM Myrtle Beach, S.C., and WPKX(FM)/WHMP-AM-FM Springfield-Northampton, Mass.

Lumberton, NC—University of North Carolina seeks ch. 31; 3135 kw; ant. 319 m. Address: P.O. Box 2688, Chapel Hill, N.C. 27514. Applicant is headed by Harvey Arnold and owns WUNC-TV Chapel Hill, WUND-TV Columbia, WUNE-TV Linville, WUNF-TV Asheville, WUNG-TV Concord, WUNJ-TV Wilmington, WUNK-TV Greenville, WUNL-TV Winston-Salem, WUNM-TV Jacksonville and WUNP-TV Roanoke Rapids, all North Carolina.

Grants Pass, OR (BPED940622MB)—American Family Association seeks 88.1 mhz; .25 kw; ant. 4 m. Address: P.O. Drawer 2440 Tupelo, MS 38803. Applicant is headed by Donald Wildmon and owns WAFR(FM) Tupelo and WQST-AM-FM Forrest, both Mississippi.

Lebanon, OR (BAP940629AC)—Eads Broadcasting Co. seeks 1580 khz; 1 kw; ant.

BY THE NUMBERS

BROADCASTING

Service	Total
Commercial AM	4,929
Commercial FM	5,044
Educational FM	1,697
Total Radio	11,670
VHF LPTV	531
UHF LPTV	993
Total LPTV	1,524
FM translators	2,189
VHF translators	2,253
UHF translators	2,427
Total Translators	6,869

Service	Total
Commercial VHF TV	559
Commercial UHF TV	596
Educational VHF TV	123
Educational UHF TV	241
Total TV	1,519

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.

Sources: Nielsen, NCTA and FCC

76.8 m. Address: 36991 KGAL Dr., Lebanon, OR 97355. Applicant is headed by Richard Eads and has interests in KSHO(AM) Lebanon and KGAL-FM Brownsville, both Oregon.

Reading, PA (BPCT940630KG)—Adams Communications Corp. seeks ch. 51; 5000 kw; ant. 153 ft. Address: 155 North Michigan Ave., Suite 725, Chicago, IL 60601. Applicant is headed by Robert Haag and owns WGXY(AM) Charlotte and WYGR(AM) Wyoming, both Michigan; WKGN(AM) Knoxville, and WRTD(FM) Goulds, Fla.

Winner, SD (BPH940620MB)—Midwest Radio Corp. seeks 98.5 mhz; 100 kw; ant. 130 m. Address: P.O. Box 491, Winner, SD 57580. Applicant is headed by Steve Clark and owns KWYR-AM-FM Winner, SD.

Denver City, TX (BPH940621MC)—Lloyd Senn seeks 97.5 mhz; 3.77 kw; ant. 124 m. Address: 5010 91st St., Lubbock, TX 79424. Applicant has no other broadcast interests.

Ganado, TX (BPH940630MB)—Hooten Broadcasting seeks 104.7 mhz; 50 kw; ant. 150 m. Address: 809 Charleston, Victoria, TX 77904. Applicant is headed by Bill Hooten and has no other broadcast interests.

Friday Harbor, WA (BPED940622MA)—San Juan Educational Broadcasters seeks 88.9 mhz; 1.7 kw; ant. 673 m. Address: 2219 Fir Lane Dr., Friday Harbor, WA 98250. Applicant is headed by Jerry Collins and owns KNZS(AM) Montecito, CA, and KZTU(AM) Junction City and KZTW(FM) Troutdale, both Oregon.

FACILITIES CHANGES

Applications

Brush, CO KSIR(AM) 1010 khz—New Directions Media Inc. seeks CP to add night service with 240 w; make changes in antenna system; change from non-DA; change TL 6 km NE of Brush adjacent to country Rd. 71, Brush, CO.

West Palm Beach, FL WJNO(AM) 1230 khz—Fairbanks Communications Inc. seeks CP to change TL to intersection of 45th St. and Jog Rd., West Palm Beach, FL.

Lexington, NC WLXN(AM) 1440 khz—Davidson County Broadcasting Co. Inc. seeks CP to correct daytime coordinates.

Point Pleasant, WV WBGS(AM) 1030 khz—Big River Radio Inc. seeks mod. of CP to operate trans by R.C. from Main St. at corner of 8th St. and Viand St., Point Pleasant, WV.

Actions

Rexburg, ID KRZK-FM 98.1 mhz—Granted app. of Communicast Inc. for CP to make changes: ERP: 100 kw; ant. 172 m.; TL: 4 km NE of Iona, Booneville Co., ID; change class to C1 (per MM docket 93-166). Action June 29.

Monroe, IL WGNR(FM) 88.9 mhz—Granted app. of the Moody Bible Institute of Chicago for mod. of CP to make changes; modify DA pattern. Action June 30.

Clarksdale, MS WAID(FM) 106.5 mhz—Granted app. of Radio Cleveland Inc. for CP to make changes: ant. 89.9 m.; TL: approx.

7.2 km SW of Clarksdale, MS. Action July 1.

Cherry Valley, NY WJIV(FM) 101.9 mhz—Granted app. of WJIV Radio Inc. for CP to make changes: ERP: 11.8 kw. Action June 29.

Glens Falls, NY WGFR(FM) 92.1 mhz—Granted app. of board of trustees, Adirondack College, for CP to change frequency from 92.1 to 104.7 mhz (ch. 221 to 284). Action June 30.

Byng, OK KYKC(FM) 100.1 mhz—Granted app. of Central Oklahoma Communications Co. for CP to make changes: ERP: 12.87 kw; ant. 140 m.; TL: 1.5 stat. mi. to SW of Latta, OK, on Land Sec. #18 in SW/4 of SE/4, township #3 N, range #6 E in Pantotoc Co., State of Okla. Action July 1.

Philadelphia WPEB(FM) 88.1 mhz—Returned app. of West Philadelphia Educational Board Corp. for CP to make changes: ERP: 0.000916 kw; ant. 60 m.; TL: Market Street, Philadelphia, PA; make changes to main studio location. Action June 29.

Houston KLAT(AM) 1010 khz—Granted app. of Tichenor Media System Inc. for MP to reduce nighttime power to 3.6 kw; change night TL 550 ft. S of intersection of W. Little York Rd. and Alamo Rd. on W side of Alamo Rd, Houston, TX and make changes in nighttime antenna system. Action July 5.

Montgomery, WV WZKM(FM) 93.3 mhz—Granted app. of R-S Broadcasting Co. for CP to make changes: ERP: 4.09 kw; ant. 121.49 m.; TL: 0.8 km E of Cedar Grove Bridge on Rte 60, Cedar Grove, WV. Action June 29.

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An MBA and proud of it

EDITOR: I've been tempted to join many spirited debates in the columns of "Open Mike," but Stephen Riddleberger's July 11 blanket indictment of broadcasters with advanced educations finally spurred me to action.

I run the night assignment desk at the number-one TV news shop in the nation's largest market, hold a BS in journalism (Northwestern '80) and an MBA in management and marketing (NYU '93). I had to juggle 72 credits and a 50-hour-plus workweek for six years to earn my graduate degree. And I'm damn proud of my professional and educational achievements.

My current, and Mr. Riddleberger's former, employer, Capital Cities/ABC, paid for my MBA, recognizing the real value of advanced education: namely, that it teaches you how to think critically.

Critical thinking is at the heart of all creativity and innovation. And it is the key ingredient in the management processes through which broad-

casters fulfill their federal mandates "to operate in the public interest, convenience and necessity."

My MBA allows me to help my bosses evaluate new revenue streams, eliminate unnecessary expenses, experiment with new staff deployments and explore new technologies. The result: more and better resources committed to serving our viewers, advertisers and—dare I say it?—shareholders.

The MBA didn't stop me from winning an Emmy and numerous other awards. In fact, I expect it will help me win more, for quality newscasts built around answers to the central questions MBAs are taught to ask: What business am I in, who are my competitors and how can I best supply my customers' wants and needs?—Howard B. Price, assignment editor, WABC-TV, New York

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For more information or to submit a proposal please contact Marie Lee, Acquisitions Editor, Focal Press, 313 Washington St., Newton, Mass. 02158-1626.

THIS WEEK

- **July 24-27**—Cable Television Administration and Marketing Society national marketing conference. Chicago. Contact: (703) 549-4200.
- **July 24-29**—Management Development Seminar 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.
- **July 29**—Regional Associated Press TV-Radio Association seminar on "Getting That First Job," KEYT-TV Santa Barbara. Contact: Rachel Ambrose, (213) 626-1200.
- **July 30**—Regional Associated Press TV-Radio Association seminar and sessions on newswriting, producing, videography. KEYT-TV Santa Barbara. Contact: Rachel Ambrose, (213) 626-1200.

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,

Datebook

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. 20**—Sixth industry symposium. The Media Research Club of Chicago. Contact: Helen Katz, (312) 552-1527.
- **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.
- **Sept. 22-25**—Women in Communications Inc. 1994 annual conference and Communicator's Expo, Dallas. Contact: Margaret Jenkins, (703) 920-5555.
- **Sept. 26-28**—The Information Superhighway Summit. Co-sponsored by IDG World Expo Corp. and McQuillan Consulting, Red Lion Hotel, San Jose, Calif. Contact: Jeff Silha, (800) 545-3976, or Glen Whelden, (617) 491-6754.
- **Sept. 27-28**—The Future of the European Media Advertising Marketplace, Royal Monceau, Paris. Sponsored by Kagan World Media. Contact: Genni Russell, (408) 624-1536.
- **Sept. 30**—22nd annual regional convention of the Society of Broadcast Engineers, Sheraton Inn Convention Center, Liverpool, NY. Contact: John Soergel, (315) 437-5805.

OCTOBER

- **Oct. 3**—"Zap—Tuning in to the Consumer," conference sponsored by the Cable Television Administration and Marketing Society Inc. Trump Plaza Hotel & Casino, Atlantic City. Contact: Ann Dorman, (703) 549-4200.

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.

Major Meetings

Jason Elkin

Twenty years ago, Jason Elkin was rolling dice as a professional gambler in Las Vegas and just breaking even. At 46, Elkin is still gambling, but this time he's beating the odds as chairman and CEO of his own television station group.

After two decades on the management end of broadcasting, Elkin took the plunge into ownership last year, buying Missouri-based News-Press & Gazette Television for \$110 million. With its eight network affiliates in mid-size markets, many said he got the group at a steal. But Elkin is proving there is more to his winnings than luck. Six months after he closed on the deal, which created New Vision Television, the stations' cash flow has more than doubled.

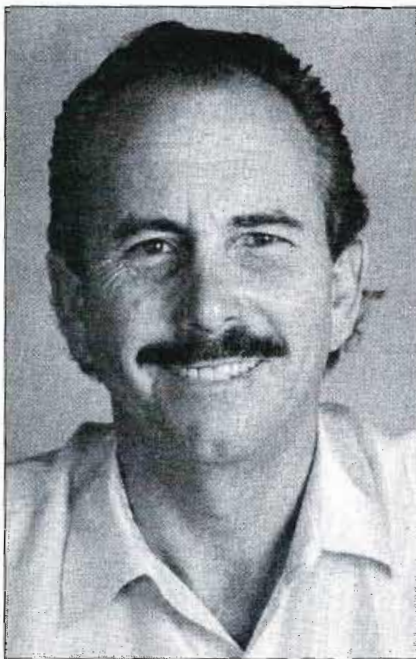
"The key to any company's success is having great managers and motivating them," Elkin says, his 6-foot-2 frame constantly in motion and barely contained by his plush Atlanta office. Not only does Elkin pay his managers well, he gives them an ownership stake in the company.

"If he wins, I win," explains Joe Gersh, New Vision's senior vice president. Gersh remembers industry members telling Elkin he was crazy for attempting to buy a group without any ownership experience. "Jason has an entrepreneurial spirit," Gersh says. "When he's committed to something, he makes it happen."

Motivating people was always Elkin's strong suit, according to longtime friend and sometimes co-worker Paul Herz. When Elkin was Herz's general manager at KOKI-TV Tulsa, Okla., Elkin spontaneously cut off Herz's tie at a sales meeting to demonstrate that "anything goes." Herz later found the tie waiting on his desk, stapled back together.

"The enthusiasm around this office is infectious, and it comes from Jason," Gersh says.

Elkin's resume ricochets dramatically before he entered broadcasting. During the Vietnam War, he left the University of California—Los Angeles for the Air Force. He was stationed in Japan where he decoded top-secret messages. After finishing college, Elkin started law school, but quit in search of greater excitement. He



moved to Las Vegas and opened up shop as a private investigator. Two years later, he had his stint as a professional gambler.

But in 1976, a job as a syndicator with a small company hooked Elkin on broadcasting. He continued in syndication at Four Star International, but tired of the constant traveling. In 1981, although he had no experience, he was hired as national sales manager at WJKS(TV) Jacksonville, Fla.

"He was determined to go into the business and had a tremendous ability to sell himself," Herz says. "His ability to catch on quickly kept him going through the early days."

Elkin's next job was with Taft Broadcasting, working as local sales manager for WTVN-TV Columbus, Ohio. In the mid-1980s, the action was with independent stations, so he moved to Madison, Wis., to become general

sales manager at signing-on WMSN-TV. Before the station got off the ground, Herz reports, Elkin had sold almost all the air time.

It was at Act III that Elkin was bitten by the ownership bug. In 1987, he was recruited by the group as its marketing director and to assist with acquisitions. He went to work as its first general sales manager at WNRW(TV) Greensboro, N.C. A year later, Elkin became general manager of Act III's Fox affiliate WKCH-TV Knoxville, Tenn., where a 400% increase in cash flow won Elkin the network's affiliate achievement award.

Clear Channel brought Elkin into the fold in 1989, sending him first to KTUU-TV Tucson, Ariz., and later to KOKI-TV Tulsa, Okla. In his year and a half as general manager of KOKI-TV, he doubled revenues and increased profits by three times. Morale, Herz says, was through the roof.

By 1993, Elkin was ready to venture out on his own. He researched more than 200 television stations and the needs of the financial community. With the backing of oil magnate G.

Woodward Stover, he lined up four other investors and wooed News-Press & Gazette owner David Bradley Jr. into selling.

"The goal here is not just monetary," Elkin earnestly explains. "It's to put out a credible company and make my employees happy. If you take care of your employees, they'll take care of you."

The former private investigator-turned-professional gambler-turned-broadcast executive is "having a blast." But he worries; the self-described "ex-

hippie" says the one down side to his job is "becoming too much of a businessman." Could this mean Jason Elkin may soon be looking for a new thrill?

—JAZ

Chairman/CEO, New Vision Television, Atlanta; b. Oct. 30, 1947, Detroit; BA, University of California-Los Angeles, 1971; private investigator, Las Vegas, 1973-75; professional gambler, Las Vegas, 1975-76; West Coast marketing director, Computer Image, Denver, 1976-77; regional sales manager, Four Star International, Denver, 1977-80; national sales manager, WJKS(TV) Jacksonville, Fla., 1981-83; local sales manager, WTVN-TV Columbus, Ohio, 1983-85; general sales manager, WMSN-TV Madison, Wis., 1986-87; marketing director, Act III Broadcasting/general sales manager, WNRW(TV) Greensboro, N.C., 1987-88; GM, WKCH-TV Knoxville, Tenn., 1988-89; VP/GM, KTUU-TV Tucson, Ariz., and KOKI-TV Tulsa, Okla., 1989-93; current position since 1993; m. Lynn Kuchel, 1980; one son, Dennis, 22.

BROADCAST TV



Weisman

Michael Weisman, president, Michael Weisman Productions Inc., Los Angeles, joins Northwest Mobile Television there in same capacity.

Maurice Tunick, VP/director, talk programming,

ABC Radio Network, N.Y., joins Multimedia Entertainment Inc. there as executive producer, *Sally Jessy Raphael*.



Matson

Patti Matson, VP, corporate communications, Capital Cities/ABC, New York, assumes additional duties, which include overseeing an educational outreach program, Project Learning

U.S., the Children's First campaign and an advanced management training program for women.

Appointments at WDIV(TV) Detroit: **Melanie Gill**, managing editor, WJBK-TV Detroit, joins as chief assignment editor; **Craig Helfant**, assignment desk editor, WSYX(TV) Columbus, Ohio, joins in same capacity; **James Jackson**, WJBK-TV, assignment desk editor, joins in same capacity.

Appointments at Warner Bros. Television Network, Burbank: **Mitchell Nedick**, VP/CFO, Tribune California Properties, Los Angeles, joins as head, finance and administration; **Jim Yeager**, director, public relations, Universal Studios, Hollywood, joins as head, publicity and public relations.

Kevin Roseborough, night city editor, Detroit Free Press, joins WJBK-TV Detroit as managing editor.



Bianco

Maria Bianco, associate producer, *The Rush Limbaugh Show*, New York, joins WTDI(TV) Deerfield Beach, Fla., as producer/director, creative services.

Appointments at KCBS-TV Los Angeles: **Michael Scott**, reporter, *Entertainment Tonight*, Los Angeles,

joins as weekend anchor; **Serena Cha**, producer, KNBC-TV Los Angeles, and **Stephen Majors**, producer, WDIV(TV) Detroit, join as senior news producer.

Appointments at ABC Sports, New York: **David Downs**, VP, programming, named senior VP; **Tony Petitti**, director, programming, named VP.

Scott Blumenthal, GSM, WISH-TV Indianapolis, Ind., joins WOOD-TV Grand Rapids, Mich., as president/GM.

RADIO

Howard Tuuri, LSM, WFOX(FM) Gainesville, Ga., joins WARM-FM York, Pa./WSUN(AM) St. Petersburg, Fla., in same capacity.

Appointments at WCBS-FM New York: **Steve Townsend**, NSM, named LSM; **Bill Kehlbeck**, LSM, named GSM.

John Wolf, news director, WXTB(FM) Clearwater, Fla., joins KKRW(FM) Houston, Tex., in same capacity.

Debbie Bradley, LSM, KZPS(FM) Dallas, named GSM.

Mark Douglas, GM, KTHT(FM) Fresno, Calif., joins KRLV(FM) Las Vegas as GSM.

Appointments at EZ Communications, Fairfax, Va.: **Doug McGuire**, regional program director, named VP/national program director; **Tim Murphy**, regional program director, named VP, programming, KMPS-AM-FM Seattle.

Perry Michael Simon, program director, WKXW(FM) Trenton, N.J., joins WDRE-FM Garden City, N.Y., as president/GM.

John Ruby, GM, KBFX(FM)-KENI(AM) Anchorage, joins KBRJ(FM)-KHAR(AM) there in same capacity.

CABLE

Martin Morenz, bureau reporter/anchor, WJAR(TV) Providence, R.I., joins WGMC(TV) Worcester, Mass., as news director/co-anchor of cable news channel.

Tom Dolan, GM, East End systems, Cablevision Systems Corp., Woodbury, N.Y., named VP/chief information officer.

Susan Feinberg, director, market development, MTV Networks, New York, named VP, interactive media advertising sales.

John Vasey, manager, movies and series, Showtime Entertainment Group, Los Angeles, named director,

Sears and Singer retire



Sears

Nelson Sears, program manager, and **Robert Singer**, business manager, retired on June 30 from WGAL(TV) Lancaster, Pa., after 86 years of combined service to the station.

Sears was the station's first employee, hired in 1949, two months before WGAL went on the air. He held positions as on-air talent, news director and operations manager. One highlight of his career was working with the late

Dwight D. Eisenhower on a special program from the former president's Gettysburg farm.

Singer began with WGAL in 1953 as business manager, and later became controller. He also has a presidential anecdote. While in New York on business in 1955, he stopped to look in the window of NBC's *Today Show* studios. He was televised and photographed standing next to President Harry Truman, who also had stopped to look in at the morning broadcast. The photo has been reprinted and aired recently in connection with the opening of *Today's* new "Window on the World" studios.

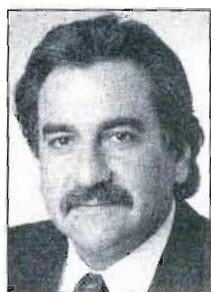
Singer plans to travel and continue his community efforts. Sears will continue with WGAL as a consultant.



Singer

—DS

series development.



Geick

Lynn Geick, VP/GM, Prime Sports Radio, Irving, Tex., named VP, development and finance, of parent Liberty Sports Inc. there.

Appointments at CNBC, Fort Lee, N.J.: **Jeanne Cad-**

wallader, southeast regional manager, named southeast regional director; **Tim Carry**, midwest regional manager, named northeast regional director; **John Heffron**, American Movie Classics, territory and marketing manager, western region, Woodbury, N.Y., joins as southeast regional manager.

Steve Schein, manager of national product development, Frox Inc., Milipitas, Calif., joins Starlight Telecast Inc., Fremont, Calif., as director of product planning.

WASHINGTON

Julie Preizler, graphic designer, Voice of America, Washington, joins Cable Telecommunications Association as creative director.

John Fugel, producer, John A. Fugel Communications, Washington, joins National Telephone Cooperative Association, communications division, as public relations representative.

MULTIMEDIA



Walker

Laura Walker, VP, development, Children's Television Workshop, New York, named VP and project director.

Appointments at Metro Networks, Houston: **Bob Moore**, VP, corporate develop-

ment, Los Angeles, named VP/GM, southwest region, there; **Jerry Dennis**, director of operations, Tampa/St. Petersburg, named director of operations, Chicago.

David H. Lowell, executive VP/COO, Diversified Communications, Portland, Me., named president/CEO.

Appointments at Harron Communications Corp., Frazer, Pa.: **Linda**

Stuchell, VP, public relations and government affairs, named VP, programming and public affairs; **Bernadette Vernon**, marketing strategist, IBM, Valley Forge, Pa., joins as director of marketing, cable and DBS; **John Mucha**, GM, WBNG-TV, Binghamton, N.Y., joins as GM of company's Adirondack, N.Y., cable system; **Rachel Rybarczyk**, marketing customer service manager, Marcus Cable, San Angelo, Tex., joins as New England regional marketing manager.

SATELLITE/WIRELESS

Appointments at Hughes Communications Inc., Los Angeles: **Carl A. Brown, Jr.**, VP, named senior VP, Galaxy satellite services; **L. William Butterworth**, senior VP, DIRECTV, named senior VP, international direct broadcast services.

Arthur Hill, GM, Vyvx Inc., Tulsa, Okla., joins Columbia Communications Corp., Bethesda, Md., as VP, sales.

William T. Hoagland, TCI Cablevision, Tulsa, Okla., joins United Video as VP, sales, there.

Jerry Parker, director of market development, Superstar Satellite Entertainment, Tulsa, Okla., named VP, sales.

DEATHS



Collins

Horace Collins, 44, senior VP, assistant general counsel, HBO, died July 13 at his home in New York of complications from AIDS. After graduating from Harvard and Stanford univer-

sities, Collins worked for Kaiser Broadcasting's WFLD-TV Chicago as community affairs director and then news/public affairs director. In New York he became an associate in the law firm of Cahill, Gordon & Reindel before joining HBO as associate counsel, programming. In 1978 he was promoted to senior VP at HBO. He is survived by his mother, Helen, and companion, Robert Del Dio.

—Compiled by Denise Smith and Ken Ray

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In Brief

In last week's **Emmy nominations**, *NYPD Blue* away its competition in the drama category, garnering a series record 26 nominations (*Roots* holds the all-time record with 37). Also nominated in the category was syndicated *Star Trek: The Next Generation*, the first Emmy nomination in any nontechnical category for the series, which ended its seven-year run this season. In all, CBS garnered the most nominations with 91, followed by ABC, 73; NBC, 66; HBO, 34, and PBS, 25.

General Electric says **second-quarter profits at NBC declined**, which the company attributes "principally to the absence of comparable programming for the 1993 final episode of *Cheers*."

WCAX-TV Burlington, Vt./Plattsburgh, N.Y., plans to drop the video of Fox's NFL football in mid-game if the telecast runs past the start time of *60 Minutes*. Peter Martin, the CBS affiliate's GM, says that at 6:45 p.m. the station will begin to advise viewers that they can continue to get the game audio by using the second audio program (SAP) channel. Fox recently made a deal with WCAX-TV to carry the NFL, since the market has only three full-power commercial stations and no Fox affiliate. The station's affiliation agreement with CBS reportedly requires it to carry *60 Minutes* live.

House Ways & Means Committee Acting Chairman Sam Gibbons (D-Fla.) has confirmed earlier reports that **the Clinton administration has shelved plans for a \$5 billion spectrum royalty tax on broadcasters**. "We may change the budget rules, but you need not worry about the spectrum fees," Gibbons says in a July 20 letter to the NAB.

Benchmark Communications, George Francis Jr. and the estate of Robert Schmid are **pooling their four stations in Greenville/Spartanburg, S.C., to form a \$15 million duop-**



The National Academy of Television Arts and Sciences held a reception in San Francisco last Tuesday for its newly elected chairman, David Louie (c). Louie, KGO-TV San Francisco business and money editor, also was honored by San Francisco Mayor Frank Jordan, who proclaimed July 19 David Louie Day and cited him for his achievements as the "senior Asian American in television news." With Louie were Jim Topping (l), KGO-TV GM, and John Cannon, NATAS president.

oly. Francis's WBBO-FM and the Schmid estate's WESC-AM-FM plus WHYZ(AM), which Benchmark has an option to purchase, will be operated under the name Benchmark Communications VII. The two AMs will remain competitive stations. The deal was brokered by Americom.

The first of a three-part prime time airing of Fox kids hit ***Mighty Morphin Power Rangers* debuted last Thursday at 8:30 p.m. to a 7.2 rating/13 share**, according to Nielsen NSI numbers. That represented a 12% ratings drop-off from the 8.2/16 Fox lead-in of a *Simpsons* rerun. *Power Rangers* was the third-highest-rated show in the time period after NBC's *Wings* (11.7/22) and ABC's *Matlock* (8.3/15). The *Power Rangers*' 18-49 demos were 3.8/13, second to *Wings* (8.2/28). Two more airings of the show are planned for this Friday and Friday, Aug. 5, both at 8 p.m. This fall the Fox Children's Network show will move from its 7:30 a.m. slot to 4:30 p.m.

NBC has made a daytime schedule change. It will premiere *The Other Side* in October, replacing *The Jane Whitney Show*. The reality/talk show will examine the extraordinary, paranormal experiences of everyday people. The show will be hosted by Dr. Will Miller, a licensed psychologist, ordained minister and stand-up comedian. As is the case with other NBC daytime programming, affiliates have the flexibility to run the new show anytime between 9 a.m. and 4 p.m.

The Justice Department is looking into the plans by five record companies to form their own music video channel. Justice is studying the possibility that the companies will not allow their own artists to air videos on MTV. The five companies: Time Warner, Bertelsmann Music Group, Thorn-EMI, Sony Corp. and Polygram.

ABC scored a 9.5/24 NTI rating/share for its coverage of the World Cup final game Saturday, July 16, making it the highest-rated soccer

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Closed Circuit

game ever televised on the big three networks. The network averaged a 5.3/16 for the 11 World Cup games.

On Univision, the final scored a 24.1 rating, the equivalent of 1,616,960 Spanish-language homes. Univision, which aired all 52 World Cup games, mostly live, averaged a 13.1 or 854,120 Hispanic households, rating for live-game coverage.

The U.S. Bankruptcy Court for the Southern District of New York has confirmed Telemundo's reorganization plan, paving the way for the Spanish-language TV network to emerge from Chapter 11 bankruptcy protection. Under the plan, Telemundo's outstanding indebtedness will be reduced from more than \$300 million to approximately \$115 million.

NBC's *Frasier* and ABC's *NYPD Blue* won the outstanding achievement in comedy and drama awards at the **10th annual TCA Awards** held last Friday night. Presented by the Television Critics Association, other winners included ABC's *Nightline* in the news/information category; CBS's *Late Show with David Letterman* for program of the year; Charles Kuralt for career achievement; PBS's *Prime Suspect 3* in the specials category; Nickelodeon's Linda Ellerbee specials for children's programming, and CBS's 1994 winter Olympics in the sports category.

NBC has named **Carole Black** president/GM of NBC O&O KNBC-TV Los Angeles. Black, who had been Walt Disney Co. senior VP of marketing, television, for the past five years, will report to John Rohrbeck, president, NBC-TV Stations.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending July 10. Numbers represent aggregate rating average/stations/% coverage.)

1. Wheel of Fortune	10.7/225/97
2. Jeopardy!	8.2/200/91
3. Star Trek: TNG	7.4/242/99
4. Entertainment Tonight	6.6/181/95
5. Star Trek: DS9	6.4/234/99
6. Wheel of Fortune-wknd	6.3/188/84
7. Married...With Children	5.5/181/94
8. Oprah Winfrey Show	5.4/206/88
9. Roseanne	5.4/171/93
10. Inside Edition	5.2/159/87
11. Entertain'it Tonight-wknd	5.1/180/95
12. Baywatch	5.0/208/97
13. Renegade	5.0/144/93
14. Family Matters	4.9/171/89
15. Fox Hollywood Theatre	4.8/164/96
16. A Current Affair	4.8/179/94

NEW YORK

No admittance

CBS and NBC are refusing to carry ads for Primestar, the direct broadcast satellite service owned by several of the nation's top multiple system cable operators. Primestar's \$55 million campaign broke last month on ABC and on local TV stations around the country and includes national and local radio as well as print advertising. CBS executives say the network does not carry advertising for competitive broadcast services or ad-supported cable networks. NBC executives say their decision not to take the ads is under review.

Defensive strategy

Time Warner is part of a movement by cable operators to improve customer service before the arrival of DBS and other competitors. One month ago the company's New York cable system began scheduling service calls at an exact time and promised subscribers a free month of service if the technician failed to arrive at the appointed hour. Richard Aurelio, president of the 1-million-sub system, said that in the first month of the plan (when 43,000 service visits were made) the technicians had a 99.3% on-time arrival percentage. He attributed the plan's success to more service people and to better communication among the service trucks, which now use "FedEx" type communications systems.

WASHINGTON

Deal him in

Even if the Senate Commerce Committee passes an infohighway bill, problems are expected to crop up on the Senate floor. Senate Antitrust Chairman Howard Metzenbaum (D-Ohio) hasn't played his cards yet. Indeed, Metzenbaum told BROADCASTING & CABLE last week that he'd "be a player" in any floor debate. Metzenbaum has stated his concerns about the antitrust implications of telecommunications policy. He is

a fan of neither the Bell companies nor cable and may want to strengthen legislation to guard against "monopoly abuses" of either industry.

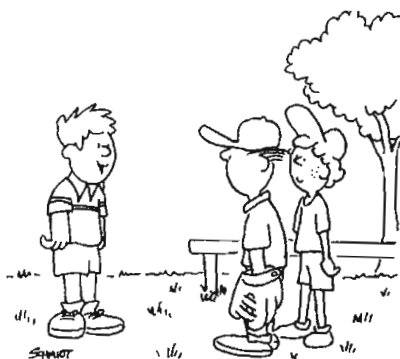
Who's minding the store?

During a random inspection in Denison, Tex., the FCC Field Operations Bureau was surprised to find that an AM station was operating completely unattended. The station was without a disk jockey, and more to the point for the FCC, "no one was watching the EBS transmitter." According to the FOB report, "The station manager explained that times were hard and he had to lay off the station's employees." Prerecorded programming periodically was brought to the unmanned station by other employees. A violation notice is being prepared by the Mass Media Bureau.

LOS ANGELES

All American pitching 'Malibu'

All American Television is trying to break into network series production. Tony Scotti, chairman of All American Communications Inc., reports that the company has a partnership with Richard and Esther Shapiro to develop a new prime time soap opera tentatively titled *The Malibu Branch*. ABC has ordered six scripts. If the project advances, it could reach the air by fall 1995. The Shapiros produced ABC's long-running 1980s prime time soap *Dynasty*.



Drawn for BROADCASTING & CABLE by Jack Schmidt
"Let's play FCC. I'll be the chairman and you guys yell about kids programs."

Raise the checkered flag

Our own occasional pessimism notwithstanding, an information highway bill looks on its way to markup by the Senate Commerce Committee. If so, it will be only a legislative skip, hop and a jump to passage by the 103rd Congress. After that, stand back.

Better yet, jump in. Telcos will be in the cable business. Cable will be in the telephone business. Broadcasters will be in the multimedia business. If you think this year's reordering of the Fifth Estate was something, just wait.

We couldn't be more pleased. Unless, that is, we could first get congressional recognition that all of our Fifth Estate media are First Amendment players. Mark that in there somewhere, Senator Hollings.

Good signs

We will reserve judgment on Stephen Breyer, the Supreme Court's newest justice, until he has gotten his teeth into some of the tough issues likely to come before the court, but we were pleased by his answers to some pointed questions by Wisconsin Senator Herbert Kohl.

When asked whether he would entertain a ban on violent programming at times when children were likely to be in the audience, his answer was general but provided clues to his First Amendment philosophy. At the heart of the amendment, he said, is a cluster of speech—including political speech, artistic expression and communications—that is "virtually inviolable." We like the sound of that.

When asked whether different media should have different First Amendment protections, he acceded that, historically, that has been the case, but he volunteered that there are also arguments that it should not be. We like the sound of that, too.

Lastly, when asked a leading question about whether,

given the recent O.J. Simpson coverage, he would favor televised preliminary hearings, Breyer—again sidestepping the specific—responded to the issue of cameras in the court in general. As part of the U.S. Judicial Conference, Breyer pointed out, he had approved the two-year test of cameras in the federal courts and said that his fellow judges in Massachusetts had been "generally satisfied" with the results. (He added that he had not participated in the test, but for lack of opportunity rather than interest.)

So far, so good.

O.J. coverage: OK or OD?

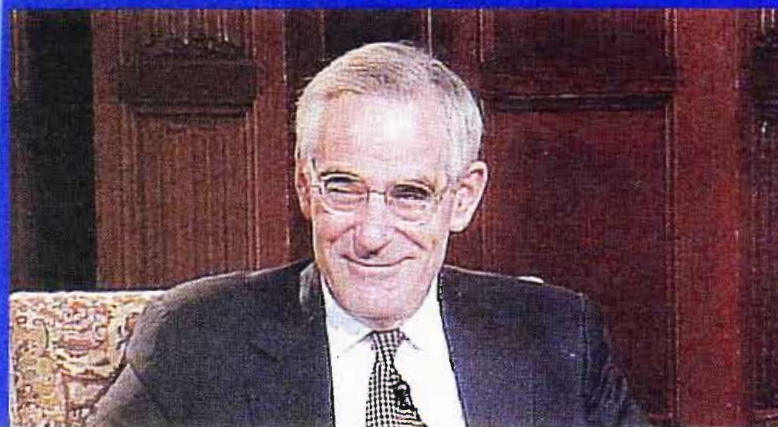
Television viewers have provided their own rebuttal of sorts to the suggestion that television's firm—all right, unyielding—grip on a juicy summer story (the O.J. Simpson flight and trial, for those just returning from Borneo) represents some gross misjudgment of the importance of the case. It apparently doesn't, at least in the eyes of the viewers television is charged with serving.

According to Nielsen figures for the most-watched shows among the scores of channels and choices on cable, Simpson preliminary hearing coverage on CNN held 14 of the top 15 slots. (The 15th was a CNN *Crossfire* episode on the case.) On the broadcast side, some 40 million people watched at least a part of the proceedings. "Every once in a while," said Koppel last week of the coverage, "the god of broadcasting is really good to us, and bestows upon us a story that is unambiguously a big story...and when that happens, you cover it."

Have mistakes been made? Yes. Have the tabloids—print and broadcast—worked their own brand of "Elvis Clone Sires Alien Love Child" magic on the tragedy? You bet. But the reason all the major media are blanketing this case as though it featured arguably the most famous accused double murderer of this century is that it does.

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A Conversation with...



...David Halberstam

On television: "Television has an aversion, an allergy to ideas."



...David McCullough

On education: "It's the global village, but no one knows how to get across town."



...George Will

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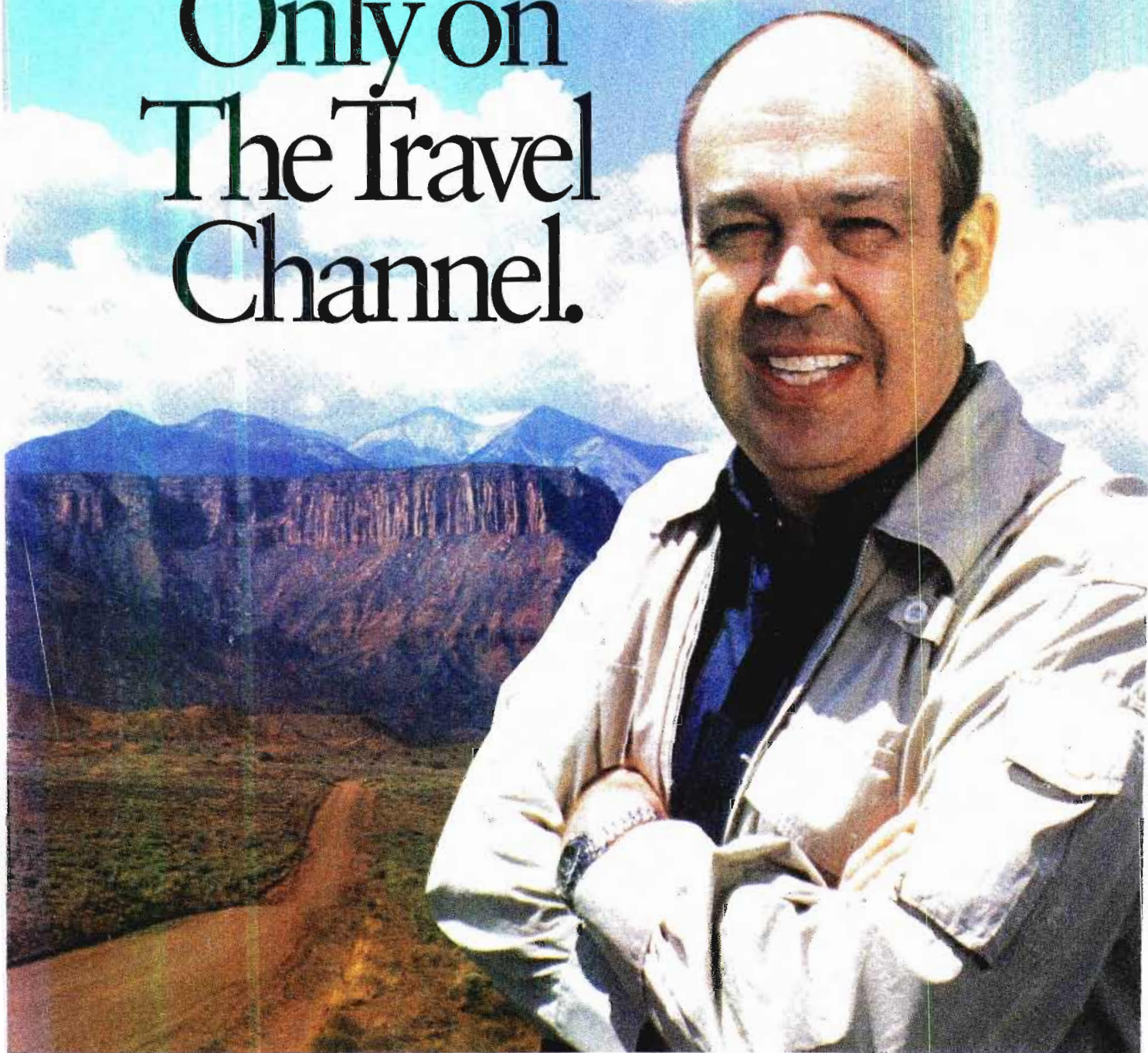
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