

**AUG 8**

# Broadcasting & Cable

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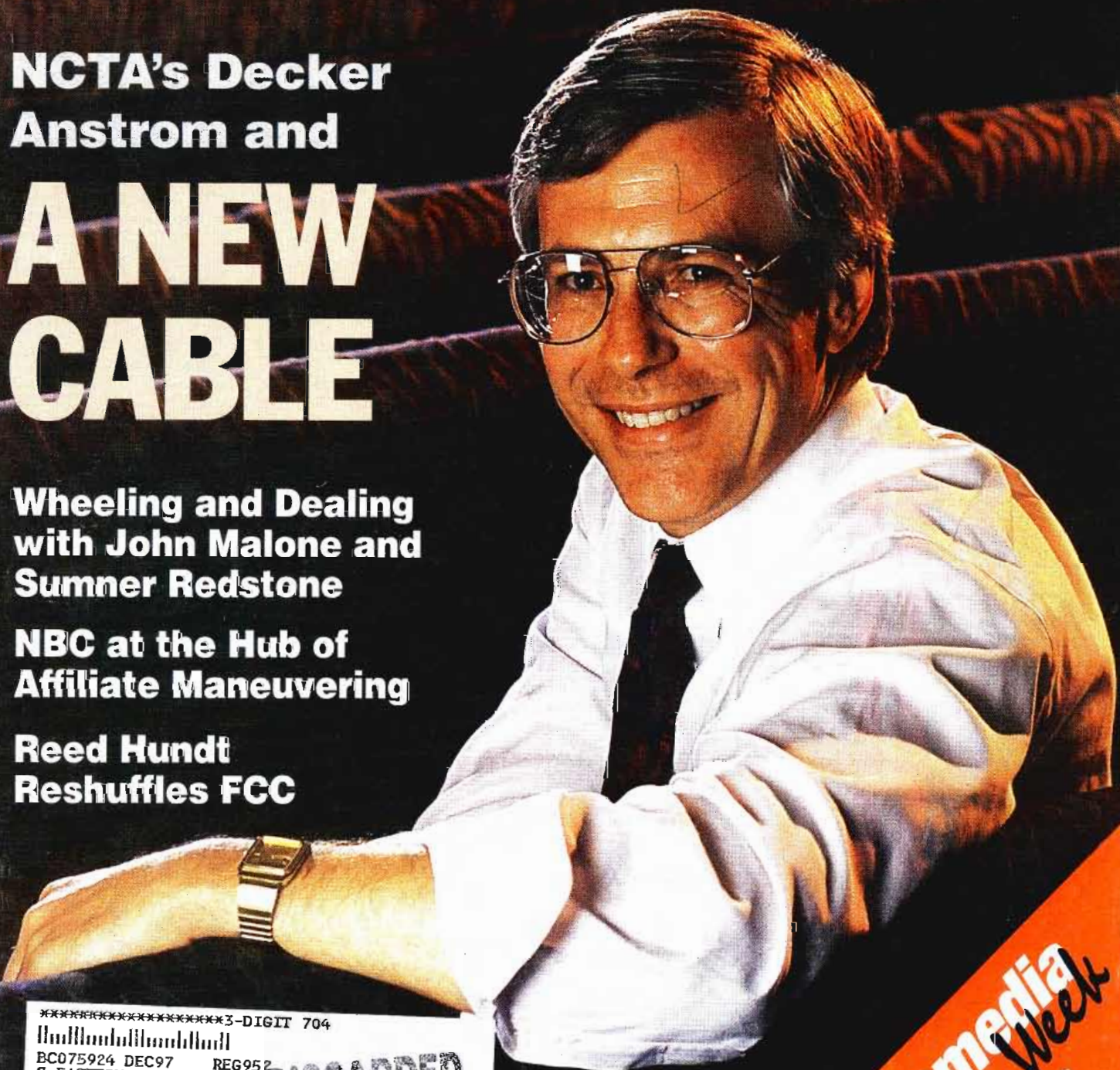
**NCTA's Decker  
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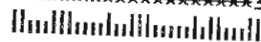
**Wheeling and Dealing  
with John Malone and  
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**NBC at the Hub of  
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**Reed Hundt  
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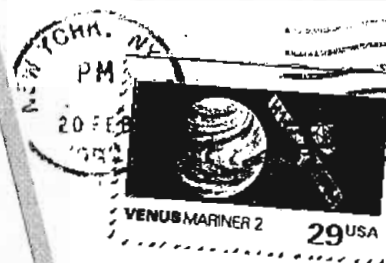
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**Telemedia  
Week**  
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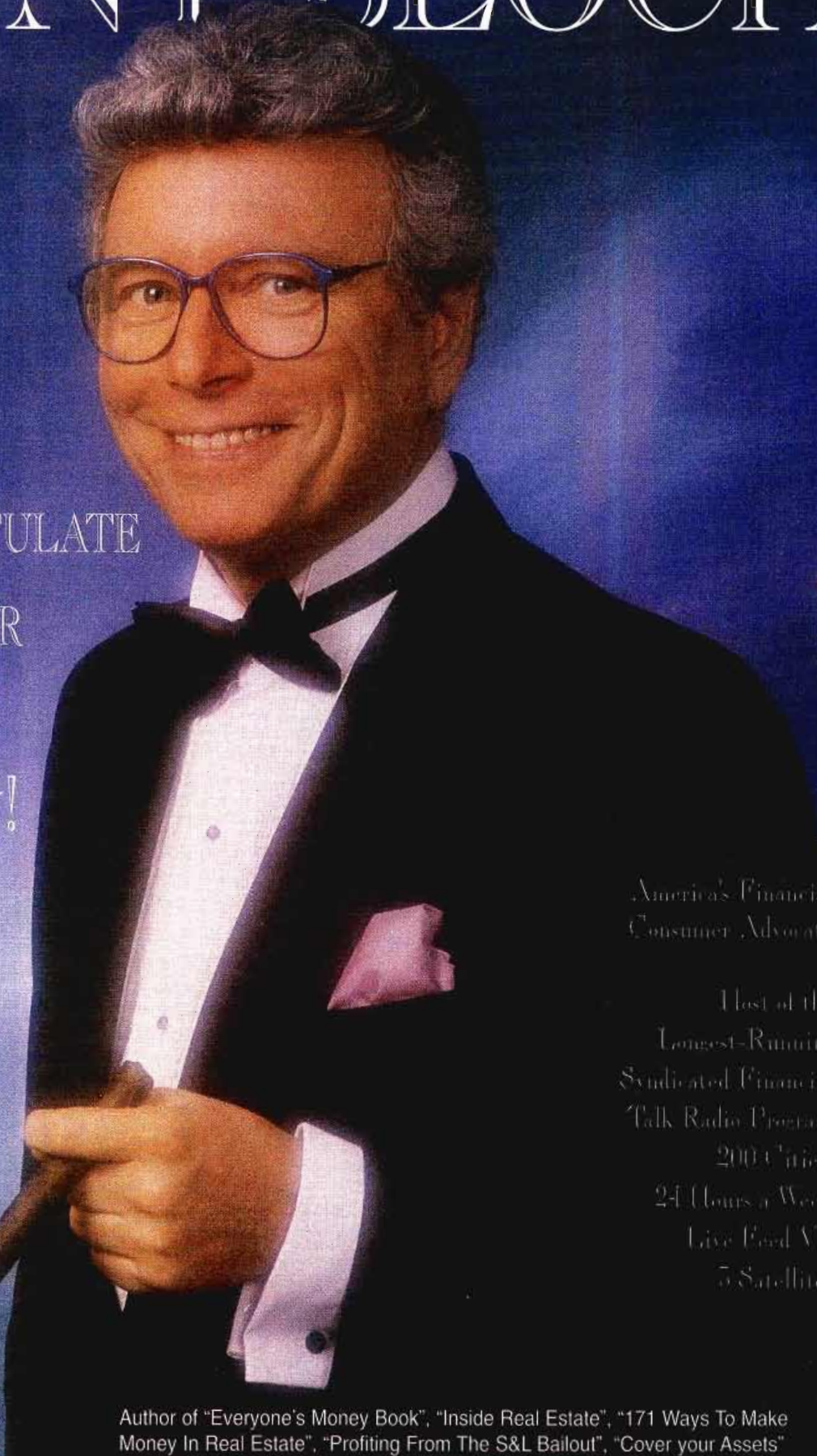
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Photography by Hector Baez, Santo Domingo

# Fast Track

MUST READING FROM BROADCASTING & CABLE

## TOP OF THE WEEK



*TCI under John Malone is restructuring after merging with Liberty Media. / 6*

**TCI, Viacom agree to agree** Two erstwhile combatants, Tele-Communications Inc. and Viacom, continue to discuss doing deals. Not only is TCI still in the running to buy Viacom's Madison Square Garden properties, but the companies continue to talk about swapping or combining cable system and programing assets. / **6**

**QVC sale OK'd** QVC's board of directors has approved the sale of the home shopping company to its two biggest shareholders, Comcast Corp. and Liberty Media Corp. / **6**

**New week, new affiliate deals** Last week, NBC once again was at the center of affiliate activity. The owner of several of its affiliates, SJL Broadcasting, put four up for sale. NBC may be looking for a partner because the markets are smaller than the network might be interested in buying directly. / **8**

**Seismic shift at New World** New World Communications Group saw the heads of two of its programing and distribution subsidiaries resign last week—moves that company insiders attribute to greater control being exerted by top New World executives including recently appointed New World Entertainment Chairman Brandon Tartikoff. / **10**

**Justice opens cable route to BellSouth** The Justice Department has cleared the way for BellSouth to begin offering cable television service outside its home region. / **12**

**Changes in social compact feared** Broadcasters do not share FCC Chairman Reed Hundt's enthusiasm for redefining their social compact with the public. They fear it will lead to more content regulation and slow down reconsideration of broadcast ownership regulations. / **14**

## COVER STORY

### The new cable

The National Cable Television Association is trying to advance an ambitious policy agenda that includes mitigating the impact of FCC cable regulations, opening the telephone business to cable and eventually amending the 1992 Cable Act. But before cable can achieve its policy goals, it must repair damage caused by the losing battle against the Cable Act

and restore NCTA's "political standing and credibility," NCTA President Decker Anstrom says. / **15**

## PROGRAMING

### United/Paramount pitches sitcoms

The new United/Paramount Network is pitching several shows, including *Pig Sty*, a half-hour sitcom from *Cheers* writer-producers Rob Long and Dan Staley, and *Platypus Man*. / **21**

### Goodson takes chance on lotteries

Tribune superstation WGN-TV Chicago has replaced its staid Illinois Lottery show with a slick program produced by Mark Goodson Productions Chief Executive Jonathan Goodson. The show features high-tech graphics and a former MTV VJ as host. Five more states soon are expected to join Goodson's lottery bandwagon. / **21**

### HBO trumpets Saturday night

Home Box Office is debuting a \$5 million marketing campaign to promote the network's guarantee of a new, first-on-cable movie every Saturday night. / **24**

### 'Extra' gets promo push

Warner Bros. is turning to unconventional promotional techniques—including ads in movie theaters and grocery stores—to spread the word about *Extra*—*The Entertainment Magazine*. / **26**



*Viewers in Illinois can learn if they won the lottery courtesy Mark Goodson Productions. / 21*



*NCTA's multimedia theater is the setting for association President Decker Anstrom. Photo by Stephen R. Brown / 15*

**"We're trying to develop a zeal for public affairs in this industry. And what that really means is, we need to change the culture and behavior of the industry."**

*Decker Anstrom, president, National Cable Television Association*

**AUGUST 8, 1994**

## RADIO

### Radio groups post big gains

Top radio groups saw double-digit increases in broadcast cash flow and net revenue for the second quarter of the year. / 31

### Infinity considers in-house sales team

Infinity Broadcasting may create one of the industry's largest in-house national advertising sales rep firms. It would replace services by Katz Media Corp. and Interep Radio Store. / 31



High-tech effects, like this mix of animated and live images, will be affordable soon. / 41

the next TV broadcasting standard. / 40

### NAB, Alliance at odds

Broadcasters and advanced television developers traded blows last week over the future of broadcast spectrum. / 40

### More stations may get morphing power

The high-tech, high-end effects once relegated to the world of feature film production and national commercials are making headway in TV on the heels of less expensive computing gear. / 41

## ADVERTISING & MARKETING

### Nielsen expands Hispanic TV ratings

Nielsen Media is emerging as the dominant provider of Hispanic-TV ratings. The research service has signed the Univision group of TV stations in nine more markets, bringing its total to 11 markets covered. / 35

### Ads on DBS: counting down

It probably will be awhile before advertising sales by direct broadcast satellite operators become profit centers, partly because DBS has a small home base. / 36

## WASHINGTON

### FCC changes surprise even employees

In what may be the biggest senior staff shake-up in the history of the FCC, Chairman Reed Hundt has reasigned 18 of the top 50 officials at the agency and established two new bureaus and one new commission office. / 37

### Video dialtone on fall agenda

The next FCC meeting may prove to be the most important for the cable industry since February's, when the FCC cut the rates the industry could charge customers by 17%. Pending are issues including video dialtone, incentives for programmers and cost-of-service rules. / 39

## TECHNOLOGY

### HDTV field testing wraps up

The Advisory Committee on Advanced Television Service this week hopes to wrap up about 12 weeks of field testing on the transmission technology slated for use in



WCCO-TV online provides access to news, weather and sports, along with programming information. / 27

## Telemedia Week

### WCCO-TV goes online

WCCO-TV Minneapolis plans to provide a "hard copy" connection between its local news and viewers, who can use their personal computers to tap into a variety of station information. / 27

### DiviCom gets Bell business

Bell Atlantic has begun receiving set-top boxes to be used for commercial interactive video services, while choosing the vendor for its MPEG-2 program encoders. / 27

### Macro, Micro meet on multimedia

An agreement between Macromedia and Microware will enable software developers to create applications for both CD-ROM and interactive TV. / 28

### Eon mines for IVDS gold

The FCC's recent IVDS auctions left investors searching for ways to translate their investment into revenue streams for the nascent interactive television marketplace. Eon Corp. says it plans to become their service bureau. / 29



Macromedia's Director allows multimedia producers to combine text, graphics, sound and interactivity. / 28

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## At the table with TCI and Viacom

*Pay TV operations would be combined; TCI hopes for advantage in MSG bid*

By Geoffrey Foisie and Rich Brown

**T**wo erstwhile combatants, Tele-Communications Inc. and Viacom, continue to discuss doing deals. Not only is TCI still in the running to buy Viacom's Madison Square Garden properties, but the companies continue to talk about swapping or combining cable system and programming assets.

The two were said last week to have signed off on combining their pay TV operations as partial settlement of an antitrust lawsuit that Viacom filed against TCI almost a year ago.

Any merger of Viacom's Showtime Networks with TCI's Encore networks would create a stronger rival to pay TV giant Home Box Office Inc., which distributes programming to 25 million households through its HBO and Cinemax networks. The primary Showtime networks, Showtime and The Movie Channel, reach almost 12 million subscribers nationally; Encore and its Starz! network reach approximately 6 million. Teaming the two programming companies could spare a lot of bloodshed as Showtime and Encore gird for battle over the introduction of theme-based multiplex channels.

And any TCI-Viacom deal could

give TCI an advantage in its bidding for Madison Square Garden. TCI is only one of several bidders for the property, which includes the New York Knicks basketball team, New York Rangers hockey team, Madison Square Garden arena and MSG cable network. Other bidders are said to include Nike, John Labatt Ltd. and a partnership of Cablevision Systems and International Telephone and Telegraph Corp.

The deadline for the second round of MSG bids is Aug. 15, with the winning total expected to top \$1 billion.

Just this past May, TCI spent \$200 million on Prime Ticket, a West Coast regional sports network with 4 million cable subscribers. An MSG deal would expand the portfolio of 16 regional sports networks already owned by TCI.

As for owning two professional sports teams, not everyone was ecstatic about the idea. Goldman Sachs analyst Barry Kaplan said he would "just as soon have them buy just MSG [the cable network]." That still could be an



**TCI President/CEO John Malone and Viacom Chairman Sumner Redstone look for mutual solutions.**

outcome if a combined Labatt-TCI bid were to be offered. Labatt, a Canadian-based brewery, already owns the Toronto Blue Jays and could take over ownership of the New York teams following a successful joint bid.

The sale of MSG would help Viacom reduce the almost \$10 billion debt it is carrying following its merger with Paramount Communications Inc. But Viacom won't get any help from a rumored sale of its cable systems in the San Francisco area and Washington state. A TCI official said those talks have ended. Viacom has more than 400,000 customers in each region; a sale could have generated some \$2 billion.

Last week's deal discussions took place against the backdrop of TCI's own merger with affiliate company Liberty Media on Thursday. As part of the rejoining of Liberty and TCI, the new TCI was divided into four operating units:

- Domestic distribution, containing the company's U.S. cable systems and headed by Brendan Clouston;
- Programming, headed by Peter Barton;
- International, headed by Fred Vierra, and
- Technology/Venture Capital, headed by Larry Romrell.

The new structure "provides not only managerial focus but optimal financial flexibility, as the underlying assets of each operating unit will be more visible and, therefore, more efficiently valued," says John Malone, TCI president/chief executive officer. ■

### **FCC has own cable incentive ideas**

The FCC last week rejected the National Cable Television Association's programming incentive plan that would have allowed operators to hike subscriber fees 25 cents a month for each new channel they add.

At the same time, the FCC's Cable Services Bureau advanced its own formula for adding new channels. According to FCC sources, the formula would allow operators to pass through licensing fees, average promotional costs, the so-called channel adjustment factor plus a reasonable profit. The profit margin would be set higher than the currently proposed 7.5%.

The Cable Services Bureau's proposal also would allow operators to move up to four channels from a regulated to an a la carte tier, as long as that migration occurred before this past June 1. The recommendation is in line with NCTA's proposal.

The bureau also proposed allowing cable systems to add a "loosely regulated" tier of new channels that would be exempt from current discounting rules. The channels on the tier also would have to be offered on an a la carte basis. "What is important is not what will make the industry happy, but what will make a playing field where the whole industry wants to play," said an FCC Official last week. ■

Hi. I'm Jon Stewart  
and I have a new show which  
I hope you'll buy. It's already  
sold in 82% of the country.  
Won't you help me take it to 90%?



# New week, new affiliate deals

*NBC talks with potential partners, signs more long-term deals, eyes sale of SJL*

By Geoffrey Foisie

**N**BC President Bob Wright "has been spending a lot of time on this affiliate thing," one company executive says.

The "affiliate thing" is, of course, the industry upheaval set in motion three months ago by Rupert Murdoch that now finds ABC, CBS, NBC and Fox raiding each other's station lineups.

Last week, NBC once again was at the center of the activity. The owner of several of its affiliates, SJL Broadcasting, put four up for sale. SJL's three NBC affiliates are WTVG(TV) Toledo, Ohio, and KSNT(TV) Topeka and KSAS(TV) Wichita-Hutchinson, both Kansas. The fourth station, WJRT (TV) Flint, Mich., is an ABC affiliate in a two-V market where NBC recently lost its affiliate.

Individually the markets might be too small to interest NBC in operating them—they are ranked 60th, 61st, 63rd and 142nd—but collectively they equal the 12th-largest market in the country. Industry executives wonder if NBC might be looking for a partner that would act in the interest of the network, similar to the arrange-

ment Fox has with Savoy and the deal CBS has with Group W.

TV network president Neil Braun said: "I wouldn't exactly say there is a search for a partner. We have been approached by affiliates to be their partner in the acquisition of other stations....They tend to be specific in nature, with the affiliate saying, 'let's go after this market or that market.'"

BROADCASTING & CABLE last week talked to some station groups that NBC likely would think of as partners:

James Babb, chairman, Outlet Communications, whose two affiliate TV stations are both NBC, said: "We have had some basic discussions [with NBC] about opportunities. They have been general conversations, and we don't have anything active going on at the moment."

Pat Servodidio, who heads Multimedia's station group (four of the group's five stations are NBC affiliates), said his company is happy with NBC as a minority (49%) partner in WKYC(TV) Cleveland. Asked if the companies are discussing extending the joint partnership to other markets, he said, "We are looking at all aspects of the business."

ABC also will be interested in the SJL Broadcasting sale but it probably will not buy WJRT, since parent company Capital Cities/ABC already owns *The Oakland Press* in nearby Pontiac. As for finding its own surrogate or partner, that is "something we have talked about," said executive vice president, affiliate relations, George Newi, "but we haven't done any deals nor are any imminent; we don't know that it will be necessary."

The heightened interest in affiliate TV stations may draw other sellers. The two stations managed by Paul Hughes—KUTV(TV) Salt Lake City, an NBC affiliate, and WOKR(TV) Rochester, N.Y., an ABC affiliate in a three-VHF-station market—were being shopped last week.

NBC did manage to avert several threats to its lineup. The network signed LIN Broadcasting to a long-term affiliation deal for the company's four NBC affiliates KXAS(TV) Dallas and KXAN(TV) Austin, both Texas; WAVY(TV) Norfolk, Va., and WOOD(TV) Grand Rapids, Mich. The deal protects NBC against any encroachments by CBS, which lost VHF affiliates in both Dallas and Austin.

In Boston, a three-VHF station market, NBC signed a 10-year affiliation deal with WHDH(TV). It also has put out another potential fire by signing WSMV(TV) Nashville for a six-year deal. The station's general manager, Mike Kettenring, said the compensation increase was not "extraordinary." Several months ago, Fox's interest in the station was pursued by New World, which had negotiated to buy WSMV.

One important feature of these new affiliation agreements, said Braun, is that they guarantee NBC that if the station is sold, the new owner agrees to keep the station as an NBC affiliate for a "term of years."

In Boston, NBC had an advantage—its news product—said Braun: "The NBC News Channel has helped us close more than one station deal. Fox just can't deliver anything approaching the kind of service the newschannel offers, and it will take [Fox Chairman Murdoch] a long time to gear up to that level."

Steve McClellan contributed to this story.

## Comcast, Liberty get QVC

QVC's board of directors has approved the sale of the home shopping company to its two biggest shareholders, Comcast Corp. and Liberty Media Corp., for \$1.42 billion cash.

The final purchase price is \$2 more per share than the original bid of \$44 per share for the 65% of the company not already owned by Comcast and Liberty. Comcast, the nation's third-largest cable system operator, will put up \$267 million and own 57% of the company; Liberty, the programming arm of top multiple system cable operator Tele-Communications Inc., will contribute \$20 million and own 43%. Liberty already owns controlling interest in The Home Shopping Network. If one partner decides to sell its stake after five years, the other partner has the right to buy that stake.

The remaining \$1.13 billion will be provided through debt financing. If QVC cancels the deal, it must pay Comcast and Liberty \$55 million.

The go-ahead from the QVC board last Thursday should bring an end to the speculation that has surrounded the company since QVC Chairman Barry Diller made his unsuccessful run for CBS. Diller has not stated his plans under a Comcast/Liberty-owned QVC, although he has said that he has no interest in working for someone else's company. Diller stands to receive a package valued at about \$95 million if he decides to remain with the company through the end of the year.

—RB



Brian Roberts's bid for QVC approved

But, please. Don't do it  
for me. Do it for little  
Billy here and all the other  
kids at the Boys Club where I  
donate all my earnings.



# Satellites on a roll

*SBCA celebrates in Orlando; DIRECTV's first 20,000*

By Don West

**T**he home satellite industry was in a celebratory mood last week. Sales of C-band dishes are twice those of 1993, running at the rate of 45,000-60,000 a month. DBS is in rollout, with DIRECTV having sold close to 20,000 units since its introduction this summer. Its second satellite was launched successfully from Cape Canaveral last Wednesday.

(Among the prime movers in C-band: the fact that many prospective buyers come to dealers looking for DBS dishes and, failing to find them, settle for the larger models. Another: the NFL's C-band package on Sundays that offers up to eight NFL games for \$99.)

The Satellite Broadcasting & Communications Association was ecstatic. Attendance at its annual convention in Orlando was approaching 8,000, up

from 3,500 last year. Its exhibit hall looked like a miniature NAB and NATPE rolled into one, with programming and technical exhibits side by side.

At the opening session, a panel featuring cable, broadcast and satellite leaders agreed that all would share a competitive playing field in just a few years. Concluded SBCA President Chuck Hewitt: "Wire and wireless will coexist, doing what each does best. There's nothing better for the business than competition." And, he said, "We want to relieve cable of regulation by creating that effective competition."

Referring to a debate with CATA's Steve Ephros at the Eastern Cable Show, Hewitt said that "a lot of people are in satellite denial." (Ephros, taking a "buyer beware" position, had warned against such DBS weaknesses

as rain attenuation, costs higher than anticipated and the lack of local broadcast signals.) "He picked on little quirks that don't bother the public; all media have pluses or minuses."

The other opening panelists: Decker Anstrom of NCTA and Preston Padden of Fox joined Hewitt in supporting the House and Senate efforts to fashion an information highway bill, with particular attention to avoiding cross-subsidization by telephone companies. "We can't compete against a company that gets its financing free," Hewitt said. Padden voiced concern that the broadcasting industry, with 40 years of regulatory burden, would be left behind while Congress streamlined its competition. He also said the electronic communications industries should work together to get the "big ugly foot" of government out of the program regulation business.

Anstrom said it was "a bad idea to use the government to tie down your competition. It boomerangs. We are on the cusp of an extraordinarily exciting world. To invite the government in is dangerous for us all." ■

## Seismic shift at New World

New World Communications Group saw the heads of two of its programming and distribution subsidiaries resign last week—moves that company insiders attribute to greater control exerted by top New World executives, among them recently appointed New World Entertainment Chairman Brandon Tartikoff and New World Entertainment Chief Executive James McNamara.

New World Television Programming President Barbara Corday resigned after only 10 months. Meanwhile, Genesis Entertainment founder and chief executive Gary Gannaway exited the company he built into one of the largest independent syndicators before its recent sale to New World.

Corday said that her departure would allow Tartikoff to pursue his own creative agenda at the company. "There can be only one creative vision in the company, and now Brandon has the opportunity to make it his," said Corday. "The whole thrust of this company is going to be different from what it was going to be before. There will be a lot more series, and it will become more of a mainstream TV production company."

Tartikoff announced last week that he would produce his first two-hour telefilm for New World since joining the company in June. Based on Anne Tyler's *The Clock*



*New World Television's Barbara Corday and Genesis's Gary Gannaway exited the company last week.*

*Winder*, the project for CBS tells the tale of a recently widowed woman's relationship with a woman hired to do handiwork around her home.

The project will mark the directorial debut of actress Sally Field and will begin production in early 1995.

There was no word on a replacement for Corday at NWTP. For the time being, NWTP executives will report directly to Tartikoff through NWTP President of Creative Affairs Brian Frons, instead of

through Corday. "People already went directly to Brandon," said Corday.

NWTP is a major supplier of telefilms, series and soap operas. The division also has begun producing series, such as the recently launched late-night soap *Valley of the Dolls*, for its own New World station group and eventual syndication.

As for Genesis, Gannaway was not available for comment, but a source said that he had difficulty reporting to McNamara on Genesis matters after running the company for so many years. He pocketed about \$20 million from the sale of the company and is negotiating a settlement of the three-year management contract he signed with New World last year. He was reported Friday to be on an airplane bound for Maui, Hawaii.

—DT

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**Stewart**  
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# Justice clears cable route for BellSouth

*Telco required to separate television, telephone services*

By Mark Berniker

**T**he Justice Department has cleared the way for BellSouth to begin offering cable television service outside its home region. The telephone company then can join other regional Bell operating companies in the cable business.

But before that can happen, the department's Antitrust Division says, BellSouth must restructure its minority investment deal in Prime Cable so the telco does not acquire cable television properties in areas where it also offers telephony services.

With that restructuring, FCC clearance and the approval of U.S. District Court of Appeals Judge Harold Greene, who presided over the breakup of AT&T, BellSouth will be able to own and operate Prime Cable systems in Las Vegas, Chicago, Houston and Anchorage.

However, the Justice Department says, Prime Cable must drop its cable systems in Atlanta and Hickory, N.C., because those markets are within BellSouth's telephone service operating area.

"The only problem anyone had

with this deal was with the system in Hickory, N.C.," says Tim Klein, spokesman for BellSouth. There is an overlap of 10,000 homes where BellSouth offers telephone service and Prime delivers cable, Klein says.

Pending final approval, US West will take over Prime's cable system in Atlanta as part of its recent \$1.2 billion acquisition of the Wometco and Georgia Cable Television systems. Each telco venture into cable is handled on a case-by-case basis, with the Justice Department examining antitrust questions. Southwestern Bell has bought the cable system in Montgomery County, Md., and Bell Atlantic owns one in New Jersey.

The BellSouth-Prime restructuring should pave the way for Greene to approve a waiver of the AT&T consent decree so that the Southern telco can begin offering cable television in areas outside those where it offers telephone services, Klein says. Greene could make a ruling within a month, he adds.

"With this restructuring, [the Justice Department] will not oppose a waiver of the 1982 AT&T decree.

BellSouth would need a waiver of the decree because the cable systems have facilities used for long-distance telecommunications," according to a Justice Department press release issued last Thursday. Those facilities are the satellites that transmit programming across telephone operating regions. Without the restructuring, BellSouth's deal with Prime Cable "could have inhibited the development of competition between the two companies," the department says.

Following Greene's ruling, the FCC will make a crossownership ruling for the telephone and cable systems that BellSouth owns. Klein expects the FCC to sign off on the waiver so that the BellSouth-Prime contract can be consummated before the end of the year.

Last October, BellSouth said it would acquire 22.5% of Prime Cable's parent company, Prime Management, Austin, Tex. Prime Management serves more than 500,000 customers in systems scattered around the country. BellSouth agreed to provide up to \$250 million of debt financing for a \$450 million recapitalization of Prime's Community Cable Television of Las Vegas, the 14th-largest cable system in the U.S.

When all is said and done, BellSouth's investment in Prime will be "less than \$300 million," sources close to the deal say. ■

## Telcos approach locals on video dialtone

In an attempt to quell local opposition to their video dialtone applications, several telephone companies are signaling municipalities that they are willing to negotiate fees and other obligations traditionally covered by cable franchise agreements.

Bell Atlantic, Pacific Bell, US West and Ameritech are in early stages of talks with municipalities, officials from the companies said last week. Video dialtone is not subject to local regulation, and several communities have filed petitions with the FCC urging it to subject the telcos to local franchise agreements.

While municipalities are encouraging competition with their local cable systems, they are concerned that video dialtone platforms will reduce local revenues from franchise fees. Municipalities charge cable system franchise fees that range from 3%-5% and can add millions of dollars to local coffers.

The telcos' goal is to convince municipalities that they can get the same benefits they now receive from cable companies without franchise agreements. They also

want to avoid a court fight on the issue.

Bell Atlantic's goal is to minimize regulatory and legal entrapments and get video dialtone services to market as soon as possible, says Ed Young, the telco's vice president for external affairs.

Young says local governments will not lose money from the introduction of video dialtone because of increased property taxes and other regulatory fees that telcos must pay as common carriers. If a local government analyzes the telco taxes and fees and still shows a loss caused by the introduction of video dialtone, Bell Atlantic will consider making up the difference, Young says.

Bell Atlantic has made presentations to local officials in Montgomery County, Md., where it hopes to build a video dialtone platform. At least two officials who are familiar with Bell Atlantic's overture say it is far too early to draw any conclusions. "There is nothing really to get excited about," says Bob Hunicutt, the county's executive staff specialist.

—CSS

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# Hundt's social compact: 'It scares the hell out of me'

*Industry worries that proposal will lead to more regulation*

By Kim McAvoy

**B**roadcasters do not share FCC Chairman Reed Hundt's enthusiasm for redefining their "social compact" with the public. They fear it will lead to more content regulation and slow down reconsideration of broadcast ownership regulations.

"It's worrisome," says Jim Hedlund, president of the National Association of Independent Television Stations. Broadcasters don't know what the chairman has in mind or "how far he'll go," he says. They fear the government will get into the business of "dictating programing."

The National Association of Broadcasters, says its president, Eddie Fritts, "would be concerned if their aim is to turn back the clock to the 1970s as we approach the next millennium."

"Broadcasters have more than adequately fulfilled their duty as public trustees," Fritts says. "It's evident in every newscast, every PSA, every emergency announcement and even in routine broadcasts on school closings. The service U.S. broadcasters provide is unequalled in the world."

In an interview with *BROADCASTING & CABLE* (Aug. 1), Hundt said: "The time has come to reexamine, redefine, restate and renew the social compact between the public and the broadcasting industry."

The chairman plans to make this reexamination part of any FCC action on broadcast issues such as HDTV, children's TV, multiple ownership, and minority ownership and employment.

In general, broadcasters reacted with alarm to Hundt's proposal. "It's



troubling," says one broadcaster. And from a TV operator: "It scares the hell out of me."

Hundt emphasizes that broadcasters will not hear an edict on this subject from the FCC: "What you are going to hear is a very serious, forceful request that broadcasters come to us with some thoughts and suggestions."

But broadcasters fear the chairman already has made up his mind. "I believe he wants to bring about social change," says Nicholas Trigony, president of Cox Broadcasting, who feels that broadcasters will see "a lot of regulation" out of the Hundt FCC. "He's very serious."

Hundt's broadcast agenda, thus far, calls for increased minority employment and ownership, an increase in educational programing for children and a decrease in violent TV programing.

The chairman also has promised to review the FCC's broadcast ownership restrictions. Broadcasters say that will be the "quid pro quo." In return for relaxation of the ownership rules, "he wants us to go along with his agenda," says one broadcaster.

"We're not sure what needs to be redefined, but we're glad to discuss it," says Gary Chapman of LIN Television. Broadcasters such as Chapman also fear that Hundt's quest to redefine their public interest obligations will slow down agency action on the ownership rules. "We're waiting and waiting," says Chapman. "As we wait, the world's not waiting and we're tied to outdated rules and regulations."

If the quid pro quo is broadcast ownership, the industry may find itself sharply divided on how to proceed. The large TV and radio groups and networks are pushing for changes in the ownership rules. But the small radio and TV group operators are not eager to see such a relaxation. "The entire industry is being asked to pay a price. They may not want to," says one broadcaster. ■

## IVDS play draws stern warning from FCC

The FCC was up in arms last week over the possibility that its interactive video data service auction process might be compromised by one bidder encouraging others to ask for waivers. At week's end, the FCC issued a stern reminder that Monday (Aug. 8) is the deadline for winning bidders to make their initial deposits, and that any deviation from the FCC's processes would end in default.

Last week, the largest IVDS bidder, Commercial Realty St. Pete, based in St. Petersburg, Fla., sent faxes to other auction winners urging them to ask the FCC for waivers to delay down payments on auction bids due Aug. 8.

But the FCC wasn't having any. "The commission has not and does not intend to change its deadline. Bidders not submitting their full down payment by the required deadline will be considered to be in default and the licenses will be reaucted," according to an FCC press release.

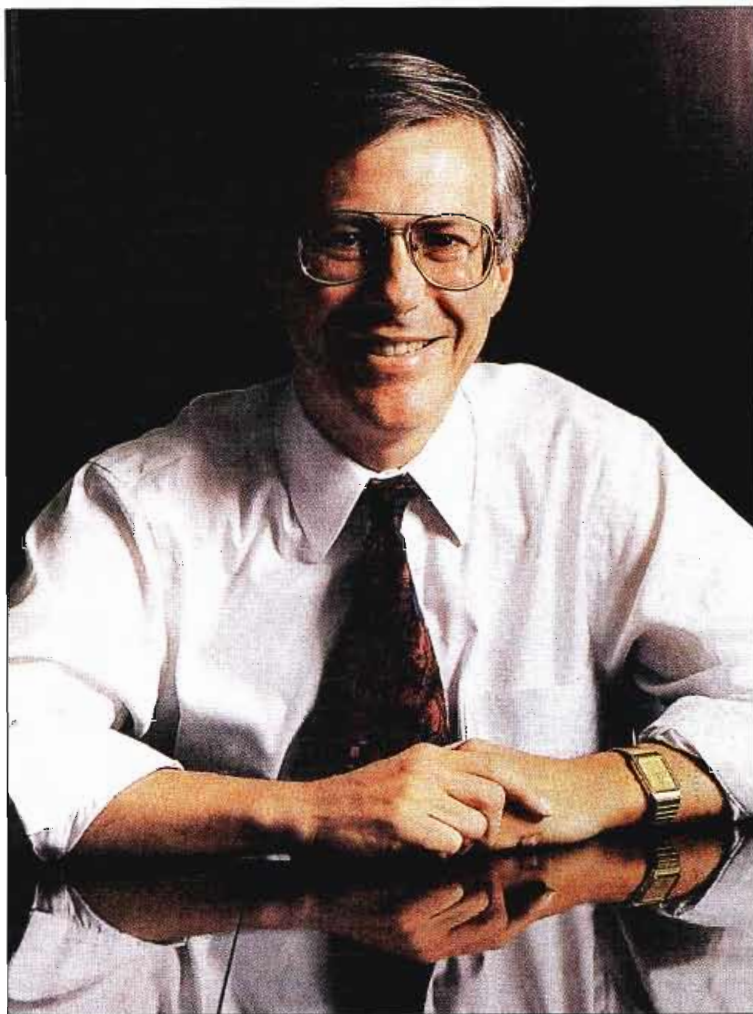
Bob McNamara, chief of the special services division of the FCC's Private Radio Bureau, said any company that does not make its down payment on its IVDS auction bids risks losing its license and potentially could be brought up on "federal criminal action for market manipulation." The FCC is consulting with the Department of Justice and the Federal Trade Commission "to alert them of these potential violations," the statement said.

Several sources close to IVDS auctions said they questioned whether Commercial Realty would come up with the money by Monday night. However, a spokesman for the company said late Friday, "it definitely has the capability of coming up with the money and has every intention of submitting the payment on Monday." The down payment will be for more than \$3 million for 20 IVDS licenses on which it bid in excess of \$40 million.

According to a commission source, last Friday Commercial Realty Chief Operating Officer James Hartley sent a letter to the FCC apologizing for the incident and that he was no longer retaining the services of William Franklin, a lawyer who prepared the waiver fax. "I look forward to staking my claim on Monday [Aug. 8]," Hartley's letter said.

—MB, KM

**R**edecorating is not one of my priorities," says National Cable Television Association President Decker Anstrom, commenting on the bare walls and shelves of his outer office. But just about everything else is, it seems. NCTA is trying to advance an ambitious policy agenda that includes mitigating the impact of the FCC's tough cable regulations, opening the telephone business to cable, restraining telephone's entry into cable and even, eventually, amending the 1992 Cable Act, the source of all cable's troubles. But before cable can achieve the policy goals, it must repair the damage caused by its losing battle against the Cable Act and restore NCTA's "political standing and credibility," says Anstrom in this interview prior to NCTA's board meeting in Denver this Wednesday (Aug. 10). And that means a new cable industry—one that complies with FCC regulations in good faith, provides good customer service, chooses cooperation over opposition and tells its own story.



# Starting Over

**One of your goals when you took over NCTA last year was to rehabilitate the cable industry's tarnished reputation in Washington. How's it going?**

There have been a couple of turning points in the last six months or so in terms of the industry regaining some of its political standing and credibility in the city. The first important step was the industry's interest in working with the congressional leadership on the telecommunications bill.

The industry learned an old lesson that it's important for all of us to keep in mind: There are no permanent enemies in Washington unless you want to make a permanent enemy. We had a disagreement about the Cable Act with [House Telecommunications Subcommittee Chairman] Ed Markey and [Commerce Committee Chairman] Fritz Hollings; now, we are working closely with them on the telecommunications legislation. As you know, alliances change, relationships change.

[FCC Chairman Reed] Hundt's speech at the convention was another big turning point. The person with the principal responsibility for implementing the Cable Act said, "I've done my job in terms of

what I believe I was required to do by the statute, and let's move on now." The chairman was very gracious as well recently, when he talked about the industry's good-faith efforts to comply with the rate regulations when they released the survey of what's happened since the Round Two regulations went into effect.

**What do you want from the FCC?**

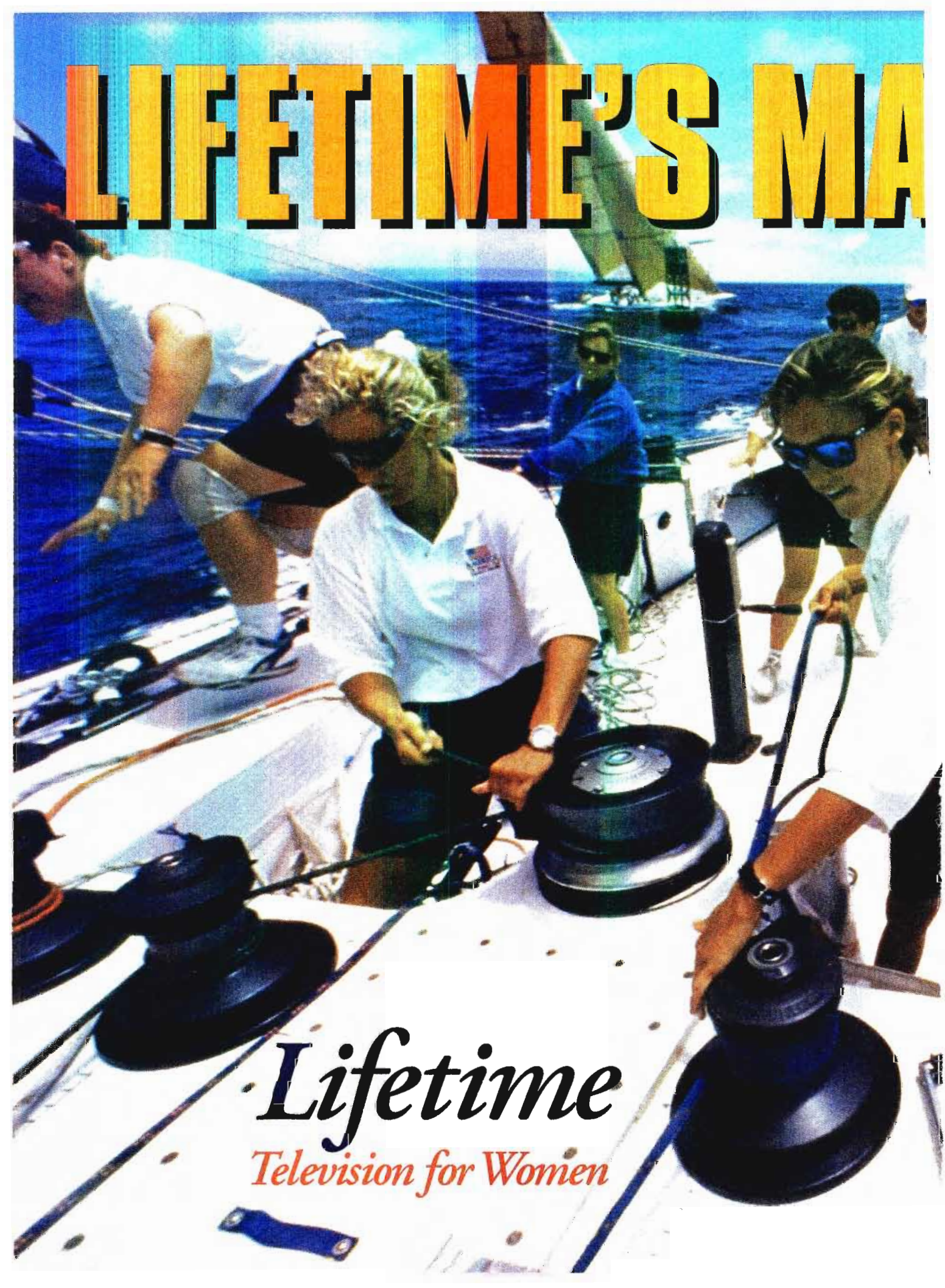
We've been engaged in a discussion with the commission for the past several weeks on the broad question of how we establish incentives that encourage operators to invest in new programming, in existing programming, and that also create sufficient incentives for operators to rebuild their physical infrastructure.

The hard part is finding a set of proposals that genuinely provide incentives, but also meet the public policy requirements the commission has to be sensitive to, which is to make sure that rates remain reasonable.

**Is there a consensus within the industry on programming incentives?**

The programmers and operators agree

COVER STORY

A vibrant photograph of a group of women on a sailboat. In the foreground, a woman with blonde hair, wearing a white polo shirt and dark shorts, is focused on pulling a rope through a large black pulley. To her right, another woman with blonde hair and sunglasses is also working with a rope and pulley. In the background, other women are visible on the deck, and the blue ocean and a distant sailboat are under a clear sky. The overall scene conveys a sense of teamwork and outdoor adventure.

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*The Women's Team*

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generally about what we want, and I think we've been reasonably clear about that in terms of our official filings at the commission. We think that there are two fundamental objectives.

First, you need to create clear incentives for cable operators to add networks to regulated tiers. That's important for programmers who would like to be on a regulated tier and be broadly distributed, particularly as that affects their ability to get advertising income.

And we've made a proposal: Allow operators to raise their retail price by the sum of the license fees plus 25 cents. The annual increase that a cable operator could take in using that incentive would be capped at some amount, probably \$1.50.

#### **What kind of reception are you getting at the FCC?**

The commission is raising questions about it—as it should. I don't think they've reached any conclusion on that yet. My impression is the commission wants to make sure that that's supported by the facts and that they don't inadvertently create some other incentives for operators to do things they wouldn't otherwise do.

#### **How close will this take you to being whole again after the 17% rate cut?**

Well, there are three legs to the stool. The first leg is to create incentives to add programming. The second is to get clearer guidelines on a la carte program offerings and discounting. At the moment the commission has 15 criteria it says it will look at and judge on a case-by-case basis whether an a la carte offering is allowable or not. We think there need to be some clear safe harbors established so that there's some predictability and certainty. We would like the FCC to specify how many channels can be migrated from a regulated to an a la carte basis. That's an issue of some dispute, as you know, between operators and programmers. And we think there probably needs to be a discount policy—a safe harbor with respect to what an appropriate discount is. If you are offering a group of a la carte channels, but also offer them as a package at some discounted price, what's an allowable discount rate?

#### **What's the third leg of this stool?**

The third leg is the incentives in place when an operator rebuilds its plant. The question then becomes, if an operator is engaged in a rebuild of its plant, and incurs incremental capital spending, what portion, if any, of that increased cost can be allocated in the form of higher prices for regulated services as opposed to allocated in the form of having to raise it all through new unregulated services?

And we're interested in finding some streamlined ways to do this so that every time an operator wants to rebuild as part of the information superhighway, it doesn't have to go through a cost-of-service proceeding at the FCC. I don't think the commission wants that, and certainly we don't want that.

#### **At the time of the FCC's rate cut, the 17% rate cut, it was widely felt that cable's economic posture was in disarray and the industry had been set back decidedly. How do you feel about it now?**

There's no question that the cumulative effect of the first and second rounds of rate cuts has had a serious impact on

the industry. Again, you can see that by the fact that the programming marketplace is frozen.

Secondly, there are any number of companies still restructuring and refinancing what is more than \$40 billion of debt that this industry has. Of all the media industries, we are the most capital-intensive, given the fact that we build our own spectrum. And there is, you know, an enormous amount of restructuring and refinancing still going on.

Thirdly, I think that there are many cable companies operating today that are finding it very difficult to raise capital in the wake of reregulation. Ironically, those same companies are finding it easier to raise capital for international ventures.

There's always been some disproportionate impact. The few large cable MSOs that may also have diversified sources of revenue have certainly been better able to withstand the impact of the rate regulations, but you have only to look at some of the quarterly earnings statements coming out of the publicly traded companies after the second quarter to see that companies like Time Warner and Comcast have been affected by rate regulation.

Having said all that, we've always contended that at least our large and mid-sized companies are still very well positioned. If the commission, in the wake of the rate cuts, can create the kinds of incentives we've just been talking about, this industry with an incremental expenditure of \$20 billion-\$30 billion is going to be very well positioned to be the broadband provider on whatever the information highway is going to be.

#### **You've been among the few consistently optimistic about passage this year of the so-called information superhighway bill. Why is cable pushing so hard for it?**

We understand that the telephone companies are going to enter the television business, and the question is not if, but when, and under what terms and conditions. And we think the House and Senate bills address that in a fair way. No one wants competition, but we understand it's coming, and part of the process we've tried to be involved in is to understand that and to be constructive in terms of how that's going to happen.

But the second part of this is, we want a chance to compete in telephony. Today, 44 states have statutes or regulations that prohibit competition to the local phone company. And it's vitally important that those barriers be eliminated. There needs to be clear statutory direction on the key issues of interconnection and tariffing and other things so that competitors have a chance to compete with the phone company.

#### **What makes cable think that it can do well in the telephone business? The competition will be a quasi-monopoly, if not an actual monopoly, of a hundred years standing.**

A couple of things lead us to be optimistic about our ability to compete. First, we think we have a great architectural platform in place in terms of coax fiber network, which we think is more flexible and cost-effective in the telephone companies' network, to compete in telephony and related services.

Secondly, our companies have proven that they're quite agile and entrepreneurial in terms of their approach. They'll seek out opportunities and move more quickly than the phone companies. And one thing we know about con-

sumers is that they want choice. And if we can come in and provide a reliable, cost-competitive choice, we think some people will want that choice.

**Let's look at the other side of the coin. What about the telcos coming into cable? Can they get into your business as easily as you think you can get into theirs?**

There's no question that we think they're going to be formidable competitors. Obviously, they have some advan-

simply a bunch of distributors with the same product, then what you'd want to do is come back and revisit establishing the principle of exclusivity.

If we end up with a world with two broadband pipelines and some high-powered [direct broadcast] satellites and over-the-air broadcasters and they're all delivering essentially the same product, it's not clear to me, other than some price competition, what the American public has gained.

And probably related to that is the question of the First

*"If we end up with a world with two broadband pipelines and some high-powered [direct broadcast] satellites and over-the-air broadcasters and they're all delivering essentially the same product, it's not clear to me, other than some price competition, what the American public has gained."*



tages, particularly of size and access to capital markets, and in technology, where they've clearly been leaders in many areas. We would expect that as they build out their plant they'll begin to take customers away from cable companies. No question.

How serious they'll be, and in which markets, remains to be proved. We think, obviously, being first has advantages. We think we probably understand more about the television business, although they're showing an ability to buy and acquire that expertise over time.

**How does it all end, in 20 years?**

Don't hold me to 20 years. Let's talk maybe 5 to 10 years. I think you will see, in major markets, two wires. And in many of those communities, that wire will be owned by companies that we think of today as cable companies, whether it's Time Warner or Comcast or Cox. In some cases there may be some joint ventures, in which those companies have partnered with the telephone company from another region.

**How will you distinguish these two in time? They both have the same programming. They're both doing cable and telephony.**

Well, you've hit an important point. Over time, they won't have the same programming. As competition emerges, we would hope Congress would revisit this whole program access issue. We're not, as you know, seeking amendments to the Cable Act now, and don't intend to. But if you really want to have this competition be something more than

Amendment. It's going to be very important that each of these distributors also has clear First Amendment rights. That's a world that you can begin to get pretty excited about, in which you have multiple distributors with strong First Amendment rights and clear rights to exclusivity. It will be more than price competition; it's a competition of ideas and content and programming.

**Under the Cable Act, cable companies are deregulated when multichannel competition reaches 50% of the homes in a community. Is that when real competition begins?**

We're concerned about the effective 50/15 competition test. We're concerned that if we don't get some regulatory relief prior to that time, the quality and nature of our business may not be very strong. When a competitor enters a market, I suspect long before you lose 15% of your customers, you've begun to adapt in terms of offering better product, lower prices, better service.

**Are you preparing to ask Congress to revise the test?**

No. I want to be clear here. We're not seeking legislation right now. We would hope over time, as it becomes clear that competition isn't something that just may happen but is happening, that that test might be looked at. It needs to be looked at.

**Maybe next year?**

I wouldn't want to hold to a specific time. I think this

industry has important things to do before that, and that's why we've really been working hard to rebuild our relationships with the political process and to do some things in terms of responding to the lessons we learned from the loss we took in 1992.

And our focus is not worrying about that right now, but is, first of all, completing the process of complying with the FCC rules. That's been the most important step in this industry's political rehabilitation. And again, I think we've made real progress on that.

Second, we need to get this comprehensive telecommunications bill enacted. That provides us with an opportunity to compete in new lines of business. Third, we need to develop a real zeal in this industry for public affairs. We learned a lesson that if we don't tell our own story, other people are going to tell it for us.

We need to build new relationships and partnerships. This industry learned you can't go it alone. It's very painful to learn that lesson. And a large part of what I have been trying to do in this first six or seven months is to reach out and build relationships with broadcasters, consumer groups, the educational community, the computer industry and others.

And finally, we need to make peace with politicians, and I think that we've made some progress.

#### **How is must-carry going to come out?**

We're discouraged by the Supreme Court decision. We had hoped that the Supreme Court would reach a clear decision about cable's First Amendment rights, and it's clear, if anything's clear, that the Supreme Court didn't reach a succinct decision on cable's First Amendment rights.

And we're also concerned particularly for cable program networks. We would hope that in the wake of a positive must-carry decision they would have an opportunity to reestablish some of their carriage, which they will have lost as a result of must carry's being implemented.

We're looking at at least a year [long] process for the District Court to sort through the issues that the Supreme Court has asked them to look at and to reach a conclusion. And regardless of who wins at the district court, it's clear that will be appealed at the Supreme Court. So I think we've got a period of time here.

#### **How do you feel about the video dialtone proceeding of the FCC on that? How do you hope that will come out?**

We're very concerned about video dialtone and what's happening at the commission. We think the FCC made a major mistake when it granted Bell Atlantic's application for New Jersey, because the commission has yet to put in clear rules that indicate how the cost of that plan is going to be allocated between telephone repairs and their video business. In the absence of those rules, it's abundantly clear that what the telephone industry would like to do is to load up all the costs of this new video plant onto the telephone rate base and to thereby build a video delivery system that underprices any other competitor in the marketplace.

More fundamentally, the whole question of video dialtone right now really needs to be reexamined. It's a piecemeal approach to the broader question. The broader question is a competitive telecommunications marketplace in

which telephone companies can enter the television business, and cable and others can enter the telephone business.

#### **When you assumed the NCTA presidency last January, you announced a strategic review of the association. What's the status of that effort?**

The principal objective of this strategic review is to carefully look at NCTA's mission and all of its programs and activities to determine [if we are] positioned to handle these kinds of new challenges that we're wrestling with. And we're looking at everything; we're looking at how we're organized, how we're staffed, what our principal priorities should be, who our members should be. Everything.

We really sort of made one specific decision already, growing out of an early stage of the review, which was to move ahead and create this new office for small-system operators—a clear acknowledgement that we wanted small-system operators to feel that they had a home at NCTA.

The second thing we're moving on is to address some of the program network concerns with NCTA. If we can come up with other things we think need to be done now, we're not going to wait until the strategic review is completed next February. The only other thing I would say is that there's been a clear consensus that NCTA's principal role should continue to be to carry out public policy and public affairs-related functions of the industry.

#### **Aside from TV violence, what programing issues do you plan to tackle?**

We plan to focus more on many of the First Amendment issues of program networks and some of the intellectual property right questions. We may also look at some of the international trade policy and programing content limits as they affect networks. These are all issues that our program networks are saying to us: We want a clear focal point and representation from the existing association.

#### **Will we see an office of program policies?**

We'll have some things to say shortly. I don't want to get out in front of myself.

#### **Another of your goals is to improve the industry's PR. How do you plan to attain it?**

We're trying to develop a zeal for public affairs in this industry. And what that really means is, we need to change the culture and behavior of the industry. This is not going to be about an advertising campaign; this is about how we change our behavior.

What we want to do, first of all, is find a consistent way of communicating at the federal, state and local levels the simple message that this industry is going to be a leader in not only television but telecommunications.

Second, in order to have some credibility in that, we're going to have to look very thoroughly, as an industry, at stepping up our commitment to customer service. We're looking at ways of stepping up the industrywide commitment on customer service that builds ourselves a platform of credibility to talk about being a leader. And the third thing we want to do is to help people understand the important role we can play in improving education and to make that another focal point for this industry. ■

## United/Paramount pitches sitcoms

*'Pig Sty' and 'Platypus Man' are among shows said to be in development*

By David Tobenkin

**W**hile *Star Trek: Voyager* was the first, and so far only, show announced for the new United/Paramount Network, BROADCASTING & CABLE has learned of several shows that have been pitched to advertisers.

Sources confirm that *Pig Sty*, a half-hour sitcom produced and written by *Cheers* writer-producers Rob Long and Dan Staley, has been given a green light. The show features five

twentysomething guys coping with life in a Manhattan apartment.

Another show in development and considered likely to receive a green light is *Platypus Man*, a half-hour featuring stand-up comic Richard Jeni as the host of a cable TV show. *Golden Girls* executive producers Mort Nathan and Barry Fanaro are executive producers of the show, which originally was developed for Fox.

The United/Paramount Network will launch in January with two nights

of programing (two hours each night). A Paramount spokesman refused to discuss which shows are in development, adding that Paramount will not release its programing schedule until September.

Several sources say Paramount officials have told them *Voyager* will premiere Mondays at 8 p.m., followed by *Pig Sty* and *Platypus*. One source confirms the lineup, but with *Platypus* at 9 p.m., preceding *Pig Sty*. Other sources say the schedule remains flexible. ■

## Goodson takes chance on state lotteries

*Produces Illinois TV lottery; negotiates for other states*

By David Tobenkin

**I**t's been four years in the making, but Mark Goodson Productions Chief Executive Jonathan Goodson finally is seeing the first fruits of his plans to revolutionize televised state lottery programs the way his father revolutionized the game show world.

On July 9, Tribune superstation WGN-TV Chicago quietly replaced its staid Illinois Lottery show with a slick program produced by Goodson featuring high-tech graphics and a former MTV veejay as host. Goodson says he is in final negotiations with five of the 36 other states that have state lotteries to produce shows for them.

"Thirty-six other states have televised state lotteries and thirty-six need improved shows," says Goodson. "Lotteries are being challenged left and right by Indian gambling, river gambling and, in an increasing number of states, legalized gambling. It makes sense for them to do anything they can to get more attention."

Although Goodson announced two weeks ago that the company likely would be sold to pay estate taxes (BROADCASTING & CABLE, Aug. 1), the lottery division will not be sold as part



of that deal. "[Mark Goodson Productions'] value is from the old formulas and the things my dad did. This division is my baby," says Goodson.

Rather than serve as an end in itself, some analysts say that the lottery business will allow Goodson to posi-

tion himself to take advantage of the confluence of gambling and interactive television. "This is ground floor for Jonathan," says Bishop Cheen, an analyst at Carmel, Calif.-based consulting firm Paul Kagan Associates Inc. "There is a national, televised lottery that you can be sure is coming. And interactive television of the future will clearly feature games of chance. Doing this, [along with] Jonathan's experience in designing game

shows and interactive game shows, will make him uniquely qualified to take advantage of that."

At WGN-TV, there has been some ratings impact since the revamp of *Illinois Instant Riches*, with the program rising from a 5 rating and a 9

### Multimedia goes international

Multimedia has formed an international programing unit, Multimedia Enterprises, to produce and invest in programing for the international marketplace. The unit will be headed by Ethan Podell, VP, international development. Podell was among the founders of Orbis Communications and worked for HBO and CBS Cable. Multimedia also announced that *The Vanessa Feliz Show*, a talk show co-production of Multimedia and Anglia Television, will begin airing on England's ITV Network in September, following its successful test run on the network.

—JE

share in 6:30 p.m. access on Saturdays during the May sweeps, to a 5 rating and a 13 share through July 30. That may underrepresent greater growth because of low HUT levels during summer. But even if the show simply maintains its current ratings, it will have succeeded, says Jeff Perlee, general counsel of the Illinois Lottery.

"This is a weekly showcase for the lottery, and a more exciting game show...means that more people want to buy tickets to get on the show," says Perlee.

Goodson is tight-lipped on the economics of the 30-minute show. He receives a \$5,000-per-show license fee from the Illinois Lottery as well as 1-1/2 minutes of national ad time. Stations airing the show receive 4-1/2 minutes and the lottery 30 seconds. Goodson says the show has other revenue flows, but he declined to elaborate.

The revised version of the show also makes it an easier sell to advertisers, says Rick Pack, president of Woodland Hills, Calif.-based Action

**"Just the production values make it more advertiser-friendly, more of a game show and less a gambling show with balls coming out of a tube."**

**Rick Pack, president, Action Media**

Media, which is handling national sales for the show. "Just the production values make it more advertiser-friendly, more of a game show and less a gambling show with balls coming out of a tube."

Getting the rights to revamp *Riches* was a major accomplishment, given the political realities of state lottery programs, says Goodson. "It's a frustrating and time-consuming business that is subject to the politics in each jurisdiction," says Goodson, adding that it took two years to get approval in Illinois. And Illinois may have been an unusually easy state, since regulations concerning contracts for artistic matters allowed the state to approach MGP directly rather than put the production contract out to bid.

Lotteries must allow all participants an equal chance of winning, and the other major challenge has been making the show's games of pure luck interesting to viewers, says Goodson.

He has responded by adding action-filled games that keep uncertainty high. *Instant Riches* features four games, with plans to add two more each year. One is "Force Field," a game in which a magnet suspended from a pendulum 15 feet in the air hangs over a round table divided into 10 pie segments, each of which has its own magnet. "The pendulum swings around, and you never know [which] it will choose," says Goodson. "It seems to choose one and then moves to another. Whatever it ends up on is how much you win."

Goodson says that rather than using a cookie-cutter approach of one format for many states, the programs must reflect the dynamics of the games and states to which they are attached. In Illinois, where the show promotes a scratch-and-win game, the set features an art deco stage that mirrors the look of the tickets consumers buy. ■

## SYNDICATION MARKETPLACE

### Babylon gets Boxleitner

Actor Bruce Boxleitner has been signed to head the cast of Warner Bros. Domestic Television Distribution's *Babylon 5* when the science fiction action hour returns for its second season on Oct. 31. He will star as newcomer Capt. John Sheridan, a war hero turned diplomat at the helm of the Earth Alliance space station. Boxleitner is known for his series role in *Scarecrow and Mrs. King* and many miniseries and telefilms.

### 'Pigasso's Place'

Kushner-Locke Co. will syndicate a new first-run live-action and computer-animated children's series, *Pigasso's Place*, in September. The weekly half-hour show has been cleared in 65% of the U.S., including 16 of the top 20 markets. Top market clearances include WABC-TV New York, KABC-TV Los Angeles and WLS-TV Chicago. The series revolves around a pig and a wolf who work in a magical curio shop where anything can happen. The

show is being produced by M3D Films Inc. in association with Westcom Entertainment.

### Chart buster

For the third week in a row, Warner Bros. Domestic Television Distribution's *Jenny Jones* syndicated talk show has bested its top national ratings record. For the week of July 18, the show garnered a 3.8 national household rating, up from 3.5 on July 11 and 3.4 on July 4.

### Plumbers helpers

Warner Bros. Domestic Television Distribution's new syndicated *Extra—The Entertainment Magazine* is adding 25-year-old twins David and Jimmy Schuelke as offbeat reporters. The pair are plumbing contractors from Los Angeles's San Fernando Valley who were featured in a series of Jeep commercials that debuted during the Olympics. The pair also are featured in other commercial work and an upcoming independent film and have a sitcom development deal with HBO Independent Productions.

### Justice prevails

Genesis Entertainment's new reality strip *Juvenile Justice* earned a 3.1 rating and a 7 share in its July 25-29 debut week on KCAL-TV Los Angeles at 5:30-6 p.m. That was up from previous time period programming of *Who's the Boss?* (2.0/4) and from the 4 share lead-in of *Rescue 911*. The show will wrap its two-week test on the station this week and also will test in other markets with an eye toward possible syndication if results are strong.

### Cluster clears

Claster Television's new first-run, animated weekly series has been cleared in 85% of the country, including 47 of the top 50 markets. Among the stations carrying the show, which is based on an Electronic Arts home video game, are WWOR-TV New York, KCOP-TV Los Angeles, WPWR-TV Chicago, WPHL-TV Philadelphia and KBHK-TV San Francisco. Way North Productions will produce 13 half-hours of the show.

—DT

# S T A T I O N S

CHAN, Vancouver  
 CHEK, Vancouver  
 KASA, Albuquerque  
 KBHK, San Francisco  
 KCBS, Los Angeles  
 KCCI, Des Moines  
 KCNC, Denver  
 KDKA, Pittsburgh  
 KFMB, San Diego  
 KFVE, Honolulu  
 KGW, Portland  
 KHNL, Honolulu  
 KING, Seattle  
 KJRH, Tulsa  
 KMBC, Kansas City  
 KMOL, San Antonio  
 KMOV, St. Louis  
 KMSB, Tucson  
 KMSP, Minneapolis  
 KNBC, Los Angeles  
 KNXV, Phoenix  
 KOLO, Reno  
 KPHO, Phoenix  
 KPIX, San Francisco  
 KPLR, St. Louis  
 KPRC, Houston  
 KRBK, Sacramento  
 KSEE, Fresno  
 KSHB, Kansas City  
 KSMS, Monterey  
 KTTU, Tucson  
 KTVB, Boise  
 KTVN, Reno  
 KTVX, Salt Lake City  
 KVUE, Austin  
 KVVU, Las Vegas  
 KWTU, Oklahoma  
 City  
 KWWL, Waterloo  
 KXAN, Austin  
 KXAS, Dallas/Ft.  
 Worth  
 KXLY, Spokane  
 KYW, Philadelphia  
 WABC, New York  
 WAFB, Baton Rouge

WAND, Springfield  
 WANE, Ft. Wayne  
 WATL, Atlanta  
 WAVY, Norfolk  
 WBAL, Baltimore  
 WBBM, Chicago  
 WBZ, Boston  
 WCAU, Philadelphia  
 WCBM, New York  
 WCIX, Miami  
 WCPO, Cincinnati  
 WCVB, Needham

WDAF, Kansas City  
 WDRB, Louisville  
 WDTN, Dayton  
 WDZL, Hollywood  
 WEWS, Cleveland  
 WFLA, Tampa  
 WFTS, Tampa  
 WFTV, Orlando  
 WGN, Chicago  
 WGNO, New Orleans  
 WGNX, Atlanta  
 WHAS, Louisville

WISH, Indianapolis  
 WISN, Milwaukee  
 WJZ, Baltimore  
 WLS, Chicago  
 WLYH, Lebanon  
 WMAQ, Chicago  
 WMAR, Baltimore  
 WNBC, New York  
 WNOL, New Orleans  
 WOOD, Grand Rapids  
 WOWK, Charleston  
 WPIX, New York  
 WPTV, W. Palm Beach  
 WQAD, Davenport  
 WRC, Washington, D.C.  
 WSB, Atlanta  
 WSOC, Charlotte  
 WSVN, Miami  
 WSYX, Columbus  
 WTAE, Pittsburgh  
 WTAJ, Altoona  
 WTBS, Atlanta  
 WTVJ, Miami  
 WWOR, New York  
 WXYZ, Detroit

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## CABLE NETWORKS

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 System  
 The Discovery Channel  
 The Learning Channel  
 The Nashville Network  
 Turner Network TV  
 Cartoon Network

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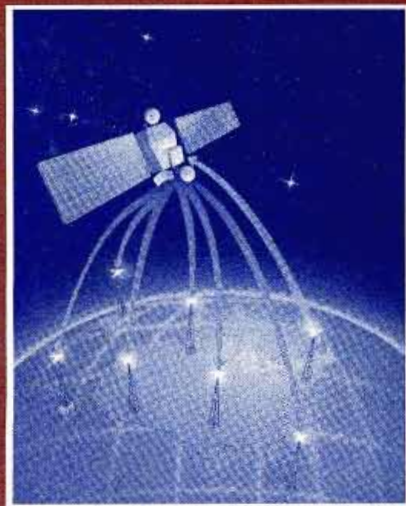
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PROGRAMING

# HBO trumpets Saturday night at the movies

*Spends \$5 million on marketing campaign*

By Rich Brown

**H**ome Box Office next week plans to debut a \$5 million marketing campaign designed to promote the network's guarantee of a new, first-on-cable movie premiere every Saturday night.

The marketing blitz—billed as the largest single campaign ever for HBO—will include network TV spots and a 54-market radio promotion as well as a mall tour, a sweepstakes and print ads in *People* and *TV Guide*. The marketing efforts run Aug. 15-Sept. 11, culminating with a free preview weekend of HBO and its sister service, Cinemax.

The campaign is aimed at both new and current subscribers. HBO marketing research conducted in February found that frequent reinforcement of the Saturday Night Movie message would improve HBO's value among nonsubscribers. The research also showed that single-pay subscribers who were aware of the Saturday Night Movie guarantee were more likely to keep HBO.

HBO has held the number-one ratings position for three out of four weeks since introducing its HBO Saturday Nights guarantee in June 1992, according to ratings data supplied by the network. HBO averaged a 13.1

**Wanna Sure Thing?**

**HBO**  
*Saturday Nights*

A.C. Nielsen Co. rating in HBO homes during first quarter 1994. Its closest competitor during the quarter was CBS with a 10.9 rating.

HBO's growing marketing efforts are one way the programming service has tried to jump-start the pay TV category in the past year. The Cable Act of 1992 also has helped by establishing pay TV networks as an unregulated revenue stream for cable system operators. And a growing number of distribution options, such as wireless cable TV and direct broadcast satellite TV, also are helping to spur growth.

HBO distribution now stands at more than 18 million homes, up roughly 1 million from a year ago. HBO executives are projecting growth of another 1 million households in the year ahead. ■

## Schiller to TBS Sports

Turner Broadcasting System may get a piece of the 1996 Atlanta summer Olympics after all. That is one item on the agenda of Turner's newly named president of Turner Sports, Harvey Schiller, who has served as executive director of the United States Olympic Committee since 1990. "I'm optimistic about this," Schiller says.

"Turner has been an excellent partner both to the Olympics and to the city of Atlanta," Schiller says. As head of the USOC, he has discussed the issue with NBC Sports President Dick Ebersol, letting him know that organizers want "as much Olympics coverage on the air as possible." Earlier this year NBC said it would put the games on without a cable partner. "I know there are challenges, given the view of NBC affiliates, but I'll continue the dialogue to see if at all possible we can make that happen." Schiller replaces Terence McGuirk as head of TBS Sports. McGuirk said last week that the move would give him more time to devote to his other duties as TBS executive vice president, including sales and marketing, finance, research, government affairs and public relations.

—CM

# Ratings Week

According to Nielsen, July 25-31

|                     | abc<br><b>ABC</b>                                        | CBS                                                       | NBC                                                           | FOX                                       |
|---------------------|----------------------------------------------------------|-----------------------------------------------------------|---------------------------------------------------------------|-------------------------------------------|
| <b>MONDAY</b>       | <b>8.5/15</b>                                            | <b>11.1/20</b>                                            | <b>10.2/18</b>                                                | <b>5.6/10</b>                             |
| 8:00                |                                                          | 17. The Nanny 10.6/21                                     | 26. Fresh Prince 9.4/18                                       |                                           |
| 8:30                |                                                          | 12. Dave's World 11.0/20                                  | 28. Blossom 9.2/17                                            |                                           |
| 9:00                | 39. Major League Baseball 8.3/15                         | 8. Murphy Brown 12.0/21                                   |                                                               | 70. Story of the Mob, Part 1 5.6/10       |
| 9:30                |                                                          | 13. Love & War 10.9/18                                    | 17. NBC Monday Night Movies—Deadly Matrimony, Part 2 10.6/18  |                                           |
| 10:00               |                                                          | 13. Northern Exposure 10.9/19                             |                                                               |                                           |
| 10:30               |                                                          |                                                           |                                                               |                                           |
| <b>TUESDAY</b>      | <b>11.2/20</b>                                           | <b>10.1/17</b>                                            | <b>7.2/12</b>                                                 | <b>5.2/9</b>                              |
| 8:00                | 17. Full House 10.6/20                                   | 31. Rescue 911 8.9/16                                     | 56. TV Nation 6.8/12                                          |                                           |
| 8:30                | 15. Sister, Sister 10.7/19                               |                                                           | 74. J. Larroquette 5.4/9                                      | 77. Story of the Mob, Part 2 5.2/9        |
| 9:00                | 5. Roseanne 13.9/23                                      | 15. CBS Tuesday Movie—Sworn to Vengeance 10.7/18          | 64. Wings 6.3/10                                              |                                           |
| 9:30                | 7. Coach 12.5/21                                         |                                                           | 31. Dateline NBC 8.9/16                                       |                                           |
| 10:00               | 23. NYPD Blue 9.8/17                                     |                                                           |                                                               |                                           |
| 10:30               |                                                          |                                                           |                                                               |                                           |
| <b>WEDNESDAY</b>    | <b>10.1/18</b>                                           | <b>6.9/12</b>                                             | <b>9.9/18</b>                                                 | <b>5.6/10</b>                             |
| 8:00                | 45. Will You Marry Me? 7.5/14                            | 33. The Nanny 8.7/17                                      | 22. Unsolved Mysteries 9.9/19                                 | 82. Beverly Hills 90210 4.6/9             |
| 8:30                |                                                          | 51. Good Advice 7.1/13                                    |                                                               |                                           |
| 9:00                | 1. Home Improvmt 16.6/29                                 | 84. America Tonight 4.3/7                                 | 29. Now with Tom and Katie 9.1/16                             | 61. Models Inc. 6.5/11                    |
| 9:30                | 2. Grace Under Fire 15.5/26                              |                                                           | 17. Law and Order 10.6/19                                     |                                           |
| 10:00               | 58. Peter Jennings Reporting 6.6/12                      | 35. 48 Hours 8.5/15                                       |                                                               |                                           |
| 10:30               |                                                          |                                                           |                                                               |                                           |
| <b>THURSDAY</b>     | <b>8.5/16</b>                                            | <b>7.8/14</b>                                             | <b>11.6/21</b>                                                | <b>5.1/9</b>                              |
| 8:00                |                                                          | 43. In the Heat of the Night 7.7/14                       | 21. Mad About You 10.2/20                                     | 49. The Simpsons 7.3/14                   |
| 8:30                | 35. Matlock 8.5/16                                       |                                                           | 10. Wings 11.4/22                                             | 73. Sinbad 5.5/10                         |
| 9:00                |                                                          |                                                           | 3. Seinfeld 14.8/26                                           | 83. In Living Color 4.4/8                 |
| 9:30                |                                                          |                                                           | 4. Frasier 14.7/26                                            | 86. Bakersfield, P.D. 3.1/5               |
| 10:00               | 38. Primetime Live 8.4/15                                | 42. Eye to Eye with Connie Chung 7.9/15                   | 27. Dateline NBC 9.3/17                                       |                                           |
| 10:30               |                                                          |                                                           |                                                               |                                           |
| <b>FRIDAY</b>       | <b>9.1/19</b>                                            | <b>7.4/15</b>                                             | <b>7.3/14</b>                                                 | <b>4.7/9</b>                              |
| 8:00                | 51. Family Matters 7.1/16                                |                                                           | 70. Little Rascals 5.6/12                                     | 80. Power Rangers 4.7/10                  |
| 8:30                | 45. Boy Meets World 7.5/16                               | 45. Circus of the Stars 7.5/16                            | 78. The Mommies 4.8/10                                        | 78. X-Men 4.8/10                          |
| 9:00                | 39. Step By Step 8.3/17                                  |                                                           |                                                               | 80. The X-Files 4.7/9                     |
| 9:30                | 35. Hangin w/Mr. C 8.5/17                                |                                                           | 39. NBC Friday Night Mystery—Jack Reed: Badge of Honor 8.3/16 |                                           |
| 10:00               | 9. 20/20 11.5/23                                         | 51. Picket Fences 7.1/14                                  |                                                               |                                           |
| 10:30               |                                                          |                                                           |                                                               |                                           |
| <b>SATURDAY</b>     | <b>6.0/12</b>                                            | <b>7.2/15</b>                                             | <b>6.4/13</b>                                                 | <b>5.8/12</b>                             |
| 8:00                |                                                          | 63. Dr. Quinn Medicine Woman 6.4/15                       | 58. Movie of the Week—Danielle Steel's 'Palomino' 6.6/14      | 70. Cops 5.6/13                           |
| 8:30                | 76. ABC Saturday Night Movie—The Bear 5.3/11             | 74. Muddling Thru 5.4/11                                  |                                                               | 69. Cops 5.8/13                           |
| 9:00                |                                                          | 66. Hearts Afire 6.2/12                                   |                                                               | 67. America's Most Wanted 5.9/12          |
| 9:30                |                                                          | 25. Walker, Texas Ranger 9.5/20                           | 67. Sisters 5.9/12                                            |                                           |
| 10:00               | 49. The Commish 7.3/15                                   |                                                           |                                                               |                                           |
| 10:30               |                                                          |                                                           |                                                               |                                           |
| <b>SUNDAY</b>       | <b>7.2/13</b>                                            | <b>11.0/20</b>                                            | <b>8.0/15</b>                                                 | <b>5.9/11</b>                             |
| 7:00                | 45. Am Fun Hm Vid 7.5/16                                 | 6. 60 Minutes 13.3/28                                     |                                                               | 85. Adventures of Brisco County Jr. 3.4/7 |
| 7:30                | 64. Am Fun People 6.3/13                                 | 11. Murder She Wrote 11.2/21                              | 55. Unsolved Mysteries 7.0/14                                 | 58. Martin 6.6/13                         |
| 8:00                | 57. Lois & Clark 6.7/13                                  |                                                           |                                                               | 51. Living Single 7.1/13                  |
| 8:30                |                                                          | 24. CBS Sunday Movie—The Conviction of Kitty Dodds 9.7/17 | 30. NBC Sunday Night Movie—Shadow of a Stranger 9.0/16        | 34. Married w/Chldr 8.6/15                |
| 9:00                | 44. ABC Sunday Night Movie—Stay the Night, Part 1 7.6/13 |                                                           |                                                               | 61. George Carlin 6.5/11                  |
| 9:30                |                                                          |                                                           |                                                               |                                           |
| 10:00               |                                                          |                                                           |                                                               |                                           |
| 10:30               |                                                          |                                                           |                                                               |                                           |
| <b>WEEK'S AVGS</b>  | <b>8.6/16</b>                                            | <b>8.9/17</b>                                             | <b>8.6/16</b>                                                 | <b>5.4/10</b>                             |
| <b>SSN. TO DATE</b> | <b>11.7/20</b>                                           | <b>12.5/21</b>                                            | <b>10.5/18</b>                                                | <b>6.9/11</b>                             |

RANKING/SHOW [PROGRAM RATING/SHARE] (nr)=NOT RANKED \*PREMIERE

SOURCE: NIELSEN MEDIA RESEARCH YELLOW TINT IS WINNER OF TIME SLOT

TELEVISION UNIVERSE ESTIMATED AT 94.2 MILLION HOUSEHOLDS; THEREFORE ONE RATINGS POINT IS EQUIVALENT TO 942,000 TV HOMES

# 'Extra' gets promo push

Warner Bros. plans in-store, in-theater campaigns for show debuting in September

By David Tobenkin

In addition to its \$20 million traditional media buy, Warner Bros. Domestic Television Distribution is turning to unconventional promotional techniques to spread the word about new syndicated show *Extra*—*The Entertainment Magazine*.

The syndicator has arranged with national movie theater chains to air pre-film promo slides on their big screens. The slides will feature scenes from movies and television accompanied by trivia questions about them and the show itself. The slides will be personalized to list the call letters, channel number and time of the show in each market. So far 20 stations have agreed to participate in the program, with costs split evenly between the syndicator and the stations.

"The movie audience, demographically, has the ideal audience demos we're going after, and in most markets where we are doing this there is no television advertising, so we'll tend to stand out," says Jim Moloshok, senior vice president, marketing and advertising at WBDTD. The campaign will run from Aug. 26 through the end of September.

Another campaign is planned for grocery stores. One-foot-by-eighteen-inch illuminated signs next to each checkout counter are planned for 6,000 stores. A different sign will be featured in September, October and November, with the first one generic, and the second two highlighting personalities featured in that month's shows.

The signs will feature the call letters, channel number and show times for each market. Stations will not be required to contribute to the in-store campaign, which takes advantage of Time Warner synergies: The in-store ad-space is owned by Time Warner subsidiary Media One. The show debuts Sept. 15. ■

## Top cable shows

Following are the top 15 basic cable programs (July 25-31), 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>WWF Monday Night Raw</i>          | USA     | Mon 9:00p  | 2,146      | 3.4          | 2.3  |
| 2. <i>Simpson Evidence Hearings</i>     | CNN     | Mon 2:00p  | 1,963      | 3.1          | 2.1  |
| 3. <i>Murder, She Wrote</i>             | USA     | Fri 7:59p  | 1,914      | 3.1          | 2.0  |
| 4. <i>Bewitched-Vertivision 6</i>       | NICK    | Wed 10:30p | 1,896      | 3.1          | 2.0  |
| 5. <i>Movie: 'The Terminator'</i>       | USA     | Sun 3:00p  | 1,868      | 3.0          | 2.0  |
| 6. <i>Murder, She Wrote</i>             | USA     | Mon 8:00p  | 1,867      | 3.0          | 2.0  |
| 7. <i>Movie: 'Bitter Vengeance'</i>     | USA     | Thu 9:00p  | 1,857      | 3.0          | 2.0  |
| 8. <i>Murder, She Wrote</i>             | USA     | Tue 8:00p  | 1,839      | 2.9          | 2.0  |
| 9. <i>Rugrats</i>                       | NICK    | Sun 10:30a | 1,754      | 2.9          | 1.9  |
| 10. <i>Murder, She Wrote</i>            | USA     | Wed 8:00p  | 1,729      | 2.8          | 1.8  |
| 11. <i>Silk Stalkings</i>               | USA     | Mon 10:00p | 1,725      | 2.8          | 1.8  |
| 12. <i>Saved by the Bell</i>            | TBS     | Tue 5:35p  | 1,722      | 2.8          | 1.8  |
| 13. <i>Major League Baseball</i>        | ESPN    | Sun 8:00p  | 1,712      | 2.7          | 1.8  |
| 14. <i>Boxing: Tuesday Night Fights</i> | USA     | Tue 9:00p  | 1,705      | 2.7          | 1.8  |
| 15. <i>Simpson Evidence Hearings</i>    | CNN     | Mon 1:00p  | 1,678      | 2.7          | 1.8  |

Following are the top five pay cable programs for the week of July 25-31, ranked by the number of households tuning in during prime time (8-11 p.m.). Source: cable networks based on Nielsen Media Research.

| Program                                 | Network | Time (ET)  | (000) | Cable | U.S. |
|-----------------------------------------|---------|------------|-------|-------|------|
| 1. <i>Movie: 'The Last Action Hero'</i> | HBO     | Sat 8:00p  | 2,929 | 13.8  | 3.1  |
| 2. <i>Movie: 'The Firm'</i>             | HBO     | Mon 8:00p  | 1,863 | 8.8   | 2.0  |
| 3. <i>Dream On</i>                      | HBO     | Sat 10:15p | 1,841 | 8.7   | 2.0  |
| 4. <i>R. Simmons Def Comedy Jam</i>     | HBO     | Fri 12:00m | 1,807 | 8.5   | 1.9  |
| 5. <i>Dream On</i>                      | HBO     | Wed 10:00p | 1,800 | 8.5   | 1.9  |

## HEAD ENDINGS

### H&G signs Christian

Spencer Christian, weatherman for ABC's *Good Morning America*, has signed with the upcoming Home & Garden Television Network to host *Spencer Christian's Wine Cellar*, a weekly half-hour series. The 24-hour cable network launches this fall.

### Talking up Talking

Former ad agency executive Richard Khaleel has been named vice president of marketing for CNBC and America's Talking. Khaleel, who most recently oversaw the Burger King account at D'Arcy Masius Benton & Bowles, will be responsible for all consumer marketing, advertising and promotion of the networks.

### Woodstock footage

Showtime next week will air a three-part special, *Woodstock: The Lost Performances*, featuring previously unreleased footage from the

legendary concert. The specials will air Aug. 15, 16 and 18 at 10 p.m. ET/PT on the pay TV network.

### School days

Baruch/BET Entertainment's *Bookin' It Back to School*, a one-hour summer/fall special aimed at minorities, has been cleared on 82 stations representing 88% of U.S. black TV households, including WPIX-TV New York, KCAL-TV Los Angeles and WGN-TV Chicago.

### Canadian country

The Canadian Country Music Awards will be telecast on The Nashville Network and CMT Europe on Oct. 1 and Oct. 8, respectively, reaching a potential 73 million TV viewers worldwide.

### USA on Primestar

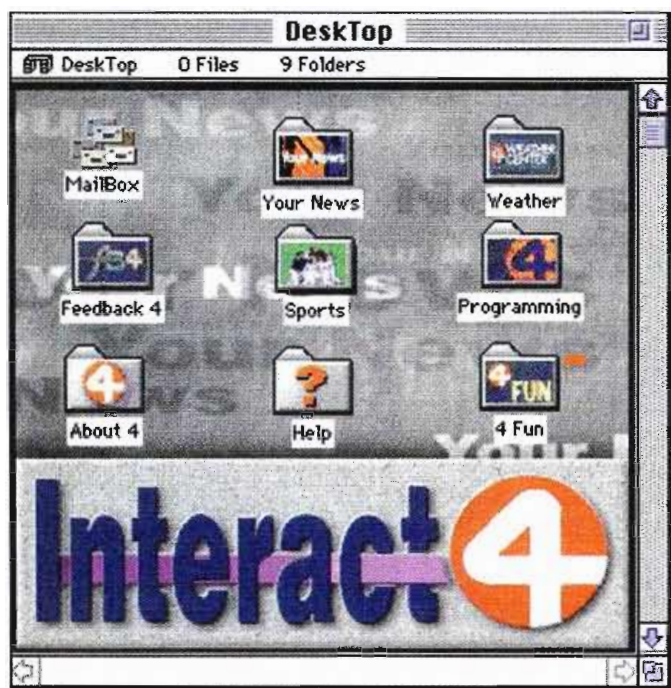
Direct broadcast satellite supplier Primestar has signed a deal with USA Networks to offer USA and Sci-Fi Channel.

# Telemedia

THE INTERACTIVE WORLD OF VOICE, DATA AND VIDEO

# Week

Online



A menu from wcco-TV's Interact 4 online service.

## WCCO-TV goes online

Will provide news and information to PC users

By Mark Berniker

**W**CCO-TV Minneapolis is becoming PC-friendly. The station plans to provide a "hard copy" connection between its local news and viewers with personal computers, who will be able to tap into a variety of station information.

WCCO-TV is creating what amounts to its own online service, Interact 4 (the station is on channel 4), by which viewers can download scripts of newscasts, program schedules and other information, as well as leave messages for reporters and management.

"Television stations need to realize that they no longer have a monopoly on providing over-the-air information," says Skip Erickson, director of engineering and operations for WCCO-TV. "The battleground of the future will be for who is going to be the local news provider."

According to Erickson, WCCO-TV is in negotiations with one of Minneapolis's top newspapers and a "city life" magazine to provide additional information for Interact 4.

The station is trying to build the service from the ground

*continued on page 30*

Set-Top Boxes

## DiviCom gets Bell business

Bell Atlantic picks hardware company for over \$11 million in contracts

By Mark Berniker

**B**ell Atlantic has begun receiving deliveries from DiviCom Inc. for set-top boxes to be used for commercial interactive video

services, while also choosing the vendor for its MPEG-2 program encoders.

"The initial order for MPEG-2 program encoders will be worth roughly 10 million dollars," says Bob Natwick, vice president of sales and marketing for DiviCom.

Program encoders take video, audio and data signals and compress them at variable bit rates before delivering the programming in an MPEG-2 transport stream. The encoders, which reside in the headend, cost close to \$100,000 apiece, and a network operator needs one for each channel it delivers to its customers. Bell Atlantic plans to offer 100 channels, hence the \$10 million price tag.

C-Cube Microsystems has been chosen to supply the digital video compression

 **Bell Atlantic**

chips for DiviCom's DMC-2 (its trade name for the MPEG-2 encoder). C-Cube's chips implement MPEG standards, which are key for future digital cable, direct broadcast satellite and telco video-on-demand systems.

*continued on page 30*

## Allen sells America Online stake

Billionaire and Microsoft co-founder Paul Allen sold some of his stake in computer service America Online. That news briefly sent the company's stock price south. Allen had reportedly tried to gain management control over America Online, but the company's top executives and investors took extensive measures to prevent him from sitting on the board. Even though Allen sold more than 700,000 shares of his AOL stock, he still has more than a million shares and controls nearly 9% of the company. America Online executives say its fiscal fourth-quarter earnings nearly tripled with the addition of thousands of new subscribers. The Vienna, Va.-based service said that net income rose \$2.1 million, or 25 cents a share, from \$798,000, or 10 cents per share a year ago. The company's sales tripled to \$37.8 million, up from \$12.4 million, a year ago. AOL now has more than 903,000 subscribers online, up from 302,500 only a year ago. AOL expects to eclipse 1 million subscribers by the end of the summer.

### Time Warner orders AT&T wares

Time Warner took a step toward delivering telephony services over its cable systems through a major contract with AT&T. AT&T will deliver telephone switching and network equipment to the cable operator as part of a five-year deal worth several hundred million dollars. Time Warner plans to offer telephone service over its cable systems in more than 25 cities by 1999.

### AT&T may buy ImagiNation

Sierra On-Line "has entered into discussions with AT&T Corp. regarding the possible acquisition of all of Sierra's shares in The ImagiNation Network (an entertainment online service) and a possible multi-year publishing agreement with Sierra to provide entertainment and educational content to INN." BROADCASTING & CABLE reported in the July 25 issue that those talks were under way.

### Pacific Bell signs programing deal

Pacific Bell says it has signed contracts with the first of several programmers expected to supply video content for the company's evolving advanced telecommunications network. Anchor Pacific Corp., owned by former Prime Cable founding partner and CEO Ron Dorchester, will be Pacific Bell's "anchor programmer." Dorchester will secure video programming for 35 of the 70 analog channels on Pacific Bell's cable network, while all of the 150-300 digital channels will be available to other programmers.

### DiLorenzo heads Viacom New Media

Michele DiLorenzo was named president of Viacom New Media in the aftermath of the recent Viacom-Paramount merger. She will be in charge of the creative and technical development of all Viacom New Media properties, as well as financing, distribution and marketing. DiLorenzo has been executive vice president of Viacom New Media since 1993, and earlier worked in a number of positions for MTV Networks.

Interactive

# Multimedia alliance eases software creation

*Macromedia brings interactive TV tools to Microware platform*

By Mark Berniker

**M**acromedia and Microware have reached an agreement that will enable software developers to create applications for both CD-ROM and interactive TV.

Macromedia creates multimedia software tools used by developers to build CD-ROM titles. Microware Systems is a leading supplier of a real-time operating system and software products that will be part of new set-top devices to deliver services over interactive television networks.

"The issue is not bandwidth but how easy it is to build your application so that it works," says Joe Dunn, vice president of engineering for San Francisco-based Macromedia. "The content is a function of the relationship between the author and the tool."

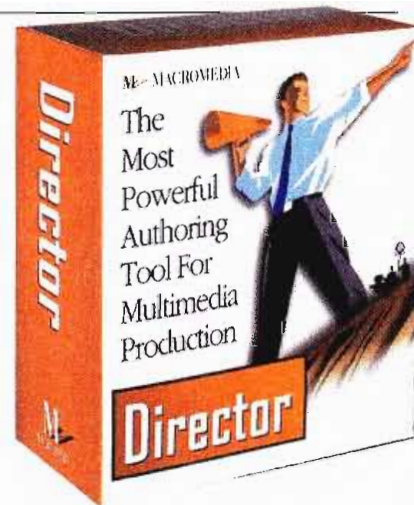
The Macromedia-Microware deal is a breakthrough for the software development community, which has struggled to create products for several hardware systems. Soon it will be possible to develop interactive software on CD-ROM for the multimedia PC market that also will run on Microware's DAVID system software on set-top converters for interactive television.

"This alliance allows multimedia developers to quickly adapt existing and future titles to interactive TV," says John "Bud" Colligan, president and CEO of Macromedia.

The software that results from this agreement might include multimedia encyclopedias, interactive adventure games, educational and entertainment software, mystery and science fiction titles, music video software and new versions of software now on CD-ROM.

"To build a successful interactive television system, everything has to be working, and right now there is no single system that has sorted it all out and has it in place," Dunn says, referring to the many telco and cable trials that have been delayed.

Macromedia has made its name with its



# MACROMEDIA

Director authoring tool, available for IBM-compatible personal computers and the Macintosh platform. Director 4.0 allows multimedia producers to seamlessly combine text, graphics, animation, sound, digital video and interactivity.

The software development community now will be able to build titles across platforms for Windows, Macintosh and 3DO systems as well as interactive television. Developers will create the application on personal computers, and the software scripts will be converted for playback on any interactive television network.

Macromedia's Director uses "portable player technology" that acts as a toolbox to manipulate images, memory, sound and other functions across platforms.

"The difference between developing CD-ROM and interactive television interfaces is going to boil down to designing for a video-size screen," Dunn says, adding that there are important distinctions between color resolution and user interfaces for software that runs on personal computer monitors versus NTSC television screens.

The new Macromedia software package for interactive television will allow conversion of Director applications to Microware's DAVID software and will be available to multimedia developers and publishers in early 1995.

"The pricing models for interactive television are still up in the air," Dunn says, referring to the price of the new authoring tool software package being developed by Macromedia and Microware.

Dunn says Macromedia and Microware plan to set up a prototype program with a group of multimedia authors and producers for a "select couple of trials." Those interactive TV trials are expected to include Nynex, Bell Atlantic, US West and Viacom's Castro Valley experiment.

Interactive

# Eon mines for some IVDS gold

Hopes to capitalize on keen interest in interactive spectrum

By Mark Berniker

Eon Corp. has been working in the wings hoping the IVDS spectrum it petitioned the FCC to create would someday spur the interactive television market it hopes to serve.

But when the FCC held its recent IVDS auctions for two licenses in each of the top 297 markets, not even the Reston, Va.-based Eon (formerly TV Answer), could believe that investors were willing to pay for the right to offer interactive television and data services.

"We've already been approached by several of the winners of the IVDS auctions," says Michael Sheridan, president of Eon Corp.—which won some licenses itself—about ways to translate their investment in the license into revenue streams for the nascent interactive television marketplace.

Sheridan says Eon plans to become a service bureau for IVDS license winners, who will need the company's technical integration expertise, set-top devices equipped with two-way radio frequency modems (expected to cost \$200-\$300) and access to interactive services.

The prices generated by the FCC's IVDS auctions far surpassed estimates, with the total amount bid exceeding \$249 million. Once those bids are adjusted for minority and small-business credits, more than \$214 million of that will flow into the U.S. Treasury's coffers.

Now that the auctions are over, the IVDS license winners are scrambling to get the money together and to meet

the FCC's Aug. 15 deadline for submission of more detailed, long-form applications.

"I'm fearful that some of these people are going to lose out, unless they've got a lot

# e-on

of liquid lying around," says Henry Riggins, president of Progressive Communications and winner of the A-band IVDS licenses in Grand Rapids, Mich., and Lima, Ohio.

Riggins emphasizes that the FCC is "dead serious" about IVDS license winners delivering installment payments and the proper paperwork on time. He says that many of the auction winners have plenty of money, but haven't lined up lawyers and consultants to support their license applications.

Ralph Haller, chief of the FCC's Private Radio Bureau, says that if IVDS auction winners do not meet the payment and application deadlines, they risk losing the rights to their potential licenses to offer interactive television services.

Haller says that if companies default on their payments, or misrepresent themselves to the government, "criminal action" could be taken.

One of the biggest problems in spawning the IVDS market is the lack of equipment suppliers and companies with the technical expertise to get two-way wireless interactive television services up and running.

"We've reached closure with an IVDS affiliate in the



Eon Corp.'s Michael Sheridan

Washington area," Eon's Sheridan says, adding that a contract is imminent with I.V.D. Company, winner of the A-band license for the Washington market, which paid \$35 for its license in a lottery for nine of the top 10 markets back in March.

But Eon surprised some people when the company bid on—and won—some licenses itself.

Sheridan categorizes those licenses as ones in "a couple of high-tech cities," including Austin, Tex.; Santa Cruz, Calif.; Charlottesville, Va.; Hagerstown, Md., and Laredo, McAllen and Brownsville, all Texas.

"We did not even bid until Austin at the end of the first day," Sheridan says in response to rumors that Eon's entry into the IVDS auctions jacked up the price of licenses for the other bidders. Sheridan calls those rumors "unfounded" and adds that Eon has no plans to "gouge our customers."

Sheridan says the IVDS market growth "is not going to happen overnight," but some markets should be "up and running by early 1995." The winners of IVDS licenses in the top nine markets are "under the gun," he says, because the FCC says that IVDS must be available to 10% of the public in those markets by March 1995.

## Calendar

**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.

**OCT. 25**—Eighth annual Advanced Television Update, sponsored by the Association for Maximum Service Television. ANA Westin Hotel, Washington. Contact: MSTV, 202-861-0344.

**OCT. 26-28**—Wireless Data '94, sponsored by Probe Research Inc., Sheraton Palace, San Francisco. Contact: Ted Sienicki, 201-285-1500.

**WCCO-TV continued from page 27**

up, recognizing it has a lot to learn. "Technology is going to change our business drastically. We need to be prepared for constant incremental change and the eventual merger of television and the computer," says John Culliton, vice president and general manager of WCCO-TV.

"We know the endgame: that people will be able to select information when they want to," he says, adding that Interact 4 is shaping up to be "a hard copy of television."

Culliton says some believe that television stations are "inaccessible." Culliton sees Interact 4 as a way of inviting the local community into the station.

Erickson says that about a year ago he started "playing around with what an interactive television station would look like." He adds that the station is working with existing technology and has developed some customized software for the venture.

WCCO-TV is a CBS affiliate, and Erickson says the network has been very supportive of the online experiment. He says CBS's exclusive relationship with Prodigy is "running in parallel" with Interact 4.

"We're broadcasters, and we see advertising as our main source of income," Erickson says, adding that the relationship with advertisers has not been worked out.

Culliton says that in the long-term, advertising on interactive television most likely will involve spots longer than 30 seconds that will focus on targeted niche audiences, offering them a direct relationship with the advertiser.

Interact 4 will roll out in stages. During the first phase, a WCCO-TV reporter will invite viewers to join the service and be part of an initial group of 1,000 households. These "test users" will receive free software for either Macintosh- or IBM-based computers.

The test group will not pay for the service, but Erickson says that new users ultimately will be charged "somewhere between 8 and 15 dollars per month."

There are nine areas of the Interact 4 service: "Mailbox,"

"Your News," "Weather," "Feedback 4," "Sports," "Programming," "About 4," "4 Fun" and "Help."

Within these areas are 55 sub-categories enabling users to access daily news scripts or program schedules, interact with WCCO-TV reporters, leave electronic mail messages with reporters or station management, download video images from newscasts and get information about upcoming CBS programs and WCCO-TV franchise programs.

WCCO-TV is using an Apple Quadra as its file server and has 16 lines running into the station. Erickson says those lines can handle approximately 3,200 users.

Culliton expects Interact 4 will attract a "fairly young" demographic from a current potential universe of some 200,000 households. (Although 23% of households in the Minneapolis ADI own personal computers, only 10% have modems.)

Erickson says the station has ambitious plans to expand the service if there is demand from viewers. Within the next six months to a year Interact 4 likely will offer QuickTime (Apple's video compression standard) video clips of its news stories.

**Nisenholtz joins Ameritech**

Martin Nisenholtz will join Ameritech Sept. 6 as the company's "director of content strategy," with responsibility for leading the development of new video programming opportunities and interactive information and advertising services. Nisenholtz has been senior vice president and director of electronic marketing for Ogilvy & Mather Direct Worldwide in New York. Nisenholtz led O&M's multimedia development program and was a leading consultant to the interactive advertising market. At Ameritech, Nisenholtz will report to Gary Edson, vice president of business development.



**DIVICOM**  
**continued from page 27**

In a related announcement, DiviCom said its deal with Bell Atlantic to supply Navigator 100 set-top decoders is worth "well over a million dollars." The set-tops DiviCom is shipping to Bell Atlantic were jointly developed with Adaptive MicroWare. They will be manufactured by French conglomerate EURODEC and used in Alexandria, Va., for ADSL video services delivered over the existing copper-based telephone network.

Natwick says Bell Atlantic will receive over 300 set-tops, which will cost more than "three thousand dollars per terminal." The initial

deliveries are prototype equipment, and Natwick expects the prices eventually to drop to \$400-\$500.

Dave Sewall, spokesman for Bell Atlantic, says DiviCom will deliver "in excess of 100 terminals," but declined to comment on the specifics of Bell Atlantic's contract.

DiviCom Inc., based in Milpitas, Calif., also says it "has received a multimillion-dollar order from Bell Atlantic for MPEG-2 encoders." The encoders are designed for transmission of digitally compressed cable programming and will be used for Bell Atlantic's video dialtone system in Dover Township, N.J.

The DMC-2 set-top termi-

nals compress a single video channel and one or more audio channels, multiplexing them into a MPEG-2-compliant transport bit stream. MPEG-2 is the emerging standard for digital video, audio compression and multiplexing that is expected to pave the way for digital broadcast applications.

**BA drops Sammons contract**

In a related Bell Atlantic development, the telco said it has terminated a contract for video dialtone services with Sammons Communications Inc. The partners had planned to offer interactive TV in parts of New Jersey.

"We haven't been able to build the network yet, but we are still going to build it as

soon as we get approval to do so," said Jim Carrigan, spokesman for Bell Atlantic in New Jersey.

Carrigan said the first customers will access the Bell Atlantic interactive video system in the first quarter of 1995, with plans to ramp up to 38,000 households "toward the latter part of 1996."

"When Bell Atlantic builds its video dialtone system, we'll go back to communicating with them and discuss the possibility of leasing space on that system," said Sammons spokeswoman DeAnna Kreige, adding that the company has already promised 28 New Jersey municipalities that it would upgrade its cable systems.

# Radio groups post big gains

*Double-digit increases boost second quarter*

By Donna Petrozzello

**T**op radio groups saw double-digit increases in broadcast cash flow and net revenue for the second quarter of 1994. Earnings statements filed by radio group owners such as Infinity Broadcasting, EZ Communications, SFX Broadcasting and Emmis Broadcasting continued the gains that ushered in 1994.

## Infinity

Infinity Broadcasting Corp. reported a 30% increase in net revenue and a 15% increase in operating cash flow, on a pro forma basis, for the second quarter of 1994, compared with last year's second quarter. Infinity's net revenue for the second quarter ending June 30 totaled \$68.7 million, compared with \$53 million for the same quarter last year. The company's operating cash flow for this year's second quarter was \$33.9 million, compared with \$25.7 million for the same quarter last year. Infinity Chief Financial Officer Farid Suleman attributes the increases to "higher advertising revenue" at Infinity's existing stations. Results also were good at newly acquired stations, including WPGC-AM-FM Washington and WXYT(AM) Detroit, purchased in 1994.

Infinity President and CEO Mel Karmazin described the second-quarter stats as "the single best quarterly results in the company's history" and the 11th consecutive quarter of positive financial results since the company went public in January 1992.

## EZ Communications

EZ Communications Inc. reported increases topping 28% in broadcast cash flow and significant increases in net broadcasting revenue for the second quarter of 1994. According to the company's earnings statement for the quarter ending June 30, its net broadcasting revenue on a pro forma basis increased by 8%, from \$15 million in second quarter 1993, to \$16.4 million in 1994. In broadcast cash flow, totals increased from

\$4.6 million in 1993 to nearly \$6 million in 1994.

EZ Communications President Alan Box says the increases reflect the growth of both existing stations and new station acquisitions for EZ, some of which were purchased in the second quarter of 1994. During the quarter, the company acquired WQKB-FM Pittsburgh and entered into agreements to substantially purchase the assets of KZOK-FM Seattle, WUSL(FM) Philadelphia and WTPX(FM) Fort Lauderdale.

## Emmis

Emmis Broadcasting Corp. celebrated significant gains in the second quarter ending May 31, over the same quarter last year. Net broadcast revenue increased by 11%, from \$12.4 million in 1993 to \$13.7 million in 1994. Emmis's operating income at the end of the second quarter of 1994 was \$4.7 million, a

gain of 25% over last year's \$3.5 million for the same quarter.

Emmis attributes the increases to better station ratings, higher advertising rates and growth in advertising revenue. In June, Emmis acquired WIBC(AM)-WKLR(FM), both Indianapolis, from Horizon Broadcasting for approximately \$26 million. Also in June, Emmis acquired WRKS-FM New York from Summit Broadcasting Corp. for approximately \$17 million and formed the first FM duopoly in New York with the Emmis-owned WQHT(FM). Emmis's broadcast cash flow for the second quarter was \$6.4 million compared with \$5.0 million for the same quarter in 1993. Emmis attributes the 29% increase to "the combination of increased net broadcasting revenues and relatively flat operating expenses." Operating cash flow for the second quarter of this year increased by 38% on a pro forma basis over last year, to \$5.4

## Infinity considers in-house sales team

Infinity Broadcasting President/CEO Mel Karmazin may be poised to create one of the industry's largest in-house national advertising sales rep firms to replace services by the Katz Media Corp. and Interep Radio Store, which currently represent national ad sales on Infinity-owned stations.

At stake for Katz and Interep are their respective shares of Infinity's estimated annual \$100 million national billings. Executives from Katz and Interep, both owned-and-operated rep firms, are scheduled to meet with Infinity executives on Aug. 11. Karmazin declined to comment.

The majority of national ad sales now are divided between Katz and Interep and their affiliated sales firms. If Infinity does create an in-house sales team, it will be at least the second group to handle its own sales. National sales at CBS-owned stations are handled by CBS Radio's in-house national radio sales representatives. CBS Radio reps also handle national sales for other non-CBS owned stations. It also is not known whether Karmazin would link the stations' national sales with network sales of Westwood One, which he manages.

Aside from noting the significant impact that next week's meeting could impart to the national ad sales landscape, neither Interep President Les Goldberg nor former Katz Radio Group president Gordon Hastings would comment on the possibility that Infinity might break away. However, Goldberg said, "Mel Karmazin is a smart guy who will do what is in the best interest of the company and the shareholders."

—DP

from \$4.4 million last year.

### SFX Broadcasting

Second-quarter earnings reflect greater-than-anticipated performance for SFX Broadcasting Inc. On a pro forma basis for the quarter ending June 30, net revenue totaled \$14.8 million, representing a 17% increase over the same quarter last year; broadcast cash flow totaled \$6 million, representing a 41% increase, and operating income totaled \$3.8 million, a 118% increase.

According to SFX Broadcasting Chairman and CEO Robert F.X. Sillerman, company executives predicted compound annual increases of 30% in broadcast cash flow and 35% in earnings before interest, taxes, depreciation and amortization (EBITDA). "We are pleased to have sur-

passed our own projections by reporting on a pro forma basis a 41% increase in broadcast cash flow and 55% gain in EBITDA over the second quarter of 1993," Sillerman said. He attributes the combination of "stronger revenues and lower operating costs" at many SFX-owned stations, particularly in Dallas, Houston, San Diego and Nashville.

### Jacor

Jacor Broadcasting Corp. saw pro forma increases of 38% in broadcast cash flow for the second quarter, coupled with a 22% increase in net revenue. The company reported gains in broadcast cash flow from \$5.8 million in the second quarter of last year to \$8.1 million in 1994. In net revenue, totals grew from \$24.7 million in 1993 to \$30 million in 1994. Jacor's net

income for the quarter ending June 30 was \$2.4 million, an increase of 222% from the net income of \$736,000 during the second quarter of 1993.

Other groups reporting second-quarter earnings:

■ **Westwood One**—Operating cash flow on a pro forma basis for the second quarter increased by approximately 20% to \$7.8 million. Net revenue increased by 67%, to \$35.4 million, primarily due to the acquisition of Unistar Radio Networks in February.

■ **Park Communications Inc.**—Revenue from television and radio holdings increased 20%, from \$22.7 million to \$28.4 million, and operating cash flow increased 11.5%.

■ **Clear Channel**—Net broadcasting revenue was up 33%, from \$27.4 million in 1993 to \$41.4 million in 1994. ■

## RIDING GAIN

### O.J. resigns Infinity board

Former football superstar O.J. Simpson resigned from the board of directors of Infinity Broadcasting in a recent letter to the company. Simpson, who is being held in a Los Angeles County jail on suspicion of murder, had served on the board since Infinity went public in 1992.

### Don't vote for Stern

WXRK(FM) New York's sharp-tongued morning man Howard Stern resigned from his race for governor after a state Supreme Court justice failed to exempt Stern from completing a financial disclosure statement. Stern has refused to disclose the status of his personal bank account, claiming it "has nothing to do with [my] running for government."

"Anybody who has anything in terms of children and a family and has to live in a suburban community among people, has to call on a plumber—you can't sit there and talk about how much money you have," Stern said at a press conference broadcast during his morning show. "I'm never going to tell you how much money I make because it's none of your business."

Stern announced his run against incumbent Governor Mario Cuomo last March and won the backing of the Libertarian Party. He estimated

he had won 18% to 20% of the vote in the gubernatorial race. Stern said he still may look into the possibility of placing his name on the ballot as a write-in candidate or may lend his support to another candidate.

### Katz's big deal with STP

Katz Radio Group Sports, the sports sales division of the radio group, helped STP, the motor oil company, sign a deal worth \$1.6 million to sponsor 19 of the 26 U.S.-based major league baseball franchises.

The deal consists of two STP commercials per game; the spots began airing July 4. Starting Aug. 15, the deal will include *The STP Pennant Drive Report*, a wrap-up of standings in major league games inserted into the post-game broadcast.

### Arbitron's spring survey soars

The response rate to Arbitron's latest spring survey posted a 4.2 point gain to last year's spring survey, Arbitron reported. The average metro response rate to the latest survey averaged 43.5%, compared with last year's spring tally of an average 39.3%, according to the company's statistics.

Arbitron plans to continue its slate of response-rate procedures, including packaging upgrades for its diaries and reducing the length of time between recruiting a house-

hold and the start of the survey week, for the upcoming summer and fall 1994 surveys.

### Midyear advertising revenue growth for radio

Revenue from total station advertising for the first half of the year gained 11% over the same period last year, according to a 100-market survey compiled by the Radio Advertising Bureau (RAB).

For June, the most recent reported month, the total gain was 9%. In local revenue, Southwest, Southeast and Western markets showed the greatest gains. But markets in the Southwest reported an average loss of 2% in national ad revenue for June. It was the only region to show such a decline, according to the RAB.

### Westwood One sets Stones rolling

Westwood One Entertainment has secured the exclusive radio broadcast rights for the Rolling Stones Voodoo Lounge tour. Westwood plans a live broadcast of one of the Stones' concerts in early October, in addition to broadcasting an assortment of band interviews, updates and special reports during the tour that kicked off Aug. 1 in Washington.

# Changing Hands

This week's tabulation of station and system sales

**WLUK-TV Green Bay, Wis.** □ Purchased by SF Broadcasting (Tom Herwitz, president) from Burnham Broadcasting Co. (Peter Desnoes, managing general partner) for \$38 million. (See BROADCASTING & CABLE, Aug. 1.) **Buyer** has no other broadcast interests. **Seller** owns WALA-TV Mobile, Ala.; WVUE-TV New Orleans; KHON-TV Honolulu,

and KBAK-TV Bakersfield, Calif. WLUK-TV is NBC affiliate on ch. 11 with 316 kw visual, 47.4 kw aural, and antenna 1,260 ft. **Broker:** Media Venture Partners.

**WTPX-FM Miami** □ Purchased by New Age Broadcasting Inc. (Russ Oasis and Alan and Robert Potamkin) from EZ Communications (Alan Box, president) for \$21.25 million. EZ purchased the station in May with WUSL-FM Philadelphia from Tak Communications for \$50 million. **Buyer** owns WXDJ-FM Miami and WFWI-FM Fort Wayne, Ind. **Seller** owns KMPS-AM-FM Seattle; KHTK(AM)-KNCI-FM/KRAK-FM Sacramento, Calif.; KYKY-FM/KSD-AM-FM St. Louis; WBZZ-FM/WQKB-FM Pittsburgh; WEZB-FM New Orleans; WIOQ-FM/WUSL-FM Philadelphia, and WSOC-FM/WMXC-FM Charlotte, N.C. WTPX-FM has AC format on 106.7 mhz with 100 kw and antenna 984 ft.

**KHTX(AM) San Bernardino and KHTX-FM Riverside, both California** □ Purchased by San Bernardino Radio Inc. (Luis Nogales) from Henry Broadcasting Co. (Charlton H. Buckley, president) for \$10 million. **Buyer's** parent, Embarcadero Media Inc., owns KCAL(AM) Redlands, Calif.; KINK-AM-FM Portland, Ore., and is pending assignee of KRCX(AM) Roseville and KMYC(AM)-KRFD-FM Marysville, both California. **Seller** owns KVOD-FM Boulder, Co.; KBBT(AM)-KUFO-FM Portland, Ore.; KIKI(AM)-KIKI-FM/KHHH-FM-KHVA(AM) Honolulu; KSKS(AM)-KMJ(AM) Fresno, Calif.; KGOR-FM/KFAB(AM) Omaha (Council Bluff), Neb., and KROC(AM)-KDON-FM/KBOQ-FM

## Proposed station trades

By dollar volume and number of sales

This week:

AMs □ **\$1,974,500** □ 8  
FMs □ **\$30,000,000** □ 6  
Combos □ **\$16,594,236** □ 4  
TVs □ **\$38,000,000** □ 1  
Total □ **\$86,568,736** □ 19

So far in 1994:

AMs □ **\$102,386,604** □ 99  
FMs □ **\$535,916,321** □ 206  
Combos □ **\$1,071,551,840** □ 148  
TVs □ **\$1,412,881,334** □ 46  
Total □ **\$3,132,736,079** □ 499

Monterey-Salinas, Calif. KHTX(AM) will have Spanish format on 590 khz with 1 kw. KHTX-FM will have Spanish format on 97.5 mhz with 68 kw and antenna 1,571 ft. **Broker:** Ray Stanfield & Associates.

**WSPB(AM)-WSRZ-FM Sarasota, Fla.** □ Purchased by D&F Broadcasting Inc. (Jon Ferrari, president) from Wilks-Schwartz Broadcast-

ing Inc. (Donald Wilks and Michael Schwartz, principals) for \$5.5 million. **Buyer** owns WJLK-AM-FM Asbury Park and WQNJ-FM Ocean Acres, both New Jersey, and KROD(AM)-KLAQ-FM El Paso, Tex. **Seller** owns KOMA-FM Oklahoma City, Okla. WSPB has classical format on 1450 khz with 1 kw. WSRZ-FM has oldies format on 106.3 mhz with 3.6 kw and antenna 259.2 ft. **Broker:** Blackburn & Co. Inc.

**KZDG-FM Denver** □ Purchased by Shamrock Broadcasting (Bill Clark, chairman/CEO) from Premiere Radio Networks Inc. (Steve Lehman, president/CEO) for \$5.5 million. Station was purchased by Premiere Radio Networks in March 1993, for \$3.6 million plus acquisition costs. **Buyer** owns KXKL-AM-FM Denver; WHTZ-FM New York; KLAC(AM)/KZLA-FM Los Angeles; KNEW(AM)-KSAN-FM/KABL-AM-FM San Francisco; WWWW-AM-FM Detroit; KZFX-FM Houston; WFOX-FM Atlanta; KFXN(AM)-KEEY-FM St. Paul, Minn.; WWSW-AM-FM Pittsburgh, and KMLE-FM Phoenix. **Seller** has no other broadcast interests but is creator, producer and distributor of radio programming. KZDG-FM has country format on 92.5 mhz with 57 kw and antenna 1,237 ft. **Broker:** Catalyst Communications.

**WJBW(FM) Jupiter, Fla.** □ Purchased by GGG Broadcasting Inc. (Charles Reid, president) from Jupiter Broadcasting Corp. (Susan Goldsmith, president) for \$1.725 million. **Buyer** owns WNNN(AM) Pompano Beach, WSRB(AM) Boca Raton, WTMJ(AM) Sarasota and WMLZ(AM) Jupiter, all Florida. **Seller** has no other broadcast interests. WJBW is

# CLOSED!

**WTRB-AM/FM, Ripley, Tennessee** from Lauderdale Broadcasting Company, Ruth Dunn, Principal to Williams Communications, Inc., Walton E. Williams, Jr., President.

Randall E. Jeffery, Jr.  
Broker

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**KZMO-FM California, Mo.** □ Purchased by CMB II (Alan Brill, owner) from Town & Country Communications Inc. (Ray and Sue Rouse) for \$850,000. **Buyer** owns KLIK(AM)-KTXF-FM Jefferson City, Mo. **Seller** owns KZMO(AM) California, Mo. KZMO-FM has country format on 94.3 mhz with 50 kw and antenna 500 ft. *Broker: Sunbelt Media Inc.*

**WPRC(AM)-WESZ(FM) Lincoln, Ill.** □ Purchased by Central States Network LP (Thomas Bookey, president) from L&M Broadcasting Co. Inc. (Stephen Lovellette, president) for \$750,000. **Buyer** owns WROE(FM) Neenah-Menasha, WKFJ(FM) Kaukauna, WNFL(AM) Green Bay and WHBL(AM)-WWJR(FM) Sheboygan, all Wisconsin, and WTAX(AM)-WDBR(FM) Springfield, Ill. **Seller** owns WNOI-FM Flora, Ill. WPRC has C&W format on 1370 khz with 1 kw daytime and 35 w night. wesz has AC format on 100.1 mhz with 3 kw and antenna 200 ft. Filed July 15 (AM: BAL940715GL; FM: BAPLH940715GM).

**KGU(AM) Honolulu** □ Purchased by PSY Radio Partners LP (I. Martin Pampadur) from 808 Entertainment Inc. (B. Casey Stangl, president) for \$717,000. **Buyer** owns KEZY/KORG Anaheim, Calif. **Seller** owns KGMZ-FM Honolulu and holds CP for KAUI-FM Keaha, Kauai. KGU has talk/news/sports format on 760 khz with 10 kw. Filed July 15 (BAL940715EM). *Broker: The Exline Co.*

**WEYQ(FM) Marietta, Ohio** □ Purchased by Marietta Radio Properties Inc. (John Laubach Jr., chairman/director of parent Burbach Broadcasting Co.) from Tschudy Communications Corp., debtor-in-possession, for \$600,000. **Buyer** owns WXIL(FM) Parkersburg and WBBD(AM)-WEGW-FM Wheeling, both West Virginia, and WMRN-AM-FM Marion and WOGL Ottawa, both Ohio. **Seller** owns WMOC-FM Morgantown, WKOY(AM)-WKMY(FM) Bluefield,

## Errata

The July 11 "Changing Hands" item about KMAC(FM) Gainesville, Mo., incorrectly listed the station under buyer Max Pearson's other broadcast interests. KMAC is being sold by its owner, Dora Burnett, to Max Pearson.

## 'Secret' deal closes

The merger of Booth American and Broadcast Alchemy, begun last November, closed on Aug. 1. The 50/50 partnership, Secret Communications, is comprised of 14 stations in Cleveland, Cincinnati, Denver, Detroit, Pittsburgh, Indianapolis and Sacramento, Calif. The deal was brokered by Star Media Group.

and WPDJ-AM-FM Clarksburg, all West Virginia, and WSKO(FM) Stanton and WSVG(AM)-WSIG(FM) Mt. Jackson, both Virginia. WEYQ has CHR format on 102.1 mhz with 25 kw and antenna 400 ft. Filed July 15 (BALH940715GO).

**KSLM(AM) Salem, Ore.** □ Purchased by Willamette Broadcasting Corp. Inc. (Michael Frith, president) from K-Salem Communications Inc. (Dempsey D. Sullivan, director) for \$350,000. **Buyer** owns KYKN(AM) Keizer, Ore. KSLM has solid gold format on 1390 khz with 5 kw daytime and 1 kw night. Filed July 15 (BAL940715EB).

**KOXR(AM) Oxnard, Calif.** □ Purchased by Albert and Jacquelyn Vera from Lotus Oxnard Corp. (Lilli Kalmenson Rosenbloom and The Howard Kalmenson Trust) for \$350,000. **Buyer** has no other broadcast interests. **Seller** owns KWKW Los Angeles and KGST Fresno, both California; KTKT/KLPX(FM) Tucson, KEKO(FM) Green Valley, and KHIT(AM) Sun Valley, all Arizona; KENO/KORK/KOMP(FM)/KXPT (FM) Las Vegas and KOZZ-AM-FM/KHIT-FM Reno; WTAQ La Grange, Ill.; KHBL/KZEP-FM San Antonio and KONE(FM) Lubbock, both Texas, and purchase of KSLK(FM) Auberry, Calif., is pending. KOXR has Spanish format on 910 khz with 5 kw daytime and 1 kw night. Filed July 15 (BAL940715EJ).

**WLOV-AM-FM Washington, Ga.** □ Purchased by Dennis Helmreich from Ptak Broadcasting Inc. (Thomas Ptak, president) for \$344,236. **Buyer** owns WKVQ(AM) Eatonton, Ga. **Seller** owns WKGQ(AM) Milledgeville and WMGZ-FM Sparta, both Georgia. WLOV(AM) has news/talk format on 1370 khz with 1 kw. WLOV-FM has pure gold format on 100.1 mhz with 2.4 kw and antenna 321 ft. Filed July 15 (AM: BAL940715GI; FM: BALH940715GK).

**KDDQ-FM Comanche, Okla.** □ Purchased by Linda Allen from Howard Cochran for \$175,000. **Buyer** and **seller** have no other broadcast interests. KDDQ-FM has country format on

96.7 mhz with 3 kw and antenna 300 ft. Filed July 15 (BALH940715GG).

**WIRY(AM) Plattsburgh, N.Y.** □ Purchased by William Santa from Marjorie Pelkey Revocable Trust (Donald Pelkey, trustee) for \$175,000. **Buyer** and **Seller** have no other broadcast interests. wiry has AC format on 1340 khz with 1 kw. Filed July 14 (BAL940714EB).

**KALV(AM) Alva, Okla.** □ Purchased by Alva Omni Communications Inc. (Michael Mitchel, president) from MM&K Inc. (Randy Mitchel, president) for \$165,000. **Buyer** has no other broadcast interests. **Seller's** 50% parent, Omni Communications Inc., owns KWOX(FM) Woodward, Okla. **Seller's** other 50% parent, MitchBro Co., owns KMZE(FM) Woodward, Okla. KALV has contemporary country format on 1430 khz with 500 w. Filed July 15 (BAL940715EC).

**WBSA(AM) Boaz, Ala.** □ Purchased by Watkins Broadcasting Inc. (Roger Watkins, president) from Sand Mountain Advertising Co. Inc. (Mark Huber) for \$100,000. **Buyer** and **Seller** have no other broadcast interests. wbsa has Southern gospel format on 1300 khz with 1 kw.

**WTMC(AM) Ocala, Fla.** □ Purchased by AM 1290 WTMC Radio Inc. (Colene Allen, president) from American Network Group (Lowell "Bud" Paxson, chairman) for \$60,000. **Buyer** has no other broadcast interests. **Seller** owns 7 AMs, 8 FM's and 2 TV's. WTMC has news/sports format on 1290 khz with 5 kw daytime and 1 kw night. Filed July 15 (BAL940715EA). *Broker: Hadden & Associates.*

**WRRE(AM) Juncos, P.R.** □ Purchased by Radio Emanuel Inc. (Ovidio Ruiz, president) from Radio Redentor Inc. (Rev. Jose Pagan-Lozada) for \$57,500. **Buyer** has no other broadcast interests. **Seller** owns WERR(FM) Utuado Rosa, P.R. WRRE is licensed to 1460 khz with 500 w. Filed July 15 (BAPL940715EA).

## Nielsen expands Hispanic TV ratings

*Deal with Univision increases local markets from 2 to 11*

By Geoffrey Foisie

**N**ielsen Media is emerging as the dominant provider of Hispanic TV ratings. The research service said last week that it had signed the Univision group of TV stations in nine more markets, bringing its total to 11 markets covered.

The nine new markets, in addition to Los Angeles and Miami, where Nielsen already provides Hispanic ratings, cover 62% of Hispanic TV households.

Two other companies, Arbitron and SRC, have provided local-market ratings on TV viewing by Hispanic audiences. But Arbitron abandoned its local rating service last November. And SRC will find tougher going: Univision's director of research, Doug Darfield, says he will drop that service now that Univision has struck its deal with Nielsen.

SRC still has Telemundo, the other major Hispanic station group, as a local ratings client. Telemundo so far has not signed with Nielsen for the new markets, although it uses Nielsen's services in Los Angeles and Miami.

Telemundo did not sign with Nielsen partly because of Nielsen's decision to establish a Hispanic panel separate from the group of viewers

### NIELSEN HISPANIC MARKETS

| Market            | Number of Hispanic HHs | % of U.S. Hispanic HHs | Subscribing stations   |
|-------------------|------------------------|------------------------|------------------------|
| Los Angeles       | 1.2 million            | 18.6                   | KMEX-TV, KVEA, KWHY-TV |
| New York          | 856,990                | 13.1                   | WXTV                   |
| Miami             | 392,000                | 6.0                    | WLTU, WSCV             |
| San Francisco     | 251,530                | 3.9                    | KDTV                   |
| San Antonio       | 248,610                | 3.8                    | KWEX-TV                |
| Chicago           | 246,240                | 3.8                    | WGB0-TV                |
| Houston           | 243,240                | 3.7                    | KXLN-TV                |
| Albuquerque, N.M. | 168,630                | 2.6                    | KLUZ-TV                |
| Dallas            | 166,750                | 2.6                    | KUVN                   |
| Fresno, Calif.    | 133,010                | 2.0                    | KFTV                   |
| Phoenix           | 129,060                | 2.0                    | KTVW-TV                |

Source: Nielsen

used for the "general market" ratings books, says Jon Marks, Telemundo's corporate director of research. "They are not addressing the problem in the general market panels, which is an underrepresentation of the Hispanic population," he says.

A better solution than establishing a separate panel would be to "fix that problem directly through some type of weighting mechanism" that would increase the weight given to Hispanic homes in the existing general market panels, Marks says.

Ceril Shagrin, Nielsen's senior vice president for market development,

defended the decision to establish separate panels. "In most of our regular markets the sample size is too small to separately report all of the information about Hispanics that we report to the regular market."

"We can do one of two things: Wait a million years to have the general book fixed, or try to get some useful information to advertisers and agencies," Univision's Darfield says. "We have already spent 20 years waiting for Nielsen to fix the general market book."

Most of the new markets should start reporting data by November, according to Nielsen. The New York, Chicago and San Antonio markets will be TV set-metered and will provide overnight ratings, as do Los Angeles and Miami. All of the markets will have diaries and will provide quarterly reports.

Each panel's composition in terms of language use—only Spanish, mostly Spanish, mostly English, for example—will be matched with that of the overall Hispanic population in that market. Such linguistic distinctions may be included in information provided on daypart viewing, although probably not on a program basis, Darfield says.

## TV ads light up big screen

Television networks increasingly are promoting their shows to moviegoers. And it's no shot in the dark: Revenue is running 75% ahead of last year for Screenvision, one of the largest companies that place ads on the silver screen, says Dennis Fogarty, company president and chief executive officer.

Screenvision's ads run before the main attraction and are placed in 2,000 theaters with 6,300 screens, Fogarty says. One reason for the revenue jump is increased advertising by networks—broadcast and cable, Fogarty says. Their ads, which last from 30 seconds to four minutes, have included ABC's promotion of *The Stand*, Turner Broadcasting's promotion of *Moonshot* and Fox's promotion of *The X-Files*.

NBC has scheduled a flight this fall and CBS has one on hold. Another half-dozen cable networks also have

run ads, Fogarty says.

Although many buys are national, Screenvision can run ads regionally, or even by ZIP code. The system also can offer in-theater promotions, such as handing out material in the lobby, putting up posters and running sweepstakes.

Screenvision was formed in 1976 by Media Vision, a Paris-based cinema advertising company, and FTTL Media, a partnership of individuals who Fogarty says prefer not to be named.



ABC's big-screen ads for 'The Stand' featured quick clips set to rock 'n' roll.

—GF

# Advertising on DBS: still counting down

*Some cable networks prohibit ad sales; subscriber base also a handicap*

By Geoffrey Foisie

**A**dvertising on DBS has a lot of advantages. There is no problem with the potential for audience reach—it is national. Nor is there likely to be a problem with ads running at different times—all parts of the country receive their signals from the same satellite.

But it likely will be a long while before advertising sales by direct broadcast satellite operators become profit centers.

One major shortfall of DBS is its relatively small home base. Primestar, with its head start among the three operating services, has roughly 80,000 homes. "Right now it is too small a number. Maybe if they packaged all the services together we might look at it," says Joel Segal of McCann-Erickson. But as Rick Aurichio of Katz says, even adding the other two services, DIRECTV and

Hubbard's USSB, brings the subscriber base to "no more than 100,000 homes."

Cable networks are aware that DBS could become a significant advertising medium and have placed a second handicap on DBS operators. Roughly half of them forbid DBS operators to sell ads in the availabilities that are offered to other affiliates, such as local cable operators. "Some of the networks tend to view us as potentially a competitor on the national scale," says Jeffrey Smith, Primestar's vice president of marketing.

Cable networks imposing restrictions do allow the availabilities to be used by DBS operators to promote their own service. DIRECTV is doing that. A spokesman for the GM Hughes-owned service says that its pay-per-view service, Direct Ticket, is being promoted on the two minutes or so per hour available on vari-

ous cable networks. General customer service spots also are promoted in the avails.

DBS would have to have a larger subscriber base before making the trek to Madison Avenue. "We would probably wait until we have a million subscribers or so," the DIRECTV spokesman says.

"It is not something we have focused on. We expect to begin to focus on it next year for 1996, but I don't know what the magic subscriber number is," Primestar's Smith says.

At least one DBS service, USSB, already has a sales arm in place if it decides to sell advertising. The TV representation firm Petry is an investor in USSB and would be prepared to sell spots for the service at some point, Executive Vice President Harry Stecker says. But Petry has not hired or staffed yet for any sales effort. ■

## CENTRAL STATES NETWORK, L.P.

an entity controlled by

**FIRST CHICAGO EQUITY CAPITAL**

and

**THOMAS L. BOOKEY**

has acquired

WWJR-FM and WHBL-AM (Sheboygan, Wisconsin)

WKFX-FM and WNFL-AM (Green Bay, Wisconsin)

WROE-FM (Appleton-Oshkosh, Wisconsin)

WDBR-FM and WTAX-AM (Springfield, Illinois)

\$8,000,000 Senior Secured Bank Debt

\$2,500,000 Senior Subordinated Notes

\$2,500,000 Redeemable Preferred Stock

The undersigned served as financial advisor to Central States Network, L.P., assisted in the negotiations, and arranged the financing for the above transactions.

**Rodman & Renshaw, Inc.**

June, 1994

## MARKET WATCH

### Nielsen competitor?

Statistical Research Inc. says Philadelphia will serve as the market for the "TV ratings laboratory" the company will use to create a next-generation ratings system. Atlanta, Milwaukee, Miami and Washington also were considered. SRI will install 500 meters for a full-blown market test set to begin with the 1995-96 season. ABC, CBS and NBC are contributing \$30 million to fund the test. SRI will evaluate the results and decide whether to enter the national TV ratings business in competition with A.C. Nielsen.

### NTVA gets new marketing director

Susan Young has been named a senior vice president and director of marketing for the Network Television Association. Young previously worked with NTVA President Marcella Rosen at N.W. Ayer, where Young was vice president and associate media director. —GF

## Staff shifts help Hundt reinvent FCC

*FCC chairman says new bureaus, reassignments will help agency 'stay ahead of the curve'*

By Christopher Stern

In what may be the biggest senior staff shake-up in the history of the FCC, Chairman Reed Hundt has re-assigned 18 of the agency's top 50 officials and established two new bureaus and a commission office.

The moves are part of Hundt's reorganizational efforts to "reinvent government" and to make the FCC more efficient.

While most of the jobs shifted among current FCC officials, some new employees have been hired, including Senate Commerce Committee staff member Regina Keeney, who will head the new Wireless Telecommunications Bureau. The bureau will handle personal communication services and the administration of future auctions.

Hundt also formalized his plan to establish an International Bureau, which will be headed by Scott Harris, who now runs the international office. The International Bureau will oversee treaty and other cross-border issues and some satellite-related matters. "The goal here is to have a more well-muscled bureau to help press the American agenda of the global information highway," Hundt said last week.

### Critics emerge

Critics of the widespread shift quickly emerged, including Commissioner James Quello, who complained that staff changes "foreclosed advancement" for senior officials at the agency, including Tom Stanley, chief of the Office of Engineering and Technology, who was moved to the Office of Plans and Policy, where he will be chief engineer, and Ralph Haller, who moves from chief of the Private Radio Bureau to deputy chief of the newly created Wireless Bureau.

One senior FCC official said Quello's characterization of the staffing changes was unfortunate. The official pointed out that Stanley will join a senior management team in the Office of Plans and Policy which will chart the future of the agency. The official

## Acting chief opts for demotion

In one of the more controversial aspects of last week's FCC shake-up, Kathleen Wallman was appointed chief of the Common Carrier Bureau. Wallman has less than five months at the agency and has little experience in her new area of responsibility.

Wallman, who was a deputy chief in the Cable Services Bureau, replaces the current acting Common Carrier Bureau chief, Richard Metzger. Metzger instead opted for a demotion. He will serve as Wallman's deputy, along with current Deputy Chief Kathleen Levitz.

FCC observers speculate that Metzger, who has practiced common carrier law for 10 years, took the demotion to avoid the five-year ban on agency lobbying by senior federal officials.

But any suggestion that that was Metzger's motive is "simply unfair," says Phil Verveer, a former chief of the Common Carrier Bureau who recommended Metzger to FCC Chairman Reed Hundt. Metzger is "excessively scrupulous," Verveer says.

Verveer believes Metzger declined the job because it doesn't fit his personality. "He's a perfectionist," Verveer says. And the top slot at an FCC bureau is no place for a perfectionist, he says, given the inevitable compromises, pressures and bureaucratic fumbling. "If you are going to worry about mistakes, the job becomes a terrible burden," he says.

Metzger adamantly denies that the ban had anything to do with his decision, saying it is the bureau chief's public relations responsibilities that caused him to turn down the job. "The chairman has the right to have a Common Carrier Bureau chief that is an active spokesperson, and I don't feel comfortable in that position," Metzger says.

Despite the fact that Wallman's two deputies have far more experience with common carrier law than their boss, Metzger says Wallman will be no figurehead. "Make no mistake about it, Kathy Wallman will run this agency," Metzger says.

Wallman joined the FCC in April. She is a former partner at the Washington-based law firm Arnold & Porter, where she specialized in antitrust and intellectual property law.



Richard Metzger

also said Haller will have more people reporting to him in the Wireless Bureau than he currently has as chief of the Private Radio Bureau. Although Hundt said the changes would create a more effective agency, others feared the changes would slow down the decisionmaking in the near term.

"I just don't think you can make any shift at the [senior level of the] FCC without implications on the entire communications industry," said former FCC Chairman Al Sikes.

Another former FCC official, who did not want to be named, said big-ticket items—such as fine-tuning

cable rate regulations and video dial-tone reconsideration—may continue to move forward, but the smaller, routine decisions may be slowed.

Hundt also established the Office of Workplace Diversity, which will handle internal equal employment opportunity issues and sexual harassment complaints. However, Hundt did not appoint a chief to that office.

The structural changes at the agency are largely based on a proposal developed by Mary Beth Richards, special counsel for reinventing government. The changes are needed for the FCC to keep pace with the rapidly

converging telecommunications industry, Hundt said. "Everyone is talking about how industries are converging, and we are trying to stay ahead of the curve. We would like to have common carrier expertise in the Cable Bureau, for example," Hundt said.

But at least one observer said the moves were motivated by Hundt's desire to put his imprint on the agency. Hundt appointed officials to the top spot or the deputy level in 12 of its 13 bureaus and offices. "I call it the Hundt syndrome," the observer said. "He needs to reshuffle any decision or deal [already made]." The only office where Hundt did not make changes is the Managing Director's office.

While observers generally are enthusiastic about the creation of the Wireless and International bureaus, others question the experience of some of the appointees. Several communications lawyers point out that both the Cable and Common Carrier bureaus now are headed by chiefs with little expertise in the departments' missions.

Meredith Jones, Cable Services Bureau chief, also has little experience in her bureau's issues. She came to the agency in April from the Department of Commerce, where she was general counsel for the National Oceanic and Atmospheric Administration. Before joining NOAA, Jones had an extensive background in law and served as senior counsel with Bechtel Financing Services.

The shake-up surprised even some

## Mass Media chief survives changes

"I am alive and well," Roy Stewart, chief of the FCC's Mass Media Bureau, said after last week's major reshuffling. Stewart is staying where he is.

However, the bureau did lose deputy chief Rod Porter, who was named deputy chief of the new International Bureau. Renee Licht, who had been acting deputy chief, Mass Media Bureau, is now deputy chief.

Stewart, managing director Andy Fishel and Robert Pepper, chief of the Office of Plans and Policy, have the same jobs they did during the administration of former Chairman Al Sikes, who left in January 1993.

Although the Mass Media Bureau has not undergone any major changes, Stewart's staff is doing its part to carry out Vice President Al Gore's plans to reinvent government. Larry Eads, chief of the audio services division, is working on the project, which will serve as a model for the rest of the bureau.

Eads has established a team to identify and solve processing problems and other teams to help with the processing. The division is looking at how it can "re-engineer" the application process for radio and TV and is working on an electronic filing system for renewal applicants. "We're also looking at ways to reduce the number of steps for applications," Eads says. —KM



Roy Stewart

of those who were affected. Hundt's office was able to keep it under wraps until last Monday. Haller and Deputy Common Carrier Bureau Chief Gerry Vaughan were conducting the narrow-band PCS auction when they found out about their new jobs. Vaughan is moving to the Wireless Bureau, where he will be a deputy chief along with Haller.

One of Quello's key complaints about the management changes concerned the way they were handled by Hundt's office. "I was the last com-

missioner to be informed, and I should have been the first," said Quello, who was acting chairman for the 10 months before Hundt's appointment.

Quello was informed late on July 29 about the changes that were to be announced the following Monday. "I don't want to be faced at the last minute with a last-minute fait accompli," Quello said.

In a four-page statement Quello expressed his displeasure with the shake-up. "If it ain't broke, don't break it," Quello wrote. ■

## Who goes where at the FCC

| Staffer               | From                                                                 | To                                                    |
|-----------------------|----------------------------------------------------------------------|-------------------------------------------------------|
| Regina Keeney         | Senate Commerce Committee staff                                      | Chief, Wireless Bureau                                |
| Ralph Haller          | Chief, Private Radio Bureau                                          | Deputy, Wireless Bureau                               |
| Gerald P. Vaughan     | Deputy chief, Common Carrier Bureau                                  | Deputy, Wireless Bureau                               |
| Scott Harris          | Chief, Office of International Communications                        | Chief, International Bureau                           |
| Rod Porter            | Deputy chief, Mass Media Bureau                                      | Deputy, International Bureau                          |
| Kathleen M.H. Wallman | Deputy chief, Cable Services Bureau                                  | Chief, Common Carrier Bureau                          |
| Richard Smith         | Chief, Field Operations Bureau                                       | Chief, Office of Engineering and Technology           |
| Tom Stanley           | Chief, Office of Engineering and Technology                          | Chief engineer, Office of Plans and Policy            |
| Gregory Vogt          | Chief, Tariff Division, Common Carrier Bureau                        | Deputy, Cable Services Bureau                         |
| William Johnson       | Deputy, Mass Media Bureau                                            | Deputy, policy, Cable Services Bureau                 |
| Robert Peck           | Vice president, government affairs, American Institute of Architects | Deputy, Office of Legislative Affairs                 |
| Anthony Williams      | Vice president, W+J Management Co.                                   | Director, Office of Small Business Activities         |
| Renee Licht           | Acting deputy, Mass Media Bureau                                     | Deputy, Mass Media Bureau                             |
| James Olson           | Chief, competition division, Cable Services Bureau                   | Chief, competition division, General Counsel's office |
| Patricia Grace Smith  | Acting associate managing director, managing director's office       | Deputy director, Office of Public Affairs             |
| Beverly Baker         | Deputy, Private Radio Bureau                                         | Chief, Field Operations Bureau                        |
| John Winston          | Chief, Office of Small Business Activities                           | Assistant chief, Field Operations Bureau              |



**Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) is fed up with the regional Bell operating companies.** In a letter to Senate Majority Leader George Mitchell (D-Me.), Hollings blasted the RBOCs for "blocking" his information superhighway bill. "They are determined to keep...their monopoly or kill the bill," Hollings wrote. He was particularly disturbed by an RBOC-sponsored ad in the *Washington Post*, which he characterized as a "total fraud." The ad claimed that the RBOCs have not taken sides in the fight over new services. Said Hollings: "The Bell companies started the fight, continue to fight, and while all others support S. 1822, they are the only ones blocking the bill." Senator Robert Packwood (R-Ore.) responded to Hollings in a letter to his colleagues, calling Hollings's bill "unreasonably regulatory."

**The FCC was handed a major setback last week in its legal battle to avoid a move to the Portals office development** in Southwest

Washington. The U.S. Court of Appeals reinstated the agreement between the General Services Administration and the Portals to relocate the agency's headquarters there. The court ruled that GSA improperly terminated the agreement after the agency was lobbied by FCC officials to scuttle the deal. The FCC claimed that the Portals, which still has not been built, cannot accommodate the agency's space needs. The Portals says the FCC does not want to move out of its neighborhood, which is close to the offices of communications industry lawyers and representatives. The FCC and the Justice Department, which is handling

litigation for the case, have refused to concede defeat, pointing out that the government could petition the court to rehear the case. "The government can terminate the agreement for any legal reason. The question is, what are those legal reasons?" one FCC lawyer working on the case says. But the Portals maintains that the court has ruled and it is

time for the FCC to begin to plan its move. "I don't think the judge is going to tolerate any more game-playing," says Eliot Levitas of Kilpatrick & Cody, who is handling the case for the Portals. Depending on the FCC's needs, the agency's new headquarters could be completed in a year to 18 months, Levitas said.

**Wireless cable operators may file complaints with the FCC if they have reason to suspect a programmer has signed an exclusive distribution deal** with a cable

operator. Cable operators are barred from forcing programmers into exclusive deals, but under the former rules, only parties to the licensing agreement in question could file a complaint with the FCC. The decision is a victory for the Wireless Cable Association, which petitioned the FCC for so-called third-party standing. In its original petition, the association argued that programmers who had been coerced into an illegal agreement would fear an FCC complaint could damage future business relations with the cable operator. The commission agreed, stating, "The mere threat of potential complaints by allegedly aggrieved competing distributors is an added deterrent for potential anticompetitive behavior."

## Washington Watch

Edited By Kim McAvoy

### Video dialtone tops FCC's fall agenda

The next FCC meeting may prove to be the most important for the cable industry since February's, when the FCC cut by 17% the rates the industry could charge customers.

Cable issues pending at the commission since May, including incentives for programmers to add channels and final revisions of the cost-of-service rules, are on track for the Sept. 19 meeting, says FCC Chief of Staff Blair Levin.

Also scheduled for a decision is reconsideration of the video dialtone order, according to Levin. Cable has a big stake in the reconsideration after trying to block each of the 27 video dialtone applications now on file at the FCC.

The video dialtone reconsideration was bumped from the commission's Aug. 2 meeting after the FCC staff failed to agree on several issues, including cost allocations and rules concerning programming on the advanced video platforms.

Levin also expects that the FCC will issue a formal decision, sometime before the next meeting, on the productivity offset proposed for the cable industry. FCC Chairman Reed Hundt already has said that he sees no reason for the commission to adopt the productivity offset proposal.

Under the proposal, the cable industry would have to subtract 2% from any price increase that resulted from

inflation. The offset originally was adopted in telephone regulation as a means to take into account cost efficiencies brought on by technological advances.

The FCC also hopes to issue a final decision on cost-of-service rules in September. The complex rules would allow cable operators to justify higher prices than allowed under the rate benchmarks.

The delay of the video dialtone reconsideration was caused by disagreements about how to handle the anchor programmer concept being pushed by the telephone companies. The proposal would allow a single programmer to control all the analog channels on a video dialtone system.

The cable industry objects to the anchor programmers, saying that they would allow a single programmer to dominate a video dialtone system. In a letter to FCC Chairman Reed Hundt, NCTA President Decker Anstrom says the anchor programming concept "allows [telcos] to become unfranchised cable operators, in a clear contradiction of the Cable Act's crossownership ban."

The agency also is struggling with complex cost-allocation issues for telephone companies that operate video dialtone systems. The cable industry argues that telcos will use their regular phone customers to pay for the construction of advanced video platforms.

—CSS

## HDTV field testing wraps up

*Full report on test expected within month*

By Chris McConnell

**B**roadcasters soon will get their first glimpse of how high-definition transmission technology holds up outside the lab.

By week's end, participants in the Advisory Committee on Advanced Television Service (ACATS) hope to wrap up about 12 weeks of field testing on the transmission technology slated for use in the next TV broadcasting standard. The program, while not the first broadcast demonstration of HDTV, will offer the committee its first look at over-the-air test results for the planned vestigial sideband (VSB) transmission technology.

"In a laboratory, one cannot simulate the range of conditions that occur in the field," says broadcast consultant Jules Cohen, who has chaired the

field testing task force. Participants in the program, conducted in Charlotte, N.C., used an 8-level VSB transmission modem to generate digital transmissions that could be measured at 199 pre-selected sites around the city. Participants used the digital data stream to compare its coverage to that of NTSC transmissions.

Last week, the advisory committee's field testing subgroup began analyzing the results, although participants say the Zenith VSB hardware gave the engineers no problems. "The equipment performed well," says Victor Tawil of the Association of Maximum Service Television (MSTV). The field testing group hopes to offer a full report within the month.

Others following the testing do not expect the report to offer any startling

news for the Grand Alliance. The transmission modem, observers say, performed as well as was expected.

The test program calls for engineers to measure ATV and NTSC signals on VHF and UHF channels at the Charlotte sites. By measuring the bit error rate of the digital signals, the test group can evaluate the transmission modem's ability to cover the same geographic area as the analog NTSC system.

While the group managed to hit all 199 sites for measuring UHF signals, part of the VHF testing was put on hold after the local NBC affiliate found that the testing was interfering with the signal the station provides on Charlotte's cable system.

Charlotte's WCNC-TV, which owns the property the test group has been using, asked the ATV testers to stop transmitting NTSC signals on cable's channel 6. In what engineers call a case of "direct ingress," local television stations were picking up the NTSC test signals, causing interference to the television signal on the channel.

"It's nothing unique," WCNC-TV Chief Engineer David Folsom says of the interference, stressing that the NTSC signals, and not the digital signals, were causing the problem. Folsom says that while the VHF testing was put on hold while the TV station competed in July's sweeps, the station still hopes to work out a solution to allow continued testing.

"We don't want to interfere in what they're doing," Folsom says. Ed Williams, who manages the field testing facility, last week added that the group hoped to resume VHF testing within a few days.

Solving the problem calls for the test group to hold its NTSC transmissions to 30 seconds or less, although some observers say the window may not offer the group enough time to conduct a standard translator test on channel 6. The test involves using a translator to receive a broadcast signal and then rebroadcasting it on another frequency.

But even without the complete stack of VHF signal data, participants seemed satisfied with the collected information. "We have a good selection of data," MSTV's Tawil says, estimating that the group lost about two weeks of VHF information to the interference problem. ■

### NAB, Alliance at odds over flexibility

Broadcasters and advanced television (ATV) developers traded blows last week over the future of broadcast spectrum.

Jumping into the congressional fray as Senate Commerce, Science and Transportation Committee Chairman Ernest Hollings (D-S.C.) was trying to bring his telecommunications bill to a committee vote, participants in the seven-company Grand Alliance complained that the bill's spectrum flexibility amendment may undermine their HDTV project. The amendment would allow broadcasters to broadcast, for a fee, a variety of digital services in addition to high-definition.

In a letter to the senator, the alliance companies said the amendment's current wording might allow broadcasters to use a second channel without delivering high-definition television. The language, the alliance said, does not support the "HDTV-first" approach previously established at the FCC. "We do not believe that broadcasters should be allowed to define away their primary responsibility to utilize their new and extremely valuable conversion spectrum for true over-the-air HDTV," the alliance said in its letter.

The NAB, which has backed spectrum flexibility, responded with its own letter to the committee chairman. High-definition television, NAB President/CEO Edward Fritts said, is a technology "that no one else has any idea consumers will want to buy."

"The companies involved in the Grand Alliance apparently want you to tie the FCC's hands and mandate their technology," Fritts told Hollings. "It's understandable why the Grand Alliance would want to remove both the FCC's discretion and the marketplace's role in this matter, but we can think of no reason why this would serve the public interest."

Despite the exchange of correspondence, committee staffers last week were focusing their efforts on resolving long-distance competition and universal service issues in order to bring the telecommunications bill before a committee vote. A staffer said that the committee was unlikely to revisit the spectrum flexibility amendment before the committee vote. —CM



Telezign used a mix of animated and live images to produce new graphics for Cinemax.

## More stations may get morphing power

*Lower cost of high-end opens up TV and cable market*

By Chris McConnell

**F**or TV viewers, lower computing costs could soon mean more morphing.

Designers say the high-tech, high-end effects once relegated to the world of feature film production and national commercials are making headway into TV programs on the heels of lower-cost computing gear. "Computer-generated imaging as an affordable element for series production is right around the corner," says Richard Winkler, executive producer of New York-based Curious Pictures.

Jan Phillips of New York's Telezign Computer Animation/Design, which has long targeted the TV graphics market, says that the graphic-generating hardware has become accessible enough to bring 3-D graphics to the world of local commercial production. "It all trickles down," Blue Sky Productions' Chris Wedge says of the computer-generated effects.

Picking up on the trend, one East Coast shop has revamped its computer lab to go after the television and cable production market. New York-based Image Design has wired together a series of Silicon Graphics gear, which the company hopes will allow it to sell



*It looks like a photo, but Image Design generated this image from ABC's The Stand on a computer.*

to the "middle ground" budgets of television animation rather than to just the high-end world of commercials.

"The idea is that the budgets for openings...have not been growing," says Rick Murphy, Image Design's executive director. "You can get a really high-end look for a good price."

Murphy's firm this year opened the doors on an additional 6,000 feet of space for accommodating the new computer-generated imaging hardware. The shop carries 12 Indigo 2 Extreme workstations, an Onyx Real-

ity 2 Super Computer and Quantel's Hal and Harry machines. Image Design is using two more of the Indigo machines as file servers.

"We've chosen to go with multiple single-unit processors," Murphy says, explaining the company's decision not to install a larger, centralized rendering engine. To enhance the power of the assembled hardware, the group has wired its computing gear together into what Murphy calls a "render farm." The arrangement allows the lab to combine the horsepower of the smaller computing engines and also to segment the system power to different animators. In the event of equipment failure, he says, the component structure allows the firm to replace a faulty unit.

His group currently is redesigning graphics for one of the top five market's stations and also is providing computer-generated material for ABC's Stephen King miniseries *Lan-goliers*. The lab also has worked on another King project, providing graphics and effects for ABC's miniseries *The Stand*.

The broadcast and cable promotion business now constitutes about 25%

of Image Design's work, Murphy estimates. He says that animation and graphics for TV entertainment account for another 30%. "It used to be very cost-prohibitive," Murphy says. He says that many of his broadcast clients request morphing effects as well as combinations of computer-generated and filmed images.

Telezign's Phillips cites a similar trend. Her company recently designed animated openings for two

Cinemax program blocks using combinations of animation and live studio shots. Phillips, who produced the Cinemax work, says Telezign is doing more of the "mixed media" work.

She also cites savings in the finished products broadcasters can now buy. An opening for a new show, she says, will incorporate several layers of graphics that a broadcaster can remove and use elsewhere for the station. The logo used in a news opening, she explains, can be extracted from the graphics and reproduced. "That's where we become very cost-efficient," Phillips says. ■

# Classifieds

## RADIO

### HELP WANTED MANAGEMENT

#### REGIONAL OPERATIONS DIRECTOR

**AsiaOne, the first and only national radio network for Asian Americans, has an opening for a regional operations director in our 4 station Southern California region.**

**Responsible for the business, personnel and technical operations. Should be a self starter, energetic, organized, and able to handle multiple tasks. Must be a leader, have budgetary skills and be computer literate.**

**BA or equivalent experience required. Excellent compensation and benefits. EEO. Mail or FAX resume and cover letter to:**

VP Administration  
AsiaOne Network  
499 Hamilton Avenue, Suite 140  
Palo Alto, CA 94301  
Fax: 415/688-1166.



**WTOJ/WATN, Watertown, NY** looking for someone who can develop promotions, motivate staff, handle a list. Call Dave Mance at 315-782-1240.

**Suburban Chicago FM** seeks creative, street-selling GSM to lead established sales staff by example. Great opportunity for individual to segue into general management with expanding radio group. Send resume to: Bob Epperly, New Horizons Communications, 1605 Colonial Parkway, Inverness, IL 60067. EOE.

**Program Director - Hispanic Radio in New Orleans.** We are looking for an experienced P.D. (possible on-air talent) who can come in and take over programming for the market leader. Great opportunity, great place to work - Muy Caliente! Send resume, requirements, and tape to P.O. Box 19308, New Orleans, Louisiana 70179. EOE.

**Premier oldies station WODJ-FM Grand Rapids** is seeking a professional general sales manager. Must be customer focused, people oriented and possess the ability to sell outside of lock-step rating relationships. Open to considering high quality sales representative for first time sales manager position. EEO. Send cover letter, resume and references to David Gates, Group Vice President, Goodrich Broadcasting, 2610 Horizon Drive, Suite F, Grand Rapids, MI 49546.

**Music director for Philadelphia's 70's station.** Greater Media's WMGK Magic 102.9 needs an experienced and talented music director for our new all Seventies format. Knowledge of the music, Selector expertise and the ability to integrate judgement with research are musts. On-air work not required. Great opportunity for small or medium market PD or MD to grow into a major market. No phone or fax, please. MD Search, Julian Breen, WMGK, One Bala Plaza, Bala Cynwyd, PA 19004. EOE/MF.

**General sales manager:** Solid family broadcast group needs 90's sales manager in Top 75 southwest market. Station is paid for and growing. Send resume and philosophy to Box 00054 EOE.

**General manager** for profitable, growing, sophisticated small market midwest FM. Must have proven sales success, previous management experience, strong leadership skills and carry list. Seeking a community minded upbeat individual who can train and motivate. Creativity and knowledge of promotions a must. Great compensation for the right person! Reply to Box 00052 EOE.

**Broadcast Group Chief Financial Officer.** Well-financed and rapidly-growing medium and small market radio group seeks a proactive chief financial officer. Must have radio experience. Will work directly with CEO. Candidate must be a CPA with experience in these areas: All financial control systems, budgeting, computer literate, managing staff at multiple locations, strong people skills, responsibility of maintaining and nurturing banking relationships, strong financial reporting skills. Submit resume to Reply to Box 00055 EOE.

**50,000 watt new country WKKW** is seeking a news director to anchor AM news and oversee a syndicated morning show. Some radio/T.V. news experience helpful but not necessary. Applicant must also be able to jock a weekend shift, do some production, and remotes also a possibility. Work for a great growing company. Females encouraged to apply. EOE. T&R: Travis Jones, 103 South 2nd Street, Clarksburg, WV 26301.

### HELP WANTED SALES

**Sail, sun, surf and sell.** South Texas resort. Local sales manager to replace one who retired rich. Growing corporation operating FMs. Unusual income opportunities. EOE. Fax resume to (210) 943-6430.

**New blood needed** to fill vacancy created by Sales Manager's retirement. Akron, Ohio top-rated talk station, WNIR 100 FM and new TV station Channel 29. Experienced Account Executive wanted. Call Bob Klaus at 216-673-2323 or fax resumes to: 216-673-0301. EOE.

**Laramie, Wy.** Results driven salesperson wanting career and lifestyle. Join Wyoming's largest broadcaster. AM/FM combo in heart of Rockies. Small/mid market selling experience and sales management potential preferred. Contact Larry Patrick, 409 South 4th Street, Laramie, Wyoming 82070. Fax 307-745-7397.

### HELP WANTED TECHNICAL

**Experienced engineer** skilled in AM directionals, high power FM's, digital systems needed by a well equipped (Harris Xmtrs) small group of stations. Well equipped shop, vehicle, group health insurance furnished. Opening in mid September. Salary range from \$25 to \$30 thousand depending on qualifications. Reply to Box 00060 EOE.

**Chief engineer - University of Kentucky public radio station** seeks engineer to maintain 20KW FM transmitter, STL system, and all studio equipment at very high audio quality standards. Ensure FCC rules compliance. Minimum requirements are an Associate's degree and three years of related radio experience, or the equivalent combination of education and experience. Applicant must be able to perform all essential job functions as identified in position description; copy available to candidates selected for interview. Deadline for receipt of letter of application, resume and minimum acceptable salary is August 19, 1994, but may be extended if additional applications are necessary. Reply to Job#311676, Employment, UK, 252 E. Maxwell Street, Lexington, KY 40508-2613. Equal opportunity employer.

**Engineer needed** at WRVR, WJCE and WOGY, Memphis, TN. Keymarket Communications needs a super engineer with 5 years experience and must be great at high power FM, AM directional and studio maintenance. Digital audio and computer literacy a must! Send resume to Mr. Lynn A. Deppen, 2743 Perimeter Parkway, Building 100, Suite 250, Augusta, GA 30909. EEO.

### HELP WANTED NEWS

**Sunbelt news talker** seeks news/program director. We are already a market leader, but still have upside. You must be a dedicated leader, teacher and coach, and have strong on-air talent in news or hosting. You must understand the news talk product, including preparation, positioning and promotion. You will be responsible for every part of our on air presentation and promotion. We are an outstanding medium market station, committed to winning and the format, so this job is not for a beginner. Send a cassette and resume in confidence to Box 00047 EOE/MF.

**Anchor-reporter:** For highly-regarded small market full-service AM. Tape and resume to WCWC, 601 West 110th Street, Suite 4-0, New York, NY 10025. EOE.

### HELP WANTED ANNOUNCER

**Morning shift - talented person - very good speech + voice plus steady reader with news capability.** Beginner considered. Upstate, NY. EOE. Reply to Box 00062 EOE.

## TELEVISION

### HELP WANTED MANAGEMENT

#### WETA ARLINGTON, VIRGINIA

#### PRESIDENT AND CHIEF EXECUTIVE OFFICER

An exceptional leader is sought to run one of the largest non-commercial radio and television stations in the country. WETA serves a diverse metropolitan community in the greater Washington, DC area and is presently one of the largest producers of programming distributed by the Public Broadcasting Service. The President and CEO will work with the Board of Directors and staff, setting a course for the station going into the next century. The Board seeks a forward-thinking professional with strong management and planning skills, the ability to respond imaginatively to rapid industry change and the capacity to involve inside and outside constituencies. Personal characteristics of accessibility, collegiality, a sense of purpose and energy are essential. The President and CEO must be a person with significant accomplishment in either business or, the non-profit/governmental sector and will have achieved a high level of respect and prominence within his or her field.

**Please forward resume and related materials to:**

MARY C. TYDINGS  
RUSSELL REYNOLDS ASSOCIATES, INC.  
1700 PENNSYLVANIA AVENUE, N.W.  
SUITE 850  
WASHINGTON, DC 20006

WETA is an affirmative action equal opportunity employer.

## CLASSIFIEDS

**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.

**Tribune Assignment Manager.** Responsible for running day to day news operation for Tribune Washington bureau serving 7 Tribune stations. Candidates must have at least three years experience, with working knowledge of Washington. Must be able to develop, coordinate and assign news stories on a daily basis. Able to coordinate news coverage for other stations, including breaking news around the country. Must be familiar with satellite and fiber systems. College degree. Send resumes to Cissy Baker, Washington Bureau Chief, Tribune Broadcasting, 500 N. Capitol Street, 8th Floor, Washington, DC 20001.

**WLOS-TV,** an ABC affiliate serving Greenville, Spartanburg and Asheville, the 35th largest market, seeks individual with five years station management and/or rep experience. Person must be energetic, organized and creative. Should be familiar with IDS, BMP and Scarborough. Please send resume and salary requirements to: Ellen Vaillancourt, GSM, WLOS-TV, P.O. Box 1300, Asheville, NC 28802. No phone calls please. EOE.

**WTVD is seeking a Television Director/TD** with a minimum of 2 years experience directing and switching news programs, commercials and promotion. Operational knowledge of Grass Valley 300 switcher, Grass Valley Kaleidoscope, Chyron CG and Quantel Still Store a plus. EOE. Send resume and non-returnable tape to: Jeffrey Hester, Senior Director, WTVD-11, P.O. Box 2009, Durham, NC 27702.

**Creative director.** The KARE Television Graphics Department has an immediate opening for a motivated enthusiastic creative director to oversee all aspects of our on-air look. Experience in creating computer generated graphics is required. Must also have 2-5 years experience in designing and implementing formats, elements, fonts, etc. for local newscasts. Should possess excellent leadership and planning ability, as well as extensive knowledge of current available graphics equipment. A 4 year college degree is preferred. Become a part of a top rated, Gannett owned, NBC affiliate television team. Please send resume and non-returnable tape to: Mark DeSantis, VP/Dir. Program/Promotion, 8811 Olson Memorial Hwy., Minneapolis, MN 55427. (No phone calls please). (We are an EEO/AA employer. Women and minorities are encouraged to apply.)

**Fox TV Managing Editor-News.** Flagship news operation seeks experienced, enterprising manager in news production and gathering. Responsible for overseeing production of noon and 10 o'clock news. Monitor flow of coverage, check reporters, develop investigative and original stories. Great opportunity for a versatile, imaginative free-wheeling news person. Requires 7 years experience in a major market. Must possess impeccable writing and organizational skills. Send resume: Marge Curtis, Personnel Department, 205 East 67th Street, New York, NY 10021. No phone calls/faxes please. Equal opportunity employer.

**General Sales Manager** - Fox affiliate. Applicant must have LSM experience, extensive computer and sales training skills, qualitative research knowledge and sales promotion experience involving print. History of generating new revenue streams is critical. EOE. David Woods, WCOV-TV, One WCOV Avenue, Montgomery, Alabama 36111.

**General sales manager:** Lancaster, WGAL-TV a dominate NBC affiliate seeks an aggressive leader with excellent communication skills who can motivate the sales staff. The ideal candidate will be computer literate, have strong television broadcast experience, be able to develop new business, have forecasting and budgeting skills. If you are prepared to lead a top quality team at Pennsylvania's leading television station, send resume to Paul Quinn, GM, P.O. Box 7127, Lancaster, PA 17604-7127. Women and minorities are encouraged to apply. EOE/MF/D.

**General sales manager** - We want a winner! We want an intense, energetic, creative and quality leader to oversee our overall sales direction. The candidate must have strong desire to take our current growth and move it even higher. The need is for a real leader to work as NSM and guide our local and regional sales force and managers on-ward-a proven track record and two years of management experience in sales that include local, regional, and national areas will be a great indicator. But there's more to a great GSM such as good managerial skills, research development, etc. If you love this business, we have something in common. Let's talk! Send a resume to Peter James, General Manager, WTAJ-TV, 5000 6th Avenue, Altoona, PA 16603. WTAJ is an EOE.

**KNME-TV seeks production manager.** Responsible for all local programming/contract productions. Supervises creative talent/program production staff/free-lance contractors. Negotiates/administers contracts. Represents stations with community groups/funders/universities/public schools/regional and national organizations/federal agencies. Bachelor's degree in communications/education or related field required, with seven years experienced broadcasting or related field, at least three of which involved managerial responsibilities. Master's degree desirable. Demonstrated creative abilities in TV production and managerial/budgetary experience. Knowledge of FCC and other broadcast rules/regulations, familiarity with general industry trends. Production credits in senior role for regionally and/or nationally produced TV programs. Public TV experience a plus. Equivalent education/experience will be substituted for each other on a year-for-year basis. Salary: \$2,303.58 - \$3,168.50/month DOE. To apply: send resume indicating exact dates of employment, with signed cover letter (no tapes, please), to University of New Mexico, Human Resources Office, 1717 Roma NE, Albuquerque, NM 87131. Refer to Requisition #941143A. Applications must be received between 8:00 a.m. Monday, July 25 and 5:00 p.m. Friday, August 12, 1994. AA/EOE.

**Newscast director** for Top 40 affiliate. Supervisory experience, creativity, motivation and leadership abilities, and minimum 2 years directing experience required. Send resume and salary requirements to: Wilma Campbell, WWMT, 590 West Maple, Kalamazoo, MI 49008. EOE.

**News director** - for a mid-Atlantic 130+ market group owned affiliate seeks an experienced, hands on, community minded professional to work where leadership and quality go hand to hand. This is a tremendous opportunity for the right individual. Minorities/MF are encouraged to reply. Send resume and salary requirements to Box 00053 EOE.

**Station Manager.** NBC affiliate seeks experienced leader with strong people skills to interface with various departments for continued growth in ratings and revenue. Oversee programming and general operations. Resume to John Duvall, President/GM, WLEX-TV, P.O. Box 1457, Lexington, KY 40591. EOE. Female and minority applicants encouraged.

**Marketing/promotion manager.** River City Broadcasting's WTTV, Indianapolis, a VHF Independent is looking for an experienced marketing/promotion manager with the leadership skills, promotion moves, creative flair, management skills, and high energy that can help promote and market our sports, programs and overall station image. WTTV is the home of IU, Purdue, Big Ten, and Indiana Pacers basketball; Indianapolis Colts pre-season football, key coaches' shows, the Hoosier Millionaire "State Network," the best sitcom product in the industry, and the Paramount Network Affiliation in '95. If you have the experience and spirit, believe in team work, enjoy a challenge, and want to work and grow with an aggressive broadcast group who believes in the value of promotion and marketing, then this could be the career opportunity you've been waiting for. Send resume and tape to: WTTV Human Resources, 3490 Bluff Road, Indianapolis, IN 46217. We are an equal opportunity employer; minorities and women are encouraged to apply.

**Broadcast Traffic Manager: WTBS/17, Atlanta.** This leadership position requires a documented track record in good communications 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.

**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 skills. Resume and salary history to Box 00063 EOE.

**Operations manager:** San Francisco production and transmission facility seeks Operations Manager to provide day-to-day management of facility featuring broadcast production, post-production, and graphics equipment. Responsibilities include budgeting, production coordination/supervision, facility operations and strategic planning. Functional knowledge of video equipment, live studio production, satellite and fiber optic transmission required. Prior management experience necessary. Salary to be commensurate with experience. Good benefits. Please send resume to Operations Manager, ITN, 901 Battery Street, #220, San Francisco, CA 94111.

**Personnel director.** Have you served in the position of personnel director or E.E.O. officer for a TV or radio station for a minimum of two years and are ready to move up to personnel director for a group of broadcast stations? If so, please send resume, including salary history and references to Susie Bobb, Dispatch Broadcast Group, 770 Twin Rivers Drive, Columbus, Ohio 43215. Replies held in confidence. EOE employer.

**Traffic Memphis' WMC-TV, NBC,** has opening for Traffic Manager and Traffic Program Coordinator with experience with the AS/400 Columbine system. This is an exciting and financially rewarding challenge with America's leading growth company; Ellis Communications. Ability to maximize revenue by inventory management, develop improved systems, and inspire zero defects, mandatory. Send letter and resume to Nancy Morris, Traffic Operations Manager, 1960 Union Avenue, Memphis, TN 38104. EOE and affirmative action station.

**Chicago General Sales Manager.** WCIU-TV is seeking an experienced Sales Executive who loves the challenge of a start up, wants to build his/her own team, understands the incredible career opportunity this position affords...and wants to get rich! Resumes to General Manager, WCIU-TV, 141 West Jackson Boulevard, Chicago, IL 60604. EOE.

## CLASSIFIEDS

**Experienced, seasoned talk show director** wanted for new live morning program. Must be knowledgeable with satellite feeds and live remotes. Must be creative, diplomatic, and able to work closely with the executive producer and on air talent. Need to have worked in top 20 major media market. EOE, M/F. Qualified candidates should send a tape reel and resume to: Executive Producer, Good Morning Texas, WFAA-TV, 606 Young Street, Dallas, TX 75202.

### HELP WANTED SALES

#### ACCOUNT EXECUTIVE

KGO-TV is seeking an Account Executive with at least 3 to 5 years of major market television sales experience. Applicant must have excellent communication skills and exceptional organizational and presentation skills. Must have superior PC skills with Window software preferred. A four year college degree or equivalency desirable. Application deadline is August 1, 1994. Please send resume and cover letter to:

**KGO-TV PERSONNEL  
900 FRONT STREET  
SAN FRANCISCO, CA 94111**  
EOE

#### MID SIZE MARKET & JUNIOR ACCOUNT EXECUTIVES

**Genesis Entertainment** seeking aggressive and motivated individuals for its NY/LA offices. Television and/or sales experience preferred for junior positions. Mid size market position, two years television/syndication sales required. Must possess strong work ethics for outstanding growth potential within company. Mail or fax resume to: Rodger Polk, Genesis Entertainment, 625 Madison Avenue, 11th Floor, New York, NY 10022. Fax: 212-527-6402.

**Account Executive:** KABB-TV, a River City Broadcasting station, seeks an aggressive, experienced broadcast salesperson, for the number one indy in San Antonio. You'll maintain and improve billing of an existing client list and develop new accounts. If you are looking for a major growth opportunity with one of America's fastest growing broadcast companies, get in touch with us now! Contact: KABB-TV, Local Sales Manager, 4335 NW Loop 410, San Antonio, TX 78229. An equal opportunity employer.

**Account executive.** WUTV, an Act III station, is looking for an aggressive individual with sales experience. Must be goal oriented, self motivated, persuasive and organized. Compensation includes salary and commission. Send or fax your resume to WUTV, Human Resources, 951 Whitehaven Road, Grand Island, New York 14072. Fax 716-773-5753. No phone calls please. WUTV is an EOE.

**Top 60 West Coast affiliate** seeks Account Executive. Candidate must have experience with agency negotiation as well as success with direct clients. We're looking for an energetic, results oriented individual who thrives on winning! Fax qualifications in confidence to 209-454-2485.

**Local account executive.** WTTV, a River City Broadcasting station in Indianapolis, needs an experienced senior account executive. The ideal candidate will have a minimum of 5 years of successful TV sales experience, including regional, local agency, and direct business. This senior AE position also requires an individual to actively participate in the growth and development of the sales team with the opportunity to grow into sales management in a sales and marketing driven broadcast company. If you're interested in this position, mail or fax your resume and cover letter to: Human Resources, WTTV, 3490 Bluff Road, Indianapolis, IN 46217 (Fax #317-780-5464). We are an equal opportunity employer; minorities and women are encouraged to apply.

**Account executive:** California coastal NBC affiliate is seeking experienced broadcast salesperson to join our team of professionals. Strong emphasis on new business development and customer-oriented selling. The ideal candidate should be well versed in sales promotions, co-op and qualitative as well as quantitative research. Send resume to KSBY-6 Personnel Department/M, 467 Hill Street, San Luis Obispo, CA 93405. 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.

**Studio Engineer:** UHF station, looking for highly skilled SE, experienced in all aspects of studio broadcast engineering to maintain studio equipment. Submit detailed resume, salary requirements to Box 00065 EOE.

#### MASTER CONTROL SWITCHERS

Group W Satellite Communications, a division of Westinghouse Broadcasting and a leader in the cable television industry, has an opportunity for master Control Switchers.

Selected candidate will be responsible for the daily switcher operations in one of the present Playback Operations and automation familiarization in associated service.

You'll need 1-2 years experience in TV Broadcast operation or Satellite (Video) Communication. At least 2 years of formal experience education in communications, production or the equivalent, and six months experience in a Master Control operation with video handling of playback, recording and editing of 1/2", 3/4" and 1" videotape machines, audio tape machines, character generators, processors, time code, generators, readers, video wave form monitors, audio metering and all routine monitoring equipment is essential.

Interested candidates may send resumes with salary requirements, to:

Human Resources Department, Group W  
**SATELLITE COMMUNICATIONS,**  
250 Harbor Drive P.O. Box 10210,  
Stamford, CT 06904.  
An equal opportunity employer

The Local Origination Department of Wade Cablevision, a Cablevision Industries Group Partnership, is currently seeking a

## VIDEO ENGINEER/TECHNICIAN

Candidates for this position must be willing to work long hours, weekends, and possess knowledge of or the technical ability to perform the following tasks:

- Repair and maintain CCD Cameras, 3/4" SP VTR's and BetaCam VTR's
- Install video equipment
- Perform duties as crew chief for remote productions
- Develop and maintain equipment maintenance schedules
- Work in a start-up, state-of-the-art operation
- Operate a company vehicle and possess a valid driver's license

We offer the opportunity to work in an exciting industry, and a competitive salary and benefits for Full Time employees (medical, dental, life insurance and profit sharing). No phone calls will be accepted. If interested, forward resume including salary requirements to:

**WADE CABLEVISION**  
Human Resources Dept. - L.O.  
1700 North 49th Street,  
Philadelphia, PA 19131

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**Cablevision**

We are an Equal Opportunity Employer and comply with the Drug Free Workplace Act.

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Excellence

For all your Classified  
Advertising needs,  
Call Antoinette Fasulo  
212-337-7073  
Fax: 212-260-8327

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.

## CLASSIFIEDS

**Chief engineer.** KRQE-TV, CBS affiliate in Albuquerque, New Mexico, offers outstanding opportunity for accomplished professional to manage the engineering and maintenance of main facility and allied facilities located throughout New Mexico. Minimum ten years experience in broadcast engineering, maintenance and electronics. Knowledge and experience operating RF electronics, high voltage broadcast transmitters, translators, microwave, and studio equipment. Supervisory experience. Knowledge FCC rules and regulations. Experience organizing and coordinating variety of work activities. Effective written and oral communication skills. Knowledge computer hardware and software. Travel required. Qualified individuals send resume to: Human Resources Department, KRQE, 13 Broadcast Plaza SW, Albuquerque, NM 87104. (505) 243-2285. Fax (505) 842-8433.

**Chief engineer.** WFSB/Channel 3 Hartford's Post-Newsweek Station. WFSB is offering an exceptional career opportunity overseeing the operation and maintenance of a state-of-the-art broadcast facility within the growing Post-Newsweek group. Responsibilities will also include developing and implementing the station's long term capital plan. Qualified candidates will have experience in managing engineering maintenance and day-to-day operations. Candidates must also possess a strong sense of competitiveness, demonstrated leadership and strong interpersonal skills. A working knowledge of television technical unions and contracts is necessary. Submit resume to: Judi Addabbo, Personal Manager, WFSB-TV3, 3 Constitution Plaza, Hartford, CT 06103. EOE.

**Assistant Chief Engineer:** Southern ABC affiliate seeking hands-on assistant chief engineer. Must be experienced in 3/4" VTR cameras, Grass Valley switchers, satellite and other studio equipment; plus experienced and knowledgeable about UHF transmitters. FCC license required. Reply to Box 00056 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 00064 EOE.

### MISCELLANEOUS

**Anchor, reporters, producers!** You're looking for a job and you're not getting any response. C...Marketing Works "Tips on Tape" audio-cassette not only critiques your work, we tell you what can give you the edge. Call 603-888-6788.

### HELP WANTED NEWS

#### SPORTS TALK SHOW HOST

Heritage station WBAL, Baltimore is seeking a real personality to host sports talk show. Creativity, showmanship and a sense of humor are as important as your knowledge of sports. Station has strong sports presence and is flagship of Orioles baseball, MD football, basketball, etc. Send T & R to:

Jeffrey Beauchamp  
WBAL Radio  
3800 Hooper Avenue  
Baltimore, MD 21211

*Minorities and females are encouraged to apply.*

**CBS affiliate,** new facility. Needs technician to repair videotape, ENG, satellite truck, and other equipment. Send salary/resume to: WCBI-TV C.E.; P.O. Box 271; Columbus, MS 39703 or Fax to (601) 329-1004.

**AM/noon weathercaster** - meteorologist with strong forecasting, communication, computer and artistic skills for dominant #1 newscasts. Seeking likeable personality with presence; a team player who enjoys community involvement. Send tape to Ken Selvaggi, WSAZ-TV, News Manager, 645 5th Avenue, Huntington, WV 25701. EOE

**Dominant number one news station** looking for an experienced news producer who likes to rock and roll, a very organized videotape editor and a streetwise news videographer. Please send tape and resume to Box 00059 EOE.

**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, chryon and audio operations, and graphic artists. Please send tapes, resumes, and references to Box #D-36. No calls, please.

**If you are a sports anchor/reporter** who also knows how to keep non-sports fans glued to the set...we want you. This is a strong number one news station in a very competitive mid-size market...so experience is a must. Please send tape and resume to Box 00058 EOE.

**News Producer.** Must be aggressive, organized and able to manage a large newscast team. Only a great writer who can effectively link audio and video is wanted. Experience with multiple live sources, including microwave, Livestar and helicopter a definite plus. Must have three to five years experience as producer or associate producer. Send non-returnable 3/4" tape and resume to Human Resources, WRAL-TV/Capitol Broadcasting Company, Inc. P.O. Box 12800, Raleigh, NC 27605. EOE, M/F.

**TV news photojournalist** with 3-4 years experience. NPPA standards. Live truck experience a must. Great attitude. Send resume and tape to: Scott Livingston, Chief Photographer, WBFF-TV, 2000 West 41st Street, Baltimore, MD 21211. No phone calls. EOE.

**Meteorologist/Weather Anchor** fulltime position available immediately with NBC affiliate TV station. Requirements include the preparation and presentation of the evening weather broadcasts. M-F. Salary negotiable. Recent college graduate with meteorologist degree considered. Send resume/tapes to ATTN: Personnel Manager, P.O. Box 860, Erie, PA 16508. EOE.

**Anchor needed** for Fox start-up news operation. Send tapes and resumes to: Gary Whitaker, River City Broadcasting, 1215 Cole Street, St. Louis, MO 63106. No phone calls please. EOE.

**Meteorologists needed** for Fox start-up news operation. Send tapes and resumes to: Gary Whitaker, River City Broadcasting, 1215 Cole Street, St. Louis, MO 63106. No phone calls please. 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.

**News Executive Producer.** We're looking for a great producer with news management experience. This person needs to be an excellent writer who understands how to utilize video, graphics and other production techniques. We want someone who knows how to lead and motivate producers and reporters in an aggressive, competitive environment. Send letter, tape and resume to Dan Acklen, News Director, WUAB-TV, 8443 Day Drive, Cleveland, OH 44129. EOE.

**Managing editor/assignment editor--** A group-owned, 100+ market, NBC affiliate is seeking a candidate with excellent news judgement and leadership potential to work closely with news director managing a small, busy staff and handling daily story assignments. Some management experience preferred. Excellent fringe benefits package and opportunity to work in a first-rate organization. Send resume and news philosophy to: Cheri McGraw, News Director, WVVA Television, Inc., POB 1930, Bluefield, WV 24701. EOE/M-F.

**News photographers:** Fox start-up needs TV photojournalists with 3-4 years experience. NPPA standards, live truck experience, great attitude. Send resume and tape to: Mark Hadler, Chief Photographer, River City Broadcasting, 1215 Cole Street, St. Louis, MO 63106. No phone calls please. EOE.

**Newscast producer.** Great opportunity to join the station with the TV rights to the 1996 Olympic Games! Must have at least 5 years newscast producing experience. Looking for excellent writing skills and quality news judgement. Must be able to motivate and work with others. Required: demonstrated thoughtful and creative newscast producing on tape. No phone calls please! Send tape, resume and references to: Laura Newborn, Managing Editor, WXIA-TV, 1611 Peachtree Street, Atlanta, GA 30303.

**Producers needed** for Fox start-up news operation. Send tapes and resumes to: Gary Whitaker, River City Broadcasting, 1215 Cole Street, St. Louis, MO 63106. No phone calls please. EOE.

**Entry level reporter** position available. Send non-returnable VHS or 3/4 inch only to General Manager, P.O. Box 2220, Florence, AL 35630. No phone calls.

**Reporters needed** for Fox start-up news operation. Send tapes and resumes to: Gary Whitaker, River City Broadcasting, 1215 Cole Street, St. Louis, MO 63106. No phone calls please. EOE.

**Assistant news director.** Rochester's 24 Hour News 10 is seeking a take charge person to handle day-to-day operations and special projects. Successful candidate must have three to five years experience producing major newscasts and must demonstrate outstanding production and writing skills. If you're ready to work for a recognized leader in television news, send a resume and references to the attention of Kathleen E. Knox, Human Resources Coordinator, WHEC-TV, 191 East Avenue, Rochester, NY 14604. WHEC-TV is an equal opportunity employer.

**TV News Producer.** Two years experience as producer of major newscast required. Excellent writing and visual production skills a must. College degree. Send letter, resume and non-returnable aircheck to Dan Acklen, News Director, WUAB-TV, 8443 Day Drive, Cleveland, OH 44129. No phone calls. EOE.

**Co-Anchors.** Named the best newscast in Florida by the Associated Press, Fox News at Ten needs co-anchors for weekend newscast. Three years experience, college degree preferred. No phone calls. Send non-returnable tape and resume to: Mark Pierce, Station Manager, WFTX-TV, 621 SW Pine Island Road, Cape Coral, FL 33991. Equal opportunity employer.

**Sportscasters needed** for Fox start-up news operation. Send tapes and resumes to: Gary Whitaker, River City Broadcasting, 1215 Cole Street, St. Louis, MO 63106. No phone calls please. EOE.

**TV News Reporter.** We're looking for someone who is aggressive, thrives on deadline pressure, loves to compete and who also knows how to use video while telling a good story. If you love the late-breaking story and excel at live reporting, this is the job for you. We prefer that you have a college degree and at least three years experience. Send non-returnable letter, tape and resume to: Dan Acklen, News Director, WUAB-TV, 8443 Day Drive, Cleveland, OH 44129. No phone calls. EOE.

**Videographer.** Named the Best Newscast in Florida by the Associated Press, Fox News at Ten needs a videographer. Two years experience required. Send non-returnable tape and resume to: Lew Van, Chief Videographer, WFTX-TV, 621 SW Pine Island Road, Cape Coral, FL 33991. Equal opportunity employer.

**WVTM-TV, an NBC affiliate,** in Birmingham, Alabama is looking for a news anchor/reporter. Anchors newscasts, may include weeknight, weekend, in either news, sports or weather. College degree preferred. Minimum 3 years on air experience. EOE. Send resume and non-returnable tape to: Carol Wells, Human Resources Department, WVTM-TV, P.O. Box 10502, Birmingham, Alabama 35202.

**Writer/producer/director.** West Texas, CBS affiliate, seeks a writer/producer/director. Must be able to write, shoot, and edit three-quarter inch video for broadcast. Must be organized, able to meet strict deadlines, possess people skills, and have a good driving record. Degree and prior experience preferred. Send resume to Personnel Director, KLST-TV, P.O. Box 1941, San Angelo, TX 76902. EOE.

**WVTM-TV, an NBC affiliate,** in Birmingham, Alabama is looking for a sports anchor/reporter. On air talent for various sportscasts and specials. Responsible for all production aspects of a sportscast. Minimum of 2 years television experience. Sports background preferred. EOE. Send resume and non-returnable tape to: Carol Wells, WVTM-TV, P.O. Box 10502, Birmingham, Alabama 35202.

**WXYZ-TV: Reporter.** An experienced journalist with solid skills in television and live presentation. Send a 3/4" tape and resume to: Walter Kraft, News Director, WXYZ-TV, Box 7, Detroit, MI 48231. Tapes will not be returned. No phone calls or faxes. EOE.

**We're hiring. ABC-to-be** in Phoenix looking for reporters, photographers, editors, producers and managers. You need to be aggressive, experienced and out-of-the box. Send non-returnable tape to News Director, KNXV-TV, 4625 S. 33rd Place, Phoenix, AZ 85040. EOE.

**We're looking for a great communicator!** You'll have three years TV experience in front of the camera and on the street. You'll anchor two nights and handle general assignment reporting the rest of the week. Strong live work and on-set ability are necessary. Send resume and non-returnable tape to Kevin Kelly, News Director, WFLA-TV Fox 22, 1205 Front Street, Raleigh, NC 27609. EOE.

**Weathercaster/meteorologist/reporter wanted:** Full-time position as #2 weathercaster and reporter in smaller midwest market. The right candidate will have experience with Kavours, on air experience, and strong photography, writing, and editing skills. Send tape and resume to Box 00061 EOE.

## HELP WANTED PROGRAMMING PRODUCTION & OTHERS

### PRODUCER

KGO-TV is seeking a producer with at least 3 years of major market television producing experience for our Programming Department. Responsibilities include developing show ideas, writing scripts, crew supervision, developing and coaching talent, scouting locations and supervising show budgets. Must have the ability to fully produce segments, regularly scheduled programs and specials. Candidate should be well-versed in all aspects of production from researching through post production. In addition, candidate should be familiar with live and remote studio production. Must be creative, energetic, have excellent technical and writing skills along with exceptional organizational skills. Good people skills are a must. Application deadline is August 12, 1994.

Please send resume, cover letter and videotape to:

**KGO-TV PERSONNEL  
900 FRONT STREET  
SAN FRANCISCO, CA 94111**  
EOE

**Videotape editor:** Experienced in post production editing, knowledgeable in setup and operation of associated equipment. CMX, Sony videotape experience preferred. Resume to: WDCN-TV, P.O. Box 120609, Nashville, TN 37212. Attn: Chief Engineer. By August 19. AA/EEO employer.

**Creative mind needed** to produce TV commercials in Burlington, Vermont for WPTZ-TV. Send your best spots to Producer Hunt, WPTZ-TV, 5 TV Drive, Plattsburgh, NY 12901.

**CBS O&O in Miami** is looking for an experienced broadcast traffic coordinator. Minimum of 2 years experience in all phases of broadcast traffic required. Must be highly organized and detail oriented. Send resume to Attn: Traffic Manager, WCIX, 8900 NW 18 Terr., Miami, FL 33172. No telephone calls. CBS is an equal opportunity employer. M/F.

**Graphic artist** needed for nightly national newscast. Must be creative and self motivated with the ability to capsuleize and transform story content into visually stunning graphic stills and animation. Must possess a basic working knowledge of video hardware. Salary negotiable. Benefits. Resume to James Martin, Capital Television Network, P.O. Box 3150, Manassas, VA 22110. Fax 703-369-1910. EOE.

**WNIN-TV** seeks a full-time production manager. The production manager is responsible for producing programs, establishing production policies, supervising staff, and directing auction and pledge activities. Competitive salary commensurate with experience. Excellent benefits. Send resume to: WNIN, Personnel, 405 Carpenter Street, Evansville, IN 47708. EOE/MF.

**WPTV5 (NBC)** in the nation's 45th television market is in search of a videographer/editor. Qualified candidates must shoot and edit promos, psa's and program length features. Minimum two (2) years experience working with graphics and compiling 30-second promotional spots. Please send resume and tape to: Director of Programming/Creative Services, WPTV News Channel 5, 622 North Flagler Drive, West Palm Beach, Florida 33401. No telephone calls. WPTV is an equal opportunity employer.

## HELP WANTED MARKETING

### DESIGNER

KCAL Television seeks an exceptional Designer with extensive background in live news and sports. This position requires a highly creative individual who works well in a creative group and under deadline. Quantel Paintbox and Macintosh experience required. Harriet, 3D and post-production background helpful.

If you'd like to create in the California Sun, rush your resume, tape and cover letter to: **Human Resources, Dept. DBC, KCAL-TV, 5515 Melrose Avenue, Hollywood, CA 90038-3149.** NO PHONE CALLS, PLEASE. Equal Opportunity Employer.

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- creating "Special Report" promos and Daily Topicals.
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Rush Tape and resume to WTXF-TV, Dept. 65 330 Market Street, Phila., PA 19106 No phone calls please. An Equal Opportunity Employer. WTXF-TV/A ParamountCommunications Company

If you program and promote it, they will watch! Do you want to design a program schedule from scratch, develop a complete on-air look and station image? Would you like to build your own team, implement your vision and advance your career? You can do it all at WCIU-TV, Chicago's new independent! Tapes/resumes to: General Manager, WCIU-TV, 141 West Jackson Boulevard, Chicago, IL 60604. EOE.

**Promotion writer/producer:** WPBF, West Palm Beach ABC affiliate is seeking an out of the box creative thinker who can produce promos that get results. You must have an aptitude for news. Your tape should say it all! Let's see your best stuff. Join the new ownership team that's committed to excellence. Send resume and tape to: Linda LaManna, WPBF, 3970 RCA Boulevard, Palm Beach Gardens, Florida 33410. No phone calls, please. EOE.

**WDTN is looking for a talented promotion writer/producer** to join our marketing and promotion department. Responsibilities include the writing and production of daily topicals as well as image, and special projects. Applicant should have two years experience in TV promotion or news, superior writing and editing skills and post production experience. College degree preferred. Work schedule must be flexible. Should be computer literate. Send resume and tape to Personnel Admn., WDTN TV2, P.O. Box 741, Dayton, Ohio 45402 M/F/V/H.

**HELP WANTED ANNOUNCER**

**Sports, sports, sports:** I eat, drink, and sleep sports. Looking for employment in television and radio. I have a bachelors degree in Speech Communications and have several years of experience. Willing to relocate. For tape and resume, call Russell (410) 833-2031.

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**CABLE**

**HELP WANTED MANAGEMENT**

CNBC is seeking a Technical Director for our state-of-the-art facility in Fort Lee, NJ. Candidates should have 2-3 years experience with the Grass Valley 300 or 3000 Switcher, DVE-ABEKAS A53 and Quantel Still Store.

Experience switching live news is a must.

If you thrive under pressure and want to be a part of this fast-paced, team-oriented environment, please fax your resume to: **Personnel Manager, TD, (201) 585-6275.** We are an Equal Opportunity Employer.



**General sales manager.** Looking for a highly motivated and organized general sales manager to lead a cable ad sales staff into the 21st century. Ideal individual must have solid communication skills and ability to lead in a team environment, a proven track record of individual and team revenue growth as well as 3-5 years cable advertising management experience. Will be responsible for motivating sales staff, creating advertising opportunities and developing new revenue sources. Successful applicant will be required to pass a drug test. Please send resume to: Marilyn Pranno, Illinois State Advertising Manager, TCI-Illinois Cable Advertising, 3517 N. Dries Lane, Peoria, IL 61604. Equal opportunity employer.

**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.

**HELP WANTED ADMINISTRATION**

**Librarian Information Specialist,** The Weather Channel. Looking for experienced individual who can help us maximize the use of our video resource. Must have 2 years experience in video library or 5 years general library. Production Department, TWC, 2600 Cumberland Parkway, Atlanta, GA 30339. EOE.

**HELP WANTED PROGRAMMING  
PRODUCTION & OTHERS**

**SPORTS PRODUCER**

Sports Producer needed to produce sports news updates on regional sports networks. Minimum one year's experience as well as strong organizational and communicative skills necessary. Communications/radio, TV, film degree or equivalent training preferred. Position based in Houston, TX. Fax resumes to HR at 713-661-5601.

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# For the Record

## OWNERSHIP

### Granted

**KXDZ(FM) Anchorage, AL** (BALH940531GE)—Action July 11.

**KJIW(AM) West Helena, AR** (BAL940603-EC)—Action July 22.

**KLCR(FM) Nogales, AZ** (BALH940707-GG)—Action July 27.

**KIDE(FM) Hoopa, CA** (BTCED940706-GG)—Action July 22.

**KAGR(FM) Morro Bay, CA** (BAPH940406-GJ)—Action July 21.

**KSMJ(AM) Sacramento, CA** (BAL940218-GY)—Action July 26.

**KSFM(FM) Woodland, CA** (BALH940218-GX)—Action July 26.

**KMJI(FM) Denver** (BAPLH940218GW)—Action July 26.

**KHTH(AM) Dillon, CO** (BAL940628EG)—Action July 26.

**WDQN-AM-FM Duquoin, IL** (AM: BAL-940706GL; FM: BALH940706GJ)—Action July 21.

**WJSH(AM) Terre Haute, IN** (BAL940601-ED)—Action July 25.

**WVYI(FM) Wilmore, KY** (BAPH940407-GE)—Action July 26.

**KMSS-TV Shreveport, LA** (BALCT940622-LJ)—Action July 26.

**KMSS-TV Shreveport, LA** (BALCT940622-

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.

LK)—Action July 26.

**WUVE(FM) Saginaw, MI** (BALH940523-GH)—Action July 27.

**WNJR(AM) Newark, NJ** (BAL940622EA)—Action July 22.

**WWCP-FM Clifton Park, NY** (BALH-940527GF)—Action July 20.

**WDLF(FM) Old Fort, NC** (BALH940505-GH)—Action July 21.

**WCLY(AM) Raleigh, NC** (BAL940603EB)—Action July 22.

**KTEN(TV) Ada, OK** (BALCT940614KF)—Action July 11.

**KEED(AM) Eugene, OR** (BAL940506EA)—Action July 25.

**KXYQ(AM) Milwaukie, OR** (BAL940601-EA)—Action July 26.

**KYXQ-FM Salem, OR** (BALH940601EB)—

Action July 26.

**WJYQ(FM) Moncks Corner, SC** (BALH-940707GE)—Action July 26.

**WJOC(AM) Chattanooga, TN** (BAL940526-EC)—Action July 26.

**WZZY(FM) Winchester, TN** (BALH940607-GE)—Action July 26.

**KAMR-TV Amarillo, TX** (BALCT940628-KE)—Action July 8.

**KBVO-TV Austin, TX** (BALCT940628KI)—Action July 8.

**KICI-FM Corsicana, TX** (BALH940701GF)—Action July 25.

**KBXX(FM) Houston** (BALH940706GK)—Action July 19.

**KRAD(FM) Portland, TX** (BALH940506-GF)—Action July 26.

**KKYR-FM Texarkana, TX** (BTCH940124-GI)—Action June 28.

**WLQM-AM-FM Franklin, VA** (AM: BTC-940526GI; FM: BTCH940526GH)—Action July 21.

## FACILITIES CHANGES

### Applications

**Cedar Rapids, IA** KTVC(TV) ch. 48—Jefferson Broadcasting Co. seeks MP to change ERP: vis. 1,524 kw; ant. 321 m.; TL: 8.05 km (50 mi) W (270 degrees) of Walker, Iowa, on Hwy 150. SW-1/4 of section 3, Polk Township, Benton Co., IA.

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**Monroe, NY** WLJP(FM) 89.3 mhz—Sound of Life Inc. seeks CP to make changes; ERP: .20 kw; ant. 316.5 m.; TL: approx. 1.6 mi. NW of Rte. 32 and Erie Railroad in Highland Mills, Orange Co., NY.

**Redmond, OR** KSJJ(FM) 102.9 mhz—Redmond Broadcast Group Inc. seeks CP to make changes; ant. 270 m.; TL: 16 km W of Bend, Deschutes City, OR.

**Altoona, PA** WFGY(FM) 98.1 mhz—Logan Broadcasting Inc. seeks CP to make changes; ant. 287 m.; TL: Wopsononock Mtn., Blair Co., Altoona, PA.

**Cuero, TX** KQRO-FM 97.7 mhz—John Bumgardner, receiver, seeks one-step app. to change ch. to 249C3.

**Cheney, WA** KEYF-FM 101.1 mhz—Pourtales Radio Partnership seeks CP to make changes; ant. 490 m.; TL: Krell Hill Communications site 24 km NE of Cheney at 61 degrees true; antenna supporting-structure height.

#### Actions

**Page, AZ** KXAZ(FM) 93.5 mhz—Granted app. of Lake Powell Communications Inc. for CP to change ERP: 12 kw. Action July 26.

**San Mateo, CA** KCSM(FM) 91.1 mhz—Granted app. of San Mateo County Community College for CP to make changes; ERP: 10 kw; ant. 126 m. and to change antenna supporting-structure height. Action July 19.

**Hogansville, GA** WEIZ(FM) 97.5 mhz—Granted app. of Magnolia Broadcasting Inc.

for CP to make changes; ERP: 14.5 kw; ant. 130 m.; TL: off State Rd. 219, 3.6 km SSW of Owensbyville, Heard Co., GA; change frequency and class from ch. 248A to ch. 251C3 (per MM docket 92-227). Action July 25.

**Springfield, IL** WDBR(FM) 103.7 mhz—Granted app. of Lake Shore Communications for CP to make changes; ERP: 20 kw; ant. 234 m.; TL: 3.8 km SE of Mechanicsburg, IL. 0.24 km NE of intersection of Sangamon Co. Rds. 11.5 mi. E and 1 mi. S. Action July 5.

**Belle Plaine, IA** KXPW(FM) 95.5 mhz—Granted app. of Cynthia Siragusa mod. of CP to make changes; ERP: 25 kw; TL: 1.68 km WNW of intersection of U.S. 6 and State Rte. 419, NW of Victor, Poweshiek Co., IA. Class changed from C to C3 (per MM docket 92-215). Action July 22.

**Cadillac, MI** WOLW(FM) 91.1 mhz—Returned app. of Northern Christian Radio Inc. for CP to make changes; ERP: 40 kw; change from DA to non-DA. Action July 11.

**Clarksdale, MS** WKDJ-FM 96.5 mhz—Granted app. of Radio Cleveland Inc. for CP to make changes; ant. 55.1 m.; TL: located 4 mi. S of Clarksdale, just W of US Hwy 61, same location as WAID(FM). Action July 25.

**St. Louis** KIHT(FM) 96.3 mhz—Granted app. of Heritage Media Corp. for CP to make changes; ERP 80 kw; ant. 313 m.; TL: 7555 McKenzie Rd., St. Louis, St. Louis Co., MO. Action July 8.

**Lebanon, NH** WNBX(FM) 100.5 mhz—

Granted app. of Radio South Burlington Inc. for CP to make changes; ERP: 6 kw; ant. 100 m.; TL: Crafts Hill, 1.7 km NE of State Rtes 10 and 12A, Lebanon, Grafton Co., NH. Action July 11.

**Espanola, NM** KIOT(FM) 102.3 mhz—Granted app. of Wizard Broadcasting Co. Inc. for CP to make changes; ERP: 3 kw; ant. -76 m.; TL: 403 W. Pueblo Dr., Espanola, NM; change frequency and class from channel 272C3 to 225 (per MM docket 93-49). Action July 8.

**Canandaigua, NY** WCIV(FM) 88.9 mhz—Returned app. of Family Life Ministries Radio Inc. for CP to make changes; ERP: 0.5 kw. Action July 11.

**Greensburg, PA** WHJB(AM) 620 khz—Granted app. of WHJB Corp. for CP to reduce nighttime power to 350 w; change TL to W side of Everglade Rd. and 0.55 mi. S of Rte 30, Hampfield Township, PA, and make changes in antenna system. Action July 25.

**Myrtle Beach, SC** WJYR(FM) 92.1 mhz—Granted app. of Hirsh Broadcasting Group LP for CP to make changes; ant. 94 m.; TL: antenna site is at end of 10th Ave., S of Intercoastal Waterway in Horry Co., SC. Action July 25.

**Cameron, TX** KHLR(FM) 103.9 mhz—Returned app. of William Vance for CP to make changes; ERP: 40 kw; ant. 167 m.; TL: 3 km NE of Branchville, Milam Co., TX; antenna supporting-structure height. Action July 25.

#### THIS WEEK

**Aug. 11**—"Direct Broadcast Satellite" conference, National Academy of Television Arts & Sciences Plaza Theatre and Conference Center, North Hollywood, Calif. Sponsored by the **NATAS Activities Advisory Committee**. Contact: Murray Weissman, (818) 763-2975.

**Aug. 12**—Deadline for the submission of cable network entries for the 16th annual **CableACE Awards**. Contact: (202) 775-3629.

#### AUGUST

**Aug. 16-18**—Interactive Multimedia Forum, Waldorf-Astoria, New York. Sponsored by **Kagan Seminars Inc.** Contact: Genni Russell, (408) 624-1536.

**Aug. 18**—5th annual Programing Picnic, 5:45-8:30 p.m., Time-Life Bldg., Manhattan. Sponsored by **New York Women in Cable**. Contact: Paula Simmonds, (516) 234-5200.

**Aug. 20**—"Preparing for a Career in Film, Television and the Media" program, presented by the **UCLA Extension Entertainment Studies Department**. UCLA, Los Angeles. Contact: Richard Macales, (310) 825-1901.

**Aug. 24-25**—Investing in Asia-Pacific Media & Telecom, Park Lane, New York. Sponsored by **Kagan World Media**. Contact: Genni Russell, (408) 624-1536.

**Aug. 25-27**—**Nebraska Broadcasters Association** annual convention. Ramada Inn, Kearney, Neb. Contact: Dick Palmquist, (402) 333-3034.

**Aug. 26**—Deadline for the submission of entries by individual producers and artists for the 16th annual **CableACE Awards**. Contact: (202) 775-3629.

**Aug. 31**—1993 Community Service and Public Service Announcements Emmy Awards, Marriott Marquis Hotel, New York City. Presented by **NATAS**. Contact: Robert F. Blake, (212) 586-8424.

**Aug. 31-Sept. 1**—**Wisconsin Cable Communications Association** annual convention. Chula Vista Resort & Conference Center, Wisconsin Dells. Contact: Tom Hanson, (608) 256-1683.

## Datebook

#### SEPTEMBER

**Sept. 8**—15th Annual News and Documentary Emmy Awards, Marriott Marquis Hotel, New York City. Presented by **NATAS**. Contact: Robert F. Blake, (212) 586-8424.

**Sept. 8**—**Hollywood Radio and Television Society** newsmaker luncheon featuring network presidents' panel. Beverly Hilton Hotel, Beverly Hills. Contact: HRTS (818) 789-1182.

**Sept. 9-11**—**Oregon Association of Broadcasters** annual fall conference. Inn of the Seventh Mountain, Bend, Ore. Contact: Gordon Bussey, (503) 257-3041.

**Sept. 12-14**—Telco-Cable VI, Omni Shoreham, Washington, D.C. Sponsored by **Business Research Publications, Wiley, Rein & Felding** and the **Yankee Group**. Contact: (800) 822-MEET or (202) 842-3022.

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

**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.

**Oct. 4**—**BROADCASTING & CABLE Interface**. Three-city teleconference (Washington, New York and Hollywood) co-sponsored by **Federal Communications Bar Association, International Radio & Television Society and Hollywood Radio & Television Society**. Information: Joan Miller, (212) 337-6940.

**Nov. 7**—**BROADCASTING & CABLE 1994 Hall of Fame dinner**. New York Marriott Marquis. Information: Steve Labunski, Circle Special Events, (212) 686-2200.

**Sept. 22**—**IRTS Foundation** newsmaker luncheon "Media Mania." The Waldorf-Astoria, New York. Contact: (212) 867-6650.

**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.

#### OCTOBER

**Oct. 12-15**—**National Association of Broadcasters** Radio Show; **Radio and Television News Directors Association** international conference; **Society of Broadcast Engineers** engineering conference; **SMPTTE** 136th annual technical conference. Los Angeles, Calif. Contact: Rick Dobson, (202) 429-5335.

**Oct. 18**—**IRTS Foundation** dinner. "The Media on Trial: Guilty or Innocent?" The Marriott Marquis, New York. Contact: (212) 867-6650.

**Oct. 18-21**—**NIMA International's** fifth annual meeting and trade exhibition, The Mirage, Las Vegas. Contact: David Savage, (202) 962-8342.

#### NOVEMBER

**Nov. 6-9**—**Canadian Association of Broadcasters/Western Association of Broadcast Engineers** joint convention & national trade show, Winnipeg Convention Centre, Winnipeg, Manitoba. Contact: Nathalie Samson, (613) 233-4035.

#### JANUARY

**Jan. 13**—16th annual **CableACE Awards** (non-televised ceremony), Century Plaza Hotel, Los Angeles. Presented by **National Cable Television Association**. Contact: (202) 775-3629.

**Jan. 23-26**—32nd annual **National Association of Television Programming Executives (NATPE)** program conference and exhibition, Sands Expo Center, Las Vegas. Contact: (310) 453-4440.

#### Major Meetings

## Robert Michael Unetich

**P**ittsburgh keeps calling Robert Unetich back.

From the days when his grandfather rewarded good grades with a nickel, to his current job as president/chief executive officer of Information Transmission Systems Corp., the Steel City has remained the focal point of Unetich's career.

"The city has changed tremendously," Unetich says, citing Pittsburgh's efforts to evolve from a heavy industrial center to a high-technology hub. Unetich, a board member of Pittsburgh's High Technology Council, has contributed to the area's switch with his microwave and broadcast transmitter development business, ITS Corp., McMurray, Pa.

Beginning in 1982 with modulator designs aimed to appeal to both broadcast and high-end microwave users, the company now employs some 190 people working in separate microwave and broadcast divisions, as well as a filter technology division. Last week, the company began leasing space that will house a fourth division devoted to boosters and repeaters for the microwave industry.

The wireless cable industry generates the largest share of ITS's business, Unetich says. But, he predicts, broadcasting's day is coming with the advent of digital technology.

Unetich's broadcasting career dates back to his college days as an engineering student at Carnegie-Mellon University. One of Pittsburgh's TV stations was home to a Carnegie-Mellon graduate, who hired Unetich for a summer. "I would work any hours, because I needed the money," says Unetich, who traveled with the station's crew to sporting events and other remote locations. During his stint at the station, which eventually allowed Unetich to pay for his last two years at college, he learned to run the cameras and audio and video hardware.

"I got an appreciation for working in a commercial industry," Unetich says.

But the first commercial business he entered after graduation was the aerospace industry. Graduating during the days of the space race, Unetich took his new electrical engineering degree to Honeywell Corp.'s Informa-



tion Systems Division, Clearwater, Fla., where he went to work designing satellite receivers for Navy satellite navigation equipment—a forerunner of today's Global Positioning System.

Designing receivers sparked an interest in transmitter design. However, the secretive world of military projects prevented Unetich from seeing how his work fit into the whole navigation system. "I became interested in how this project was used," Unetich says.

The job held another drawback: location. The small town where Unetich began his career was not Pittsburgh, and a 1970 ad for a job designing transmitters had him packing his bags for White Haven, Pa. As a design engineer with EMCEE Broadcast Products, Unetich

began working on transmitters and translators and learned about sending signals on microwave frequencies.

"I had to cover the whole frequency range," Unetich says. The new exposure to a manufacturing environment steered him toward designing products that could be manufactured in large quantities. A few years later, transmitter giant Harris Corp. lured

him away from Pennsylvania to manage the company's transmitter engineering department in Quincy, Ill.

Quincy had the same drawbacks as Florida, though, and a year later, Unetich was back in Pennsylvania designing transmitters for RCA's Broadcast Systems Division. Working at RCA, Unetich says, he began to feel he could build products in a small environment. So when RCA sold the division that housed his operation in 1982, Unetich decided to stay in Pittsburgh and start his own company rather than relocate to New Jersey.

ITS Corp. opened its doors in June 1982 and spent its first year designing products. Twelve years later, Unetich's company is conducting research to build a digital transmitter that would continuously adjust its signal by comparing the data it is sending to the data it is receiving.

The lower power levels of digital HDTV will place a greater emphasis on digital repeaters, which accept signals, remove errors and noise and pass the signals along to homes, Unetich predicts. The days of tube-based

transmission equipment will be numbered once broadcasters implement digital broadcasting, he says. At this year's National Association of Broadcasters convention, ITS Corp. added to the growing stable of solid state transmission equipment with a new 1 kw transmitter.

"We see HDTV as a subset of digital television," Unetich says. This summer, ITS supplied a trans-

lator for the HDTV transmission modem field test. However, Unetich expects wireless cable providers to jump into the digital TV business first with compressed NTSC pictures. Many have voiced an interest in using UHF frequencies to send as many as 20 compressed NTSC channels, he says. "We'd be thrilled to see that happen," Unetich says.

—CM

**President/CEO, ITS Corp., McMurray, Pa.; b. June 1, 1946; B.S., electrical engineering, Carnegie-Mellon University, Pittsburgh, Pa., 1968; design engineer, Honeywell Corp., Clearwater, Fla., 1968-70; design engineer, EMCEE Broadcast Products, White Haven, Pa., 1970-73; chief engineer, EMCEE, 1973-76; vice president, engineering, EMCEE, 1976-77; manager, transmitter engineering, Harris Corp., Quincy, Ill., 1977; broadcast transmitter engineering manager, RCA Broadcast Systems Division, Meadow Lands, Pa., 1978-82; current position since 1982; m. Diane Riehl, 1967; children: John, 26; Michael, 22; Richard, 20.**

# Fates & Fortunes

## BROADCAST TV



**Hockman**  
named president/GM, WHP-TV Harrisburg, Pa.

**Richard Hockman**, VP, real estate and construction, ABC Television Network Group, New York, named senior VP, administration.

**John Feeser III**, GSM, WGAL(TV) Lancaster, Pa.,

**Stan Atkinson**, anchor, KCRA-TV Sacramento, Calif., joins KOVR-TV Stockton, Calif., in same capacity.

**Brian Greif**, news director, WSVN(TV) Miami, joins Magid & Associates, Cedar Rapids, Iowa, as broadcast consultant.

**Christopher Ogden**, director, marketing, Nightly Business Report Enterprises, Miami, named VP, marketing.



**Leman**



**Burnett**

Appointments at Hanna-Barbera, Hollywood: **Juke Leman**, director, sales development, L.A. Gear, Santa Monica, Calif., joins as director, international marketing; **Bill Burnett**, creative director, Fred/Alan Inc., New York, joins as VP/creative director.

**Aleta Harris**, news producer, KTVI(TV) St. Louis, joins KMOV(TV) there as executive news producer.

**Robbie Harris**, news coordinator, WHYY-FM Philadelphia, named news director.

**Stan Hopkins**, manager, BayTV cable channel, KRON-TV San Francisco, named news director.

**Alice Jacobs**, news director, WHDH-TV Boston, joins WSVN(TV) Miami in same capacity.

**Heather Kahn**, anchor, WFXT(TV) Boston, joins WCVB-TV there in same capacity.

**Walt Maciborski**, general assignment reporter, KVUE-TV Austin, Tex., named anchor.

Appointments at *Inside Edition*, New York: **Grazia Manzano**, publicist, named director, publicity; **Madeline McFadden**, anchor/reporter, WBTB(TV) Charlotte, N.C., joins as reporter.

**Laura Novak**, anchor/reporter, Minnesota News Network, St. Paul, named assignment editor.

**Lila Orbach**, reporter, WBAL-TV Baltimore, joins WFXT(TV) Boston as anchor.

**Carole Propp**, talent executive, Fox Broadcasting Co., Los Angeles, joins *Last Call*, MCA TV, New York, in same capacity.

**David Rogers**, NSM, WAVY-TV Portsmouth, Va., named LSM.

**Emily Rooney**, executive producer, *ABC World News Tonight with Peter Jennings*, New York, joins Fox Broadcasting, Atlanta, as producer, *On Assignment*.

**Ron Shapiro**, president, Shapiro, Robinson & Associates Inc., Baltimore, joins WBAL-TV there as host of series of specials.

**Michael Tanaka**, executive producer, America's Talking, Fort Lee, N.J., joins *Good Morning America/Sunday*, ABC, New York, as producer.

Appointments at KNXV-TV Phoenix: **Ed Phillips**, meteorologist, KTAR(AM) there, joins in same capacity; **Al Macias**, assistant news director, KPNX(TV) Mesa, Ariz., joins as assignment manager; **Karen Kelly**, news photographer/editor, KGTU(TV) San Diego, joins as photographer.



**Sokoler**

**Marty Sokoler**, GSM, KITT-TV Minneapolis, joins KRLR(TV) Las Vegas as VP/GM.

Appointments at KOCO-TV Oklahoma City: **Brent Hansley**, GSM, named VP/GSM; **Carol Wilkinson**,

community affairs director, named VP, community affairs.

Appointments at KSBY(TV) San Luis Obispo, Calif.: **Ron Benavidez**, regional sales manager, named local sales

manager; **Rita Gallaway**, account executive, named manager, new business development.

Appointments at *Extra—The Entertainment Magazine*, WB Domestic Television Distribution, Burbank, Calif.: **Pete Hammond**, writer/segment producer, *The Arsenio Hall Show*, **Claudia Cagan** and **Michele Dix**, talent executives, *The Arsenio Hall Show* and *The World Music Awards*, respectively, join as senior segment producers.

## RADIO

**David Reeder**, GM, KYCR(AM) Golden Valley, Minn./WDCT(AM) Fairfax, Va., joins USA Radio Network, Dallas, as VP/GM.

**Dave Elliott**, senior account executive, WWJY-FM Crown Point, Ind., named GM/GSM, WCGO(AM) Chicago Heights, Ill.

**Casey Keating**, program director, KPLZ(FM) Seattle, joins WHYI-FM Fort Lauderdale, Fla., in same capacity.

**Lois Todd**, deejay/music director, KAZY(FM) Denver, joins KBCO-FM Boulder, Colo., as assistant program director/music manager.

**John Zacchio**, corporate account manager, Nynex Corp., New York, joins Hudson-Westchester Radio Corp., Yonkers, N.Y., as VP/senior account executive.

**William Guertin**, sales manager, WCSJ(AM) Morris, Ill., joins WKAN(AM)/WLRT(FM) Kankakee, Ill., as GSM.

Appointments at WDAI(FM) Pawley's Island, S.C.: **Allen Smothers**, sports director, named operations manager; **Gregory Bunce**, managing partner, named GM.

## CABLE

**George Endler**, director, marketing research, ADVO Inc., Philadelphia joins QVC, West Chester, Pa., as VP, market research and sales analysis.

**Roderick MacLeish Jr.**, legal analyst, New England Cable News, Newton, Mass., named legal editor.

**Barbara Rios**, senior traffic coordinator, SportsChannel, New York, named traffic manager.

Appointments at Showtime Networks Inc., New York: **Larry Aidem**, VP, international operations, HBO, New York, joins as senior VP, brand devel-

opment; **Ivy Abrams**, senior marketing manager, American Express, New York, joins as director of advertising; **Marica Chacona**, manager, program scheduling, named director, added value services.

Appointments at TCI, Englewood, Colo.: **David Oman**, public affairs counsel, named director, state government affairs; **Cynthia Eichner**, director, community relations, named director, field communications; **Graham Hollis**, financial officer, P&O Group, Denver, joins as director, international finance.

Appointments at AMC/Romance Classics, Woodbury, N.Y.: **Elaine Ching**, marketing coordinator, named marketing manager; **Linda Schildkraut**, marketing manager, named regional sales manager; **Charlie Flinn**, account coordinator, Frankel & Company, Chicago, joins as marketing manager; **Todd Schoen**, regional sales manager, named regional manager.

Appointments at Rainbow Programming Holdings Inc., Woodbury, N.Y.: **Robert Pollichino**, senior VP, SportsChannel Regional Networks, named senior VP, Prime SportsChannel Networks; **Michael Bair**, VP/GM, SportsChannel Pacific, named senior VP, SportsChannel Regional Network; **Cynthia Burnell**, VP, eastern region, Bravo, named senior VP, operations, SportsChannel Regional Network.

## MULTIMEDIA

**Steven Andrews**, president, operations and engineering, US West Spectrum Enterprises International, London, named president, Southern Multimedia Communications Inc., a subsidiary of US West.

**Kathy Shaffer**, marketing/promotions representative, Walt Disney Co., Anaheim, Calif., joins KESQ-TV/Radio Palm Springs, Calif., as director, marketing and promotion.

**Madeleine Boyer**, director, program partnerships, Discovery Communications, Bethesda, Md., joins Time Life Video & Television, Alexandria, Va., as director, promotions.

**Joe DiPietro**, writer/producer, CBS sports, New York, joins Tim Miller Entertainment Inc. there as director, on-air promotion.

**Philip Hejtmánek**, manager, maintenance/RF operations, WBBM-TV Chicago, joins Broadcasting Service

of Southern Illinois University, Carbondale, Ill., as director, communications technology.

**Mike Jones**, manager, new business opportunities, United Video Satellite Group, Tulsa, Okla., named director, special projects.

**Connie Sage**, director, staff development and training, the *Virginian-Pilot*, Norfolk, Va., joins Landmark Communications Inc. there as director, corporate communications.



Polley

**Laura Polley**, director, business affairs, Paragon Entertainment Corporation, Toronto, Canada, named VP, corporate affairs.

Appointments at Metro Networks, Houston: **David Small**, regional director, marketing, named VP/GM, central region; **Benson Riseman**, regional director, marketing, named VP/GM, Mid-Atlantic region.

## ADVERTISING

Appointments at Bates USA, New York: **Mark Schwatka**, senior VP/creative director, named executive VP, group creative director; **Bonnie Recca**, **Bill McCarron** and **John Gates**, all VPs/associate media directors, named senior VPs/associate media directors; **Charlie Rutman**, executive VP/media manager, accepts additional duties as director, national broadcast; **Bob Silberberg**, executive VP/director, national broadcast and programming, accepts additional duties as media ventures director.

**Sharon Blankenship**, VP, KBL-TV Inc., San Antonio, Tex., joins The AdVisory Group there as partner.

**Kathy Biehl**, national sales director, Multi-Image Systems, Chico, Calif., joins Cable AdNet, Pittsburgh, as manager, photo ad sales.

**Robert Drury**, controller, Paramount Pictures, Hollywood, joins TeleRep Inc., New York, as VP/controller.

**Arnold Chase**, senior VP, Vitt Media International Inc., named executive VP.

**Valerie DeSanti**, sales manager, Spectrum Ad Sales, New York, joins Marlin Entertainment there as VP, advertising sales.

**Laura Hager**, production manager, Lieberman, Appalucci Advertising, Allentown, Pa., joins Kelly Michener Advertising Inc., Lancaster, Pa., in same capacity.

**Dean Kilpatrick**, VP, Star Television Network, Orlando, Fla., joins ICT Group Inc., Langhorne, Pa., as president, research services division.

**Neil Newman**, executive director, business development, Paramount, Hollywood, named VP, marketing, Viacom Consumer Products.

## SATELLITE/WIRELESS

**Michael Arnold**, GM, Paragon Business Systems, San Antonio, Tex., joins American Wireless Systems Inc., Phoenix, Ariz., as director, commercial business development.

**Scott Schultz**, director, affiliate relations, Primetime 24, New York, named VP.

**Christopher Scurto**, manager, marketing and business development, US West Enhanced Services, joins Wireless Broadcasting Systems of America Inc., Denver, Colo., as VP, marketing.

**George Young**, regional director, CBS affiliate relations, New York, named director, sales and marketing, CBS Newsnet, there.

## ALLIED FIELDS



Shepherd

**Andrea Shepherd**, executive editor, WUSA-TV Washington, joins The Freedom Forum's broadcast division, Arlington, Va., as coordinating producer.

**Bob Allison**, VP, investment banking division, Salomon Brothers, New York, joins Daniels & Associates, Denver, as VP, emerging services division.

**Lisbeth Barron**, media/entertainment analyst, S.G. Warburg & Co., New York, joins Swiss Bank Corporation Investment there, in charge of media corporate finance.

**Michael Colacchio**, VP, marketing, fX, Century City, Calif., joins Neale-May & Partners, Palo Alto, Calif., as VP, strategic marketing and research.

—Compiled by Denise Smith & Kenneth Ray

**The House Energy and Commerce Committee last week approved a bill authorizing \$188.4 million for the FCC.** Before approving the funding level, committee members discussed an amendment that would have expanded the scope of the program access law. It was withdrawn after committee members said the issue required more review. The current program access law requires cable operators to make their programming available for satellite distributors. Rep. John Bryant (D-Tex.) had proposed an amendment to extend the measure's scope to include cable competitors regardless of transmission technology. Rep. Billy Tauzin (D-La.) also discussed, but did not offer, a measure that would provide broadcasters a channel for appealing FCC civil money forfeitures. "The broadcaster is presumed guilty," Tauzin said of the FCC actions. He did not propose an amendment, though, saying the idea needs more work.

**Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) may hold markup on info-highway legislation Thursday, Aug. 11,** even absent a deal with

## MSOs try to catch Pirates

The Pittsburgh Pirates are up for sale (price tag: \$85 million) and at least two cable companies, aligned with competing groups, have expressed interest in the team. Two potential bidders have been identified so far, including a group led by Larry Lucchino, a Pittsburgh native and former president of the Baltimore Orioles, and John Rigas, chairman of Coudersport, Pa.-based MSO Adelphia Communications. Local Pirates TV rightsholder KBL Sports Network, a Tele-Communications Inc./Liberty Media subsidiary, has talked with Lucchino about supporting his bid as minority shareholder, says KBL General Manager William Craig. "He is trying to organize his cash and we've told him we would help with any shortfall," Craig says. "We do not have an interest in control" of the team. "Any equity interest we make would be passive in nature," but perhaps include a seat on the board. "Our main interest is in having a long-term stable broadcast deal." The team's owners last week officially put the city of Pittsburgh on notice that they intend to sell the team. The city has six months to find a local buyer or group to acquire the team. After that, the owners are free to explore all opportunities, including relocating the team. —SM

regional Bell operating companies. A committee source would not confirm the report. The RBOCs sent the latest proposal to Hollings last Friday.

**The freeze on applications for new AM, FM and TV stations, upgrades and major modifications has been lifted by the FCC.** AM and TV cutoff lists also will be issued. The filing window for FM

applications will be opened under the normal 30-day notice procedure. The FCC lifted the freeze after deciding that it would not appeal a case that challenged its comparative hearing process. The freeze, which has been in place since January, will continue for mutually exclusive applications.

**Turner Broadcasting System Chairman Ted Turner, who attempted to take over CBS in 1985, said last week that he was still interested in buying a U.S. broadcast network.** Turner told reporters attending the Goodwill Games in St. Petersburg, Russia, that combining the news operations of his Cable News Network with that of one of the broadcast networks would save \$50 million-\$100 million a year, according to an AP-Dow Jones report.

**The College Football Alliance Committee named three bowls last week** that beginning in 1996 will rotate annual matchups of college football's top teams to determine a national champion. Rights to the Tempe, Ariz.-based Fiesta Bowl and Miami-based Orange bowl have been

## TV violence study released

A new study on television violence conducted by the Center for Media and Public Affairs says TV shows are more violent than they were two years ago. The report, taken from 18 hours of Thursday programming on 10 channels in the Washington market, cited a rise in violence on broadcasting and cable. The researchers cited 2,605 violent acts, up 41% from the original 1992 CMPA study. Those scenes considered "serious violence" numbered 1,411, up 67% from two years ago. "This is an outrage," says CBS Senior Vice President Martin Franks. "There is a legitimate debate on television violence, but this report does not deserve to be a part of it." The center's founder and co-director, Dr. Bob Lichter, says fictional violence was defined as a "deliberate act of physical force that is aimed at hurting someone, destroying property or intimidating someone." A separate part of the study focused on news programming and other nonfictional violence. "The argument is not that news is bringing us a mirror of reality, but that news judgment has changed," Lichter says. He contends that network news coverage of murders tripled last year, while the national crime rate stayed the same.

—JAZ

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# Closed Circuit

acquired by CBS. ABC will carry the third—New Orleans' Sugar Bowl. Sources say CBS paid \$75 million—\$80 million each for the rights to the Orange and Fiesta bowls for six years, and that ABC paid some \$50 million for the rights to the Sugar Bowl for six years.

**CBS is pulling its summer news magazine, *America Tonight*, a month earlier than expected**—the final broadcast will be Aug. 10. The magazine will be replaced by *Christy* in the Wednesday 9-10 p.m. slot until the start of the new season.

**A new contract between Roseanne Arnold and Roseanne producer Carsey-Werner Co.** saw the actress return to the set on time last week for a seventh season of *Roseanne*. The new agreement covers 75 episodes, or 25 per year through the 1996-97 season.

**Hal Protter, most recently senior vice president/general manager at KPLR-TV St. Louis, joins the new WB Television Network** as a distribution executive. Already a consultant for WB, which launches in mid-January, Protter will help create, develop and manage the network's distribution system.

**Columbia TriStar Television Distribution's *Ricki Lake* syndicated talk show** posted a personal record 5.7 Nielsen gross audience average for the week ending July 24. That represents a 200% increase in ratings since the series premiered in September and ranks it second among syndicated talk shows in household ratings—after *Oprah*—where it has been for five consecutive weeks.

## NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending July 24. Numbers represent aggregate rating average/stations/% coverage.)

- |                            |             |
|----------------------------|-------------|
| 1. Wheel of Fortune        | 11.9/228/99 |
| 2. Jeopardy!               | 10.0/218/99 |
| 3. Star Trek: TNG          | 8.6/245/99  |
| 4. Oprah Winfrey Show      | 8.4/237/99  |
| 5. Entertainment Tonight   | 7.5/185/96  |
| 6. Baywatch                | 6.2/210/97  |
| 6. Hard Copy               | 5.9/235/99  |
| 8. Roseanne                | 6.1/178/96  |
| 9. Married...With Children | 5.9/185/94  |
| 9. Star Trek: DS9          | 5.9/235/99  |
| 11. Action Pack Network    | 5.8/186/96  |
| 11. Wheel of Fortune-wknd  | 5.8/181/84  |
| 13. A Current Affair       | 5.7/187/96  |
| 14. Family Matters         | 5.6/183/92  |
| 15. Ricki Lake             | 5.3/179/94  |

## 'Extra' lines up access viewers

The clearance picture for Warner Bros. Television Distribution's big-ticket magazine strip *Extra—The Entertainment Magazine* continues to take shape. BROADCASTING & CABLE has learned that, based on time-period viewing as calculated by averaging the four most recent sweeps periods, 56% of *Extra* viewing on the 120-plus stations clearing the show (week-day and weekend episodes) will come in access or prime time, with 33% in late fringe and 11% in early fringe. In the top 25 markets, the viewing breakdown finds 61% in access, 34% in late night and 5% in early fringe; for top 15 markets, 67% access, 29% late night and 4% early fringe. Warner Bros. has targeted the show as an *Entertainment Tonight*-like alternative to tabloid access shows. It is looking to attract even more viewers with in-store and in-theater promotions (see page 26). —JE

## WASHINGTON

### Vacation time

It's August and the pace at the FCC is slowing as commissioners take off for some sun and fun. FCC Chairman Reed Hundt will be out for three weeks, spending most of that time in the West, including delivering a speech to the American Psychological Association in Los Angeles. Commissioner Jim Quello will be in Michigan for two weeks, spending part of that time at the annual meeting of the Michigan Association of Broadcasters. Commissioner Andy Barrett says he plans to take time off but has not made any formal plans. Commissioner Rachelle Chong will be visiting friends and family back home in the San Francisco-Bay Area for two weeks. Susan Ness is taking 10 days off, dividing her time between the beach and home.

## NEW YORK

### World on a string

Emmy Award-winning children's television producer Jay Poyner has joined New York-based AniMagic Entertainment Group as president and will help the company launch a new animated TV franchise, *Balloonatiks*, based on a comic book about the adventures of five balloon characters. AniMagic soon will approach networks to license four *Balloonatiks* 30-minute animated specials for the 1995-96 season in the hope of eventually producing a series, says Poyner, who won Emmys in 1983, 1984 and 1985 for executive producing animated *Garfield* specials. More than 100 investors have ponied up \$3 million to

support the *Balloonatiks* push, says AniMagic Chairman and Chief Executive Tony Diloia.

### Writers on radio

Upstart SportsFan Radio Network is close to a deal with a professional sports writers association whose members will contribute interviews and commentary beginning early this fall. SportsFan was launched last January and provides live, over-night sports talk programming seven days a week to more than 60 sports and news/talk stations nationwide.

## HOLLYWOOD

### Thunderbirds take off

Fox Children's Network has ordered eight more half-hours of ITC Entertainment Group's camp supermarionation kids series *Thunderbirds* following the show's strong ratings performance. Since premiering on FCN's Saturday morning schedule July 2, the show has consistently won the boys 2-11 demographic. Eight episodes of the spruced-up 1960s show were originally ordered.



Drawn for BROADCASTING & CABLE by Jack Schmidt.  
"How would you guys like to have your games on national TV?"

## Room to move

The Grand Alliance companies working on a high-definition television system have taken issue with the spectrum flexibility clause of Fritz Hollings's infohighway bill. They will support the broadcaster flexibility amendment only if it is no longer flexible. Thanks.

The clause currently would allow broadcasters to use advanced TV spectrum for other digital services if, for instance, HDTV proves the videophone—rather than the color TV—of the '90s. You can rest assured that if high-definition becomes the picture of choice for consumers, broadcasters will be there with bells on. But if it does not, they should have the flexibility to use that spectrum in ways that will serve the public and their own business interests. The Grand Alliance petition to Hollings says that "broadcasters have a public interest obligation to broadcast HDTV." We think that's pushing it a bit. They have such an obligation only if the public is interested in HDTV. If not, broadcasters should not be tied to what amounts to a technical refitting of their operations without the opportunity to recoup that investment if their hand plays out differently.

We said earlier that the bill gives broadcasters flexibility, but that was not quite accurate. Under the proposal, broadcasters would be charged for non-HDTV use of the new spectrum.

The alliance itself should be familiar with the dangers of inflexibility. Had the FCC committed to an analog HDTV system when that appeared to be the shape of things to come, we might now be backpedaling from an HDTV system the equivalent of an eight-track tape player in a CD world.

Predictions about what the advanced TV system of a decade hence will look like are only that, predictions.

The reality is that the stations providing that service still must be viable.

## In praise of exclusivity

That this page has never been for the notion—we avoid the word principle—of program access will surprise no reader. Of all the actions undertaken by the Cable Act, we've always found program access the most outrageous. It is clearly a taking of property rights, in contravention of free enterprise and, in our view, of the Constitution.

The DBS industry and the wireless cable industry and the telephone industry hold another view. They are, for now, the beneficiaries of programing created by the vertically integrated cable industry, and will have that competitive advantage until the FCC declares cable sufficiently competed against.

There is one enclave in the program-accessed universe, and it is under attack. USSB, one of the two DBS carriers, has made exclusive program arrangements with HBO and Showtime, the premium pay program services. DIRECTV, the competing DBS carrier, has asked the FCC to rule those arrangements illegal so that it too may fill its cup from cable's well.

With respect, it doesn't hold water. Congress, in passing program access, addressed only exclusive arrangements between cable—the presumed monopolist—and programers, not exclusive arrangements between DBS—the surely nonmonopolist—and programers. Let's not make things worse than they already are.

There's no more need for DIRECTV to look like USSB than for USSB to look like TCI. Nor for Bell Atlantic to look like them all. If diversity is to be a principal element of our telecommunications policy, let's be about it.

**Lawrence B. Talshoff, chairman**  
**Peggy Conlon, publisher**

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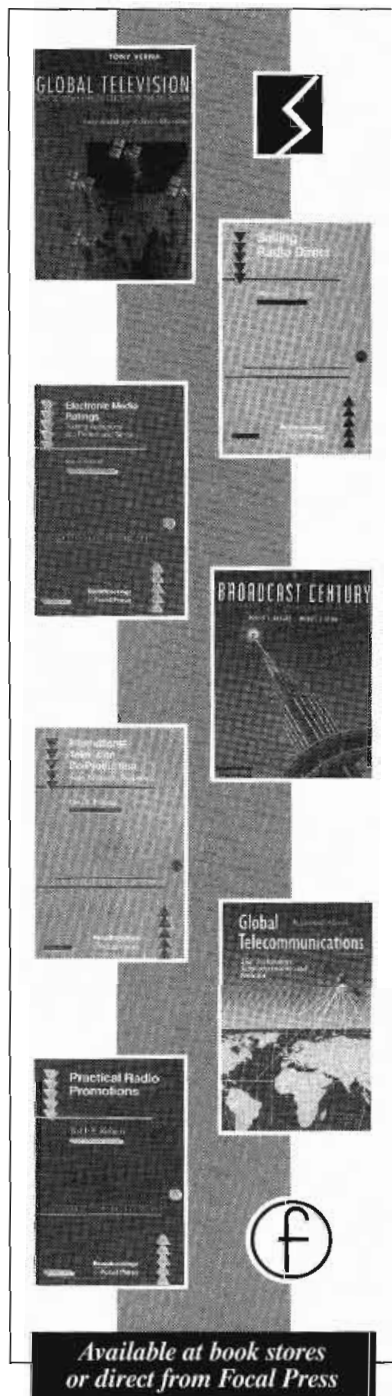
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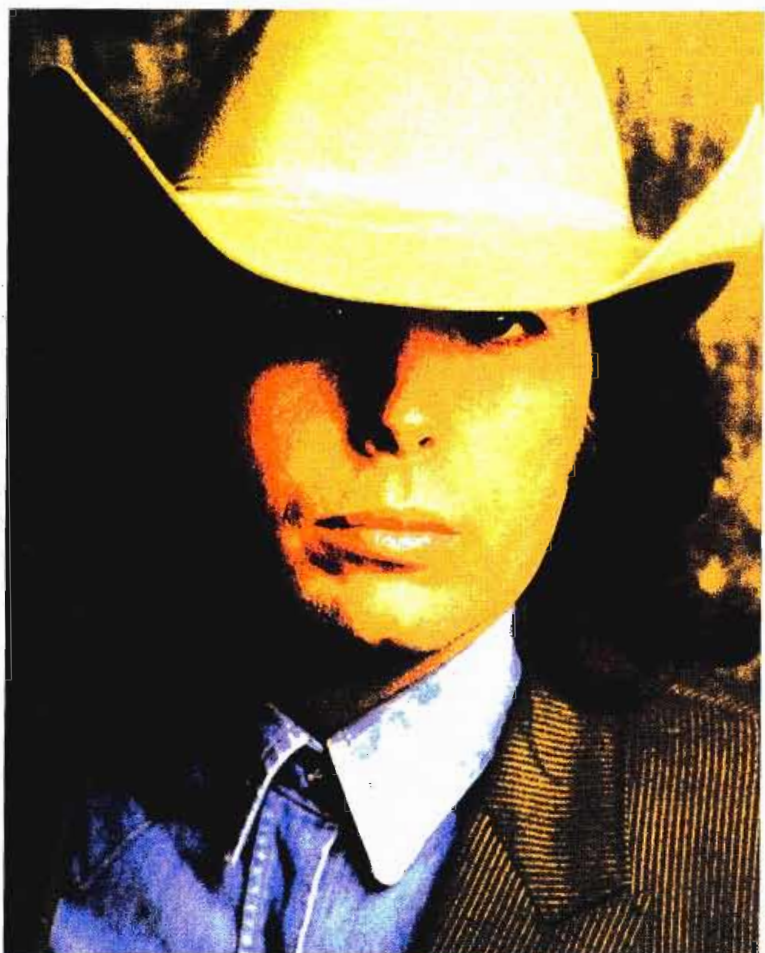
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