

OCT 17

Broadcasting Cable

The Newsweekly of

Vol. 124 No. 42 63rd Year 1994

**Preston
Padden
(and Friend)**

**Point Man for
the Fox Revolution**

**L.A. Convention
Convergence**

**Media Moguls
Promise Megastudio**



*****5-DIGIT 704

BC075924 DEC97

REG025

S EASTERN LA CLG

SIMS MEM LBRY

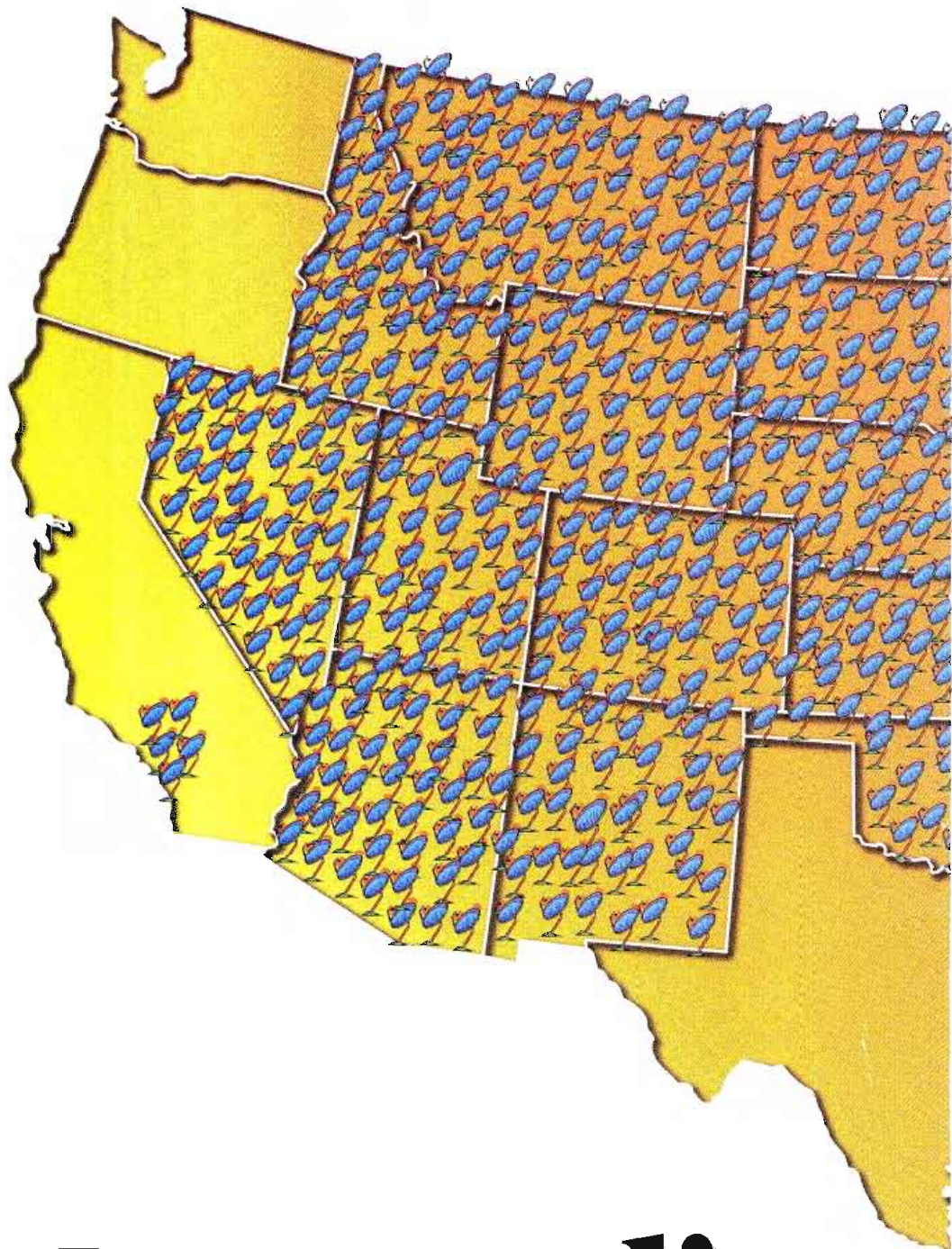
PO DRAWER 896

HAMMOND, LA 70402

DISCARDED

**Telemedia
Week**

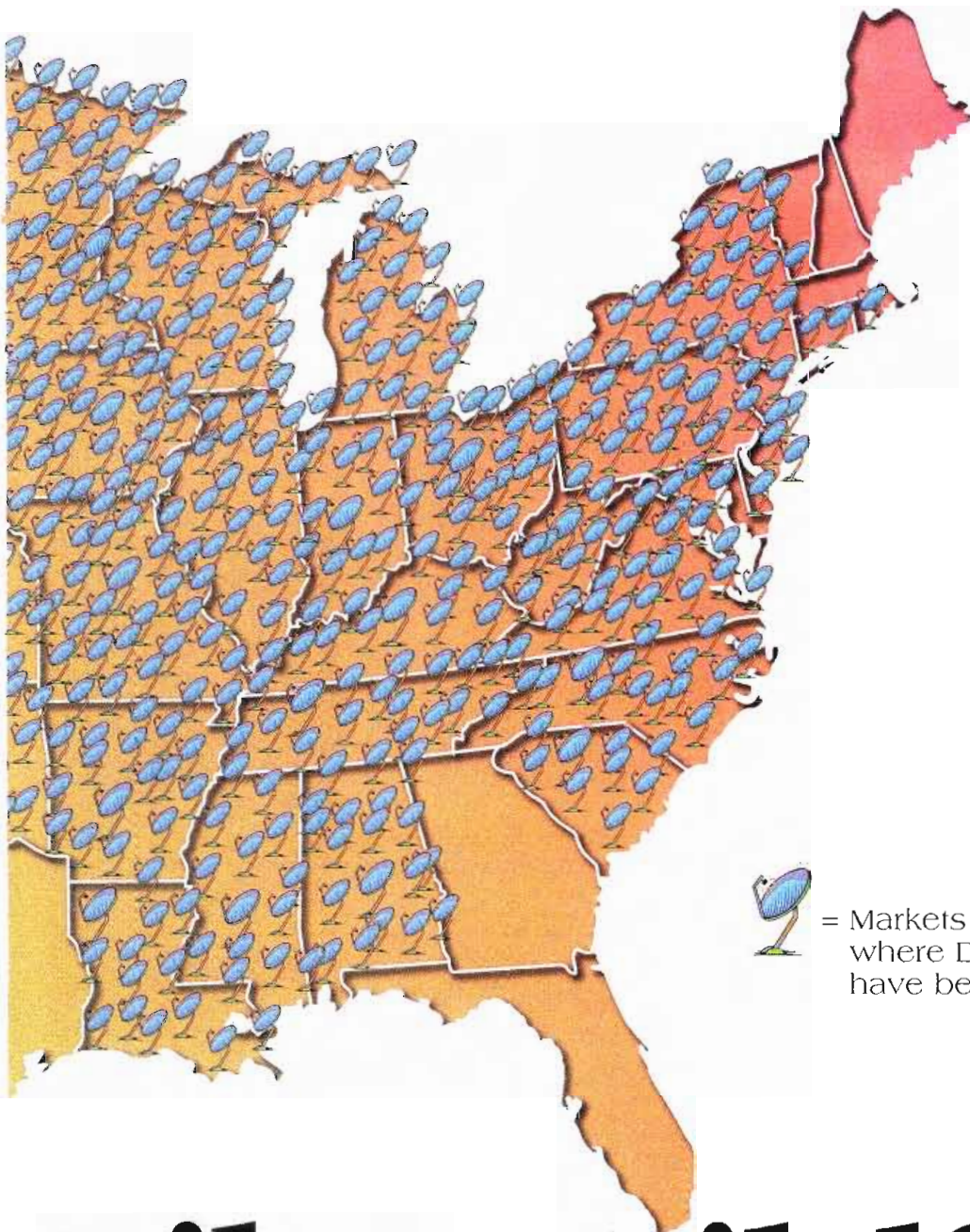
Page 46



It's Spreading

In less than two weeks, our national rollout will be complete. Consumer sales of DSS™ (Digital Satellite System) continue to rise as people everywhere enjoy quality television entertainment, with access of up to 150

channels of popular programming. And for local news and programs, viewers will still turn to their local television stations, which means more opportunities for local broadcasters. With the successful initial distribution, the



= Markets and areas
where DSS™ sales
have begun.

Like Wildfire!

impact of digital entertainment promises to be powerful. In the future, we look forward to working together with broadcast television to bring viewers a better world of television.

USSB
EXPERIENCE DIGITAL ENTERTAINMENT.™

RCA

DSS
DIGITAL SATELLITE SYSTEM

Fast Track

MUST READING FROM BROADCASTING & CABLE

TOP OF THE WEEK

'Dream team' plans megamerger Steven Spielberg's Amblin Television likely will be the flag bearer for television operations at the new studio announced last week by Spielberg, Jeffrey Katzenberg and David Geffen. And TV production is expected to be a priority when the studio gears up early next year. / 6

RTNDA: Affiliation angst Affiliates were the focus at the Radio-Television News Directors Association's convention, with a Fox-New World session focusing on the network's effort to put an affiliate news service in place and CBS affiliates wondering whether recent station defections would weaken their network. / 7

SMPTE-SBE: Delivering on digital promises Both Harris Allied and Avid Technology arrived in Los Angeles last week with contracts to design all-digital facilities for new cable channels. Intel, along with CNN, launched a new effort to pipe digital pictures to desktop PCs for use by news producers. / 10

NAB Radio Show: Hundt on talk FCC Chairman Reed Hundt wants broadcasters to do more to insure that information imparted by talk show hosts is accurate. / 11

Fox guards the coop Fox Broadcasting Distribution President Preston Padden has warned Fox affiliate general managers and owners that signing secondary affiliations would place them in conflict with the network. / 14

CBS eyes earnings, stock plunge Just weeks after suffering the lowest-rated fall debut week in its history, CBS last week reported a 51% drop in third-quarter net income and saw its stock price plummet \$30 in just two days. / 15



Viacom-Paramount Chairman Sumner Redstone is MIPCOM's Man of the Year. / 14

COVER STORY

Preston Padden: Guiding Fox from underdog to head of the pack

Fox Broadcasting Co.'s president of network distribution, Preston Padden, is the point man for Rupert Murdoch's campaign to remake the television landscape—one station at a time. In an interview, Padden discusses Fox's role in the marketplace: "We are trying to bring...real, honest-to-God aggressive competition that will change things"; winning affiliates: "When it comes to your network, less is more"; and going after the NFL: "The strategy of pursuing big television events...is clearly the path to becoming number one." **On the cover, Padden poses with a Bart Simpson doll knitted by a Fox fan in Paducah, Ky. Cover photo by Stephen R. Brown. / 18**



Preston Padden, Fox's affiliate point man / 18

The new ABCs of ownership

By settling for "passive" investments, the networks can increase their stake in broadcasting and secure affiliations without bumping up against FCC ownership rules. / 26

PROGRAMMING

Bickley/Warren: ABC's powerful TGIF team

Bill Bickley and Michael Warren may not be household names, but the pair has quietly grown to be a major force for ABC and Warner Bros. Television, producing *Family Matters*, *Step by Step* and *Hangin' with Mr. Cooper*. / 30

Cablevision Boston testing new services

Cablevision Systems Corp. plans to use its Boston system as a testbed for a variety of new programming services, including a regional shopping channel, a network for Irish-Americans and a network aimed at single adults. / 32

Getting Active in syndication

International barter company Active International has launched Active Entertainment, a syndication subsidiary. Its slate includes two weekly animated children's series. / 32

NIMA: Selling the power of selling

Electronic retailing is moving upscale in both products



William Bickley (l) and Michael Warren cut their writing-producing teeth with Garry Marshall. / 30

"The competition that is beginning to occur in the marketplace is exactly what the FCC has hoped would be the result of nurturing a fourth network."

—Preston Padden, president, network distribution, Fox Broadcasting Co.

OCTOBER 17, 1994

and investors, a trend that will be displayed this week at NIMA International's meeting and trade exhibition in Las Vegas. / 34

Infomercials go for bargain prices at HSN

Home Shopping Network infomercial division HSN Direct on Nov. 1 plans to introduce The Test Drive Channel, which is designed to produce infomercials for as little as \$14,750 per half-hour. / 34

MacNeil pulling anchor on 'NewsHour'

Robert MacNeil will leave *The MacNeil/Lehrer NewsHour* in October 1995. Production of the show will be consolidated in Washington, where Jim Lehrer will take over sole anchoring duties. / 36

Riviera program marathon sets pace

At the 10th annual MIP-COM program sell-a-thon in Cannes, France, new stands and new international networks were visible signs of the changing face of global TV. / 40



Cannes was the site for the serious business conducted during MIPCOM. / 40

RADIO

Anatomy of a simulcast



Westwood One's Biff Davis (l) and the Rolling Stones' David Hewitt check sound before a concert. / 51

The sound produced for the 225 stations locked into Westwood One Radio Network's Oct. 10 simulcast of the Rolling Stones concert from New Orleans was a technical orchestration of timing, well-placed microphones and good luck. Here's a peek behind the scenes. / 51

Interactive ads on rise

Interactive marketing techniques are coming to radio in the form of toll-free and 900 numbers. / 52

WASHINGTON

FCC: Industry EEO efforts above average

Broadcasters and cable operators have hired women and minorities at a slightly higher rate than the national average in recent years, an FCC report says. / 58

Quigley: Telcos cheated by demise of infohighway bill

It wasn't the local telephone industry that killed the information superhighway bill this year, says Phil Quigley, chairman, Pacific Telesis. Long-distance telephone companies and cable created an image of the RBOCs as "anticompetitive schemers aiming to run others out of business," he says. / 58

TECHNOLOGY

Football highlights UHF shortcomings

With UHF frequencies carrying a new load of high-priced NFL programming, Radio Shack is banking on the band's noisy transmissions to sell more equipment to frustrated football fans. / 60

ABC joins America Online

ABC has unveiled its interface for its new online area on America Online. The network says it is entering multimedia markets as real businesses, not just for marketing and promotion. On ABC Online, users can download video clips, color photographs and audio segments. / 46

Telemedia Week



CapCities/ABC's Steven Weiswasser: Going online helps define interactive audience. / 46

FCC rejects extensions for IVDS bidders

The FCC last week rejected waiver requests made by 13 bidders for IVDS licenses who sought to extend the deadline for down payments on their interactive television license bids. / 46

Blockbuster sees multimedia retail future

Blockbuster believes that the potential widespread delivery of movies on demand over broadband networks does not pose an imminent threat to its position as the leading distributor of home videos. / 47

Big Three explore interactive options

Broadcast network marketing gurus agree that interactivity is a promotion tool that can improve a network's relationship with viewers who are watching less. / 48

Changing Hands.....	54
Classified	62
Closed Circuit.....	81

Datebook.....	74
Editorials.....	82
Fates & Fortunes.....	76

Fifth Estater	75
For the Record	72
In Brief	80

'Dream team' plans TV, film mega-merger

Hollywood heavies Spielberg, Katzenberg, Geffen expected to make TV a priority

By Steve Coe

Steven Spielberg's Amblin Television likely will be the flag bearer for television operations at the new studio announced last week by Spielberg, Jeffrey Katzenberg and David Geffen.

Although more questions than answers remained last Friday about the plans of the "dream team," as Katzenberg calls it, it is certain that the first impact of the studio on the television industry will be an upheaval in the executive ranks.

At a news conference last Wednesday in Beverly Hills, Calif., Spielberg said Amblin Television will be folded into the as-yet-unnamed studio, as will Geffen Films.

Although it is expected that the studio first will focus on theatrical production—"because it drives the other operations at a studio," one source says—and particularly theatrical animation, television will be a high priority, predicts Jerry Katzman, president, William Morris Co. "Television has always been a priority for Jeffrey, and Steven has been involved in the past four or five years.

"Amblin is already in place and already a television company," Katzman says. "My guess is, they'll go through Amblin to get their television operations going."

Amblin produces *seaQuest*, the highly rated *ER* and the soon-to-



Dream teamers: Spielberg, Katzenberg, Geffen

debut *Earth 2*, all of which are NBC shows. However, Spielberg's involvement in the television series that bear his company's name has been minimal. The bulk of his attention the past three years has been on "Jurassic Park," the highest-grossing film in history, and "Schindler's List," this year's Academy Award-winning film.

"Television is an area they can get up and running much earlier than film, possibly as early as next fall," says Dave Davis, analyst, Paul Kagan & Associates. "Eventually, I think you'll see television animation, given that Amblin is being folded into the new

entity and already is a strong producer for the Fox Children's Network" with *Tiny Toon Adventures* and *Animaniacs*.

Amblin Television is headed by president Tony Thomopoulos, who oversees production of the three NBC prime time series and *Fudge*, an ABC Saturday morning series to debut next year. He served as president of ABC Broadcast Group from 1983-85 and later was chairman of United Artists Pictures.

Cash flow a problem

One problem the three partners face is negative cash flow until the studio begins cranking out product. "It will be

continued on page 15



Presidential presence at RTNDA

Clinton echoes Kennedy at RTNDA

President Bill Clinton last week addressed the Radio-Television News Directors Association convention in Los Angeles live via satellite from Washington. Clinton noted that John Kennedy, the last sitting President to address the organization, in 1961, said a democracy needs a free and active press: "His words are still as accurate today as the day he said them."

The RTNDA show was one of four conventions held simultaneously for the first time. The meetings, which also included the National Association of Broadcasters Radio Show, the Society of Motion Picture and Television Engineers and the Society of Broadcast Engineers, were expected to draw 20,000 attendees to the Los Angeles Convention Center. The convergence of conventions, called "World Media Expo," featured more than 400 exhibitors and was held Oct. 13-15. For coverage, see pages 7, 10 and 11.

The exhibit floor of World Media Expo, which combined the conventions of RTNDA, NAB Radio, SMPTE and SBE.



Fox, Conus discuss news service

Elsewhere at RTNDA closed-door meetings: CBS pitches NewsPath price hike; NBC's 'credit squeezing' is hot topic

By Steve McClellan

Affiliate news executives huddled with their respective networks in closed-door sessions at the Radio-Television News Directors Association in Los Angeles last week.

The Fox-New World meeting focused on that network's talks with Conus, AP and Reuters about starting an affiliate news service. In their meeting, CBS affiliates questioned the high price being passed along to them for expanding the CBS NewsPath news feed. They also wondered whether recent station defections would weaken the service. CBS and ABC station executives demanded that their networks look into new late-news promotion strategies, prompted by a recent move in that direction by NBC.

Sources at the Fox-New World meeting said network officials confirmed that talks are continuing with Conus Communications about creating either a joint venture between the companies or a new stand-alone service in which Conus would provide the news feeds for Fox stations. Such a service would be separate from Conus's existing national news cooperative. A possibility, but an unlikely one, sources say, is a Fox acquisition of Conus from parent Hubbard Broadcasting. "You never say never," says one Conus source, "but the current talks don't involve an acquisition. We're talking about a possible stand-alone service for Fox."

Fox is also talking to other news organizations about providing its affil-

iates with a news service, including APTV, the new Associated Press TV service, and Reuters Television. Some stations questioned how strong either of those services would be in providing domestic news coverage. To date, Reuters Television, the former Visnews, has focused primarily on international TV news. APTV says it plans to do the same. But sources note their strategies could change if Fox becomes a client.

Sources came away from the Fox meeting with the impression that the network is still sorting out options with respect to creating an affiliate news service. "Things are still in a state of flux," says one source who attended the session. "They know they have to do it and they know they have to do it quickly."

Meanwhile, at the CBS meeting, affiliates were not happy to hear that

their fees for the expanded NewsPath news feed service might go up 70% over the next year and a half. "We knew there'd be a hike," says one CBS station executive. "But that's a lot of money, even for a good broadcast."

In the past year CBS increased the amount of material that goes out to stations and added four correspondents dedicated to the news feed. The fee hike is to be phased in, in three steps, during the next 18 months.

Sources at the meeting said CBS News President Eric Ober urged affiliates to factor the NewsPath cost hikes into stations' overall compensation package. "He basically said we should be able to negotiate that number down at affiliate renewal time because the network is treating its affiliates better" in the wake of the New World station defections, one station executive said.

CBS affiliates also expressed concern about the loss of key CBS affiliates and the effect that would have on the network's overall news coverage strength. "Ober said the network would do whatever it takes to fix it and fill the holes," one source said.

Meanwhile, late-news promotion also became an issue because of a well-received move by NBC several weeks ago. At the end of the 10 to 11 p.m. hour, when the program credits are rolling, credits are squeezed into one-third of the screen, letting affiliates use the remaining screen to promote the upcoming newscast.

CBS executives said they'd look into it. So did ABC executives, although sources at the ABC affiliate meeting said they were not optimistic. "They expressed surprise that NBC was doing it and said they thought union contracts would bar doing that," said one source in attendance. ■

TW shows off The News Exchange

Time Warner's Walter Isaacson and Paul Sagan used last week's RTNDA convention to unveil The News Exchange, the company's trial news-on-demand service to be featured on Time Warner's interactive system in Orlando, Fla., next year. The unveiling was one of the best-attended sessions at the convention. (Paid registration at the show was a record 1,956.) In addition to ABC, NBC and CNN, each of which is participating in the test, local stations WESH-TV and WFTV-TV and the *Orlando Sentinel* are serving as news suppliers. In each case, Isaacson reports, the suppliers are committed to a two-year trial not to exceed 4,000 homes. Each supplier is bearing its own costs to participate. In exchange, research from the trial is being shared, he said. In addition to a host of time-shifting and story-selection options, the service is working with advertisers such as Merrill Lynch and Chrysler to develop "advertising on demand" options. The service will be launched in Orlando and phased in throughout next year.

—SM



The Courtroom is our Newsroom

NEW LINE TELEVISION

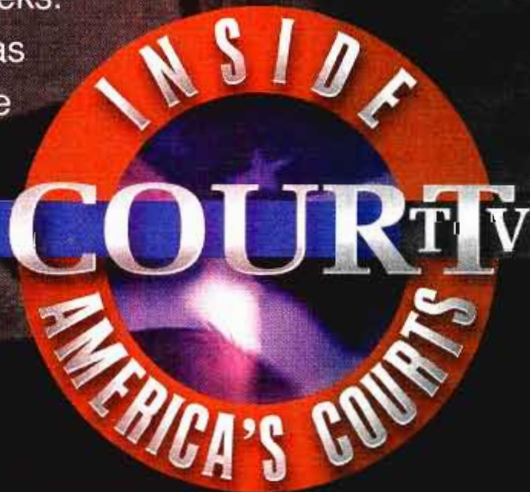


AVAILABLE
FOR FALL '95

COURT TV: INSIDE AMERICA'S COURTS IS NOW A STRIP!

Last year's #1 new weekly half-hour program is now a strip, giving you a proven concept for 52 original weeks.

Only "Court TV: Inside America's Courts" has the resources of a 24-hour network, so only we can deliver breaking news from across the country. We cover more than just celebrity trials and we report on everything with authority and credibility. And because we use real courtroom footage, with no re-enactments or talking heads, we have the objective, non-tabloid environment advertisers want.



Source: May '94 Nielsen Cassandra Ranking Report
© 1994 New Line Productions, Inc.

Now Justice Is Served 5 Days A Week

Delivering on digital promises

Equipment at SMPTE convention offers new advantages

By Chris McConnell

The Society of Motion Picture and Television Engineers last week posed the question of digital technology's readiness for the real world with a convention session entitled "Digital Era...Ready or Not?"

A collection of cable and broadcast operations affirmed that they are ready.

Both Harris Allied and Avid Technology arrived in Los Angeles with contracts to design all-digital facilities for new cable channels. Intel,

along with CNN, also was launching a new effort to pipe digital pictures to desktop PCs for use by news producers. On the radio side of broadcast engineering, Arrakis and Wegener Communications said they have found the first adopter for their recently announced digital production and automation system.

"The business case for change is excellent," CNN's Kenneth Tiven said of the disk-based technology. "It really threatens to make this a new and wonderful business." Tiven, vice president of television systems at CNN, also stressed the advantages held by broadcast and cable operations that are just now building their facilities from scratch.

One such operation, the planned Northwest Cable News, will take advantage of its clean technology slate by building what equipment supplier Avid Technology is calling the first tapeless facility. The 24-hour cable news channel, said Avid's Anthony Mark, will employ disk-based tools, such as the Avid Media Recorder, AirPlay and NewsCutter units, but will not use tape machines.

Avid, which last week was touting plans to integrate news automation technology with its production and distribution hardware, is planning the Northwest news facility design as well as supplying hardware. The Seattle-based facility is scheduled to fire up its tapeless gear early next year.

"We're building the next-generation newsroom," Mark said, adding that the company's planned disk-

based camera project with Ikegami is still on track for a prototype preview at next spring's National Association of Broadcasters convention.

Avid's technology, along with the automation software of its new SoftTECH acquisition, also is slated for use in the planned "all-digital" operation center of the The Golf Channel. The channel, scheduled for launch early next year, has tapped Harris Allied to build a video facility.

The contract, said Harris Allied

Systems Product Line Director Jay Adrick, calls for Harris Allied to design and build the production, master control and satellite communications systems of the Orlando, Fla., facility. "The entire plant will be digital," Adrick said, adding that the operations center will use

some digital tape initially. He also said The Golf Channel plans to install a BTS Media Pool unit about six months after the plant becomes operational. The disk-based unit likely will handle spot playback and time-shifting.

DSNG getting trial run

Harris Allied announced the all-digital effort as it showcased a variety of digital equipment for radio and television broadcasters. One new piece of gear, the company's digital satellite newsgathering (DSNG) equipment, is scheduled for a trial run by broadcasters later this year. Satellite Transmission Systems' Keith Dunford, whose company developed the DSNG gear with Harris, said the two firms are inviting ABC, CBS, CNN and NBC to test the uplink equipment early in December. Dunford, director of product marketing, said both news operations will have an opportunity to test the digital equipment with the satellite each uses to uplink news video.

CNN, meanwhile, announced plans to enhance its SNG operation with a new system for providing its Newsource feeds directly to desktops. The system will take incoming satellite news feeds from Newsource and will use an Intel compression scheme to distribute the video over local area net-

"[Digital] really threatens to make this a new and wonderful business."

Kenneth Tiven, CNN



CNN hopes its desktop video system will help affiliates view incoming news feeds.

works within TV stations. The idea, CNN said, is to allow producers to review the Newsource feeds from their desks as the video feeds come in rather than reviewing tapes in edit suites.

"It ought to save a couple of hours of work," CNN's Tiven said, adding that producers also will be able to store the video on their computers for later viewing. CNN plans to begin offering the service to its affiliates early next year. Tiven said the network last week had not determined the cost of the new service, but speculated that CNN will build the cost into its affiliation agreements.

Digital developments for radio

The digital technology adoptions were not limited to video. Arrakis and Wegener Communications said they have lined up SW Networks as the first customer for the new "digitally integrated satellite control" (DISC) system. Announced last month, the system combines Arrakis digital audio production workstations with Wegener's addressable satellite receiving equipment. The two companies last month said they would target the system to radio networks looking to send customized feeds to affiliate stations.

SW Networks, said Arrakis's Jon Young, plans to use the system for just that. Young, vice president of worldwide sales for Arrakis, said the radio network will use all of the DISC system's customization and interactivity features. The network, a joint venture of Sony Software and Warner Music Group, plans to offer a variety of niche-targeted programming. SW Networks is scheduled to launch its business early next year. ■

Hundt to Radio Show: Truth in broadcasting

FCC chairman says station management should emphasize responsibility over "quests for ratings, money and power"

By Donna Petrozzello

In his first address to radio broadcasters, FCC Chairman Reed Hundt last week praised the power of the medium as a forum for public debate, but wondered out loud whether the medium could be held more accountable for the product of that debate.

Hundt, appearing at the NAB Radio Show in Los Angeles, described talk radio as one of the most effective forums for discussion of social and political issues. But he suggested that broadcasters and their audience do more to insure that the information debated over the air is accurate.

Quoting FCC Commissioner James Quello, Hundt said: "Broadcast owners should more and more assume the role of publisher or editor-in-chief. Top management must emphasize truth and responsibility in news and public affairs reporting over individual or corporate quests for ratings, money and power."

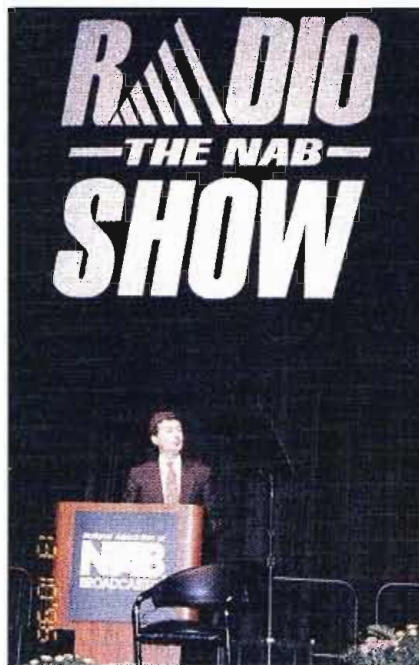
"As a society, we need solutions to public disinformation and misinformation. But we need solutions that don't involve governmental intrusion and solutions that don't leave us callously indifferent to truth or falsity," Hundt said, echoing Quello.

"I don't think anyone wants government to issue regulations mandating radio to take these steps, but I do think I might not be the only one who can learn from Jim's wisdom," Hundt said.

He also reiterated the concern of his colleagues and talk show hosts who have asked whether talk radio fosters constructive discussion or "engenders widespread skepticism and disbelief" and "enhances the potential for disagreement."

"Radio could use more new ideas to address the challenge of conducting responsible public discussions through the electronic medium," Hundt said. But he added that the FCC should not "judge the quality or content of public discourse or become the federal censorship commission."

"We have to learn how to get along



FCC Chairman Reed Hundt addresses his first radio audience

and we have to come to common conclusions about common problems," Hundt told his audience. "We can come to agreement on these important issues and the issues of the future as well only if we have forums of public discussion that work well for everyone. We have to be interested in learning the true facts about the subjects of our discussion."

Talk radio has won the lion's share of attention among radio formats in the past few years. Hundt said, "One out of every \$7 that broadcasters earned in radio in 1993 came from talk radio." He said listeners are most inclined to listen to talk radio for its news and information programming, not "because of the host's personality."

He also stressed the need for women and minorities to gain jobs in management and ownership positions in the radio industry.

According to hiring reports filed with the FCC, 46% of all employees in the national work force are women. Minorities compose 23% of the work force, but only 13% of managerial positions in radio.

"We want to work with radio broadcasters to develop new and more successful ways not only to hire but also to train, promote and inspire women and minorities," Hundt said.

In outlining his goals for radio industry reform as it relates to the FCC, Hundt said commissioners expect to vote on reconsidering radio ownership rules in the FCC's Oct. 20 meeting. They will address concerns with satellite digital audio broadcasters over the next several months.

"I know you won't argue that our pro-competition commission should absolutely bar innovative uses of this new technology," Hundt told broadcasters. "But we do want you to tell us how innovation and technology ought to be accommodated so as to be phased in harmoniously with existing businesses."

Hundt said the commission last week adopted an order that calls for expanding the AM band and that the FCC hopes to release an allotment for that band shortly.

"We need to focus carefully on ways that improvement to service can be made, especially the technical quality of existing service," Hundt said.

The chairman said the FCC also hopes to lighten the regulatory load on broadcasters and revamp its customer services by revising license application procedures.

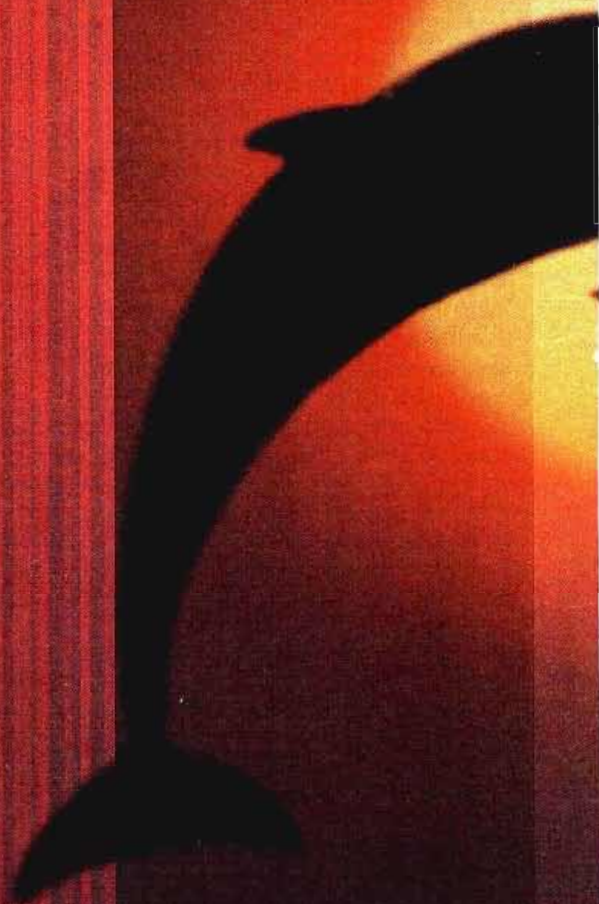
Hundt said the FCC now makes available to the public its news releases, public notices and fact sheets through a fax-on-demand service, and it hopes to make forms available through the service as well. FCC documents and publications also are available over Internet, he said.

After Hundt's address, National Association of Broadcasters President Eddie Fritts questioned the FCC chairman on several issues, including the social compact theory of government regulation of broadcasting.

Hundt said he has not met a broadcaster who did not have the public interest in mind. "I think it is vitally important that everyone who cares about broadcasting, and in particular, everyone who cares about radio, realize it is necessary to keep talking this talk and it is an idea that is vitally important to keep alive."

"There is a public obligation foundation that broadcasting is built upon," Fritts said. "Broadcasters go well above the call of duty in what they do for their local communities." ■

The Samuel Goldwyn Company
is proud to announce the

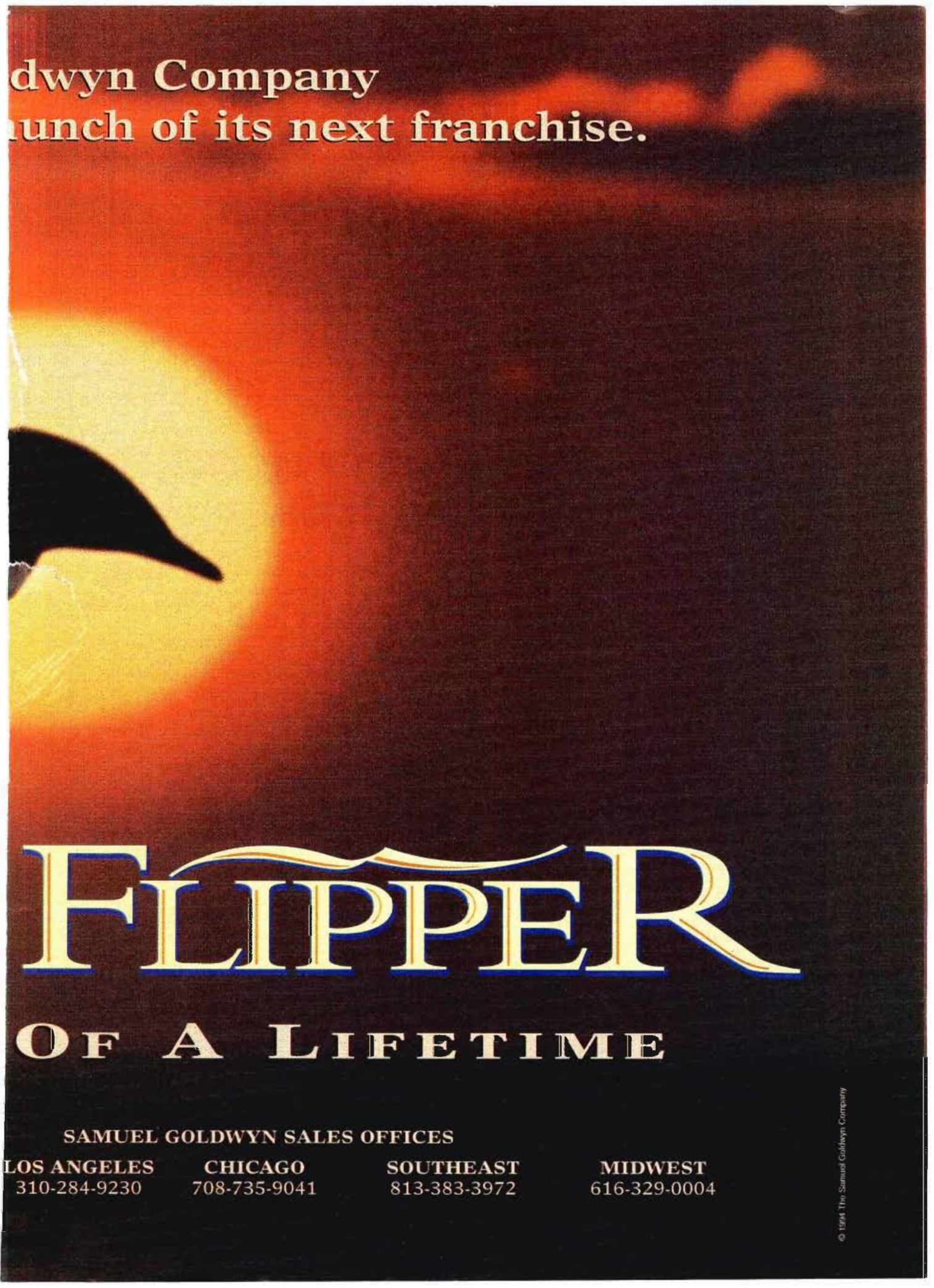


THE ADVENTURE

Samuel Goldwyn®
SAMUEL GOLDWYN TELEVISION

NEW YORK
212-315-3030

Goldwyn Company
launch of its next franchise.



FLIPPER

OF A LIFETIME

SAMUEL GOLDWYN SALES OFFICES

LOS ANGELES
310-284-9230

CHICAGO
708-735-9041

SOUTHEAST
813-383-3972

MIDWEST
616-329-0004

Video dialtone: anchors away?

FCC may prohibit preferential treatment for select programmers on telco video networks

By Christopher Stern

The FCC may propose a ban on "anchor programmer" arrangements when it adopts video dialtone rules this Thursday (Oct. 20), industry sources say.

The VDT rules permit telephone companies to build and operate video networks as common carriers.

But since capacity will be limited on the early systems, some telcos want to give preferential treatment to a single "anchor" programmer. Such treatment includes choice location and more space on the VDT network.

Sources say the FCC is leery of any departure from the common-carrier model, which insures nondiscriminatory treatment for all users.

However, FCC sources say the commission is leery of proposals that appear to be a departure from the common-carrier concept that calls for equal access for all customers of the network.

Industry sources also say the FCC is considering an abbreviated comment period on the proposed ban to finalize rules by the end of the year. Bell Atlantic's Ed Young applauded the FCC decision to address the long-awaited reconsideration. "Regardless of [the rules'] final shape, at least we

will have certainty," Young said.

Also on the agenda for this week's meeting is a review of the prime time access rule. The proposed rulemaking is expected to be broad and neutral. It will ask for comments on both eliminating and maintaining the rule's ban on off-network programming between 7 and 8 p.m.

In addition, the commissioners will vote on reconsideration of the radio ownership rules. They are expected to reject proposals to repeal the recent

increase in group limits from 18 AM and FM stations to 20. Sources say there is support for increasing ownership limits for minorities by five stations.

Meanwhile, the FCC continues to grapple with rules covering incentives for cable systems to add new programming.

The commission had hoped to have the rules out by early or mid-October. Although FCC sources say they could come out this week, cable lawyers are more pessimistic. ■

Padden warns against secondary affiliation

By David Tobenkin

In the wake of the decision by 17 Fox affiliates to sign secondary affiliations with the new United/Paramount Network, Fox Broadcasting Distribution President Preston Padden has sent all Fox affiliate general managers and owners a memo warning that signing secondary affiliations would place them in conflict with the network.

"Our plans are on an absolute and

irreconcilable collision course with the notion of secondary affiliations with the so-called 'fifth networks,'" Padden said in the Oct. 7 memo.

"Fox affiliates are being asked to help start what will eventually move across the street and become the competition," Padden later told BROADCASTING & CABLE.

Pete D'Acosta, president and general manager of charter Fox affiliates KJTL(TV) Wichita Falls and KCIT(TV) Amarillo, both Texas, says that while he will "be very careful about not undermining our success as a Fox affiliate," he is going to proceed with his plans for secondary affiliation.

And one soon-to-be-ex-Fox affiliate had this response: "If Fox is saying to us don't become secondary affiliates because they don't want us to promote another network, what about the fact that they started [Fox cable channel] fX and now are starting another cable channel titled the Fox Movie Channel?" said Gregg Filandrinos, chairman of the Fox Affiliates Board and GM of KDNL-TV St. Louis, which will lose its Fox affiliation as a result of the Fox-New World deal.

Lucie Salhany, president/CEO of the new United/Paramount network, responded: "Secondary affiliates are a fact of life for both the Fox network and other networks...so why is it OK for them and not us to broaden their reach through secondary affiliations?" ■

Redstone takes world view

In accepting his MIPCOM Man of the Year award in Cannes, France, last week (see page 40), Viacom-Paramount Chairman Sumner Redstone voiced his determination to use the company's vast software and distribution holdings to build a global media giant. Redstone said he was considering the possibility of acquiring a record company, a logical purchase that would complement Viacom-Paramount's 50,000 hours of off-network TV programming, feature-film capabilities and video retail outlets. Although he dismissed notions of new corporate synergies as "simply jargonese," Redstone said some retooling of TV distribution (among Republic, Viacom, Worldvision and Paramount) was being discussed to relieve the inevitable tensions between the group's program sales and channel distribution interests. In particular, Redstone hinted, Paramount's long-standing tradition of long-term output deals with major international buyers, such as Leo Kirch of Germany, may be rethought in order to secure programming for possible new channel launches and other ventures.

"As we explore the world, we will consider partners in some territories, but control is a big thing for us. There is no question that future growth lies outside the U.S. to a large extent," Redstone said.



Sumner Redstone

—MA

DREAM *continued from page 6*

a very tough row to hoe initially," said Peter Dekom, partner, Bloom, Dekom & Hergot. "There will be huge losses during the 18-24 months it takes [to get] a production slate up to speed, as well as the four years necessary for an animation slate." He estimated a \$2 billion investment to set up the studio.

The three individuals are estimated to have a net worth of more than \$1.5 billion. At the news conference, they declined to state how much they will invest, reveal individual projects or give greater detail about the operations of the new company.

Several financing scenarios for the new studio have surfaced. One has the troika purchasing a majority interest in Matsushita and taking over control of MCA. That would solve several problems, including supplying an established distribution system for both television and theatrical, and the physical assets, including a studio lot.

Another picture being painted by observers has Tele-Communications Inc. Chairman John Malone providing additional financing. "It's absolutely a

possibility," one source says. "He also provides them with a distribution system and he definitely has the money."

As far as an executive shuffle brought on by the formation of the studio, observers say much will depend on how broad the new company's activities will be. "So much of it is unclear right now. Will it be a pure production company or get involved in other activities?" one studio executive asks.

The new studio will begin operations early next year with Spielberg, Katzenberg and Geffen operating as equal partners. The venture, which the principals likened to the formation of United Artists, will produce motion pictures; network, syndicated and cable television programming; and animated films and television programs. A record company and interactive entertainment venture also will be created.

"This is the chance to do something that hasn't been done in 59 years, since the last formation of a major studio," Spielberg said at the news conference. "David Geffen's entrepreneurial skills and Jeffrey Katzenberg's 20 years of

studio experience are an incredible combination."

The trio plan to devote all their creative energies to the project, with the exception of Spielberg's directing services.

Katzenberg, part of the management team that rejuvenated Disney after 1984, headed television as well as feature-film production for the studio. Disney television output includes network shows *Home Improvement*, *Blossom* and *Empty Nest* and syndicated shows *Live with Regis & Kathie Lee*, *Judge for Yourself* and *Disney Afternoon*. The Disney Channel is one of the fastest-growing cable networks and the company also owns KCAL Los Angeles.

Geffen created leading record label Geffen Records. He netted \$710 million when he sold it to MCA for MCA stock and MCA's stock was acquired by Matsushita a few months later. Geffen has a movie deal with Warner Bros. and soon will release the high-profile feature "Interview with the Vampire." ■

David Tobenkin contributed to this article.

New look for Fox-backed SF Broadcasting

Broadcast group sheds LLC structure to win quick FCC approval of station buys

By Harry A. Jessell

Hoping to speed FCC approval of its purchase of four TV stations, Fox-backed SF Broadcasting is changing from a limited liability company to a corporation.

"We'd rather switch than wait," said SF President Tom Herwitz, after filing amendments last Friday at the FCC to effect the change. "We are creating the same kind of structure that the FCC has approved hundreds of times before."

NBC has challenged at the FCC SF's \$38 million purchase of WLUX-TV Green Bay, Wis., from Burnham Broadcasting. Upset by the loss of WLUX-TV's affiliation to Fox, NBC contested Fox's claim that its 25% nonvoting LLC interest in SF would not constitute attributable ownership in the station and should not count against it in complying with the FCC ownership limits. According to SF, Savoy Pictures and its principals Victor Kaufman and Lewis Korman con-

trolled the LLC through their 75% LLC interests.

SF used the same LLC structure in buying three other stations—KHON-TV Honolulu, WVUE-TV New Orleans and WALA-TV Mobile, Ala.—from Burnham for \$229 million. But they, too, will be converted to corporations.

LLCs combine the protections of the corporation with the tax benefits of a partnership. Although new to broadcasting, they have become increasingly popular in real estate and other businesses over the past several years.

According to Herwitz, in converting the LLCs to corporations, SF is giving up the LLC tax benefits for the sake of regulatory expediency.

Under the new corporate structure, Fox will continue to own 25% of SF, but the interest will be held in the form of nonvoting stock. Savoy will continue to own 75% of the equity, but 100% of the voting stock.

"SF Broadcasting's [new] structure

falls well within established FCC precedents," said Herwitz.

But NBC remains unconvinced. "The issue is one of substance, not form," NBC said in a prepared statement. "The questions are how much control will Fox have over the personnel, programming and financial policies of the stations and what is the total foreign equity ownership of the stations. We will not be able to answer those questions until we review the new applications."

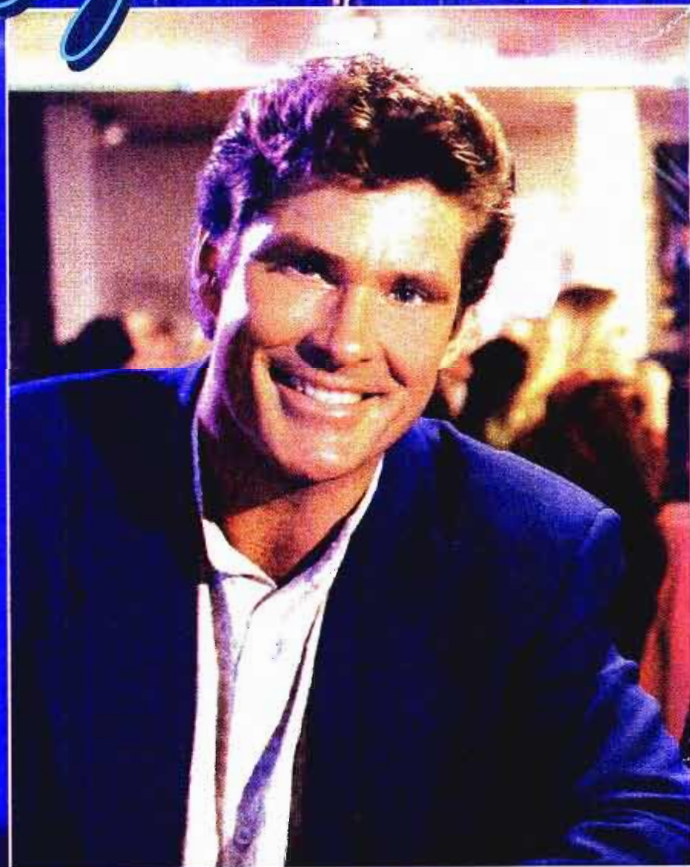
Acting on a complaint by the NAACP, the FCC is reviewing the ownership of the Fox station group to determine whether the Australian News Corp. ownership interest violates the statutory foreign ownership prohibition.

Two weeks ago, Fox announced plans to invest up to \$20 million for a nonvoting 20% interest in a newly formed LLC, Blackstar Acquisition. John Oxendine, president of Blackstar, was unavailable for comment. ■

When the Sun Goes Down

BAYWATCH *Nights*

Starring
David
Hasselhoff



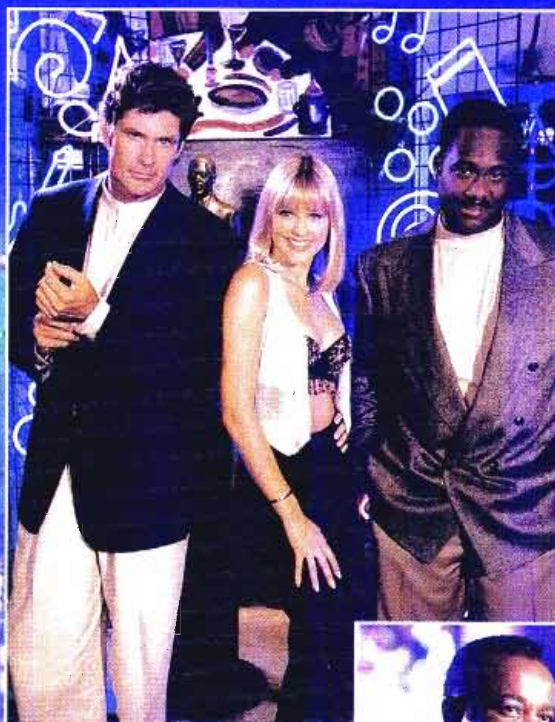
Created and Executive Produced by: Michael Berk, Douglas Schwartz, David Hasselhoff and Gregory J. Bonann

... The Nights Heat Up!

All American Television proudly introduces the spin-off of the "world's most popular show", **BAYWATCH**.

BAYWATCH NIGHTS combines non-stop action and humor with the adventure, beauty and romance that has made its namesake one of the most successful hours in first-run syndication. David Hasselhoff stars with Gregory Alan-Williams, Lou Rawls, and introducing Lisa Stahl.

- Strong Appeal to Young Adult Audience
- Unbeatable Blend of Non-Stop Action and Fast-Paced Humor
- Perfect Prime-Time Vehicle with Solid Star Appeal



Available Fall '95 on a Barter Basis

©1994 All American Television, Inc.



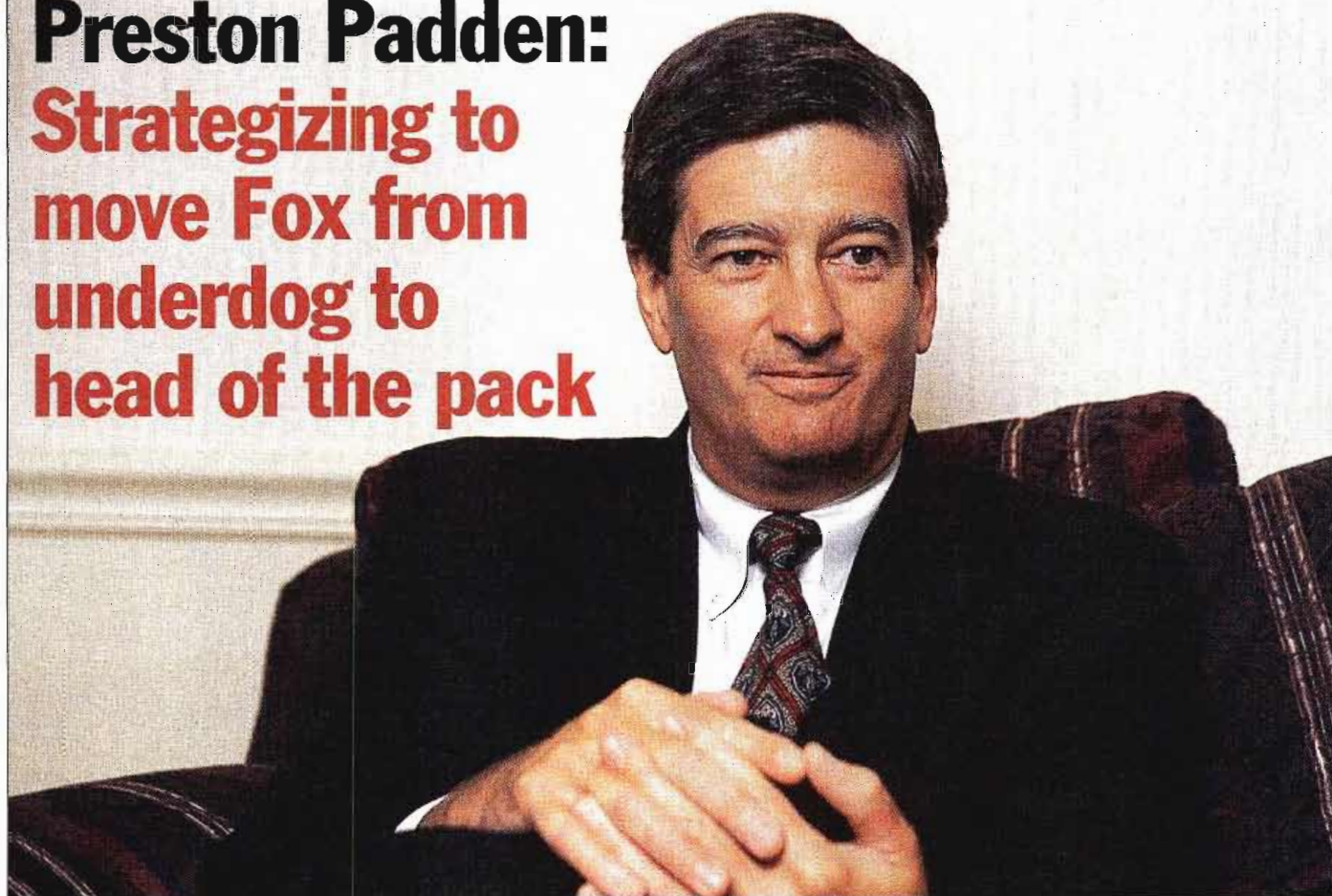
Distributed By

ALL AMERICAN
TELEVISION, INC.

A Subsidiary Of

ALL AMERICAN COMMUNICATIONS, INC.

Preston Padden: Strategizing to move Fox from underdog to head of the pack



When BROADCASTING & CABLE last week sought to talk with Preston Padden, Fox Broadcasting Co.'s president of network distribution, on a holiday, the editors knew he would be found at the office. The only question was whether he'd be in Washington or Los Angeles, or possibly on the road to any of a dozen cities in the U.S. negotiating a new station acquisition or affiliation agreement. Padden is the point man for Rupert Murdoch's campaign to remake the television landscape, one station at a time. The previous Friday, he had flown into Washington to announce a \$20 million deal with a minority group that would extend both the group's and Fox's reach in the TV marketplace. The peripatetic Padden normally alternates weeks on the two coasts, but these aren't normal times, as is clear in this interview with B&C Editor Don West. The transcript begins with the discussion under way.

The [Big Three networks] have led a cushy, regulated life for 40 years. You know, you can make a lot of money being regulated, but competition can kill you. And I think in that sentence is the entire key to what is going on right now.

Former FCC commissioner Ervin Duggan once said to me, in the middle of fin-syn, "I've decided the other networks are more afraid of competition from Fox than they are afraid of perpetual enslavement by these rules. They were in here for an hour; they spent 50 minutes talking about you."

Are you comfortable being at odds with the three major networks?

We see that as our job. I mean, we are trying to bring to this marketplace

real, honest-to-God aggressive competition that will change things. If we're successful, the world won't be the same as it was when we walked in the door.

Well, it's already changed incredibly. But has it changed enough to satisfy or to justify your ambitions when you started with the NFL and the New World deal?

I think the NFL as clearly as any other event marked the point in time when Rupert Murdoch decided he was not content to be the fourth network. He wanted to be the number-one network. The pieces that have been put in place since then are all related to aggressive competition and the goal of becoming number one.

COVER STORY

*"We are trying
to bring to this
marketplace real,
honest-to-God
aggressive
competition that
will change
things."*

We make a videotaped pitch to affiliates of ABC, CBS and NBC that boils down to the startling assertion that they can make more money operating as Fox affiliates than they can as affiliates of ABC, CBS or NBC.

The key is local programming. We argue that when it comes to your network, less is more. If you're affiliated with one of the other networks, you have to run their morning show. And almost all of that commercial inventory goes to New York to get sold by the network, which keeps the money. If you come with Fox, you can do your own local morning show—like the *Fox Morning News* on WTTG(TV) Washington—and you keep all of that valuable inventory and your salespeople sell it, and you keep the revenue. Similarly, we don't have a Dan Rather half-hour. You could program a half-hour of local news and keep all of that inventory and the last hour of prime time. If you come with Fox, you could move your late news from 11 to 10 and

keep an entire hour's worth of prime time commercial inventory every night of the week. That's worth a fortune.

You have no plan to go national with news?

We believe in locally edited news. That's not to say the lead story has to be a local story; it may very well be a national or international story. But we believe in empowering the news director to lead with whatever he thinks is of greatest interest to his community that day.

Is that what you believe now, or what you have always believed?

I think we've always believed that. We will have national news product in our schedule, but when it comes to hard newscasts, the likelihood is that we will stay focused on the opportunity for local editing.

Can you be the number-one network without having a significant position in news?

As I said, we will have news product in our schedule. Hopefully, hard-hitting, investigative news product, but I think the newscasts themselves will continue to be edited locally.

Do you have a war room someplace, where you display the call letters of all the stations in the United States that you haven't yet acquired and a check-list of when you're going to get them?

No. We try to respond to opportunities that we perceive in the marketplace, rather than having a five-year plan. This is a

very opportunistic company. The New World deal, for example, was not the result of any five-year plan, it was the result of an opportunity that presented itself quite unexpectedly.

How far toward getting out of the fourth-network position have you come so far?

Well, if you look at the top 25 markets, for example, between the stations we own and the New World stations we're making substantial strides toward achieving a broader VHF platform. I can't tell you at what point the process will have ended, but I do think the result is going to be a more even distribution of VHF and UHF distribution platforms among the four networks. That really has been our goal. When we started we had almost all the UHF slots and the other guys had almost all the Vs.

Which is the tail and which is the dog in the station acquisition part of the affiliation game? First with New World, then with SF Broadcasting and now with Blackstar, are you out to lock up affiliates or are you out to extend your station holdings?

I think it's all part of aggressively wanting to compete against the other networks. We've made a lot of presentations showing stations how they could make more money being affiliated with Fox, only to have one of the three old networks come running in and write a colossal compensation check to make up for the earnings difference between our business plan and their business plan.

In Detroit?

In Detroit, in Boston, in Baltimore; I could tick off the cities all day. So it became clear that the established networks have station ownership interests with whom they are allied and in whom they have made financial investments. We simply decided to follow their lead.

Do you anticipate the FCC is going to intervene if these non-attribution deals go too far?

I believe that the competition that is beginning to occur in the marketplace is exactly what the FCC has hoped would be the result of nurturing a fourth network. I don't think anybody sought a fourth network just so we could sit in the corner and be content being number four. The competitive spur that comes from seeking to become number one is what caused the government for 30 years to try to figure out how to promote a fourth network.

Going back a moment, you said that the NFL deal was the beginning of this new emphasis. Have you been disappointed by the results of that or has it given you the Sunday night lead-in at the rate you anticipated?

Well, first, I think it's important that this is a marathon, not a sprint. It began seven years ago. We are thrilled with our NFL numbers. CBS told the world we'd be down 15%. Instead we're up about 13%. We're thrilled with the initial returns in the markets where we have flipped affiliations. We're up about 35% in Kansas City and about 25% in Cleveland. And these are just in the very first week of the change, when there is still a lot of confusion. We think that the strategy of pursuing big television events and gaining distribution on big local affiliates is clearly the path to becoming number one.

Rupert Murdoch and you and others of the Fox team have taught the industry a number of lessons this year. Among

HAWK

THE FIRST FROM

THE FIRST WEEK

<u>RATING</u>	<u>TIME PERIOD</u>	<u>STATION/MARKET</u>
9.3	Tue. 9-10 P.M.	WBAL-Baltimore
8.1	Tue. 9-10 P.M.	KPTV - Portland
7.9	Sun. 5-6 P.M.	WISH - Indianapolis*
7.3	Sun. 8-9 P.M.	KMSP-Minneapolis
5.8	Mon. 8-9 P.M.	KHTV - Houston
5.7	Thur. 8-9 P.M.	KUTP - Phoenix*
5.4	Sun. 2-3 P.M.	WAGA-Atlanta
5.0	Sun. 4-5 P.M.	WSOC-Charlotte

A HIT IN EVERY REGION!

BARTER • AFFILIATES • INDEP

Source: NSI w/o 9/12, *9/19/94

DEWE

NTIER

Starring
LEE HORSLEY & LYNDA CARTER

IDENTS



CANNELL DISTRIBUTION CO.

7083 HOLLYWOOD BLVD., HOLLYWOOD, CA. 90028 (313) 465-5800



"We are determined to compete with the other networks in whatever form of business organization we need to pursue."

them were the benefits of limited-liability companies. How do they work?

I'm not a practicing lawyer, and I'm not sure my understanding of LLCs is much deeper than yours. But it is a relatively new form of business organization authorized in 40 states that combines the tax-treatment characteristics of a partnership with the insulation-from-personal-liabilities characteristics of a corporation. It's therefore a form of business organization that is becoming very popular in many lines of business completely unrelated to broadcast.

Most of the controversy over LLCs completely misses the point. Take our Blackstar structure, for example. It is an LLC in which we have a nonvoting 20% interest. The

Blackstar structure could be changed to a corporation where we had a 20% nonvoting interest. That would work fine for us. The only problem would be that Brenner Securities, the investment banker for Blackstar, would have a much harder time attracting other equity investors in this minority-controlled venture. That is a result that doesn't appear to serve any public interest.

But make no mistake, this is not about LLCs. We are determined to compete with the other networks in whatever form of business organization we need to pursue. Getting the FCC upset about LLCs is not going to insulate the three networks from competition. And if they think it is, they've got another thing coming. I assure you NBC doesn't give two tiddlywinks about LLCs. What they are trying to do is to prevent the loss of the VHF platform in Green Bay.

The real danger is that an overworked FCC will get dragged involuntarily into the middle of what should be marketplace competition and that the other networks will try to respond by throwing monkey wrenches in the gears at the FCC that could have a debilitating impact on our ability to compete.

What about your deal with Blackstar?

Well, the FCC purposely adopted policies designed to encourage businesses to increase minority ownership of stations. And I think what you're seeing in our Blackstar transaction and in the Tribune transaction is people in the industry responding exactly the way the government hoped profit-maximizing businesses would respond. The government put the incentives out there, and these two companies have stepped forward to structure transactions that take advantage of those incentives.

We're only going to have a 20% interest in Blackstar. That means if there's a dollar of profit we'll get 20 cents. And we hope to attract investments by outside companies, like pension funds, for almost half of the total equity.

When I hear all these stories, I sometimes think there are a lot of people out there who are giving us credit for being a lot smarter than we are. We're simply investing in companies that believe in our business plan and are attracted to affiliations with this network, just like NBC and ABC are out investing in operators who believe in their business plan.

How serious is the threat to Fox on the alien ownership front? If the FCC should rule adversely, does the entire house of cards tumble?

The only real danger in the alien ownership issue is that it will continue to cause delay and real harm to our competitive efforts. I'll give you an example. We had a deal to buy channel 57 in Philadelphia for \$57 million that fell apart because we could not meet the closing deadline because of pendency of the alien ownership issue. We now have a new deal to acquire channel 29 in Philadelphia for \$200 million. That's a pretty big price to pay for a year's delay in the process.

And I want to be clear, we're not blaming the regulatory agencies. They're the victims of people piling on with tons of paper and creating delay and logjams when we're in the middle of trying to create competition to the three other networks. I mean, we're trying to negotiate business deals with station owners under a cloud being used by our competitors to drive deals away from us.

On the merits of the issue, Mr. Murdoch followed exact-

YOUR LATE NIGHT HERO!

After three weeks of the new season, **TOP COPS** is outperforming **every** other new late night strip!



Action-packed, heart-gripping stories of real heroism make **TOP COPS** the proven late night choice!

Source: NTL, week of 9/26-10/2/94



NATIONAL AD SALES:
NEW WORLD
SALES AND MARKETING
(212) 527-6500

CBS ENTERTAINMENT PRODUCTIONS IN ASSOCIATION WITH
GROSSO-JACOBSON PRODUCTIONS. ©1994 GENESIS ENTERTAINMENT.

GENESIS
ENTERTAINMENT
A NEW WORLD ENTERTAINMENT COMPANY

(212) 527-6400 • (818) 706-6341

TOP COPS



Julius Barnathan



Robert Bennett



Michael Fuchs



Merv Griffin



Glenn Jones

Announcing the Fourth Annual Broadcasting & Cable Hall of Fame



Garry Marshall



Dennis Patrick



Dan Rather



Diane Sawyer



Susan Stamberg



Louis Caldwell

Nov. 7
New York
Marriott Marquis



Fred Coe



Jimmy Durante



C.E. Hooper



Harold Hough



Michael Landon



Guglielmo Marconi

INNER CIRCLE TABLE SEATING TEN	\$8,000	(\$6,750 is tax deductible)
ORCHESTRA TABLE SEATING TEN	\$7,000	(\$5,750 is tax deductible)
PATRON TABLE SEATING TEN	\$5,500	(\$4,250 is tax deductible)
SPONSOR TABLE SEATING TEN	\$4,500	(\$3,250 is tax deductible)
SINGLE TICKET	\$450	(\$325 is tax deductible)

FOR INFORMATION CONTACT—CIRCLES SPECIAL EVENTS 404 PARK AVENUE SOUTH,
10th FLOOR NEW YORK, NY 10016 Phone (212) 213-5266 or Fax (212) 689-9140

COVER STORY

ly the advice of his lawyers in 1985 and created an ownership structure specifically to comply with the alien ownership provision of the Communications Act. Mr. Murdoch, personally an American citizen, has de jure voting control of the licensee company. He also has de facto control of the parent News Corp. The details of the structure were put before the FCC. It was approved, and it was implemented exactly as described in the FCC application. And as soon as the transaction was completed, the company filed an ownership report in 1986 that described exactly everything that had occurred in the transaction.

The difficulty we have at this point is understanding how—having complied scrupulously with what we put before the agency—it can be deemed fair for our competitors to be coming in and beating us around the head with this issue.

How deep are your pockets? Can you just go out there and buy forever?

Well, I think it's important to make a distinction between the way we are investing our money and the way others are spending their money. In the case of New World, we purchased common stock in the company. Fortunately, that stock has gone up in value and we have actually made money on that investment. Similarly, we hope that our investment with John Oxendine will ultimately yield profit and gain for us. And I would distinguish those strategies from just throwing money at affiliates in the form of compensation to make up for the fact that you have a flawed business plan that takes so much inventory away from the stations in the first place.

But you don't have to worry about running out of checkbooks?

As long as we're making prudent and sensible business investments as part of a strategy of becoming the number-one network, we're in good shape.

This may be an obvious question, but does this approach suggest a great faith in the future of the broadcasting industry?

Absolutely. This company believes in cable, believes in DBS, believes in telephone carriers, but unlike some others, we're not ready to give

Straighten Out The Curves On The Information Highway...



...With Telemedia Week.

Telemedia Week, a special section in *Broadcasting & Cable* every week, gives you straight talk on the ins and outs of the information highway.

So you can navigate faster and more easily the twists and turns, bumps and barriers on the road to the intersection of television, telephones and computers. So whiz along with us...as we cover everything from high-definition TV to video-on-demand to interactive services.

There's no better way to get up to speed than with *Telemedia Week* in *Broadcasting & Cable*.

**Broadcasting
& Cable**
The Newsmagazine of Television and Radio



Straight to where you want to go.

up on plain over-the-air broadcasting. And, in fact, we think that the same digital compression technology that will usher in the so-called information superhighway can transform broadcasters into multichannel competitors who can help eliminate the need for a lot of the detailed regulation that we have today in the cable industry.

You're a hardball competitor, and you take a lot of heat in return. Does it faze you?

I'm naturally attracted to the competitive underdog role, which was certainly my lot at the Association of Indepen-

dent Television Stations. And it's been the situation here at Fox. But the opportunity to be a part of building something new in the business is a chance that not many people get.

What will you do when you're number one?

We'll fight like hell to hold on to that position. You know, we don't begrudge the three networks the right to fight to hold on to what they've got. We would just hope that that fight could be kept in the marketplace, where it belongs, and not in the regulatory process, where it doesn't belong. ■

Small investments yield big benefits

Networks use minority interest in stations to lock in affiliations

By Christopher Stern

If the TV networks have learned anything during the past several months, it's this: The only sure way to guarantee an affiliate will stay an affiliate is to own it—or at least part of it.

After touching off the epidemic of station defections last spring with its 12-station affiliation agreement with New World Communications, Fox is at the forefront of acquiring passive interests in stations, primarily to lock in affiliations. ABC and CBS have followed the Fox lead.

When Fox bought a 20% interest in New World last May, 11 stations were put on notice that they would be switching from a Big Three network to Fox. The affiliate shake-up has now spread to more than 60 stations in 30 markets.

Through its passive investments in New World, SF Broadcasting and Blackstar (see page 28), Fox is extending its ownership reach and influence much further.

New World has eight stations and is buying four more. SF Broadcasting has purchased four, subject to FCC approval, and is still shopping. Blackstar intends to buy 11 stations with the backing of Fox and others.

With partner Group W, CBS hopes to build a new group of CBS affiliates around Group W's KYW-TV Philadelphia. ABC has secured affiliations in at least five markets through an investment in Young Broadcasting.

By settling for passive investments, the networks can increase their invest-

ment in broadcasting and secure affiliations (and, say some, programing clearances) without bumping up against the FCC ownership rules. Those rules limit a broadcast group to 12 stations and coverage of no more than 25% of the nation's TV homes. The caps for minority-owned groups are slightly higher: 14 stations, 30% coverage.

All the networks are close to the caps. Fox owns eight stations and has plans to purchase two more, covering 22% of the country. ABC's purchase of George Lilly's stations brings its total to 10, while its penetration climbs to 24.2%. The two UHF's CBS has proposed buying would bring its total to nine stations with 23.6% coverage. Only NBC has room to spare with seven stations and 16.16% penetration.

The network deals have begun to raise eyebrows—at the FCC and among other broadcasters.

"It appears to be a blatant evasion of the ownership limitations, pure and simple," says Abry's Andrew Banks.

"Obviously, Fox has figured out a way to control 50% of the country," said another broadcaster who asked not to be identified.

NBC has challenged Fox-based SF Broadcasting's proposed purchase of WLUK-TV Green Bay, Wis., alleging Fox is trying to circumvent the ownership limits.

In its filing, NBC asked many of the same questions other broadcasters were asking last week: "If the commission has changed the interpreta-

tion of its rules and the Communications Act, or if it intends to make changes so that SF's applications may be granted, then NBC asks the commission to make the new rules clear so that everyone can compete on the same basis."

NBC has yet to join the passive-investment trend, although it virtually guaranteed itself a Cleveland affiliate by acquiring a 49% interest in Multimedia's WKYC-TV there four years ago.

Because of the NBC filing, the question of minority investment in stations is squarely before the FCC. What's more, an aide to Commissioner James Quello says the question will be taken up in the agency's review of broadcast ownership rules, expected to get under way in November.

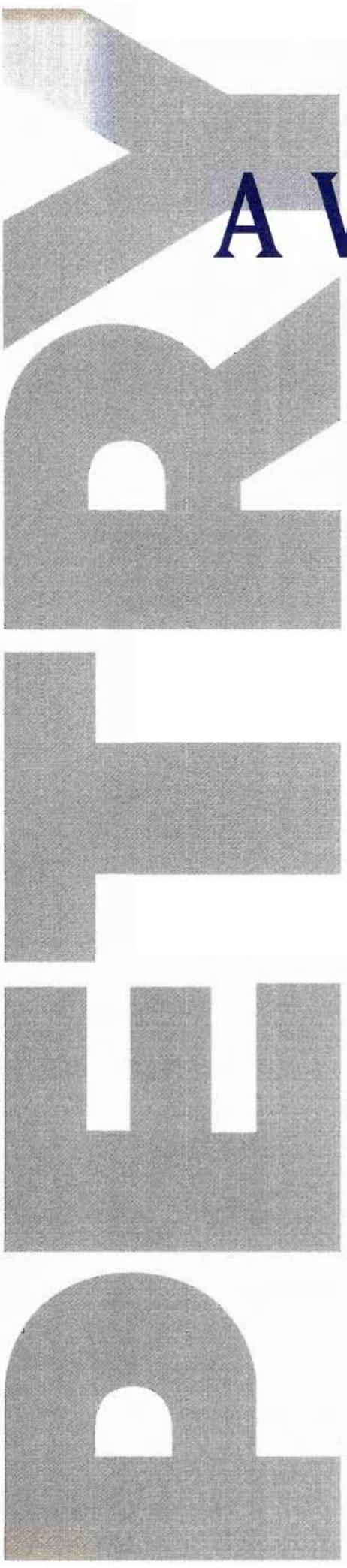
The Quello aide also says the agency may be more inclined toward those deals that involve blacks and other minorities as principals or majority owners. "They hold some promise," she says.

Asked if Fox is trying to exploit a loophole in the ownership rules, New Vision Television CEO/Chairman Jason Elkins replies: "Obviously, yes, but they are trying to do it in a legal manner."

Elkins says he and other broadcasters are watching the case closely: "Those of us in broadcasting, including myself, would like to own 20 stations; it may be that Fox has found a way to do it through minority ownership."

The FCC ownership limits count only against stations in which the groups have an "attributable" interest. In corporations, voting stock of 5% or more is attributable, unless there is a single other shareholder with more than 50% of the voting stock. Non-voting stock is not attributable.

In partnerships, the interest of general partners is attributable as is that of any limited partner who is involved



A VISION FOR THE FUTURE

Today's increasingly complex television industry calls for innovative revenue strategies and a total commitment to quality in order to gain a competitive sales edge. Petry's support services in programming, research and marketing provide a strategic assist in a fast changing television environment.

Building partnerships for the long term. Focused on providing winning performance and innovative strategies.

PETRY
first in spot television.

in any way with the management of the partnership.

Two of the Fox surrogates, SF and Blackstone, are limited liability companies, which have attributes of cor-

porations and partnerships. The FCC attribution rules have yet to catch up with LLCs. The NBC complaint against Fox-SF may become the vehicle for doing so. Fox and SF hope the

LLCs will get the same attribution treatment as corporations, so that a nonvoting LLC interest will, like nonvoting stock, be deemed non-attributable. ■

A lot for a little

By acquiring passive minority interests in other broadcast groups, major broadcasters can accomplish much: increase their broadcasting investment without bumping up against FCC ownership limits; respond to the government's call to boost broadcast ownership by blacks and other minority members; and, in the case of the networks, secure affiliates for the long term. The trend-setters include Fox, ABC, CBS and Tribune:

Fox-New World

In the deal that first shook up all the networks' affiliate lineups, Fox in May acquired a 20% interest in New World Communications Group for \$500 million. New World now has eight stations, but has purchased, subject to FCC approval, four more from Argyle Television for \$720 million. In addition to an ownership stake, Fox secured 10-year affiliation agreements with the stations. New World also received guarantees for supplying programming to Fox stations and the Fox network.

Fox-SF Broadcasting

Fox holds a 25% passive nonvoting interest in SF Broadcasting, a limited liability company. Control and the majority of the equity are in the hands of Savoy Pictures (74%) and its principals, Victor Kaufman and Lewis Korman (1%). Under the direction of former Fox executive Tom Herwitz, SF has proposed buying four Big Three network affiliates from Burnham Broadcasting in two separate deals: KHON-TV Honolulu, WVUE New Orleans and WALA-TV Mobile, Ala., for \$229 million; and WLUK-TV Green Bay, Wis., for \$38 million. Both deals are subject to FCC approval. All four stations would switch to Fox after the SF takeover. NBC has challenged the purchase of NBC affiliate WLUK-TV, alleging that Fox is trying to circumvent FCC ownership limits by buying stations through SF.

Fox-Blackstar

Fox is investing up to \$20 million for a 20% passive interest in Blackstar Acquisition, a limited liability company with plans to purchase 11 VHF TV stations in markets ranked 50-100 and turn them into Fox affiliates. Blackstar is headed by John Oxendine, who, with partners Wesley Williams and Victor Brown, will contribute \$8.25 million for a 16.75% controlling interest. Silver King Communications, the Home Shopping Network's station group, is putting up \$6.75 million for a 14.5% passive interest, and Brenner Securities, New York, has been hired to seek out additional passive investors. Blackstar hopes to raise at least \$100 million in equity and borrow a commensurate amount. Oxendine and his partners already own three small-market HSN affiliates. FCC ownership rules limit minority-owned broadcast

groups like Oxendine's to 14 stations. Oxendine and his partners are black. The deal represents Fox's answer to the call of Vice President Al Gore and other Washington policy-makers to increase minority ownership in broadcasting.

ABC-Young Broadcasting

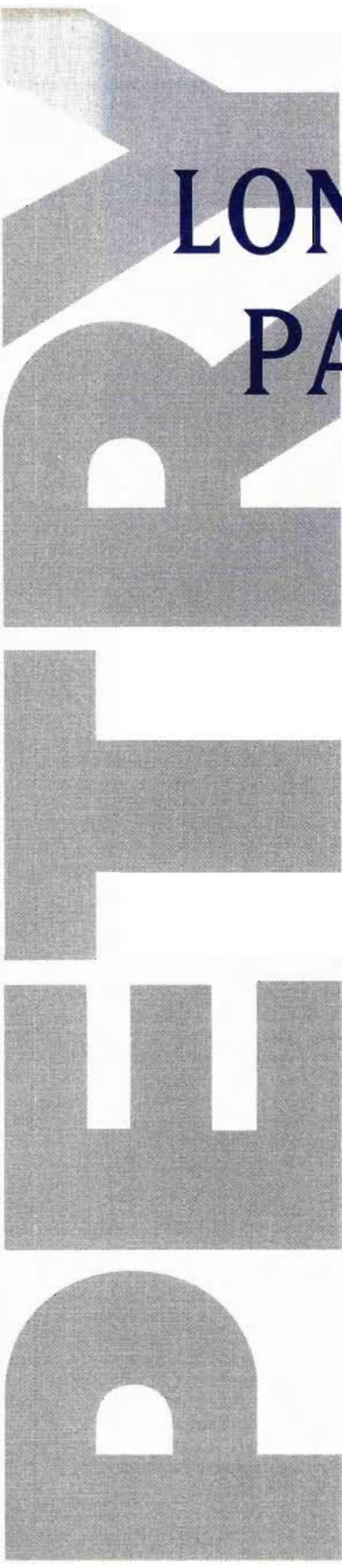
Capital Cities/ABC is paying \$25 million for a 14.7% interest in Young Broadcasting as a prelude to the broadcast group's public offering. Capcities/ABC also has warrants that would increase its stake to more than 20%. The deal is contingent upon Young's closing its purchase of three Nationwide stations—WRIC-TV Richmond, Va., WATE-TV Knoxville, Tenn., and WBAY-TV Green Bay, Wis.—for \$150 million. All are ABC affiliates. Young's two existing ABC affiliates, and the Nationwide stations, have renewed their affiliation with ABC for 10 more years. Young's three CBS affiliates have re-upped with that network for 10 years; its one NBC affiliate has one year left on its network agreement.

CBS-Group W

As part of a wide-ranging agreement, CBS in July formed a venture with Group W to assume ownership of Group W's KYW Philadelphia, acquire other stations and secure them as CBS affiliates. CBS owns 49% of the venture. But Group W has 51% and day-to-day control. Thus, stations bought by the partners will count against Group W's ownership totals and have no impact on CBS's. Under the agreement, Group W's four other stations, which it will continue to own independently, are pledged as CBS affiliates for the next 10 years. The deal includes a joint venture to produce programming for the CBS and Group W stations. With the November 1995 sunset of FCC rules barring networks from the syndication business, the joint venture will syndicate its programming to stations outside the CBS-Group W family.

Tribune-Bynoe/Jones

Tribune Broadcasting plans to invest in a minority owned company that would acquire TV and radio stations. The minority group, led by sports entrepreneur Peter Bynoe and entertainer Quincy Jones, would put up about \$10 million of its own. The group hopes to leverage all the equity into a \$500 million station group. Tribune is motivated by a desire to increase minority ownership and create a new profit center in broadcasting. The new stations also might serve as outlets for Tribune's syndicated programming. The Tribune stations are affiliates of the incipient Warner Bros.' WB Network, but whether the group's stations would be pledged to the network is unclear.

A large, stylized, grey, textured graphic of the word 'PETRY' is positioned vertically on the left side of the page, serving as a background element.

LONG TERM PARTNERSHIPS

Petry is pleased to announce its
appointment as representative
for WKEF Corp.

WKEF - TV Dayton, Ohio

Building partnerships for
the long term. Focused on
providing winning performance
and innovative strategies.

PETRY
first in spot television.

Bickley/Warren: ABC's powerful TGIF team

Producers claim three time period winners for network's Friday night

By Steve Coe

When asked to name the top writing-producing duos in the business, most people probably would offer up Shukovsky-English, Bloodworth-Thomason, Witt-Thomas or Glen and Les Charles. Only Bill Bickley and Michael Warren, however, can lay claim to three time-period-winning series on the same night for the same network.

If they aren't household names, it may be because none of their shows has provoked a vice president or featured nudity (in the case of *Family Matters* and its famously geekish Urkel, that may be just as well) or used adult language, but the pair quietly have grown to be a major force for ABC and Warner Bros. Television.

Bickley/Warren Productions produces *Family Matters*, now in its sixth season; *Step by Step*, now in its fourth season; and *Hangin' with Mr. Cooper*, currently in its third year. The trio makes up three-fourths of ABC's top-rated TGIF ("thank goodness it's Friday") lineup. And by the end of the month, Bickley/Warren's workload could grow to four series if ABC picks up *Life Happens*, which had been a fall-schedule candidate. *Life Happens*, starring Kirk Cameron of *Growing Pains* fame, was considered by many a lock to make ABC's fall lineup. But with only a few time slots to fill, the network went instead with *Me and the Boys* from ABC Productions. The network retains an option until November to pick up *Life Happens*, and the producers and Warner Bros. executives are confident that an order is forthcoming.

"We all think it's going to happen," says Tony Jonas, executive vice president, creative affairs, Warner Bros. Television. "[ABC] most likely will order six or eight episodes and schedule the show in the spring." The network used a similar strategy last season when it short-ordered several comedies, including *Ellen*, and played them as script replacements.



'Family Matters': One of the trio of Bickley/Warren's Friday sitcoms

Both Bickley and Warren cut their teeth on TV under one of the most prolific producers in television history, Garry Marshall. Bickley says the two were fortunate to have the producer of *The Odd Couple*, *Happy Days* and *Laverne & Shirley* as their mentor. In fact many of today's successful producers got their start in the house of Marshall, including Susan Harris.

More recently, the pair worked under Tom Miller and Bob Boyett, who created *Family Matters*, *Step by Step* and *Full House*, among others. Jonas credits the tutelage of Marshall and Miller/Boyett for the success Bickley and Warren enjoy today. "Any show is about finding the right voice and right point of view. And they've learned in the school of comedy. There are different schools, whether you're talking about Witt-Thomas, or Jim Burrows or someone else. The advantage of learning with Miller/Boyett is that they learned to put on a show with the greatest efficiency," he says.

When Warner Bros. was looking for producers to take over *Hangin' with Mr. Cooper* after two unspectacular seasons, it was Bickley and Warren's ability to find a show's point of view that led executives to the pair. "We

had talented people [during the first two years], but they hadn't maximized the talents of [series star] Mark Curry," says Jonas.

Both Bickley and Warren say that what they did on *Cooper* is representative of their producing philosophy, which is to break down the walls between the writers, actors and producers and allow for dialogue and suggestions between the usually segmented groups. "It's only to our advantage to have everyone weighing in," says Warren. "But it's still not a democracy," says Bickley, who labels it a "friendly dictatorship."

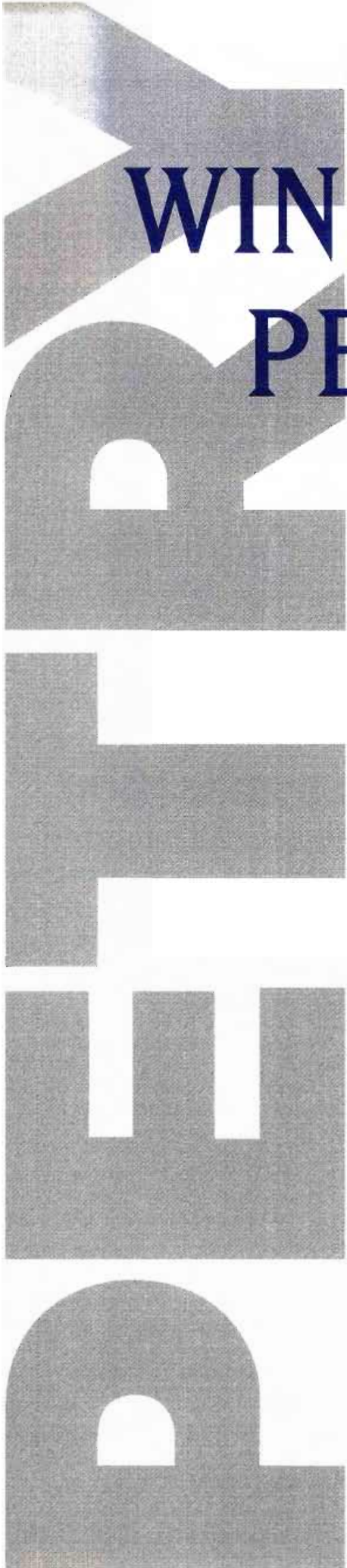
The three shows Bickley and Warren oversee tend to attract kids first—and their parents as a consequence—and the pair says they are looking now at developing a series that will have some older appeal.

But don't look for the producers to begin developing spicier fare. "We're not going to write characters that don't have any redeeming qualities," says Bickley. "Our characters will certainly have flaws, but they will also be trying to overcome those flaws."

Although the TGIF shows are hardly the darlings of critics, it's reaching the proper demographics—not generating glowing reviews—that brings home the syndication bacon. *Family Matters* is in its second year of off-net syndication and is averaging a 6.5 rating (gross average audience), making it sixth among all syndicated barter strips and second behind *Roseanne* among off-net comedies.

Additionally, *Step by Step* will debut in syndication next fall and Warner Bros. no doubt is already mapping out the marketing strategy for *Hangin' with Mr. Cooper*.

Although Bickley and Warren's shows are top in their respective time slots, the pair isn't obsessed with being number one. Filming schedules keep the pair late at the studio two and sometimes three nights per week. But one of their rules is that no work is done on the weekend. "Beyond [the five-day-workweek schedule] the creative process burns out," says Bickley. ■



WINNING PERFORMANCE

Petry is pleased to announce its
appointment as representative for
Fant Broadcasting Stations.

KHGI - TV Lincoln-Hastings-Kearney, Nebraska
WNAL - TV Anniston, Alabama

Building partnerships for
the long term. Focused on
providing winning performance
and innovative strategies.

PETRY
first in spot television.

Cablevision Boston to test new services

Home shopping, dating and Celtic-language programming planned; launches await resolution of cable rate regulation

By Rich Brown

Boston cable subscribers will be among the first in the country to get an eyeful of three new cable programming concepts—a regional shopping channel, a network for Irish-Americans and a network aimed at single adults.

Once the FCC hammers out its latest round of cable rate regulations, look for multiple system cable operator Cablevision Systems Corp. to use its Boston system as a testbed for various new programming services. Sources say the company expects to be able to offer new services to its 134,000 area subscribers in time for a March 1995 marketing push.

Among the services in the works is a home shopping channel that would mark the MSO's latest venture into regionalized programming. Cablevision already owns a regional news service, News 12 Long Island, as well as a portfolio of regional SportsChannel networks. Now the company plans to test the waters for regional home shopping by producing an infomercial with a local Boston retailer. If the infomercial is a success, the company likely will develop it into a full-time service.

Developing new cable programming formats is nothing new for Cablevision Chairman and CEO Charles Dolan, who in 1971 founded the nation's first premium channel, Home Box Office. Through the company's wholly owned programming subsidiary, Rainbow Programming Services, Dolan has been involved in the launch of a wealth of new networks. The past year alone has seen the launch of three Rainbow services: NewSport, a national sports network; the Independent Film Channel, and a would-be competitor to MTV called MuchMusic.

Rainbow is eyeing Boston as an early launchpad for one of its newest undertakings, The Singles Network.



Charles Dolan is looking to add to his company's regionalized services with a new home shopping service.

Details are still being worked out on the channel, which will feature talk shows, comedy, game shows, advice shows, lifestyle segments and an interactive regional dating service.

Another service set to debut on Cablevision's Boston system, CelticVision-The Irish Channel, is expected to be up and running before the end of the year. Whether or not Cablevision will

have an ownership stake in the service is yet to be determined, accord-

ing to Dan Leahy, vice president of development for the privately held network.

CelticVision will import programming from several sources, including Ireland-based networks RTE and UTV and the BBC archives. Most of the programming will be in English, although there will be some Celtic-language programming.

Cablevision's Boston cable system will serve as an incubator for the programming service, which Leahy says eventually will be offered to cable systems in other cities with big Irish-American populations, including New York, Los Angeles, Chicago and Philadelphia. ■

Active Entertainment gets active in syndication

New syndication subsidiary of barter company looks to create synergies between toy companies and new programs

By David Tobenkin

Active Entertainment was launched last week as a syndication subsidiary of international barter company Active International. Among its planned slate of shows are two weekly animated children's series for 1995-96.

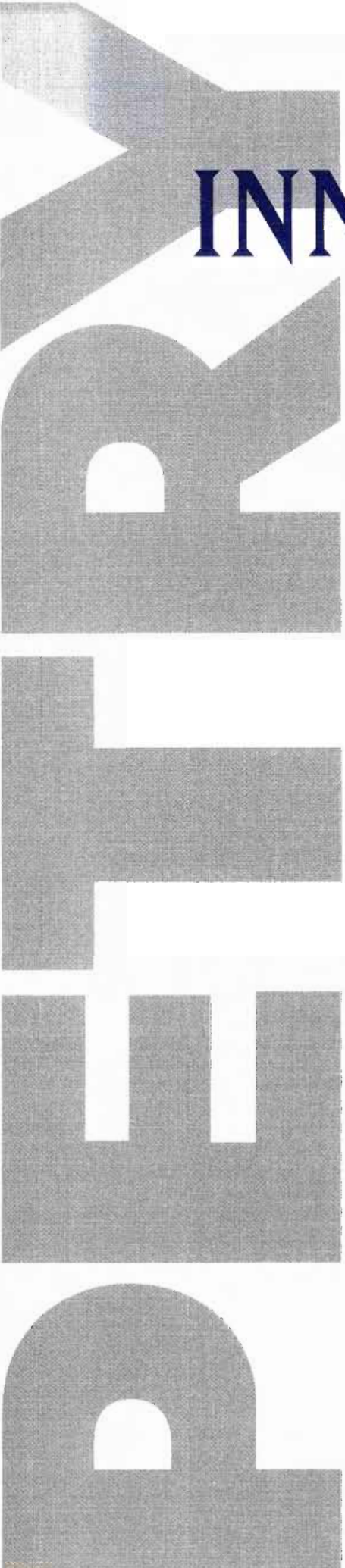
Creatures of Delight, a half-hour about monsters that inhabit a "closet world," will contain a satiric element designed to appeal to parents. *Happy Ness: The Secret of the Loch* is a half-hour featuring Broadway musical performers in a show about the legendary Loch Ness monster. An additional animated show and two live-action offerings are also planned for 1995-96. In development for subsequent seasons are a game show, a daytime talk show strip and a late-night show.

The company hopes to prosper in the crowded children's syndication market by offering toy manufacturers the opportunity to work with a company that will allow them a greater role

in syndication and the ability to tap synergies with its media barter division, Active Media Services, and product barter parent.

"Because of the symbiotic relationship Active Entertainment has with Active Media Services, there are tremendous opportunities for major toy manufacturers, most of whom work with us already, to participate in the programs we will syndicate," said Alan Elkin, chairman and chief executive of Pearl River, N.Y.-based Active International and Active Entertainment.

The company has named Active Media Services President Arthur Wagner as Active Entertainment executive vice president. He joins the previously named president of Active Entertainment, former Bohbot senior vice president of sales Adrien A. Seixas. Craig Stanford, most recently vice president, Western Division, at Bohbot, is senior vice president and general sales manager. ■



INNOVATIVE STRATEGIES

Petry is pleased to announce its
appointment as representative for
Stauffer Communications.

KGWC - TV Casper, Wyoming

KGWN - TV Cheyenne, Wyoming

WIBW - TV Topeka, Kansas

KMIZ - TV Columbia, Missouri

Building partnerships for
the long term. Focused on
providing winning performance
and innovative strategies.

PETRY
first in spot television.

NIMA: selling the power of selling

By David Tobenkin

NIMA International's fifth annual meeting and trade exhibition at the Mirage Resort in Las Vegas this week (Oct. 18-21) will highlight the growing corporate presence and international reach of electronic retailing, say NIMA officials.

Electronic retailing is moving upscale in both products and investors, a trend reflected most notably in the increasing number of major corporations that use the medium and in the theme of this year's exhibition, "Electronic Retailing Comes of Age," says NIMA International Executive Director Helene Blake.

"Corporate marketers are feeling more comfortable identifying with electronic retailing," says Blake, noting that corporate heavyweights such as American Airlines, Apple, Avon and Hyatt are, or soon will be, sponsoring infomercials. In addition, she says, the expansion of QVC through its new Q2 upscale home shopping channel and a new music merchandising venture on the MTV Networks by

HSN plans one-stop selling

The Home Shopping Network says it has devised an inexpensive way for companies to produce infomercials.

HSN infomercial division HSN Direct on Nov. 1 plans to introduce The Test Drive Channel, which is designed to produce infomercials for as little as \$14,750 per half-hour. For that fee, merchandisers will be able to shoot an infomercial live in HSN's Florida studios and simultaneously telecast the half-hour on Home Shopping Spree, HSN's broadcast affiliate network.

The infomercials likely will be telecast live at 9 a.m. or in the late afternoon. The producer can gauge viewer response during the live half-hour and decide whether to syndicate nationally.

HSN Direct President/CEO Kevin Harrington says The Test Drive Channel will offer an alternative to companies that have spent \$250,000-\$1 million to research and produce an infomercial.

HSN Direct tested its low-budget-production format in August with a fitness infomercial featuring Tony Little. The live half-hour, which featured a studio audience and two-minute prerecorded segments, was taped and now airs in national syndication.

Harrington says HSN Direct has not yet lined up any merchandisers for its Test Drive Channel, which will be formally unveiled this Thursday at the National Infomercial Marketers Association convention in Las Vegas. —RB

Viacom Inc. and Fingerhut Cos. are indications that there still is untapped viewing potential for home shopping.

Exhibition space at this year's conference is sold out—202 booths, up from 140 last year. Paid attendance is expected to jump from 1,500 last year to 2,000.

The growing international presence of electronic retailing also is reflected in the expansion of foreign membership of the organization, which in February prompted officials to change its name from the National Infomer-

cial Marketing Association to NIMA International. Roughly 8% of NIMA International's 500-plus members are from foreign countries, including virtually all of Europe, many Pacific Rim countries, South Africa and Egypt.

That fact will be underscored in workshops on how to test direct-response television internationally and in Spanish-language markets.

Synergies between the infomercial and home shopping formats, driving retail with direct response, and developing products for the teleshopping

Salhany taps Grossi for U/P

United/Paramount Network President Lucie Salhany last week hired longtime lieutenant and former Twentieth Television executive vice president Leonard J. Grossi as senior executive vice president and number-two executive of the new network.

Others getting new duties are Paramount Television Group senior executives Steve Goldman, Frank Kelly, Meryl Cohen, Joel Berman and John Nogawski. Grossi, who earlier reported to Salhany when she was chairman of Fox Broadcasting Co., will be involved in managing all aspects of the network, which premieres Jan. 16. The new PTG moves, prompted by the expiration of current executive contracts, the addition of Viacom Inc.'s television operations to Paramount Domestic Television's responsibilities and the launch of the new U/P network, will add the corporate title of executive vice president of the Paramount TV Group to PDT President Steve Goldman. Besides his current responsibilities, he will supervise of the new United/Paramount Network by serving on an oversight panel with PTG Chairman Kerry McCluggage and also will oversee the company's station group

and barter sales division.

Kelly, now president of creative affairs and first-run programming, will take on an expanded role in the syndication wing, with his title shortened to president of creative affairs. His responsibilities will include programming for first-run, basic cable, non-prime time broadcast network and pay TV, as well as the new duties of overseeing all international versions of that programming. He will report directly to McCluggage rather than to Goldman.

Joel Berman, executive vice president, domestic television and the domestic television division's number-two executive, has been named president of distribution. He will be responsible for all syndicated programming, including first-run, off-network series and feature film packages. He also will be in charge of station and cable sales departments and will supervise allocation of co-op funds to stations. Cohen was upped from executive vice president of marketing to president of marketing, and will oversee marketing of the new network. Nogawski, senior vice president and general sales manager for PDT, was named executive VP, general sales manager. —DT

Offer your subscribers
a free preview show of The History Channel
Oct. 1-Dec. 31 Satcom C-3, #12.



Proof History Still Has The Power To Surprise.

The History Channel Launches January 1, 1995.

Through riveting documentaries, mini-series and movies, The History Channel will constantly surprise your subscribers with fresh facts, rare footage and original points of view.

The lineup is so compelling, it will expand any system's programming with new appeal.

In fact, The Beta Research Corporation

November 1993 Subscriber Study* ranked The History Channel first in new network appeal. That's going to drive your sales harder while offering important new opportunities in community relations.

The History Channel is a truly unique value. So contact your A&E/THC account manager. And discover how history surprises not only with facts, but with profits.

ALL OF HISTORY. ALL IN ONE PLACE.



THE HISTORY CHANNEL

Northeast Region:(212) 210-9190 • (New) Southeast Region:(404) 816-8880 • Central Region:(312) 819-1486 • Western Region:(310) 286-3000

*1993 Beta Research Cable Subscriber Study. Ranking based on networks launching in '93 or '94.

© 1994 The History Channel. A&E Networks. All rights reserved.

marketplace are among the topics that will be covered in other workshops.

Wednesday morning's general session will feature a panel of TV shopping industry executives, including Candace Carpenter of Q2, George Davis of Home Shopping Network, Bob Johnson of Black Entertainment Television and Mark Rosenthal of

MTV Networks.

On Wednesday at 8 p.m., infomercials featuring fitness gurus Jake Steinfeld, Bruce Jenner, Victoria Principal, Barbara De Angelis and Kathy Smith will battle it out for the Best Infomercial category of the third annual NIMA Awards. Other categories include best male and female

infomercial presenter, best corporate image/awareness-building infomercial and best TV shopping presenter.

At the conference, NIMA will release new ethical guidelines for continuity programs (programs that automatically send products to consumers on a regular basis) and programing that markets children's products. ■

MacNeil pulling anchor on 'NewsHour'

By Elizabeth Rathbun

Robert MacNeil will leave *The MacNeil-Lehrer NewsHour* in October 1995. Production of the show will be consolidated in Washington, where Jim Lehrer will take over sole anchoring duties.

Executive editor MacNeil currently co-anchors the daily show from WNET (TV)'s New York studios, which are scheduled to close in June 1995 because of WNET budget problems. *NewsHour* also faces a shortfall, MacNeil told show staffers last Monday; those budget factors contributed to his decision to retire. But, he said, "I have

been considering for some time when I want to step back from daily journalism." The date he chose—Oct. 10, 1995—is the 20th anniversary of the start of the program as the *Robert MacNeil Report*.

Meanwhile, "the *NewsHour* needs seriously to reduce its spending...in a way that minimizes the need for layoffs," he said. Layoffs may be required because the show faces a cumulative budget shortfall of 20% by July 1998.

The move to Washington will help save money, and starting now, the staff will be reduced by attrition, he said.

There are 50 staff members in New York, about 40 in Washington, where associate editor Lehrer co-anchors, and several working in videotape production in Denver. The staff in Denver is not expected to be affected.

"This solution will protect the careers of the greatest number and insure the survival of the program. If we did not make this radical change, far more serious staff cuts would be necessary down the line," MacNeil said. A staffing decision will be made by Dec. 1, he said, promising that personnel in New York and Washington will be treated equally.

The "two-city program" was needed to provide variety in 1975, when *NewsHour* was the half-hour, one-subject *MacNeil-Lehrer Report*, MacNeil said. But the format changed in 1983, and "Washington has increasingly become the *NewsHour*'s center of gravity."

The show, which is distributed nationally by the Public Broadcasting Service, will broadcast completely from WETA-TV Washington no sooner than June 30, 1995. In addition to assuming the position of sole anchor, Lehrer will become executive editor. "Sub-anchors" will conduct interviews, and the news summary will be enhanced by voice-over narrations, Lehrer said in a statement. Commentators and essayists may be used more frequently.

MacNeil may continue to work on some projects through his continuing partnership in MacNeil-Lehrer Productions, which co-produces *NewsHour* and other programs.

The show's budget in the last fiscal year was \$26 million, a spokesman for MacNeil/Lehrer Productions said. This year the budget is \$24.7 million, with PBS providing about half of the funding. ■

Top cable shows

Following are the top 15 basic cable programs for the week of Oct. 3-9, 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. NFL Football	TNT	Sun 8:00p	5,663	9.2 5.9
2. CFA Prime Time	ESPN	Sat 7:30p	4,846	7.7 5.1
3. College Football Score	ESPN	Sat 11:15p	2,430	3.8 2.5
4. NFL Gameday	ESPN	Sun 12:00n	1,933	3.1 2.0
5. Rugrats	NICK	Sun 10:30a	1,878	3.1 2.0
6. CFA Prime Time	ESPN	Thu 7:55p	1,877	3.0 2.0
7. NFL Prime Time	ESPN	Sun 7:00p	1,856	2.9 1.9
8. Murder, She Wrote	USA	Mon 8:00p	1,796	2.9 1.9
9. Mello Yello 500	TBS	Sun 12:58p	1,787	2.9 1.9
10. Movie: 'Sixteen Candles'	USA	Sun 5:00p	1,712	2.7 1.8
11. Rugrats	NICK	Sat 7:30p	1,707	2.8 1.8
11. The Ren & Stimpy Show	NICK	Sun 11:00a	1,706	2.8 1.8
13. Rocko's Modern Life	NICK	Sun 11:30a	1,705	2.8 1.8
14. College Football Score	ESPN	Sat 7:00p	1,694	2.7 1.8
15. WWF Monday Night Raw	USA	Mon 9:00p	1,687	2.7 1.8

The top five basic cable services for the period of Sept. 5-Oct. 2 are listed at right; they are ranked by the number of households tuning in during prime time (8-11 p.m.). The cable-network ratings are percentages of the total households each network reaches; the shares are percentages of the total households each network reaches that have their sets on during prime time. Source: cable networks based on Nielsen Media Research.

Network	HHs. (000)	Rating/ Share
1. TNT	1,515	2.5/4.0
2. USA	1,306	2.1/3.4
3. TBS	1,173	1.9/3.1
4. ESPN	1,126	1.8/2.9
5. NICK	801	1.3/2.1



SYNDICATION VINDICATION

**BEVERLY HILLS 90210 INCREASES RATINGS IN
29 OUT OF 32 SYNDICATED METERED MARKETS**

<u>MARKET</u>	<u>HH RTG. % INCREASE</u>
New York/WPIX	+133%
Los Angeles/KTLA	+10%
Philadelphia/WGBS	+146%
San Francisco/KOFY	+18%
Washington, D.C./WDCA	+33%
Dallas/KTXA	+54%
Detroit/WXON	+235%
Atlanta*/WAGA	+11%
Houston/KTXH	+41%
Seattle/KTZZ	+275%
Cleveland*/WJW	+50%
Minneapolis/KLGT	+60%
Tampa/WTTA	+900%
Miami/WBFS	+57%



WORLDVISION
A UNIT OF SPELLING ENTERTAINMENT INC.

<u>MARKET</u>	<u>HH RTG. % INCREASE</u>
Denver/KTVD	+117%
Phoenix/KPHO	+192%
St. Louis/KPLR	+8%
Sacramento/KSCH	+213%
Orlando*/WKCF	+69%
Indianapolis/WTHR	+39%
Portland/KPDX	+25%
Hartford/WTWS	+200%
San Diego/KUSI	+47%
Charlotte/WJZY	+31%
Milwaukee/WDJT	+100%
Cincinnati/WSTR	+80%
Kansas City*/KCTV	+100%
San Antonio/KRRT	+67%
West Palm**/WTVX	+140%

HH RTG % increase vs. year ago time period • Source: NSI 9/12-10/2/94 Metered Market Overnights vs. Sept. 1993, **West Palm vs. Nov. '93

*Source: NSI 9/26-10/6/94 Metered Market Overnights vs. Oct. '93

© 1994 Torand, a Spelling Ent. Co. All Rights Reserved • © 1994 WORLDVISION ENTERPRISES INC.

Twentieth shuffle

Jim Martz, senior vice president and national sales manager for Twentieth Television, has been named executive vice president of sales. Martz replaces Ken Solomon, who recently became executive vice president of distribution for Fox Broadcasting Co. The promotion also will trigger the upping of Paul Franklin, vice president and central regional manager for Twentieth Television in Chicago, to senior vice president and general sales manager for Twentieth Television. Steve Friedman, Twentieth's central division manager, will become vice president and central region manager, with Ed Seslowski, an account executive based in New York, named central division manager.

Affair moved in L.A.

Fox Broadcasting O&O KTTV(TV) Los Angeles last week downgraded Fox subsidiary Twentieth Television's syndicated news magazine *A Current Affair* from early fringe to late night in response to the show's recent ratings decline and difficulty matching the show to its new sitcom lead-in audience. On Monday, the show was moved from 6 to 11:30 p.m. and was replaced by a second run of off-Fox strip *Married...With Children*. The show had been moved from 7:30 to 6 p.m. this season following KTTV's addition of *The Simpsons* at 7:30. *Affair* has been in flux on a number of fronts. Recently, it replaced anchor Jim Ryan with anchor Penny Daniels only four months after Ryan himself was named to replace former host Maureen O'Boyle.

Earlier this year Twentieth Television also changed corporate policy for the show by allowing non-Fox affiliates to carry the show in markets in which Fox owns stations. Sources speculate that, based on similar moves in Houston and Chicago, Fox may move *A Current Affair* to another station in Los Angeles.

San Antonio switch

CBS affiliate KENS-TV San Antonio, Tex., switched King World's nationally dominant *Oprah Winfrey* syndicated talk show from its 3 p.m. regular slot to 4 p.m. last week. The show had finished behind Warner Bros. Domestic Television Distribution's *Jenny Jones* syndicated talk show on

KSAT-TV in 14 of 17 head-to-head matchups over the previous four weeks. They were *Jones*'s first four weeks on ABC affiliate KSAT-TV, which is the dominant station in the market and helps *Jones* with the strong lead-in of daytime drama *General Hospital*. A late-night second run of *Jones* on KSAT-TV at 11 also is first in that time period, beating *Late Show with David Letterman*.

Powell upped at Cluster

Peggy Powell, director of creative services and account executive at Cluster Television, has been named vice president of creative services. Powell will continue to handle syndication sales and promotions for the company's various animated series.

GGP's world of sports

GGP has cleared three hour syndicated specials, *College Basketball Special*, *College Bowl Preview* and *A Year in Review: Images of 1994*, in 74% of the country. *College Basketball Special*, a season preview hosted by CBS sportscaster Pat O'Brien, is cleared on 143 stations representing 74% of the country for a Nov. 25-Dec. 11 airing window. *College Bowl Preview*, a football Bowl game preview, is cleared on 165 stations representing 87% of the country for a Dec. 17-Dec. 31 airing window. *A Year In Review*, a general interest review of the year's major news events, is cleared on 167 stations representing 84% of the country for a Dec. 24-Jan. 8 window. The specials are being offered to stations on an even six-and-a-half-minute local/national barter split.

New York moves

Chris Craft/United's WWOR(TV) New York last week shuffled its access and late-night syndicated blocks, hoping to improve the flow and ratings of the shows. In late night, the syndicator moved Columbia TriStar Television Distribution's *The Newz* sketch comedy show from 11 p.m. to 12 a.m., switching it with Genesis Entertainment's *Top Cops* reality show. That move reflects low ratings for *The Newz* and hopes that the show will perform better adjacent to Paramount's young-skewing *Jon Stewart* show, which begins at 12:30 a.m., as well as the traditional strength of reality programming at the station at 11 p.m.,

says WWOR spokesman Ed Aaronson. In access, the station switched *Real Stories of the Highway Patrol* and *Married...With Children*, moving the Genesis reality show to 7:30 p.m. and the off-net sitcom to 7 p.m.

Line of duty

San Diego Zoo representative and frequent talk show guest Joan Embery was attacked by a cheetah while taping an episode of MCA TV's syndicated *Suzanne Somers* show last week. Embery was about to introduce the animal to Somers and guest Stefanie Powers when the animal (which was on a leash) attacked Embery's face, leaving two long, deep gashes. Another guest, dermatologist Dr. Howard Murad, rushed to her aid and paramedics were called.

Embery later emerged from her dressing room with her wounds bandaged and finished taping the show. Afterward, she was taken to a local hospital emergency room where she received several stitches. An airdate for the episode, which will not include footage of the attack, has not been set.

Limited engagement

All American Television's *Superhuman Samurai Syber-Squad* live-action kids show last week joined ABC's Saturday morning lineup for a special four-week showcase at 9:30 a.m. The show is produced by ABC-owned animator DIC Entertainment.

Flintstones Christmas cheer

Hanna-Barbera Cartoons Inc.'s 90-minute special *A Flintstones Christmas Carol* has been cleared by Turner Program Services in 146 markets representing 87% of the country for a Nov. 21-Dec. 18 window. Major markets airing the show include KCAL-TV Los Angeles and WPWR(TV) Chicago.

The special is part of an animated movie-of-the-week package, the Hanna-Barbera Family Theatre.

Two for ATAS Foundation

The Academy of Television Arts & Sciences' Board of Governors has confirmed two new members on the body's board of directors for its ATAS Foundation, Loreen Arbus, president of Loreen Arbus Prods., and entertainment attorney Seymour Bricker of Mitchell, Silberberg & Knupp.

—DT

WHICH PIECE ARE YOU SERVING YOUR AUDIENCE?



Covering only 30 blue chip stocks, the Dow Jones Industrial Average represents just a sliver of the market. The Nasdaq Composite Index, which tracks more than 4,800 innovative growth companies, tells the other side of the story. Give your viewers what they tuned in for – the big picture, not merely a small piece of the pie. For more information call 1-800-777-NASD.

The Nasdaq Stock Market™

The stock market you can't afford to ignore.

MIPCOM hosts changing TV market

Wheeling and dealing in Cannes; channel distribution competition heats up

By Meredith Amdur
and Debra Johnson

The continuing consolidation of the film and TV businesses, both at home and abroad, was in evidence last week at the 10th annual MIPCOM program sell-a-thon in Cannes, France.

New stands—Viacom and Paramount together for the first time—and new international networks were visible signs of the changing face of global TV. Distributors were hustling for buyers while global media powers, including Time Warner/HBO and Disney, continued the hunt for channel and production partners.

The yearly ration of pomp and festivity notwithstanding, MIPCOM was a fairly serious place. Last year the market rode the buoyant crest of the much-heralded but ultimately short-lived TCI/Bell Atlantic "mega-deal." This year, attendees were keeping a sense of proportion about their businesses and the bottom line of recouping production costs.

Putting corporate uncertainty at home behind them, major U.S. networks continued to showcase their production lineups head-to-head with the major studios, while the independents (at least those without confirmed network deals) fought hard to squeeze sales out of an increasingly important international market.

Branding and franchise-building were the flavor of the day, with more international channels following the niche trail blazed by their U.S. counterparts.

A fleet of new and would-be U.S. networks were also on the prowl for product, including FX Programming Director Carol Sussman, who was checking out product from the UK and Australia that could fit the FX network's lineup of stripped series.

"There's just a lot more product out here than in the past," said Jon Agolia, president of NBC Enterprises. "Five years ago, maybe there were 100 TV movies on offer [to international buyers]; now there must be 300."

NBC's ill-fated *Martin Short Show*, stalled after five episodes, has won a reprieve of sorts, as the network con-



Eutelsat's Hot Bird 1 and its European footprint.

firmed that another eight episodes will be produced with a bit of "fine-tuning." Agolia said the series will be back in production by November and ready for broadcast by January. Meanwhile, NBC firmed up plans for its big-budget, eight-hour miniseries adaptation of the James Clavell novel *Gai-Jin*. NBC will foot its network license fee, with the remaining financing coming from co-production partners RCS Film and Television of Italy and Mitsui of Japan. RCS will retain European rights, while Mitsui takes Asia. Filming begins in Japan and Australia in January, and Agolia hopes to have the series ready for the February sweeps in 1996.

Euro satellite wars heat up

Program wheeling and dealing is still the order of the day, and international channel distribution is becoming increasingly competitive. With the assortment of channels growing daily, satellite wars are raging in Europe. Eutelsat is gearing up to launch a number of new satellites to compete with its rival Astra and expects to offer some 52 channels by 1996. The first on its agenda is its ECU \$120 million, 16-transponder satellite, Hot Bird 1, which is scheduled to lift off at the end of November and be operational early next year. Eutelsat also is preparing to launch Hot Bird 2, a 20-channel satellite, in August 1996, and

Hot Bird 3 will be commissioned by year-end 1996 and sent into space at the beginning of 1997.

Via its 13 degrees East position, Hot Bird 1 will have a footprint covering Europe, North Africa and the near Middle East. According to Eutelsat research, of the 68.4 million homes in Europe and the Mediterranean Basin that receive satellite TV, an estimated 47 million receive channels from 13 degrees East. Some 13 channels already have signed 10-year contracts for Hot Bird 1, including CLT, European Business News, Emirates Dubai Television (Arabic), MTV Europe, NBC Super Channel, Premiera TV (Czech), RAI 1, RAI 2 (Italy), TV5 (France), TVE Internacional (Spain), TV Polonia and Telecom Poland.

Hot Bird 1's increased power and coverage will strengthen Eutelsat's offering to the direct-to-home (DTH) market by enabling reception with 70cm antennas and will allow TV broadcasters to simulcast in both analog and digital. So far, four broadcasters have indicated that they are interested in simulcast transmission: three in parallel and one in digital.

Although the European satellite market may be getting crowded, Eutelsat Commercial Director Giuliano Berretta is confident "there is room in the market for everyone."

"We have strong competition, and it is an uphill battle, but we are seeing some results. We want to propose channels that are different in order to reach a sophisticated audience. It is a category that has not been touched by other satellites."

In a move that will challenge CLT's Dutch market leader RTL 4, Holland's public broadcaster Veronica and production company Endemol Entertainment have joined forces to launch a commercial TV channel next year. Each company will have a 50% stake in the venture, and much of the programming will be produced by John de Mol and Joop van den Ende, the two producers who formed Endemol late last year. Van den Ende, who has been a key program supplier to RTL 4, is expected to terminate his program-supply relationship with the CLT-sub-sidiary channel. ■

Deals at a glance

■ Hallmark Entertainment concluded a three-year output agreement with Germany's Taurus Film, covering 66 TV movies. Hallmark will produce 22 features per year, and Taurus distributor BetaFilm will retain continental European rights—including Eastern Europe—in all media. Hallmark will handle distribution outside Europe, and the partners jointly will exploit home video through the launch of a Hallmark Entertainment label.

■ Nickelodeon has made its first mark in Latin America, joining forces with Brazilian cable/satellite service GloboSat for a distribution block that includes animated series *Ren & Stimpy*, *Rocko's Modern Life*, *Rugrats* and *Doug*, as well as the live-action *Clarissa Explains It All*, *Welcome Freshmen* and *Roundhouse*.

■ MGM/UA sealed a \$100 million film and TV licensing deal with Tele Munchen of Germany. Tele Munchen, a German producer and co-owner of broadcast channel RTL-2, will hold rights in German-speaking territories for new feature titles, including "Speechless," library titles such as "Rocky" and "Moonstruck," and several James Bond films.

■ Harmony Gold has joined forces with Silvio Berlusconi Communications to co-produce "The Stendhal Syndrome," a \$12 million psychological thriller for theatrical release. Production will begin by year-end.

■ Discovery Enterprises Worldwide has secured presales with international broadcasters NHK of Japan, Canal+ of France and SVT of Sweden for its documentary series *Last of the Czars*. The three-hour miniseries is being produced by Discovery Productions and Philip Whitehead in association with Brook Associates Ltd.

■ Fulfilling its promise to bring on board international product, Hanna-Barbera Cartoons signed Italian animator Bruno Bozetto to produce shorts for Turner Cartoon Network's *World Premiere Toons* series. The first short of the three-year project will be broadcast in February 1995 on the Cartoon Network in Europe, Asia and Latin America as well as in the U.S. Miniseries and strip formats that come out of the production venture also will be syndicated to international broadcasters.

■ BBDO Worldwide and Worldvision Enterprises have teamed to bring *Beverly Hills, 90210* to Central and Eastern Europe. The show already has aired in Romania in exchange for ad time for BBDO's clients, Pepsi and Wrigley, followed by similar client-backed program deals in

Poland, Croatia, Macedonia, Slovenia, the Czech Republic, Slovakia and the former Soviet Union. Negotiations are under way to bring *90210* to Hungary and Bulgaria.

■ Canada's Cinar Films concluded sales agreements with Italy's RAI 1 and the Australian Broadcasting Corp. for the purchase of all 52 episodes of its children's series *The Busy World of Richard Scarry*.

■ Twentieth Century Fox International Television has sold the UK version of its high-tech action game show *Scavengers* to Portugal, Greece, Taiwan, Australia, Indonesia, Hong Kong and much of Latin America. Twentieth hopes to secure a U.S. distribution deal for an American version in the U.S. Germany's Tele Munchen and Scandinavia's Nordisk Film will shortly begin production of their own versions as partners with Twentieth.

■ Saban Entertainment has made a \$22 million commitment to produce an action/adventure series based on the popular French character Hubert Bonisseur de la Bath. The series, which will be shot on several continents, will be formatted as a one-and-a-half-hour program for inter-

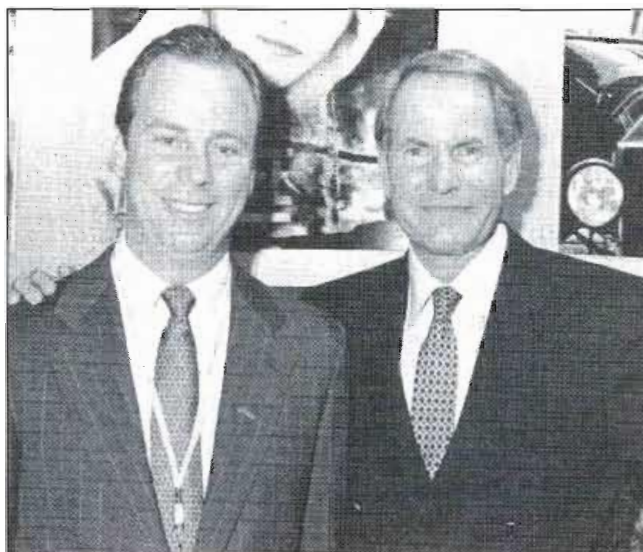
national broadcasters and as a one-hour series, syndicated nationally by Saban Domestic Distribution in the U.S.

■ Celebrating its 10th year on the air, French pay TV group Canal+ unveiled Ocean Voyager, the world's first floating studio, at MIPCOM '94. Ocean Voyager will travel the globe for two years, enabling a production team and a celebrity host to explore the world's oceans. Planet Ocean is a \$29 million international TV project co-produced by Ellipse, Crest Films, Europool for Germany's ARD and France Television. The maiden voyage in November will include the West Indies, Galapagos, Peru, Mayan rain forests, Polynesia, Belize, Fiji, New Zealand and the Solomon Islands. The first episode will be ready to air in May 1995.

■ Following the success of Quantum International's home shopping arrangement with the Singapore Broadcasting Corporation, the home shopping program producer plans to expand into Japan following a two-month test run with Mitsui. Quantum will provide the programming and Mitsui will be responsible for telemarketing and fulfillment of orders.

■ Australia's Southern Star has signed an output deal with Geoffrey Soong of Zuh Don Group that guarantees the Taiwanese broadcaster 300 hours of entertainment programming annually for two years.

—MA, DJ



Hallmark Entertainment finalized a three-year deal last week with Germany's Taurus Film. Shown above: Hallmark's Robert Halmi (left) and Klaus Hallig of Taurus

MASTERS OF T

#1 - KEY YOUNG ADULT DEMOS!

Show	Adults 18-34	Adults 18-49	Adults 25-54
SEINFELD	17.9	16.7	17.6
Grace Under Fire	15.5	15.4	16.1
Home Improvement	14.8	15.2	15.9
Roseanne	14.4	13.6	13.8
Ellen	12.3	12.0	12.1
Madman of the People	11.2	11.6	12.9
E.R.	10.5	11.6	12.5
ABC Sun. Night Movie	11.6	11.2	11.1
Coach Special	10.1	10.4	10.8
Mad About You	10.7	10.2	10.8
Friends	11.1	10.2	10.6
Frasier	9.5	9.9	11.2
Mon. Night Football	9.1	9.8	10.5
NBC Mon. Night Movie	9.9	9.6	10.0
Murphy Brown	8.0	9.4	10.8

Source: ATL 9/26-10/2/94. Ranked by Adults 18-49. Seinfeld is #1 in women & men 18-34, 18-49 and 25-54.

#1 - HIGHEST COMMERCIAL RATE EVER!

Show	Cost Per :30
SEINFELD	\$390,000
Home Improvement	\$350,000
Roseanne	\$310,000
Murphy Brown	\$290,000
Mon. Night Football	\$285,000
Grace Under Fire	\$270,000
Madman of the People	\$250,000
Frasier	\$230,000
Love & War	\$225,000
60 Minutes	\$225,000
Northern Exposure	\$225,000
Ellen	\$225,000

Source: Advertising Age 9/19/94; fourth quarter '94 from network and agency executives.



THEIR DOMAIN.



NOTHING Sells Like Seinfeld.

CASTLE ROCK
ENTERTAINMENT



TELEVISION DISTRIBUTION
TELEVISION ADVERTISER SALES

© 1994 Columbia TriStar Television Inc. All Rights Reserved.

Ratings: Week 3, according to Nielsen, Oct. 3-9

	ABC	CBS	NBC	FOX
MONDAY	13.6/22	13.4/21	16.0/24	7.4/11
8:00	46. Coach 10.3/17	24. The Nanny 12.9/20	38. Fresh Prince 11.1/17	58. Melrose Place 9.2/14
8:30	79. Blue Skies 7.3/12	16. Dave's World 14.3/22	35. Blossom 11.4/17	
9:00	12. NFL Monday Night Football—Houston Oilers vs. Pittsburgh Steelers	15. Murphy Brown 14.5/21	5. NBC Monday Night Movies—Someone She Knows 18.3/28	89. Party of Five 5.5/8
9:30		26. Love & War 12.8/19		
10:00	15.1/24	22. Northern Exposure 13.0/21		
10:30				
TUESDAY	14.0/23	9.7/16	14.3/23	5.5/9
8:00	26. Full House 12.8/21	37. Rescue 911 11.2/18	20. Wings 13.2/22	
8:30	21. Me & the Boys 13.1/21		19. Wings 13.4/21	89. Fox Night at the Movies—The Super 5.5/9
9:00	1. Home Improvmt 20.7/31	59. CBS Tuesday Night Movie—The Gambler V, Part 2 9.0/15	8. Frasier 15.9/24	
9:30	3. Grace Under Fire 19.7/31		28. J. Larroquette 12.5/19	
10:00	61. My So-Called Life 8.8/15		10. Dateline NBC 15.3/26	
10:30				
WEDNESDAY	12.2/19	15.2/24	9.8/16	10.3/16
8:00	51. Thunder Alley 9.7/16		54. The Cosby Mysteries 9.4/15	28. Beverly Hills 90210 12.5/20
8:30	43. All American Girl 10.7/17	11. 28th Annual Country Music Association Awards 15.2/24	68. Dateline NBC 8.4/13	71. A Day in Melrose Place 8.1/12
9:00	6. Roseanne 17.0/26		31. Law and Order 11.7/20	
9:30	13. Ellen 14.9/23			
10:00	44. Turning Point 10.4/17			
10:30				
THURSDAY	6.8/11	10.4/17	17.0/28	8.2/13
8:00	83. My So-Called Life 6.7/11	30. Due South 11.9/20	17. Mad About You 14.1/24	76. Martin 7.8/13
8:30			18. Friends 13.6/22	64. Living Single 8.6/14
9:00	91. Billy Ray Cyrus 5.0/8	31. Chicago Hope 11.7/19	2. Seinfeld 20.3/32	71. New York Undercover 8.1/13
9:30			9. Madman/People 15.4/25	
10:00	61. Primetime Live 8.8/15	77. Eye to Eye with Connie Chung 7.7/13	4. E.R. 19.2/33	
10:30				
FRIDAY	11.4/21	10.2/19	8.7/16	7.2/13
8:00	40. Family Matters 10.9/21	42. Diagnosis Murder 10.8/21	71. NBC Movie of the Week—Saved by the Bell: Wedding in Las Vegas 8.1/15	87. M.A.N.T.I.S. 5.7/11
8:30	44. Boy Meets Wld 10.4/20			64. X-Files 8.6/15
9:00	40. Step By Step 10.9/20	48. Under Suspicion 10.1/18		
9:30	46. Hangin w/Mr. C 10.3/18	51. Picket Fences 9.7/18	50. All-New Return of the TV Bloopers 9.8/18	
10:00	22. 20/20 13.0/24			
10:30				
SATURDAY	8.7/16	10.6/20	7.7/14	7.0/13
8:00		31. Dr. Quinn Medicine Woman 11.7/22	88. Something Wilder 5.6/11	86. Cops 6.5/12
8:30	71. ABC Saturday Family Movie—Summertime Switch 8.1/15	57. Five Mrs. Buch 9.3/17	85. Empty Nest 6.6/12	80. Cops 7.1/13
9:00		69. Hearts Afire 8.3/15	69. Sweet Justice 8.3/15	80. America's Most Wanted 7.1/13
9:30		36. Walker, Texas Ranger 11.3/21	63. Sisters 8.7/16	
10:00	49. The Commish 10.0/18			
10:30				
SUNDAY	10.0/16	14.2/23	10.9/18	7.2/12
7:00	67. Am Fun Hm Vid 8.5/15	7. 60 Minutes 16.2/28	(nr) NFL Game 13.7/26	92. Encounters* 4.9/8
7:30	75. On Our Own 7.9/13		78. Unsolved Myst 7.6/13	64. Simpsons 8.6/14
8:00	53. Lois & Clark 9.6/15	14. Murder, She Wrote 14.7/23	54. seaQuest DSV 9.4/15	82. Hardball 6.9/11
8:30				54. Married w/Chldr 9.4/14
9:00	39. ABC Sunday Night Movie—Nowhere to Hide 11.0/17	24. CBS Sunday Movie—Is There Life Out There? 12.9/20	31. NBC Sunday Night Movie—Shattered 11.7/18	60. Married w/Chldr 8.9/14
9:30				
10:00				
10:30				
WEEK'S AVGS	10.9/18	12.1/20	12.0/20	7.5/12
SSN. TO DATE	11.9/20	11.8/19	12.1/20	7.5/12

RANKING/SHOW [PROGRAM RATING/SHARE] (nr)=NOT RANKED *PREMIERE SOURCE: NIELSEN MEDIA RESEARCH YELLOW TINT IS WINNER OF TIME SLOT TELEVISION UNIVERSE ESTIMATED AT 95.4 MILLION HOUSEHOLDS; THEREFORE ONE RATINGS POINT IS EQUIVALENT TO 954,000 TV HOMES

SHUT OUT OF A BIG TV BUY?



Here's how to get back in.

If you lost a major TV buy, counterattack. CMR can provide the ammunition you need—fast. We can give you your competition's rates, GRPs, dayparts, commercial units and more. You can recapture lost ground before it's too late.

What makes CMR such a valuable weapon? We monitor the top 75 DMAs—covering network, cable and spot TV—24 hours a day, 365 days a year. We can't be beat for speed and reach.

To launch a major offensive, call 1-800-562-3282 and ask for CMR Broadcast Sales. In New York, 212-789-1400.



COMPETITIVE MEDIA REPORTING

Telemedia

THE INTERACTIVE WORLD OF VOICE, DATA AND VIDEO

Week

Online Services

ABC Online joins America Online

It will focus on new media as a business, not just a promotion vehicle

By Mark Berniker

ABC unveiled the interface for its new area on America Online and said it is entering multimedia markets as real businesses, not just to market and promote its TV network.

The ABC Online area took several months to develop. It is far more extensive than the NBC area on America Online, or CBS's area on Prodigy. By their own admis-

sion, NBC and CBS see going online as a marketing vehicle to promote their network programming.

ABC's strategy differs in that it is concentrating on turning its new multimedia ventures into profitable enterprises that supplement its core business.

"What we bring to the table is knowledge of production and respect for the different tastes of our audience," says Steven Weiswasser, president



Steven Weiswasser

of Capital Cities/ABC Multimedia Group and senior vice president of Capital Cities/ABC Inc.

Weiswasser admits that going online represents "peanuts" in financial terms but says it is "worth doing,

because we want to learn and understand the interactive audience."

That audience will develop and mature during the next decade, says Weiswasser, who sees it as a "better educated, more affluent and younger" subgroup of the mass audience.

And although Weiswasser thinks the network TV business will change "significantly, but not cataclysmically" during the next decade, he says it is important to closely track the evolution of emerging multimedia markets.

Part of ABC's strategy for multimedia projects is to create product extensions for existing programming as a

IVDS

FCC rejects extensions for IVDS bidders

It refuses waivers sought by 14 applicants late with down payments

By Mark Berniker

The FCC last week said it has rejected waiver requests made by 14 bidders for IVDS licenses, which sought to extend the deadline for down payments on their interactive television license bids.

For the companies that failed to make the down payments, the FCC's decision could be a costly blow. "This is the government at its worst," says Chris Pedersen, president of Interactive America Corp., Sun Valley, Calif.

When asked what his company will do next, Pedersen said, "We're not going to roll over and play dead." He adds that his company wants to avoid litigation but is prepared to fight for the rights to its IVDS licenses in the courts if necessary.

The FCC said it denied the waivers because to grant them would "undermine the

important public interest goal that only serious, qualified bidders participate in spectrum auctions." It added that to "grant a waiver would also be grossly unfair to those applicants who, notwithstanding the nascent state of IVDS, nonetheless made their initial down payments, for they would be worse off after having complied with the rules."

There have been allegations that the IVDS bids were driven up by several of the companies that have failed to make their down payments. Some of the smaller companies claim they had to drop out of the bidding because a few reckless bidders jacked up the prices.

The FCC still can declare the 14 companies that missed the deadline in default. If it does so, the IVDS frequencies for those markets will have to be re-auctioned, something not expected to happen until well into

continued on page 48

IVDS waiver applicants denied by FCC

American Classic Financial Co.
The Broward Times
Tarik Choudhury
Commercial Realty St. Pete
Manoranjana Das
Ruth Das
Graceba Total Communications
Interactive America Corp.
Louisiana Interactive
Broadcasting System
Henry Mayfield
Phoenix Data Communications
Rasputin International
James Speights
Vision TV

defensive measure to "protect our core business," says Weiswasser.

"Ownership of our own content is the best protection," he says, adding that regardless of the new distribution method—telcos or cable—his network is committed to its core business of providing linear television to a mass market audience.

The majority of U.S. households will continue to use passive network television as their primary means of home entertainment, says Weiswasser, but "this technology has a greater capacity to splinter the audience." ABC is working with Your Choice TV in its time-shifting experiments, which Weiswasser says have the potential to "cannibalize the network."

Weiswasser expects that a portion of the audience will be willing to pay for video on demand, home shopping, news on demand and customized sports packages but that most will not order these value-added services.

"I don't think it's going to be the meat and potatoes of national television. That will continue to be entertainment programming, sports and news."

The deal with America Online is "exclusive for some short period of time"—the current contract is for one year, says Weiswasser, but adds that it is "too early" to comment on the direction ABC will take in the online market.

ABC Online has seven distinct areas, devoted to different programming: ABC News, ABC Prime Time, ABC Sports, ABC Daytime, The ABC Classroom, Good Morning America and ABC Radio.

Users of the service can download video clips, color photographs and audio seg-

ments, such as the opening to *Monday Night Football*, photos from ABC shows and historic audio segments. Depending on the modem speed of the PC, it can take anywhere from a few minutes to download

a photo to over a half-hour to download a lengthy segment of video.

In addition to keeping up with the news and downloading video, photos and sound, users can read extensive message boards and choose communications option. Users can chat online with others on America Online and with network celebrities, such as Peter Jennings on Oct. 20.

Weiswasser says that after the premiere of ABC Online, the Multimedia Group will make revisions, additions and deletions based on user feedback.

Under the aegis of the Capcities/ABC Multimedia Group are all of the company's interactive ventures, including pay-per-view and video-on-demand services, videocassettes, CD-ROM and other disc-based media, online computer services and location-based entertainment.

ABC will release several CD-ROM titles next year and within the next month will announce a major joint venture with an interactive multimedia producer, that specializes in CD-ROM software development, according to Bruce Maggin, executive vice president of Capital Cities/ABC Multimedia Group.

Maggin says the titles will center on ABC's news and information and children's programming. He adds that in addition to ABC's participation in Time Warner's news-on-demand service in Orlando, Fla., the company will announce its involvement in two or three other interactive cable and telco tests in the next few weeks. ■



Blockbuster sees future in multimedia retail

Carberry sees Blockbuster as Viacom's future distribution arm

By Mark Berniker

Although there has been talk that the information superhighway will make trips to the video store obsolete, Blockbuster believes that the potential widespread delivery of movies on demand over broadband networks does not pose an imminent threat to its position as the leading distributor of home videos.

Robert Carberry, vice president of new technology for Blockbuster Entertainment Corp., thinks that it is going to prove very expensive for telco and cable providers to put extensive amounts of video on their servers. Many may put "not several thousand titles but rather a few hundred," he says.

Carberry says that despite advances in technology and industry plans for broadband networks with on-demand services, Blockbuster will continue to provide entertainment offerings through its well-established retail channel.

Nonetheless, the Florida-based movie rental giant—now under the Viacom corporate umbrella—recognizes that it has to diversify into new markets, and it has ambitious plans to use its existing retail stores as vehicles for the distribution of multimedia software.

Blockbuster plans to expand its retail stores to provide everything from movies and video games to CD-audio, CD-ROM software and VideoCD discs, the



Robert Carberry



last due out in the market next year. Currently, there are more than 40 million Blockbuster members, who bring in more than \$3 billion in video rental business per year from franchises throughout the country.

Carberry sees "two dimensions" to the market: products and services that are profitable and are being offered today, and "make market" services that remain to be developed.

Carberry points to the bird in hand: today's home video market, which he says is estimated to be worth \$8 billion-\$10 billion, of which Blockbuster controls approximately 20% market share. He contrasts that with the entire pay-per-view industry, which he puts in the few-hundred-million-dollar range, and video on demand from telcos and cable operators, which

continued on page 50

ABC, NBC join TW's news-on-demand service

Time Inc. says that ABC News and NBC News will be part of its interactive news-on-demand service to be offered over Time Warner's Full Service Network in Orlando, Fla., next year. The service will be known as The News Exchange and will allow subscribers to watch programs and access archived stories and background reports on news, sports, weather, personal finance, health and entertainment in an on-demand format. ABC News and NBC News will offer its evening newscasts, magazine shows and other news-related programs. Also participating in the service are WFTV(TV) Orlando (an ABC affiliate), WESH(TV) Daytona Beach (NBC), CNN and the *Orlando Sentinel* along with Time Inc.'s magazines.

MTV gets interactive

MTV: Music Television has created MTV Interactive, which will work closely with its parent, Viacom Interactive Media, to develop video games, CD-ROM and online and interactive TV services. The group will create new interactive software products next year ("The Brothers Grunt" and "Aeon Flux") and "a new action-based music experience for the next generation of set-top platforms," according to a company statement. The program is expected to appear on Viacom's Castro Valley, Calif., cable system and on other interactive TV trials around the country.

Sprint dealing with major MSOs

Sprint Corp. is on the verge of closing a deal with Broadband America, a consortium of several leading cable operators, to create an alliance to offer wireless communications services known as Personal Communications Services (PCS). Broadband America and Sprint plan to take positions in PCS licenses across the country with the intention of creating a national cellular network. Broadband America comprises TCI, Continental Cablevision, Comcast Corp., Cox Cable Communications and Time Warner, each of which is interested in offering telephony services in tandem with cable TV.

IVDS BIDDERS

continued from page 46

next year.

Companies that are determined to be in default not only would lose the rights to their IVDS licenses, but also would be expected to pay a portion of the difference between their original bid and the subsequent one.

Pedersen says the FCC made "a series of mistakes" and that Eon Corp. misled the IVDS auction bidders concerning its ability to manufacture interactive set-top devices and regarding the fact that the company is "mired in patent litigation." ■

Interactive

Broadcast networks explore interactive options

By Mark Berniker

Several of the major broadcast networks are dabbling with interactivity and see the new technology as a means to advance their marketing strategies.

The consensus of three network marketing gurus is that interactivity should be seen as a promotion tool that can improve a network's reach and its relationship with viewers who may be watching less network programming.

Speaking at the Conference on Interactive Marketing/West in Scottsdale, Ariz., Alan Cohen, NBC-TV's executive vice president of marketing, who received the Interactive Marketer of the Year award, said that he is bullish on using interactive as part of an "integrated marketing" plan that also will experiment with various forms of new media to communicate more effectively with its audience.

NBC puts information about its programs on its America Online area and on GENie, which is owned by its parent, General Electric. But NBC has not made its news and sports information available online.

Cohen said that NBC will launch interactive advertising promotions with Toyota and Lexus—similar to its recent fall promotions with McDonald's, Sprint and Toys R Us—beginning in November.

NBC also is experimenting with CD-ROM development and will release "Your Portfolio Interactive," a product from CNBC designed for personal investors with multimedia per-

sonal computers.

NBC and the other network executives said they are experimenting with 800 numbers as a response vehicle to broadcasts. The combination of watching TV and responding by way of a toll-free phone number is a basic form of interactivity.

Anne O'Grady, vice president of promotion for CBS/Broadcast Group, said her company is interested in developing a "two-way relationship with our viewers." She said CBS is using interactivity for promotions, but "down the road we are thinking in terms of interactive television."

CBS has an exclusive online deal with Prodigy that incorporates advertising into detailed program schedules. The network recently released a CD-ROM of its fall programming lineup.

"We're definitely doing more CD-ROMs next year," O'Grady said, adding that advertisers likely will be part of future multimedia CD-ROMs.

O'Grady said CBS will conduct a variety of promotions for its upcoming *Scarlett* miniseries and that Fran Drescher of *The Nanny* will be the first CBS star to be part of the "live chat" on Prodigy. CBS also plans special online promotions on Prodigy for its upcoming broadcast of the Grammy Awards and the NCAA basketball season and tournament.

Mark Stroman, vice president of national promotions at Fox Broadcasting, said strategies are being developed to link Fox's pro-

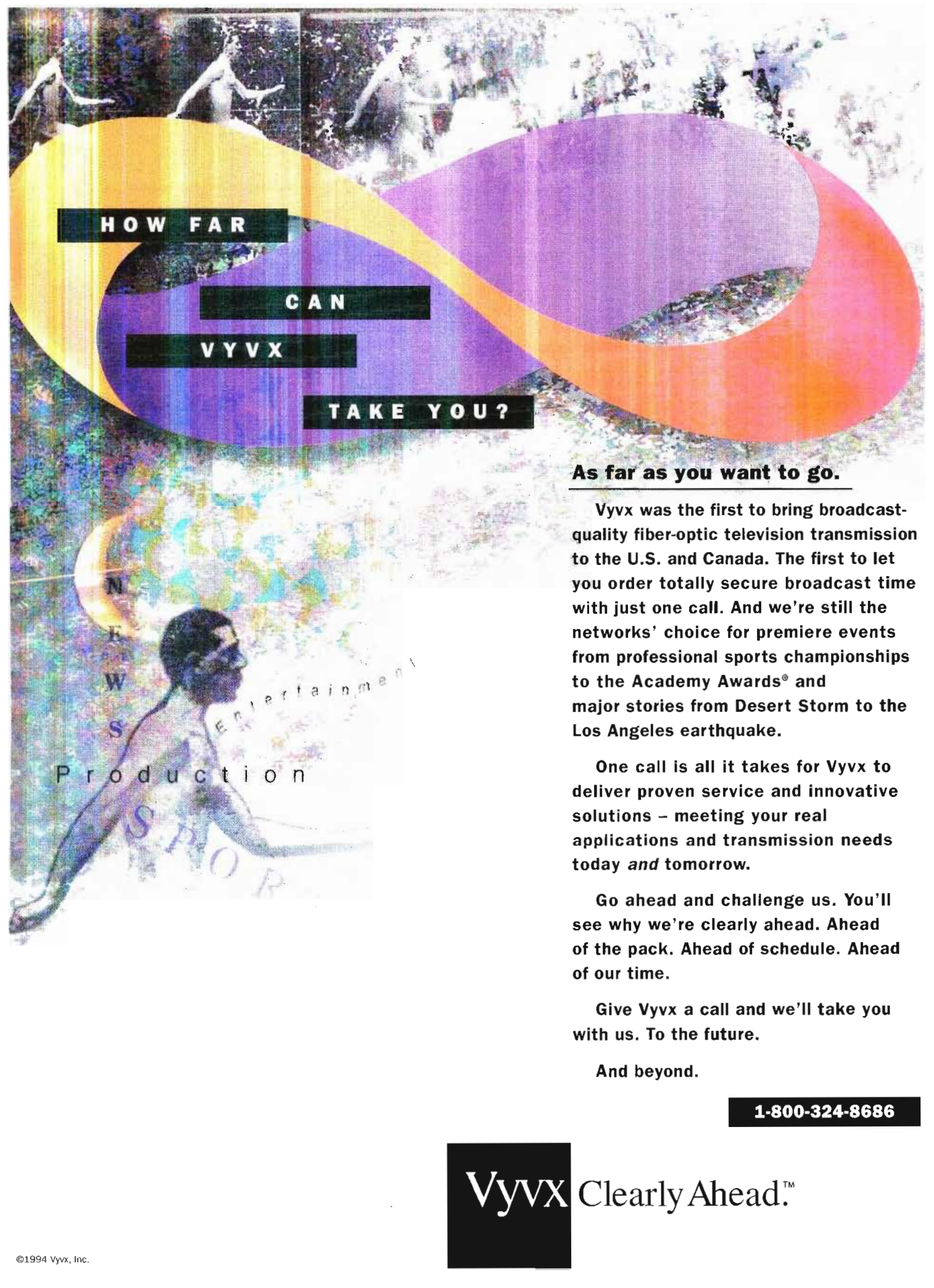
Eon goes to Mexico with two-way mobile messaging

The Mexican government has authorized Eon Corp. to develop consumer communications services throughout the country using radio frequency spectrum.

Eon will focus not only on interactive television services but also on two-way mobile messaging services, which it cannot offer in the U.S. This move clearly is an opportunity to experiment with mobile messaging in an effort to convince the FCC that the technology is viable.

Eon Mexico plans to deploy its technology, services and equipment in Mexico City, Guadalajara and Monterrey during the first half of 1995, then roll out to other major metropolitan areas in Mexico. Several of Eon Corp.'s investors are based in Mexico.

The company already has petitioned the U.S. government for mobile applications of its interactive television-based technology. An FCC decision is pending. —MB



HOW FAR

CAN

VYVX

TAKE YOU?

As far as you want to go.

Vyvx was the first to bring broadcast-quality fiber-optic television transmission to the U.S. and Canada. The first to let you order totally secure broadcast time with just one call. And we're still the networks' choice for premiere events from professional sports championships to the Academy Awards® and major stories from Desert Storm to the Los Angeles earthquake.

One call is all it takes for Vyx to deliver proven service and innovative solutions – meeting your real applications and transmission needs today *and* tomorrow.

Go ahead and challenge us. You'll see why we're clearly ahead. Ahead of the pack. Ahead of schedule. Ahead of our time.

Give Vyx a call and we'll take you with us. To the future.

And beyond.

1-800-324-8686

Vyvx Clearly Ahead.™

Calendar

Oct. 17-18—Hollywood 2000: The Future of Home Entertainment, sponsored by Advanstar Associates, Sheraton Universal, Universal City, Calif. Contact: Susan Dobak, 714-513-8406.

Oct. 18-20—Defining the Electronic Consumer, sponsored by Jupiter Communications. Park Central Hotel, New York. Contact: David Schwartz, 212-941-9252.

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.

Oct. 27—Television Programming...The Next Generation, sponsored by The New York Chapter of The Society of Satellite Professionals International, New York. Contact: Nancy Salvati, 202-945-3547.

Oct. 27-28—Converging Opportunities in the Interactive Marketplace: From Siliwood to the Infobahn, sponsored by Strategic Resources Institute, Hotel InterContinental, Los Angeles. Contact: 800-599-4950.

Nov. 1-3—The Media Alliances Conference, sponsored by The Kelsey Group, Editor & Publisher and Prodigy, Hyatt Regency La Jolla, San Diego, Calif. Contact: Natalie Kaye, 609-921-7200.

Nov. 3-4—Online Interactive Services, sponsored by Institute for International Research, Walt Disney World, Lake Buena Vista, Fla. Contact: 800-345-8016.

Nov. 7-8—Marketing & Distribution of Multimedia, sponsored by AIC Conferences, Marriot Marquis, New York. Contact: 800-409-4242.

Nov. 14-15—Convergence '94: The Information Superhighway, sponsored by Multichannel CommPerspectives. The Grand Hyatt Hotel, Washington. Contact: Sarah Harvey, 303-393-7449.

graming with Delphi Internet, the online service owned by Rupert Murdoch's News Corp.

Stroman said that Fox has conducted several 800- and 900-number promotions that have proved successful. Fox gave its viewers the opportunity to vote on the endings of its *Living Single* and *Martin* sitcoms. Both shows yielded more than 250,000 calls and raised more than \$25,000 for various charities.

Stroman said there are plans to develop

interactive promotions based on Fox's Spelling Entertainment shows *Melrose Place*, *Beverly Hills, 90210* and *Models Inc.*

Fox also plans to develop online areas on Delphi for its NFL and NHL coverage. Stroman said Fox is working with Electronic Arts on joint promotions and is examining possible synergies between programming and sports-oriented video games.

There was no representative from ABC on the panel. ■

BLOCKBUSTER continued from page 47

he says is now commercially nonexistent.

"Home video is a significant contributor to Hollywood," Carberry says. The timing of movie releases to theaters, home video rental and sale and pay per view is a sensitive subject for the major film studios. "The content providers tend not to adjust their viewing windows." The economics will have to shift significantly before Hollywood suggests altering its current movie distribution channels, he says.

Despite Blockbuster's expectation that more will stay the same than will change, the company actively is diversifying through its recent merger with Viacom, following its acquisition of Spelling Entertainment, Republic Pictures and Virgin Interactive.

Blockbuster knows it will face a variety of challenges as the market evolves during the next few years. Carberry says that even if the technol-

ogy races ahead and the market supports it, Blockbuster will have an important role in merchandising and cross-market promotions.

The retailer has begun to offer videogame cartridges in its retail stores and, in less than two years, has seen rentals of those games make up a "double-digit percentage of revenues," he says. "We are introducing modem-level technology to do electronic publishing in the store," Carberry says, explaining that a customer can choose a game from the shelf and, through the use of a writable media recorder and a 9600-baud modem, copy the software onto a disc in a matter of minutes.

Blockbuster also is planning to expand rental options for CD-ROM titles. The retailer has been experimenting in 60 of its San Francisco-area stores, and Carberry says the trial has produced "positive results." The company has been testing CD-based entertainment titles for five platforms: Sega CD, Philips CD-Interactive, 3DO Multiplayer,

and both Mac and PC-based CD-ROM titles. "We will broaden the rollout of CD-ROM software into our video stores," Carberry says.

Blockbuster also plans to introduce "Take 10" kiosks in some of its stores. Blockbuster members will receive a smart card that, when inserted into the kiosk, will inform the subscriber of the 10 movies in the store that he or she may find most interesting. The kiosk experiment began in some locations during the past six months, and Blockbuster is planning the expansion of the system, which searches for movie selections from a database of personal preferences based on the customer's past video rentals.

Carberry says Blockbuster's strategy is to maintain the retail channel as a means of distribution but to make the services more targeted and personalized.

Carberry now is in negotiations with major record companies about creating CD-audio discs in the store, a controversial issue, because music companies are not eager to alter their existing music-distribution channels.

Carberry also holds out the possibility of Blockbuster's carrying video CDs in its stores, but he says the company still needs to work out those deals with the studios and there are still standards issues regarding MPEG-2 video and audio on the new video compact disc system expected to hit the market next year. ■

Phantom 2040 goes online

Hearst Entertainment's new syndicated Phantom 2040, a weekly animated children's program, will be made available to online users of CompuServe, Prodigy and America Online. Online subscribers will be able to download digitized video clips of the show, access photos, discuss weekly episodes, obtain background information about the show and chat with other fans.

Interaxx receives commitment from Sammons

The Interaxx Television Network says that Sammon Communications will participate in its national rollout next year. Interaxx subscribers will receive two CD-ROM disks each quarter, offering access to video games, entertainment services, home shopping, travel, dating, educational and financial services. The cost will be \$15 per month for the Interaxx set-top box, which contains a CD-ROM player, digital coder/decoder, telephone modem and printer.

Anatomy of a simulcast: Behind the scenes with Westwood One

The network is an old hand at bringing big-name concert tours to radio; 225 stations air the Rolling Stones live from New Orleans

By Donna Petrozzello

Long before the lights dim for the opening act, Westwood One Radio Network crews have sound-tested two dozen microphones, amps and monitors; set sound recording and mixing levels, preloaded DAT and reel-to-reel tapes and confirmed the satellite linkup. Inside Westwood One's mobile recording truck, waiting for the headlining act to hit the stage is like waiting for a countdown to reach zero.

The sound that is produced for the 225 stations locked into the simulcast of the Rolling Stones Oct. 10 live concert from New Orleans is a technical orchestration of timing, well-placed microphones and good luck.

"You can't magically show up an hour before the show and have it happen," says Biff Dawes, chief engineer/mixer for Westwood One.

Outside Westwood's mobile recording truck, hundreds of calls were placed to the program directors and stations nationwide weeks before the event, promoting and selling the live Stones show as part of Westwood's "Stones Voodoo Radio Network."

The "voodoo network" is promotional jargon for a series of concerts, exclusive and backstage interviews, retrospectives and contests that make up Westwood's radio coverage of the Rolling Stones 1994-95 Voodoo Lounge Tour, which kicked off Aug. 1 in Washington.

The New Orleans show on Oct. 10 was Westwood's first simulcast of the Stones tour this year. The network also plans to tape other performances as it follows the band across North America on the first leg of a worldwide tour that continues into next spring.

"A lot of this job is making it up as you go along," says Ron Stephan, director of production for Westwood One. "You never know what's going to happen."

With their experience recording and promoting the Rolling Stones and

Biff Davis(l), chief engineer/mixer for Westwood One Radio Networks, and Rolling Stones sound engineer David Hewitt oversee sound levels before Westwood's simulcast of the Rolling Stones show in New Orleans last week.



other major concert tours, such as the simulcast for Home Box Office of Barbra Streisand and U2's "Zooropa" tour last year, Westwood One is building a reputation for linking big-name concerts and concert tours with radio.

Norm Pattiz, founder and chairman of Westwood One Inc., says that taking on a tour and functioning as a network aimed at radio promotion for a tour satisfies several interests.

"This is the ultimate culmination of benefiting artists, stations and advertisers," Pattiz says. "One reason Westwood One is so dominant in big-event programming is that we have far more resources than our competitors. Nine out of 10 major concert events happen with us. I think of Westwood as the one that does concerts."

Westwood emerged as a source for concert promotion and programming to radio stations 15 years ago with its first taped concert. Pattiz says the network rented recording equipment and tied in fewer than 100 stations to the promotion. Since then, Westwood has built its own mobile recording



unit and has simulcast worldwide concerts for U.S. stations.

As Stephan and Dawes attest, anything can go wrong with a live simulcast—from microphones going dead during a performance to a power loss or bands that start the show late. To prevent technical failures from creeping into a live broadcast, the simulcast typically is delayed 15-30 minutes, which gives the producer time to edit out mistakes.

The most frequent problem is with bands taking the stage later than expected, and a delay can eliminate that as well. For the Rolling Stones' show in New Orleans, the simulcast began on rock-format WRNO-FM New Orleans after the performance was under way. Ironically, as concertgoers drove home, they were able to hear the last few songs on WRNO-FM.

Without delaying the simulcast, a late start by a band means dead air that stations had devoted to the live broadcast. "It's hard to predict when the band will be late," Stephan says. "And it's hard to make chitchat and not sound awkward, so we use delay to squash all that."

Aside from common safeguards, such as backup power supplies and generators, another remedy for problems is to play taped portions of live

shows performed by the band earlier in a tour. For the Stones' show in New Orleans, Stephan had on hand the tape of one of the band's August shows in the New York area, but it was not used.

Westwood was forced to edit taped segments into a live simulcast performance by Rod Stewart last year when his microphone went dead, Dawes says. Without a delay, the broadcast would have been flawed.

Despite Westwood's reputation in concert simulcasts and event coverage, the network feels pressure to make sure program directors and station managers are pleased with their product. Liz Laud, national director of affiliate relations for Westwood One, says many program directors are "not risk takers," and sometimes shy away from buying tour promotional packages, even for world-famous artists.

And if program directors are unhappy with the way Westwood handles an event, they could hesitate to contract with Westwood in the future, she says.

Last week's Stones simulcast was offered on a barter basis only to station managers, who devoted 18 minutes to

national advertisers booked through Westwood and 12 minutes to local advertisers. The inventory investment is significant, not only for stations but for Westwood One as well. It has cost the company approximately \$500,000 to produce, distribute and offer the tour coverage, Pattiz says.

Pattiz also says the tour will be profitable for the network, generating

income, prestige and recognition of the network for event coverage.

"We're a \$160 million [gross revenue] company, and although the concert business is not the primary source of our revenue, it is a very visible piece that Westwood One can supply to advertisers that makes us unique," he says. "It's just one thing that makes us stand out."

Interactive ads may be on rise

By Donna Petrozzello

Expect to see 10 times the number of interactive marketing ads on radio by the end of the decade, radio industry executives say.

Those interactive marketing techniques include toll-free numbers with radio ads for listeners to call about a product and 900 numbers for listeners to enter sweepstakes for prizes donated by advertisers.

Another interactive device expected to be used more frequently is computer on-line services that allow lis-

teners to ask questions of talk show hosts via common computer links.

Roger Schnur, vice president of sales for Premiere Radio Networks, and Dorothy Lancaster, director, entertainment sales and promotions, Westwood One Radio Networks, appeared on a panel last week on interactive marketing, hosted by Sprint. Jim Chabin, president of Pro-max International, moderated.

Schnur defined interactive marketing as "the opportunity for a targeted listener to be able to respond at least once via phone, fax or modem to an offer initiated on the radio."

Lancaster said Westwood One uses interactive marketing primarily to benefit its advertisers by connecting the advertiser and its product with a contest promoted over radio.

One successful contest promotion for Close-Up toothpaste awarded two vintage Mustang sports cars. Lancaster said thousands responded to the radio-advertised contest, which generated 10,000 entries by phone, 60,000 attempted phone entries and several hundred thousand postcards.

Premiere Radio Networks has featured interactive campaigns for its clients including AT&T, Smith-Kline Beecham and Movie Phone, an interactive service which provides listeners with detailed movie information.

In a marriage between radio and computer on-line services, Schnur said on-line applications in radio will expand programming opportunities such as featuring short radio-quiz minutes on computer software to on-line subscribers.

However, both Schnur and Lancaster agreed that unless advertisers see a proven profit in interactive marketing on radio and a large audience for radio promotions, the use of interactive techniques will not increase. ■



Heavyweight Features. Lightweight Price.



Call The Associated Press for details on AP NewsCenter.
The last newsroom system you'll ever need.

800-821-4747

The Fastest Lane on the Information Highway.



Only *Telemedia Week*, a special section
in *Broadcasting & Cable*, brings you up to speed on the
information highway once a week. Every week.

So our readers can get not only a quick grasp on everything
that's happening in telemedia, but also a concise, complete one. From
high-definition TV to video-on-demand to interactive services.

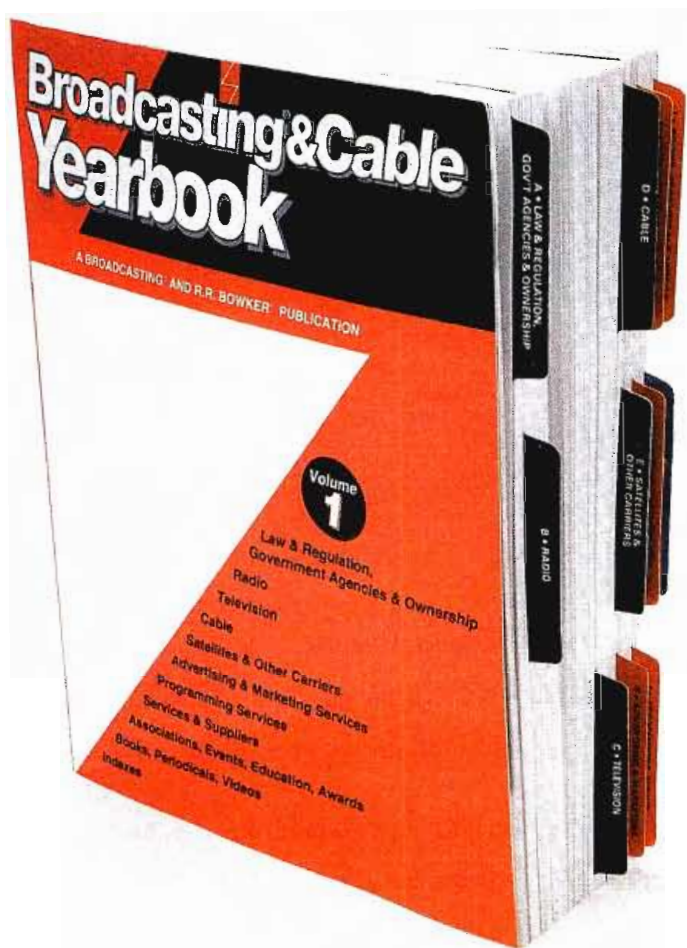
So whiz along the highway with us...as we take you where
no one else has gone before.

**Broadcasting
& Cable**
The Newsweekly of Television and Radio

Straight to where you want to go.

Our Yearbook is an indispensable source book for top level decision-makers in the television, cable and allied fields.

(Now, how many yearbooks can you say that about?)



The 1995 Broadcasting & Cable Yearbook.

With one advertisement and one insertion, you get one full year of delivering your message to the people you most want to reach in the broadcasting & cable industry: broadcasters, networks, cable systems and operators, advertising agencies, suppliers of programing and equipment, governmental agencies and the media.

To place your advertising in this valuable year-round source of information, contact:

- **New York:** Larry Oliver (212) 337-6943 • Randi Schatz (212) 337-6944
Karen Brady (212) 337-6945 • Rob Foody (212) 337-7026
- **Los Angeles:** Gary Rubin (213) 549-4115
- **West Coast – Equipment:** Rick Ayer (714) 366-9089

**Broadcasting
& Cable**

Changing Hands

This week's tabulation of station and system sales

KCOY-TV Santa Maria, Calif.; KMIZ-TV Columbia, Mo.; WIBW-AM-FM-TV Topeka, Kan.; KGWN-TV Cheyenne, WY; KGWR-TV Rock Springs, WY; KGWL-TV Lander/Riverton and KGWC-TV Casper, all Wyoming; KSTF-TV Scotts Bluff, Neb.; KTVS-TV Sterling, Colo. and KGNC-AM-FM Amarillo, Tex. □ Purchased by Morris Communications Corp. (Billy Morris) from Stauffer Communications Corp. (John Stauffer, chairman) for \$275 million, or \$283 per share. KCOY-TV is CBS affiliate on ch. 12 with 115 kw visual, 22.9 kw aural and antenna 1,940 ft. KMIZ-TV is ABC affiliate on ch. 17 with 1580 kw visual, 400 kw aural and antenna 1,141 ft. WIBW(AM) has full service country/farm/sports format on 580 khz with 5 kw. WIBW-FM has country format on 97.3 mhz with 100 kw and antenna 1,220 ft. WIBW-TV is CBS affiliate on ch. 13 with 204 kw visual, 40.7 kw aural and antenna 1,380 ft. KGWN-TV is CBS/ABC affiliate on ch. 5 with 100 kw visual, 10 kw aural and antenna 620 ft. KGWR-TV is CBS affiliate on ch. 13 with 209 kw visual, 10 kw aural and antenna 1,624 ft. KGWL-TV is CBS affiliate on ch. 5 with 100 kw visual, 10 kw aural and antenna 269 ft. KGWC-TV is CBS/Fox affiliate on ch. 14 with 1380 kw visual, 138 kw aural and antenna 1,879 ft. KSTF-TV is CBS/Fox affiliate on ch. 10 with 240 kw visual, 24 kw aural and antenna 840 ft. KTVS-TV is CBS/ABC affiliate on ch. 3 with 60.6 kw visual, 6 kw aural and antenna 760 ft. KGNC(AM) has news/talk format on 710 khz with 10 kw. KGNC-FM has country format on 97.9 mhz with 100 kw and antenna 1,285 ft.

WLOX-TV Biloxi, Miss. □ Merger of Love Broadcasting Co. (John Hash, president) into Cosmos Broadcasting Corp. (James Sefert, chairman) for \$41 million. Buyer owns WIS-TV Columbia, S.C.; WSFA-TV Montgomery, Ala.; WTOL-TV Toledo, Ohio; KAIT-TV Jonesboro, Ark.; WAVE-TV Louisville, Ky.; WFIE-TV Evansville, Ind., and KPLC-TV Lake Charles, La. Seller has interests in wxvt-TV Greenville, Miss. WLOX-TV is ABC affiliate on ch. 13 with 316 kw visual, 57.5 kw aural and antenna 1,340 ft. Filed Sept. 26 (BALCT940926KE).

Proposed station trades

By dollar volume and number of sales

This week:

AMs □ \$50,000 □ 1

FM's □ \$9,435,000 □ 9

Combos □ \$276,050,000 □ 2

TV's □ \$70,894,000 □ 3

Total □ \$356,429,000 □ 15

So far in 1994:

AMs □ \$111,262,636 □ 128

FM's □ \$678,631,364 □ 262

Combos □ \$1,444,119,700 □ 124

TV's □ \$2,222,057,834 □ 67

Total □ \$8,233,853,470 □ 581

WWAY-TV Wilmington, N.C. □ Purchased by Ellis Communications (Bert Ellis, president/CEO) from CLG Media (Paul Brissette, president) for \$25.25 million. Buyer owns WMC-AM-FM-TV Memphis; WUPW-TV Toledo, Ohio; KAME-TV Reno; WTNZ-TV Knoxville, Tenn.; WACH-TV Columbia, S.C., and WEVU-TV Fort Myers, Fla. Seller has no other broadcast interests. WWAY-TV is ABC affiliate on ch. 3 with 100 kw visual, 10 kw aural and antenna 1,953 ft.

WFXI-TV Morehead City, N.C., and CP for new UHF □ Purchased by GOCOM Broadcasting (Ric Gorman) from Local Television Associates Inc. (John Gainey, president) for \$4.644 million for station assets and \$56,000 for CP. Buyer and seller have no other broadcast interests. WFXI is Fox affiliate on ch. 8 with 316 kw visual, 31.6 kw aural and antenna 817 ft. Filed Sept. 15 (BALCT940915KY; BAPCT940915KZ).

WGXC(FM) Atmore, Ala. □ Purchased by Capitol Broadcasting Co. (Kenneth Johnson) from Wescom of Alabama Inc. for \$3.3 million. Buyer owns WNTM(AM)-WDWG-FM/WMXC-FM Mobile, Ala. Seller owns 10% voting stock of Regent Communications. WGXC has AOR format on 104.1 mhz with 100 kw and antenna 1,555 ft. Filed Sept. 29 (BALH940929GF).

WQLL(FM) (formerly WHKW(FM)) Louisville, Ky. □ Purchased by The Owen Co. Inc. (George Owen Jr., president) from Neon Communica-

CLOSED!

WHTM-TV, Harrisburg, Pennsylvania from Smith Broadcasting Group, Inc., Robert N. Smith, President, to Price Communications Corporation, Robert Price, President.

Brian E. Cobb
Broker

BRIAN E. COBB
CHARLES E. GIDDENS
703-827-2727

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

ELLIOT B. EVERS
415-391-4877

GEORGE I. OTWELL
513-769-4477

RADIO and TELEVISION
BROKERAGE • APPRAISALS



MEDIA VENTURE PARTNERS

WASHINGTON, DC
ORLANDO • CINCINNATI
SAN FRANCISCO

tions Inc. (Jim Kincer, president) for \$1.77 million. **Buyer** owns WTCO(AM)-WCKO(FM) Campbellsville, Ky. **Seller** is selling WFIA(AM) Louisville to Regent Broadcasting. WQLL has '70s oldies format on 103.9 mhz, 1.35 kw and antenna 156 m. Filed Sept. 29 (BALH940-928GG).

WEDG-FM Edgewater (Daytona Beach), Fla. □ Purchased by Black Crow Broadcasting Inc. (Mike and Nicole Linn) from Edge Broadcasting Inc. (Reid Hughs, president) for \$1.25 million. **Buyer** has interests in WJBX-FM Fort Myers, Fla. **Seller** has no other broadcast interests. WEDG-FM has oldies format on 93.1 mhz with 3 kw and antenna 328 ft. *Broker: Hadden & Associates.*

KZHT(FM) Provo, Utah □ Purchased by Bountiful Broadcasting Inc. (Starley Bush, president/director) from W. Lawrence Patrick, court-appointed receiver for Golden Bear-1 Broadcasting Inc. for \$1.1 million. **Buyer** owns KUTQ(FM) Bountiful and KTKK(AM) Sandy, both Utah. **Seller** has no other broadcast interests. KZHT has CHR format on 94.9 mhz with 47 kw and

antenna 2,798 ft. Filed Sept. 27 (BALH940927GJ).

WSMY(AM) Weldon and WPTM (FM) Roanoke Rapids, both North Carolina □ Purchased by MainQuad Communications Inc. (Daniel Berman, president) from Moran Communication Inc. (Timothy Moran, president) for \$1.05 million. **Buyer** and **seller** have no other broadcast interests. WSMY has urban/religious format on 1400 khz with 1 kw. WPTM has country format on 102.3 mhz with 6 kw and antenna 300 ft. *Broker: The Whittle Agency.*

KSUR-FM Greenfield, Calif. □ Purchased by EXCL Communications Inc. (Christopher Marks) from Mt. Wilson FM Broadcasters Inc. (Saul Levine) for \$925,000. **Buyer** owns KBRG(FM) Fremont and KLOK San Jose, both California. **Seller** owns KKGO-FM Los Angeles, KSUR(AM) Solidad, KOJY(AM) Costa Mesa, KJQI(AM) Beverly Hills, KKGO(AM) Frazier Park, all California, and KULA(AM) Honolulu, and is proposed assignee of KTID-AM-FM San Rafael, Calif. Filed Sept. 21 (BAPLH940921GJ).

KKER(FM) Casa Grande, Ariz. □

Purchased by McDaniel-Callahan LLC (Jim McDaniel, managing partner) from Arizona Radio Players Inc. (Robert Finkelstein, president) for \$900,000. **Buyer's** principal, McDaniel, owns KFIR(AM)-KSKD(FM) Sweet Home and KRVC(AM) Medford, both Oregon. **Seller's** principal, Finkelstein, has interests in KFAS(AM) Casa Grande, Ark., and KRBO(AM)-KRLR-TV Las Vegas. KKER has contemporary country format on 105.5 mhz with 1.9 kw and antenna 362 ft. Filed Sept. 26 (BALH940926GE). *Broker: Miller & Associates.*

KRBG(FM) Bunkie, La. □ Purchased by AJI Broadcasting Inc. (Jack Inman, president) from Carolina Communications (William Pennington III and John Pittman, general partners) for assumption of debt worth \$100,000. **Buyer** has no other broadcast interests. **Seller** has interests in WLUD(FM) Deltaville, Va.; WAHL(FM) Okracoke and WFMO(AM)-WSTS(FM) Fairmont, both North Carolina; WDAI (FM) Pawleys Island and WWBD(FM) Bamberg, both South Carolina. KRBG is on 104.3 mhz with 18 kw and antenna 384 ft. Filed Sept. 21 (BALH940921GK).

WTUS(FM) Mannington, W.Va. □ Purchased by Richland Radio Inc. (John Petrini, president/director) from Joseph Donald Powers for \$90,000. **Buyer** has no other broadcast interests. **Seller** owns WDOX(FM) Wildwood Crest/Cape May, N.J. WTUS has country format on 102.7 mhz with 3.21 kw and antenna 453 ft. Filed Sept. 16 (BALH940916GH).

WYGH(AM) Paris, Ky. □ Purchased by Hammond Broadcasting Inc. (Gil Hammond, president) from The Somerset Educational Broadcasting Foundation (David C arr, president) for \$50,000. **Buyer** owns WIOK(FM) Falmouth, Ky. **Seller** owns WTHL(FM) Sommerville, Ky., and WWOG(FM) Cookeville, Tenn. WYGH has religious format on 1440 khz with 1 kw. Filed July 29 (BAPL940729EA).

Errata

In the Oct. 3 "Top of the Week" article about Ted Turner, "Turner takes a swing at Time Warner," the source of the quote from General Electric Chairman Jack Welch was incorrect. The quote came from *Nightly Business Report*, which is distributed by the American Program Service.

August, 1994

KT COMMUNICATIONS, L. P. III

has sold

WKEF(TV)
Dayton, Ohio
(an NBC Network affiliate)

to

WKEF Corp.

*We are pleased to have served as
exclusive broker in this transaction.*



431 Ohio Pike Suite 204 North Cincinnati, Ohio 45255 (513) 528-7373

IMPORTANT READING FROM: *Broadcasting & Cable* & FOCAL PRESS

Your Partners in Professional Development

☐ Global Television

How to Create Effective Television for the 1990s
Tony Verna

Evolving technologies such as fiber optics, high definition television, digital transmission, and computerization are expanding possibilities, heightening audience expectations, and driving producers toward creating more complex and lavish, yet more cost-effective international productions. This book examines and explains how technology and the demands of the marketplace are driving television into becoming truly global.

1993 • 336pp • hc • 0-240-80134-2 • \$44.95

☐ The Broadcast Century

A Biography of American Broadcasting
Robert L. Hilliard and Michael C. Keith

Blends personal insight and authoritative scholarship, fact and anecdote to fully capture the many facets of electronic media. A history of American radio and television that relates events in broadcasting to major events in the world.

1992 • 296pp • hc • 0-240-80046-X • \$41.95

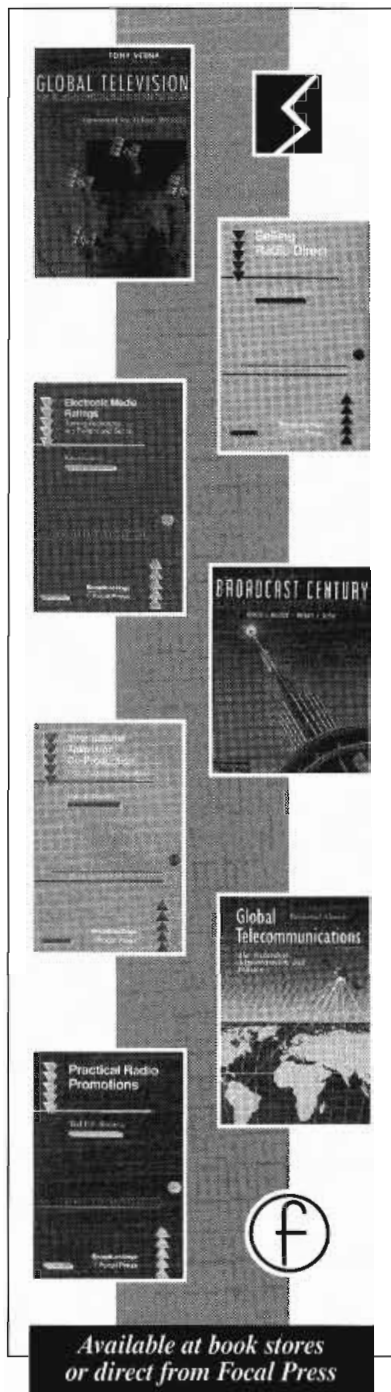
☐ Global Telecommunications

The Technology, Administration and Policies

Raymond Akwule

Telecommunications and computer technologies are shaping the way the world's population receives information. This book looks at the demands created by dynamic Western countries, the needs of developing Third-World countries, and the need to develop networks that provide information equally and fairly.

1992 • 224pp • hc • 0-240-80032-X • \$32.95



☐ Selling Radio Direct

Michael C. Keith

Covers in pragmatic detail radio sales fundamentals, from researching a buying market and finding new clients to successfully employing rate cards and turning rejections into selling points.

1992 • 117pp • pa • 0-240-80091-5 • \$15.95

☐ Electronic Media Ratings

Karen Buzzard

Ratings are of vital importance to all broadcasters and advertisers. This handbook introduces the latest methods for gathering proper data, and it analyzes the theories behind the ratings process.

1992 • 119pp • pa • 0-240-80066-4 • \$15.95

☐ International Television Co-Production

From Access to Success

Carla Brooks Johnston

A groundbreaking, pragmatic guide to success in the global TV marketplace of the 90s and beyond. This book explains the legal, political, economic and technological challenges of developing programming with professionals from other countries. It covers acquisition and distribution of internationally co-produced programs and lists information sources and contacts.

1992 • 108pp • pa • 0-240-80110-5 • \$15.95

☐ Practical Radio Promotions

Ted E.F. Roberts

Details the techniques, methods, goals, and ethics of successful radio promotions and explains the components of an effective promotions team. Discusses the planning, coordinating, and implementation of a promotion campaign using a learn-by-doing/learn-from-the-experience-of-others approach.

1992 • 92pp • pa • 0-240-80090-7 • \$15.95

Available at book stores
or direct from Focal Press

30-Day Return Privileges Guaranteed. Order by Phone, Mail or Fax!

By phone, call Toll Free, 1-800-366-2665 M-F 8:00 a.m.-6:00 p.m. Eastern Time. Be sure to mention ad #S139.

To order by mail or FAX, place an X in the box alongside the books you are ordering, fill out the information below, and mail or FAX to:
Focal Press, 225 Wildwood Avenue, Woburn, MA 01801 (FAX 617-933-6333)

Name

Company

Street

City, State, Zip

☐ Check enclosed: Add \$3.75 handling plus local tax (Payable to Focal Press)

Charge my ☐ VISA ☐ MC ☐ AMEX

Card # Exp. Date

Signature

(All orders must be signed)

SS139

FCC says EEO efforts above average

Report says broadcasting, cable hiring of minorities and women rates 2% better

By Christopher Stern

Broadcasters and cable operators have hired women and minorities at a slightly higher rate than the national average in recent years, according to an FCC report.

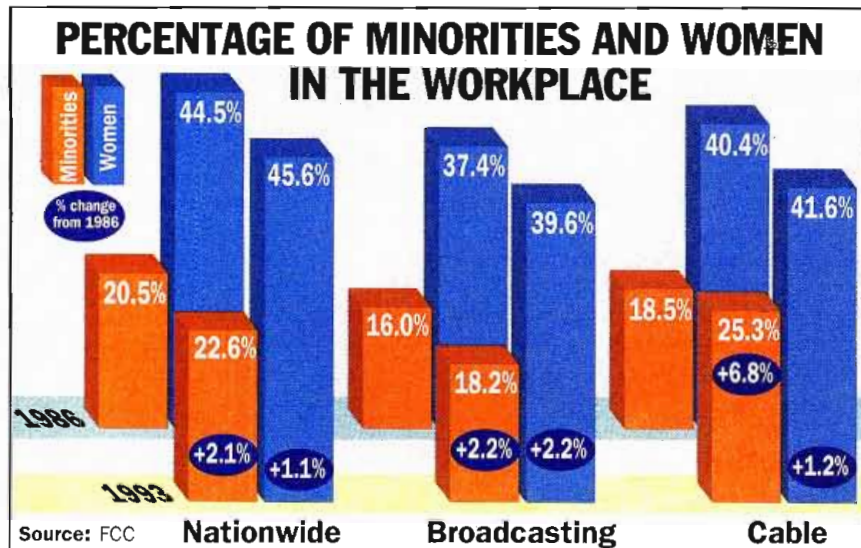
The report, which compares employment statistics for 1986 and 1993, shows that broadcasters added women and minorities to their work forces at a rate 2% ahead of the national average. That increase came during a time when broadcasters were eliminating jobs, the report says.

The statistics are included in the FCC's first report to Congress on the agency's equal employment opportunity policies. The FCC was given two years to complete the report when Congress passed the 1992 Cable Act.

Minorities gained the most ground in cable, which hired at a rate 7% above the national average. Minorities now make up approximately 25% of the work force in the cable industry, according to the EEO report.

Women, who constitute 42% of the cable work force, were hired at a rate 1.2% above the national average, the report shows.

The report attributes the higher hiring rates to the FCC's aggressive EEO policies. However, it points out, "1993 percentages of women in the broadcast and cable industries and minorities in



the broadcast industry overall remain below comparable figures for the 1993 overall national work force."

Since February, when the FCC established new EEO guidelines, the agency has notified 26 broadcasters that they owe almost \$600,000 in fines for EEO violations. However, a July court ruling forced the FCC to abandon its guidelines.

The court action put the FCC's guidelines in "legal limbo," according to one broadcast lawyer. Until the commission completes a rulemaking process, it must rely on precedent

rather than the February guidelines to decide new cases.

FCC sources say the commission is leaning toward a proposed rulemaking. That move is supported by civil rights lawyer David Honig, who has filed dozens of EEO-related petitions.

Honig says civil rights groups have been wary of rulemakings in the past out of fear that they would be outgunned by highly paid corporate attorneys. But Honig says the time has come for a showdown. "If the FCC is ready to have a rulemaking, let's mix it up—and the sooner the better," Honig says. ■

Quigley: Telcos 'cheated' by Senate bill's demise

It wasn't the local telephone industry that killed the information superhighway bill this year, says Phil Quigley, chairman, Pacific Telesis. The bill crashed because of the "system and those who feed myths into the system, so well disguised that they look to some people like genuine think-tank facts."

Quigley's comments came last week during his keynote address at the annual United States Telephone Association convention in San Diego. He cited long-distance telephone companies and cable as the political forces behind these "myths." Their rhetoric has created an image of the regional Bell operating companies as "anticompetitive schemers aiming to run others out of business," Quigley said, adding, "Nothing could be further from the truth."

Local telcos should feel "cheated" by the demise of the bill in the Senate because the RBOCs and local telephone industry wanted the legislation passed, Quigley

said. "Several of us have made major investment commitments—billions [of dollars]—in a good-faith expectation that government was serious about clearing away arcane regulatory barriers to modernization."

The long-distance telcos and cable have much in common, Quigley said: "A desire to stop you. Box you in so you get weaker and weaker over time until you're only strong enough to take care of less-attractive market segments. That will keep you alive, they figure, and—more important—keep universal-service advocates off their backs."

As for next year and the new Congress, Quigley promised that the telcos will be back. "Make no mistake about it. Let our opponents know that we are united on fundamentals and that we'll fight hard but fair." Quigley said that legislation must "embrace pure price caps, MFJ [modified final judgment] relief and entry into the cable market on the same day cable is allowed into the telephone business."

—KM

The FCC fell victim to the Senate partisan gridlock that struck Congress this year.

Just before it adjourned on Oct. 7, the House passed a bill authorizing the commission's fiscal year 1995 spending. But in the Senate, unidentified Republican senators placed several holds on the bill, killing it. Next year will be the third year the FCC has gone without authorization legislation. Broadcasting and other industries that pay user fees wanted the bill passed. It contained language that could have limited the commission's ability to increase user fees. Especially important were requirements that the FCC notify Congress of any changes to the regulatory fee schedule at least 45 days in advance. Perhaps more important was the requirement that the FCC adopt a "regulatory budget" and provide Congress and the regulated industries with a "justification of its budget request that will help to illuminate the increased fees that will result in a rationale for spreading those fees over the affected industries." The authorization called for agency spending of \$188.4 million in fiscal 1995. The lack of an authorization bill has little effect on the agency.

FCC Chairman Reed Hundt doesn't see the local telephone industry as the chief culprit in the death of information superhighway legislation, which would have opened the telephone and cable businesses to competition. The telcos were among a host of special interests that contributed to the measure's demise, the chairman said last week at the United States Telephone Association convention in San Diego. But, he added, "I hope none of you believes that telephone companies bear no responsibility for the failure of the reform effort." For the sake of telecommunications competition and economic prosperity, Hundt said, the affected businesses must resolve their differences and back legislation when it is reintroduced next year. "Progress...depends very much on whether the powerful special interests agree to reform our creaky old Communications Act...or whether they combine, intentionally or not, to create deadlock again next year."

FCC Commissioner James Quello told local telephone executives he's all for the quick deployment of video dialtone systems. "The commission needs to promptly resolve allocation costs...and proceed with the task of allowing you to roll out these systems to better serve your customers and provide needed competition over the coming decades," Quello said last Wednesday at USTA's convention. Quello also said he is pleased with Bell Atlantic's "will-carry" policy for broadcasters, calling it "statesmanlike and politically astute." The proposal calls for guaranteeing carriage to broadcasters. "The availability of universal free broadcasting, the most influential and essential information media, to all the public must be a prime consideration. TV and radio broadcasting is the most valuable asset for a democracy that relies on an informed electorate to effectively maintain its form of government," he said.

Michael Oxley of Ohio, a senior Republican on the House Telecommunications Subcommittee, **wants to lift restrictions on foreign ownership of telephone and broadcast properties.** In a speech last Wednesday to the

USTA, Oxley said the restrictions are "antiquated" and "an impediment to opportunity, both here and abroad." When U.S. trade negotiators go to Europe and Asia to discuss opening those markets, "invariably, the first issue raised is the restrictions in our laws against alien ownership of broadcast and telephone properties," Oxley said. "I believe

that repeal of these restrictions would help our companies quickly gain market access abroad [and] encourage

the full flourishing of competition at home in both the goods and services sectors of the telecommunications industry. That should be the hallmark of legislation that we enact next year. I hope I will have the support of the telephone industry in seeking this objective."

The National Weather Service should maintain its national weather summary, the Radio-Television News Directors Association says.

The weather service is abolishing the service Nov. 1 because of budget constraints. But RTNDA President David Bartlett is urging the agency to keep the twice-daily wire report. In a letter to the service's director, Bartlett says the summary is a "vital source of information, especially for smaller news departments." And, he said, "millions of viewers and listeners who depend on these news departments for important weather information will suffer if the summary is canceled." Further, Bartlett argued, in many areas of the country "the weather information provided by [the] summary is crucial to business and agricultural interests and, in many cases, to public safety."

Infohighway grants made

The Commerce Department has handed out its first round of Telecommunications and Information Infrastructure Program grants. More than 90 recipients shared a total \$24 million in federal money.

Among the beneficiaries were broadcasters, including the Soundprint Media Center, which received \$109,873. The center will "test the feasibility of providing electronic access for a nationwide system of audio- and text-based information and resources."

The program's goal is to promote the participation of educators and health professionals in the information superhighway. More than 1,000 organizations applied for the grants. Most of the grantees will receive matching funds from private industry.

Despite Congress's failure to pass telecommunications reform this year, the cable industry improved its relations with Capitol Hill by supporting the legislation, National Cable Television Association President Decker Anstrom told midwestern cable operators last week.

In contrast with recent history, the regional Bell operating companies—rather than cable—are drawing the ire of Congress for their role in killing the legislation. "But I think the RBOCs made a serious strategic error. That is, they committed the crime without having a getaway plan," Anstrom said. "The congressional leadership that supported this legislation has made it pretty clear that they're holding the phone companies responsible." —CSS

Washington Watch

Edited By Kim McAvoy

NFL on Fox highlights UHF shortcomings

Analog transmitter technology at its limits; stations turn to elliptical polarization for help

By Chris McConnell

With UHF frequencies now carrying a new load of high-priced NFL programming, at least one antenna seller is banking on the noisy transmissions to sell more equipment to frustrated football fans.

The company—Radio Shack—will not have to worry about transmitter makers undermining the campaign. Those analog UHF signals, broadcast engineers say, are about as good as they are going to get.

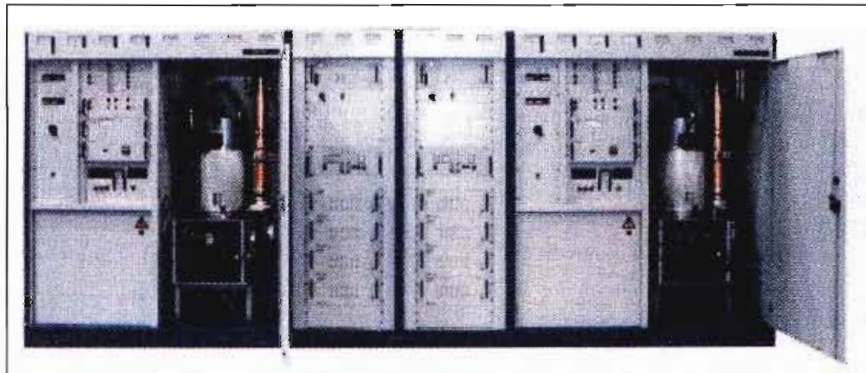
And although digital technology promises to clean up UHF pictures once an advanced television standard is set, displaced network affiliates and UHF station viewers in the meantime can expect little help from the analog side of the science.

"There's no way you can get around the physics," says Bill Hammett, a consulting engineer with San Francisco's Hammett & Edison Inc. The physics, Hammett and others explain, holds that a wave sent on higher frequencies carries less energy than does the same size wave on lower frequencies such as VHF channels. The result is a weaker signal that allows more noise—or snow—to appear in the picture. Although boosting transmitter power bolsters the signal's resistance to noise, transmitter makers say that any improvement in the resulting picture depends much more on factors such as camera and receiver technology.

"The transmitter doesn't mean anything anymore," says Bob Weirather, director of TV product line at Harris Allied.

Broadcast consultant Jules Cohen says the BBC has solved part of UHF's physics problem by using translators, units that receive a UHF signal and re-broadcast it on another frequency. The strategy has worked well enough to support the British broadcaster's color PAL transmissions, Cohen says, but there are not enough free translator channels to support a similar system in the U.S.

Cohen and others also say the subject of UHF transmission coverage and characteristics lately has received scant attention in paper analysis, let



Comark's IOX third-generation inductive output tube transmitter

alone hardware development. Setting aside the recent advanced TV Advisory Committee field comparison of digital UHF and VHF signals to their analog counterparts, engineers are hard-pressed to identify any recent research on UHF transmission.

"It's an area that's been neglected for a while," says Victor Tawil of the Association for Maximum Service Television. "Most of the data that we have is 30 years old."

Still, the UHF broadcasters are not without options. Weirather says that many broadcasters are placing a portion of their signal in the vertical plane in an effort to boost coverage. Although the UHF transmissions generally begin as horizontally polarized waves, buildings, mountains and other objects can twist them, causing some

loss of coverage. To make up for some of the loss, broadcasters can send out vertical waves to reach TV sets with loop or bow-tie antennas, Weirather says.

"That makes a very nice way of covering additional homes," Weirather says, describing the strategy as "elliptical polarization."

Hammett agrees and cites the development of "common mode" transmitters, which he says provide a more efficient base for building a high-power transmission system to send vertically and horizontally polarized signals.

Hammett says, however, that such techniques do not result in cleaner UHF pictures. And Weirather sees few means of accomplishing such a task from the TV transmitter side.

Sony adds digital interface to MiniDisc

Sony is upgrading its efforts in the professional MiniDisc market.

The company last week introduced two MiniDisc units that incorporate digital interface capabilities. The new MDS-B3 and B4P machines will replace the B1 and B2P models Sony has offered to the broadcast market and will feature an RS-232C port for computer interface. The feature, says Sony's Paul Foschino, will allow users to automate the MD machines by connecting them to a master control computer. Foschino, marketing manager for professional audio, also cites the addition of digital input/outputs to the new models.

Foschino says the new recorder/player will be available this month at a \$3,200 list price. The player will list at \$2,400.

Citing the MiniDisc equipment as a technology aimed at the "hybrid world" of digital and analog gear, the company also introduced its first professional version of an MD-recordable MiniDisc. Although the PRMD-74 disks will play on consumer machines as well, Sony says the pro version carries a lower block-error rate than does the consumer version. —CM

"The steadily improving performance of receivers is about the only thing" that may help, he says.

But Zenith Electronic Corp.'s Carl Eilers foresees little in the way of rad-

ical UHF receiver improvement short of digital technology. Eilers, manager of electronic systems R&D, also cites physics as a barrier to better UHF pictures in the analog world. Citing cost

and practicality as additional problems, he says viewers can always achieve a strong signal by building a 9-foot antenna on their rooftops. "No one's going to do that," Eilers says. ■

Cutting Edge

By Chris McConnell

AT&T's Telstar 401 satellite suffered a service interruption for about one hour on Oct. 9. The company attributed the outage

to electrostatic discharges, energy fields from the sun that cause electrical disturbances on satellites.

The outage did not affect Sunday's NFL transmissions, which are carried on the 401 satellite for Fox. AT&T said the satellite had returned to normal operation by the start of Sunday's football coverage.

Chyron Corp.'s parent company, Madrid-based Pesa Electronics SA has filed for the Spanish equivalent of Chapter 11 reorganization. Pesa Electronics owns Pesa Inc., a Delaware holding company that holds a 68% equity interest in Chyron Corp. Chyron says it does not expect the Pesa filing to harm its business.

The company also recently announced a deal with Madrid's Comunicacion Integral Consultores for the distribution of Chyron Jaleo digital workstations. Chyron this month is releasing the new Jaleo Composite video and audio editing system. The machines edit and composite video and audio from videotape, disk recorders and 2-D and 3-D graphics systems. Comunicacion Integral Consultores will hold

exclusive distribution rights for the workstations.

Recognition Concepts Inc. is offering a new high-definition videodisk recorder. The company's HD disk is compatible with 1,080- or 1,035-line formats and records to D1 and D5 VTRs. To provide the necessary bandwidth for HDTV, RCI has combined two of its standard 4:2:2 videodisk recorders and has accelerated each disk to three times normal speed. The HD data is then compatible with D1 tape recorders when the disks are slowed to normal speed. The RCI model 8011M stores five minutes of HD material and switches to two independent 4:2:2 disks that store 17 minutes each. The unit costs \$145,000.

Panasonic Broadcast & Television Systems Co. is supplying 12 of its AJ-D580 1/2-inch component digital VTRs to the PBS National Program Service. The broadcaster is using the D5 format as part of its conversion to a digital facility. PBS, which requires all programming to be submitted on D3 or D5 masters, cited the ability of the D5 machines to record and play compressed forms of high-definition video as another reason for their investment. Panasonic also says it has sold three of

the D5 digital component recorders to Akron, Ohio-based Creative Technology. The production/post-production facility will use the VTRs to store all of its output.

MEMEX Software is providing its TV management system for this month's national rollout of DBS by DIRECTV. The company's system handles all DIRECTV program acquisitions, scheduling, traffic, operations and other functions at the company's Castle Rock, Colo., facility. MEMEX has been developing the software for DIRECTV since March 1993.

Odetics Broadcast has introduced a new line of spot automation products. The company's MicroCart Family includes a master control system, the MicroCart 100, that automates on-air scheduling of station breaks, commercials and programs. Schedule editing is controlled by another IBM-compatible computer. The product family is the first to emerge from Odetics since the company acquired American Broadcast Systems last spring.

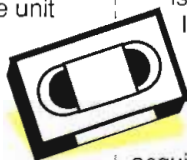
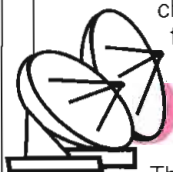
ImMIX has placed two of its digital video post-production workstations at CBS affiliate KRQE(TV) Albuquerque, N.M. The broadcaster is using the ImMIX VideoCube system for news and station promos. For post-production of commercials for local advertisers, the station also is using the VideoCube PLUS system. KRQE has fitted the VideoCube PLUS machine with an additional storage module, boosting its storage capa-

city to two hours of video and four hours of audio.

Another nonlinear manufacturer, Avid Technology, has sold one of its NewsCutter editing systems to Boston's WBZ-TV. The NBC affiliate is using the Avid machine to edit daily feature and news stories. Avid says the broadcaster owns one of the NewsCutter machines and plans to replace its eight remaining tape-based edit bays with more digital systems.

PanAmSat this month began transmitting a full-time program service for Philippines broadcaster ABS-CBN. The broadcaster plans to distribute its service to U.S. cable systems. ABS-CBN follows ESPN in initiating broadcast services from the PAS-2 satellite. PanAmSat also recently announced a pact with the Chinese Television Network (CTN) for the distribution of Mandarin information programming throughout the Asia Pacific region and to cities in North America. CTN, owned by a Hong Kong media consortium, is leasing two compressed video channels on the PAS-2 satellite.

Acrodyne has built and delivered the first tetrode-equipped 30 kw UHF TV transmitter to be used in the People's Republic of China. The installation includes transmitter turn-on services as well as on-site training. The unit is located at a TV station serving the city of Wuhan in China's interior.



Classifieds

See last page of classifieds for rates and other information

RADIO

HELP WANTED MANAGEMENT

Sales Manager for Tulsa's classical music station. If you can be a team leader, create promotions, develop packages, carry a personal list, and sell an upscale audience, write KCMA, 2021 South Lewis, Tulsa 74104-5758. EOE.

News Director - Looking for experienced news person for WSQR - Dekalb, Illinois. Send resume to Julie Thanepohn, WSQR, P.O. Box 67, Sycamore, IL 60178. Fax (815) 899-9000. EEO. Affirmative action.

Anyone remember Earl Nightengale? Looking for a 90's version. Send demo to Pat Tocattian, Box 239, Ogdensburg, NY 13669. No religious.

General Manager Position - Radio station in Texas Panhandle, FM, AOR format, Class C station. Organizational and sales skills required. An equal opportunity employer. Mail or fax resume to Meyer Communications, Inc., P.O. Box 3676, Springfield, MO 65808. Fax: 417-869-7675. Phone: 417-862-3990.

General Manager - Radio, to be the driving force to lead this suburban Philadelphia AM station. Compensation to be commensurate with experience and on-going positive results. Resumes only to Box 00152 EOE.

General Sales Manager: GSM is responsible to achieve station's total sales budget. Manage a strong sales department which operates smoothly with other station departments, national rep firm, ad agencies and clients. Please send resumes to: KCBS Radio, Attn: Jane Riley, Dept. #BCC, One Embarcadero Center, San Francisco, CA 94111.

HELP WANTED SALES

Sales Manager - Growing Oklahoma AM/FM. Excellent compensation and benefits. Successful applicant must carry list. Require proof of current success in broadcast sales. Excellent market with top community environment. Send resume to Box 00144 EOE.

Heritage AOR of South Texas has opening for salesperson. Great small group environment. 1 - 3 years current experience, strong local direct skills. Order takers need not apply. Resume and cover letter to GSM, KNCN, 5544 Leopard, Corpus Christi, TX 78408. EOE.

HELP WANTED NEWS

Newshounds: Current, future opening for reporters, anchors, news directors at 30+ radio stations in Michigan, Wisconsin, Illinois, Missouri. Tape, resume: Midwest Family Recruiter, Bob DeWitt, Box 107, St. Joseph, MI 49085. EOE.

HELP WANTED TECHNICAL

KGNC AM seeking part-time/full-time board operator. 3505 Olsen, Amarillo, TX 79109. EOE.

PUBLIC NOTICE

THE BOARD OF DIRECTORS OF NATIONAL PUBLIC RADIO will meet in open session beginning on Thursday, October 27, 1994, at 8:30 a.m. in the Board Room of National Public Radio, 635 Massachusetts Avenue, NW, Washington, DC. Subject to amendment, the agenda includes: Seating of newly elected Station Manager members, Public members and non-board D/I members; election of chairperson, vice chairperson, officers; appointment of committees. The Committees will meet on Thursday, October 27, beginning at 9:00 a.m. in the same location. The second part of the NPR Board Meeting will take place on Friday, October 28, beginning at 9:30 a.m. in the same location.

SITUATIONS WANTED PROGRAMMING PROMOTION & OTHERS

PD or Operations Manager for Oldies or AC. Experienced. Computer-literate. Let's talk! Jim Ayers. 404-933-0147.

SITUATIONS WANTED ANNOUNCER

Play-by-Play, color, sideline coverage and general sports reporter looking for the high school/college entity in search of major sports experience with personality. Ten years experience. Location not a problem. Tape and resume upon request. Please call (912) 488-2475 for Mike.

SITUATIONS WANTED SALES

Seasoned female sales rep 7 years experience seeks small market position in SE USA. Currently in GA. Reason? Starving in retail sales-Please take me baaack to radio! Sold all formats both AM and FM. FCC license too! Reply to Box 00153.

SITUATIONS WANTED MANAGEMENT

Hands on GM, over 20 years experience including ownership. Urban my specialty. Absentee owners look no further. Will consider consulting. Prefer Top 100 market. Reply to Box 00134.

Knowledge and solid business approach to reversing low ratings and revenue is this GM's specialty. Let's communicate now. Reply to Box 00135.

This could be an opportunity for you, and for me! I have 18 years hands on experience in medium and small markets as General Manager and Sales Manager. Midwest location, preferably Illinois desired. Your confidential inquiry to Box 00149.

TELEVISION

HELP WANTED MANAGEMENT

Advertising

SENIOR MEDIA BUYER

Large direct response advertiser, with in-house broadcast buying operation, is seeking a Direct Response Media Buyer with three plus years experience. Candidates must have a proven track record of successfully buying and managing direct response advertising in the following areas: spot, cable network, syndication and placement per inquiry business. Must be an aggressive, self-starter who works well in a fast-paced environment. Agency background and supervisory experience preferred. This **Washington, DC** area based company produces a line of prestigious products and offers great benefits and a competitive salary.

For immediate consideration, please mail your resume to: **BB&L Confidential Reply Service, Dept. TS, 7535 Little River Turnpike, Suite 380, Annandale, VA 22003.** We are the advertising agency for this client. All resumes will be forwarded unopened. An Equal Opportunity Employer M/F/D/V.

BB&L

DIRECTOR/ ASSISTANT DIRECTOR

Immediate opportunity for individual with strong newscast directing experience to coordinate live shots and edit sessions, and perform other duties associated with live morning newscast. Required to direct other station projects, as assigned. Working knowledge of Kaleidoscope and Chyron Infinite a big plus. Minimum 2 years directing experience required. Rush resume to:

Mary Talley, Personnel Director,
WTTG/FOX TV, 5151 Wisconsin Avenue, NW,
Washington, DC
20016.
EOE/M/F/D/V.



SUPERVISOR, PRIMETIME AUDIENCE ANALYSIS

Capital Cities/ABC is currently seeking an individual to assume responsibility for the analysis and dissemination of Primetime Nielsen rating information to top management as well as to the sales, public relations, and programming departments. Applicants must have 2-3 years of Nielsen ratings experience, excellent writing, analytical and presentation skills, PC knowledge (including Excel and Word), and the ability to work under pressure.

We offer a competitive salary and a comprehensive benefits package. For consideration, forward your resume to:

**CAPITAL CITIES/ABC, INC.,
EMPLOYEE RELATIONS DEPT. BB,
77 WEST 66TH STREET,
NEW YORK, NY 10023.**



*We are an Equal Opportunity
Employer. M/F/D/V.*

Local Sales Manager: Position available with well established small market station located in upper Rocky Mountain area. We require a successful background in selling and managing local sales with an emphasis on training and leadership skills. Must be a positive motivator with creative abilities and capability to direct new business development. Send cover letter with salary requirements and resume to Jack May, KFBB-TV, P.O. Box 1139, Great Falls, MT 59403-1139.

National Sales Manager - River City Broadcasting. KDNL-TV, a River City Broadcasting station has an opening for National Sales Manager. The ideal candidate should have 3 - 5 years national sales management or national rep experience. Please send confidential resume to: Tom Tipton, General Sales Manager, KDNL-TV, 1215 Cole Street, St. Louis, MO 63106. EOE.

Strong Southwestern small market network affiliate is looking for a Promotion Manager to help us get stronger. Person we want will be an organized individual who works well under pressure and has the ability to turn projects around quickly. Successful candidate will have strong on-air creative skills, excellent writing skills, the ability to plan, evaluate and execute placement in other media and know how to manage a budget. Familiarity with broadcast and print promotion a must. Women and minorities encouraged to apply. Send resume and a non-returnable tape to Box 00150 EOE.

General Sales Manager - KSWT-TV, Yuma, Arizona. CBS/Telemundo affiliate. Send resume and references to John Radeck, KTVH, P.O. Box 6125, Helena, MT 59604. EOE.

Director of Research



The Disney Channel, a subsidiary of The Walt Disney Company, is seeking a Director of Research responsible for the day-to-day management of our research department.

Responsibilities will include designing and implementing primary and secondary research projects for Marketing, Programming, and New Business Development departments utilizing sampling, study design, questionnaire design and data analysis. In addition, you will provide strategic direction regarding Disney Channel issues and will present analyses to all levels within the organization.

Qualified candidates will possess a minimum of 8-10 years Market Research experience which must include experience with primary research. Must be a "hands-on" manager with excellent presentation and analytical abilities and have strong people and time management skills. Entertainment or cable background, including Nielsen Ratings experience, and an MBA are desirable.

Please mail or fax resume with salary history to: **Staffing Services, Attn: JF/DOR, Walt Disney Pictures & Television, 500 S. Buena Vista St., Burbank, CA 91521-7376. Fax: (818) 563-3551.**
Equal Opportunity Employer.

The Disney Channel

General Sales Manager. KCEN-TV, Temple/Waco has an opening. We need a leader to handle both national and local. A can do, get the job done attitude is essential. (Sell me.) Send resume to: Gayle Kiger, KCEN-TV, P.O. Box 6103, Temple, Texas 76703. EOE.

WSVI-TV, the only commercial television station in the U.S. Virgin Islands is seeking a General Manager. Applicants must have small market local and national sales and management experience, must be a leader who is able to create and execute budgets; must have a stable track record and good interpersonal skills. Only applicants who are genuinely willing to relocate to the Caribbean need to apply. Benefits will include salary and commission over-ride. EOE. Send resume and salary requirements to: General Manager, WSVI-TV, P.O. Box 7112, Sunny Isle, St. Croix, U.S. VI 00823.

Chief Engineer: NBC-affiliate in Reno, Nevada is seeking a hands-on Chief Engineer. Must have working knowledge of Beta, 1-inch, microwave and transmitter equipment. Send resume, references and salary requirements to General Manager, KRNVT-TV, P.O. Box 7160, Reno, Nevada 89510. No phone calls please! EOE.

News Director: NBC-affiliate in Reno, Nevada is seeking a high energy, people motivator to direct its extremely aggressive news operation. Please send news philosophy, resume and references to General Manager, KRNVT-TV, P.O. Box 7160, Reno, Nevada 89510. No phone calls please. EOE.

KTVU/Fox Oakland-San Francisco has an immediate opening for a leader to direct our sports marketing sales. As the flagship station for the SF Giants (baseball) and Fox 49'ers football, we need the best there is to join a top-notch sales management team. We are looking for strong prior experience with sports sales and marketing. The ideal candidate needs to think outside the box, be a self motivator, have high expectations, have displayed strong leadership skills, and bring new marketing ideas to the top station in the market. Please send resume and examples of your work to Jeff Block, General Sales Manager, KTVU-TV, Box 22222, Two Jack London Square, Oakland, CA 94623. No phone calls please. EOE.

Broadcast Video Engineers: Burbank company requires experienced personnel for three new openings: Quality Control Technician, Installation and Field service and Senior Bench Technician. Qualified individuals will demonstrate strong technical competence. Wexler Video Inc., Sales, Rentals and Engineering to Engineering Director. Fax 1-818-846-9399/Phone 1-818-846-9381.

Wanted: Assistant Chief Engineer and Studio Engineer. Both require two to five years experience in switchers, UHF transmitters, 3/4" tape machines and microwave systems. Rush resume to Charles Flowers, KLAX-TV, 1811 England Drive, Alexandria, LA 71303. EOE.

For all your Classified Needs Call Antoinette Fasulo

Tel: 212-337-7073 • Fax: 212-206-8327

TELEVISION ENGINEER

The future of television has already begun and its name is QVC. In just eight years, we've become one of the most powerful players in the electronic retail industry. Our sales top \$1 billion annually. And our success is just beginning.

You will provide technical support to QVC's live state-of-the-art broadcasting and post production facilities. You'll also be responsible for preventative maintenance and troubleshooting on television systems, VTRs, cameras, switchers and character generators as well as assisting with new installations.

Position requires an AS degree in electronics or equivalent combination of training and experience, or 4 years of broadcasting troubleshooting or operations experience or equivalent. SBE certification or FCC license preferred.

QVC offers a competitive salary and comprehensive benefits. For immediate consideration, send your resume with salary requirements to:

QVC, Inc.,
Human Resources-JS,
1365 Enterprise Drive,
West Chester, PA 19380-0844.

We are an equal opportunity employer.

QVC.

Broadcast Maintenance Technician. Regional news channel needs full time technician with five years experience in troubleshooting and repair of audio, video, RF systems and related equipment. Prefer computer literacy including various LANs, AutoCad, Database, MS-DOS, and computer station automation. ENG, master control and studio experience desirable. Must be able to work varying shifts in state of the art facility in suburban Chicago. Excellent benefits. Send resume with salary requirements to CLTV, 2000 York, Suite 114, Oakbrook, IL 60521 Attn: Human Resources.

Chief Engineer: Chief Engineer retiring. Looking for highly qualified experienced CE in all aspects of broadcast engineering to oversee/maintain transmitter and studio equipment. FCC general license; SBE certification required. Submit resume w/salary requirements to Box 00145 EOE.

Transmitter maintenance engineer for major market TV station. Hands on UHF transmitter experience a plus. Fax resume and salary requirements to 404-528-1422. EOE.

CNN HEADLINE NEWS

TELEVISION ENGINEERS

Turner Broadcasting System, the leading News, Sports, and Entertainment system in satellite communications, has career opportunities for engineers with **broadcast maintenance** experience. These positions demand an extensive background in television engineering and at least two years of training in electronics technology. Turner Broadcasting System offers an excellent benefit and compensation program.

Send resumes to:

Mr. Jim Brown, Corp. Engineering
Turner Broadcasting System, Inc.
One CNN Center
P.O. Box 105366
Atlanta, GA 30348-5366
(404) 827-1638 Office
(404) 827-1835 Fax

TBS is an equal opportunity employer.

Maintenance Engineer - KNXV-TV, Phoenix, Arizona seeks an individual with repair and installation skills of television broadcast equipment. Should have three years experience in maintaining CCD ENG cameras and Beta equipment. This position requires computer literacy and experience in audio/visual signals and systems. Fax resume to Engineering Manager at (602) 232-5994 or send to KNXV-TV, 4625 South 33rd Place, Phoenix, Arizona 85040. EOE.

HELP WANTED NEWS

Weathercaster. KOLO-TV is looking for a frontline weathercaster for our Monday - Friday evening newscasts. Applicants should have at least three years of weather experience. We're looking for candidates with a solid background in accurate forecasting who are mature, friendly, charismatic, and dedicated to enhancing our station image in the community through live shots and personal appearances. We're the longtime leaders in the market. If you think you can fit in with our number one team, and you would like to make your home in the beautiful Reno-Lake Tahoe area, send tape and resume to: Judith Mathews, News Director, KOLO-TV, P.O. Box 10000, Reno, Nevada 89510. Pre-employment drug testing required. KOLO-TV is an equal opportunity employer. Women and minorities are encouraged to apply.

Missouri affiliated television station expanding news department. Accepting applications for: Weekend anchor/reporter; weekend weather/news reporter; videographers (2); reporter. Minimum three years commercial TV news experience. Resumes and non-returnable tapes to Box 00128 EOE.

For all your Classified Needs

Call Antoinette Fasulo

Tel: 212-337-7073 • Fax: 212-206-8327



UNIVERSITY OF FLORIDA

COORDINATOR BROADCASTING

The University of Florida's Office of News and Public Affairs is looking for a Television Producer/Reporter. Responsibilities include finding and producing UF related news features for air on commercial newscasts. Position also involves some work on documentaries and contract projects for internal and outside clients.

Good writing and storytelling skills a must. Some radio background helpful. Shooting and editing experience desirable. Minimum qualifications are a bachelor's degree and two years commercial TV news experience.

Salary range is \$21,660 to \$25,507.

Please send cover letter and resume to

GRAG MARWEDE
P.O. Box 115002,
GAINESVILLE, FL 32611-5002

by October 28, 1994. Refer to LP#83881G

If an accommodation is needed to apply for this position, please call (904) 392-4621 or TDD (904) 392-7734. AA/EA/EOE.

News Photographer. Fox 45 News At Ten is looking for a Photographer to join our talented staff of NPAA award winning photojournalists. If you're a creative shooter who knows how to use pictures and not sound to tell stories, we want to see your tape. Our pictures stand out from the rest...yours should too. Send tape and resume to: Joe DeFeo, News Director, WBFF-TV, 2000 West 41st Street, Baltimore, MD 21211. No phone calls, please. EOE.

Production Photographer/Editor: Field videography, lighting and audio recording for creative services team. Deal with sales and clients to produce commercials and/or long-form videos. Send tape/resume to: Personnel, WTVC, P.O. Box 1150, 410 West 6th Street, Chattanooga, TN 37401. No phone calls. Equal opportunity employer.

KNOP-TV is looking for full time meteorologist. Familiarity with WSI weather graphic system important. Send resume, 3/4 tape, references to: Ulysses Carlini, GM, P.O. Box 749, North Platte, NE 69103.

Quality Newscast Director Needed. Applicant must have minimum two years experience directing newscasts. Must also have experience directing other news related activities and be able to serve as both director and technical director when necessary. Must have good working knowledge of current graphics technology and graphics application. Ability to handle pressure and get along with people essential. To apply, contact: Susan Kelley, KOCO-TV, P.O. Box 14555, Oklahoma City, OK 73113. EOE.

Television Director/Producer. WTVD is seeking a television director/producer with a minimum of 2 years experience directing and switching news programs and commercials. Operational knowledge of Grass Valley 300 switcher, Grass Valley Kaleidoscope, Chyron CG and Quantel Still Store a plus. No phone calls. Send resume and non-returnable tape to: Jeffrey Hester, Senior Director, WTVD-11, P.O. Box 2009, Durham, NC 27702.

Anchor/Producer/Reporter and Photographer sought by Mid-Atlantic ABC affiliate. Anchor must have 2 years on-air experience. Photographer/editor must have 1 year newsroom experience, be creative, excellent editing skills and live truck experience a plus. Send non-returnable tapes on 3/4" to: Neil Bayne, ND, WMDT-TV, P.O. Box 4009, Salisbury, MD 21803-4009. EOE/M-F. No phone calls.

Anchor/Reporter needed for African-American public affairs program. Position requires skills in field productions, news, writing, and beta editing. Send resume and tape to Prince Wooten, CN 777, 25 South Stockton Street, Trenton, NJ 08611. EOE.

News Reporter/Anchor - WNWO-TV is seeking an aggressive, experienced television reporter/anchor with good writing and editing skills. Five years of reporting and anchoring experience and degree preferred. Send resume and non-returnable tape to: News Director, WNWO-TV, 300 South Byrne Road, Toledo, Ohio 43615. No phone calls please. Deadline: November 4, 1994. WNWO-TV is an equal opportunity employer.

Producer. Producer for All News Channel. A 24 hour national news network based in Minneapolis. 3 to 5 years experience. Must be a team leader, a solid writer and creative. College degree preferred. Submit resume, writing samples and non-returnable tape to: Amy J. Stedman, EEO - 9894, Conus All News Channel, 3415 University Avenue, St. Paul, MN 55114. No phone calls please. Equal opportunity employer.

We're three fourths of the way toward the best anchor team in the market...we need that rare individual who can combine weather skills with personality. We're not looking for either a weather druid or a clown...but a polished performer who can communicate weather to real people. AMS seal required. Our timetable is tight, so send resume and a tape to: WSYX-TV, P.O. Box 718, Columbus, Ohio 43216-0718. Attn: Weather Anchor. No phone calls please. Women and minorities are encouraged to apply. Pre-employment drug testing. EOE. M/F/D.

Weather Anchor. Dominant ABC affiliate in sunny, 49th DMA is looking to add newscasts in coming months. We need a solid weatherperson who can do strong live location weather and who is able to do occasional reporting. Prefer college degree and 3-4 years weather experience. Send resume and tape to: Jon Janes, News Director, 3801 Carlisle Boulevard, NE, Albuquerque, NM 87107. Equal opportunity employer.

News Producer. Fox affiliate looking for the hottest producer alive. Since our debut last fall we remain solidly in the top ten Fox affiliates for newscasts. We are looking for an unusually creative person who knows how to write on the edge. Conventional show stackers need not apply. Minimum 3 years experience required. Please send tape and resume to Karla Stanley, Assistant News Director, WXIX-TV, 10490 Taconic Terrace, Cincinnati, Ohio 45215. No phone calls please. Equal opportunity employer.

WXYZ-TV, Detroit: Newswriter. Immediate opening for top-notch writer who is fast and creative. Ideal candidate is already producing and writing a newscast. Send resume to: Walter Kraft, News Director, WXYZ-TV, P.O. Box 789, Southfield, MI 48037. No phone calls. EOE.

KTVT-TV, the CBS affiliate in the 8th market, is dramatically expanding its news operations. We are hiring the following people: 1) Assistant News Director, 2) Anchor/Reporters, 3) Meteorologists, 4) General Assignment Reporters, 5) Sports Photographer/Reporter, 6) Sports Anchor/Reporters, 7) Producers, 8) Associate Producers, 9) Photojournalists, 10) Videotape Editors. We want aggressive, talented and experienced people who understand contemporary broadcast journalism. Send tape and resume to: News Director, P.O. Box 2495, Fort Worth, TX 76113. No phone calls please! We are an equal opportunity employer!

WFSB, a Post-Newsweek Station, is seeking an experienced, creative news producer. Good news judgement and high journalistic standards are a must. Send resume to Mark Efron, VP News, 3 Constitution Plaza, Hartford, CT 06103-1892. EOE.

National Sports Jobs Weekly. Current job openings. Media, Administration, Marketing. 8 weeks - \$48. Call 9AM-5PM PST (800) 339-4345.

Assignment Editor/Newswriter: Major market East Coast station seeks Assignment Editor/Newswriter. Ideal candidate should have extensive assignment desk and writing experience in top 20 markets. Working knowledge of New York/New Jersey areas a big plus. Please send resume and writing sample to: Bart Feder, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are an equal opportunity employer.

Meteorologist for M-F 6/10. AMS/NWA preferred. A professional with personality. Science/other reporting a plus. New Kavouras Triton 17. Send tape/resume to News Director, KTTT-TV, 601 First Avenue, SW, Rochester, MN 55902. EOE.

Producer/Director: Responsible for directing and technical directing live news casts. Able to write, produce, direct commercial productions. Strong leadership skills. One year experience as Director/TD. Send resume and demo reel with director track to: Personnel Director, WEYI-TV, 2225 West Willard Road, Clio, MI 48420. M/F. EOE. No phone calls.

General Assignment Reporter: Alaska's number one news team is looking for the right reporter. We offer good pay, benefits, travel, great photographers, and the time to do a story right! 2 years experience required. Send non-returnable tape to John Tracy, News Director, KTUU-TV, 701 East Tudor Road, Suite 220, Anchorage, AK 99503-7488. EOE.

Wanted - Editors: Fast growing, well-established Post Production House in Bristol, CT is looking for experienced editors for National and International clients. Sony 9100, GVG Switchers, D-2, DPM-700, Infinit!, and Avid. Please fax resume to (203) 584-4130.

Weekend Assignment Editor. Organized, creative and aggressive individual desired for weekend position in a highly competitive news market at a station with ENG, SNG, and helicopter. Applicant will have at least two years experience on the news desk, possess excellent communication skills and impeccable news judgement. Must be hyper-competitive, a strong leader and interested in future management possibilities. Send resume and news philosophy to: Bob Schadel, Assistant News Director, KOCO-TV, P.O. Box 14555, Oklahoma City, OK 73113. EOE.

Newscast/Production Director: Position available immediately at WTLV Jacksonville. Applicant must be experienced in directing live newscasts and facilitating the production of commercials, promotions and special projects. Send resume to Mike Baer, Production Manager, WTLV, P.O. Box TV12, Jacksonville, FL 32231. Gannett. EOE.

Top 15 net affiliate is expanding staff and looking for you if you're among the best! Photographers: At least 4 years experience in photography and editing. Microwave experience helpful. Production skills important. You'll work with Beta, live helicopter and new ENG and SNG units. Reporters: Crack storytellers who aren't afraid to work "outside the box." 4 years experience in general assignment and live reporting. Enterprise and production skills are very important. Producers: Newscast and field producing positions available. Program producers must be extremely creative and understand what it takes to keep an audience motivated through the show. Field producer must have experience with a consumer/troubleshooter unit. Rush non-returnable tapes (Beta or 3/4") along with resume, references and salary requirements to: Mike Cavender, Vice President/News, WTSP, P.O. Box 10,000, St. Petersburg, FL 33733. Absolutely no phone calls! EOE.

Dynamic Anchor needed to compliment female co-anchor. Will lead aggressive news team for group-owned NBC affiliate in U.S.A.'s second most livable city. Send tape/resume ASAP to News Director, KTTT-TV, 601 First Avenue, SW, Rochester, MN 55902. KTTT-TV is well known as a place to learn to be the best; only the ambitious should apply. Ask our alumni! EOE.

Meteorologist: WHOI-TV, the ABC affiliate in Peoria, Illinois is looking for a hot shot meteorologist for its 6 and 10 newscasts. AMS seal and 1-2 years on-air experience required. Must be personable, outgoing, community oriented and credible. Weather is important here, so why the weather does what it does must be explained. Great opportunity to join an aggressive, enthusiastic and energized newsroom. Rush tape/resume to: John Sprugel, News Director, WHOI-TV, 500 N. Stewart, Creve Coeur, Illinois 61610. EOE. M/F.

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.

On-Line Editor with creative flair to edit commercials, presentations, promos and specials for news and programming at #1 ABC affiliate. Energetic self starter who can meet deadlines and work well with others in a high demand suite. 3-5 years experience with BetaSP, 3/4" and 1" tape formats, Ampex Vista switchers, Ace 25 editor, ADO 2000, Dubner 20K CG. Fax resume and salary history to K. Rowan (716) 359-1570. Demo reels to PO Box 20555, Rochester, NY 14602-0555. Minorities and women are encouraged to apply.

News Producer. Denver's NBC O&O, KCNC, seeks experienced, creative news producer. Absolutely no tapes or phone calls. Send resume, statement of your production philosophy, sample rundown and three writing samples that reflect a variety of story types. Mail to: John Haralson, 1313 Williams #901, Denver, Colorado 80218. EOE/MF.

Executive Producer: Major market O&O is looking for a strong leader for morning news shows. Must be able to manage and motivate staff, be creative, have strong news judgement and a good sense of humor. 3-5 years management experience preferred. Send tape and resume to Box 00142 EOE.

WJKS Jacksonville, Florida needs a strong reporter, capable of back-up anchoring. Send your award winning stories if you like but prove you can generate viewer grabbing reporting every day. Minimum 5 years TV news experience. No calls. Tapes to: Jay Solomon, News Director, 9116 Hogan Road, Jacksonville, FL 32216. Tape return with SASE only. WJKS-TV is an equal opportunity employer. M/F, Drug screening.

Producer: KFOR-TV, NewsChannel 4, is looking for an aggressive, innovative producer - no show stackers please. We are the #1 station in a very competitive market. We have ENG, satellite truck, helicopter, video over cell phone. We want producers who can write exciting copy and put together an exciting newscast. You need 2 years producing experience. Send non-returnable tape and resume to: Tom Pratt, Assistant News Director, 444 E. Britton Road, Oklahoma City, OK 73114. Equal Opportunity Employer.

Weatherperson/Reporter - Meteorologist preferred but not mandatory. We are looking for an energetic person to join our newsteam. This position is weekend weather and reporting during the week. We have top notch weather equipment and a quality operation. Send letter, resume and non-returnable demo tape to Veronica Bilbo, EEO Coordinator, KPLC-TV, P.O. Box 1490, Lake Charles, LA 70602. EOE.

Sports Anchor. Highly-rated Southeast news department is looking for a Sports Anchor for 6 and 11 pm shows. We want innovative journalists who believe sports is more than reading and voicing over highlights. Exceptional anchoring and reporting skills are required. Also, we expect you to be involved in community events. Team players only. Send non-returnable tape, resume and salary history to Box 00147 EOE.

Reporter. Named the best newscast in the state of Florida, Fox News at 10 seeks a General Assignment Reporter. Three years television experience required, college degree preferred. Consumer reporting helpful. No phone calls please. Send non-returnable tape and resume to: Mark Pierce, Station Manager, WFTX-TV, 621 SW Pine Island Road, Cape Coral, FL 33991. We are an equal opportunity employer.

HELP WANTED SALES

Sales/AE - Film/video production company in Billings, MT. Fax (406) 656-0124 to request job description.

HELP WANTED MARKETING

MARKETING DIRECTOR

KABB-TV, in beautiful San Antonio, Texas, is looking for a Marketing Director. KABB-TV, a River City Broadcasting station, is one of the leading independent television stations in the country. In January 1995 KABB-TV will affiliate with United Paramount Network.

KABB-TV's Marketing Director serves as the key advisor to the General Manager and the senior management teams in the development and consistent implementation of a unique station positioning strategy. The Marketing Director is responsible for developing and implementing the following: advertising creative; on-air promotion; on-air designs; print design; media planning/buying; sales materials; publicity/public relations; community events; public affairs and any related audience development projects.

Qualifications: Leader, visionary, team player and big picture thinker who understands the role and goals of each department. Must have ability to transcend organizational boundaries to create strong working teams involving staff throughout the station. Must be highly organized, have excellent oral and written communication skills and be able to teach others. Successful experience in broadcast marketing with strong experience in news is required. Bachelor's Degree in Marketing Communications, Journalism or related field required.

Please send your resume and cover letter to:

**GENERAL MANAGER, KABB-TV,
4335 N.W. LOOP 410,
SAN ANTONIO, TX 78229.**

No phone calls, please.
KABB-TV is an Equal Opportunity Employer.

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.

WE'LL GIVE YOU ALL THE CREDIT

VISA

MC

AMEX



Fax: 212-206-8327
or mail to: Antoinette Fasulo
245 West 17th Street
New York, NY 10011

Creative Services Account Executive: TV sales experience and knowledge of production procedures required. Will find, educate and sell prospective users of video. Work directly with clients in developing and producing new ideas. Must be creative and aggressive, with good people skills and strong self-discipline. Send resume/tape to: Personnel, WTVG, P.O. Box 1150, 410 West 6th Street, Chattanooga, TN 37401. No phone calls. Equal opportunity employer.

National Account Executive. Sinclair Broadcast Group is growing and expanding. We are presently interviewing for the position of National Account Executive. Individuals will be based in Chicago and Los Angeles. These individuals will be our spot sales liaison between our stations and our rep firms. Individuals must have at least three years TV broadcast experience and have a proven record of overachievement in their broadcast career. Please send a detailed work history of achievement to: Steve Marks, General Manager, WBFF-TV Fox 45, 2000 West 41st Street, Baltimore, MD 21211. WBFF-TV and Sinclair Broadcast Group are equal opportunity employers.

Are you at a dead end selling dead air? There is more money, freedom and security if you can handle steady regional travel presenting polished multi-media advertising campaigns to car dealers. DMA-based territories open nationwide. Join an innovative company with a solid national reputation for quality production and results. Submit resumes and earnings goals to: ECI, 301 Canberra Court, Hermitage, TN 37076 or Fax to 615/254-6925.

Account Executive. WJYS-TV Chicago start-up independent from HSN to a general market format will hire 3 experienced, salespersons. TV, radio or cable background in local direct retail and agency sales. Draw \$5,000 a month for three months. Salespersons will have the opportunity to demonstrate managerial capability for promotion to available sales management positions. This is one of the greatest opportunities afforded a person who wants to make a lot of money because of the extraordinary chance to begin selling on the ground floor in an explosive television market approaching \$700,000,000 in spot sales. Women/minorities encouraged to apply P.O. Box 573, Tinley Park, IL 60477.

HELP WANTED PROGRAMMING PRODUCTION & OTHERS

RACING PRODUCER

Producer/director with experience in live and packaged horse racing productions. Must have full command of all levels of modern production techniques, including program formatting, editing and graphic design. Must also have strong management/organizational skills and working knowledge of the capabilities of state of the art technical equipment. High production standards a must.

**STEVE SCHWARTZ,
Box C-200
EAST RUTHERFORD, NJ 07073**

WFSB, a Post-Newsweek Station, is seeking an experienced Assistant Director to assist staff in all phases of newscast preparation and function as backup and vacation relief director. Send resume to Jeff Jeandheur, Production Manager, 3 Constitution Plaza, Hartford, CT 06103-1892. EOE.

If you're tired of the station grind, this is the job for you. Top-quality, Central Florida production company in search of a Videographer who adds experience and creativity to our successful team. Film experience is extremely helpful. Fax resume to (813) 289-2839 and call Joseph at (813) 289-2744.

Fast paced, energetic, entertainment oriented production facility seeks an editor with 3-5 years experience on-line editing. Working knowledge of GVG 151, K-Scope, and 200 switcher preferred. Creativity and excellent client relation skills a must. Send resume and salary requirements to: Editor Search, 1899 Ninth Street, NE, Washington, DC 20018.

Producer/Director with experience in arts/cultural programming to make television documentaries which focus on the creative process of individual artists. Must have experience as producer of actuality documentaries, ability to develop strong characters, and understanding of how to follow a creative process over the course of a 30 to 60 minute film. Long-term contract position. Please send resume and 1/2" NTSC sample tape (choose work which best reflects your ability to meet above requirements) by October 28, 1994 to Box 00151 EOE.

HELP WANTED PROGRAMMING PROMOTION & OTHERS

KSAT-TV

KSAT-TV, now a Post-Newsweek Station, is seeking a **PROMOTIONS PRODUCER/EDITOR**. Responsibilities: Write and edit daily topicals for AM and Noon newscasts. Generate ideas for interview/feature segments of same shows. Qualifications: Excellent writing ability, strong editing skills required. News promotion experience preferred. Location production experience a plus. Send resume to:

Ginny Griffith, Personnel Administrator,
KSAT-TV, • P.O. Box 2478,
San Antonio, TX 78298.

No phone calls. Any job offer contingent upon results of substance abuse testing. EOE/M-F/DV/AA.

Promotion Manager - A group-owned, 100+ market-leader, NBC affiliate is seeking a candidate to lead our programming and news promotion efforts. If you're creative, aggressive, and have hands on skills and are good at planning and implementing promotion campaigns, we might have the opportunity you've been looking for. Excellent fringe benefits package and opportunity to work in a first-rate organization. Send resume to Box 00146 EOE.

BLIND BOX RESPONSE

Box Number
245 West 17th St.
New York New York 10011
Tapes are now accepted

Creative Services/Marketing Manager: News is our priority at Emmy Award winning KTNV-TV, ABC, Las Vegas. We are looking for an innovative and creative strategic thinker. Can you write, produce and edit spots that make a difference? Must have an understanding of print, radio and sales marketing concepts. This is your opportunity to live in the fastest growing city in America. Candidates must have leadership skills, 3-5 years experience as a promotions producer. Send resume, tape, and starting salary requirements to: General Manager, KTNV-TV, 3355 South Valley View Boulevard, Las Vegas, NV 89102. Women and minorities are encouraged to apply. EOE.

Promotion Writer/Producer. Come to the beach! WCIV-TV has an immediate opening in Charleston's hottest promotion department for a highly creative, aggressive, self-motivated writer/producer. Minimum two years experience in writing, editing and producing news image spots and topicals. Send non-returnable Beta or 3/4" tape and resume immediately to Chris Friedrichs, WCIV, POB 22165, Charleston, SC 29413-2165. No beginners and no phone calls please. EOE, M/F.

Promotion Assistant. Organized, creative promotion assistant needed for top ABC affiliate in Buffalo, New York. Must have two (2) years of broadcast promotion experience. Ability to handle many projects at once, television news promotion and sales marketing concepts. Must have an interest for the business and the community we serve. Please send resumes and tapes to John DiSciullo, Vice President of Promotion and Marketing, WKBW-TV, 7 Broadcast Plaza, Buffalo, New York 14202. No phone calls please. WKBW-TV is an equal opportunity employer.

Promotion Director: WICD television seeks a promotion director. Responsible for promotion and marketing of all station programs, products and projects. Requirements include ability to shoot and edit videotape, write television copy, interact with business and community leaders, and meet constant deadlines. Send resume, videotape, references and salary requirements to: Les Vann, Vice-President/Station Manager, WICD Television, 250 South Country Fair Drive, Champaign, IL 61821. EOE.

HELP WANTED RESEARCH

TV SYNDICATION RESEARCH ANALYST

Immediate opening for research analyst with at least 1 year experience in TV or advertising research with a syndicator, rep firm, agency or station; solid knowledge of Nielsen data resources; PC proficiency; strong analytic and solid presentation writing skills; ability to work well within deadline-oriented business. Competitive salary and excellent benefits. Send resume/salary requirements to:

Group W Productions, Human Resources,
3801 Barham Boulevard,
GROUP W PRODUCTIONS Los Angeles, CA 90068. EOE/AA.

SITUATIONS WANTED NEWS

Miss Universe finalist from Caribbean, 2 years anchor/reporting/hosting. Management: Cathy St. George. P.O. Box 93773, LA, CA 90093 (213) 883-1651.

Award-winning News Director/Correspondent with 16 years experience. Business news a specialty. Took elite 20-man team to the top at major broadcasting organization. Reply to Box 00143.

SITUATIONS WANTED PROGRAMMING PRODUCTION & OTHERS

TV Producer, experience with on-air image, news and station promotions, seeking position in Promotions, Production or Programming. Creative, aggressive, team player with leadership skills. Committed to excellence. My experience will knock your socks off! Computer graphic literate. Bilingual: English-Spanish. 7 years experience in the 5th TV market. (415) 898-9843.

RESUMES

RESUMES RESUMES

If your resume isn't a "WINNER", it's a "KILLER". Do it right, call: Career Resumes - Free consultation, 800/800-1220. Free Critique and price quote, 800-927-4611 Fax.

PROGRAMMING SERVICES

NWN SportsCentral!

**Daily TV Sportscasts
with talent via satellite!**

- Custom Localized or National Feed.
 - Great for Foxes, Indies, and Hybrids.
 - Short-form stand alone :60 sec. saleable inserts and long-form product.
 - Cash for Custom Cuts • Barter for National Cuts
- Edward St. Pé at NWN 601-352-6673

SEMINARS

INCREASE THE PRODUCTIVITY OF YOUR SALES STAFF

In today's ultra-competitive and changing environment being smart and aggressive is not enough. Performance levels must be raised. Make the most of your most important resource, your salespeople with a customized-

SALES IMPROVEMENT SEMINAR
by MARTIN ANTONELLI
(over 20 years in the TV Industry)
Call for free information packet

**ANTONELLI MEDIA
TRAINING CENTER
(212) 206-8063**

CABLE

HELP WANTED PROGRAMMING
PROMOTION & OTHERS

TNN: The Nashville Network, located in Nashville, TN is looking for a talented, experienced Promotions Writer/Producer. Responsibilities include creating, planning and developing on-air promotional and advertising materials for TNN. Successful applicant will have at least one year experience in creating, writing and producing on-air campaigns. Send resume with cover letter and tape to: TNN, Human Resources, 2806 Opryland Drive, Nashville, TN 37214. We are an equal opportunity employer.

ALLIED FIELDS

HELP WANTED INSTRUCTION

University of Arkansas at Little Rock. Faculty Position. Radio, Television and Film Department seeks assistant professor tenure-track faculty member to teach courses at undergraduate level beginning either January or August 1995. Ph.D. required. Media experience beneficial. Candidate should be able to teach in at least two of the three following areas: programming, regulations, and international media and in one or more of the the following: writing, emerging technologies, production, news, sales, management, or film theory. Other duties include student advising and committee work. Send letter of application indicating research and teaching interests, along with curriculum vitae and contact information for three references to: Dr. Lynn Wilson, Chair, Department of Radio, Television and Film, University of Arkansas at Little Rock, 2801 South University, Little Rock, AR 72204. Application deadline October 31, or until filled. Application review will begin immediately. The University of Arkansas at Little Rock is an equal opportunity affirmative action employer and actively seeks the candidacy of minorities, women, vietnam era veterans and persons with disabilities. Under Arkansas law, all applications are subject to disclosure.

HELP WANTED TECHNICAL

Global Access is expanding. Immediate openings for Satellite Coordinators based in Boston. Experience in booking satellite time and facilities required. College degree preferred. Fax resumes to 617-720-0803 or send to Human Resources, Global Access, 205 Portland Street, Boston, MA 02114. No telephone calls please! Global Access is an equal opportunity employer.

HELP WANTED MANAGEMENT

Racing Information Broadcaster. Los Angeles-area's two major racetracks are seeking a broadcast professional to convey daily racing information to radio stations and telephone results lines. Some knowledge of Spanish preferred. Send resume and demo tape before October 25 to Racing Broadcast Position, P.O. Box 60014, Arcadia, CA 91106-6014. No phone calls please.

EMPLOYMENT SERVICES

Just For Starters: Entry-level jobs and "hands-on" internships in TV and radio news. National listings. For a sample lead sheet call: 800-680-7513.

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

JOBPHONE®

Inside Job Openings, Nationwide

- PRESS**
- 1 Radio Jobs, updated daily
 - 2 Television Jobs, updated daily
 - 3 Hear "Talking Resumes"
 - 4 To record "Talking Resumes" and employers to record job openings
 - 5 Entry level positions

1-900-726-JOBS

1199 per min. JOBPHONE, NEWPORT BEACH, CA

NEWSEARCH

Television Management

- Producers • Executive Producers
- Assignment Managers • News Directors

We are the only television executive recruitment firm that specializes in placing you. Forward resume and job requirements to:

P.O. Box 3026
Seal Beach, CA 90740-2026

TV JOBS

We save you time.
We save you money.

Medialine
THE BEST JOBS ARE ON THE LINE
for more about how you can get daily updated job information call
800-237-8073
Since 1986

JOB OPPORTUNITIES NATIONALLY

- Professional, Technical & Production
 - Cable & Broadcast TV, Film...
- 2x month, 6 issues/\$35, 12/\$60, 22/\$95.

Subscribe today. Send check/MO to:
ENTERTAINMENT EMPLOYMENT JOURNAL™
Dept. 550, 7095 Hollywood B. #815
Hollywood, CA 90028
For more info call: (800) 335-4335
In CA: (213) 969-8500

California Broadcast Job Bank

For application information call
(916) 444-2237

California Broadcasters Association

1-900-40-RTNDA

Updated Daily

RTNDA Job Service

85 cents a minute. Listings free.
Call 202-659-6510 (Fax 202-223-4007).



Radio-Television News Directors Association
1000 Connecticut Ave., N.W., Suite 615
Washington, D.C. 20036

BROADCASTING & CABLE'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to BROADCASTING & CABLE, Classified Department, 245 West 17th Street, New York, NY 10011. For information call (212) 337-7073 and ask for Antoinette Fasulo.

Payable in advance. Check, money order or credit card (Visa, Mastercard or American Express). Full and correct payment must be in writing by either letter or Fax (212) 206-8327. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

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

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

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement. Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter or reject any copy.

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

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

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

Blind Box Service: (In addition to basic advertising costs) Situations Wanted: No charge. All other classifications: \$20 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING & CABLE will now forward tapes, but will not forward transcripts, portfolios, writing samples, or other oversized materials; such are returned to sender. Do not use folders, binders or the like. Replies to ads with Blind Box numbers should be addressed to: Box (number), c/o Broadcasting & Cable, 245 W. 17th Street, New York, NY 10011

Confidential Service: To protect your identity seal your reply in an envelope addressed to the box number. In a separate note list the companies and subsidiaries you do not want your reply to reach. Then, enclose both in a second envelope addressed to CONFIDENTIAL SERVICE, Broadcasting & Cable Magazine, at the address above.

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

Entry level TV News Reporter confirmed leads over the phone, not 900. One time charge of \$60.00. Use it as long as you need it. Send check to M.C.S., Box 502, Santa Ysabel, CA 92070. (619) 788-1082.

TV Reporters, Anchors and Producers!!! You deserve the best chance to achieve your career goals. *NewsDirections* can help. Affordable, professional. (800) 639-7347.

FOR SALE STATIONS

FOR SALE

Full-day, individual seminar for radio investors, given privately to you. Group owner/operator with 26 years experience and ex-NAB General Counsel explain station search, negotiation, financing FCC rules, takeover, and many other topics you choose. Learn how to buy in today's environment. Call Robin Martin or Erwin Krasnow today for details and a brochure.

The Deer River Group
Washington, DC - (202) 659-3331

RADIO DUOPOLY/ SOUTHEAST/CAPITAL CITY

**Positive cash flow.
Attractive Multiple.
MediaOne, Inc.
(615) 259-4607**

MIDWEST

Profitable, Class A FM available in solid very small market. Tower, building, equipment included in sale. Principals only please. Reply to Box 00148.

Hispanic and Urban AMs in major Florida markets, profit plus sunshine. Also good properties in Florida Keys. Beckerman Associates, 813-971-2061.

Must sell. Rocky Mountain FM. Needs owner/operator in booming ski and resort area. 602-645-8181.

Texas FM-A 300k two city population. Firm \$250k. P.O. Box 160583, Austin, TX 78716.

Priced to sell. Two AM/FM combos in Oregon. One power giant. Positive cash flows. Principals only. 619-772-1715.

For Sale 50kw AM and Class C FM in fast growing Southwestern Top 50 market city. Serious buyers only. Call 808-845-1111. P.O. Box 25670, Honolulu, HI 96825.

WANTED TO BUY STATIONS

Broadcaster Buying Stations. Distressed, non-performing, silent or CP's. FM's only in markets 30,000+. Fax or call (206) 270-9636.

EDUCATIONAL SERVICES

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

FOR SALE EQUIPMENT

Broadcast equipment (used): AM/FM transmitters, RPU's, STL's antennas, consoles, processing, turntables, automation, tape equipment, monitors etc. Continental Communications, 3227 Magnolia, St. Louis, MO 63118. 314-664-4497, Fax 313-664-9427.

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

WANTED TO BUY EQUIPMENT

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

FINANCIAL SERVICES

BROADCAST & OTHER FINANCING

PROPOSALS & PLANS

Expert Financial Consulting
Troubleshooting/Business Plans/
Financing Proposals/Acquisition and
Startup Funding Assistance
Vince Bellino 914-698-0900

Broadcasting & Cable **Classifieds**

Order Blank (Fax or Mail)

CLASSIFIED RATES

Display rate: Display ads are **\$148** per column inch. Greater frequency rates are available in units of 1 inch or larger.

Non-Display rates: Non-Display classified rates (straights) are **\$1.70** per word with a minimum charge of **\$34** per advertisement. Situations Wanted rates are **85** cents per word with a minimum charge of **\$17** per advertisement.

Blind Boxes: Add **\$20.00** per advertisement

Deadlines: Copy must be in typewritten form by the Monday prior to publishing date.

Category: **Line ad** ☐ **Display** ☐

Ad Copy: _____

Date(s) of insertion: _____

Amount enclosed: _____

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Authorized Signature: _____

Payment:

Check ☐ Visa ☐ MasterCard ☐ Amex ☐

Credit Card #: _____

Name on Card: _____

Exp. Date: _____ Phone: _____

Clip and Fax or Mail this form to:

B & C

245 W. 17 Street ▲ NYC 10011

Attention: Antoinette Fasulo

FAX NUMBER: 212-206-8327

NOTICE

**Effective immediately,
Classifieds will be handled out of the
New York Office.**

The new Classified Manager is

Antoinette Fasulo

212-337-7073

or Fax 212-206-8327



Please update your records

Indies and PTAR

EDITOR: While the Association of Independent Television Stations obviously does not agree with the conclusions drawn in your Oct. 3 editorial "Decision whose time has come," I suspect we would both agree on the consequences of repealing the off-network provisions of PTAR: to wit, that many "A" grade off-net programs would end up on Big Three affiliates, with the independents (including Fox, Paramount and WB affiliates) having to settle for "B" grade shows at a higher price than those latter shows now command. If this wouldn't be the result, there would be no reason for the proponents to favor repeal.

Far from leveling the marketplace as your editorial suggests, this would strengthen the strongest stations in a market while putting the smaller, weaker stations at an even greater competitive disadvantage. Help me here: If a principal goal of communications policy is to foster a diversity of voices, it would certainly appear that elimination of PTAR would have a perversely opposite effect (and this does not even factor in the negative impact repeal would have on the availability of first-run access shows).

Two weeks ago Ted Turner predicted that soon we would have "four or five mega-companies that control everything we see." Congressmen Markey and Fields referred to the "profound changes in the relationships between studios, networks and ultimately licensees" brought on by repeal of the fin-syn rules.

We would probably both agree that PTAR would be a hindrance (albeit a minor one) to some of the mega-mergers which have been talked about of late. BROADCASTING & CABLE concludes that everything in the path of such super-combinations should be swept aside. I would suggest that a far higher priority for the FCC should be to determine if all this consolidation and concentration which is being anticipated will be in the public interest. PTAR should certainly be a part of this wide-ranging inquiry inasmuch as it has served to give the smaller and weaker sta-

tions—those most likely to be left behind in the merger-mania—a better opportunity to compete against the big guys.

Finally, how can you say that the "last thing this industry needs is another inquiry into the prime time access rule" when the last full commission inquiry focused on PTAR was undertaken nearly 20 years ago? During the intervening years, parties have occasionally referenced PTAR in the context of other proceedings, but the commission has never conducted another wide-ranging inquiry into PTAR itself.

As a consequence, can it be said that "the record has been done to death"? Pray tell, what record? Other than brief comments filed this summer on the specifics of three PTAR petitions, the rest of the record is probably in the commission's archives in Beltsville because it is so ancient. More important, PTAR has never been evaluated in the post-fin-syn environment. The FCC should examine its rule with an eye toward the future, not the past. Whatever record exists, it is largely irrelevant.

Prudent public policy demands deliberate commission review and analysis of PTAR rather than a rush to judgment.—*James B. Hedlund, president, Association of Independent Television Stations, Washington.*

Share and share alike

EDITOR: Laurels to you for admitting that a three-network share provides an incomplete picture of the broad-

cast universe. Darts at you because the four networks still present only a fragmentary view of the total viewership pie (basic cable, pay cable, independent and PBS viewing are also reported alongside the four networks in Nielsen's weekly pocketpiece).

Last year, over 52 weeks, cable plus superstations delivered 27 prime time share points. That's seven more than CBS—the "number one network"—and only one less than NBC and Fox combined!

BROADCASTING & CABLE's uncertainty as to whether this season's network share loss is a continued trend or a hiccup is what's of real concern. Perhaps BROADCASTING & CABLE doesn't foresee a day when cable's audience is greater than that of the four networks combined. I, however, look forward to reading about that milestone in an aptly retitled publication: CABLE & BROADCASTING.—*William M. Sternberg, president, Network Broadcast Marketing Consultants Inc., New York.*

Shrinking world

EDITOR: Regarding the timeliness of your new "Telemedia Week" department.

We've been seeing broadcast/cable invite the computer world to our conventions and the like; now we see that discipline begin to bring broadcasters to keynote their functions.

We have met convergence and it is us.—*William S. Murray, director, information systems and strategic technology, Tribune Broadcasting, Chicago.*

Call for authors

BROADCASTING & CABLE and Focal Press are seeking authors for a new series of books to be written by and for broadcast and cable professionals, addressing topics essential to their needs.

The books will be sponsored by BROADCASTING & CABLE and will be published internationally by Focal Press, a leading publisher of books and videos about media topics.

Areas of interest include, but are not limited to: telco entry, new distribution technologies, high-definition television, ratings, interactive programming and management issues. Books that cover innovative ideas and practical solutions are encouraged.

For more information or to submit a proposal please contact Marie Lee, Acquisitions Editor, Focal Press, 313 Washington St., Newton, Mass. 02158-1626.

For the Record

OWNERSHIP

Granted

WFPA(AM) Ft. Payne, AL (BAL940815EB)—Action Oct. 3.

KPOM-TV Fort Smith, AR (BTCCT94-0922KF)—Action Oct. 4.

KFAA(TV) Rogers, AR (BTCCT940022-KG)—Action Oct. 4.

KCRZ(FM) Tucson, AZ (BALH940818GE)—Action Oct. 6.

WBSA(AM) Boaz, AL (BAL940701EI)—Action Oct. 4.

KOQQ(FM) Bakersfield, CA (BAPLH-940816GH)—Action Oct. 3.

KHSL-TV Chico, CA (BTCCT940518KE)—Action Oct. 4.

KBAI(AM) Morro Bay, CA (BAL940-810EA)—Action Oct. 4.

KCEC(TV) Denver (BTCCT940811KH)—Action Oct. 7.

KNUS(AM) Denver (BAL940803EB)—Action Sept. 7.

WSRV(FM) Smyrna, DE (BAPH9403-11GJ)—Action Sept. 2.

WKGT-FM Century, FL (BAPH940701-GK)—Action Oct. 5.

WSVE(AM) Jacksonville, FL (BAL940919-EB)—Action Oct. 7.

WEYS(TV) Key West, FL (BAPCT94090-

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.

9KE)—Action Oct. 5.

WPAS(AM) Zephyrhills, FL (BAL94-0809EA)—Action Sept. 29.

WJPC(AM) Chicago (BAL940629GE)—Action Aug. 31.

WJPC-FM Lansing, IL (BALH940629GF)—Action Aug. 31.

WGBD(FM) Attica, IN (BALH940714GG)—Action Oct. 3.

KZWA(FM) Lake Charles, LA (BTCH940-822GK)—Action Sept. 7.

WWTL(AM) Walkersville, MD (BTC940-103EA)—Action Oct. 5.

WMOX(AM) Meridian, MS (BTC94091-9EC)—Action Oct. 7.

KDBB(FM) Bonne Terre, MO (BALH940-706GM)—Action Sept. 6.

KHCR(FM) Potosi, MO (BAPH931020GI)—

Action Sept. 2.

WKOL-FM Amsterdam, NY (BALH940621-GG)—Action Oct. 3.

WTIK(AM) Durham, NC (BAL940718EA)—Action Oct. 6.

WXRC(FM) Hickory, NC (BALH940726GG)—Action Oct. 5.

WGMA(AM) Spindale, NC (BTC940912-EA)—Action Oct. 6.

WJTD(FM) McArthur, OH (BAPH940315-GE)—Action Sept. 7.

WARQ(FM) Columbia, SC (BALH940803-GI)—Action Oct. 6.

WSMT-FM Sparta, TN (BPH940527IB)—Action Oct. 3.

WXOL(AM) Oshkosh, WI (BAL940812-EA)—Action Oct. 6.

WZZW(FM) Milton, WV (BALH940819GH)—Action Oct. 6.

KIMX(FM) Laramie, WY (BALH940818-GF)—Action Oct. 4.

FACILITIES CHANGES

Applications

Miami WLTW(TV) ch. 23—WLTW License Partnership GP seeks CP to change ERP vis: 4,470 kw; 1000 kw; ant. 297 m.; TL: 1255 NW 210th St., Miami, Dade Co., FL.

Allentown, PA WAEB(AM) 790 khz—CRB Broadcasting of Pennsylvania Inc. seeks CP

SERVICES

BROADCAST DATABASE dataworld[®]

MAPS

Coverage: Terrain Shadowing
Allocation Studies • Directories
P.O. Box 30730 301-652-8822
Bethesda, MD 20814 800-368-5754

EDS[®]

A Div. of Moffet, Larson & Johnson, Inc.
• AM, FM, TV, H-group databases
• Coverage, allocation and terrain studies
• FCC research
703 824-5666 FAX: 703 824-5672

DSI

RF Systems, Inc.
• Transmitter and Studio Installation
• RF Test and Measurement
• Microwave and Satellite Engineering and Installation
908-563-1144 24A World's Fair Drive
Somerset, NJ 08873

Stainless, inc.

New Towers, Antenna Structures
Engineering Studies, Modifications
Inspections, Erection, Appraisals
North Wales, PA 19454
215 699-4871 FAX 699-9597

Shoolbred Engineers, Inc.

Structural Consultants

Towers and Antenna Structures
Robert A. Shoolbred, P.E.

1049 Morrison Drive
Charleston, S.C. 29403 • (803) 577-4681

LDL

COMMUNICATIONS, Inc.

RF DESIGN & INSTALLATION SPECIALISTS
LARCAN/LARCAN-TTC TRANSMITTERS
ALAN DICK ANTENNAS & COMBINERS
LEBLANC TOWER SYSTEMS
14440 CHERRY LANE CT. LAUREL MD 20707
TEL: 301-498-2200 FAX: 301-498-7952

IDB

FOR WORLDWIDE
SATELLITE
TRANSMISSION
SERVICES CONTACT:

IDB COMMUNICATIONS GROUP
10525 WEST WASHINGTON BLVD.
CULVER CITY, CA 90232-1922
213-870-9000 FAX: 213-240-3904

NATIONWIDE TOWER COMPANY

ERECTOR - DISMANTLES - ANTENNA - RELAMP
ULTRASOUND - STRUCTURAL ANALYSIS - PAINT
INSPECTIONS - REGUY - ENGINEERING

P.O. BOX 130 POOLE, KY 42444-0130
PHONE (502) 533-6600 FAX (502) 533-0044
24 HOUR EMERGENCY SERVICE AVAILABLE

KCI

Tower Design and Analysis
Tower Inspections
Tower Design Modifications
Construction Inspection
"Stealth" Techniques
Public Involvement Programs
Simulated Video Imaging

4001 Six Forks Road, Suite 200 • Raleigh, NC 27609 • (919) 783-0214
Internet: towers@kci.com

WOW! WHAT A LOW RATE!

TELECONFERENCING AS LOW AS
Reserve your next conference call by calling
Eagle Teleconferencing Services
212-758-3283

contact BROADCASTING MAGAZINE

1705 DeSales St., N.W.
Washington, D.C. 20036
for availabilities
Phone: (202) 659-2340

PROFESSIONAL/SERVICE DIRECTORY RATES

52 weeks - \$55 per insertion
26 weeks - \$70 per insertion
13 weeks - \$85 per insertion

There is a one time typesetting charge of \$20. Call (202) 659-2340.

PROFESSIONAL CARDS

du Treil, Lundin & Rackley, Inc.
A Subsidiary of A.D. Ring, P.C.

240 North Washington Blvd.
Suite 700
Sarasota, Florida 34236
(813) 366-2611

MEMBER AFCCE

CARL T. JONES
CORPORATION

CONSULTING ENGINEERS
7901 YARNWOOD COURT
SPRINGFIELD, VIRGINIA 22153
(703) 569-7704
MEMBER AFCCE

LOHNES AND CULVER
CONSULTING RADIO ENGINEERS

8309 Cherry Lane
Laurel, MD 20707-4830
(301) 776-4488



Since 1944

Member AFCCE

**COHEN, DIPPELL AND
EVERIST, P.C.**

CONSULTING ENGINEERS

1300 "L" STREET, N.W. SUITE 1100
WASHINGTON, D.C. 20005
(202) 898-0111
Member AFCCE

MLJ
Moffet, Larson & Johnson, Inc.
Consulting Telecommunications Engineers

Two Skyline Place, Suite 800
5203 Leesburg Pike
Falls Church, VA 22041
703-824-5660
FAX: 703-824-5672
MEMBER AFCCE

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS

Box 280068
San Francisco, California 94128



707/996-5200
202/396-5200

e-mail: engr@h-e.com

CARL E. SMITH
CONSULTING ENGINEERS

AM-FM-TV Engineering Consultants
Complete Tower and Rigging Services
"Serving the Broadcast Industry
for over 50 Years"
Box 807 Bath, Ohio 44210
(216) 659-4440

Jules Cohen & Associates, P.C.
Consulting Electronics Engineers

Suite 600
1725 DeSales, N.W.
Washington, D.C. 20036
Telephone: (202) 659-3707
Teletype: (202) 659-0360
Member AFCCE

**E. Harold Munn, Jr.,
& Associates, Inc.**

Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

Mullaney Engineering, Inc.
Consulting Telecommunications Engineers

9049 Shady Grove Court
Gaithersburg, MD 20877
301-921-0115

Member AFCCE

HATFIELD & DAWSON
CONSULTING ENGINEERS

4226 SIXTH AVE. N.W.
SEATTLE, WASHINGTON 98107
(206) 783-9151; Facsimile: (206) 789-9834
MEMBER AFCCE

F.W. HANNEL & ASSOCIATES
Registered Professional Engineers

911 Edward Street
Henry, Illinois 61537
(309) 364-3903
Fax (309) 364-3775



**Radio/TV Engineering
Company**
"Serving Broadcasters over 35 years"

Consultants: Horwood J. Patterson, Pres.
1416 Hollister Lane Los Osos, Ca. 93402
Ph. (805) 520-1996 & Fax: (805) 520-1902

C.P. CROSSNO & ASSOCIATES
CONSULTING ENGINEERS

P.O. BOX 180312
DALLAS, TEXAS 75218
TELECOMMUNICATIONS (FCC, FAA)
CHARLES PAUL CROSSNO, P.E.
(214) 321-9140 MEMBER AFCCE

JOHN F.X. BROWNE & ASSOCIATES
CONSULTING ENGINEERS

BLOOMFIELD HILLS Broadcast • Cable
810-642-6226 • Wireless •
WASHINGTON
202-293-2020 Member AFCCE

D.C. WILLIAMS, P.E.
Consulting Radio Engineer
Member AFCCE
Post Office Box 1888
Carson City, Nevada 89702
(702) 885-2400



COMMUNICATIONS TECHNOLOGIES INC.
BROADCAST ENGINEERING CONSULTANTS

Clarence M. Beverage
Laura M. Mizrahi

P.O. Box 1130, Marlton, NJ 08053
(609) 985-0077 • FAX: (609) 985-8124

contact
BROADCASTING MAGAZINE
1705 DeSales St., N.W.
Washington, D.C. 20036
for availabilities
Phone: (202) 659-2340

STEVEN J. CROWLEY, P.E.
Consulting Engineer

1133 15th St., N.W., Suite 1200
Washington D.C. 20005
Telephone (202) 223-1101
Fax (202) 223-0806
Member AFCCE

Suffa & Cavell, Inc.

Consulting Engineers
10300 Eaton Place, Suite 450
Fairfax, Virginia 22030
(202) 332-0110 (703) 591-0110
Fax (703) 591-0115
Member AFCCE



**SPECTRUM
ENGINEERING COMPANY**

BILL CORDELL, P.E.
11111 Katy Freeway, Suite 360
Houston, Texas 77079
(800) 966-8885 Fax: (713) 984-0066
Communications Engineering Consultants
Member AFCCE

DON'T BE A STRANGER

To: Broadcasting & Cable's 117,323 Readers
Display your Professional or Service Card here
It will be seen by station and cable TV system
owners and decision makers

* 1989 Readership Survey showing 3.7 readers
per copy

**George Jacobs
& Associates, Inc.**
Consulting Broadcast Engineers
Domestic & International
Member AFCCE

Suite 410 8701 Georgia Ave.
(301) 587-8800 Silver Spring, MD
20910

AFCCE
Association of
Federal Communications
Consulting Engineers

P.O. Box 19333
20th Street Station
Washington, DC 20036
(810) 642-6226 / (202) 293-2020

PROFESSIONAL/SERVICES DIRECTORY NEW RATES, EFFECTIVE JANUARY 1, 1994

52 weeks - \$55 per insertion
26 weeks - \$70 per insertion
13 weeks - \$85 per insertion

to relocate day site to night site located at MacArthur & Church St., Whitehall, PA.

Camas, WA KMUZ-FM 94.7 mhz—Granted app. of Pacific Northwest Broadcasting Corp. for CP to change ERP: 15 kw and class C2 (per docket 92-241).

Actions

Northpoint, AL WLXY(FM) 100.7 mhz—Granted app. of Warrior Broadcasting Inc. for mod. of CP to make changes: ERP: 11.6 kw; ant. 148 m.; TL: 1.6 km NNE of Union Grove Church in Tuscaloosa Co., AL (existing tower) and to change antenna supporting structure height. (per MM docket 88-544). Action Sept. 8.

Uniontown, AL WVFG(FM) 107.5 mhz—Granted app. of James Wilson III for mod. of CP to make changes: ERP: 6 kw; ant. 100 m.; TL: 7 km S of Uniontown, AL. Action Oct. 6.

San Francisco KRQR(FM) 97.3 mhz—Granted app. of CBS Inc. for CP to make changes; ant. 309 m.; TL: top of Wolfback Ridge Rd., Sausalito, CA. Action Sept. 30.

Corydon, IN WGZB-FM 96.5 mhz—Dismissed app. of Power Communications Inc. for CP to make changes: ERP: 2.348 kw; ant. 158 m. TL: Doolittle Hill Rd. at Lotticks Corner Rd.; Harrison Co.; Elizabeth, IN. Action Sept. 28.

Keokuk, IA KYAT(FM) 96.3 mhz—Granted app. of David Lister for changes: ERP: 18 kw; ant. 253 m.; TL: SW 1/4 of NW 1/4 of NE 1/4

of section 19; Des Moines Township, Clark Co., Mo.; antenna supporting structure height. Action Sept. 28.

New Orleans WYLD-FM 98.5 mhz—Dismissed app. of Snowden Broadcasting of New Orleans for mod. of CP for changes; change class to C1; TL: 0.5 km E of Parish Rd. and Bayou Bienvenue, Orleans Parish, LA. Action Sept. 27.

Walkersville, MD WWTL(AM) 700 khz—Granted app. of Elijah Broadcasting Corp. for MP to make changes in antenna system. Action Oct. 5.

Havre, MT KPQX(FM) 92.5 mhz—Granted app. of North Montana Broadcasters Inc. for CP to install auxiliary antenna system (for auxiliary purposes only). Action Oct. 6.

Wolfeboro, NH WLKZ(FM) 104.9 mhz—Granted app. of the Fifth Estate Inc. for mod. of CP to make changes: TL: atop Mt. Rowe, Gilford Town, Belknap Co., NH, in Belknap Mtns. Action Oct. 3.

Ocean City, NJ WKOE(FM) 106.3 mhz—Granted app. of Ocean Communications for CP to make corrections of antenna tower coordinates. Action Oct. 4.

Bellevue, OH WNRN(FM) 92.1 mhz—Granted app. of Bellevue Community Broadcasting Inc. for CP to make changes: ant. 32 m.; TL: 4731 State Rte 4 and to change antenna supporting structure height. Action Sept. 7.

Shadyside, OH WEEL(FM) 95.7 mhz—Dismissed app. of Ohio Valley Communications Inc. for CP to make changes: ERP: 5 kw; change class to B1 (per MM docket 88-544). Action Sept. 8.

Altoona, PA WFGY(FM) 98.1 mhz—Granted app. of Logan Broadcasting Inc. for CP to make changes: ant. 287 m.; TL: Wopsonnock Mtn., Blair Co., Altoona, PA. Action Oct. 2.

Pittsburgh WDSY-FM 96.5 mhz—Granted app. of ECI License Co. for CP to make changes; antenna supporting-structure height. Action Sept. 28.

Cidra, PR WBRQ(FM) 97.7 mhz—Granted app. of American National Broadcasting Corp. for CP to make changes: ERP: 4.4 kw; ant. 274 m. Action Sept. 22.

Gainesville, TX KPXG(FM) 107.9 mhz—Granted app. of 107.9 Inc. for mod. of CP to make changes: ERP: 2.75 kw; ant. 546 m.; TL: 2.3 km NNE of intersection of State Rd. 902 and Co. Rd. 3164, rural Cooke Co., TX and to change antenna supporting structure height. Action Oct. 3.

Covington, VA WIQO-FM 100.9 mhz—Granted app. of WKEY Inc. for CP to make changes: ERP: 0.56 kw; ant. 323 m.; TL: atop Fire Mtn., 5.3 mi ENE of Covington, Allegheny Co., VA and to change antenna supporting structure height. Action Oct. 6.

THIS WEEK

- Oct. 18—Broadcast Cable Financial Management Association** regional seminar, Loews Hotel, New York. Contact: Cathy Lynch, (708) 296-0200.
- Oct. 18—IRTS Foundation** dinner, "The Media on Trial: Guilty or Innocent?" The Marriott Marquis, New York. Contact: (212) 867-6650.
- Oct. 18—"Network Television: Meeting the Challenge of Change,"** luncheon programming panel presented by *American Women in Radio and Television*, New York City chapter. Grand Hyatt Hotel, New York. Contact: (212) 481-3038.
- Oct. 18-19—Midwest Telecommunications Exposition**, Grand Wayne Center, Fort Wayne, Ind. Sponsored by the *Indiana, Michigan and Ohio Telephone Association*. Contact: Joan Weston, (614) 221-3231.
- Oct. 18-19—"The Law and Business of Refranchising,"** sponsored by *Women in Cable*. Time Warner National Training Center, Denver. Contact: Christine Bollettino, (312) 634-2335.
- Oct. 18-21—NIMA International's** fifth annual meeting and trade exhibition, The Mirage, Las Vegas. Contact: David Savage, (202) 962-8342.
- Oct. 20—Broadcast Cable Financial Management Association** regional seminar, Sheraton Hotel & Towers, Chicago. Contact: Cathy Lynch, (708) 296-0200.
- Oct. 20-21—Cable Television Operators of Oklahoma** annual meeting and golf tournament, Oak Tree Country Club, Edmond, Okla. Contact: Norita Bales/Jim Walker, (405) 843-8855.
- Oct. 20-22—19th annual Friends of Old-time Radio** convention, Holiday Inn-North, Newark, N.J. Contact: Jay Hickerson, (203) 248-2887.
- Oct. 21—NATPE** exhibitor meeting, Sands Expo Center, Las Vegas. Contact: Jeff Eggleston, (310) 453-4440.
- Oct. 22-23—American Women in Radio and Television** western area conference. Hotel Sofitel Maison, Los Angeles. Contact: Terri Dickerson-Jones, (713) 506-3290.

OCTOBER

- Oct. 24—Washington, D.C.** chapter *Women in*

Datebook

- Cable** 10th annual Benefit Gala, Omni Shoreham, Washington. Contact: Lynn Grosz, (703) 691-8875.
- Oct. 24-25—Cable telecommunications conference** presented by *Oregon Cable Telecommunications Association*, Shilo Inn Suites Hotel-Airport Way, Portland. Contact: Mike Dewey, (503) 362-8838.
- Oct. 24-28—Technology studies seminar** for educators in journalism and mass communication presented by *Freedom Forum Media Studies Center*, Columbia University School of Journalism, New York. Contact: (212) 678-6600.
- Oct. 25—Women in Cable** past president council luncheon, Four Seasons Hotel, Washington. Contact: Tracy Mitchell, (312) 634-2339.
- Oct. 25—John Bayliss Broadcast Foundation** 9th annual media roast, Waldorf-Astoria Hotel, New York City. Contact: Kit Hunter Franke, (408) 624-1536.
- Oct. 25—Cable TV rate filings seminar**, Hyatt Regency Tech Center, Denver. Presented by *URBAN/Telecommunications*. Contact: (202) 416-1640.
- Oct. 25—Broadcast Cable Financial Management Association** regional seminar, Omni Hotel, Atlanta. Contact: Cathy Lynch, (708) 296-0200.
- Oct. 25-26—The Future of Radio & TV: Acquisitions & Finance**, Park Lane, New York. Sponsored by *Kagan Seminars Inc.* Contact: Genni Russell, (408) 624-1536.
- Oct. 26-27—Ohio Association of Broadcasters** annual fall convention, Hyatt on Capitol Square, Columbus, Ohio. Contact: Dale V. Bring, (614) 228-4052.
- Oct. 27—The Future of Wireless Cable: Values**

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

& Finance, Park Lane, New York. Sponsored by *Kagan Seminars Inc.* Contact: Genni Russell, (408) 624-1536.

Oct. 27—Broadcast Cable Financial Management Association regional seminar, The Biltmore Hotel, Los Angeles. Contact: Cathy Lynch, (708) 296-0200.

NOVEMBER

- Nov. 6-9—Canadian Association of Broadcasters/Western Association of Broadcast Engineers** joint convention and national trade show, Winnipeg Convention Centre, Winnipeg, Manitoba. Contact: Nathalie Samson, (613) 233-4035.
- Nov. 30-Dec. 2—Western Cable Show**, Anaheim Convention Center, Anaheim, Calif. Sponsored by *California Cable Television Association*. Contact: Mary Pittelli, (301) 206-5393.
- Nov. 30-Dec. 2—1994 Asia-Pacific Cable and Satellite Summit**, Hong Kong Convention and Exhibition Centre, Hong Kong. Sponsored by *The Institute for International Research*. Contact: (+852) 525-5111 (Hong Kong).

DECEMBER

- Dec. 1-3—MIP Asia**, international film and program market for TV, cable, video and satellite. Hong Kong Convention and Exhibition Centre, Hong Kong. Contact: Barney Bernhard, (212) 689-4220.

JANUARY

- Jan. 5-7—4th annual ShowBiz Expo East**, New York Hilton & Towers. Presented by *Advanced Expositions*. Contact: Gabrielle Bergin, (800) 854-3112.
- 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.
- Jan. 29-Feb. 1—RF Expo West and EMC/ESD International**, San Diego, Calif. Sponsored by *RF design* magazine and *EMC Test & Design* magazine. Contact: Bob James, (202) 371-6700.

Major Meetings

Herbert Weymouth McCord

Herb McCord's undergraduate and postgraduate years at Dartmouth College and Columbia University are proving some of the most lucrative of his life.

It was in school that McCord formed relationships with the partners and backers of Granum Communications, the four-station radio group he began in 1990.

The company was designed as a subsidiary of Granite Capital Group, an investment firm developed by McCord and four partners, three of whom were McCord's fraternity brothers at Dartmouth. The companies were named from a line in the Dartmouth alma mater that refers to "the granite of New Hampshire." Granite in Latin is granum.

"It was like re-creating the movie 'Animal House' and putting together a company at the same time," McCord recalls.

Initially financed with \$5 million, Granum bought KOAI(FM) Dallas and was purchasing WMMO(FM) Orlando, Fla., when another university acquaintance surfaced. McCord knew Henry Kravis of investment firm Kohlberg Kravis Roberts & Co. from Columbia Business School. KKR, looking to finance a start-up company, bought 90% of Granum from Granite.

It was with KKR funds that McCord stepped up to the acquisition plate this summer. Granum spent \$130 million on six Summit Communications stations.

"Nineteen ninety-three was the year the deal market got crazy," McCord says. "There were no deals that we liked. Summit was the first deal that made sense to us."

The purchase will give Granum a duopoly in Dallas, the group's second. McCord says the company's objective is to double up in all markets where it has existing stations. He expects to wrap up one or two additional deals by the end of the year.

At some point, McCord says, the investors would like to buy or merge with another company. Today's trading market makes it difficult to amass a large group at once, he says, and in-market bidders inflate the prices on single-station sales. With KKR's deep



pockets, Granum has no plans to go public, but business-minded McCord says, "If the stock market wanted to pay us 15 times [cash flow for the company], we'd go public tomorrow."

McCord "is happiest doing what he is doing," says fraternity brother and Granite co-chairman Lou Eisenberg. "He personifies enthusiasm and commitment, two of the critical ingredients of a successful partnership."

A former Eagle Scout and fraternity president, McCord says he knew since childhood that his future lay in radio. In college he worked as a disk jockey, but upon receiving his MBA, he went to work in sales planning at *Life* magazine.

He returned to radio in 1967 as a salesman for CBS's rep firm in New York. The job positioned him to become the first station manager of WCBS-FM in 1969 when it broke away from simulcasting with AM.

In 1972, McCord, then 30, moved to TV to become the youngest salesman at the CBS television network.

But the medium proved too structured and bureaucratic for McCord's radio sensibilities, and after a year he left New York for Windsor, Ontario. For the next seven years, he ran one of the most influential music machines in the country, CKLW-AM-FM, serving Detroit and beyond.

It was a time when musicians either rose to fame or sank into obscurity with the turn of a record. CKLW was one of a handful of stations with which musicians begged to curry favor. Rockers including Elton John and Bob Seger were a common sight in the stations' lobby, McCord recalls.

As FM developed and overshadowed AM, McCord brought in DJ Dick Purtan to infuse new life into the AM station. Purtan says he came to the station specifically to work with McCord and was "devastated" when the station manager left 10 months later.

"Herb McCord is the most well-liked guy in the radio business, even by the people he fired," Purtan says.

In 1979, McCord went to work at Greater Media as head of its radio group. During his tenure, Greater Media became one of the fastest-growing companies in the industry.

McCord views his successes in terms of his management style, which he describes as "decentralized" and "collegial," and his ability "to attract good people [and] run good stations well."

"Herb's business acumen is combined with people skills in a unique way,"

Eisenberg says. "He brings the best out of everyone he works with."

Pourtales Radio CFO Norman Feuer, who worked with McCord at *Life* and CBS, says there are four reasons for McCord's success: salesmanship, people skills, unbounding enthusiasm and smarts. All that aside, Feuer says, McCord is just "the oldest teenager in the world."

—JAZ

President/CEO, Granum Communications Inc., New York; b. Nov. 4, 1942, Flushing, N.Y.; AB, Dartmouth College, Hanover, N.H., 1964; MBA, Columbia University, New York, 1966; associate director, sales planning, *Life*, New York, 1966; account executive, CBS Radio Spot Sales, New York, 1967; station manager, WCBS-FM New York, 1969; account executive, CBS Television Network, New York, 1972; president/GM, CKLW-AM-FM Windsor, Ontario, 1973; group VP—radio, Greater Media, New Brunswick, N.J., 1979; current position since 1990; m. Judy Stewart, 1966; children: Michael, 20; Jennifer, 17.

BROADCAST TV

Jeanne Hopkins, director, media and government relations, WGBH-TV Boston, named VP, corporate communications.

Gary Berberet, director, advertising and promotion, Genesis Entertainment, Los Angeles, named VP.

Tom Zupanci, producer, commercial promotion/director, newscasts, WLFI-TV Lafayette, Ind., joins KPLR-TV St. Louis as director, production.

Michael Kelly, GSM, WNUV-TV Baltimore, joins Grant Communications, Roanoke, Va., as director, sales.

Dan Henninger, producer, news special assignments, WTAE-TV Pittsburgh, named manager, production.



Kurgan

Ira Kurgan, senior VP, business affairs, Fox Broadcasting Co., Beverly Hills, Calif., named executive VP.

Susan Krivelow, executive producer, WHDH-TV Boston, named news director.

Keith Isaac, VP, international licensing, MCA/Universal Merchandising, Universal City, Calif., named senior VP.

Kevin Gill, COO, WNIT-TV South Bend, Ind., joins Greater Dayton Public Television, Dayton, Ohio, as manager, program/operations and coordinator, educational services.

Kim McQuilken, director, marketing special projects, Turner Home Entertainment, Atlanta, named VP, sports and brand licensing.

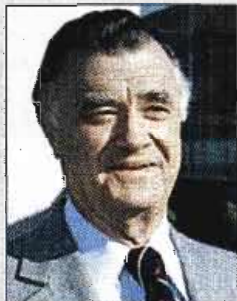
Ardyth Diercks, VP/GM, KVUE-TV Austin, Tex., named president/GM.

Mark Nottingham, writer/producer, KOCB-TV Oklahoma City, named manager, on-air promotion.

David Goldberg, director, television development, Quincy Jones/David Salzman Entertainment, Los Angeles, joins Time Telepictures Television, Burbank, Calif., as VP.

Appointments at WISH-TV Indianapolis: **Tim Warner**, NSM, named GSM; **Jeff White**, account executive, named NSM.

Jack Harris, 1911-1994



Jack Harris, broadcast pioneer; founding chairman of the Association for Maximum Service Television; former president of KPRC-AM-TV Houston, recipient of the NAB's Distinguished Service Award and a charter member of BROADCASTING & CABLE's Hall of Fame, died Oct. 12 of a massive subdural hematoma at St. Luke's Episcopal Hospital in Houston.

In 1941, following his graduation from Vanderbilt University and a stint at WSM(AM) Nashville, Joseph Wynne Harris helped to organize the radio division of the public relations section of the War Department.

Harris pioneered the use of wire recording in news broadcasts and, as a radio and press communications officer on General Douglas MacArthur's staff, oversaw coverage of the Japanese surrender aboard the U.S.S. Missouri. Harris's book *Star Spangled Radio* told the story of radio's role in that war. In 1947 he joined the Houston Post Co. as manager of KPRC(AM) and then of KPRC-TV when it was acquired two years later. He oversaw those stations for 37 years before his retirement in 1984 as president of all H&C Communications properties. Early in his career, Harris recognized the value of television news and public affairs and pioneered the news department's (and the industry's) use of film, videotape, weather graphics and electronic newsgathering equipment.

A leader in industry affairs and affiliate relations, Harris served on the board of the NAB, U.S. Information Service, Radio Free Europe/Radio Liberty and the NBC Affiliates Board. In 1956 he helped to organize the then Association of Maximum Service Television and was its chairman for 16 years. He was also a board member of the Muscular Dystrophy Association and was instrumental in building the network of 200 stations airing its annual telethon.

Harris is survived by his wife, Mary, two sons, a daughter, six grandchildren and two sisters. In lieu of flowers, donations can be made to the Houston Chapter of MDA or the United Negro College Fund.

—DS, JE

Debra Daniels, anchor, WSJU(TV) San Juan, P.R., joins WSBT-TV South Bend, Ind., as co-anchor.

Steve Hartman, feature reporter, WABC-TV New York, joins KCBS-TV Los Angeles in same capacity.

Appointments at KPBS(TV) San Diego: **Pat Finn**, director, advertising and promotion, named program director; **Rhyena Halpern**, associate station manager/director, programing, UCSD-TV there, named director, program production.

James Gay, freelance writer/producer, joins WVUE(TV) New Orleans as director, topical news promotion.

Diane Kacmarik, chief meteorologist/weather anchor, WLEX-TV Lexington, Ky., joins WDAF-TV Kansas City, Mo., as meteorologist.

Ron Thielman, assistant promotion manager, WBNS-TV Columbus, Ohio, joins WSYX(TV) there as promotion manager.

Karen Vigurs, promotion manager,

WHDH-TV Boston, joins KDFW(TV) Dallas as director, creative services.

Brian Neimark, manager, distribution administration, MTM Worldwide Distribution, Studio City, Calif., named manager, creative services.



Rayam

Appointments at WAGA-TV Atlanta: **Vicki Creel**, night assignment editor, named dayside assignment editor; **Richard Hyde**, producer, named night assignment editor; **Melissa Jue**, reporter, KLAS-TV Las Vegas, joins

in same capacity; **Rodney Hall**, photographer, WWBT(TV) Richmond, Va., joins as photojournalist; **Lisa Rayam**, anchor/reporter, WESH(TV) Daytona, Fla., joins in same capacity.

Appointments at KSBY(TV) San Luis Obispo, Calif.: **Mark Libby**, station man-

ager, named GM; **Janet Dunlop**, NSM, KSTU(TV) Salt Lake City, named GSM.

RADIO

Bob Dearborn, afternoon drive host, WJJD(AM) Chicago, joins KKS(N) Portland, Ore., as morning show personality.

Jimmy Lehn, program director, KYKR(FM) Beaumont, Tex., joins WUBE-FM Cincinnati as assistant program director/evening air personality.

Doug Abernethy, LSM, WHFS(FM) Annapolis, Md., joins ENTERCOM, Pittsburgh, as director, sales.

Bill Worthington, part-time on-air announcer, WASH(FM) Washington, named midday host.

Chris McCoy, on-air personality, WMGK(FM) Philadelphia, joins WBEB-FM there as morning on-air personality.



Cohen

Appointments at Clear Channel Radio, San Antonio, Tex.: **Bob Cohen**, GM, named VP/GM; **Betty Kocurek Boazman**, GSM, named VP/GM.

Mark Driscoll, operations manager, WEDJ(FM) Charlotte, N.C., resigns to run Planet Creations, Los Angeles. Appointments at M&M Broadcasting, Crown Point, Ind.: **Jeff Davis**, program director, named group program director; **Ron Perzo**, news director, adds assistant program director to his responsibilities.

Dale Spear, VP, programming, WMFE-FM Orlando, Fla., joins Public Radio International, Minneapolis, as director, broadcast and affiliate services.

Stewart Edwards, station manager, WBJB-FM Lincroft, N.J., joins KOPN(FM) Columbia, Mo., as GM.

CABLE



Roedy

Appointments at MTV, New York: **William Roedy**, head, MTV Networks, Europe, named president, international; **Rich Eigendorff**, CFO, named executive VP, business operations, MTV

Networks; **Doug Herzog**, senior VP, programming, named executive VP, production and programming, MTV: Music Television.

Appointments at Jones Intercable Inc., Englewood, Colo.: **David Southwell**, managing director, business long-distance services, Stentor Resource Centre Inc., Toronto, joins as VP, full-service development; **Dilpreet Jammu**, manager, strategic infrastructure development, Bell Canada International, Ottawa, joins as senior staff member/engineering; **Tom Krewson**, director, finance, Missouri Republican Party, joins as manager, public relations/government affairs.

Appointments at A&E Television Networks, New York: **Marlea Willis**, coordinator, corporate communications, named publicist; **Mimi Meyer Falcone**, business manager, *Drug & Market Development*, New York, joins as corporate publicist; **David Walmsley**, manager, marketing, American Express, there, joins as manager, home video.

Appointments at Bresnan Communications Co., White Plains, N.Y.: **Suzanne Thompson**, public affairs consultant, joins as director, public affairs; **Daniel White**, financial analyst, Simmons Communications, Stamford, Conn., joins as manager, planning and compliance.

Abbie Joseph, freelance press representative, CBS Television, New York, joins VH-1 there as manager, business and marketing publicity.

Melanie McCarthy, director, HSN Interactive, St. Petersburg, Fla., named VP.

Jeff Wade, executive VP, affiliate relations, QVC, West Chester, Pa., joins Showtime Networks Sales and Marketing, New York, as executive VP, sales and marketing.



Wilson

Deborah Wilson, director, marketing, video information services, Bell Atlantic, Arlington, Va., joins The Weather Channel, Atlanta, as senior VP, enterprises unit.

Mick Kaczorowski, producer/editor, Washington, joins Discovery Production Unit, Bethesda, Md., as senior producer, special projects group.

Miranda Curtis, director, development,

TCI, Englewood, Colo., named VP, international unit.

Claus Kroeger, VP/GM, Cox Cable Middle Georgia Inc., Atlanta, named VP, operations, Cox Cable Communications, there.

Carol Sussman, director, acquisitions, Comedy Central, New York, joins fX Networks there as director, programming.

David Recher, director, sponsor sales/sports, WABC(AM) New York, joins Empire Sports Sales, Buffalo, N.Y., as VP/GM.

Ross Greenberg, executive producer, HBO, New York, named senior VP, HBO Sports/Time Warner Sports, there.

MULTIMEDIA

Jay Smith, executive VP, Cox Newspapers, Atlanta, named president.

Appointments at WILL-AM-FM-TV, Urbana, Ill.: **Les Schulte**, assistant sales manager, DWS(AM)/WHMS-FM Champaign, Ill., joins as corporate support director; **Rita Schulte**, manager, television operations, named director, membership.



Easterly

David Easterly, president, Cox Newspapers Inc., Atlanta, named president/COO, Cox Enterprises.

Robert Lewis, manager, banking and corporate finance, The Hearst Corp., New York, named senior manager.

William Wiehe, VP, advertising sales, The Travel Channel (Landmark Communications), Atlanta, named senior VP, Landmark Video Networks and Enterprises.

ADVERTISING

Alice Connery, VP/management supervisor, Wunderman Cato Johnson, New York, named senior VP.

John McDermott, associate creative director, D'Arcy Masius Benton & Bowles, St. Louis, named VP/creative director.

Randall Barney, VP, client services, Leigh Stowell & Co., Seattle, named executive VP.

Appointments at DDB Needham Chicago: **Richard Anderson**, interna-

tional director, named senior VP; **Michael Holsinger**, VP, named management representative; **Douglas Leipprandt**, associate media director, DDB Needham, Chicago, named VP.

Bob Angelotti, president, Opportunity Management Group, Tampa, Fla., joins Walter Bennett Communications, Dallas, as VP, media and marketing services.

Kathleen Beetz, administrative assistant, Seltel, New York, named programing assistant/analyst.

Jerry Solomon, president, Busch Media Group, New York, joins SFM Media there as executive VP.

Terri Karam, sales manager, western region, Channelmatic, Alpine, Calif., named director, sales.

SATELLITE/WIRELESS

Carl Frampton, VP/CFO, Microwave Networks Inc., Houston, named COO/executive VP.

Leo Maese, director, regulatory planning, Nynex, New York, joins Cablevision Lightpath Inc., Woodbury, N.Y., in same capacity.

Jim Clark, sales manager, Conifer Corp., Burlington, Iowa, named VP, sales.

Rick Brattin, VP/COO, Superstar Satellite Entertainment, Tulsa, Okla., named president/COO.

Appointments at INTELSAT, Washington: **Bruno d'Avanzo**, VP/managing director, North America, Canada and South Africa, Olivetti Corp., Italy, joins as executive VP/COO; **Conny Kullman**, acting chief information officer/director, space segment engineering and R&D, named VP/chief information officer.

Mandy Wilson, media relations coordinator, Country Music Association, Nashville, joins Group W Satellite Communications there as publicist, Country Music Television.

Debbie King, director, financial operations, United Video, Tulsa, Okla., named division controller.

James Ashman, director, CAI Wireless Systems Inc., Albany, N.Y., named senior VP, corporate finance and acquisitions.

ALLIED FIELDS

Appointments at Century III, Universal Studios, Florida: **John Dussling**, GM/SM, Telemation, Chicago, joins

as VP/GM; **Andrew Stern**, editor, Broadway Video, New York, joins as online editor.



Braun

Eric Braun, manager, North American consultation and research unit, Frank N. Magid Associates Inc., Marion, Iowa, named VP, domestic television. Appointments at Venture Productions, Miami: **Sonia Maduro**, executive producer, Azimuth Productions, Miami, joins in same capacity; **Neil Denker**, director, acquisitions and production analysis/manager, financial planning, analysis, Media Home Entertainment, Los Angeles, joins as comptroller.

WASHINGTON

Bob Feldman, manager, AP technology services, Washington, named director, operations, Americas, for APTV.

Robert Mazer, counsel, Nixon, Hargrave, Devans & Doyle, Washington, joins Rosenman & Colin as special counsel.

Sharon Percy Rockefeller, former president/CEO, WETA-FM Washington, named first vice chairman, WETA Board of Trustees.

Bruce Sanford, partner, Baker & Hostetler, named head, media and communications law team.



Gabor

Christine Gabor, senior associate, Coopers & Lybrand Management Consulting, Washington, joins The Associated Press as director, marketing, broadcast division.

Arnold Lutzker, partner, Dow, Lohnes & Albertson, joins Fish & Richardson in same capacity. Appointments at Wiley, Rein & Felding: **Robert Pettit**, general counsel, FCC, joins as partner; **Tyrone Brown**, director, BET and District Cablevision Inc., joins as counsel.

Lucy Smith, manager, business development, The Unique Broadcasting Co. Ltd., Paris, joins National Association of Broadcasters as director, European

Affairs.

Robert Beizer, partner, Sidley & Austin, joins Venable, Baetjer, Howard & Civiletti as counsel.

DEATHS

Jack Dille Jr., 80, broadcasting executive, owner and editor of the *Elkhart Truth*, died Oct. 7 of a heart attack at his home in Elkhart, Ind. Dille was chairman of the board of both Truth Publishing Co. and Pathfinder Communications Corp., which publishes newspapers and operates 11 radio stations in Indiana, Michigan, Ohio, Oklahoma and Mississippi. He is survived by his wife, a son, a daughter and five grandchildren.

Robert J. (Bud) Stefan, 73, former director of network programing at ad agency BBDO and a performer during the early days of Los Angeles TV, died Oct. 2 of a heart attack in Washoe County Memorial Hospital, Reno. At the time of his retirement from BBDO in 1975, he was VP and a member of the board of directors. Following service in World War II, Stefan studied drama and radio production at the University of Southern California. His early radio work included acting stints on *Fibber McGee and Molly* and *The Great Gildersleeve*. He joined KTLA(TV) Los Angeles in 1948, producing and hosting his own comedy show, *Yer Old Buddy*, and *Sandy Dreams*, a children's dramatic show. He joined BBDO in 1952 as TV production supervisor and was named head of the Hollywood office in 1957, VP and manager in 1959, and director of TV programing for the agency in 1968. He is survived by his wife, Kay, and brother, Victor. A memorial has been set up at University of the Pacific, Stockton, Calif.

Peter W. Allport, president emeritus of the Association of National Advertisers Inc. died Oct. 3 of a heart attack at the Royal South Hants Hospital in Southampton, England. Allport joined ANA in 1945 as editor of the association's publications and became president in 1960. He retired from the presidency in 1984. He served in various senior-level capacities at several advertising foundations. Allport is survived by his wife, Margaret, a son, two grandchildren and a brother.

—Compiled by Denise Smith

1994 Editorial Calendar



DATE	CLOSING	SPECIAL REPORT/ EDITORIAL FEATURE	BONUS DISTRIBUTION	DATE OF CONFERENCE
08/01	07/22		EASTERN CABLE SHOW	8/1-3, ATLANTA
08/08	07/29			
08/15	08/05	FOOTBALL		
08/22	08/12			
08/29	08/19	ACTION HOURS		
09/05	08/26			
09/12	09/02		IBC	9/16-20, AMSTERDAM
09/19	09/09			
09/26	09/16			
10/03	09/23		ATLANTIC CABLE SHOW	10/4-6, ATLANTIC CITY
10/10	09/30	JOURNALISM	RTNDA, RADIO '94, SMPTE, SBE	10/12-15, LOS ANGELES
10/17	10/07			
10/31	10/21			
11/07	10/28			
11/14	11/04	HISPANIC BROADCASTING & CABLE		
11/21	11/11			
11/28	11/18	WESTERN CABLE	WESTERN CABLE SHOW	11/30-12/2, ANAHEIM
12/05	11/25			
12/12	12/02	TALK SHOWS		
12/19	12/09			
12/26	12/16	NO ISSUE		

** Subject to change*

Sources confirmed a published report last week that Michael Sullivan will soon be named to head programing at the United/Paramount Network. Sullivan is a writer-producer who executive-produced the ABC hit *Growing Pains* and before that was a development executive at the network. Additionally, **Valerie Cavanaugh** will join U/P as senior VP, business and legal affairs. She is currently executive VP of Gracie Films.

The close of last week saw a flurry of media business activity in both broadcasting and cable.

■ Last Friday, Paramount signed an agreement to buy Combined Broadcasting-owned independent UHF stations WGBS-TV Philadelphia and WBFS-TV Miami for an estimated \$115 million. The Paramount Stations Group currently includes four affiliates of the United Paramount Network (WDCA-TV Washington, KTXA-TV Dallas, KTXH-TV Houston and WKBD-TV Detroit) and three soon-to-be-sold Fox affiliates (WTXF-TV Philadelphia, WLFL-TV Raleigh-Durham and KRRT-TV San Antonio).

■ Cable MSO Comcast Corp. and the California Public Employees' Retirement System (a public pension fund) have agreed to invest \$555 million in a joint venture that will acquire and operate cable TV systems. The venture, which will be owned 55% by Comcast and 45% by CalPERS, is expected to acquire the U.S. cable operations of Maclean Hunter Ltd.

■ Just weeks after suffering the lowest-rated fall debut week in its history, CBS last Wednesday reported a 51% drop in its third-quarter net income and saw its stock price plummet \$30 in just two days. Third quarter net income fell from \$118.2 million to \$58.4 million in a year-to-year comparison, a drop which the company said was partly attributed to higher taxes. CBS said the disparity was also due to a one-time gain of \$29.5 million that the company had been awarded in a legal settlement

Another 1.1 million subs up for grabs

Dallas-based Sammons Communications last week told its employees that the company is putting its cable systems up for sale, becoming the latest multiple system operator to try to cash in its chips during a year of intense industry consolidation.

Posting a "For Sale" sign does not necessarily guarantee an easy sell, says broker Timothy David of Daniels & Associates. He says Sammons would likely have a hard time finding a single buyer for its 60 systems because many are small systems that are spread out across the country. The large MSOs that are gobbling up medium-size MSOs are most interested in consolidating adjacent systems and dominating ADIs wherever possible, he says. Top MSO Tele-Communications Inc., for example, might not be interested in all of Sammons' small properties but likely would be interested in clustering its Texas systems with Sammons' sizable Fort Worth operations.

Although cable systems have been selling at a price of roughly \$2,000 a subscriber, it is not clear that Sammons could get that high a price from multiple buyers. A Sammons spokesman says the current plan is to find a single buyer for the company's cable system working with Lehman Bros. in New York.

—RB

with Viacom in third-quarter 1993. Net revenue was off 4% to \$726.3 million. The company reported a 10% boost in sales at its owned TV stations in Los Angeles, Chicago and Miami and also showed improved results by the CBS FM Radio Group.

NBC ordered 11 more episodes of E.R.,

bringing total season order to 24. The network remained in first place in the network prime time ratings race through last Thursday night. The network is averaging a 12.4 rating and 20 share, according to Nielsen numbers. ABC is second with a 12.2/20, CBS is third with an 11.6/19 and Fox is fourth with a 7.6/12. Among adults 18-49, ABC has a slight lead over NBC with a 7.5 rating versus the peacock's 7.4. CBS and Fox are locked in a tie for third place with both averaging a 5.4 rating. NBC's Thursday night continues to be the dominant night of TV, with the network outdistancing second-place ABC by 6.3 rating points. The star of the evening continues to be *ER* at 10 p.m., which, despite the loss of audience at 9:30 due to *Madman of the People*, regularly pulls in numbers

comparable to those of *Seinfeld* at 9 p.m. Last week the medical drama averaged a 19.1/32, second only on the night to *Seinfeld*, which averaged a 20.0/30 from 9-9:30.

NBC and Detroit-based Federal Broadcasting Co. have agreed to new long-term affiliation deals

(the year-to-year agreements are now seven-year hitches) for WSTM-TV Syracuse, N.Y.; WPNB-TV/WTOM-TV Traverse City/Cheboygan, Mich., and WDAM-TV Laurel-Hattiesburg, Miss. In the case of its WLUC-TV Marquette, Mich., the station is converting from secondary to primary affiliation.

The FCC is close, but "not yet very close," to dealing with the issue of satellite digital audio broadcasting, FCC Chairman Reed Hundt told broadcasters in Los Angeles last week. Discussing the commission's upcoming agenda, Hundt said the FCC will need to address the issue "within the next several months." "I know you won't argue that our pro-competitive commission should absolutely bar innovative uses of this

Printed in the U.S.A. Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Telecasting* introduced in 1945. *Television* acquired in 1961. *Cablecasting* introduced in 1972. *Broadcasting/Cable* introduced in 1989. *Broadcasting & Cable* introduced in 1993. *Broadcasting & Cable* is a registered trademark of Reed Publishing (Nederland) B.V., used under license. *Reg. U.S. Patent Office.

Incorporating TheFifthEstate TELEVISION Broadcasting

Broadcasting & Cable (ISSN 0007-2028) (GST #123397457) is published weekly, except at year's end when two issues are combined, by the Cahners Publishing Co., at 245 West 17th St., New York, NY 10011, is a division of Reed Publishing USA, 275 Washington St., Newton, MA 02158-1630; Robert L. Krakoff, Chairman/Chief Executive Officer; Timothy C. O'Brien, Executive Vice President/Finance and Administration; John J. Beni, Senior Vice President/General Manager, Consumer/Entertainment Division. Second-class postage paid at New York, NY, and additional mailing offices. Postmaster, please send address changes to: *Broadcasting & Cable*, PO Box 6399, Torrance, CA 90504-0399. *Broadcasting & Cable* copyright 1994 by Reed Publishing USA. Rates for non-qualified subscriptions, including all issues: USA, \$117; Canada, \$149 (includes GST); Foreign Air, \$320; Foreign Surface, \$169. Except for special issues where price changes are indicated, single copies are \$3.95 US. Please address all subscription mail to: *Broadcasting & Cable*, PO Box 6399, Torrance, CA 90504-0399. Microfilm of *Broadcasting & Cable* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, MI 48106 (1-800-521-0600).

Closed Circuit

technology," Hundt told broadcasters, adding that he is interested in learning about the economic impact of the satellite technology. Commissioner Susan Ness echoed the interest in economics at a Commissioners Breakfast. "No sky is falling," Ness said of satellite DAB. "Give us economics."

The FCC is one or two months away from addressing the issue of a new Emergency Broadcast System, Reed Hundt told broadcasters in Los Angeles. Answering a question on the EBS proceeding at the FCC, Hundt said the commission is working to insure it understands the costs associated with EBS.

Phil Donahue has signed a new contract with Multimedia Entertainment to host his syndicated daily talk show through the 1995-96 season, the show's 29th. *Donahue*, which has suffered a decline in ratings and key demographics in recent Nielsen books, is broadcast in more than 90% of the U.S.

New Line Television has a 13-episode Saturday morning pickup by CBS for an animated series based on the New Line feature film hit "The Mask." The movie's creator, Mike Richardson, will be an executive producer for the series, which will launch in fall 1995. New Line will co-produce the series with Sunbow Productions, with *The Simpsons* animator Film Roman animating the show.

The WB Network, a fifth-network aspirant, has ordered *Simon Says*, a comedy from Danny Jacobson as a back-up series. Comedian Harland Williams has been signed to star.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Sept. 25. Numbers represent average audience/stations/% coverage.)

1. Wheel of Fortune	13.6/225/98
2. Jeopardy!	11.1/217/99
3. Oprah Winfrey Show	9.0/239/99
4. Entertainment Tonight	8.1/173/93
5. Roseanne	7.4/182/97
6. Baywatch	6.9/215/96
7. Nat'l Geog on Assignment	6.6/202/99
8. Hard Copy	6.5/172/93
9. Inside Edition	6.1/170/94
10. Family Matters	5.9/191/93
10. Fox Hollywood Theatre	5.9/209/97
12. Married...With Children	5.8/174/94
13. A Current Affair	5.4/171/86
13. Wheel of Fortune—wknd	5.4/169/76
15. Cops	5.3/181/94
15. Imagination I	5.3/195/87

LOS ANGELES

No name change

The Radio-Television News Directors Association has decided not to change its name. A task force last October had recommended dropping "Directors" from the title to reflect the growth of membership beyond those job descriptions. RTNDA decided against the change, says association president David Bartlett, because of the strength of their brand name. "We felt the negatives outweighed the positives," he says, adding that the association will instead "market more effectively what we are, which is 'the association of electronic journalists.'"

Budding cable news

The Association of Regional News Channels met at the RTNDA last week to discuss the feasibility of sharing programming, including sports highlights and news stories. The group now comprises 10 services, including newest member Arizona News Channel, which is being launched out of Phoenix next year by KTVK-TV. Also launching next year is King Broadcasting's Northwest Cable News. Local cable news business is still very small but showing signs of growth, says New England News Channel chief Phil Balboni. "Every one of us is still in the red," says Balboni, but collective revenues are now in the "tens of millions. These businesses are definitely starting to develop."

Applause line

"I think the fairness doctrine has seen its day," FCC Commissioner Andrew Barrett told a roomful of broadcasters at the National Association of Broadcasters radio show in Los Angeles last week. The room erupted in applause.

WASHINGTON

Funding Fields

Telecommunications lobbyists aren't taking any chances with the upcoming election. Several attended a National Republican Congressional Committee fundraiser last week hosted by Jack Fields, the ranking Republican on the House Telecom-

munications and Finance Subcommittee. Fields, who would chair the subcommittee if the Republicans won the House, is ready to take over. It's believed the NRCC raised about \$125,000 from the event, which attracted representatives from the financial securities industry, which the subcommittee also oversees. Among the communications companies said to have participated were Viacom, BellSouth, Nynex, MFS, Comsat, GTE, Cellular One and Pan American Satellite.

Clearing the way

Some AM stations may be back on track for a move to the expanded AM band. FCC commissioners last week decided against a petition to reconsider the process the FCC staff used to rank stations applying to move to the new AM territory. The FCC now will issue an allotment plan for stations moving to the expanded band, an action the FCC's Larry Eads says he expects within the next few weeks. He adds that the list of stations getting a green light to move into the expanded band likely will number less than 100.

The rights stuff

The Department of Labor has been seeking information on baseball TV rights contracts as part of a wider effort to gauge the effect of the baseball strike on employment if the work/play stoppage extends into the spring. According to a source in the secretary of labor's office, the department is checking on which rights contracts are up this year and how that might affect the purchase of equipment and supplies.



Drawn for BROADCASTING & CABLE by Jack Schmidt
"...And now, tonight's top story in sports."

Power play

The Hollywood studio scene just got a whole lot more interesting. Taken individually, the names Katzenberg, Spielberg and Geffen are enough to turn heads from Hollywood Boulevard to Wall Street. Together, they threaten to change the balance of power, either by buying into the club—they are rumored to be considering joining an attempt to purchase MCA from Matsushita (Spielberg produces under MCA's Universal banner)—or by building a new studio from the ground up. They are promising a "virtual studio" running the gamut from theatricals and TV animation to music and interactive products.

With the future of distribution spread among a host of possible delivery scenarios—cable, broadcast, direct broadcast, modem, multimedia store (see "Blockbuster" story, page 47) or some alternate technology—producing for multiple "platforms" has taken on a new urgency. We wouldn't bet against the programming instincts of these three.

A class act

When BROADCASTING & CABLE founded its Hall of Fame in 1991, it was the tough task of the editors to choose among luminaries from over a half-century of industry management, entertainment and policy-making for that inaugural class of inductees. Picking Jack Harris was easy.

Harris, who died last week at the age of 82 (see "Fates & Fortunes," page 76), was a local broadcaster with national impact. The longtime general manager of KPRC-TV Houston, NBC affiliate board chairman/member and founder and first chairman of the Association of Maxi-

mum Service Telecasters (now the Association for Maximum Service Television), Harris worked tirelessly to safeguard the commercial TV spectrum and was always pushing the technological envelope, particularly when it meant creating a state-of-the-art news operation. Many of the technologies that have been the currency, past and present, for attendees at last week's Radio-Television News Directors Association convention were pioneered in practical application under Harris's watch, from wire recording to film to videotape, from weather graphics to electronic newsgathering equipment.

Harris was a pioneer in news and special events, building network-affiliate relations (a skill much in demand of late) and the conduct of general industry affairs. When Harris received the National Association of Broadcasters' Distinguished Service Award in 1979, then NBC Vice Chairman David Adams called him one of the best broadcasters in the business. He was right on the mark.

Bad news, good news

Reed Hundt addressed the NAB Radio Show last week, sending a mixed message that was cause for concern and compliment. Hundt seemed to suggest that radio talk show hosts—a source of Clinton administration ire—should not be "engendering widespread skepticism and disbelief" that "enhances the potential for disagreement." We didn't know talk show hosts were supposed to be cheerleaders for some national consensus of ideas and opinions. They're not, of course. Still, to his credit the FCC chairman said his bottom line was that the FCC should not "judge the quality or content of public discourse or become the federal censorship commission." We agree, and look forward to seeing that new policy put into practice.

Lawrence B. Talshoff, chairman
Peggy Conlon, publisher

Editorial

Donald V. West, editor/senior vice president
Harry A. Jessell, executive editor
Mark K. Miller, managing editor
Kira Greene, assistant managing editor (special projects)
John S. Eggerton, assistant managing editor
David R. Borucki, art director
Rick Higgs, systems manager
Kim McAvoy, Washington bureau chief
Elizabeth Rathbun, assistant editor
Chris McConnell, Christopher Stern, Julie A. Zier, staff writers
Denise P. Smith, Kenneth R. Ray, production artists
Winslow Tuttle, Catharine Garber, proofreaders
□ New York 245 West 17th Street, 10011; 212-645-0067; Fax 212-337-7028
Geoffrey Folsie, bureau chief
Stephen McClellan, chief correspondent
Mark Berniker, senior editor (interactive TV)
Rich Brown, assistant editor (cable)
Donna Petrozzello, staff writer

□ Los Angeles 5700 Wilshire Blvd., Ste. 120, 90036; 213-549-4100; Fax 213-937-4240

Steve Coe, bureau chief;
David Tobenkin, staff writer

□ London Europa House, 54 Great Marlborough St., W1V1DD; 44-71-437-0493; Fax 44-71-437-0495

Meredith Amdur, international editor

Circulation

Michael Borchetta, subscription promotion director
Leonard Weed, fulfillment director

Founder and Editor

Sol Talshoff (1904-1982)

Broadcasting & Cable
1705 DeSales Street, N.W.
Washington, DC 20036
Phone: 202-659-2340
Circulation: 800-554-5729
Editorial Fax: 202-429-0651 □ Advertising Fax: 212-337-6947

Manufacturing/Distribution

Michael Arpino, director
Bob Gaydos, advertising production director
Sharon Goodman, production services director
Louis Bradfield, distribution director
William Cunningham, distribution manager
Jose Medina, quality assurance manager
Jacqueline Paneplinto, production assistant
Yvonne Yang, production assistant

Advertising Production

Jennifer Allen, production manager
212-463-6527; Fax 212-463-6555

Cahners Consumer/Entertainment Publishing Division

John J. Beni, senior VP-general manager
Lawrence B. Talshoff, adviser
Richard Vitale, VP-operations & planning
Robin Ruskin Linder, VP-telemarketing
Barrie Stern, VP-creative services
James Borth, circulation director

Cahners Publishing Co./Reed Publishing (USA) Inc.
Robert L. Krakoff, chairman-CEO

Advertising

□ New York 212-337-6940; Fax 212-337-6947
Randi T. Schatz, international sales director
Robert Foody, Karen Brady, account executives
Stacie Mindich, marketing/sales support coordinator
Joan Miller, executive secretary
Sandra Frey, executive assistant
Patrick Church, advertising billing/contracts
Antoinette Fasulo, classified advertising manager
Classified 212-337-7073; Fax 212-206-8327
□ Los Angeles 213-549-4113; Fax 213-937-5272
Gary Rubin, national marketing director, director of syndication advertising
Michael Brooks, account executive
Erika Sedey, administrative assistant
□ Washington 202-659-2340
Doris Kelly, sales service manager

Advertising Representatives

Ayer Communications (West Coast equipment advertising): 714-366-9089; Fax 714-366-9289
Yukari Media (Asia): (81) 6 956 1125; Fax (81) 6 956 5015

Max Montocchio, BCC (Europe): (44) 71 437 0493; Fax (44) 71 437 0495

BROADCASTING & CABLE

(United Kingdom): (44) 71 637 3663; Fax (44) 71 580 5559

Broadcasting & Cable Yearbook
Editorial 908-464-6800 Circulation 800-521-8110
Advertising 212-337-6943

WHEN IT COMES TO INTERNATIONAL, WHAT IN THE WORLD WOULD YOU DO WITHOUT US?

What's up with the syndication market Down Under? Who's satellite is on top in the Far East? Where are investors heading, South of the Border? When you need to know what's going on around the globe, you need the information family from Broadcasting & Cable.

Widely accepted as the U.S. industry bible, key executives have counted on Broadcasting & Cable for over 60 years.

With the dynamic growth of the worldwide TV market, you told us you wanted expanded international coverage. That's why we now offer three publications dedicated to serving the rapidly growing audience of executives in international broadcasting and related industries. We have fully staffed editorial bureaus in Hollywood,

London, New York and Washington with twenty-nine correspondents in the Americas, Europe, Asia and Africa.

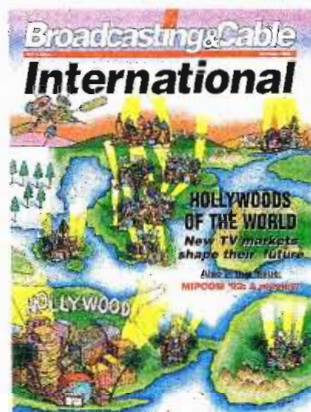
Every week, you'll find news of domestic and international interest in Broadcasting & Cable, the most respected source of information in the business. Four times a year there's international news, features and special reports from Broadcasting & Cable International. Finally, twice each month you'll get the latest breaking stories plus analysis in our new newsletter, Broadcasting & Cable's TV International.

For global coverage of the industry, no one speaks your language like the information family from Broadcasting & Cable.



OVER 60 YEARS OLD AND MORE ATTRACTIVE THAN EVER. This weekly publication has changed a lot in sixty-two years, but one thing remains the same: Broadcasting & Cable is still the most respected, most authoritative, most credible source of news and information available. We think you'll find our recent "facelift" makes us easier and more enjoyable to read than ever before.

To subscribe: +1-310-212-0575. Fax: +1-310-782-7012.



A WORLD OF DIFFERENCE. Four times a year, we bring you analysis, features and special reports. Broadcasting & Cable International (formerly Broadcasting Abroad) takes you behind the headlines with incisive and reliable reporting you won't find elsewhere.

To subscribe: +1-310-212-0575. Fax: +1-310-782-7012.



THE INSIDE SOURCE THAT KNOWS NO BOUNDARIES. Our brand new, twice-monthly newsletter brings the business of global television into focus. From Hong Kong to Hollywood, our international team of correspondents and editors are collecting news and market statistics specifically for you. A key decision-maker's tool from Broadcasting & Cable.

To subscribe: +1-805-499-0721. Fax: +1-805-499-0871.

International Editorial: Phone +44-71-437-0493 Fax +44-71-437-0495
International Advertising: Phone +1-212-337-6944 Fax +1-212-337-6948



their marriages are more likely to be than other married according to research Daniel O'Leary and colleagues at the State University of New York at Stony Brook, and in the Journal of Clinical Psychology. Studies of alcoholics showing eight beers a day shake the brain and that damage also can result from nutritional deficiencies by heavy drinking, said yesterday.

who have significant in their marriages are more likely to be than other married according to research Daniel O'Leary and colleagues at the State University of New York at Stony Brook.

depressed than other married people, according to research by K. Daniel O'Leary and colleagues at the State University of New York at Stony Brook,

CNBC Primetime ratings up 59%! First in ratings growth among 15 top cable networks.

New York

Nielsen Media Research reports that over a 12 month period (August 1993-1994), CNBC had the highest primetime ratings growth of the 15 largest cable networks. The ratings boost was for the 8 pm - 11:30 pm time period, the most

10 times more likely to be depressed than other married people, according to research by K. Daniel O'Leary and col-

Cable industry experts attribute the ratings success to the CNBC Talk All Star line-up, including Bob Berkowitz, Dick Cavett, Phil Donahue, Daisy Fuentes, Mary Matalin, Vladimir Pozner, Geraldo Rivera, Al Roker, Tim Russert, Tom Snyder and Cal Thomas.

terday. People with significant discord are 10 times more likely to be depressed than other married people, according to research by K. Daniel O'Leary and colleagues at the State University of New York at Stony Brook, and in the Journal of Clinical Psychology. Autopsies show that drinking eight beers a day can shake the brain and that damage also can result from nutritional deficiencies by heavy drinking, said yesterday.

People with significant discord are 10 times more likely to be depressed than other married people, according to research by K. Daniel O'Leary and colleagues at the State University of New York at Stony Brook, and in the Journal of Clinical Psychology.

FIRST IN BUSINESS. FIRST IN TALK. FIRST IN GROWTH-AGAIN.

We pioneered a primetime talk line-up and it's paying off. CNBC's primetime ratings have tripled in the last two years. Thanks to the talk all-stars - Bob Berkowitz, Dick Cavett, Phil Donahue, Daisy Fuentes, Mary Matalin, Vladimir Pozner, Geraldo Rivera, Al Roker, Tim Russert, Tom Snyder and Cal Thomas - CNBC assures TV's most desirable audience an intelligent choice.*

The logo for CNBC, featuring the letters "CNBC" in a bold, italicized, sans-serif font. A stylized orange swoosh underline is positioned beneath the letters.

FIRST IN BUSINESS. FIRST IN TALK.

*8 pm - 11:30 pm, August 1993 vs. August 1994. Source: Nielsen Media Research