

OCT 31

Broadcasting

The Newsweekly of Television & Radio



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The Next Generation

*Robert Iger of
Capcities/ABC*

**Disney, Turner in
Bidding War for NBC**

**Ganging Up for PCS:
Sprint, TCI, Comcast, Cox**

**Park's Legacy: \$711 Million
for Media Properties**

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Telemedia
Week
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**NTI NAD Jan. '90-March '94.
***NTI, Ranking Plus, '92-'93.
93-'94 season averages weighted
by telecast (based on shares).

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Fast Track

MUST READING FROM BROADCASTING & CABLE

TOP OF THE WEEK

Network roulette NBC wants to see a Turner proposal before accepting or rejecting Disney's \$6 billion bid for the network. However, the odds favor Disney. Meanwhile, speculation rages that Viacom and Chris Craft are exploring a bid for CBS. / 6

Sprint, cable set PCS sights Following last-minute negotiations, Sprint Corp., Tele-Communications Inc., Cox Cable Communications Inc. and Comcast Corp. presented a united front in preparation for the multibillion-dollar broadband personal communication services auctions. The partners hope their joint venture will lead the way to a national telephone company. / 8

Park sells for \$711 million The tightly held, 33-year-old Park Communications, comprising nine TV stations, 22 radio stations and 106 newspapers, has been sold to a private investment company for more than \$711 million. It is the first media investment for the fund. / 10

Comsat buys movie studio Comsat has purchased film and TV production company Beacon Communications. Executives at the satellite company cite a convergence of the telecommunications and entertainment businesses in explaining their venture into content ownership. / 14

Is a Continental-US West merger in the air? In the latest cable-telco merger scenario making the rounds, Continental would merge with US West. Meanwhile, it appears that Continental is closing in on acquisition of the Providence Journal Co.'s cable systems. / 15



Among the products from Beacon Communications, purchased last week by Comsat, is the feature film 'The Road to Wellville.'

COVER STORY

ABC and Iger: A good fit

The future is bright for the new president/COO of Capital Cities/ABC, Robert Iger. The 43-year-old Iger is heir apparent to Chairman/CEO Tom Murphy; ABC now is on top in prime time. In an interview, Iger takes a look at the information superhighway, the implications of recent affiliate flips, and the future of his medium. / 30



Robert Iger says consumer behavior is more important than technology. / 30

PROGRAMING

Reruns replace home runs

NBC and ABC are using repeats of shows from last season to fill holes that would have featured the baseball playoffs and the World Series. *Frasier* did double duty on NBC last week, and ABC plans to repeat *Home Improvement*. / 19

'Crypt' looks to bury the competition

Genesis Entertainment is selling *Tales from the Crypt* for September 1995 syndication as "a show that has the potential to be



'Tales from the Crypt' on Fox poses a challenge to 'Saturday Night Live.' / 19

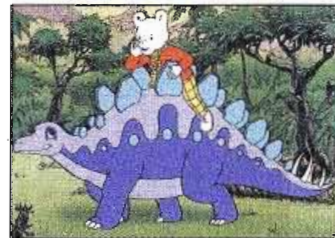
another *Twilight Zone*." Stations covering more than 40% of the country will have cleared the show by the end of this week. / 19

Second City's good sports

Chicago-based producer and syndicator Intersport Television is developing a sports-comedy series, *Out of Bounds*, featuring writers from the Second City Comedy troupe. / 20

Nelvana revs production engines

Toronto-based Nelvana, currently the top supplier of Saturday morning network television animation, is gearing up to re-enter theatrical film production with Paramount and is talking with the WB Network about possible projects for the new network's cartoon block. / 25



Nelvana painted 'Rupert' by computer instead of having each cel hand-colored. / 25

Efficiency valued over news quality

A national survey on the use of new technologies in the newsroom shows that most of the excitement is about cutting costs. Little is said about using the technology to enhance the quality of information provided in news reporting. / 26

"I really don't see the mass medium of broadcasting, particularly network broadcasting, disappearing in the foreseeable future. Nor do I see it eroding to the point where it's a terrible business."—Robert Iger, president, Capital Cities/ABC Inc.

OCTOBER 31, 1994

RADIO

SW signs on

Sony Software Corp. and Warner Music Group—united as SW Networks—plan to reach untapped radio audiences with new syndicated talk shows and companion online services. SW will offer a variety of long-form and 24-hour syndicated programming to stations via satellite, digital transmission and minidisks. / 44



The Revs. Jesse Jackson and Al Sharpton have called for a boycott of advertisers on WABC(AM) New York's 'Bob Grant' talk show. The two say that Grant promotes racism and hatred and spreads "dangerous and rhetorical venom." / 45

WASHINGTON



Decker Anstrom: Regulators are "missing the big picture." / 48

Anstrom calls for new cable act

Decker Anstrom, president of the National Cable Television Association, says the effective competition standard, program access provisions, and the role cities play in regulating cable should be re-evaluated as part of next year's expected debate on information-superhighway legislation. / 48

FCC postpones rethinking of ownership rules

The FCC last week decided to put off consideration of relaxing the television multiple ownership rules until its December meeting. / 48

TECHNOLOGY

Avid, Digidesign merge

Avid Technology Inc.'s merger with Digidesign Inc. will add a professional audio products group to the company. The new group will be the fifth devoted to broadcast products, post-production equipment, business solutions and new media. / 51

Videotape prices take a turn

Tape suppliers this fall will start to pass along increases in the cost of raw materials that go into professional videotape. / 51

Spectrum warning

Talk of standard-definition TV might undermine the industry's chance of getting a second channel for high-definition TV, broadcasters were warned last week at the Association for Maximum Service Television's Advanced TV Update conference. / 53



HDTV will be one of several future digital TV offerings. / 53



Live video via PC is among the offerings of CNN at Work. / 40

Telemedia Week

Comes complete with James Earl Jones's voice

"CNN at Work" will deliver Headline News and CNN live over personal computer networks—if you have a \$4,995

hardware/software system. The service is being targeted to businesses first. Meanwhile, NBC plans to distribute NBC Desktop Video, a multimedia business news feed service that will cost roughly \$1,500 a month. For about double that price, users can receive full-motion video news on demand on their PCs. / 40

Time Warner readies Ohio telephony bid

Time Warner Cable, with more than 700,000 cable TV customers in Ohio, has applied to offer local telephone services to residential and business customers across the state. / 41



Casey Sheldon says H-P is focusing on set-top boxes, video servers and computers that process bills. / 42

H-P sees cable on top

Hewlett-Packard has decided to target cable operators over telephone companies as the market for its new generation of decoders for both analog and future digital services. "Telcos are not deploying the volume of product as early as cable operators," an H-P executive says. / 42

ACTV gets move on sports

ACTV plans to try out its interactive sports service next year. It has hooked up with Prime Ticket Network and Ventura County Cablevision to test consumer demand in the Los Angeles market and is hoping to expand its relationship with Liberty Sports. / 43

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Aggressive Disney goes after NBC

Initial \$6 billion bid runs into traffic on Sixth Avenue; Turner may make competing offer this week

By Steve McClellan

General Electric has rejected a \$6 billion bid from Disney for all of NBC, Wall Street sources said last week.

GE declined the offer because it now wants to retain control of the network and to consider a competing bid from Ted Turner, the sources say.

Neither GE nor NBC would comment on the reports.

Of the two suitors, Turner was seen as the least likely to prevail. Even John Malone, president of Tele-Communications Inc., a major investor in Turner Broadcasting Systems, thinks so. Last week he described a Turner-NBC combination as a "long shot."



Why would Disney want to own a network? Analysts point to several reasons, not the least of which is that TV networks have become a good business again because "advertisers have rediscovered TV," as one says. There's also concern that in the future the networks may rely less on studio-produced shows because they'll be

able to produce more of their own and control the syndication rights as well.

And Disney also thinks that it could program a network with far more success than do the current managers. At least that is what Jeffrey Katzenberg said when he was the number-two executive at the network. "He was appalled at the scheduling on the networks and the changes

in content the networks forced on the producers," one Katzenberg watcher says.

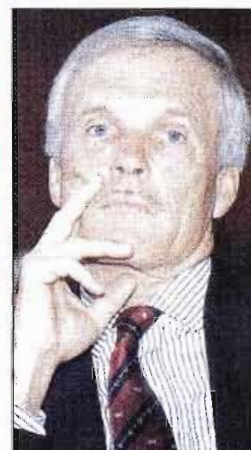
Sources at Turner confirm that talks with NBC are ongoing. Indeed, Turner may have as many as three investment bankers—First Boston, Merrill Lynch and Salomon Brothers—exploring financing alternatives. NBC and Turner executives are expected to meet this week.

Turner has more obstacles to completing a purchase of NBC than does Disney, although many think Turner and NBC would fit together well.

Among the obstacles: Large minority shareholders TCI and Time Warner could block a deal at any time. And because of the cable shareholders, FCC crossownership restrictions also would plague a Turner-NBC link.

If a deal were struck, Time Warner would want out of Turner, and that would not be easy. A cash buyout would result in a huge tax hit, while a swap of stock for assets would dilute the appeal of a Turner-NBC marriage, according to analysts.

A deal with Disney would have fewer roadblocks. The biggest obstacle is the FCC rules barring a company from being in the syndication and network businesses. But the rules are



Eisner and Turner: Which will end up with NBC?

set to expire in November 1995.

Some analysts believe that GE's current insistence on selling only a minority interest in NBC or some of its assets is merely a negotiating posture. "If they can get a price they feel represents a reasonable return, there's no doubt they'll sell lock, stock and barrel," says one analyst.

Consensus and history say Turner would not be comfortable with a noncontrolling interest in NBC. Company insiders say that with the exception of two minor international holdings, Turner never has purchased a noncontrolling interest in any company.

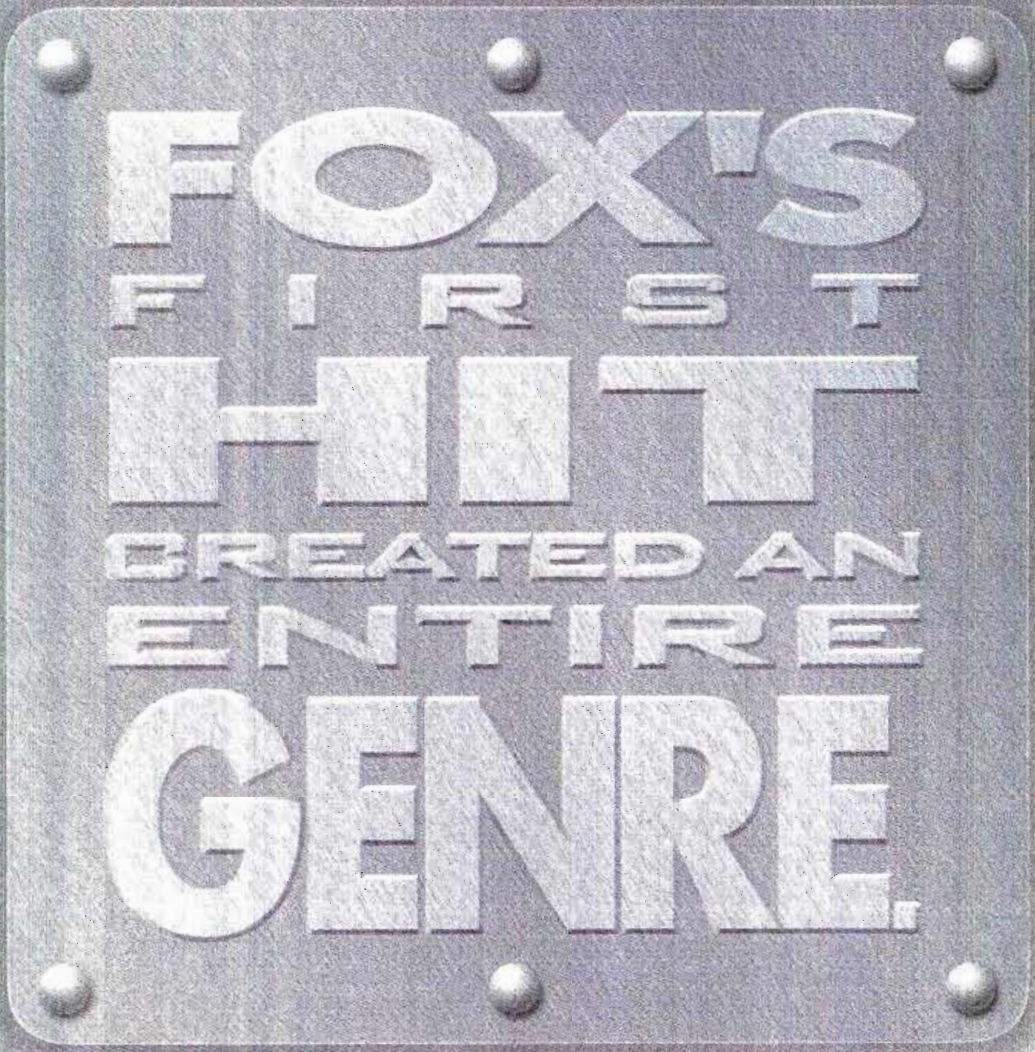
But others note that Turner may feel some time pressure to make whatever kind of deal he can for NBC—even if it means accepting a noncontrolling interest in the hope of acquiring control later.

GE has considered a number of offers for NBC during the past three years, ever since yielding first place in the network ratings race.

Paramount offered \$4.5 million for the network two years ago, and earlier this year Time Warner made a run at the network.

Meanwhile, Wall Street is pondering speculation that Viacom and Chris Craft (partners in the United/Paramount Network) are exploring a bid for CBS.

Neither Viacom nor Chris Craft would comment on speculation that they are mulling a joint bid for CBS. Some Wall Streeters suggest that such a bid might be challenged on antitrust grounds by the Justice Department. ■



FOX'S
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Sprint, MSOs to challenge telcos

Joint venture with TCI, Cox, Comcast expected to bid more than \$3 billion for PCS licenses

By Mark Berniker

An alliance of Sprint Corp., Tele-Communications Inc., Cox Cable and Comcast plans to start building its nationwide telephone empire with PCS licenses.

The joint venture envisions bundling wireless and wired local telephone service with long-distance and cable TV services for business and residential customers. The partners plan to develop affiliate relationships with smaller cable operators, financing upgrades of their systems in return for network access. TCI, Cox and Comcast now reach more than 15 million households—nearly one-fourth of all cable homes—but they want a piece of the \$85 million-per-year local telephone business.

Following last-minute negotiations, the partners last Tuesday presented a united front in preparation for the FCC's multibillion-dollar broadband personal communication services auctions, scheduled to begin Dec. 5. The deadline to notify the FCC of participation in the auctions was last Friday, which explains the companies' rush.

At a glance

Regional Bell operating companies, long-distance firms and cable operators are teaming to bid on broadband personal communication services licenses from the FCC. The deadline for filing an intention to bid for the licenses was last Friday. Following is the latest list of the major partners:

- AT&T, McCaw Cellular Communications
- Bell Atlantic, Nynex, US West, Airtouch Communications (former cellular subsidiary of Pacific Telesis Group)
- BellSouth, American Personal Communications (part-owned by the Washington Post and one of three pioneer license winners), North Carolina utility Duke Power Co., 35 independent telecommunications companies
- SBC Communications (formerly Southwestern Bell), GTE
- Sprint, Tele-Communications Inc., Cox, Comcast

No details were disclosed concerning the financial arrangement of the joint venture, which the companies want to build into a nationwide telephone service. William Esry, Sprint chairman/CEO, says the partners' first priority is to "jointly bid for PCS licenses." Unofficial sources expect them to offer in excess of \$3 billion.

However, sources close to the negotiations say that numerous issues are unresolved, including the specific

financial terms of the deal and how the partners plan to split the costs of connecting Sprint's national network with each MSO's cable systems. Sprint is the nation's third-largest long-distance carrier.

"The partners have an agreement, but a definitive agreement will be done in the near future and it's just a matter of tying up the loose ends," says Bill White, a Sprint spokesman.

"You still have the Teleport part of the deal that needs to be finished up," White says. Teleport Communications Group, a consortium of cable operators known as a competitive access provider, will provide links between Sprint's network and the cable operators. However, Teleport is in only 19 major markets and plans to expand to 25 by mid-1995. The partners will finance the construction of new facilities in cities where Teleport does not operate.

Chuck McElroy, Cox Cable's director of broadband services for residential markets, expects that the issues of outstanding wired connection will be ironed out within three months.

"One of the uncertainties on the wireline side is how we are going to compete and cooperate with the local exchange carrier," McElroy says.

John Malone, president of TCI, stresses that the partners are creating a "national local telephone company" that will create a "packaged and bundled service."

Residential consumers will be able to order communications and entertainment services either a la carte or in bundles, with only one bill going to each household, he says.

It may be the third or fourth quarter of next year before the wired and wireless services will begin to be commercially available, says Al Kurtze, Sprint's senior vice president of local telecommunications.

The regulatory issues are the biggest stumbling block, Kurtze says. But he expects that within the next five years the Sprint cable communications service package will be delivered to 30 million households. If the affiliate pro-

Time Warner's notable absence

As major power brokers in the field of telecommunications jockeyed for position in the upcoming PCS auctions, a prominent party was missing from the high-priced wireless race.

"You probably will not see us on Friday," said Dennis Patrick, chief executive officer of Time Warner Telecommunications, referring to the FCC's deadline of last Friday for notification of participation in the personal communication services auctions.

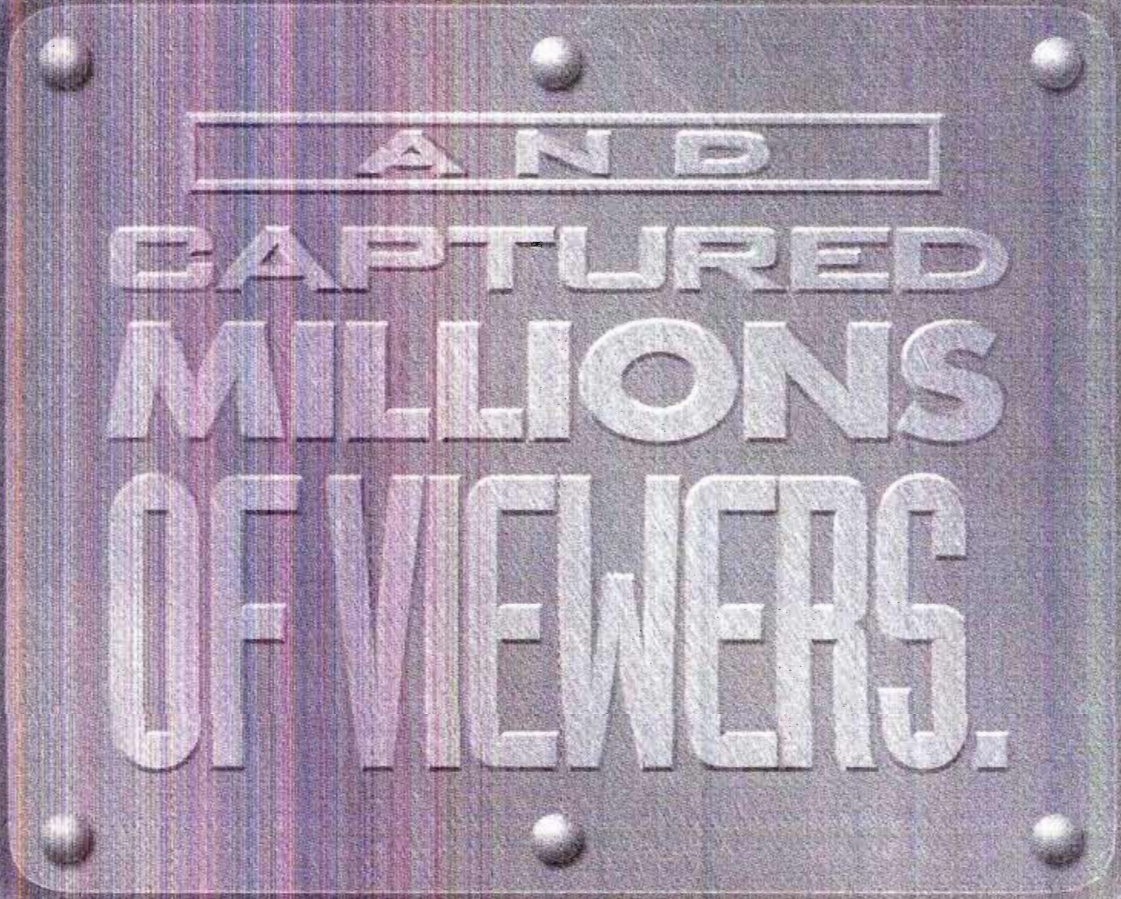
Patrick said Time Warner will not be directly involved in the first of three planned broadband PCS auctions, scheduled to begin Dec. 5. Instead, Time Warner is focusing on its cable systems, which are not included in the metropolitan trading areas that will be allocated in the first round, Patrick said.

The company eventually will provide its cable customers with a "wireless offering," but that cellular service probably will be on a resale basis, rather than through the purchase of PCS licenses.

However, the company will be indirectly involved in the auction: US West owns 25% of Time Warner Cable, and the telephone company will participate in the auction as a member of the consortium of Bell Atlantic, Nynex and Pacific Telesis' former subsidiary, Airtouch Communications.

Sources close to the auctions expect the first round of 99 licenses to go for high prices. The licenses may be overvalued as a result of the intense competition for access to future wireless customers, the sources say. The number of licenses to be offered during the auctions is 2,071. —MB

continued on page 18



AND
CAPTURED
MILLIONS
OF VIEWERS.

Park stations, papers sell for \$711 million

Investment group makes winning bid for properties

By Julie A. Zier

Ithaca, N.Y.-based Park Communications, comprising nine TV stations, 22 radio stations and 106 newspapers, was sold to a private investment company for \$711.427 million last week.

The buying group, Park Acquisitions Inc., is headed by Donald Tomlin and Gary Knapp. Tomlin is a Columbia, S.C.-based financial manager who also is the GM of WTVY-TV Dothan, Ala., and has been an engineering and operating consultant for radio and TV stations in the Southeast. Knapp, a former professor of marketing at the University of Houston, is a Lexington, Ky., securities broker.

Retirement Systems of Alabama (RSA), a pension fund for teachers and state employees, loaned PA1 \$573.4 million toward the purchase. The Park group is the first media investment for the fund, which counts among its holdings several championship golf courses and a New York City skyscraper.

Tomlin and Knapp declined to talk about the deal. They referred questions to their attorney, John Fiorini of Gardner, Carton & Douglas. Fiorini

says the new owners plan to keep the radio, TV and newspaper group together, but might have to make some divestitures to comply with FCC rules. They will retain all current Park managers and employees and will not be involved in the company's day-to-day operations.

The CEO of the pension fund is David Bronner, who attempted to purchase a Montgomery, Ala., TV station on behalf of RSA in 1989. Then-governor Guy Hunt blocked the sale of WSAF-TV for \$70 million on grounds that a state-owned commercial station would hinder freedom of the press.

Park Communications has been for sale since the death of founder Roy Park in October 1993. The estate of the 83-year-old Duncan Hines food magnate owns 89.6% of the 23.3 million shares outstanding. The buyers offered \$30.50 per share.

The purchase ends a year of speculation as to the future of the group. Goldman Sachs & Co. was hired to sell the company in May, says Jack Claiborne, Park's VP and assistant to the chairman, and the process went smoothly from there.

There was no lack of interest in the

Park

**Park Communications
media properties**

TELEVISION:

WBMG(TV) Birmingham, Ala.
WTVQ-TV Lexington, Ky.
KALB-TV Alexandria, La.
WUTR(TV) Utica, N.Y.
WNCT-TV Greenville, N.C.
WDEF-TV Chattanooga, Tenn.
WJHL-TV Johnson City, Tenn.
WTVR-TV Richmond, Va.
WLSL-TV Roanoke, Va.

RADIO:

WNLS(AM)-WTNT(FM) Tallahassee, Fla.
KWLO(AM)-KFMW(FM) Waterloo, Ia.
KJJO-AM-FM St. Louis Park, Minn.
WPAT-AM-FM Paterson, N.J.
WHEN-AM-FM Syracuse, N.Y.
WNCT-AM-FM Greenville, N.C.
KWJJ-AM-FM Portland, Ore.
WNAX-AM-FM Yankton, S.D.
WDEF-AM-FM Chattanooga, Tenn.
WTVR-AM-FM Richmond, Va.
KEZX-AM-FM Seattle

NEWSPAPERS:

106 daily and weekly newspapers
in 21 states

properties, according to Claiborne. Among the reported bidders were Clear Channel, Ellis Communications, Bud Paxson, Heritage Media, Vestar and Wesra, headed by Summit Communications Chairman/CEO James Wesley.

One of the final bidders says Tomlin and Knapp's price is high for the company, whose 22 radio stations had a combined cash flow of \$6.5 million in June. The next lowest bid was in the high \$600 million range, according to another bidder. Park Communications showed revenues of \$45.77 million in the third quarter, Claiborne says, \$26 million from broadcasting and \$19 million from newspapers.

The sale must be approved by Park's shareholders and the FCC. The majority stockholder, the Estate of Roy H. Park, already has voted in its favor.

The bulk of the proceeds from the sale will go to the Park Foundation, Claiborne says, which donates money to charitable, educational and cultural organizations.

Ameritech gets video go-ahead

Ameritech is the fourth local telco to win the right to provide video programming in its own service area.

US West, Bell South and Bell Atlantic have won similar cases in their service areas. The ruling was handed down last week by an Illinois district court judge.

The decision covers Ameritech's entire service area, including Illinois, Indiana, Michigan, Ohio and Wisconsin.

The local telephone companies claim that their First Amendment rights to free speech were violated by the 1984 Cable Act's ban on cable/telco crossownership.

"This decision removes one more obstacle from Ameritech's efforts to offer customers a full range of choices for obtaining video and interactive services," says Richard C. Notebaert, Ameritech chairman and CEO. Ameritech has an agreement with Disney, SBC Communications (formerly Southwestern Bell) and Bell South to develop video programming.

The telco also has four applications on file with the FCC to build video dialtone networks.

Bell Atlantic was the first telco to win the right to provide programming in its own service area. The Justice Department has appealed the Virginia case, and the issue is expected eventually to be decided by the Supreme Court.

—CM

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AND THE
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JOHN WALSH

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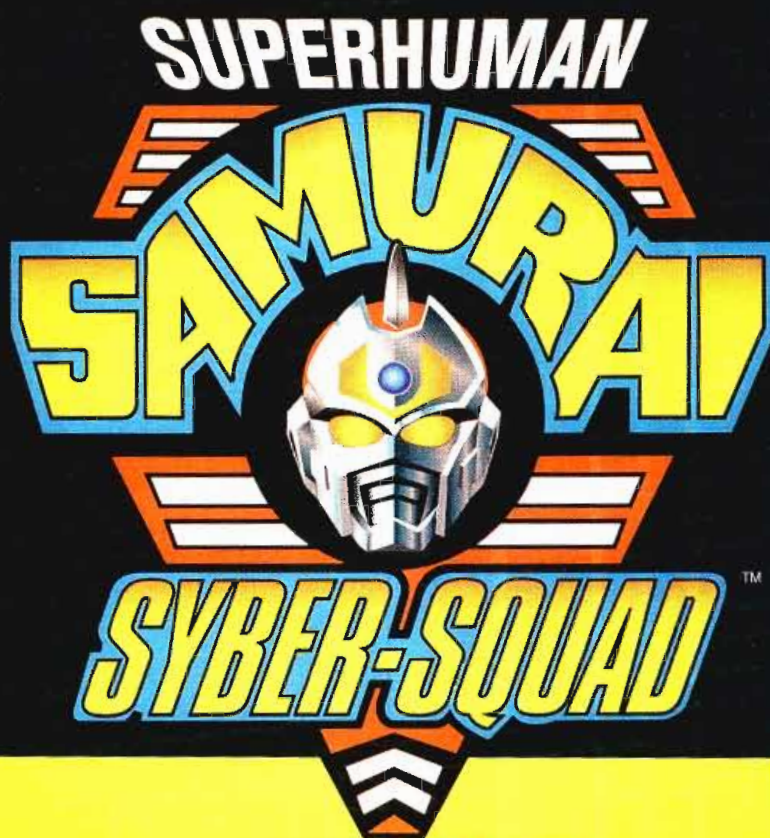
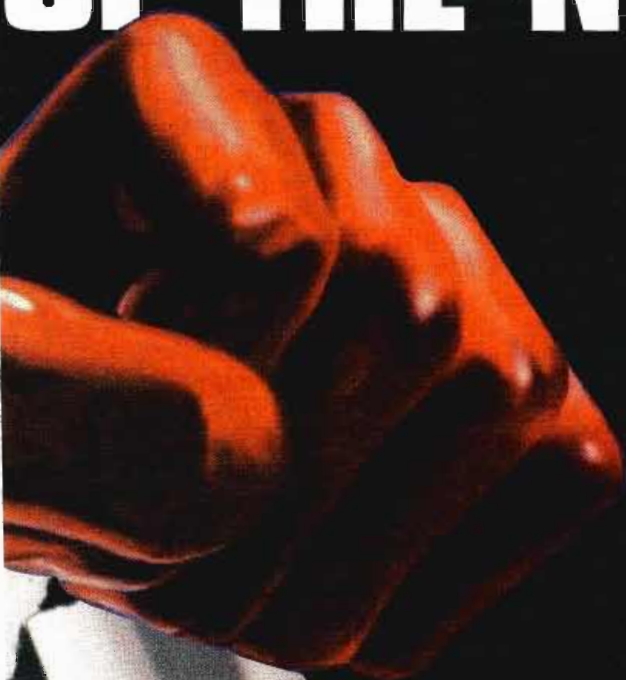
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OF THE NEW SEASON



- **STRONG INCREASE OVER YEAR AGO
TIME PERIOD +20%***
- **IMPRESSIVE GROWTH FROM
PREMIERE WEEK +17%***
- **#1 KIDS STRIP IN SYNDICATION
INCLUDING ALL NEW KIDS SHOWS
IN KEY MALE 6-17 DEMO****

	TOTAL VPR
SUPERHUMAN SAMURAI SYBER-SQUAD	446
VR Troopers	440
Aladdin	397
Transformers Generation 2	381
Mighty Max	358
Exosquad	351
Biker Mice	339

* Source: NSI Overnight DMA HH Shares w/o 9/12/94 thru 10/7/94; 10/93 NSI. All strip markets.

** Source: NSS Ranking Report Premiere to Date thru 9/25/94



Going-forward rules don't

Commissioners debating a la carte issue

By Mark Berniker

Debate over a la carte rules continues to frustrate the FCC in its effort to issue new incentives for cable operators to add services.

FCC Chairman Reed Hundt has the two votes he needs to pass his version of the so-called going-forward rules, according to commission sources. However, Hundt is reluctant to put the issue to a vote before resolving differences with commissioners Andrew Barrett and Rachelle Chong.

Barrett and Chong are pushing for greater flexibility for operators who want to create packages of a la carte services. Hundt's office maintains that any package of services is subject to regulation.

The commission had hoped to get the rules out earlier this month. But as of late last week, several FCC observers were speculating that the rules would be added to the Nov. 10 FCC meeting agenda.

National Cable Television Associa-

tion President Decker Anstrom last week claimed that the commission is delaying the decision until after federal elections on Nov. 8.

Several FCC observers have speculated recently that Hundt is reluctant to issue a decision that might become a political liability. Several newspapers have published reports in recent weeks stating that proposals now under consideration would increase cable bills.

Meanwhile, the cable industry is beginning to pressure the agency to publish details on its incentives for cable operators to upgrade their infrastructure.

The operators are focusing on the "upgrade incentive plan" and streamlined cost-of-service proposals. Both were proposed when the FCC issued its second round of rate regulations last March.

Under the streamlined cost-of-service plan, an operator would file for cost-of-service relief only for those

costs associated with the upgrade of his cable facility. The FCC said the plan would cut down on bureaucratic red tape. But seven months after the FCC made the proposal, it has yet to issue the related forms operators need to file.

The so-called experimental upgrade incentive plan would give operators flexibility in setting rates for new services, and in exchange "customers would be guaranteed that rates for current services would be kept stable and reasonable...."

One aspect of the current proposal for going-forward rules is a slight modification of the incentive plan. The proposal allows operators to create a tier of new services that the FCC will agree not to regulate. In return, cable operators must guarantee that subscribers will continue to receive the same level of service on the basic tiers.

Other aspects of the proposal would allow operators to keep a flat fee of approximately 20 cents for each new channel added. The proposal would impose a two-year cap of \$1.50 for passthrough costs. Chong and Barrett also are concerned that the two-year \$1.50 cap may not provide operators with enough flexibility, sources say. ■

continued from page 8

gram is successful, that number "could potentially be much higher."

Comcast President Brian Roberts expects services to begin to be offered widely toward the end of next year or in early 1996. The commercial rollout will depend to a large degree on "how

fast and how well" expected federal and state regulatory changes are put in place, he says.

Telephone companies will resist the onset of competition for the local telephone market, Roberts says.

It is a "strategic imperative [for cable] to get into the telephone business," Roberts says, adding that the

telephone business is vital to Comcast's continued financial growth and long-term survival. But the task of upgrading the cable infrastructure is no small undertaking.

"What will be complicated will be upgrading the cable plant and activating the reverse path so that we can handle upstream, two-way voice and data communications," Cox's McElroy says.

The partners say they want to assist small cable operators in getting into the telecommunications business. The venture will provide a monthly per-subscriber license fee to affiliate partners that will amount to a loan to be repaid once cable operators start getting revenue from local, long-distance, wired and wireless services.

"The financial arrangement will be sufficient for upgrading the network for telephony," Malone says.

Roberts says the smaller cable operators "can't do it by themselves." The costs of upgrading a cable plant to enable it to carry two-way voice services are exorbitant, he says. ■

Words of caution from the chairman

FCC Chairman Reed Hundt again warned broadcasters they may have to start paying for their licenses if they don't live up to their responsibility to "disseminate true facts" and "help raise our children in the right way."

Based on what companies are bidding for narrowband PCS spectrum, Hundt said last week at the Connecticut Broadcasters Association in Farmington, a TV station's license is worth \$18 for every person it reaches. "I don't think spectrum auctions or spectrum fees would be a good idea for broadcasting," he said. "But I would urge broadcasters not to put their heads in the sand.... I predict America will ask what broadcasters are giving back to the public that justifies their deal."

If TV stations are given an extra channel for HDTV, Hundt said, the "public" will want to know why the stations shouldn't be required to give something back. "Some in the public will expect that part of the profits from the use of the additional spectrum could be used to pay for new public affairs or children's educational programming."

—HAJ

NBC, ABC strike back with repeats

Absence of baseball creates holes in new season schedules

By Steve Coe

Although the new season is only weeks old, NBC, and to a lesser extent ABC, are using last season's repeats to fill holes that would have featured the baseball playoffs and the World Series.

ABC was scheduled to air one of the League Championship Series as well as the World Series, and NBC was scheduled to televise the other League Championship Series. ABC potentially could have had 14 nights of programming preempted by baseball coverage, and NBC could have had seven nights preempted if all of the best-of-seven series went the distance.

Viewers who went looking for fresh episodes of NBC comedies last Tuesday night were treated instead to a repeat of *Wings* at 8-8:30 and then two repeat episodes of *Frasier* at 8:30-9:30. *The John Larroquette Show* aired an original episode at 9:30 p.m., as did *Dateline NBC* at 10. Last Thursday night, the network aired a repeat of *Mad About You* at 8, leading into original episodes of the rest of the lineup. Two weeks ago on Thursday, and only three weeks into the new season, NBC aired a repeat of *Seinfeld* in its regular 9 p.m. time period.

And while NBC is getting many of its repeats out of the way early, ABC is planning to air repeat episodes of *Grace Under Fire*, *Roseanne* and *Home Improvement* just before the November sweeps. "We wouldn't be having this conversation if there had been no baseball strike," said Alan Sternfeld, senior vice president, program planning and scheduling, ABC Entertainment, referring to the early-season repeats.

Sternfeld pointed out that both ABC and NBC aired repeat episodes of some hit shows during October last season as well, but that was in the face of baseball coverage on CBS. "We decided not to waste good, original episodes of some shows last year against the World Series. Instead, we used those originals in April and May," he said.

The use of repeats on NBC is espe-

cially noticeable because the network is using repeats of several hit shows in the Tuesday 8:30 time slot as a stop-gap measure after *The Martin Short Show* was put on hiatus. As a result, every week until December, a repeat episode of *Wings*, *Mad About You* or *Frasier* will air in that time slot. Preston Beckman, senior vice president, program planning, NBC Entertainment, says the network will air repeats of all of its hit comedies once in their regular time slot before the November sweeps coupled with the use of repeats in the 8:30 time slot, resulting in a night similar to last Tuesday.



'Frasier' does double duty.

NBC also has used repeats in an attempt to blunt the success of a competing program.

Two and a half weeks ago, the network aired two episodes of *Frasier*, the latter a repeat, at 9-10 p.m. in an attempt to divert some of the audience expected for Fox's made-for on Roseanne and Tom

Arnold.

The network will use a similar strategy on Thursday, Nov. 17, when it airs a repeat episode of *Seinfeld* at 9:30 following an original to try to draw viewers from CBS's airing of the final installment of its four-part *Scarlett* miniseries. ■

Stations look to bury competition with 'Crypt'

Genesis clears off-HBO/off-Fox show in 40% of country

By David Tobenkin

Hoping to scare the points (as in ratings) off the competition, stations covering more than 40% of the country will have cleared Genesis Entertainment's *Tales from the Crypt* for a September 1995 syndication launch by the end of this week, Genesis executives say.

"We believe that stations can build themselves a counterprogramming slot with the help of a show that has the potential to be another *Twilight Zone*," says Genesis Entertainment CEO Wayne Lepoff. "This isn't just another off-network show; it's a show that has a proven ability to play Saturday nights."

Genesis has cleared 80 half-hour episodes of the show, which will end a Saturday-night run since January on Fox by August 1995 and a run since 1989 on HBO by December 1995. Included are 65 episodes produced for



Genesis's 'Tales from the Crypt'

HBO and 15 produced for Genesis parent New World Entertainment and Fox.

Running on Fox at 11 p.m., the show has proved the closest challenger to *Saturday Night Live* in most markets, with a 3.7 household rating and a 2.8 demographic for both women and men 18-49 in the July sweeps. *SNL* earned a 5.6 household, a 4.1 women 18-49, and a 3.7 men 18-49 in July.

"Unlike most things off-cable, this show actually has an off-cable track record, and I think stations will look

at the performance on Fox in their markets," says Bill Carroll, director of programming at station rep Katz Television. "In most cases, I think they will find a positive performance."

The show is produced by Crypt Productions and boasts feature film directors and producers Richard Donner, David Giler, Walter Hill, Joel Silver and Robert Zemeckis as executive producers as well as appearances by numerous feature film stars. Silver has a deal with Universal Pictures for

three feature films based on the show, the first due out in January 1995 and the second to coincide with the series' fall premiere.

The show also accompanies a continuing Saturday morning animated *Tales from the Cryptkeeper* from animation house Nelvana on ABC (see story, page 25). Under the two-year deal, stations will run two shows back-to-back each Saturday night on a weekly basis under an even seven-minute national/local barter split. ■

Intersport expands syndication slate

New show will combine sports with comedy touch from Second City crew

By David Tobenkin

Chicago-based producer and syndicator Intersport Television is developing a sports-comedy series featuring writers from Chicago's Second City Comedy troupe for a fall 1995 syndication launch.

The weekly half-hour sports series, *Out of Bounds*, will be "Sports Center meets *Second City*," says Intersport President Charles Besser.

Developing the show for Intersport are Second City alumni Timothy Roberts, producer of syndicated show *This Week in Baseball*; Michael McCain, who has produced, written and directed on feature films including "Poltergeist 3," "Above the Law" and "Adventures in Babysitting," and

Michael Gellman, resident director of Second City.

The company also is continuing its relationship with ESPN. In development for ESPN is a half-hour football show that may also be syndicated. The company also produced *Greatest Motivators*, an hour-long coaching special that was to air on ESPN last week. Two other installments to the coaching franchise are in development.

Two other hour specials that will air nationally in syndication in first quarter 1995 are *Peggy Fleming's Ice Stories*, intended for a Jan. 14-Feb. 19 window, and *Faces of Courage*, hosted by Fox NFL football anchor James Brown, which examines successful African-American athletes. It is

scheduled to air Feb. 10-March 13, during Black History Month. Both shows are cleared in more than 70% of the country.

Intersport is awaiting International Olympic Committee approval for a 12-part series of one-hour specials on the 1996 summer games in Atlanta that would be aired on ESPN and syndicated beginning in summer 1995. The company has cleared *The Fifth Annual Arete Awards*, which honor athletes who embody "the championship spirit," in more than 77% of the country for a Dec. 1-Jan. 1, 1995, broadcast window. It will air on ESPN Dec. 24. Top clearances include WABC-TV New York, KNBC-TV Los Angeles and WLS-TV Chicago. ■

HEADLINES

Name change

Chicago-based Women in Cable is changing its name on Jan. 1, 1995, to Women in Cable & Telecommunications and will open its membership to all professionals working in cable, telephony, DBS, interactive computer services and video. The organization was founded in 1979.

Satisfaction guaranteed

CTAM is heading the development and implementation of the marketing components of the National Cable Television Association's upcoming Customer Service Guarantee campaign. Participating cable

systems will assure customers that if the company misses an installation appointment they will receive a free installation and that if the company is late for a service appointment they will receive \$20, cash or credit.

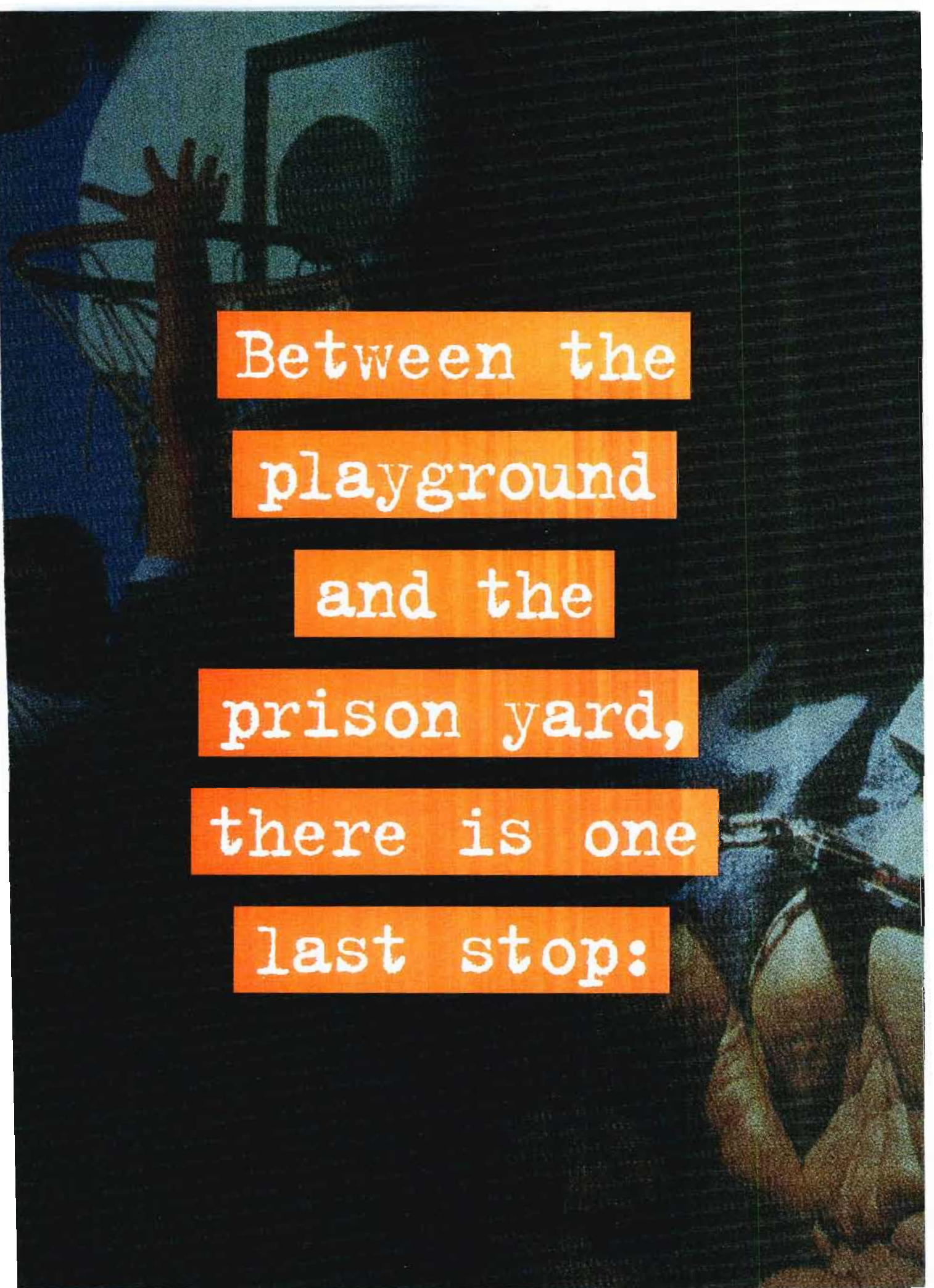
Skewing younger

In an effort to broaden its audience to include younger demographics, superstation WTBS-TV is adding a lineup of new programming that will include syndicated weekly music series *Live from the House of Blues* and a daily morning show, *A Morning Affair*. Also joining the cable network's schedule in the

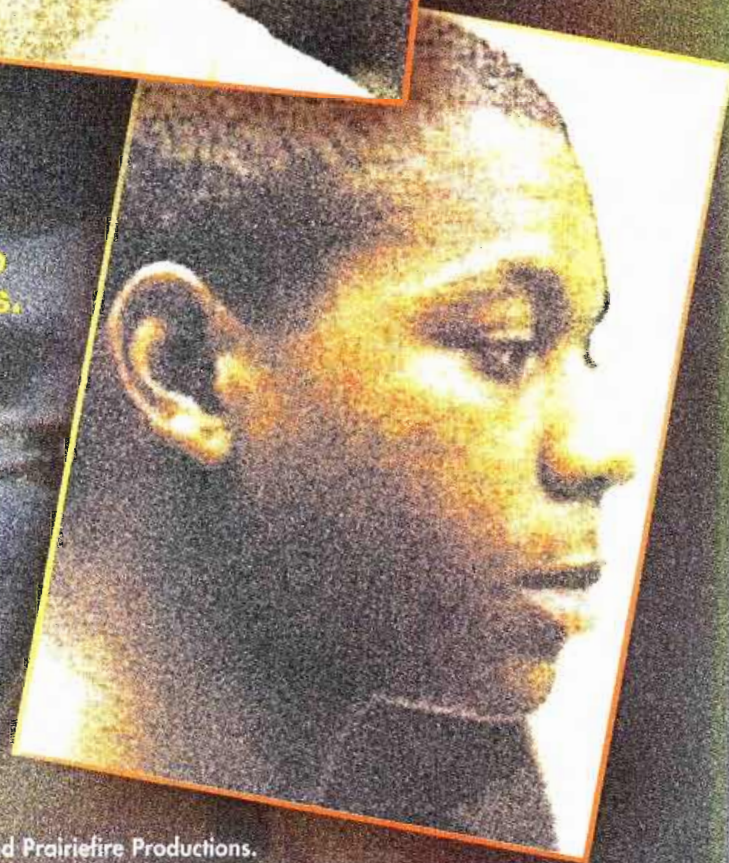
months ahead will be *Cybermania '94*, a videogame awards show slated for Nov. 5, and three figure skating showcases in December and January.

Spicing up TCI

Top multiple system cable operator Tele-Communications Inc. has signed an eight-year affiliation agreement with adult programmer Graff Pay-Per-View, giving TCI's Satellite Services Inc. the rights to distribute Graff's Spice 2 programming service on systems owned by or affiliated with TCI. The companies have an existing agreement covering Spice 1. —RB



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re-creations. Just a real judge
inside a real courtroom, trying to
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Pre-tested in eight markets,
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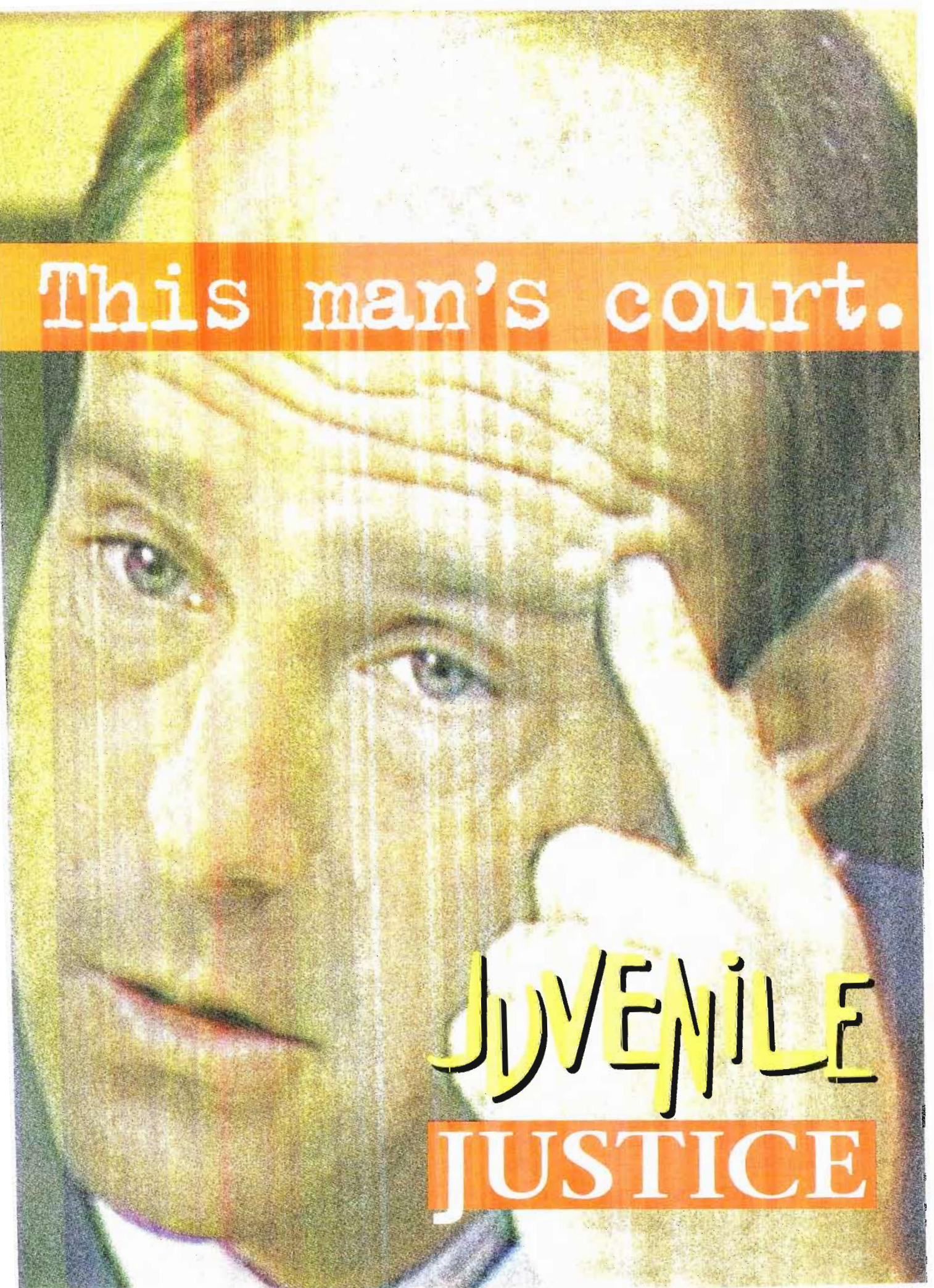
It's gripping. Emotional. Real.

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JUSTICE

SYNDICATION MARKETPLACE

'Last Call' upgraded

MCA TV's new late-night syndicated panel discussion show, *Last Call*, has been upgraded in seven markets since debuting this season: WTXF-TV Philadelphia; WXMT-TV Nashville; WJKS-TV Jacksonville, Fla.; KHGI-TV Lincoln, Neb.; KFXK-TV Tyler, Tex.; KFXL-TV Albany, Ga.; and a move from KTFO-TV Tulsa, Okla., to Fox affiliate KOKI-TV. The show is cleared on 140 stations representing 87% of the country.

CBS O&Os renew 'Geraldo'

Tribune Entertainment has secured two-year renewals for its flagship syndicated talk show, *Geraldo*, with four CBS O&Os: WCBS-TV New York, KCBS-TV Los Angeles, WCAU-TV Philadelphia and WCIX-TV Miami. The renewals will begin with the 1995-96 season. The series has been cleared for fall 1995 in 18 of the top 20 markets.

NATPE membership boost

NATPE International is trying to broaden its voting membership. A bylaw change to go before the NATPE board this week at a meeting in Las Vegas would allow non-TV station programming executives such as TV syndicators and cable executives, who previously were limited to non-voting associate memberships, to hold voting memberships.

Because of a delayed report from A.C. Nielsen, the Pocketpiece for the week ending Oct. 3 did not run in last week's issue of BROADCASTING & CABLE; it appears below. For the current Pocketpiece, see 'In Brief,' p. 69.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Oct. 3. Numbers represent average audience/stations/% coverage.)

1. Wheel of Fortune	13.1/225/99
2. Jeopardy!	11.0/217/99
3. Star Trek: Deep Space 9	9.3/236/99
4. Oprah Winfrey Show	8.9/239/99
5. Entertainment Tonight	8.1/177/94
6. Roseanne	7.2/182/96
7. Baywatch	6.9/214/96
8. Hard Copy	6.5/179/94
9. Inside Edition	6.2/171/94
10. Married...With Children	5.8/175/93
10. Wheel of Fortune—wknd	5.8/166/76
12. Cops	5.5/181/95
13. Family Matters	5.4/190/93
14. Ricki Lake	5.0/213/97
15. A Current Affair	4.9/171/94



Julius Barnathan



Robert Bennett



Michael Fuchs



Merv Griffin



Glenn Jones

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Dan Rather



Diane Sawyer



Susan Stamberg



Louis Caldwell

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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)

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Nelvana revs production engines

Talks with WB about cartoon block; expands cable, syndication slates

By Steve McClellan

Toronto-based Nelvana, currently the top supplier of Saturday morning network television animation, is expanding its cable and syndication activity as well as its ventures in new media, including CD-ROM.

Nelvana is gearing up to re-enter theatrical film production in a deal with Paramount that could give it entree to United/Paramount's plans to distribute a Sunday morning and weekday cartoon block to affiliates.

The company also is in discussions with the WB Network about possible projects for its cartoon block. Nelvana produced the animated series version of the Warner Bros. movies "Beetlejuice" and "Free Willy." WB President Jamie Kellner sits on the Nelvana board.

The new agreement with Paramount calls for Nelvana (in association with Steven Spielberg collaborators Kathleen Kennedy and Frank Marshall) to produce a series of theatricals, including adaptations of Clive Barker's "Thief of Always" and E.B. White's "Trumpet of the Swan." The ancillary TV distribution rights are controlled by Paramount.

Current network animation series include *Tales from the Cryptkeeper* and *Free Willy* (ABC); *Eek the Cat*, *The Terrible Thunderlizards* and *Jim Henson's Dog City* (Fox); *Jim Lee's WildC.A.T.S.* (CBS), and *The Magic School Bus* (Scholastic/PBS).

The 23-year-old company, still managed by the three founders, went public earlier this year. Net earnings for the first six months were \$985,000, up almost 90% from the same period a year ago, on revenues totaling \$18,628,000, up 64% from the comparable period a year ago.

"We're the closest thing to a pure animation play in the public markets," says Nelvana co-founder and chairman Michael Hirsh. For the full year, the company projects net earnings of \$3.6 million on revenues of \$52.8 million. Hirsh says Nelvana is on track to meet those projections.

"Animation is the universal language," says Hirsh. "It's a simple language that looks normal in the interactive media," such as CD-ROM, a

business the company will enter in 1996. The first CD-ROM title will be a learning game for preschoolers that features Rupert the Bear, the animated star of a Nelvana series that is moving from the Family Channel to Nick Jr. in 1995.

For domestic syndication, Nelvana is developing several live-action series. Hirsh says the company is close to an agreement with New Line Television for the latter to distribute two weekly adventure series, designed as companion shows, based on the Hardy Boys and Nancy Drew mysteries. The series would be ready for fall 1995.

Another project in development for syndication is a one-hour weekly series, *Jake and the Kid*, about a boy growing up on a farm after World War II.



Nelvana Chairman Michael Hirsh

On the cable front, Nelvana has a commitment for a new series on Nick Jr. and is working with HBO to develop another animated program for the pay service. *Tin Tin*, the Nelvana-produced series that debuted on HBO, has moved to Nick.

"We see cable as a major growth area," says Hirsh, who founded the company in 1971

with college friend and company president Patrick Loubert and animator and executive vice president Clive Smith.

The company recently began to experiment with so-called computer painting, which replaces the laborious job, much of it done in Asia, of hand painting programs cel by cel. The first two shows Nelvana painted by computer were *Rupert* and *Tales from the Cryptkeeper*.

Top cable shows

Following are the top 15 basic cable programs for the week of Oct. 17-23, 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 95.4 million households with TV sets. Source: Nielsen Media Research.

Program	Network	Time (ET)	HHs. (000)	Rating Cable U.S.
1. NFL Football	TNT	Thu 8:00p	6,259	10.2 6.6
2. CFA Prime Time	ESPN	Sat 7:30p	3,052	4.8 3.2
3. NFL Prime Time	ESPN	Sun 7:00p	2,786	4.4 2.9
4. Movie: 'The Naked Gun'	USA	Wed 9:00p	2,255	3.6 2.4
5. Rugrats	NICK	Sun 10:30a	1,935	3.2 2.0
6. Movie: 'Back to the Future, Pt. 2'	USA	Fri 9:00p	1,929	3.1 2.0
7. Rugrats	NICK	Sat 7:30p	1,778	2.9 1.9
8. WWF Monday Night Raw	USA	Mon 9:00p	1,774	2.8 1.9
9. The Ren & Stimpy Show	NICK	Sun 11:00a	1,764	2.9 1.8
10. NFL Gameday	ESPN	Sun 12:00n	1,733	2.7 1.8
11. Rocko's Modern Life	NICK	Sun 11:30a	1,705	2.8 1.8
11. NFL Post-Game	TNT	Thu 11:34p	1,697	2.8 1.8
13. College Football Score	ESPN	Sat 11:02p	1,663	2.6 1.7
14. Movie: 'The Naked Gun'	USA	Sun 3:00p	1,605	2.6 1.7
15. Silk Stalkings	USA	Mon 10:00p	1,587	2.5 1.7

Following are the top five pay cable programs for the period of Oct. 17-23, ranked by the number of households tuning in. Source: cable networks based on Nielsen Media Research.

1. Movie: 'The Beverly Hillbillies'	HBO	Tue 8:00p	2,055	10.0 2.2
2. Movie: 'The Beverly Hillbillies'	HBO	Sun 6:15p	1,815	8.8 1.9
3. Movie: 'Lost in Yonkers'	HBO	Sun 8:00p	1,628	7.9 1.7
4. Movie: 'Double Threat'	HBO	Sun 10:00p	1,565	7.6 1.6
5. Movie: 'Mr. Wonderful'	HBO	Sat 8:00p	1,543	7.5 1.6

Survey: Efficiency valued over news quality

New technology seen as newsroom cost-cutter; will journalism be sacrificed for bottom line?

Special to Broadcasting & Cable from Robert McMullen, Alan Fletcher, John Maxwell Hamilton and Billy I. Ross, members of the faculty of Louisiana State University's Manship School of Mass Communication

Who can miss that the news business is making news?

Almost daily, it seems, the front pages describe the mating dances of giant media companies eager to create powerful, profitable multimedia combinations. Related articles on the information superhighway are as breathless as World of Tomorrow speculation during the 1939 New York World's Fair, when futurists foresaw travelers relaxing while their automobiles glided magically over broad freeways.

The enthusiasm is contagious. After reading such articles, one even might speculate that the decline in the public's esteem for journalists is about to end. In the "information age," journalists will command the high ground.

Except for one thing: The changes now under way may have little to do with the quality of reportage.

Earlier this year, we conducted a national survey on the use of new technologies in the newsroom. Responses came from 375 senior executives, news editors and reporters in newspaper, radio, television and cable. In every category, one finding leaped to the forefront: Most of the excitement over new technologies is about cutting costs, doing things faster and providing more glitz. Little is said about using the technology to enhance the quality of information provided in news reporting.

"New technology," one typical radio executive said, "has made us extremely productive and much faster." Another executive said new technologies will bring "more efficiency for newsgathering, resulting in faster coverage and better presentation."

The potential efficiencies are obvious: "One-man bands"—television reporters who shoot their own video—reduce staff needs. Pagination, which is practiced at half the papers we surveyed and which is expected shortly at another 32%, greatly simplifies layout.

Likewise, new technologies allow traditional media to repack news in new ways. One-quarter of all newspapers we surveyed said they have or expect to have fax news services in the next three years.

The potential benefits of business collaboration on a larger scale also excite news executives. In our survey, 47% of television station managers would consider a joint operating arrangement with other broadcasters, and 75%

would be willing to enter such an arrangement with a non-broadcast company. Nearly three of five cable operators reported that they would be willing to join with broadcasters, and four of five would join a nonbroadcast company.

But precious little of this excitement spills into upgrading the content of the news that is reported. Consider these findings:

■ When respondents talked about qualities and skills needed for using new technology, they thought in terms of technical skills. Critical thinking ability and a college degree were rated lower.

■ About 50% of television news directors reported that new technologies brought better on- and off-air efficiency and improved graphics; 23% talked of more action footage. Fifteen percent indicated greater accuracy in news reporting.

■ Although 79% of the newspapers surveyed had computer graphics capability, only 29% had a computerized library, which is useful in researching news stories. Even smaller percentages of newspaper editors reported having access to information-gathering tools such as online and CD-ROM databases or to local networks tied to court and tax records.

Not surprisingly, many of those surveyed worried about the implications of technology advances.

With regard to one-man

bands, for instance, a common refrain was: "A reporter who must shoot his/her own video will likely miss important information related to the rest of the story."

The information revolution still is in its infancy. Studies like ours must be considered preliminary. In addition, not all the data in our survey argues that content will suffer or be ignored. For instance, three-fourths of television station managers said they would use high-definition television or broadband services to offer additional services to their viewers.

Finally, increased efficiency is not in itself bad. It actually may create savings that over time make it easier to invest more in quality reporters and reporting.

Yet the opposite outcome should worry us. Relentless emphasis on efficiencies may create its own momentum. Technological, bottom-line considerations may overshadow the journalistic mission. In that case, the superhighway will be bad news. ■

"In our survey, 47% of television station managers would consider a joint operating arrangement with other broadcasters, and 75% would be willing to enter such an arrangement with a nonbroadcast company. Nearly three of five cable operators reported that they would be willing to join with broadcasters, and four of five would join a nonbroadcast company."

Ratings: Week 5, according to Nielsen, Oct. 17-23

	abc ABC	CBS CBS	NBC NBC	FOX FOX
MONDAY	16.1/25	14.1/22	12.1/19	7.6/11
8:00	38. Coach 11.1/18	20. The Nanny 13.0/20	47. Fresh Prince 10.7/17	61. Melrose Place 9.5/14
8:30	76. Blue Skies 7.8/12	14. Dave's World 14.8/22	38. Blossom 11.1/17	
9:00	4. NFL Monday Night Football—Kansas City Chiefs vs. Denver Broncos 18.7/32	11. Murphy Brown 15.8/23	25. NBC Monday Night Movies—Moment of Truth: A Mother's Deception 12.7/20	93. Party of Five 5.6/8
9:30		17. Love & War 13.9/21		
10:00		19. Northern Exposure 13.5/22		
10:30				
TUESDAY	16.4/26	10.6/17	12.0/19	6.8/11
8:00	27. Full House 12.4/20	46. Rescue 911 10.8/17	28. Wings 12.3/20	90. Fox Tuesday Night Movie—Stop! or My Mom Will Shoot 6.8/11
8:30	23. Me & the Boys 12.8/20		29. Wings 12.1/19	
9:00	2. Home Improvmt 20.4/30	50. CBS Tuesday Night Movie—Sleeping with the Enemy 10.5/17	13. Frasier 14.9/22	
9:30	1. Grace Under Fire 20.5/31		42. J Larroquette 10.9/17	
10:00	10. NYPD Blue 16.1/27		42. Dateline NBC 10.9/18	
10:30				
WEDNESDAY	12.4/20	9.4/15	11.4/19	9.2/15
8:00	55. Thunder Alley 9.8/17	71. Boys Are Back 8.3/14	42. The Cosby Mysteries 10.9/18	38. Beverly Hills 90210 11.1/18
8:30	47. All American Girl 10.7/17	80. Dave's World 7.5/12		
9:00	6. Roseanne 17.7/28	68. Touched by an Angel 9.0/14	59. Dateline NBC 9.6/15	85. Models Inc. 7.3/12
9:30	9. Ellen 16.3/26			
10:00	55. Turning Point 9.8/17	36. 48 Hours 11.2/19	18. Law and Order 13.6/24	
10:30				
THURSDAY	8.1/13	10.8/17	16.0/25	7.8/12
8:00	91. My So-Called Life 6.7/11	47. Due South 10.7/17	18. Mad About You 14.0/23	79. Martin 7.6/12
8:30			22. Friends 12.9/20	71. Living Single 8.3/13
9:00	52. Matlock 10.4/16	31. Chicago Hope 12.0/18	8. Seinfeld 17.2/26	80. Cops 7.5/11
9:30			20. Madman/People 13.0/20	78. Cops 7.7/12
10:00	87. Primetime Live 7.1/12	55. Eye to Eye with Connie Chung 9.8/16	3. E.R. 19.4/32	
10:30				
FRIDAY	11.8/21	11.4/20	8.9/16	7.2/13
8:00	34. Family Matters 11.4/22	53. Diagnosis Murder 10.1/19	66. Unsolved Mysteries 9.1/17	96. M.A.N.T.I.S. 4.8/9
8:30	33. Boy Meets Wld 11.6/21			
9:00	41. Step By Step 11.0/19	31. CBS Special Movie—In the Heat of the Night 12.0/21	58. Dateline NBC 9.7/16	59. X-Files 9.6/16
9:30	42. Hangin w/Mr. C 10.9/18		76. Homicide: Life on the Street 7.8/14	
10:00	23. 20/20 12.8/23			
10:30				
SATURDAY	8.8/16	10.8/20	7.4/14	7.1/13
8:00	70. ABC Saturday Family Movie—Problem Child 2 8.7/16	36. Dr. Quinn Medicine Woman 11.2/21	92. Empty Nest 6.0/12	89. Cops 6.9/13
8:30		62. Five Mrs. Buch 9.4/17	94. Something Wilder 5.5/10	83. Cops 7.4/14
9:00		69. Hearts Afire 8.9/16	71. Sweet Justice 8.3/15	87. America's Most Wanted 7.1/13
9:30		29. Walker, Texas Ranger 12.1/23	74. Sisters 8.2/15	
10:00	66. The Commish 9.1/17			
10:30				
SUNDAY	11.3/18	16.4/26	11.9/19	7.9/12
7:00	63. Am Fun Hm Vid 9.3/16	5. 60 Minutes 18.4/31	85. Unexplained 7.3/12	95. Encounters 5.2/9
7:30	65. On Our Own 9.2/15	7. Murder, She Wrote 17.4/27	35. seaQuest DSV 11.3/17	63. Simpsons 9.3/14
8:00	50. Lois & Clark 10.5/16			80. Hardball 7.5/11
8:30		12. CBS Sunday Movie—Ghost 15.3/25	15. NBC Sunday Night Movie—Danielle Steel's 'Family Album,' Part 1 14.5/23	54. Married w/Chldr 9.9/15
9:00	25. ABC Sunday Night Movie—Terminator 2: Judgment Day 12.7/21			83. George Carlin 7.4/11
9:30				
10:00				
10:30				
WEEK'S AVGS	12.1/20	12.1/20	11.4/19	7.7/12
SSN. TO DATE	12.0/20	11.8/19	11.8/20	7.6/12

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

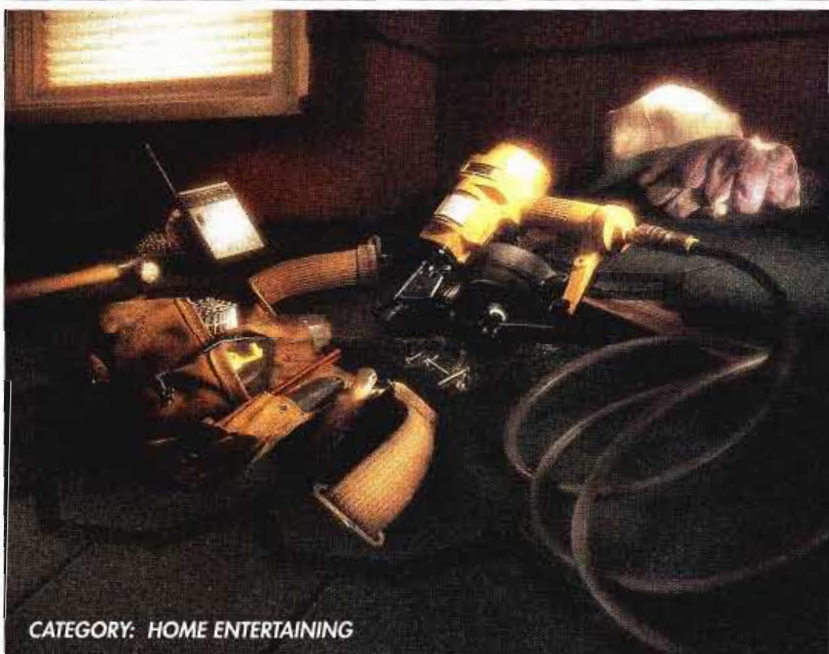
WHAT AMERICA



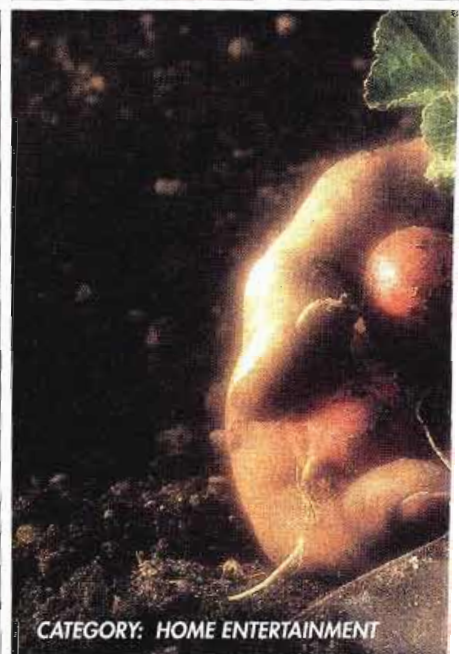
CATEGORY: HOME WORKSHOPS



CATEGORY: BACKYARD



CATEGORY: HOME ENTERTAINING



CATEGORY: HOME ENTERTAINMENT

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Home repair and remodeling:	\$106 billion
Gardening and plants:	\$75 billion
Home decorating:	\$45 billion
Audio/video equipment:	\$40 billion

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- **THAT'S HOME ENTERTAINMENT**, the latest consumer audio/video components, games and laser/VHS movies.
- **CRAFTY KIDS**, an educational show with great craft ideas for kids from 5 to 10 years old.
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- **WORKING FROM HOME WITH PAUL AND SARAH EDWARDS**, a show for the 12 million work-at-home professionals.
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HGTV is wholly-owned by E.W. Scripps Company, a one billion dollar company with 125 years in the media business. Scripps owns nine television stations, 19 daily newspapers, nine cable systems with over 700,000 subscribers, Scripps Howard Productions, United Media and recently acquired Cinetel Productions – the largest independent producer of cable programming in the United States.

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



HGTV DEBUTS NATIONWIDE DECEMBER 30, 1994

For information, contact Susan Packard at 810-827-4471.

Running With the Wind

Robert Iger is at a pivotal point in his career. Last month he was named president and chief operating officer of Capital Cities/ABC Inc., effectively succeeding Dan Burke in that post. He is, by all accounts, the heir apparent to company Chairman/CEO Tom Murphy. ABC now is top in prime time and riding a wave of black ink that Iger sees as raising all broadcasting boats, but particularly his. From his new vantage, Iger looks at the future of the medium (bright), the implications of the recent affiliate flips (a two-sided coin) and the information superhighway (focus on the consumer and the product, not the delivery system), and along the way says he is content to work with, rather than buy, King World. Iger sat down with BROADCASTING & CABLE editors Don West and Steve McClellan to talk about those and other issues.

Do you catch me at a time when both the business and Capital Cities/ABC are running with the wind.

Yes. And you catch me at a transitional moment in my career. I'm clearly out of one job and into another, but what I'm doing right now is still pretty new to me. A lot is quite familiar, too.

But in response to your statement, I'd like to think we're actually running a little faster than the wind, primarily because the marketplace that supports a lot of our core businesses is extremely healthy. So in terms of timing, you catch me in a very good mood.

Do the earnings help?

Well, the third quarter is not a particularly big quarter; it's not nearly as big as the fourth quarter, for instance.

Does it reflect a rising tide in all broadcasting or, specifically, in Capital Cities?

It's clearly a rising tide in all broad-



casting, and the notion of a rising tide raising all ships is true. Except that if you're more buoyant, you're going to rise a little bit higher. Our competitive position is so positive that even though the rising tide is affecting everyone positively, we're in a better position to take advantage of it.

We've always said that the best thing that could possibly happen is for us to have basically very strong marketplace conditions and be well positioned within that marketplace from a competitive standpoint, and if you look at a number of our businesses—the network, our television stations, cable, radio, even some of our publishing entities—you'll see that we stand a chance of rising a little bit higher than others. That's clearly true at the network right now.

Last week Sumner Redstone spoke about the information highway, essentially bashing it, and said moreover that Viacom was going to sell its cable interests. That same week I ran into a broadcaster who said he was going to sell his TV stations because he thought the market had peaked. My question to you is, if not cable and if not broadcasting, where do you invest in

COVER STORY

this business?

It is important to talk about the information superhighway, since it has become such a part of this business's language on a daily basis. Sumner will be a player in the information superhighway because Viacom, Paramount and Blockbuster have their hands on a significant amount of software.

I'm a technophile. I've been using computers for a very long time. I've always had state-of-the-art home video and audio entertainment equipment; I follow the industry closely in terms of changes that occur technologically. I do think there has been a tendency for many people in the business to become intoxicated with this technological change to such an extent that their senses have been dulled to other issues, such as economics, politics, and—more important—consumer behavior: what the consumer wants and what the consumer ultimately will do with that technology.

So as I look ahead, I'm much more focused on the consumer than I am on the technology, and as we as a company focus on the consumer, we believe that the consumer will always want to consume product. Whether that product is consumed by way of a telephone line, a cable line, a home satellite dish, an over-the-air broadcast experience, a home computer, or something else, there will be a demand for certain product. And what we're exploring is where we think the demand will be focused.

On the distribution side?

Distribution is a word that needs to be more broadly defined. When we talk about cable distribution, a lot of people believe we are cable distributors rather than software owners and programmers. Let me use ESPN as the example. To me, the ownership of a cable program service such as ESPN is ownership of software; it's not hardware and it's not pure distribution. It is, in effect, an overall product; it is a super-brand for which the consumer has developed a habit. And that's why, when I talk about the future in terms of technological change, I look at ESPN as software. I think that if cable ultimately meets its demise, ESPN still can survive. It might be distributed on home satellite dishes, it might come into the home via a telephone line, it might go right to the computer. It may be bifurcated, in that some of it goes to a television set and some of it goes to a computer in which statistics and all kinds of interactivity are, in effect, brought into the home and help support the ESPN service that may ultimately end up on a television set.

I'm much more focused on the program service, the franchise, the brand, than I am on the matter of distribution.

Well, if the government were to make it possible, would you go into ownership of cable systems?

I'm not sure that's a question we can answer right now. Clearly, we wouldn't go into it if it didn't make sense under present economic circumstances. I'm not sure, in other words, that the point of entry would be affordable. Even though that was a good business for Capital Cities before the purchase of ABC—you know, they were in cable and they liked being in cable—I think ownership of those services is largely ownership of hardware, and I'm not sure that would make sense for us at this point.

I would rather invest our money in the creation of new program services for cable than in the ownership of cable delivery systems.

Would you be more likely to buy a studio?

We would gladly own a studio, but at the right price. Those that have changed hands recently—Paramount is the best example—we didn't believe were business opportunities that made sense for us.

What's your analysis of what has happened this year in the network-affiliate relationship?

What's happened in the business is that there's been a significant amount of change, on a market-by-market basis. The relationship between affiliate and network has changed, and I think that will create a confusion at the consumer level that will have a short-term damaging impact on the business in general. I don't think that much change is necessarily good, particularly when you're dealing in a very competitive world where there's a sea of program choice for the consumer and the significant habit that's been formed, in some cases, over not just a few years but over decades. What has happened overall in the business is that the distribution of network product over and through local stations has become significantly more expensive for the networks. It varies from network to network, but I'm here to tell you that the cost of doing business with our affiliates has risen appreciably. I won't specify what that is.

In terms of compensation?

Correct. On one hand, you have a situation in which your distribution is weakened in the short run, and more expensive. In our case, we've managed to avoid major change in most of the top markets. Our strategy was to maintain stability in those top markets because we thought that was important not only in terms of dealing with the consumer but also with the advertiser. Fox has improved itself in terms of its distribution system by virtue of the fact that a significantly greater number of its stations are now VHF stations versus UHF. To some extent that's not as important as it once was because cable is a great equalizer. But it's still important, and we're still dealing in a universe in which more than 30% of the country is not wired or has not signed up for cable.

You're UHF in Phoenix now, as well as in Tampa and St. Louis. And CBS is buying two Us.

Yes, Detroit and Atlanta.

Is this going to show that UHFs are better than you thought, as long as they have a strong network?

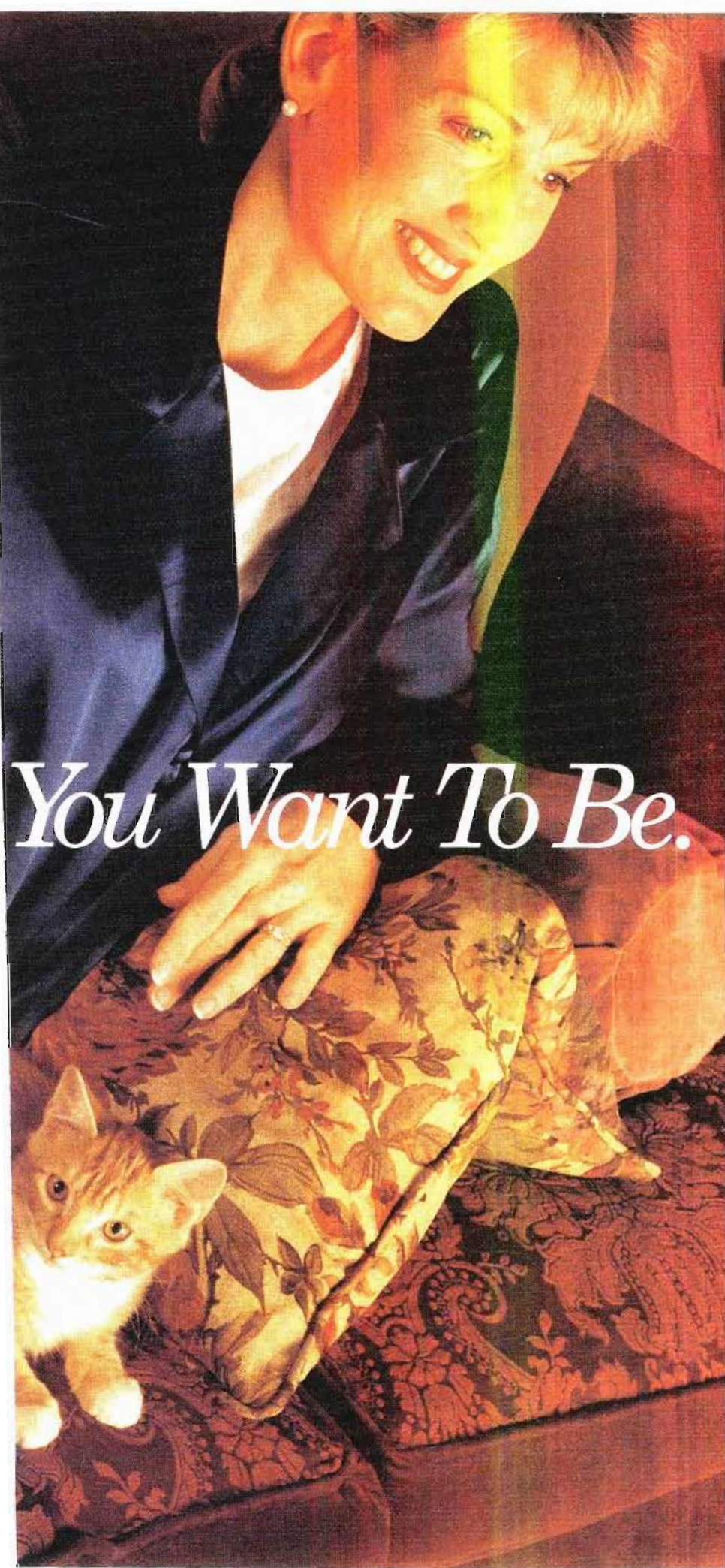
In the end, the programming is the most important factor. All the distribution improvement in the world isn't going to help a network if its programming isn't strong. And the same is true if you make a purchase—like Fox did—of professional football. Just because you have professional football, it doesn't necessarily mean that all the programs that follow it on Sunday night are going to be hits. They still have to be programs that are inherently good and in demand. And the same is true in terms of the distribution system.

Long-term, moving from a V to a U in a given market is not going to impact us as negatively as it will in the short-term, because the first thing you have to do is allow all the change to settle down. You have to let the consumer find you.

It always has had less of an impact, by the way, on prime time ratings and a slightly greater impact on the dayparts, particularly news. When you go from a strong V in a market such as Phoenix—which we did—to a U, and the V had



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a strong local news identity as our station in Phoenix did, and you go to a U that is just starting up a local news organization, then your news is going to suffer. It's just a fact of life; it's that simple.

But do you see the long-term solution as networks buying their affiliates—to the extent the law allows?

I like the fact that we own more stations. We haven't formally closed the deals in Flint and Toledo, but I like the fact that we will own more stations today than we did yesterday because I believe in that business. Not just for the next few years, but long-term. And I'd like the ability, as a company, to own even more stations for the same reason. But I think there will continue to be a cap, albeit higher than today's.

The way around that seems to be through partial attributions.

I'd rather not comment on that, but I don't think you'd see us creating the kind of partnerships that have been created to, in effect, bend the rules or figure out a way around the rules. That's not what we're about.

Can you quantify how much this has cost you?

Yes, but I'd rather not. The cost of doing business, in terms of distributing the network product on our affiliates, is substantially greater today than it was before all this change occurred. And that's true for NBC and CBS as well.

The other thing I think has to be emphasized here is that even though the cost of business has gone up substantially, these are long-term deals. In our case, they're all 10-year agreements. And by locking in our distribution system for 10 years, not only are we guaranteeing ourselves a stability in terms of that distribution system—the ability to get the product to the consumer—but we've created a pricing stability as well.

Another thing that should be pointed out is that we've improved our distribution system for certain programs. We got a live *Nightline* clearance out of Belo in Dallas. The same was true for Cox in Atlanta, for Hearst in Pittsburgh. So suddenly *Nightline*'s live clearance, which at one point was hovering closer to 60%, is now going to shoot well above 70%. That will significantly improve the competitive position that program is in.

How far along are you in the process of redoing affiliation agreements?

We're probably above 75% now. There's an asterisk on that because we own almost 25%.

Just switching gears—for the season to date, you're number one in prime time, on a household basis and in terms of adults 18 to 49. Are you fairly certain that you'll be able to maintain that position?

There's no such thing as a sure thing. NBC is extremely competitive. It's our goal to win the 18 to 49 demographic. We've been number one in that demographic for at least the past three seasons. I'd hope to win it again, but I think it's going to be a very close race. We're benefiting right now from the fact that football is on the air, which delivers great numbers of men 18 to 49.

We'd like to talk about in-house production. NBC is on the record as saying it plans to program 35% to 40% of its schedule, and if you look at your schedule now, at least in prime time, you're pretty much in that ballpark if you include sports.

Well, sports we don't own. I don't consider that in any way

in-house. I think the worst thing we could do would be to create a number and a percentage of the total schedule we'd like to own. We would like to own more of our shows than we presently do, yes, because we believe ultimately that the ownership and control of software is going to have long-term benefits for this company. It would be very important for us in terms of our availability to survive technological change.

But right now the network business is driven by total viewers, key demographics, and our ability to sell advertising in those shows. So we would be making a big mistake if we forced our own product onto the air if it were inferior in terms of its ability to deliver audience that was sellable to the advertisers.

What about your ambitions in domestic syndication?

I think the business of owning first-run product is one we'd like to be in. Until now, as a company we've been restricted. If we put the restrictions aside, I don't think we've done a good enough job in developing the product we own and ultimately placing our product in first-run circumstances on our owned stations and on our affiliates.

However, unlike others in the business, we don't have a great thirst to be syndicators. Quite the contrary. We actually believe that that would create far too many problems—conflicts of interest—with our affiliates. So were we to enter the so-called first-run business, we would own the product and benefit from its success, but we would be more likely to call in someone else to actually syndicate that product around the country.

King World?

Certainly. We have a good relationship with King World and they've done a better job than most in that business, so we wouldn't rule them out in terms of syndicating product we owned. I think that would be a smart move for us. But I'm not in any way suggesting that we should own King World or be syndicators ourselves. I just think that puts a stress on the distribution system in a relationship that already has been under stress.

Are you keeping open the possibility of acquiring King World?

No, because of what I just said.

We're very aware of a new dynamic, or renewed dynamic, in Washington involving something called the social compact, or what FCC Chairman Reed Hundt would call the social compact.

Or the quid pro quo.

The quid pro quo. There are similar dynamics involving violence...

And children's programming.

The latest thing is talk show hosts and the notion that there should be truth in talk shows. It's all tied in with the suggestion of spectrum auctions. If you're concerned, as broadcasters are, with acquiring a new channel to effectuate either HDTV or flexibility, or if you're in the radio business and you're talking DAB, the possibility that new spectrum will be required becomes a big element. I just wonder how you stand on the social compact.

Good question. First of all, I don't understand why there should be an inextricable link between a broadcaster's social responsibility and the business regulatory environment. I think there are very specific competitive reasons to make changes in regulation. I'd rather not cite specific reg-

ulation, but—well, maybe I should. I think because the environment has gotten so competitive, the rules that have held the networks back from, in effect, exercising too much power are no longer applicable. So I think that there are very specific and legitimate business reasons why regulation as it exists today should change, should be altered to be more reflective of business conditions today. And I don't understand why there's any tie whatsoever to social responsibility. However, I do believe that we have a significant responsibility to serve the public or to be socially responsible, and I have no reason to be defensive at all in terms of just what we've fulfilled in terms of that responsibility. I think we have more than earned the right to broadcast to the American public on a free basis, for instance, to control the spectrum space.

Is that you as Capcities or you as broadcasters?

I'm speaking more of us as Capcities, but it applies to broadcasters in general. I think the public is well served by our company, specifically in our broadcast of public service announcements. No other broadcast entity distributes more public service announcements to the viewer than we do.

So I'm concerned that there should be a linkage.

I should also suggest that there's nothing wrong with continued scrutiny, whether it's in the direction of violence or children's programming or what we're doing that is supposedly pro-social. There's nothing wrong with constantly looking to see if, in fact, the broadcast system is fulfilling its obligation to the public. We have nothing to hide; we continue to scrutinize it ourselves.

I tend to be concerned whenever the government steps forward and tries to regulate programming or product.

Does that specifically include a quid pro quo for spectrum auctions?

I haven't thought specifically about it in relation to spectrum auctions, so it's kind of a quick reaction, but I would have to suggest that I don't think there should be a quid pro quo.

What is your view of the viability of a fifth network or a sixth?

Less viable today than it used to be because the strength of a network is, first and foremost, tied to the strength of its distribution system and then the strength of its own programming. And because the affiliate situation out there is what it presently is, particularly if you've got 10-year agreements so you're going to see less switching in the future, there aren't that many strong distributors in local markets to which fifth and sixth networks can turn.

What's 1994 going to look like in terms of revenues and profits?

This is an extremely positive year for this company. It's possible it will be a record year for the network. Nineteen-ninety-four is a very successful year for us—to date. Capital letters. Exclamation point.

Five years from now, will television look much like today or much like tomorrow? What will the difference be?

I think five years from today television is going to look

more like today than [like] tomorrow. But there will be some differences, and I think the differences are somewhat difficult to predict, but even standard over-the-air television will have some greater form of interactivity. There will be support mechanisms for it that will naturally flow from it, such as the transactional, interactive direction that we're experimenting with now on America Online. Even though it's a business pursuit, it's indeed an experiment, but clearly what we're doing in that direction is a direct offshoot of our main business, television. If America Online succeeds, we will be better at television than we've been, because I think it will, in some form, complement and support that business.

Five years from now, do you think that the networks as a group still will have about 60% of the viewing?

I don't think you're going to see a dramatic decrease in network consumption in five years unless big mistakes are made, meaning big program mistakes, big business mistakes.

If the balance isn't going to tip dramatically in five years, will it tip eventually?

Will it tip? You're dealing with an infinite amount of time. I really don't see the mass medium of broadcasting, particularly network broadcasting, disappearing in the foreseeable future. Nor do I see it eroding to the point where it's a terrible business. People like to consume things as soon as they're available, meaning that when your favorite magazine arrives in the mail on a given day, you're likely to read it that night. When your favorite television show comes into the home at 9 o'clock on a given day, you're likely to sit in front of that television set and watch it. Just because technology is going to allow you to decide what night of the week you want to watch that show, which it will do, you're going to want to watch it as soon as it's available to you because it's good, because you've got to have it.

I'm betting on mass media, and I don't know a better or stronger one than free, over-the-air network television.

What about the technical upgrading of the network and its affiliates in terms of digital TV, HDTV? Is that a five-year issue or is that a much longer time?

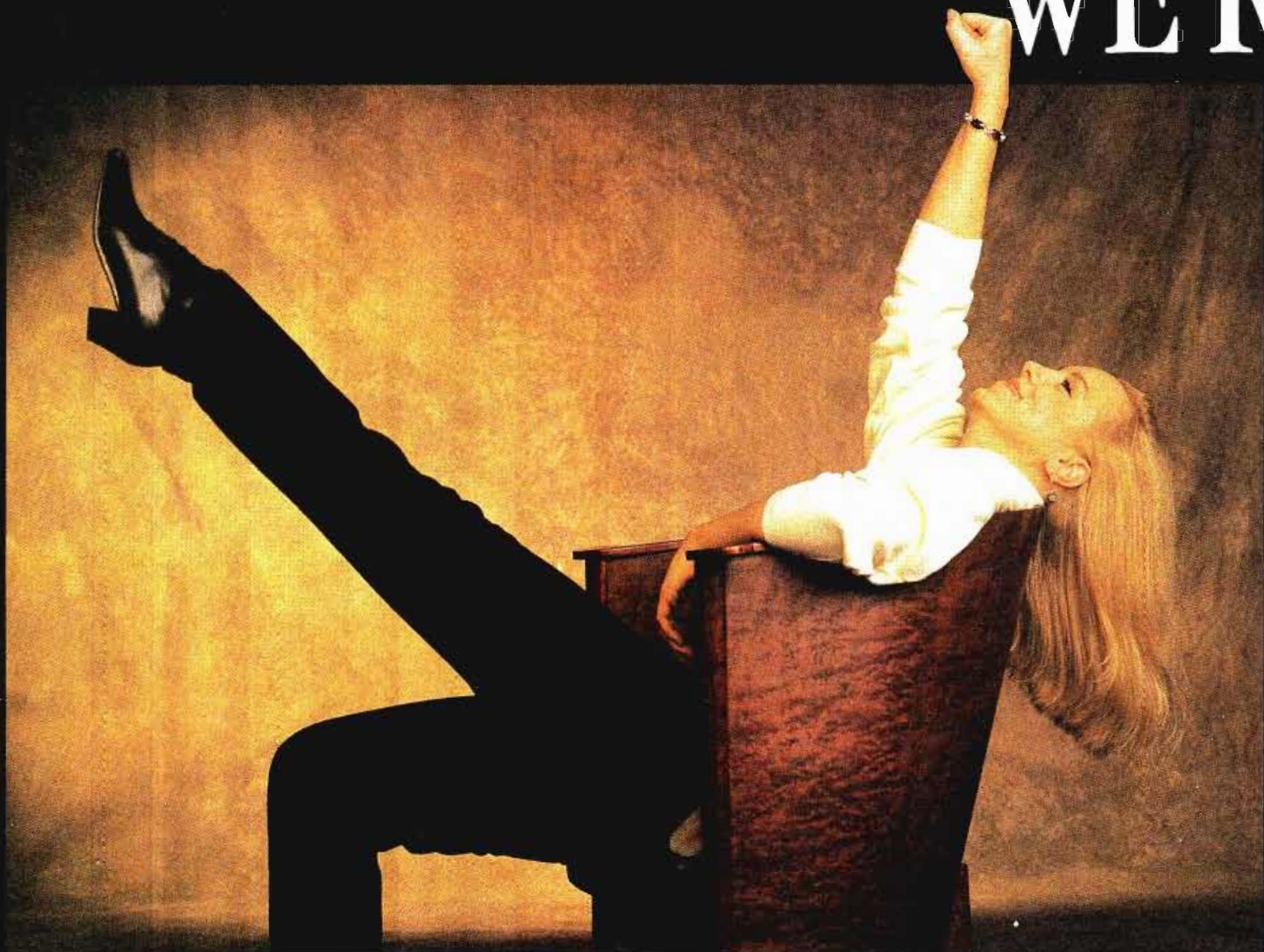
From a technological standpoint, the ability to upgrade the quality of picture and sound into the homes is going to occur very quickly. It already has occurred. Digital satellite delivery is better than over the air. But I'm not sure the consumer demand is there to support the economics.

Can you anticipate how this company will change or evolve under your stewardship?

I can think of this company changing in the future because of the change that's going to occur in the world, but I don't necessarily tie that change to me. The direction has been set by Tom Murphy and Dan Burke. That, I think, is most important. They will continue to maintain the diversity towards business strategy. We're not a one-business company; we're a multiple-business company. ■

"I think we have more than earned the right to broadcast to the American public on a free basis."

NO MATTER WHICH WE'R



#1 PRIMETIME PROGRAM

	<u>Ratings</u>	<u>W 18-49</u>	<u>W25-54</u>	<u>M18-49</u>	<u>M25-54</u>
GRACE UNDER FIRE	20.5	18.6	19.6	12.3	13.3
RANK	#1	#1	#1	#3	#3
Home Improvement	20.4	16.4	17.6	12.6	13.5
Rank	#2	#3	#3	#2	#2

Note: Monday Night Football. #1 in male demos.

**CARSEY-WERNER
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WAY YOU LOOK AT IT, E #1



KEY ADULT DEMOS

#1 ADULTS 18-49

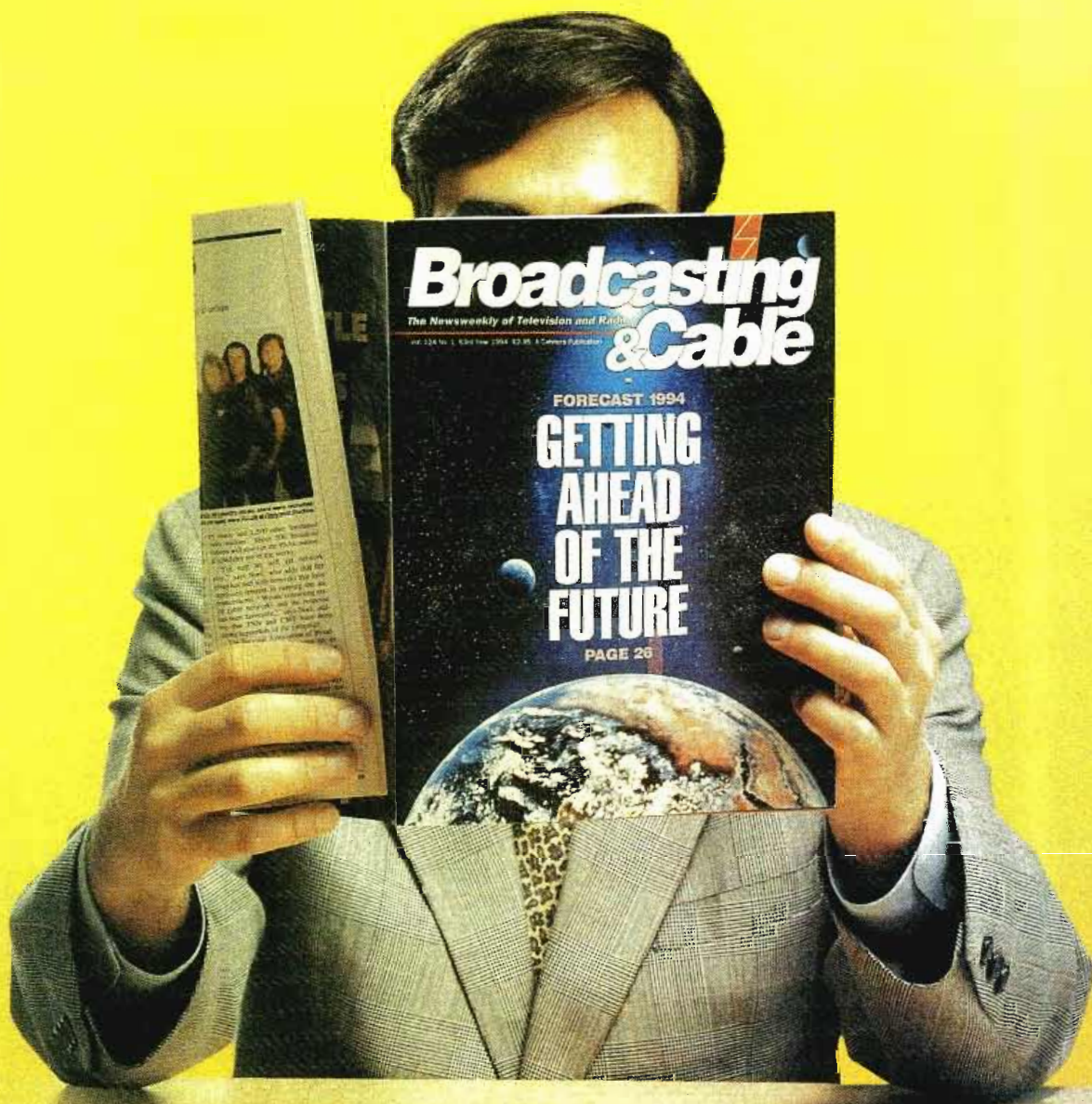
#1 ADULTS 25 -54

Grace
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53% SAY IT'S THE MOST USEFUL FOR PERFORMING THEIR JOBS.

**Broadcasting
& Cable**

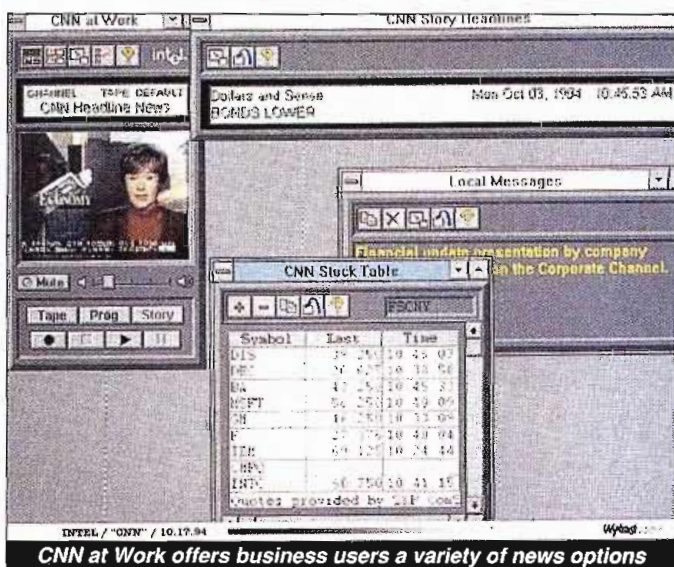
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Week

Video On Demand



CNN at Work offers business users a variety of news options

CNN, Intel to offer PC-based service

CNN at Work initially will target business users, hopes to expand to homes

By Rich Brown

Add CNN and Intel to the growing list of companies looking to deliver up-to-the-minute news to the workplace.

The companies last Tuesday unveiled CNN at Work, a subscription service designed to deliver Headline News or CNN live over personal computer networks. Although the service is being shipped to the business community, the partners see an opportunity eventually to offer the same type of service to the home, says Jim Johnson, vice president and assistant general manager, Intel Products Group.

To receive the service, participating company needs to buy a \$4,995 hardware/software system that hooks up to its local area network (LAN) and enables all its users to capture, compress and send video content on their computer monitors. The video content—Headline News and CNN—is supplied to each workplace via conventional cable TV line or a 1-meter K-band dish (offices choosing to receive by satellite would either lease the dish or buy one for about \$2,800). CNN at Work users also must pay a subscription fee of \$12.50 per month (or \$10 per month for orders with more than 50 subscribers).

Jon Petrovich, CNN/Headline News executive vice president, says they have not decided what compensation cable

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Video On Demand

NBC to deliver news over PCs

NBC Desktop Video will offer business news to financial industry

By Rich Brown

Just as CNN and Intel were announcing plans to launch a news and information service for office PCs (see story at left), NBC was busy preparing to debut a service of its own.

The company in the next two to three weeks is expected to begin distributing NBC Desktop Video, a video-on-demand service and the latest in a growing portfolio of new media businesses for the broadcaster. Some industry observers estimate that NBC's nonbroadcast assets, overseen by NBC Cable and business development president Tom Rogers, have grown in value to more than \$1 billion.

The company's latest initiative, NBC Desktop Video, is a multimedia business news feed service available to the financial services industry for approximately \$1,500 a month. For about double that price, users can receive full-motion video news on demand, either live or delayed, on their PCs. Users also can send their

own multimedia information to other subscribers on the network. The service uses material from the company's existing business news resources, including those of NBC and CNBC.

Roughly 10% of NBC's nonbroadcast business is in new media activities. In addition to the newly launched NBC Desktop Video, the company is an investor in San Jose, Calif.-based Interactive Network. IN, which enables viewers to interact and play along with shows such as *Wheel of Fortune*, is available to 5,000 subscribers. Although the interactive company in recent weeks has undergone some well-publicized delays and staff downsizing, Rogers describes the basic product as "very sound" and says plans are under way to expand the product to its third market soon.

Rogers also is eager to expand another of the company's new media efforts, NBC On-Site, which for the past year has delivered video programming to about 100 stores via aisle-based monitors. Rogers says NBC is closing in on a deal that will soon add another 200 stores to the network.

"Our approach has been to get out of the labs and into the business as quickly as possible," Rogers says of the company's new media activities. "There's a transition here. If you can actually have operating businesses, you can be ahead of the game."

While NBC is increasing its investment in new media,

continued on page 43

Telephony

Time Warner begins bid to offer telephony in Ohio

MSO upgrading cable plant as it prepares to take on Ameritech

By Mark Berniker

Time Warner has applied to the Public Utilities Commission of Ohio to offer local telephone service to residential and business customers throughout the state.

Time Warner Cable has more than 700,000 cable TV customers in Ohio and is upgrading its cable plant. Offering telephony is a way potentially to recoup its extensive investment in infrastructure.

"The big investment is in upgrading the cable plant for interactive two-way television and telephony," says Thomas Morrow, president of Time Warner Communications.

The upgrades in Ohio will cost "several hundred million dollars over the next five years," Morrow says, adding that the upgrade will be largely completed by 1998.

However, Ameritech is the existing regional voice services operator and has what amounts to a monopoly on local telephone service. Morrow says, "Ameritech has said all the right things about competition but has done everything in their power to stop it from actually happening."

"Ameritech's behavior is completely inconsistent with their public posturing," Morrow says, adding: "Ameritech is holding competition hostage to what it wants."

Ameritech repeatedly has said it is willing to open up its local loop to outside competition, while assum-



TW's Thomas Morrow

ing it will win regulatory approval to enter the cable TV, interactive video services and long-distance businesses.

Following the submission of the appropriate documents, Time Warner will wait for a decision from the Ohio Public Utilities Commission.

Morrow does not expect the PUC to turn down Time Warner's application to get into the telephony business, and he is more concerned about Ameritech's resistance.

Morrow hopes that Time Warner will be offering telephone services in Ohio by "the first half of 1996," but, he adds, "we wish it would be sooner."

Beyond offering basic dialtone service, Time Warner also wants to offer custom calling services such as call forwarding, caller ID, conference calling, automat-

ic dialing and sophisticated voice messaging services.

Time Warner has made it clear that once it upgrades its cable network to become digital-capable it will integrate voice, data and image communications services for both businesses and residences.

But before Time Warner has operational local phone service in Ohio it not only will have to receive Ohio PUC approval, but also will need to negotiate interconnection agreements with Ameritech. Morrow says he is "not real optimistic" concerning negotiations with Ameritech for interconnection agreements.

Time Warner has negotiated an interconnection agreement in New York with Rochester Telephone, which paved the way for the cable operator to be allowed to offer local telephone service there. Although Time Warner has received regulatory approval from the New York PUC and sealed a landmark interconnect agreement, it will not begin offering local phone services until next year.

Morrow says Time Warner has a long-term contract with AT&T for 5ESS digital switches, but will not order that equipment until the Ohio PUC signs off on its application. It also has negotiated interconnection agreements with Ameritech.

The digital switches cost close to \$5 million each and Time Warner would need four switches to connect all of its customers in Ohio, Morrow says. "We don't have a specified date to ship switches to our Ohio markets."

Morrow says Time Warner is focusing on New York and Illinois as the initial states for which it is trying to receive state regulatory approval for phone services. The company also has substantial interest in Florida, North Carolina, Wisconsin, Texas and Hawaii.

GI chosen by TW to supply analog addressable terminals

Time Warner Cable has chosen General Instrument to provide 1.5 million analog addressable cable TV terminals to be deployed throughout its systems over the next three years. GI's CFT2000 is an analog addressable terminal that can be upgraded to DigiCipher digital compression technology. The units also contain a microprocessor that allows TW to offer new services, including enhanced electronic programing guides, digital audio services, supplementary sports and entertainment information and play-along games.

IN to roll out in Indianapolis

Interactive Network will begin offering its play-along TV service in Indianapolis in November. Recently, Interactive Network announced it was delaying plans for a national rollout next year. Then the company received an infusion of capital from its investors, including Sprint, Motorola, TCI, NBC, Gannett and A.C. Nielsen. IN charges subscribers \$19.95 per month for the service, now available in Chicago; South Bend, Ind.; Sacramento, Calif., and San Francisco.



US West revises multimedia network

US West has revised its Section 214 filing to the FCC for video services because it has decided to modify its network architecture to a fiber-to-the-curb topology. The new design will deliver digital telephone service, data communications and digital interactive video-on-demand services over a shared fiber optic cable that will reach to the curb near the homes of customers. From the curb the fiber will be split, with telephone service traveling over traditional copper wire and video services delivered over coaxial cable.

Interactive

H-P sees cable beating telcos to interactive TV

Computer hardware maker struggles to crack undefined set-top market

By Mark Berniker

For a computer manufacturer to break into the set-top converter business, it has to identify its market. Silicon Valley's Hewlett-Packard has decided to target cable operators over telcos as the market for its new generation of decoders for both analog and future digital services.

"Cable is in the lead, and the telcos are not deploying the volume of product as early as cable operators," says Casey Sheldon, brand manager of Hewlett-Packard's home products division, which is in charge of the company's move into set-top boxes.

H-P is focusing on three aspects of interactive television in the hope of becoming one of the leading equipment suppliers to upgraded cable and broadband telco networks. Sheldon says H-P is making set-top boxes, video servers and computers that process transaction and billing of services over the network.

H-P has commitments from TCI for 500,000 set-tops, and Sheldon says Comcast has ordered 150,000. But the company has no orders from any of the telcos planning interactive TV trials.

H-P's set-tops are "hybrids," combining analog features for today's existing cable systems while also building in the capacity for decompression and a return path for future interactive television services. The company soon will announce the product names of its new set-top series, and Sheldon expects the units will cost "around \$300." Cable operators have said there is no way the set-top can cost more than \$500 per unit, she says.

HP is building all of the emerging standards into its set-top boxes, including DigiCipher II—to interface with General Instrument's headend equipment—and MPEG-2, emerging as the international standard for full-motion video. Sheldon says H-P also is incorporating Musicam and Dolby AC-3 audio standards into its set-tops.

H-P is building electronic program-



H-P's Casey Sheldon

ing guides into its set-tops, and will supply TCI with TV Guide On Screen.

"We'd like to support all of them, and I expect ultimately we'll have them all built in," Sheldon says, adding that H-P plans to negotiate with Prevue and StarSight Telecast to have their electronic programming guides built into future set-tops.

At first, most of the interactive television services will be fairly rudimentary. Sheldon says that beyond the electronic programming guide, she sees near-video-on-demand, home shopping and possibly the opportunity for consumers to download video games as the primary uses of the technology.

"Those are the only four services TCI and Comcast are asking from us now," Sheldon says, adding that H-P will ship its hybrid set-tops to TCI and Comcast by the middle of next year.

Sheldon says H-P's servers will interface with both Oracle and Sybase software for interactive television services. Also, H-P is talking with Microsoft about getting its software system running on H-P's video servers. H-P soon will publicly show both its hybrid set-tops and video server, with the expectation of developing a line of different products for both cable operators and telcos, she says. ■

Searching for SDTV standards

TV/COM International's new North American Digital Group last week began its investigation of "standard-definition" TV.

The group, announced earlier this year by TV/COM, is seeking to create a forum to discuss North American digital compression standards. TV/COM this fall cited standard-definition television as a subject of the group's work. While the FCC's Advisory Committee on Advanced Television Service (ACATS) has since expanded its own work to include standard-definition TV, TV/COM representatives last week listed several possible activities for their newly formed group.

"We're not trying to create additional committees," says Jim Shelton, TV/COM senior vice president. He says the group—comprising consumer electronics, programming and cable and satellite equipment representatives—may function as an informal workshop for information exchange among participants. Participants last week included representatives from a range of companies, including Bell Atlantic, CableLabs, IBM and C-Cube Microsystems. —CM

CNN, INTEL continued from page 40

system operators will receive for their participation in the service.

Executives for the companies would not project anticipated distribution of the new service, which initially is being offered only in the U.S. Roughly 20% of the offices in the U.S. have cable TV, according to CNN executives.

CNN at Work marks the latest attempt by companies to develop work-based media, joining a growing list that includes Bloomberg Business News, Dow Jones, Reuters and NBC (see story, page 40).

In addition to receiving

CNN and Headline News, CNN at Work users are able to display selected stock quotes and "broadcast" company videos over the LAN from a VCR or camcorder. Petrovich says that CNN and Headline News reports can be recorded for later viewing and that the companies are considering offering CNN archival footage through the service.

"Information is power, but it's not power until it's placed into a usable form," says Craig Goldman, chief information officer, Chase Manhattan Bank, one of the first companies to sign on for CNN at Work. "Think of the power and advantage of being able to know first and to react." ■

NBC's PCs
continued from page 40

about 75% of NBC's non broadcast investments are in the cable TV programming. And a good-sized chunk of the company's programming investments are in informational services, such as CNBC and America's Talking, which encourage viewer participation via telephone, fax and online computer services. Other cable programmers owned in whole or in part by NBC include A&E, American Movie Classics, Bravo, Court TV, NewSport, Independent Film Channel

and a wealth of regional sports and news services.

Rogers expects informational services and sports to be among the primary drivers of programming tiers in the future. Informational television is never going to have huge ratings, but people will value such services in a world of expanded channel offerings, he says.

"Cable was always supposed to be that medium where people got involved, versus passive watching of the broadcast networks," Rogers says.

The remaining 15% of NBC's nonbroadcast invest-

ments are in the company's fast-growing international business. A year ago NBC paid \$23 million for Super-Channel, a Pan-European satellite service reaching 60 million homes. Elsewhere in the world, the company is busy developing its fledgling Asian operation, ANBC, as well as Latin American channel Canal de Noticias NBC and Mexico-based Television Azteca. In the months ahead, NBC plans to expand its developing NBC Desktop Video computer service into Europe and Asia (BROADCASTING & CABLE, Oct. 10). ■

Interactive

'Star cam,' player stats among ACTV sports features

Interactive service to be tested next year; Liberty may open access to 40 million homes

By Mark Berniker

ACTV, the interactive television programming enterprise, has decided to make a run on the sports market and is hoping to expand its relationship with Liberty Sports.

Liberty Sports, owned by Tele-Communications Inc., controls several regional sports programming networks and recently acquired the Los Angeles-based sports programming service Prime Ticket Network. Liberty Sports now has access to more than 40 million subscribers nationwide and is discussing offering ACTV's interactive services along with its sports shows.

ACTV plans to try out its interactive sports service next year. It has hooked up with Prime Ticket Network and Ventura County Cablevision to test consumer demand in the Los Angeles market. ACTV also is working with the William Morris Agency, ASI Market Research and Next Century Media to develop interactive advertising for the trial and for future commercial rollout.

"Our focus is on consumer reaction to interactive programming and interactive advertising," says David Reiss, executive vice president, ACTV. Most interactive television trials are missing the point, Reiss says. Instead of demonstrating technology, the idea is to find out "what people can tolerate."

ACTV's "L.A. Project" will begin by late spring or early summer and will run for at

least six months. The company has not set prices for the service, but expects it will cost subscribers \$6-\$10 per month.

Consumers will be able to use a "star cam" to track a single player within a sporting event, Reiss says. Player statistics will be available, as will "on-demand instant replay."

During the Los Angeles tests, consumers will be able to order interactive sports services for Lakers, Kings, Angels, Padres and Pac 10 basketball and football broadcasts by Prime Ticket Network.

Ventura County Cablevision serves only 90,000 cable customers, but Reiss says it provides an excellent sample of suburban households: "Ventura secures our cable footprint in Los Angeles, and provides us with the best demographics and psychographics we could come up with." ■

BA Video Services finishes digital service bureau

Bell Atlantic Video Services has completed the development of its digital service bureau, which will digitize movies and other video programming for deposit on its video servers. BVS has also established customer service, billing, operations and business support systems at its Reston, Va., facility. BVS is constructing a digital production studio that will create local advertising, navigation screens and promotional material.

Calendar

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, Marriott 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.

Nov. 14-16—Opportunities on the Information Superhighway, sponsored by Multichannel CommPerspectives, Grand Hyatt, Washington. Contact: Sarah Harvey, 303-393-7449.

Nov. 15-17—DRTV East Expo & Conference, sponsored by Advanstar Expositions, New York Hilton & Towers, New York. Contact: 800-854-3112.

Nov. 30-Dec. 2—The Western Cable Show, sponsored by California Cable Television Association, Convention Center, Anaheim, Calif. Contact: 510-428-2225.

Jan. 23-26, 1995—ComNet '95, sponsored by IDG World Expo, Washington Convention Center, Renaissance Hotel and the Grand Hyatt Hotel, Washington. Contact: Robin Andreola, 800-225-4698.

Feb. 7-9, 1995—Intermedia: International Conference and Exposition on Multimedia and CD-ROM, sponsored by Reed Exhibition, Moscone Convention Center, San Francisco. Contact: Ellen Levenson, 203-352-8254.

SW plans national shows, online services

January launch planned for Sony, Warner network venture

By Donna Petrozzello

Two of the newest names in the radio network business—Sony Software Corp. and Warner Music Group, which last spring linked to form SW Networks—plan to reach untapped radio audiences with new syndicated talk shows and companion online services.

The programming focus will be national, SW Networks President/Chief Executive Officer Susan Solomon says. The new network plans to build on the reputations of Sony and Warner and the parent companies' software resources and music-oriented technology.

SW Networks will offer a variety of long-form and 24-hour syndicated programming to stations via satellite, digital transmission and minidisks, depending on the station's preference, Solomon says. SW also wants to provide programming to digital cable radio and direct broadcast satellite systems in the U.S., and later in other countries.

SW has targeted January 1995 as the month to launch 8-10 hours of initial long-form programs, with more programs to follow shortly, Solomon says.

'A return to radio'

Solomon compares her decision to focus SW on producing nationally syndicated shows to programming strategies used by television stations.

"I think there has been a return to radio, and the reason is because it is now a viable national medium," says Solomon, who has been director of legal and business affairs for subsidiary companies of Warner Communications and CBS Inc. and an investment banker.

In a departure from traditional syndicated programming, SW Networks wants each of its shows to have an online component that would allow listeners to access a show and, in some cases, interact with the host.

The online service also is being considered as a base for direct sales of products advertised during a program, Solomon says. SW has not yet identified which online service it would use or how its radio programs would translate into an online format.

Solomon describes radio as "a very

"There is interest in this country as well as internationally in being a better person, and we're doing a combination of segments from existing audiotapes and special appearances by experts in that field," Solomon says. "That will range from long-form programs within a 24-hour segment to shorter appearances."



"I think there has been a return to radio, and the reason is because it is now a viable national medium."

**SW Networks
President
Susan Solomon**

intimate medium for direct communication." Programs and formats create "minicommunities" of listeners, which translates well to online systems, she says.

"Radio's appeal with [the] local community relates to the online community as well," Solomon says. "Today, people want to have control over what is fed to them. They don't want to be 'shopped to.' Overall, my programming philosophy is pretty specific.... We're not doing anything unless we feel it has the potential to reach a very big market."

To reach that goal, Solomon is developing shows to reach "mass niche" markets, defined as those with strong revenue returns garnered from a relatively small audience. Among those, SW plans to tap the "personal empowerment" market, which reaps millions in book and video sales and late-night television infomercials, by launching a 24-hour talk format dubbed "success radio." That format will feature popular empowerment speakers on topics from diet to finance.

Carving a new niche

Another mass niche the network wants to reach is classical music listeners. Although the format garners a relatively small radio listenership, Solomon says, it attracts an upscale audience that is attractive to advertisers.

SW also plans to launch a menu of support services for its affiliates. The support will include computer software systems for station managers and program directors as well as

show prep services and short syndicated programs.

For all the new ideas that Solomon plans to introduce in programming, she also plans to incorporate traditional advertising sponsorship tactics into SW's business plan.

Solomon is seeking corporate sponsors for SW shows, the way companies such as Chevrolet and DuPont sponsored radio shows four decades ago. Solomon prefers top-brand sponsors that can create advertising geared toward the audience the radio show targets and that can offer SW the revenue it needs to produce its complex digital program with an accompanying online program.

"The ability to generate revenue that's really significant enough to go into the business is from a national level," Solomon says. "I think that as group owners move toward the continual refining of their bottom line, one of the things that they look at is how to cut costs and deliver quality product at the same time—and for that, you have to look at national programming."

Evergreen rejects Jacor offer

Evergreen Media Corp., Irving, Tex., which has seen its radio group grow to 11 stations and revenue increase 30% to \$50.4 million, rejected an offer by Jacor Communications to buy the company for \$210 million.

Evergreen Chairman/CEO Scott Ginsburg said in a letter to David Schulte, Jacor's chairman, that its board voted unanimously to reject Jacor's offer. He added the company's plan is to "maximize shareholder value through aggressive acquisitions in the radio industry." The group recorded a first half 1994 cash flow of \$18.3 million.

Schulte says his company was prepared to raise the bid to \$469 million to include assumption of debt and preferred dividends. Jacor will continue to look for other acquisitions, he says.

Latest Hall of Famers

Legendary public radio humorist and storyteller Garrison Keillor, comedians Red Skelton, Gene Burns and Gracie Allen, veteran Los Angeles radio personality Gary Owens and the late radio programmer Gordon McLendon will be inducted into the Radio Hall of Fame in a ceremony Nov. 6.

Keillor, the founder and host of *A Prairie Home Companion* on Public Radio International, is being honored as a syndicated personality. Skelton will be recognized as a comic radio pioneer for his 1950s-era radio show.



Fries roasted at Bayliss

Radio Advertising Bureau President Gary Fries (center) was the guest of honor at the ninth annual Bayliss Media Roast at New York's Waldorf-Astoria Hotel last week. Participating in the roast were Paul Kagan of Paul Kagan Associates, seated at left; Judy Carlough, RAB; Norm Goldsmith, Radio Marketing Concepts, seated at right; Ron Ruth, RAB, standing at left, and Bill Stakelin, Apollo Radio Ltd.. The dinner was sponsored by the John Bayliss Broadcast Foundation. Proceeds benefit the Bayliss Foundation scholarship fund.

Owens has hosted talk shows on several Los Angeles stations, and McLendon is regarded as an innovator of the top 40 format. The induction ceremony will be held at the Museum of Broadcast Communications in Chicago.

More credit for MMR

Greyhound Financial Corp. has increased Multi-Market Radio's credit facility from \$7.4 million to \$50 million.

Greyhound originally had planned to increase the credit facility to \$25 million, but with Multi-Market's cash acquisition of Southern Starr Broadcasting Group, Greyhound doubled the planned increase, according to Multi-Market President Michael Ferrel. With the acquisition of Southern Starr properties, New York-based Multi-Market will own and operate 16 stations in eight markets.

Jackson protests New York talk show

Describing New York WABC(AM) talk show host Bob Grant as promoting racism, hatred and spreading "dangerous and rhetorical venom," the Revs. Jesse Jackson and Al Sharpton called for a boycott of advertisers on Grant's afternoon show in a press conference outside WABC studios last week.

Grant has been cited by Jackson and the media watchdog group FAIR for describing blacks as "savages" and "primates" in his broadcasts. "This is foul speech calculated to hurt," Jackson said. "This is hate and venom. We have a moral obligation to fight back."

Jackson reviewed a list of advertisers on Grant's 3-7 p.m. show, including Chrysler, Dodge, USAir, Marine Midland Bank, Sears and Sharp, corporations he says are "sponsoring this hate and venom." Jackson asked the show's sponsors to voluntarily pull their ads, but said if they don't, he will ask people to boycott their products.

Amid waves of criticism levied against Grant's issues-oriented, call-in show, New Jersey Governor Christine Todd Whitman, a repeat guest of Grant's, said she would not appear on the talk show again. Jackson and Sharpton supported Gov. Whitman's announcement.

Grant contends that Jackson and other critics have quoted him out of context. According to Arbitron ratings for summer 1994, Grant's show earned a 4.7 share among listeners aged 12+, and ranked ninth among male listeners 25-54.

ABC, Radio Express go international

ABC Radio International and Radio Express plan to do business abroad by developing programming for international markets. For their first joint project, the team will produce *The World Chart Show*, a four-hour music countdown show that will be co-produced in languages other than English. The show is expected to debut in early 1995.

Errata

Paul Harvey, newscaster and commentator for ABC Radio Networks, was misidentified as talk show host in photo caption in Oct. 24 issue. Also in that issue, name of ESPN Radio's "Fabulous Sports Babe," Nanci Donnellan, was misspelled.



Jesse Jackson and Al Sharpton urge listeners of Bob Grant's WABC show to boycott its advertisers.

Changing Hands

The week's tabulation of station and system sales

Park Communications: 22 radio stations, 9 TVs and 106 newspapers □ Purchased by private investors Donald Tomlin and Gary Knapp for \$711,427,000. See "Top of the Week."

WFX(TV) Boston □ Purchased by Fox Television Stations Inc. (Rupert Murdoch) from Boston Celtics Broadcasting LP for \$80 million. **Buyer** owns KTTV(TV) Los Angeles; KSTU(TV) Salt Lake City; KRIV(TV) Houston and KDAF(TV) Dallas-Fort Worth, both Texas; WTTG(TV) Washington; WNYW(TV) New York, and WFLD(TV) Chicago. **Seller** has no other broadcast interests. WFX is Fox affiliate on ch. 25 with 1380 kw visual, 106 kw aural and antenna 1,170 ft. Filed Oct. 13 (BALCT941013KE).

KYOK(AM)-KMJQ(FM) Houston □ Purchased by Noble Broadcasting (John Lynch, chairman) from Clear Channel Communications (L. Lowry Mays, president) for \$38.5 million. **Buyer** owns KBCO-AM-FM/KHOW(AM)-KHIH(FM) Denver; KYOK(AM)-KMJQ(FM) Houston; XTRA-AM-FM San Diego; WVKs (FM) Toledo, Ohio, and KBEQ-AM-FM

Proposed station trades

By dollar volume and number of sales

This week:

AMs □ \$3,462,500 □ 4

FMs □ \$18,746,788 □ 8

Combos □ \$753,232,419 □ 6

TVs □ \$80,000,000 □ 1

Total □ \$855,441,707 □ 19

So far in 1994:

AMs □ \$115,955,136 □ 138

FMs □ \$703,416,152 □ 278

Combos □ \$2,202,492,119 □ 133

TVs □ \$2,329,232,834 □ 70

Total □ \$9,128,878,177 □ 619

Kansas City and KATZ(AM)/KNTZ(FM)/KMJM(FM) St. Louis, both Missouri. **Seller** owns 10 AMs, 15 FMs and 8 TVs. KYOK has solid gold soul format on 1590 khz with 5 kw. KMJQ has urban contemporary format on 102.1 mhz with 100 kw and antenna 1,719 ft.

KNAC(FM) Long Beach (Los Angeles), Calif. □ Purchased by Liberman Broadcasting Inc. (Jose and Lenard

Liberman) from Keymarket Communications (Kerby Confer) for \$13 million. **Buyer** owns KKHJ(AM) Los Angeles and KWIZ(AM) Santa Ana, both California. **Seller** owns WRVR(AM)-WOGY(FM)/WJCE(FM) Memphis; WWL(AM)-WLMG(FM) New Orleans; WILK(AM)-WKRZ(FM)/WGBI(AM)-WGGY(FM) Scranton, Pa.; WLAC-AM-FM/WJCE(FM) Nashville; WBEN(AM)-WMJQ(FM)/WWKB(AM)-WKSE(FM) Buffalo, N.Y., and KBLA(AM) Santa Monica, Calif. KNAC has pure rock format on 105.5 mhz with 1.05 kw and antenna 469 ft. **Brokers:** Media Venture Partners and Rumbaut & Associates.

WMXN-FM Portsmouth (Norfolk), Va. □ Purchased by US Radio LP (Ragan Henry) from ML Media Opportunity Partners (Martin Pompadur and Merrill Lynch) for \$3.5 million. **Buyer** owns WDIA(AM)-WHRK-FM Memphis; WRAW(AM)-WRFY-FM Reading, Pa.; WSVY(AM)-WOWI-FM Norfolk, Va.; WOOK-FM Raleigh, N.C., and KHEY-AM-FM/KPRR-FM El Paso and KJOJ-FM Houston, both Texas. **Seller** has no other broadcast interests. WMXN-FM has oldies format on 105.3 mhz with 50 kw and antenna 500 ft. **Broker:** Kalil & Co.

WSSH(AM) Boston □ Purchased by Communicom Co. of America LP (Richard Kylberg Jr. and Carl DiMaria, principals) from Noble Broadcast Group (John Lynch, chairman) for an estimated \$2 million. **Buyer** owns KBCO-AM-FM/KHOW(AM)-KHIH(FM) Denver; KYOK(AM)-KMJQ(FM) Houston; XTRA-AM-FM San Diego; WVKs(FM) Toledo, Ohio, and KBEQ-AM-FM Kansas City and KATZ(AM)/KNTZ(FM)/KMJM(FM) St. Louis, both Missouri. **Seller** has no other broadcast interests. wssh has talk format on 1510 khz with 50 kw. **Broker:** Richard A. Foreman Associates.

KKZZ(AM)-KELF(FM) Oxnard-Ventura, Calif. □ Purchased by Gold Coast Broadcasting Co. (Carl Goldman, John Hearne, Gastone Rossilli and Sheldon Gordon, principals) from W. Lawrence Patrick, receiver for Golden Bear Broadcasting, for \$1.2 million. **Buyer** owns KBET(AM) Canyon Country, Calif. **Seller** has no other broadcast interests. KKZZ has oldies format on 1400 khz with 1 kw. K ELF has Spanish format on 95.9 mhz with 400 w and antenna 718 ft. **Broker:** Media Venture Partners.

KDUK-AM-FM Eugene-Springfield, Ore. □ Purchased by Quack Radio Corp. (Rick Dames and Steve Bun-

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yard, principals) from PTI Broadcasting Inc., a subsidiary of Pacific Telecomm Inc., for \$1.025 million. **Buyer** is selling WVOC(AM)-WARQ(FM) Columbia, S.C. for \$4.4 million. **Seller** owns KQLO(AM)-KWNZ(FM) Reno. KDUK(AM) has sports/talk format on 1280 khz with 5 kw day and 1 kw night. KDUK-FM has CHR format on 104.7 mhz with 63 kw and antenna 2,326 ft. *Broker: Media Venture Partners.*

WRCP(AM) Providence, R.I. □ All outstanding shares of Neto Communications Inc. purchased by Anthony Cruz from Manual Neto for \$1 million. WRCP has CHR format on 92.3 mhz with 39 kw and antenna 550 ft. Filed Sept. 26 (BTC940926).

KGMZ-FM Aiea, Hawaii (Honolulu) □ Purchased by Visionary Related Entertainment Inc. (John Detz, president) from 808 Entertainment Inc. (B. Casey Stengl, president) for \$797,000. **Buyer** owns KOAI-AM-FM/KDLX-FM Maui, KKON/KAQY Kona Coast and KAOE-FM Hilo, all Hawaii. **Seller** owns CP for KAUI-FM Kakaha, Kauai. KGMZ-FM has contemporary format on 107.9 mhz with 100 kw and antenna 1,100 ft. *Broker: The Exline Co.*

WCIL-AM-FM Carbondale, Ill. □ Transfer of control of the McRoy Corp. from Paul and Charlotte McRoy to Dennis and Paula Lyle for \$100,000 and a promissory note valued at \$630,419. WCIL(AM) has MOR format on 1020 khz with 1 kw. WCIL-FM has top 40 format on 101.5 mhz with 50 kw and antenna 430 ft. Filed Sept. 12 (AM: BTC940912GG; FM: BTCH-940912GH).

WDAI(FM) Pawleys Island (Myrtle Beach), S.C. □ Purchased by Seacoast Radio Co. LLC (Barry Brown, J. Lewis Cromer and Richard Laughridge, principals) from Hurricane Communications Inc. (Gregory Bunce, principal) for \$425,000. Principals of the **buyer** own WSYN(FM) Georgetown, S.C. **Seller** has interests in WVAV(FM) Hatteras, N.C. WDAI has urban format on 98.5 mhz with 6 kw and antenna 328 ft. *Broker: The Whittle Agency.*

KJEF-AM-FM and LPTV Jennings, La. □ Purchased by Cajun Country Broadcasting Inc. (Greg Marcantel, president) from Jennings Broadcasting Co. Inc. (Clovis Bailey) for \$350,000. **Buyer** and **seller** have no other broadcast interests. KJEF(AM) has C&W format on 1290 khz with 1 kw. KJEF-FM has C&W format on 92.9 mhz with 33 kw and antenna 600 ft. Filed Sept. 16 (AM: BAL940916EA;

FM: BALH940916EB).

KBUS(FM) Paris, Tex. □ Purchased by Carephil Communications (Philip Salva and Alyce Williams, general partners) from Webster Broadcasting Inc., care of Continental Bank, for \$325,000. **Buyer** has no other broadcast interests. **Seller** owns KGDD(AM) Paris, Tex. KBUS has AC format on 101.9 mhz with 50 kw and antenna 500 ft. Filed Oct. 11 (BALH941011GJ).

WELE(AM) Ormond Beach (Daytona Beach), Fla. □ Purchased by J&V Communications Inc. (Jesus Torrado, president) from Wings Communications Inc. (Douglas Wilhite, president) for \$312,500. **Buyer** owns WKIQ(AM) Eustis, WTRR(AM) Sanford, and is pending assignee of WWZN(AM) Winter Park, all Florida. **Seller** has no other broadcast interests. WELE has news/talk format on 1380 khz with 5 kw day and 2.5 kw night. *Broker: Hadden & Associates.*

WKXN(FM) Greenville, Ala. □ Purchased by Autaugaville Radio Inc. (Arjan Daryanani, president) from WKXN Inc. (Millard Oakley, president) for \$287,500. **Buyer** has no other broadcast interests. Principals of the **seller** have interests in WLIV(AM)-WCSD(FM) Livingston, Tenn., and WGYV(AM) Greenville, Ala. WKXN has AC format on 95.9 mhz with 3 kw and antenna 225 ft. Filed Sept. 15 (BALH-940915GI).

KDSQ(FM) Dennison-Sherman, Tex. □ Purchased by Hunt Broadcasting Inc. (James and Janice Hunt) from Octavian Communications Corp. (Charles Chandler Davis, for Davis Family Trust) for \$278,000. **Buyer** owns KIKM-FM Sherman, Tex. **Seller** owns KDSX(AM) Dennison-Sherman, Tex. KDSQ has C&W format on 101.7 mhz with 3 kw and antenna 276 ft.

WZZZ(AM) Fulton, N.Y. □ Purchased by David Zinkhann from Peter Hunn for \$150,000. **Buyer** has no other broadcast interests. **Seller** has interests in WEMR(AM)-WYMK(FM) Tunkhannock, Pa. WZZZ has MOR/talk format on 1300 khz with 1 kw. *Broker: Ray H. Rosenblum.*

KIKR(FM) Asbury, Iowa □ 47.24% of capital stock of KIKR Inc. purchased by Philip and Janice Fisher from Dale Ganske for \$134,288. **Buyer** has no other broadcast interests. **Seller** has interests in KGRR(FM) Epworth, Iowa. KIKR is licensed to 103.3 mhz with 25 kw and antenna 328 ft. Filed Sept. 27 (BTCH940927GI).

CLOSED!

WHOT-AM/FM, Youngstown, Ohio from WHOT, Inc., Myron Jones and John Kanzius, Principals, to Connoisseur Communications, Jeffrey D. Warshaw, President, Connoisseur, Inc., for \$6,000,000.

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Anstrom calls for new cable act

NCTA president says competitive world has changed in two years

By Kim McAvoy

It's time to revisit the 1992 Cable Act, says Decker Anstrom, president of the National Cable Television Association.

In a speech last week to the Federal Communications Bar Association in Washington, Anstrom called for a congressional review of certain aspects of the law regulating the cable industry. Anstrom said that the effective competition standard, the program access provisions and the role cities play in regulating cable should be re-evaluated as part of next year's expected debate on information superhighway legislation.

According to Anstrom, the world has changed and cable faces serious competition from the direct broadcast satellite industry. Policymakers need to look at cable as "only one element of a larger telecommunications industry that includes broadcasters, local phone companies, long-distance firms, satellite providers, computer companies, electronic firms and Hollywood producers," he said.

Anstrom complained that some policymakers still are considering additional rules "designed to respond to the old assumptions that led to the Cable Act of 1992. They're approaching these issues as though cable were an unregulated monopoly operating in a world devoid of competition and requiring close regulatory control.

Those assumptions are simply no longer valid."

Instead, it is time "we got out of the regulatory jungle, surveyed the new landscape, and began to take a different approach in the way we think about cable television." He said the "combination of regulation and new competition" has "fundamentally shifted the world order for cable television." However, regulators are "missing the big picture."

The NCTA president was particularly critical of the FCC's recent video dialtone decision. "By narrowly focusing on bringing competition to cable, they missed the opportunity to bring real competition to telecommunications, which they could have achieved by conditioning video dialtone on the opening of local phone monopolies to competition."

But the FCC is not alone, said Anstrom: The Federal Trade Commission's investigation into the "clustering" of cable systems is another example of regulators' "narrow preoccupation with cable television." The FTC is looking at the possible anti-competitive effect of clustering (the acquisition of cable systems in one geographic area). The investigation



Decker Anstrom

stems from the FTC's scrutiny of the proposed purchase of TeleCable by Tele-Communications Inc.

"I have to believe that their investigations are driven by a fundamental misunderstanding of how competition in telecommunications is going to develop. Local cable systems today are faced with competing against local phone monopolies that span regions of up to 14

states," Anstrom said.

Anstrom suggested that in looking at this new competitive environment, regulations under the 1992 Cable Act should be revisited: "In a world where virtually every home in America has access to direct broadcast satellite services, isn't it time to take a closer look at the standard for effective competition to cable?" Under the act, cable companies are deregulated when multichannel competition reaches 50% of the homes in a community, a standard the industry long has thought to be too stringent.

Anstrom also suggested that the law's program access provisions be reviewed. Those provisions require cable programmers to make their product available to all of cable's competitors. ■

FCC postpones rethinking ownership rules

The FCC last week decided to put off consideration of the television multiple ownership rules until its December meeting, according to Commissioner James Quello.

Broadcasters had expected the agency to consider relaxation of local and national ownership limits next month. They also had anticipated proposals to introduce local marketing agreements and duopoly rules to television.

Broadcasters say that relaxing the rules would allow them to compete with telephone and cable companies as the industry enters a new era.

Although Quello is an outspoken proponent of relaxing the rules, he is comfortable with the delay. "I'd like to see it in November, but if it's December, that's no sweat."

Quello advocates a 10% increase in the national audience cap and elimination of the limits on the number of stations a broadcaster may own.

Other commissioners, including FCC Chairman Reed Hundt, are presumed to favor relaxation of the rules, but it is not clear how far they are willing to go.

Any revision of ownership rules is expected to be tied to incentives to increase minority ownership in television. FCC Mass Media Bureau chief Roy Stewart recently said the agency may revisit the so-called minority incubator program. Under the proposed program, group owners would be allowed to exceed the national ownership limits if they helped to establish minority training programs or provided technical assistance to minorities. —CSS

How much would you pay for FCC Commissioner Rachelle Chong's aloha shirt? Enough, the Federal Communications Bar Association hopes, to help make its fifth annual charity auction a success. The FCBA Foundation and Young Lawyers Committee are sponsoring the auction to benefit Pediatric Aids/HIV Care Inc., which provides support to families with HIV-infected children. The event is scheduled for Nov. 17 at the Four Seasons Hotel's Club Desiree in Washington. In addition to live and silent auctions (where Chong's shirt, worn on a recent "Hawaiian Shirt Day" will be offered), there will be door prizes and raffles. Among other auction items: "surprise packages" from FCC commissioners James Quello and Susan Ness; a "Chicago sports package" from Commissioner Andrew Barrett; a ski weekend for six at Deep Creek Lake, Md.; four single-day passes to Walt Disney World, Fla.; and tickets to the FCBA's luncheon season and chairman's dinner. Raffle prizes include the Capitol Steps' latest CD, "Lord of the Fries"; two tickets to a Baltimore Orioles baseball game, and a "Brady Bunch package" courtesy of Florence Henderson.

Digital broadcasting means broadcasters can become multimedia service providers, according to John Abel, executive vice president of operations, National Association of Broadcasters. Abel last week shared with administration officials his views on the impact that digital technology will have on the broadcasting business. He and NAB President Eddie Fritts met with members of the Telecommunications Policy Committee, part of a larger task force of the National Information Infrastructure initiative. Abel says digital technology will allow broadcasting to become "more than pictures and sound." Furthermore, he emphasized, by "combining computers and television, consumers can achieve interactivity with broadcasters." However, he said, two questions must be answered: "Will the government allow us to become a digital pipeline, and will the industry embrace it?"

Talk about jumping on the bandwagon. Less than a week after the FCC issued its video dialtone decision, Washington lawyer Henry Rivera announced he had founded the Video Dialtone Association. "VDTA has been established to support the development, deployment, usage and programing of the country's newest and most promising medium," Rivera says in a news release. He would not reveal the names of members, but he did say they would be drawn largely from the telephone and programing industries. Rivera will serve as interim president. Rodney Joyce, Rivera's colleague at Ginsburg, Feldman & Bress, will serve as vice president of the group. Rivera says he has no plans to leave his firm and will head the new group from his law office. The association's first meeting will be held within the next six weeks, according to Jay Newman, treasurer/secretary. Newman also is at Ginsburg, Feldman & Bress.

American Personal Communications continued to lash out last week at Pacific Telesis Chairman Phil Quigley for negative comments he recently made about

broadband pioneer preference holders. APC alleges that Quigley violated FCC ex parte rules by criticizing the three designated PCS pioneers—APC, Cox and Omnipoint—in a speech attended by FCC staff members at last month's United States Telephone Association convention in San

Diego. Pactel says Quigley's remarks are not a violation because they were made publicly and not in a "clandestine" or "surreptitious" manner. But in a letter to FCC General Counsel Bill Kennard, APC states there is no provision in the rules that "only conversations in broom closets or other stealth locations qualify as ex parte contacts." At issue is Quigley's statement that

Omnipoint is the "only legitimate pioneer" and that there is "no way [the pioneers'] technological contributions merit a billion-dollar discount." The FCC granted the licenses to the three companies based on

innovations they developed for the PCS industry. Although the companies originally were granted the licenses for free, the FCC now is requiring them to pay 90% of the licenses' value.

Mark MacCarthy, Capcities/ABC vice president of government affairs in Washington, is leaving the company to "explore other opportunities. After six good years, it's time for a change," MacCarthy says. He will stay on while the company seeks his successor.

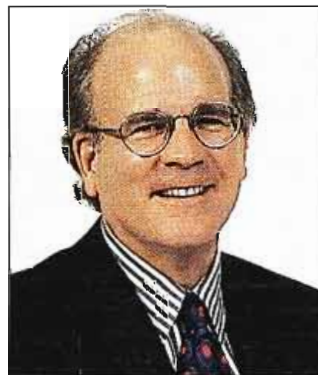
NBC's Wright welcomes 500-channel world

NBC Chairman Robert Wright told a group of Washington cable executives that broadcasters will continue to do well in a 500-channel universe.

"A network of over-the-air stations remains the only means of reaching a mass audience in the United States. That may be why there are so many people trying to get into the business—either through starting a new network or buying into an existing one," Wright said during a speech at the Washington Metropolitan Cable Club.

But broadcasters do face some barriers in the multi-channel world, according to Wright. Channel navigation systems, which many predict will guide viewers through hundreds of choices, may be one of broadcasters' biggest hurdles, Wright said.

"As a broadcaster, my message to the FCC is: If we have to have navigational systems, and they will be needed, give viewers easy access to free over-the-air services from the moment the television is on." —CSS



Edited By Kim McAvoy



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Avid Technology merging with Digidesign

Two divisions will remain separate operating units following \$200 million deal

By Chris McConnell

Avid Technology Inc. is adding a professional audio products group to its company.

In what the company described as an approximately \$200 million deal, Avid last week said it is merging with Menlo Park, Calif.-based Digidesign Inc. The merger agreement calls for Digidesign shareholders to receive .79 share of Avid common stock for each share of Digidesign common stock. The companies expect the merger to become final within three months.

Once the deal is complete, Digidesign will continue to operate from its Menlo Park base and will retain its brand name on digital audio products. Digidesign President/CEO Peter Gotcher will remain with the company as general manager for the Avid audio product group. "We don't expect our operations to change much

at all," says Gotcher, whose company now has 187 employees and last week reported revenues of \$9.6 million for the quarter ending Sept. 30.

The new group will be the fifth business unit in an Avid company that includes groups devoted to broadcast products, post-production equipment, business solutions and new media. Merging with the digital audio production company, says Avid President Curt Rawley, advances Avid's goal of integrating different types of media within broadcast and production environments. "We want to be able to offer a seamless way of moving through the process," says Rawley, who lists animation, video, film, text and graphics as other types of media the company is trying to integrate.

Rawley says the merger will have no immediate impact on Avid's broadcast products. He adds, however, that

in the long run, the deal will allow the company to offer "richer" audio components to broadcasters.

Gotcher expects the merger to yield new products, although he was not ready to announce any last week. Digidesign, Gotcher and others say, already provides audio components for Avid's video systems. "We found we were doing more and more co-development," Gotcher says.

The merger follows a \$5.5 million stock and cash deal earlier this year in which Avid acquired the news division of Langley, UK-based BASYS Automation Systems and Burtonsville, Md.-based SofTECH Systems. Despite the recent activity, Rawley says that his company plans to work with other companies primarily through its open media framework rather than through more acquisitions. ■

Price of videotape takes a hike

Increase in raw materials being passed along

By Chris McConnell

Broadcasters can expect some price hikes in professional videotape this fall.

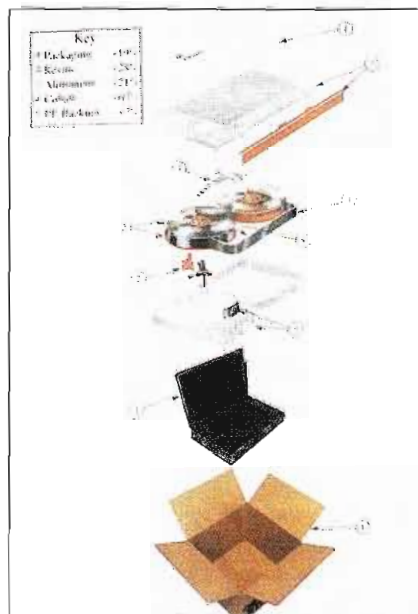
Tape suppliers say costs of raw materials used in the product long have been on the rise, and that they plan to start passing some of the increases to buyers. 3M, for instance, blames the higher cost of raw material for a 2.5%-3.5% increase the company plans for its professional audio- and videotape products. The 3M price increase, due to take effect Nov. 15, will cover several products, including one-inch, Betacam, Betacam SP and D2 tape, says Marketing Director Don Rushin.

Rushin's company cites higher costs for a series of tape ingredients, including packaging material and polyester film. "This is kind of a mixed bag," Rushin says, although he points to the increased cost of resins

—up by 28%, according to 3M—as an important factor in the higher prices. The company also reports a 67% increase in the cost of cobalt used in magnetic coating for audio- and videotape, but Rushin says the component represents only a small portion of the total raw material costs.

Another small component of the tape costs—aluminum—also is up by 21%, according to 3M. Jim Beckmann of tape reel maker Acrometal Inc. calls that figure conservative and reports that aluminum prices are at a 44-month high.

"The end-use aluminum market is in a major up-trend," says Beckmann, whose company uses the aluminum to manufacture reels around which the videotape is wound. Beckmann, director of purchasing at Acrometal, attributes the rising costs to factors such as higher demand for the material from the automobile



3M blames higher prices on a series of tape components

industry. "The pricing is going in a direction we're not comfortable with," Beckmann says, adding that he expects little relief in the next six months.

Other videotape makers report sim-

ilar price increases for raw materials. "It's been a horror for the past three years," says Jim Ringwood, vice president for professional products at Maxell Corp. Ringwood says his company also plans to institute price increases in the 2% range.

3M's Rushin says that until now his company has been keeping prices

steady by improving manufacturing efficiency. "We've tremendously improved productivity," he says, although he adds that improvement now has gone about as far as possible in offsetting the increased materials costs.

Japanese-owned tape suppliers also report higher costs, although they say

their prices also are going up as a result of the strengthening of the Japanese yen.

"It's really the effect of a long-term price erosion," says Sony Marketing Director Joe Tibensky, whose company already has instituted price increases of 2%-4% for its professional videotape products. ■

Cutting Edge

By Chris McConnell

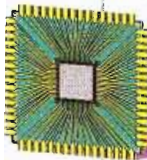
PBS this month began to offer maintenance and repair for Panasonic VTRs. The broadcaster will act as an authorized Panasonic repair center for D340 and D350 videotape machines and also will service M2 videotape machines. PBS plans to offer one-year service contracts covering all maintenance services for a set fee per machine. PBS will use the fee income to pay operating expenses.

Australia's Nine Network is moving into disk-based broadcasting with an approximately \$1 million investment in disk technology for its graphics department. The broadcaster is buying Silicon Graphics computers and Accom disk recorders to create and store graphics and animated material. Also included in the system are four Parallax Matador 2D paint and animation systems. The Nine Network says its system will allow for the storage of 45,000 online and 4 million offline stills. Its purchase is part of an overall strategy to adopt disk-based technology.

Intelsat has launched its digital C-band satellite newsgathering service. The satellite consortium is offering the service on 13

transponders dedicated solely to occasional-use video. Users can book capacity in 10-minute increments. Intelsat also says it will offer variable data rates for the service.

Avid Technology Inc. says program producers are using its Media Composer and Film Composer nonlinear editing systems for posting a number of network and syndicated shows airing this fall.



Some of the new shows employing the Avid machines include *My So-Called Life* (ABC), *Chicago Hope* (CBS),

ER (NBC) and *Party of Five* (Fox). The company cites an increased use of the technology for editing multicamera work. Avid also says it is developing a series of products to streamline editing of multicamera programs.

DIRECTV last week said it will add America's Talking to its program lineup beginning Nov. 1. The 24-hour NBC cable network will be added to DIRECTV's Total Choice program package. The maker of the receiver system for DIRECTV and United States Satellite Broadcasting (USSB), meanwhile, says it is giving the systems away with the purchase of certain televisions. Through the end of

the year, Thomson Consumer Electronics is offering the DSS systems free with the purchase of its widescreen televisions. The 16:9 sets sell for roughly \$4,500. The offer includes \$200 toward the installation of the DSS system.

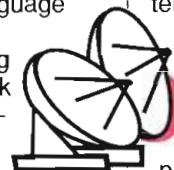
Miami's Hero Productions has added an 8.1-meter Ku-band uplink antenna to its teleproduction facility in an effort to boost its capacity for transmitting Spanish-language programming. The company is using the Intelsat uplink antenna to transmit Spanish-language Canal Hollywood, Discovery and Mexican Tele Uno to Spain. A venture of Gamma Communications, Canal Hollywood includes 12 hours of Spanish-dubbed U.S. films each day plus eight hours of NBC News and four hours of the Playboy Channel. Hero also plans to transmit a cartoon package, Canal de Niños, for Gamma Communications.

Scientific-Atlanta says it is shipping its latest satellite receiver for U.S. radio networks. The company's Encore DSR-3610 uses the company's SEDAT audio compression technology, which allows national radio broadcasters to send more channels over the same satellite transponder space. The receiver is part of Scientific-Atlanta's Digital Audio Transmission System (DATS). The new version,

the company says, can be configured to meet several requirements of U.S. national radio network affiliates. It can process original, uncompressed DATS signals as well as compressed SEDAT signals. The unit also can be configured to process the data signal format used by the ABC Radio Network.

Jampro Antennas has introduced an expanded line of RF components, including UHF RF systems, multichannel, multipoint distribution service (MMDS) filters and channel combiners. Jampro previously has sold the products as part of integrated systems, but now plans to sell them as individual components. Also included in the expanded product line are harmonic filters, directional couplers, bandpass and notch filters, channel combiners and diplexers.

Wescam is taking its camera stabilizer system to the electronic newsgathering market. The company, a unit of Ontario-based Istec Inc., offers a three-axis gyro-stabilization system for using cameras from moving vehicles. Wescam, which has supplied the system for military and police applications, plans to offer the system for use by news helicopters. The company also has done work with the Goodyear and Budweiser blimps and has developed several system configurations for special events.



Don't sacrifice HDTV for standard-definition

That's message to broadcasters from MSTV panelists

By Chris McConnell

Broadcasters eyeing multi-channel standard-definition TV, industry executives say, should be careful what they wish for.

Discussing advanced TV at the Association for Maximum Service Television's Advanced TV Update conference in Washington last week, panelists voiced worries that talk of standard-definition TV (SDTV) might undermine the industry's chances of getting a second channel for high-definition TV. With standard definition attracting the industry's attention—and now constituting a part of the FCC Advisory Committee's work—speakers stressed the importance of maintaining a need for 6 mhz of new spectrum at least until they have the spectrum in hand.

"I would think broadcasters would insist HDTV is necessary," said David Sarnoff Research President/CEO James Carnes. He maintained that the SDTV pictures—although possible with the Grand Alliance technology—require only a portion of the spectrum broadcasters will receive for delivering advanced TV. De-emphasizing HDTV as a service now, Carnes and others said, invites the risk of limiting the spectrum broadcasters will get.

Carnes offered his comments as others lauded the promise of multiple digital services. NAB's John Abel pointed to the growth in home computer sales, while Fox's George Vradenburg discussed potential multi-channel offerings. Vradenburg also cited the advisory committee's recent decision to compile a white paper on using the Grand Alliance standard to provide multiple bit streams of standard-definition programming (BROADCASTING & CABLE, Oct. 10).

Although HDTV may be one component of future digital TV offerings, Vradenburg said, the service will be only one of several.

Such talk troubled CBS's Joseph



Grand Alliance participants stressed their system's flexibility at last week's ATV Update.

Flaherty, who cited other industry comments that HDTV might actually account for only a small portion of broadcast use of the new spectrum.

"Teensy-weensy isn't the way I would describe [future HDTV service] in order to guarantee the channel," Flaherty said, drawing a smattering of applause from the audience.

Non-HD digital services, he added, "start with not losing the channel by having to end up bidding for it."

However broadcasters want to use their new channels, said others at the conference, those channels should not come from only the UHF band. Discussing the approaching task of allotting channels for ATV, MSTV's Victor Tawil insisted that the industry will need more than just UHF frequencies to avoid interference with NTSC service.

"We want to use both [VHF and UHF]," he said. Previous FCC proposals would place all of the new channels into UHF spectrum with the exception of 17 VHF allotments. Limiting the VHF use, Tawil said, will create more interference.

Vradenburg agreed, adding that the use of just a handful of VHF channels may require manufacturers to provide sets receiving ATV on both UHF and VHF frequencies. If the FCC uses some VHF channels for allotment, he said, it might as well use the available VHF frequencies to assign channels.

The FCC's Bill Hassinger countered that under the proposed MSTV plan, the agency still would be using only about 75 VHF channels versus more than some 1,600 UHF channels. Many of the larger markets suffering the heaviest interference, he said, already use all of the available VHF frequencies for NTSC service.

"Where does that leave you?" Hassinger asked. Other speakers also maintained that the switch to ATV would

afford the industry a rare chance to move all operations into the UHF band. Hassinger said the question of channel allotment remains open at the FCC.

Other policymakers on hand predicted that the FCC will adopt the ATV standard between late 1995 and early 1996, a time frame HDTV proponents earlier this year had hoped would allow for a limited broadcast demonstration during the 1996 Atlanta Olympics. While maintaining that their system will be ready for testing by the end of January, alliance participants last week said they have nixed the Olympics demonstration.

Members of the group said they do not want to pursue the Olympics project without the support of rightsholder NBC. Bob Rast of Alliance member General Instrument said the group is looking at television events in 1997 that might serve to promote the new system. ■

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WTVH-5 (CBS) Syracuse has an immediate opening for a National Sales Manager to oversee all national spot sales. Minimum 3 years broadcast sales required. Previous national or rep experience preferred. Must have ability to travel extensively. Fax or send resume to Sanda Coyle, (315)425-5525, 980 James Street, Syracuse, NY 13203. No phone calls. EOE.

Local Sales Manager. Work with experienced staff and strong market position. Promotionally minded and research oriented. Send resume and salary history, no phone calls, to Confidential, WJET-TV, Mike George, 8455 Peach Street, Erie, PA 16509. Affirmative action. EOE.

General Sales Manager. This is a challenging opportunity for a highly motivated team player to lead an aggressive sales department. Candidate must possess excellent people skills and strong leadership abilities. Must be organized, creative and have 3-5 years experience in local or national sales management. A talent for generating non-traditional revenue streams is a must. Send resume to: Phyllis Ned, General Manager, KETV, 2665 Douglas Street, Omaha, NE 68134. KETV is an equal opportunity employer. Women and minorities are encouraged to apply.

HELP WANTED NEWS

Executive Producer, Television News. Aggressive, inspiring, motivated executive producer with exceptional news and production sense needed for Dayton's up-and-coming NBC affiliate. Candidates must be able to work with and motivate a young staff, produce a fast-paced, issue-oriented, meaningful newscast following a very specific plan. Ability to understand and successfully carry out that plan a must. Send resume and non-returnable 3/4" tape to: News Director, WKEF-TV, 1731 Soldiers Home Road, Dayton, OH 45418. No phone calls please! EEO/M/F.

PRODUCER

NBC Desktop Video is growing and is looking for an experienced producer who loves live television. If live shots are your thing, you'll be perfect for our new, all day/all live channel, NBC PRO. We provide live coverage of news that affects the financial markets and is of interest to financial services professionals. Our producers develop plans for live coverage of market moving events, formulate daypart rundowns, create bumps and graphics, and produce their daypart in the booth. 2 years producing experience necessary. Business or economics degree or financial experience a plus.

If you are interested in joining our Ft. Lee, New Jersey team, please send your resume with salary requirements to:



Employee Relations-Department CP
30 Rockefeller Plaza, Room 1678
New York, N.Y. 10112

NBC is an Equal Opportunity Employer m/f/d/v. (Only those applicants under consideration will be contacted).

PROMOTION WRITER/ PRODUCER

KABC-TV, the #1 station in the #2 market, is looking for a cutting edge news Promotion Writer/Producer to take our daily news teases and promos to new heights. The successful candidate will have solid writing skills and a strong knowledge of graphics and post-production. Send your tape packed with great news spots and resume (no phone calls) to: **William Burton, Director of Creative Services, KABC-TV, Dept. PWR-BC, 4151 Prospect Ave., Los Angeles, CA 90027.** Equal Opportunity Employer.



Producer: Immediate opening. Three years producing experience. Must be a solid writer, creative and have good news judgement. College degree preferred. Send resumes and non-returnable tapes to Tom Rosenbaum, News Director, WVUE-TV, 1025 S. Jefferson Davis Parkway, New Orleans, LA 70125. EOE, M-F.

WRDW-TV has immediate opening for News Reporter/Anchor to contribute to 6:00 and 11:00 PM newscasts as well as anchor and produce Noon newscast. Previous experience preferred. Resumes and 3/4" tapes to Brian Trauring, V.P. News and Operations, WRDW-TV, P.O. Box 1212, Augusta, GA 30903-1212. EOE.

News Producer. If you're the best newscast producer in your market, join a newsroom full of them in the Twin Cities. KARE 11 is looking for an impact player who can step into a major newscast. 3-5 years experience and 4 year college degree preferred. No beginners! Interested producers should send a resume and non-returnable tape (beta preferred) to: Lonnie Hartley, Executive Producer, KARE Television, 8811 Olson Memorial Highway, Minneapolis, MN 55427. No phone calls please. (We are an affirmative action/EEO employer. Women and minorities are encouraged to apply.)

News Reporter/Anchor. Seeking experienced individual with personality and street smarts for a reporter job with some anchoring. The person who gets this job will be a great storyteller who thinks live and local and who can bring warmth, enthusiasm, and a great personality to the anchor desk. No robots or readers. If you can "talk the news," and you're a really interesting person, prove it with your non-returnable tape and resume including references and salary history to Jeff Scheidecker, Assistant ND, WCPX-TV, Box 606000, Orlando, FL 32860. No phone calls. EOE. Pre-employment drug test required.

Maintenance Engineer: Dynamic, fast growing subsidiary of Viacom International is currently looking for a Maintenance Engineer to assist in the maintenance of our tape duplication department. Qualified candidates must have at least 2 years experience working with broadcast tape systems. Must be capable of troubleshooting to component level. Degrees welcomed but not necessary to qualified individual. Resumes to: Joseph E. Ashton, Engineering Manager, Viacom/MGS Services Inc., 619 West 54th Street, New York, NY 10019.

National Exposure: Series in development conducting a nationwide search for investigative reporters. Small and medium market talent encouraged. Call Thom Looney 310-392-8840.

WRDW-TV has opening for producer. Responsible for writing, timing and prioritizing newscasts at 6:00 and 11:00 PM, Monday-Friday. Resumes and tapes to Brian Trauring, V.P. News and Operations, WRDW-TV, P.O. Box 1212, Augusta, GA 30903-1212. EOE.

KMSP-TV, Minneapolis-St. Paul, the nation's #1 independent, is expanding its news operations and has the following openings: two general assignment reporters, one assignment editor, three part-time photojournalists and one part-time meteorologist. We need experienced, talented people who think creatively and are not tradition-bound. Rush tape and resume to Dana Benson, News Director, KMSP-TV, 11358 Viking Drive, Eden Prairie, MN 55344. No phone calls or faxes please. EOE.

Reporters, Producers, Anchors, Photojournalists. Top 25 CBS affiliate seeking tapes and resumes for future openings. Experienced persons only. Like every other station in America, we want team players with winning attitudes who are great storytellers and interesting people. No robots, readers, stackers, "shooters," loners, head cases or burnouts. If you can talk the news, bring it alive with great pictures and sound, and produce memorable and interesting television, we want you. If everybody tells you that you do a really great job but you know you can do even better, send your non-returnable tape and resume with references and salary history to Jeff Scheidecker, Asst. ND, WCPX-TV, Box 606000, Orlando, FL 32860. No phone calls. EOE. Pre-employment drug test required.

Affiliate in Southeast is looking for a competitive, driven News Director with good people skills. Multi-market experience a plus. Competitive market experience a must. Excellent Broadcast Company. Reply to Box 00163 EOE.

If you know news promotion better than your boss, but are holding your breath for a chance to prove it...breathe easy, come to LA East and don't look back. Send tape/resume to: Carl Nowakowski, WECT, 322 Shipyard Boulevard, Wilmington, NC 28412.

Executive Producer: If you are a news hound, love to win, work hard and have fun this position is for you. This EP will supervise the day to day news operations of an enthusiastic, energized and aggressive ABC affiliate in Peoria, Illinois. Must have 3-5 years line producing experience. Must have new, creative and imaginative ideas to advance newscasts that are already fast pace, lotsa story count, highly produced and graphic intense. Must have a great, upbeat personality and able to effectively manage the work of others. You must understand the theatrics of television...and what makes good television news. If you want the challenge...rush resume/tape/news philosophy to: John Sprugel, News Director, WHOI-TV, 500 North Stewart Street, Creve Coeur, IL 61610. EOE.

BLIND BOX RESPONSE

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

Alaska's #1 News Team is looking for a team leader. We need a 6pm producer. Two years experience minimum. If you can inspire a staff of 40 with your news judgement and creativity, you're the person we're looking for. Send a sample of your current newscast, and a letter explaining your news philosophy to Tim Woolston, Assistant News Director, KTUU-TV, 701 East Tudor Road, Suite 220, Anchorage, AK 99503-7488. EOE.

Director. Top-50 market station with award-winning news department seeks an energetic director. The ability to make quick decisions and switch accurately under pressure is essential. Qualified applicants must have a minimum of two years experience directing and switching live broadcast news. Prefer experience with Grass Valley 300, Grass Valley DPM-700, Chyron 4100 EXB, SuperScribe and Inifit! CMX editing experience and familiarity with Grass Valley 200, Ampex ADO-100 and Abekas A-42 are also desirable. Send resume, references, salary requirements and non-returnable resume tape (with director's track) to Job Screening Committee, WWL-TV Production Department, 1024 North Rampart Street, New Orleans, Louisiana 70116-2487. No telephone calls, please. EOE.

WRDW-TV has immediate opening for Video-grapher to shoot and edit 3/4" tape for newscasts. Previous experience required. Tapes and resumes to: Brian Trauring, V.P. News and Operations, WRDW-TV, P.O. Box 1212, Augusta, GA 30903-1212. EOE.

Producer Wanted. Aggressive, creative, dynamic medium market Producer position. Send 3/4" aircheck (no more than 3 days old), along with anything else you think we need to know to: Al Sandubrae, News Director, KARK-TV, 201 West 3rd Street, Little Rock, AR 72201. Give it your best shot, the first time. Great opportunity for the right person. Only those with experience should apply. Women and minorities are encouraged to apply. M/F. EOE.

Producer: We're looking for a talented producer to take over our 10pm news. You must have strong conversational writing skills, creativity, imagination and the desire to be different from the competition. This newscast has lots of live presence, fast paced and lotsa action. Snappy, concise and catchy writing is a must. Must have 2 years line producing experience. We cater to the 18-49 demos. Our staff is young, talented, aggressive and full of energy. If you want to be part of a winner at the ABC affiliate in Peoria, Illinois...rush resume/tape/news philosophy to: John Sprugel, News Director, WHOI-TV, 500 North Stewart Street, Creve Coeur, IL 61610. EOE.

WSYX-TV is looking for a News Photographer. Candidate should be experienced in shooting ENG tape, editing news tape, and fact gathering. Live remote broadcasts, using ENG microwave trucks, portable microwave equipment. Must have valid driver's license. Qualified applicants should send tape and resume to: WSYX-TV, P.O. Box 718, Columbus, Ohio 43216, Attn: Photographer. No phone calls please. Women and minorities are encouraged to apply. Pre-employment drug testing. EOE, M/F/D.

Producer Needed at top 35 ABC affiliate. We're looking for a solid journalist and a good writer who likes a fast-paced newscast packed with live shots. You must be creative and know how to use graphics. Two years experience required. Very competitive salary and great benefits for the right person. Send resume and writing samples to Box 00157 EOE Employer M/F/D.

Anchor/Reporter. New York suburban indy is seeking energetic, hard-working journalist with some knowledge of Long Island, to work with talented female anchor. Send tape and resume only, no phone calls please, to Drew Scott, News Director, WLIG-TV, 270 S. Service Road, Box 1355, Melville, NY 11747. EOE.

Anchors, Reporters, Producers, Photographers, Assignment Editors. WCMH-TV, Ohio's #1 News Operation, is looking for Anchors, Reporters, Producers, Photographers and Assignment Editors. Send non-returnable tape and resume to Tom Burke, WCMH, 3165 Olentangy River Road, Columbus, Ohio 43202. No phone calls. EOE.

Director: Immediate opportunity available for individual with strong newscast directing experience to coordinate live to tape interview segments, and to perform other duties associated with the production of a daily business news show. Please send resume to: J. Hughes, Bloomberg Business News, 499 Park Avenue, NYC 10022.

Director. Top flight director needed for newscasts in America's most beautiful capital city. WTXL-TV in Tallahassee, Florida has an opening for a talented director to assist in preparation and presentation of daily newscasts for Tallahassee's News Channel. Send tape and resume to: General Manager, WTXL-TV, 8927 Thomasville Road, Tallahassee, FL 32312.

Entry Level Reporter: Send non-returnable tape to: WOWL-TV, 840 Cypress Mill Road, Florence, AL 35630.

Executive Producer for News 4 Utah, Utah's #1 television station, the ABC affiliate. Must have strong editorial background and ability to creatively use the latest technology. Send resume and one page letter on news philosophy to Human Resources, 1760 Fremont Drive, Salt Lake City, Utah 84014. No tapes, no calls. An equal opportunity employer.

Producer. KSDK St. Louis looking for aggressive independent 10 P.M. producer for its most important newscast. No stackers. Writing and organizational skills paramount. Five years experience minimum. Rush tape, resume and news philosophy to: Mr. Warren Canull, Director of Human Resources, KSDK-TV 5, 1000 Market Street, St. Louis, MO 63101. EOE.

KTRK-TV Director. Responsible to direct and switch newscasts, local programs and commercial production. Minimum 3 years directing experience at commercial station. Knowledge of Ampex Century and Sony 8000 switchers. Contact: Gerald Kennedy, Production Manager, KTRK-TV, 3310 Bissonnet, Houston, Texas 77005. (713) 663-4668.

KTUU-TV is looking for an anchor/reporter to compliment our male anchor on the Channel 2 News Late Edition. If you're an experienced anchor who likes to hit the streets. KTUU is the place to be. Excellent salary, medical benefits, large staff, and a commitment to quality. Murrow and Emmy Award winning newswoman. No beginners please. Send non-returnable tape to Tim Woolston, Assistant News Director, KTUU-TV, 701 East Tudor Road, Suite 220, Anchorage, AK 99503-7488. EOE.

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

HELP WANTED TECHNICAL

On-Air Writer/Producer. Major market TV station seeking superior writer/producer. 2 years previous promo experience with emphasis on News Topical/Sports and Programming. Medium - large market experience preferred. Skills: Innovative and strategic thinker. Excellent, award-winning writer with an eye for graphic design and development. Field and post-production experience preferred. Able to juggle multiple projects at once, without dropping the ball! A team-player with excellent interpersonal skills. A "laugher" not a "whiner." Send resume, demo tape (non-returnable), references and salary requirements to: S. Carden, Creative Services, WCAU-TV, City Avenue and Monument Road, Philadelphia, PA 19131. No phone calls please. EOE, M/F.

Producer/Director - WGME-TV is seeking an aggressive self-motivated, creative thinker with a strong background in news production. Candidates with GVG 300 experience preferred. Nights and weekends probable. Send tape with Director track and resume to: Gary Legters, Operations Manager, WGME-TV, 1335 Washington Avenue, Portland, ME 04103. WGME-TV is an equal opportunity employer.

Producer/Reporter: Florida Public Television needs an experienced broadcast journalist to cover the Florida legislature. Must also serve as producer, reporter, and writer for public affairs documentaries. This is an entry level position. Starting salary is \$18,000. Send resume and tape to Executive Producer, P.O. Box 20066, Tallahassee, FL 32316-0066. EEO Employer.

Sports Director-Ancor. Good writing, reporting, anchoring, videography and editing skills. Send cover letter, resume and non-returnable 3/4" or VHS videotape with anchoring, reporting, and play-by-play. Deadline: November 7, 1994. Personnel Coordinator, KOLN/KGIN-TV, POB 30350, Lincoln, NE 68503. EOE.

Sports Reporter/Ancor: CBS affiliate wants sportscaster who can report more than scores and highlights. We want a strong writer who will emphasize local sports. Resume and non-returnable tape to Ms. Hiebert, KTVB (CBS), 1007 W. 32nd Avenue, Anchorage, AK 99503. Close 11/11/94. EOE.

Top 20 News market, looking for a great news producer for a Spanish language newscast. If you can make a show stand out from the rest and you have the tape to prove it, we want to talk to you. Strong writing skills are essential, as are originality, leadership and knowledge of graphic use. No beginners. Please send your tape and resume along with news philosophy to Box 00170 EOE.

Top three market station is looking for a leader with a fresh and creative way to compete in a difficult competitive news environment. If you are currently a News or News Magazine Director or Executive Producer and crave an even more difficult challenge, let us know. Send your resume to Box 00167 EOE.

Topical News Promotion Producer. If you've got high energy, love to edit and write copy that sells under short turnaround times and thrive on working in a fast paced, creative environment, an Austin TV station is looking for you. We have an immediate opening for a Topical News Promotion Producer. You must have at least two years TV experience, strong writing skills and hands-on Beta editing ability. Send resume and tape to Box 00159 EOE.

NBC Desktop Video is expanding and needs a Video Engineer for its new multimedia business news service.

Responsibilities include the design, implementation and maintenance of network quality, video studio and compressed digital transmission facility. Applicants must be versant with spaceborne terrestrial and other telecommunications paths, as well as standard NTSC broadcast video applications. Strong computer skills including DOS, Windows and UNIX are required. College degree preferred.

Position is based in our Fort Lee, New Jersey office.

We offer a competitive salary and benefits. Please send your resume with salary requirements to:



Employee Relations-Department CVE
30 Rockefeller Plaza, Room 1678
New York, N.Y. 10112

NBC is an Equal Opportunity Employer m/f/d/v. (Applicants that have previously responded to this ad need not re-apply.)

Video Engineer. Outstanding opportunity. Immediate opening in Midwest location. Must be proficient in maintaining full service multi-format production facility. In-depth hands-on experience a must. Excellent salary and benefits package. Call 1-800-960-3838, as well as faxing resume with salary history to John Prechtel at 515-472-6043.

Maintenance Technician/Crew Chief. WPLG in Miami seeks an experienced Maintenance Technician for the repair of all TV studio equipment. Additionally this technician acts as a Crew Chief overseeing both Operating and Maintenance technicians on shift. Send resume to: Stephen Flanagan, WPLG at 3900 Biscayne Boulevard, Miami, Florida 33137.

Producer/Director: Multicultural Programming, WXXI-TV Public Television, Rochester, NY, seeks individual to produce/direct television programs serving diverse, multicultural audience. Successful candidate should have a minimum of two years experience as producer/director of broadcast television programs. Fluency in Spanish is desirable. WXXI is an equal opportunity employer. Women and people of color are encouraged to apply. Send resume, tape and cover letter to WXXI Human Resources Dept., P.O. Box 21, Rochester, NY 14601.

Chief Engineer: KVVV-TV 57/Houston seeks a chief engineer. Requires experience on maintenance of transmitters; installation and maintenance of studio and master control equipment; microwave and UHF transmitter technology a must. Will be responsible for staffing, supervision, and building/facilities maintenance. Five years engineering management a plus. Fax resumes and salary history to the attention of Ted Travis, Station Manager, at (713) 286-4541, or call (713) 286-4245. EOE.

Chief Engineer. NBC affiliate seeks hands on leader for maintenance of studio systems. UHF transmitter and personnel supervision. Send resume to Dave Tillery, General Manager, WICZ-TV, P.O. Box 40, Vestal, NY 13851. EOE.

VIDEO ENGINEER

Television Engineer: WVVI-TV, Washington, DC. UHF independent seeks engineer experienced in all phases of broadcast operations with emphasis on transmitter and microwave systems maintenance. FCC license. EOE. Contact H. Clyde Holston (216) 535-7831.

Broadcast Maintenance Engineer: Progressive network affiliate in the Intermountain West seeks an individual with repair and maintenance skills of broadcast equipment. FCC General or SBE certification required. Fax resume's to Andrew Suk, Director of Engineering at (208) 465-5417, or send to KIVI-TV, 1866 East Chisholm Drive, Nampa, Idaho 83687. EOE.

Chief Engineer needed for a new and growing company. Established southeast Fox affiliate. Applicant must have UHF transmitter experience. Hands on experience with studio maintenance and good managerial experience. Engineering degree preferred. Good benefits available. Reply to Box 00154 EOE.

TV Chief Engineer. Group owned dominant CBS station with excellent equipment. Responsibilities include planning, procurement, installation and maintenance of studio and transmitter facilities. Send resume to VP/GM Joe Varholy, KLFY-TV, 2410 Eraste Landry Road, Lafayette, LA 70506. Phone (318) 981-4823. 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.

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.

Assistant TV Engineering Manager in top 100 market. Familiar with scheduling, installation, maintenance, and operations of all types of studio and RF equipment, including Betacam, computers and transmitter. Must be a self starter and possess strong management skills and good interpersonal relations. Will assist in capital budgeting. General Class license required, SBE Certification desired. EOE. No phone calls. Send salary and resume requirements to Engineering Manager, WKBN-TV, P.O. Box 59, Youngstown, OH 44501.

Production. KOTV is seeking a full-time, Post Production Editor with 1 to 2 years experience to post promos, spots and long format. We've got great toys, so you need working knowledge of GVG 141, GVG 200, GVG Kaleidoscope and Digital Betacam. We're looking for great technical strength, positive attitude, and the creativity to match. No phone calls please. Rush letter of application, resume and non-returnable demo reel to: Personnel Dept., KOTV, P.O. Box 6, Tulsa, OK 74101. EOE, M/F. An A.H. Belo Broadcasting Company.

HELP WANTED PROGRAMMING PRODUCTION & OTHERS

SPECIAL PROJECTS PRODUCER

WANTED! A SPECIAL PROJECTS PRODUCER WHO CAN DO IT ALL:

Produce special coverage, series, franchise reports, and fill in for show producers when necessary.

The Pacific Northwest's news leader is looking for a creative, productive, high energy producer with a great attitude. If you like to work hard and want to win, send in a 3/4" non-returnable tape and two copies of your resume to:

KING 5 TELEVISION

Attn: Human Resources,
Ref.#93A43

333 Dexter Avenue North,
Seattle, WA 98109



Equal Opportunity Employer M/F/D/V

Project Director/Executive Producer for National Program Development at KTCA/Twin Cities Public Television. Oversees development of major national projects in humanities, cultural and "how-to" areas. Requires superior proposal/grant writing skills and proven expertise in national project creation and oversight. Minimum 10 years PTV or commercial experience. KTCA is noted for its creative working environment and pursuit of program excellence. Send cover letter and resume to: Box 147, KTCA, 172 East Fourth Street, St. Paul, MN 55101. EOE employer.

America's 2nd best program director! WBFS-TV in tropical Miami, Florida is losing America's best program director and seeks a successor. Solid program analysis, acquisition and scheduling experience a must. Sports production and scheduling and public affairs background a plus. WBFS is home of the Florida Marlins, the Miami Heat and the Florida Panthers and the best independent program line-up in Miami. For immediate consideration send resume to: Jerry Carr, V.P. and G.M., WBFS-TV, 16550 N.W. 52nd Avenue, Miami, FL 33014. WBFS-TV is an equal opportunity employer. No phone calls, please.

If your field is TV production, both studio and commercial, and you can manage, train and be the leader of a winning team, we encourage you to join us as our Production Manager. We are the local news leader and also the premiere commercial facility. Send resume and references to:

LARRY BEAULIEU, VP & GM
KFDM-TV • P.O. BOX 7128
BEAUMONT, TX 77726-7128
FAX (409) 892-6665

We are an Equal Opportunity Employer with a commitment to workplace diversity.

Art Director: KCRG-TV 9 has an immediate opening for an Art Director. 2 or more years experience in broadcast and print design required. Mac experience a must with expertise in Photoshop, Adobe Illustrator and Quark XPress. Paint box and animation experience also required. Great design and people skills needed. Must be able to work as part of a team. Send resume, non-returnable reel and print examples to: Dan Austin, KCRG-TV, Second Avenue at 5th Street, S.E., Cedar Rapids, Iowa 52401. No phone calls please! EOE.

HELP WANTED PROGRAMMING PROMOTION & OTHERS



PROMOTION WRITER • PRODUCER • EDITOR

KCPQ, Seattle-Tacoma FOX affiliate, is looking for a promotion writer/producer. Must have solid computer based editing skills for this high output, hands-on position. 4-year college degree and 3 years TV promotion experience required. Send resume, non-returnable tape and salary history (but please, don't call) to Dept. PR-WPE 138.

PROMOTION PHOTOGRAPHER • EDITOR

We're looking for a photographer to shoot and edit field and studio video. Must have at least 5 years experience including hands-on computer editing. 4-year college degree preferred. You must show examples of your past work exhibiting excellence, creativity, a 'good eye' and photojournalistic skills in a wide range of shooting environments. Must have good lighting and sound skills, a solid technical background and the exhibited ability to think-on-your-feet. Patience, tolerance and an enduring sense of humor helpful. Must be a self-starter and be able to work with the Promotion & Production Departments as a team member. Send resume, non-returnable tape and salary history (but please don't call) to Dept. PR-PPE 138.

KCPQ
P.O. Box 98828
4400 Stellacoom Blvd. SW
Tacoma, WA 98499
An Equal Opportunity Employer

Art Director. Number one station looking for an Art Director who's not afraid to try. Creativity and people skills a must. Minimum of two years experience in design, preferably television oriented. Print skills required, proficiency on IBM, Corel Draw and Pagemaker. A degree in Graphic Design preferred. Send resume and samples to KSBY-TV, Attn: Robyn Ellis/M, 467 Hill Street, SLO 93405. No phone calls. EOE.

DIRECTOR, AFFILIATE ADVERTISING & PROMOTION SERVICES

NBC's Entertainment Division is seeking an Affiliate Advertising & Promotion Services Director. As a Director, you will create and implement affiliate opportunities/campaigns for network programming.

Requirements include recent affiliate promotion management experience and a working knowledge of media. Strong organizational skills are a must as well as the ability to juggle multiple projects and competing priorities. You must have strong interpersonal, written and verbal communication skills.

Interested candidates should submit resumes to:

NBC Employment
Dept. AAPS
3000 West
Alameda Ave.
Burbank, CA
91523

Equal Opportunity
Employer.



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 Director: Top rated, 100+ market, NBC affiliate seeks experienced promotion person to become promotion director. We promoted ours. Responsible for all station promotion. Good writing, shooting, editing, producing and administrative skills essential. Self motivation and initiative critical. We have new Avid suite, new Chyron and new Apple off-line art station. Send resume, tapes and salary requirements to: Jere Pigue, President and General Manager, WALB-TV, Box 3130, Albany, GA 31706-3130. No phone calls. EOE.

••• PLEASE NOTE!!! •••

As of November 1, 1994, Classified rates are increasing:

Non-Display: \$1.85 per word

Display: \$160.00 per column inch

For further details contact:

Antoinette Fasulo: 212-337-7073

Promotion Producer wanted for the #1 CBS affiliate in America's Heartland. You'll produce, write and edit station news, programming and special event promos. (Some shooting, too.) You'll also coordinate various station promotion projects. If your writing skills are great and you have the ability to work on multiple projects under a tight deadline keep reading: We want a team player, who is highly creative, organized and self-motivated. If you feel comfortable on location and in a post production suite, and have been doing this kind of thing for at least one year, then we want to hear from you. Equal opportunity employer. Send resume and demo tape to: Human Resources Director, KFSV-TV, P.O. Box 100, Cape Girardeau, MO 63701.

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.

HELP WANTED SALES

ACCOUNT REPS

NY based firm seeks individuals w/proven track record at a radio or television rep firm or station. If you're a sales or research asst. w/min 2 years biz experience of a rep or station, we'd like to talk to you about a terrific career move. Traffic asst's w/station experience are also welcome. Suitable candidates are analytical, PC literate, interested in building long-term relationships w/clients, possess ability to train and share info w/others. We're state-of-the-art and we offer an excellent benefits/comp pkg. Fax your resume w/ salary history to: Attn: HR, 212-633-5558.

Account Executive - WHTM-TV, an ABC affiliate in the 44th market, has an immediate opening for an experienced account executive with strong customer service and negotiating skills along with a track record of new business development. Requires 1-3 years media sales experience and familiarity with Nielsen/Star. Send resume and cover letter to: Frank Ratermann, General Sales Manager, P.O. Box 5860, Harrisburg, PA 17110. EOE.

Account Executive. Great opportunity with outstanding St. Louis television station. Successful candidate will have proven 5 year sales record including advertising agency track record and development of new business. Degree. Send letter/resume to Box 00166 EOE.

HELP WANTED ADMINISTRATION

Accountant - West Michigan Public Broadcasting is seeking an individual with accounting experience. Bachelor's degree in business administration or accounting preferred. Responsible for fund ledgers, grant account analysis and contract billings and PBS, NPR and CPB grant reporting. Experience with a computerized accounting system and personal computers required. Applicants must possess strong organization and analysis skills. Salary range \$24,400 - \$41,500. Send letter of application and resume to: Chuck Furman, Assistant General Manager, West Michigan Public Broadcasting, 301 W. Fulton, Grand Rapids, MI 49504-6492. Please note how you became aware of this position. Applications must be postmarked no later than November 18, 1994. EEO/AA/ADA.

FOX BROADCASTING COMPANY

ASSISTANT

We are seeking a sharp, motivated individual to work in an Eastern Regional Office of our Network Distribution Department. The ideal candidate will have excellent oral and written communication skills, typing of 50-60 wpm, fast notes or shorthand, as well as knowledge of WordPerfect 5.1 and Lotus 1-2-3. The selected candidate must be detail oriented, well organized, and able to work in a high pressure, fast-paced environment. Television or entertainment experience is preferred. Must be available for overtime.

We offer challenging career opportunities, competitive salaries and excellent benefits. **For immediate consideration, please submit your resume with salary history, to: Fox Broadcasting Company, Dept. MR-221, 5151 Wisconsin Ave., NW, 5th Floor, Washington, DC 20016.** Please, no phone calls. EOE.



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WITS(AM)-WCAC(FM) Sebring, FL (AM: BAL940824GH; FM: BALH940824GI)—Action Oct. 12.

WULF(AM)-WKXH-FM Alma, GA (AM: BAL940817GG; FM: BALH940817GH)—Action Oct. 5.

WGML(AM) Hinesville, GA (BTC940-923EC)—Action Oct. 12.

KTVG(TV) Cedar Rapids, IA (BAPCT93-0507KM)—Action Oct. 12.

WCLZ-AM-FM Brunswick, ME (AM: BAL940816GE; FM: BALH940816GF)—Action Oct. 3.

KLWT(AM)-KCLQ(FM) Lebanon, MO (AM: BAL940818EA; FM: BALH940818EB)—Action Oct. 12.

KELE(FM) Mount Vernon, MO (BAPH-940822GG)—Action Oct. 12.

KLRB(FM) Aurora, NE (BALH940725GG)—Action Oct. 6.

WBVP(AM)-WWKS(FM) Beaver Falls, PA (BALH940819GM)—Action Oct. 5.

KSND(FM) Lincoln City, OR (BTCH9405-17GI)—Action Oct. 7.

WARQ(FM) Columbia, SC (BALH940803-GI)—Action Oct. 6.

WYHY(FM) Lebanon, TN (BALH94041-

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.

9GG)—Action Oct. 7.

KDCD(FM) San Angelo, TX (BTCH940912-GF)—Action Oct. 3.

WNST(AM) Milton, WV (BAL940819GI)—Action Oct. 6.

WGLB-AM-FM Port Washington, WI (AM: BTC941005GE; FM: BTCH941005GF)—Action Oct. 13.

Dismissed

WCCM(AM) Lawrence, MA (BAL940613-GG)—Action Oct. 12.

FACILITIES CHANGES

Actions

Sutter Creek, CA KRAZ(FM) 107.5 mhz—Granted app. of Idaho Broadcasting Consortium Inc. for mod. of CP to change ERP: 6 kw; ant. 100 m.; TL: S side of S.R. 88, 2.6 km NE

of Lake Tabebaud, Amador Co., CA. Action Oct. 13.

Miami WHFT-TV ch. 45—Granted app. of Trinity Broadcasting of Florida Inc. for CP to change: ant. 308 m.; ERP: (vis) 2541 kw. Action Oct. 12.

Titusville, FL WGNE-FM 98.1 mhz—Granted app. of Southern Starr LP for CP to change ERP: 100 kw and to change class from C2 to C1 (per MM docket 93-255). Action Oct. 12.

Rossville, GA WLMX-FM 105.5 mhz—Granted app. of Wicks Radio LP for CP to make changes; ERP: 1.55 kw; ant. 197 m; TL: atop Missionary Ridge, 1 km NNE of intersection of GA Rte 2 and Mission Ridge Rd, Walker Co., GA and change antenna supporting-structure height. Action Oct. 3.

Cleveland, MS WSFX(FM) 98.3 mhz—Granted app. of American Family Association for mod. of CP to make changes: main studio location to Cleveland, MS. Action Oct. 3.

Omaha KPQC(TV) ch. 15—Granted app. of Pappas Telecasting of the Midlands for MP to change; ERP vis: 2529 kw; ant. 1280 ft./390 m.; TL: 19801 Pflug Rd., Gretna, Sarpy Co., NE. Action Oct. 12.

Forest City, NC WWOL(AM) 780 khz—Granted app. of Holly Springs Baptist Broadcasting Co. Inc. for CP to increase power to 10 kw. Action Oct. 13.

Butler, PA WISR(AM) 680 khz—Granted app. of Butler Broadcasting Co. Inc. for CP to add service with 50 w. Action Oct. 13.

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EDITOR: Regarding your Oct. 10 interview with Roone Arledge, I am afraid that, in several key areas, Roone's memory has let him and the facts down.

In that conversation of May '93, which I assumed to be private, all of my references to my state of mind were with regard to ABC News. I was indeed burned out and did indeed not want to produce another program—at ABC News. That it was ABC News I was talking about I thought would be crystal clear, because by the time I spoke with Roone it had already been determined that I could leave and, further, that I was going to become the executive producer of *NBC Nightly News with Tom Brokaw*.

Yes, after telling Roone that I never wanted to produce another program at ABC News, I am happily producing one five nights a week, as he notes. I am because, I told him and others at ABC News, the opportunity to

attempt a run from third to first for a second time was too tempting to pass up, especially in the new environment at NBC News, which reminded me so much of what ABC News had been in the late '70s when Roone first became

its president of news.

I trust this ends the matter. The facts now are neatly back as they belong.—*Jeff Gralnick, executive producer, NBC Nightly News with Tom Brokaw, New York.*

BY THE NUMBERS

BROADCASTING

Service	Total
Commercial AM	4,923
Commercial FM	5,070
Educational FM	1,708
Total Radio	11,701
VHF LPTV	527
UHF LPTV	1,023
Total LPTV	1,550
FM translators	2,233
VHF translators	2,253
UHF translators	2,441
Total Translators	6,927

Service	Total
Commercial VHF TV	559
Commercial UHF TV	598
Educational VHF TV	123
Educational UHF TV	240
Total TV	1,520

CABLE

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

*Based on TV household universe of 94.2 million.

Sources: Nielsen, NCTA and FCC

THIS WEEK

Oct. 30-Nov. 2—*Association for Local Telecommunications Services* annual convention and trade exhibition. Sheraton Harbor Island, San Diego. Contact: (703) 528-8484.

Nov. 2—*The Future of Television in Germany: Financing and Investing in Cable TV & Broadcasting*. Hyatt Regency, Köln, Germany. Sponsored by *Kagan World Media*. Contact: Genni Russell, (408) 624-1536.

Nov. 3-4—*Cable 101: The Basic Package*, sponsored by *Women in Cable*. Radisson Hotel, Denver. Contact: Christine Bollettino, (312) 634-2335.

Nov. 5-7—*Community Broadcasters Association* annual LPTV convention, Hyatt Crystal City, Arlington, Va. Contact: Stewart Herbert, (703) 506-3270.

Nov. 6-8—*Multimedia 1994: "Positioning for Profit in an Interactive World"* conference, Hotel Nikko, San Francisco. Sponsored by the *International Business Forum and Business Research Publications*. Contact: (800) 822-6338.

Nov. 6-8—6th annual *EPM Entertainment Marketing Conference*, Universal City Hilton & Towers, Los Angeles. Contact: (312) 472-2466.

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.

NOVEMBER

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

Nov. 8—*Media Sports Business*, Park Lane, New York. Sponsored by *Kagan Seminars Inc.* Contact: Genni Russell, (408) 624-1536.

Nov. 9-10—*"Engineering for the Non-Engineer"*, sponsored by *Women in Cable*. Marriott West, Philadelphia, Pa. Contact: Christine Bollettino, (312) 634-2335.

Datebook

Nov. 10—*"Marketing in a Competitive Environment"*, sponsored by *Women in Cable*. TCI Training Center, Englewood, Colo. Contact: Christine Bollettino, (312) 634-2335.

Nov. 10—*"Refining Your Marketing Strategy for the Future"*, sponsored by *Cable Television Administration and Marketing Society Inc.* New York chapter. Playboy Enterprises Bldg., New York. Contact: Rebecca Kramer, (212) 818-9151.

Nov. 10-13—97th *Audio Engineering Society* convention, Moscone Center, San Francisco. Contact: (212) 661-8528.

Nov. 12—*"A Buyer's Guide to Media Tools"*, seminar presented by *UCLA Extension and New-Media Magazine*. UCLA Math Sciences Bldg., Los Angeles. Contact: (310) 825-9064.

Nov. 15—*"How to Obtain an SBIR Grant"*, seminar presented by the *Center for Advanced Technology in Telecommunications*. Polytechnic University, Brooklyn, N.Y. Contact: Ameena Mustafa, (718) 260-3050.

Nov. 15-17—RF Expo East, Disney Contemporary Resort, Orlando, Fla. Sponsored by *RF design* magazine. Contact: Bob James, (202) 371-0700.

Nov. 15-17—DRTV East (direct-response TV expo and conference), New York Hilton & Towers, New York. Sponsored by *ResponseTV*. Contact: Gabrielle Bergin, (800) 854-3112.

Nov. 17—TV Production and Finance, Ma Maison Sofitel, Los Angeles. Sponsored by *Kagan Seminars Inc.* Contact: Genni Russell, (408) 624-1536.

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 *Advanstar Expositions*. Contact: Gabrielle Bergin, (800) 854-3112.

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

Jan. 15—16th annual CableACE Awards (televised ceremony), Wilmet Theatre, Los Angeles. Presented by *National Cable Television Association*. Contact: (202) 775-3629.

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

Jan. 29-Feb. 1—RF Expo West and EMC/ESD International, San Diego. Sponsored by *RF design* magazine and *EMC Test & Design* magazine. Contact: Bob James, (202) 371-0700.

FEBRUARY

Feb. 11-14—52nd annual *National Religious Broadcasters* convention and exposition, Opryland Hotel, Nashville. Contact: (703) 330-7000.

JUNE

June 18-24—16th annual *Banff Television Festival*, Banff Springs Hotel, Banff, Alberta, Canada. Contact: Katie Daniel, (403) 762-3060.

CONTINUING

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

• **Major Meetings**

Robert J. Kunath

With work stoppages in both Major League Baseball and the National Hockey League, it is not a particularly lucrative time to be in sports advertising sales. But Group W Sports Marketing Senior Vice President/General Manager Bob Kunath doesn't appear to be too worried.

"I have close friends that know exactly what I do and they say to me, 'How's business?' " he says, laughing. "I say, 'I sell hockey and baseball. It's great.' "

Kunath takes solace from the fact that in the future, when the strikes are over and the so-called 500-channel universe finally arrives, sports programming will flourish.

"What a wonderful thing—to have programming that people actually look for, no matter where it is," he says.

Kunath three years ago took the reins of Group W Sports Marketing, which was launched in 1989 as the only independent national sales representative for regional sports networks and sports teams. The company's business has grown to include representation of 17 regional sports networks and 17 sports franchises serving 43 million households nationally. Earlier this month, the company took on national sales responsibilities for First Auto Sports Television, a full-service TV production company and the exclusive provider of auto and motorcycle racing to the Prime Sportschannel Network.

Group W has invested close to \$25 million in operating losses and expects to make that investment back over the next three years, Kunath says. The division showed positive cash flow last year and would have made a profit this year had there not been a baseball work stoppage, he says.

"This organization could not have existed in a lot of corporate cultures," says Kunath, a 22-year Group W veteran. "They got into it knowing that they were going to hemorrhage money for a period of time, but they believed in the concept and have stuck with it."



Kunath joined Group W in 1968 as a research manager at KYW-TV Philadelphia. He had come to the station after about five years in sales and marketing for food packager Libby, McNeil and Libby and building products company AlCan Aluminum.

Shortly after joining KYW-TV, Kunath moved into sales. He was eager to move forward on the Group W corporate sales track. Within three years he was transferred to his native Chicago for an account executive position at the company's national rep firm, Group W Television Sales (then called Television Advertising Representatives). By 1974 he was running the office. And five years later he decided to make the big move to New York.

"It was one of those things that you start out trying to avoid and then, ultimately, you get bored or ambi-

tious—I don't know which it is—and realize after a while that in this business, New York is where it's happening," Kunath says.

The move turned out to be a good one. Kunath eventually was named president of Group W Television Sales in New York, filling a vacancy left by another Group W veteran, Lloyd Werner. Kunath today reports to Werner, who is senior vice president, sales and marketing, Group W Satellite Communications.

In 1986 Kunath left Group W for the first time in his television career to take a job as vice president/general manager, WNYW-TV New York. The independent channel had just been sold to Fox Broadcasting and was in a period of transition. He realized it was time to move on when he read an interview with Rupert Murdoch in BROADCASTING magazine in which the Fox chief said the TV station business was in trouble because there were too many salespeople in charge.

Still determined to try his hand at station management, Kunath took the same position at rival independent WWOR-TV Secaucus, N.J. That ended two years later. The station, he says, had so many layers of management that "we were tripping all over each other like the Keystone Kops."

Kunath returned to Group W to take on the company's sports marketing division in 1991 and has stayed to help guide its growth.

"It was a great premise, and it filled a need," Kunath says of the division. "It was brand-new in its start-up phases, so it

offered an opportunity for a lot of innovation. We got it in the early stages, and I think it has unlimited growth potential."

—RB

Senior vice president/general manager, Group W Sports Marketing, New York; b. May 5, 1940, Chicago; BS, finance, University of Illinois-Urbana, 1962; insurance underwriter, Continental Casualty Company, 1963; sales, Libby, McNeil and Libby, 1964; various marketing positions, AlCan Aluminum, 1963-68, Chicago, Detroit and Cleveland; research manager, KYW-TV Philadelphia, 1968; account executive, KYW-TV, 1969-72; Television Advertising Representatives (TVAR), Chicago: account executive, 1972-74; midwestern sales manager, 1974-79; Group W Television Sales (formerly TVAR), New York: vice president, national sales manager, 1979-81; president, 1981-86; VP/GM, WNYW-TV New York, 1986-87; VP/GM, WWOR-TV Secaucus, N.J., 1987-89; independent consultant, 1990; current position since 1991; m. Joell Kerewich, May 19, 1962; children: Tori, 30; Abigail, 25.

William A. Leonard, 1916-1994

William A. Leonard, 78, former president of CBS News (1979-82) and a veteran reporter, producer and executive with the news division (see "Editorials," page 70), died Oct. 23 of a stroke at Laurel Regional Hospital, Laurel, Md. Following graduation from Dartmouth College in 1937, Leonard worked as a reporter and radio researcher before joining the Navy in 1941. After leaving the Navy he joined CBS-owned WABC(AM) (later WCBS) New York as anchor of *This Is New York* and later *Eye on New York on Television*, on WCBS-TV.



At the news division, he covered several national political conventions, produced, reported and narrated the documentary TV series *CBS Reports* and created the network's election unit. He then moved into top management as VP and senior VP of CBS News programming. During the

late 1960s and early '70s, Leonard presided over the development of news programs, including *60 Minutes* and the much-honored *Sunday Morning*. His tenure as president segued into a consulting position with the network. Other interests he pursued after his "retirement" included writing, lecturing and directing the Alfred I. duPont-Columbia University Broadcast Journalism Awards. He also served on several boards and was the recipient of many honors, including a Peabody. Howard Stringer, president, CBS

Broadcast Group, said, "CBS has lost a remarkable man, a steadfast man and a giant in CBS News history."

Leonard is survived by his wife, Norma, who formerly was married to Mike Wallace of *60 Minutes*; five sons; one stepson, Chris Wallace of ABC News; and 15 grandchildren.

—DS

BROADCAST TV



Smith

Mel Smith, senior VP, programing and marketing, Grove Television Enterprises, Chicago, named president/COO.

Brooke Sectorsky, VP/GM, WUAB (TV) Lorain, Ohio, joins WCPX-TV Orlando, Fla., as president/GM.

Michael Schweitzer, president/GM, WCPX-TV Orlando, Fla., joins First Media Corporation there as executive VP, telecommunications.

Peggy Powell, director, creative services, Claster Television, Baltimore, named VP.

Appointments at Children's Television Workshop, New York: **Franklin Getchell**, senior VP, programing and production, adds senior VP/creative director to his duties; **Marjorie Kalins**, group VP, production, named senior VP.

Ellen Kimmelman Roth, director, international distribution, MTM, Studio City, Calif., named director, worldwide operations.

Bruce Miller, GM, KDLH(TV) Duluth, Minn., joins WIFR(TV) Freeport, Ill., in same capacity.

Jerry Zanitsch, VP, New World Entertainment, Los Angeles, named senior VP, marketing.

Lynn Dowling, director, program standards, series, NBC Entertainment, Burbank, Calif., named senior program standards director, broadcast standards.

Ken Angel, president, Global Business Communications Inc., New York, joins Interaxx Television Network, Miami, as senior VP/director, marketing.

Bob Becker, meteorologist, KBMT(TV) Beaumont, Tex., joins WICU-TV Erie, Pa., as chief meteorologist.

Robert Bee, GSM, WXIX-TV Newport, Ky., joins WGAL(TV) Lancaster, Pa., in same capacity.



Lingg

Los Angeles, joins as VP, movies and miniseries.

Richard Pegram, group regional manager, Park Communications (WTVR-TV Richmond Va.), joins WTHR(TV) Indianapolis as VP/GM.

John Brown, manager, promotion/special projects, Turner Sports Networks Sales, New York, named director.

Steve Kremer, news director, KTVN(TV)

Appointments at Paramount Network Television, Hollywood: **Kathy Lingg**, senior VP, movies and miniseries, named senior VP, drama; **Tom Russo**, VP, long-form programing, MCA/Universal,

Reno, joins Maryland Public Television, Owings Mills, Md., as producer, news and public affairs.



Corbi

Appointments at Fox Broadcasting Co., Beverly Hills, Calif.:

Roland McFarland, director, broadcast standards, named VP; **Adam Ware**, VP, affiliate relations, west-central region, named senior VP,

network distribution; **Lana Corbi**, VP, Midwest affiliate relations, named senior VP, network distribution.

Adrian Wisner, LSM, KTIV(TV) Sioux City, Iowa, named GSM.

Michael Yudin, senior VP, Viacom Entertainment Group, New York, joins Paramount Television Group there as senior VP, sponsored programing and co-productions.

Appointments at MGM Domestic Television, Santa Monica, Calif.: **Noranne Frisby**, VP, central division, named senior VP; **Bob Greenstein**, VP, south-eastern division, named senior VP.

Janice Sonski, freelance writer/script consultant, DIC Entertainment, Burbank, Calif., named executive director, creative affairs.

Ira Goldstone, director, engineering/broadcast operations, KTLA(TV) Los Angeles, named VP, Tribune Broadcasting Co., Chicago.

Chris Ender, director, publicity, Columbia TriStar Television Distribution, Culver City, Calif., named VP, public relations.

RADIO

Appointments at Kelly Communications Inc., Peoria, Ill.: **J. Shawn McCruden**, VP/financial manager, named VP/assistant GM; **Joyce Powell**, GSM, named VP, sales; **Dale Van Horn**, program director, named VP, programming.

Reed Bunzel, executive editor, Radio Ink, Boca Raton, Fla., joins Radio Advertising Bureau, New York, as VP, communications.

Jack Swanson, VP/GM, KING-AM-FM Seattle, joins KGO(AM)/KSFO(AM) San Francisco as director, operations.

Dan Dunlop, account manager, WCHL (AM) Chapel Hill, N.C., named GM.

John Brooks, VP/district head, communications/media, Marine Midland Bank, New York, joins BayCom Partners, LP, San Francisco, as CFO.

Mike Willett, air personality, KZLO(AM) Bozeman, Mont., joins KATH(FM) there in same capacity.

CABLE

Appointments at The Talk Channel, New York: **Donald Ershow**, senior VP, sales and marketing, NBC On Site, there, joins as senior VP, advertising sales; **Dawn Hill**, executive VP, Caribbean Satellite Network,



Ershow

Miami, joins as VP, affiliate sales, eastern region; **Alan Gaherty**, senior VP/CFO, TAK Communications, Fort Lee, N.J., joins as VP, finance and administration; **Seymour Kaplan**, senior VP, Lifetime Television, there, joins as senior VP, affiliate sales.

Claire Shipman, Moscow correspondent, CNN, Atlanta, named White House correspondent.

Michael Miller, sales manager, Showtime Networks Inc., Los Angeles, joins Nostalgia Television, Denver, in same capacity.

Michelle Allario, marketing manager, Cartoon Network, Atlanta, named director, consumer marketing.

Terry St. Marie, senior VP, Washington

Redskins/JKC Stadium Inc., Middleburg, Va., joins Bresnan Communications Co., White Plains, N.Y., as operations manager.



Hollins

Barrie Hollins, coordinating producer/publicist, RedDog Productions, Nashville, joins TNN: The Nashville Network there as manager, prime time programming.

Appointments at Encore Media Corp, Englewood, Colo.: **Robin Feller** named regional director, affiliate sales; **Leslie Nittler** named director, sales and marketing, new markets; **Maro Casparian** named director, affiliate marketing. All were affiliate marketing managers.

Stella Tavilla, executive VP, MIS/transaction services, Home Shopping Network, St. Petersburg, Fla., named chief information officer/executive VP.

ADVERTISING

Dena Kaplan, local advertising sales manager, Cable Networks Inc., Los Angeles, named director, advertising sales, western region, Rainbow Advertising Sales (parent), Los Angeles.

Barbara Hayes, director, marketing, TKR Cable Co., Warren, N.J., joins Creative Marketing Resources, Farmingdale, N.Y., as VP, creative services.

Bruno Crea, senior VP, BBDO New York, named director, media planning services.

Appointments at Bates USA, New York: **John Adams**, VP, named senior VP/associate media director; **Patricia Dornier**, VP, named senior VP/associate media director/director, media/MIS.

Thomas Firchow, VP, sales, Videosmith, Philadelphia, joins Prime Productions/New York Communications, Upper Darby, Pa., as VP/director, sales.

Timothy Labus, VP/director, client services, AbramsonEhrlichManes, Washington, named senior VP/director.

TECHNOLOGY

Appointments at Harris Allied, Quincy, Ill.: **Don Taylor**, district sales manager, named manager, domestic radio field sales; **Tom Harle**, product line manager, radio studio, named regional sales manager; **Dave Burns**,

consultant, joins as radio studio product manager; **Daryl Buechting**, senior sales applications engineer, named FM production manager.

Appointments at Zenith Electronics Corp., Glenview, Ill.: **Richard Vitkus**, senior VP/general counsel/director, corporate development, Vanstar Corp., Pleasanton, Calif., joins as senior VP/general counsel; **William**



Niemeyer

Niemeyer, regional sales manager, Panasonic Broadcast and Television Systems, Danville, Calif., joins as director of sales, Regional Bell Operating Companies, there.

Appointments at Chyron Corp., Melville, N.Y.: **Paul Yarmolich**, VP, engineering, named VP, new business development; **James Duca**, manager, broadcast technology system design, Atlanta Committee for the 1996 Olympic Games, Atlanta, joins as VP, engineering.

DEATHS

Robert J. Bitner, radio engineer, died Sept. 11 of congestive heart failure in Lexington, Neb. From 1952 to 1986 Bitner was director, engineering, for Nebraska Rural Radio Association. He worked at KRVN(AM) Lexington, KNEB(AM) Scottsbluff and KOIL(AM) Bellevue, all Nebraska, and KEYR(FM) Marlin, Tex. He owned several patents in radio crystal manufacturing and was instrumental in designing the four-tower directional array for KRVN in 1972. He is survived by his wife, Jessie, two sons, a sister, two granddaughters and a great-grandson.

T. Mitchell Hastings, 84, FM pioneer, engineer, died Sept. 27 in Edgartown, Mass., after an extended illness. Hastings, co-developer of the first FM car radio, founded the Concert Network in 1955. The network included radio stations in New York; Hartford, Conn.; Providence, R.I.; and Boston. Hastings also was co-founder of the National Association of FM Broadcasters and president of the Major Armstrong Memorial Research Foundation at Columbia University. He is survived by his wife, Margot, one son, three stepchildren and five grandchildren.

—Compiled by Denise Smith

Top cable MSO **Tele-Communications Inc.** is about to get even bigger by acquiring **Comcast Corp.'s 19.9% interest in Heritage Communications** for \$290.3 million in stock. The sale gives TCI 100% of the outstanding stock of Heritage, which the two companies have owned since 1988. The sale is expected to help Comcast reduce some of the debt incurred by its recent multibillion-dollar purchases of MacLean Hunter's U.S. cable operations and QVC. The Heritage transaction is subject to regulatory and TCI board approvals and is expected to close early next year.

Pappas Telecasting is buying KREN-TV Reno from Sainte Ltd. for \$3 million. The buyer, headed by Harry Pappas, owns KRBK-TV Sacramento and KMPH-FM-TV Fresno, both California, and KPMT-TV Omaha. The seller, headed by Chester Smith, also owns KSCO-TV Sacramento, KNSO-TV Fresno and KCVU-TV Chico-Redding, all California. KREN-TV is a Univision affiliate on ch. 27 with 1840 kw and antenna 2,925 ft. Broker: Kalil & Co.

In moves to further shore up its executive ranks, Disney Television has promoted Etienne de Villiers to the newly created position of president, International Television, Walt Disney Television and Telecommunications. De Villiers had been president of television for Buena Vista International. In his new position, he will continue to have responsibility for BVI as managing director, The Walt Disney Co. Ltd., in the UK. Also last week, Rich Frank, chairman, Walt Disney Television and Telecommunications, who made the de Villiers announcement, promoted **Dean Valentine** to president, network television, Walt Disney Television and Telecommunications. The executive promotions are seen as an attempt by Disney

First Amendment partisans

It was media night out in Washington Oct. 19 when Frank Biondi (l), president/CEO of Viacom Inc., was honored with the Media Institute's American Horizon Award during its annual Friends & Benefactors dinner. Biondi was cited for leadership in promoting the vitality and independence of American media and communica-



tions. The institute's Freedom of Speech Award was presented to Nadine Strossen, president of the American Civil Liberties Union, who inveighed against direct or modified government censorship. Patrick D. Maines (r), president of the Media Institute, presided over the event. —DW

senior management to insure that executives overseeing various divisions within the company will remain with Disney, especially in light of the new studio being formed by former Disney number-two executive Jeffrey Katzenberg, Steven Spielberg and David Geffen.

ABC will pull *Thunder Alley* from its Wednesday schedule and replace it with *Sister, Sister* at 8 p.m. Both shows are in their second seasons; the latter has been on backup this season. The move does not necessarily mean the end for the Disney and Wind Dancer Productions-pro-

duced *Thunder Alley*, since the network will bring back the show in March in a "protected time period," according to an ABC statement. *Thunder Alley* will have its last telecast this year on Nov. 2.

In the wake of the resignation of Gerald Isenberg as president/COO of **Hearst Entertainment** last Monday, **Gerald Abrams**, co-chairman has signed a new contract with the company. Abrams will oversee Hearst's international productions as well as the company's reality programming and made-for-TV movies.

After more than a year of competing head-to-head, ***The Tonight Show with Jay Leno* broke a string of defeats to tie *The Late Show with David Letterman*** during the week of Oct. 17. Both late-night shows averaged a 4.8 Nielsen rating and 14 share. One caveat, however, is the CBS show was in reruns that week. *The Tonight Show* was in reruns last week.

ABC has given MCA TV a six-

Errata

In Oct. 17 "In Brief," BROADCASTING & CABLE incorrectly implied that ABC affiliate KSAT-TV San Antonio was overall market ratings leader. In July sweeps, station was tied for first place in sign-on to sign-off ratings with CBS affiliate KENS-TV and was slightly behind KENS-TV in share.

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PCS a money-maker

Bidding in the second narrowband auction totaled more than \$380 million last week. On the block are 30 two-way regional licenses. The spectrum will allow winning bidders to set up networks of advanced two-way paging networks. The first round of 10 nationwide paging licenses raised more than \$600 million, bringing the total raised by the FCC for the U.S. Treasury to close to \$1 billion. —CSS

episode order for a series from Dick Wolf, creator and producer of NBC's *Law & Order*. The series will have an investigative reporter as its main character.

CBS has given Alliance Communications Corp.'s *Due South* a full season order, bringing the total episodes ordered to 22. CBS originally gave Alliance an order for eight episodes, but expanded that following the show's 11.6 Nielsen rating/19 share in its first five airings.

NBC is keeping the heat on SF Broadcasting, last week telling the FCC that SF's latest filing in support of its purchase of WLUK-TV Green Bay, Wis., raises "a serious issue of candor and credibility." NBC had challenged the Green Bay deal on the grounds that SF may be controlled by Fox, a minority investor. SF, principally owned by Savoy Pictures, denies the allegation. NBC asked the FCC to demand that SF release documents detailing the Fox-Savoy business arrangement.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Oct 16. Numbers represent average audience/stations/% coverage.)

1. Wheel of Fortune	13.4/224/98
2. Jeopardy!	10.9/214/96
3. Oprah Winfrey Show	8.4/237/99
4. Entertainment Tonight	8.2/177/94
4. Star Trek: Deep Space 9	8.2/238/99
6. Roseanne	7.4/183/97
7. Baywatch	7.0/217/96
8. Hard Copy	6.7/178/94
9. Inside Edition	6.2/168/93
10. Wheel of Fortune—wknd	6.1/165/71
11. Family Matters	5.5/188/93
12. Cops	5.4/181/95
12. Married...With Children	5.4/177/93
14. Fresh Prince of Bel Air	5.2/130/86
15. Ricki Lake	5.1/212/97

WASHINGTON

Paramount low-powering up?

The Low Power Television Association is holding its annual conference this week in Washington (Nov. 5-7), and organizers say they have a commitment from United/Paramount to send a representative, possibly Kevin Tannehill, former president, MTM Television Distribution, who has been a consultant to the network for the past six months on affiliate relations activities. Tannehill, working out of an office on the Paramount lot, could not be reached for comment. The fledgling network is signing mostly broadcast UHF stations, but is relying on LPTVs to fill in some holes. The network has signed LPTV outlets in Evansville, Ind., and Baton Rouge and is talking to LPTVs in Binghamton and Elmira, both New York.

Separately, the LPTV group is giving FCC Commissioner Jim Quello its Lifetime Achievement Award at a luncheon ceremony during its convention next week.

Hold on there

FCC Chairman Reed Hundt has used statements by Commissioner Jim Quello to buttress his call for truth in broadcasting. But Quello is not in full agreement with it. "I'm going to tell [Hundt], 'I think you are going a little too far for me,'" he says. Quello says he is bothered by Hundt's suggestion that broadcasters will have to pay for licenses if they don't live up to responsibilities to provide accurate information and educational programming for children.

Slow rollout for set-tops

Digital set-top cable boxes appear to be at least a year away. Manufacturer General Instrument hopes to start a limited rollout in the second half of next year, with mass production to follow in the year's fourth quarter. But others following GI's progress cite a long list of technical elements affecting the digital decoder project and say it's too early to predict when the boxes will

reach cable systems in significant numbers. Mass production, sources say, may have to wait until early 1996.

No, no, no

Long-standing rumors that FCC Chairman Reed Hundt is in line to become the next Commerce secretary are just that, says a Hundt aide. "It started out as an amusing joke by a reporter, and there is nothing to it," the aide says. "No, no, no," he adds, "it has not been offered, he is not interested and it is not going to happen."

HOLLYWOOD

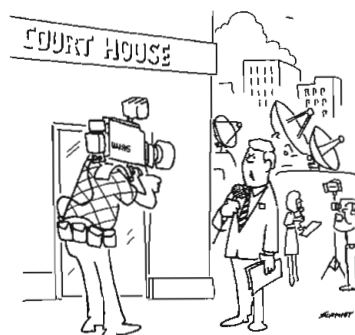
Paramount pipeline

Paramount Domestic Television is developing a weekly first-run syndicated action-hour for fall 1995 that features stage and commercial actor Jim Davidson. *Crowfoot* will star Davidson as a half-Native American detective based in Hawaii.

NEW YORK

SportsFan getting Rose

SportsFan Radio Network apparently has reached a deal to purchase *The Pete Rose Show*, the radio talk show hosted by former baseball star Pete Rose, from Katz Radio Syndication. SportsFan CEO Kyle A. Heinrich said the company restructured Rose's broadcasting contract to make it "more productive." Katz launched the two-hour talk show, which broadcasts live from the Pete Rose Ball Park Cafe in Boca Raton, Fla., on several Florida stations in May 1993. The show has more than 90 affiliates nationwide.



Drawn for BROADCASTING & CABLE by Jack Schmidt
"All 15 of the TV stations covering this trial declared the other 14 irresponsible."

Just do it

High-definition television is a high-visibility subject these days, and still difficult to fathom as it gets closer to reality. Broadcasters are torn between wanting it and dreading it: wanting it as much for the extra channel it affords as for the picture improvement it promises, dreading it for the cost of admission and the possibility that even if built, no one will come.

Now another factor has entered the picture: digital television via DBS. By all accounts, the picture that emerges at the receiver is the best ever seen in NTSC. The fact is, no American until now has seen a television picture as good as that transmitted by its broadcasters and cable systems; in analog, the degradation begins immediately, and in many cases delivers less than half the resolution that started out. Digital, with its 1's and 0's transmission format, will end all that.

So far, DBS is the only American television with a digital picture. Cable will be next, albeit at least a year from now. For both media, the biggest bottleneck is the set-top box, which has proved to be a devilish detail to surmount. But there's no doubt about it, digital will make NTSC look a whole lot better, and HDTV spectacular.

For broadcasters, there's no other way to digital than through that extra channel, and there's no future without digital. It seems simple to us. Go for it. Get the channel now and worry about it later.

Groundbreaker

The industry lost a pioneering journalist last week. Bill Leonard had done it all. And in an industry where peripatetic career moves make resumes look like road maps, he did it all for CBS. Beginning in 1945 for its New York

radio and TV stations, and then for the network's news division, Leonard was a reporter, correspondent, producer and ultimately president. He was, said no less an authority than Edward R. Murrow, one of the best radio reporters around. He covered a host of national political conventions, moved to television to write, narrate and produce *CBS Reports* (talk about triple threats) and create the election unit that helped usher in the era of electronic polling. It was among his proudest accomplishments. "Broadcasters used to report what the print media reported. Now the process is reversed," he said in 1975. Leonard also could boast *60 Minutes*, *CBS Sunday Morning* and "The Selling of the Pentagon" as shows created on his watch.

When Leonard left New York for a stint as Washington liaison in 1975, the *60 Minutes* staff gave him a send-off with this sentiment: "The years we worked for you will always be for us the golden age of television." For us, it was a golden age of television news, thanks in large part to the journalism practiced by Bill Leonard.

Fair warning

Broadcasters last week agreed to supply a new, shorter violence warning—including a Parental Advisory symbol (PA)—to newspapers and *TV Guide* and to urge them to carry the warnings. The move came in response to concerns of Congressman Ed Markey that newspapers were not running the advisories already supplied. The warnings in their new, user-friendlier form seem a reasonable response to both the perception and the reality of violence on TV. Not content with that step, however, Markey says he will continue to push for the V-chip. And if broadcasters accede to that demand, what will be next? A Q- or R-chip? We have our own advisory for broadcasters, hard as it is to follow: Continue to do what you feel is right, not what is politically expedient.

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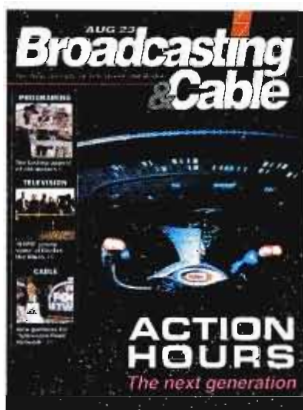
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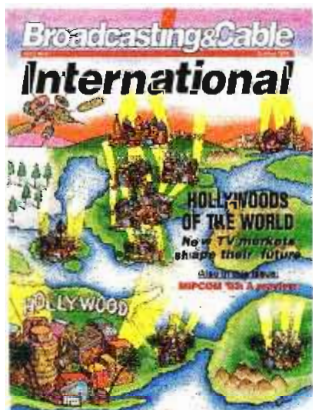
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