

NOV 28

Broadcasting Cable

The Newsweekly of Television

Vol. 124 No. 48 63rd Year 1994 \$3.95 A Cah...

State of the Art

*An Interview
with John Malone*

Continental,
Providence Journal
Make Their Deal

The NBC/CBS Shuffle

Hundt Stonewalls Cable
on Facility Upgrades

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Fast Track

MUST READING FROM BROADCASTING & CABLE

Continental buys ProJo systems Continental Cablevision, the nation's third-largest multiple system operator, last week became the latest MSO to swallow a mid-size operator. Continental agreed to pay \$1.4 billion for the cable systems of The Providence Journal Co. ProJo decided to sell because, it says, it cannot achieve the size and the market clusters it needs to compete. / 6

'Convergence convention' expected in Anaheim This week's Western Cable Show will feature as many as 20 programming services not available six months ago, as well new technology aimed at digitizing video programming and incorporating it with telephony and data services traveling on cable networks. / 7

Cable operators handicap the newest program services Seven of the top 10 cable operators have rated 37 new cable networks for chance of success. Among their top 10 are America's Talking, The Cartoon Network, the Golf Channel and Turner Classic Movies. / 10

Hundt defends going-forward rules The burden is on the cable industry to prove it needs price increases for regulated services to finance system upgrades, FCC Chairman Reed Hundt says. The agency's going-forward rules establish "a new set of facts" on which any capital cost decisions must be based, he says. / 14

A la carte decision may boost Time Warner revenue The FCC's seal of approval on Time Warner's a la carte packaging may be worth as much as \$50 million per year to the company. Time Warner no longer faces making refunds to consumers who subscribed to the package. It also can continue to offer the package, including the migrated channels, to subscribers in the future. / 15



Turner's Cartoon Network has generated strong ratings since 1992 debut. / 10

COVER STORY

John Malone: State of the art

The president and chief executive of Tele-Communications Inc., John Malone, is one of the most powerful figures in the cable industry. In fact, TCI is far more than a cable company, with programming interests, international cable and programming activities, and investments in companies such as Discovery Communications.

Next stop: conquering digital and competing in telephone markets, even though the rules currently favor telcos. **Cover photo by Steve Winter.** / 34



On the eve of the Western Cable Show, an interview with John Malone / 34

PROGRAMING

Fingerhut cans shopping service

Direct marketing company Fingerhut has pulled the plug on its planned home shopping service, citing the FCC's new "going-forward" rules. Entrepreneurs trying to launch new networks also say their plans likely will be delayed as a result of the rule-making. / 18

Appealing to girls

At least four syndication projects based on girl characters are in the works, including a high-profile show from Saban Entertainment, *Tenko and the Guardians of the Magic*. Other projects include *Sailor Moon*, adapted by DIC Entertainment, and

Amazin' Adventures II from Bohbot Entertainment. Until now, syndicators have avoided projects centered around girls because the audience for animated shows typically has skewed two-thirds boys. / 25



'Sailor Moon' features a superhero girl from another planet. / 25

The case of the missing minicams

More than 60 news cameras—worth upwards of \$40,000 each—have been stolen in the past year. One theory is that they are being resold for use in the pornography industry. / 30

Billboard awards boom

To say that the annual *Billboard Music Awards* has grown throughout its five-year existence would be an understatement. More than 50 countries will receive this year's event on Dec. 7, most via satellite beam. / 31

"Clearly, we've had a regulatory regime imposed with a vengeance and in a method...quite hostile to the cable industry."

—TCI President John Malone

NOVEMBER 28, 1994

SPECIAL REPORT

Cable's new guard

Just in time for the Western Cable Show: a complete guide to the new cable networks, A through Z. Since the National Cable Television Association Convention in May, 20 more have joined the race. / 50

RADIO

Interest rates may slow funding

The recent uptick in short-term interest rates is not expected to seriously affect stock values or daily business in the radio industry, but analysts say it may slow or cut off some trading and acquisition funding. However, "rising interest rates can only hurt station values," one broker says. And as interest rates go up, buyers will force down asking prices and sellers may go for offers that previously were considered too low. / 76

SBA provides small-business boost

Since the Small Business Administration began trying to make radio an attractive venture, allowing owners of radio stations, cable television properties, newspapers, greeting cards and magazines to apply for small business loans, at least six new loans have been approved to radio station owners. / 76

BUSINESS

Fate of Sony studios unsettled

In the wake of Sony's \$2.7 billion write-down on the value of its Sony Pictures Entertainment, the company is considering a "strategic alliance" with an outside company. Or, it may spin off all or part of Sony Pictures Entertainment, which comprises the Columbia and TriStar studios and other programing assets, to a publicly traded entity. / 79

SONY

TECHNOLOGY

Petitions threaten AM band expansion

The FCC AM Radio Branch last week had logged 16

petitions asking the agency to reconsider the expanded band allotment plan. The stations that filed the petitions say they were passed over by the plan, in which the FCC ranked 688 stations that sought the move to the expanded band. If even one petition is granted, it might upset the entire allotment plan, which culled the list down to 79 stations, an official says. / 82

WASHINGTON

Communications invests in political leaders

Congressional Republicans who will control next year's telecommunications agenda are among the key beneficiaries of PAC money from communications industries. For example, contributions to Bob Packwood, who will head the Senate Communications Subcommittee, were \$244,650 between 1984 and December 1993. That made him the second-highest recipient of communications PAC contributions in the Senate. / 84



The communications industry has contributed heavily to Senator Bob Packwood and other congressional leaders. / 84

Telco gets green light

Bell Atlantic has won the fifth straight RBOC triumph in seeking to eliminate the ban on cable/telco cross-ownership. The Fourth Circuit Court of Appeals has ruled that the ban violates Bell Atlantic's First Amendment right to free speech. / 84

C-SPAN wants wider angle on Congress

C-SPAN is asking Republican leaders to permit greater and more open coverage of the House and Senate chambers. In the House, for example, the cameras, which are controlled by House employees, are restricted from panning the chamber or taking reaction shots. These rules were set by Democrats, C-SPAN points out. / 86



Besides controlling cameras in the House and Senate, C-SPAN wants to televise briefings. / 86

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Continental buys ProJo systems for \$1.4 billion

Number-three MSO grows to 4 million cable homes

By Rich Brown

Continental Cablevision has joined the club.

The nation's third-largest multiple system operator last week became the latest MSO to swallow up a mid-size operator. Privately held Continental agreed to pay \$1.4 billion for the cable systems of The Providence Journal Co. and will become a publicly reported company as a result.

"The mid-size operators are concluding that they can't make it in the current regulatory environment," says Continental Chairman/CEO Amos B. Hostetter Jr. "Out of the top 20, virtually all but five or six have made a deal or are considering one."

Continental will acquire all of Providence Journal's cable systems in a non-cash exchange for shares of Continental's Class A common stock. The deal includes the assumption of \$755 million of debt on the acquired systems.

As with the other major cable system acquisitions by MSOs during the



Myhren gets out; Hostetter gets bigger

past six months, the deal enables Continental to "cluster" some of its own systems with those of Providence Journal. The two companies operate systems in close proximity to one another in Florida, New England, New York, California and Minnesota.

Providence Journal decided to sell because it cannot achieve the size and the market clusters needed to compete in the future, says company president Trygve Myhren. Competition is growing in many forms, including direct broadcast satellite, telephone and wireless cable companies.

"You can't get there from here," says Myhren. "You have to become part of a larger entity. Size economies are enormously important to be able to deliver the range of services consumers want at prices that are going to be competitive. Clustering is just critical."

The Providence Journal systems serve more than 750,000 subscribers through four cable companies: Colony Communications Inc., Colony Cablevision, Copley/Colony and King Videocable Co. Upon completion of the deal, Continental will serve approximately 4 million U.S. cable subscribers.

Myhren says the company now will focus on growing its other businesses: newspapers, TV programming and broadcasting. The company is the principal owner of the Television Food Network and is developing a regional cable news service with four of its TV stations: KING-TV Seattle; KGW-TV Portland, Ore.; KREM-TV Spokane, Wash., and KTVB-TV Boise, Id. Myhren says the company also is exploring additional cable services.

Meanwhile, Providence Journal is clearing the way for the Continental deal by buying out Kelso & Co., a partner in the company's northwestern TV stations and cable operations.

The merged Continental-Providence Journal operations will become a public company because the Securities and Exchange Commission requires companies with more than 500 shareholders to do so. Continental and ProJo, which each have just under 500 shareholders, will surpass that limit following the completion of the merger, scheduled for mid-1995.

"We are not selling new stock to fund this transaction," says Hostetter. "Whether we subsequently do an offering of new shares will be a function of the market at the time."

Still unclear is the status of Continental's on-again, off-again merger talks with US West. One well-placed source says that the talks are off again. But another source close to Continental executives says there still could be a flame between the two, and that the public stock offering could be a way to increase Continental's value and make it more attractive to the telco.

"We'd be foolhardy and irresponsible to our shareholders if we ruled anything out," says Hostetter. ■

Six months of cable consolidation

■ Time Warner Entertainment strikes two separate deals that increase the company's reach to 8.9 million subscribers: a joint venture brings together 2.8 million Time Warner subs and 1.4 million Newhouse subs, and a second deal gives Time Warner the cable systems of Summit Communications in exchange for securities valued at roughly \$340 million.

■ Comcast Corp. buys Maclean Hunter of Canada's U.S. cable systems for \$1.27 billion. Maclean Hunter's 550,000 customers expand Comcast's reach to more than 3.5 million households.

■ Cox Cable strikes a \$2.3 billion deal to combine its cable systems with those of Times Mirror Cable Television, creating a base of 3.2 million households.

■ Crown Media's operations, reaching 990,000 households, are sold to Charter Communications and Marcus Cable for \$900 million.

■ Adelphia Communications pays \$85 million for control of Tele-Media Corp., adding more than 425,000 subs and giving the company a reach of more than 1.6 million households.

■ Tele-Communications Inc. buys TeleCable Corp. for \$1.4 billion. TeleCable's 740,000 subs expand TCI's reach to over 14.7 million households.

■ Cablevision Systems Corp. completes its \$413.5 million purchase of three systems from Sutton Capital Associates.

'Convergence convention' in Anaheim

Western Cable Show features new programing services, advances technology

By Rich Brown
and Chris McConnell

Cable operators will get a look at some new channels and the technology to compress those channels at this week's Western Cable Show in Anaheim, Calif.

The show, slated for Wednesday through Friday, will feature as many as 20 programing services not available six months ago as well new technology aimed at digitizing video programing and incorporating it with telephony and data services traveling on cable networks.

On the programing side, the FCC's new going-forward rules could pave the way for some deal-making. Although not everyone in the industry is fully satisfied with the rules, the rules do provide structure that was lacking when programers gathered at the National Cable Television Association convention in May. Programers now are hopeful that they can break from their long-standing holding pattern.

Among programing companies eager to expand in the new environment is Discovery Communications, which will showcase four new networks—Quark!, Time Traveler, Living and Animal Planet—at the show. (For a list of new and recently launched cable services, see page 50.)

Many floor discussions will center on whether programers will be able to convince cable system operators to expand their basic tiers or opt for unregulated new product tiers. Sci-Fi Channel parent USA Networks will be among those pushing system operators to build their expanded basic tiers.

Meanwhile, cable executives will put their heads together to try to figure out ways to deal with the fast-developing competition from direct broadcast satellite and other industries. There likely will be a fair amount of talk about the industrywide public affairs initiative set to kick off on Jan. 1. The initiative will seek to position cable as the proved technology for program delivery.

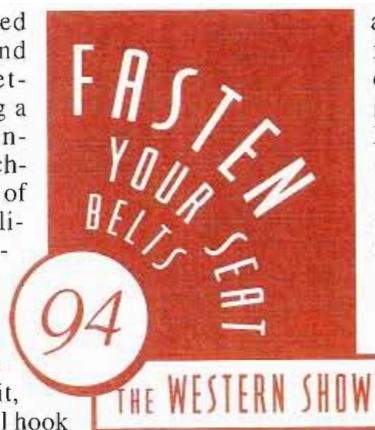
At the technology exhibits, cable operators will get a look at new equipment designed to pack more than new channels onto their cable systems. Several companies will bring an array

of hardware designed to squeeze voice and data onto cable networks. "We're seeing a convergence convention," says C.J. Hirschfield, vice president of industry affairs, California Cable Television Association.

Many of the convergence wares will be on display at the CableNET '94 exhibit, where companies will hook

equipment to a hybrid fiber/coaxial network. Motorola, for instance, will demonstrate its CableComm system for providing two-way telephony over cable systems. Other equipment suppliers, including Los Angeles-based Cisco Systems and Andover, Mass.-based LANCity, will unveil gear for interconnecting local area networks via cable systems.

Hirschfield, who anticipates an attendance of more than 18,000 this week, cites the presence of computer companies such as Microsoft and—



away from the show floor—Apple Computer. Another computing industry firm, Sun Microsystems, will demonstrate interactive service technologies that it plans to develop as part of a teaming agreement signed in November with Thomson Consumer Electronics.

Other presentations will focus on adding channels. General Instrument, Hewlett-Packard, Scientific-Atlanta and Zenith Electronics plan to demonstrate their models of much-anticipated digital set-top boxes. The terminals, which are not slated for mass deployment until late next year, decode the digital signals into which cable operators hope to pack hundreds of channels.

C-Cube Microsystems will introduce equipment for compressing programing into the digital signal that the set-top boxes will decode. ■

FCC lets SNET expand dialtone trial

The FCC last week granted Southern New England Telephone permission to expand its video service trials to several additional cities and towns in the phone company's operating region of Connecticut.

SNET is conducting a trial of several video services to 1,250 homes in West Hartford. The FCC sanctioned the expansion after the telco met the commission's prerequisite of providing a common carrier platform with excess capacity for multiple video programers to deliver services via its network.

SNET is authorized to "pass no more than 150,000 homes with an advanced hybrid fiber optic-coaxial network," according to an FCC statement. SNET will conduct trials in New Britain, Farmington, Hartford, Stamford, Norwalk, Darien, Westport, Fairfield and a second section of West Hartford.

The FCC said SNET "hopes to obtain a sample of approximately 20,000 subscribers" and will offer 80 analog channels and 200 digital channels, leaving it excess capacity to carry other unaffiliated video programers. But SNET said it will not reach that level of capacity until the end of 1995.

SNET offers its trial customers in West Hartford near-video-on-demand, traditional and premium channels, news and other programing in a time-shifted environment. It plans to offer a movies-on-demand service and home shopping, educational, health, business and other still-undefined interactive services.

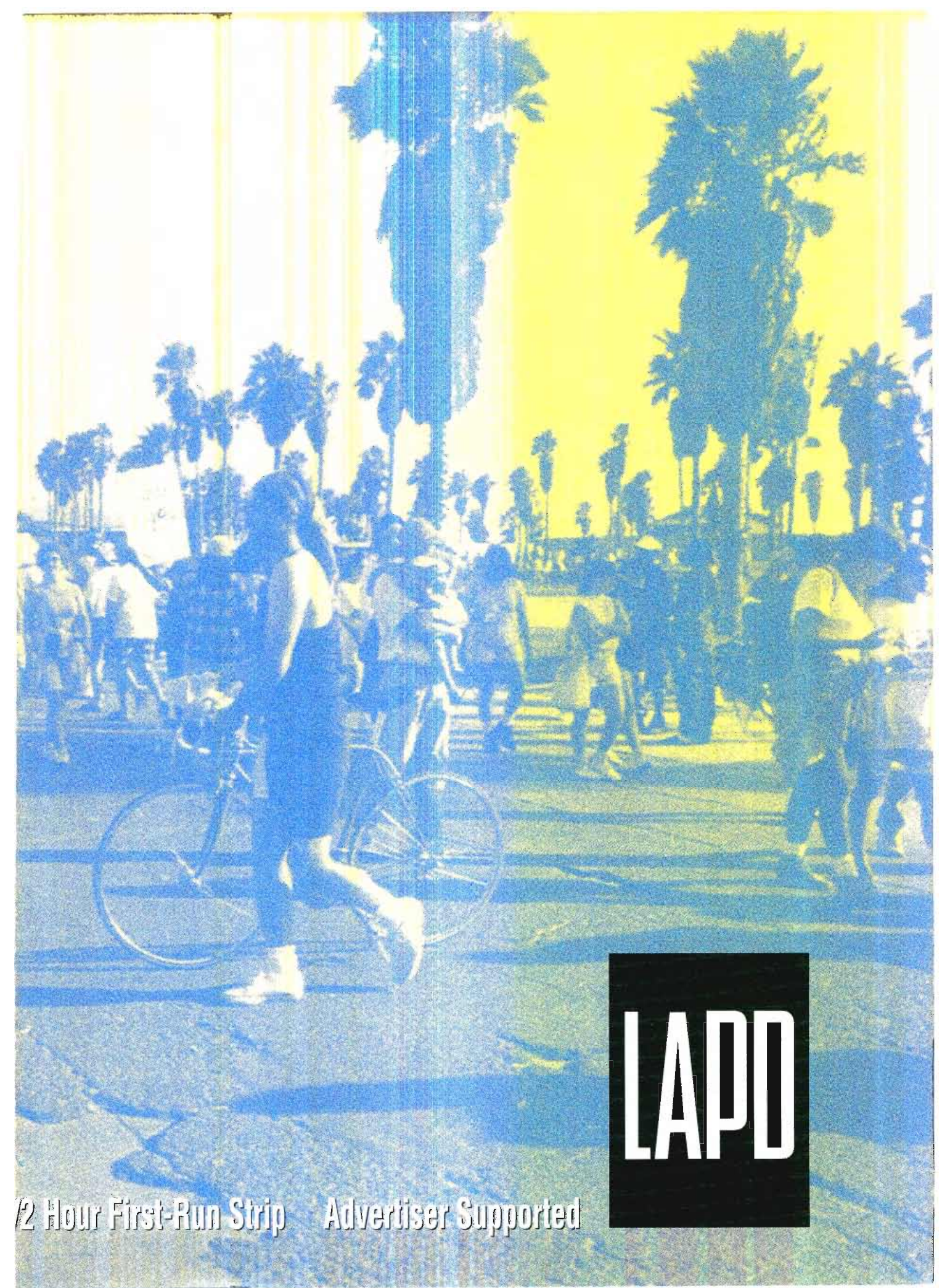
SNET filed its request for an expanded video dialtone trial in December 1993 and has said that it will spend \$4.5 billion by 2009 on a hybrid fiber optic-coaxial cable network for telephone, video and interactive services throughout Connecticut.

—MB

Just Another Day at the Office



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The 10 most likely to succeed

Cable operators handicap the newest program services

By Rich Brown

BROADCASTING & CABLE gave the top 10 cable operators a list of nearly 40 new cable networks (launched and unlaunched) and asked them to choose the 10 they thought had the best chance of making it. Based on the seven operators who responded, here are the 10 destined for success.



America's Talking

Launched on July 4 by NBC, the talk channel already has solid distribution. NBC used its retransmission consent leverage with cable operators to secure commitments for carriage of the networks in more than 35 million homes during the next three years.



Cartoon Network

Turner's animated network has managed to garner strong ratings within its limited universe since launching on Oct. 1, 1992. Distribution has grown steadily and now stands at 10.5 million homes.



ESPN 2

ESPN 2, Capcities/ABC's effort to attract younger sports enthusiasts, debuted in October 1993 and now reaches 14 million homes. Like America's Talking, it

benefited from carriage agreements tied to retransmission consent.

fx

Another beneficiary of retransmission consent, Fox's general-interest channel is now seen in 18 million homes. It was launched on June 1.



The Golf Channel

The only pay service to make the list, the Golf Channel hopes to debut its schedule of live matches and golf-related programming in January. It also is the only service without preexisting close ties to the industry. Suggested retail price: \$6.95 per month.

The History Channel

A&E Networks' The History Channel plans to begin delivering a mix of movies, miniseries and documentaries on Jan. 1. It expects to launch with 500,000-1 million homes.



Home & Garden Television

Scripps Howard's Home & Garden Television is scheduled to debut on Dec. 30, providing cable subscribers with a video version of the popular magazine.

Sci-Fi Channel

Sci-Fi Channel, which was launched in September 1992, is now available in about 16 million homes. A product of USA Networks, the service features science fiction and horror movies and off-network series.

Television Food Network

Television Food Network was launched a year ago and now is in more than 7 million homes. Its owners, Providence Journal Co. and Tribune Broadcasting, used their retransmission consent leverage to gain much of the carriage.

Turner Classic Movies

Turner's answer to American Movie Classics launched last April and is delivered to 2 million cable and home satellite subscribers. ■

About the surveys

The 10 new networks with the best prospects were selected by top programming executives at seven of the nation's 10 largest multiple system cable operators. The executives chose from a list of 37 networks that BROADCASTING & CABLE editors thought had a chance of obtaining wide carriage, based on the services' ownership and backing.

Each of the 10 networks received a vote of confidence from at least three MSOs.

A sampling of 100 cable subscribers was then asked to gauge their interest in

each of the 10 networks and to say how much they would pay for a package of them.

The sample was drawn from 700 U.S. households provided by Survey Sampling Inc. of Fairfield, Conn., including listed and unlisted telephone numbers. The list was statistically representative of all U.S. households. Approximately 52% of the 700 households contacted were cable subscribers. The survey was conducted among 100 of those subscribers by AHF Market Research.

Subscribers rate the 10 networks

Network	Very interested	Moderately interested	Little or no interest
Turner Classic Movies	45%	38%	17%
History Channel	42	37	20
fx	41	36	23
ESPN 2	38	28	33
Sci-Fi Channel	37	34	28
Home & Garden Television	35	24	41
Television Food Network	31	32	37
Cartoon Network	28	17	54
Golf Channel	10	12	78
America's Talking	9	23	67

Columns may not total 100 because "no answer" column has been omitted

TCM, History and fx: The most appealing of the most likely

Survey of cable subs finds range of interest in operators' picks, willingness to pay for tier containing six of them

By Rich Brown

Of the 10 most-likely-to-succeed services, cable subscribers are most interested in Turner Classic Movies, The History Channel and fx, according to a BROADCASTING & CABLE survey of cable subscribers who were asked to rank their interest in each.

Forty-five percent are very interested in TCM, 42% in The History Channel and 41% in fx, the survey shows.

On the other end of the spectrum, consumers list America's Talking, The Cartoon Network and the Golf Channel as least appealing. Only 9% are very interested in America's Talking, while 28% are very interested in The Cartoon Network.

As a pay service, the Golf Channel expects to reach a smaller niche audience. However, only 15.4% of the

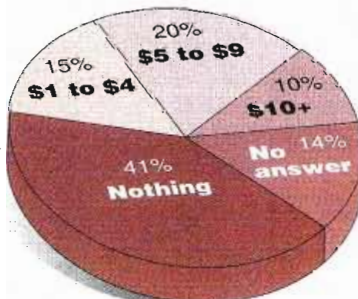
those interested in the Golf Channel say they would pay the network's suggested retail price of \$6.95 per month.

The survey also shows that 45% of subscribers would be willing to pay at least \$1 a month to receive six of the nine basic cable networks. Fifteen percent would be willing to pay up to \$5, while 30% would be willing to pay \$5 or more. Of the 30%, a third (10% of all subscribers surveyed) are ready to pay \$10 or more for six channels.

Forty-one percent would not pay anything for the six-channel tier. Fourteen percent did not respond.

The FCC's newly issued cable going-forward rules say cable systems cannot charge more than \$1.50 per month if they add six channels to an expanded basic tier containing established cable services. However,

How much would you be willing to pay monthly for a package of six of these channels?

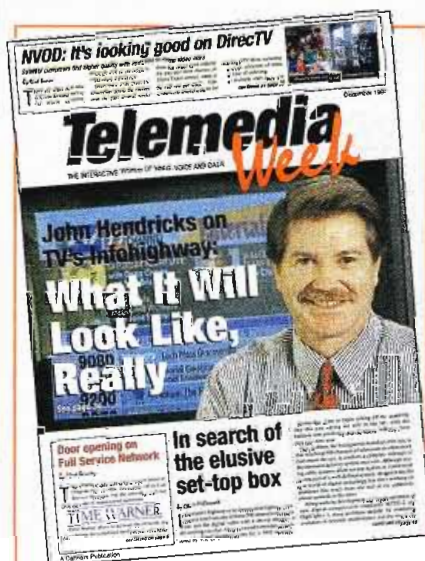


BROADCASTING & CABLE survey of cable subscribers

operators may exceed the cap by aggregating the new services on a standalone "new programming" tier.

When the subscribers were asked what other types of programming services they would like to see on their cable systems, suggestions ranged from an all-drag-racing channel to a wildlife/animals network. Several respondents said they would like to see more family programming. Also high on the list of suggestions was medical-oriented programming.

For a look at the newest networks—and network hopefuls vying for carriage and viewers—see "Cable's New Guard" beginning on page 50.



Two for one

Readers who have made BROADCASTING & CABLE's *Telemedia Week* a staple of their information diet will find it in a new and enlarged format this week: a 44-page tabloid edition that is the second in a series of trial runs on the way to becoming a standalone magazine. The familiar four-page version will return in BROADCASTING & CABLE's Dec. 5 issue. The next tabloid edition of *Telemedia Week* is scheduled for Feb. 6, 1995.

Any subscriber whose tabloid edition does not arrive with his or her regular copy may order one by calling Joan Miller in BROADCASTING & CABLE's New York office: (202) 337-6940. There's no extra charge.

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GARFIELD	4.0/26	4.8/30
GOOF TROOP	3.9/21	4.0/23
SONIC	3.5/25	3.9/30
MIGHTY MAX	3.4/19	3.7/21
SAMURAI SQUAD	3.4/15	4.3/17
TRANSFORMERS	2.7/18	2.8/21
DARKWING DUCK	2.3/19	2.1/21
PINK PANTHER	2.2/17	1.7/23
BIKER MICE	2.2/14	2.4/15
CONAN	1.7/21	1.7/21
TALE SPIN	1.4/18	1.1/19
EXOSQUAD	1.3/13	1.3/13
CAPTAIN PLANET	1.2/18	1.0/18
BOTS MASTERS	0.5/13	0.6/15

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AVAILABLE FALL '95

Fingerhut cans shopping service

Cites changes in cable business climate for decision

By Rich Brown

Direct marketing company Fingerhut has pulled the plug on its planned home shopping service, S The Shopping Network, citing unforeseen changes in the cable TV network business.

The move is the latest retrenching by a programmer in the wake of the FCC's newly issued "going-forward" rules. Americana Television executives last week announced plans to cease operation as a 24-hour network, labeling the FCC action "too little, too

late." A Fingerhut representative agreed that the action was too little, too late, and said that reregulation had kept cable operators from making any financial commitment to the new service.

Fingerhut executives decided to cancel the launch of S because they could not reach an agreement with investors that would remove the company's risk of ongoing losses. S CEO Greg Lerman says the business environment for new networks has worsened dramatically since March, when the com-

pany announced its launch plans.

Fingerhut is canceling the originally scheduled December launch and will take a fourth-quarter, after-tax charge of approximately \$19 million, or 38 cents per share.

Fingerhut, which sells a range of products and services directly to consumers through catalogues, TV and other media, plans to build the company's core catalogue business and is changing its overall approach to TV.

Fingerhut executives say they will reduce their infomercial activities. ■

Copyright Office reclassifies show

By David Tobenkin

A U.S. Copyright Office appellate decision late last week granted retroactive copyright protection to syndicated reruns previously thought to be in the public domain.

Although it is unclear how applicable the decision is beyond the specific case, attorneys involved say it could potentially trigger a host of lawsuits by syndicators.

Last week the federal agency ruled that syndicator International Creative Exchange retains copyright protection for its *Battleline* series despite failing to display a copyright notice on each episode and failing to renew its copyright. The ruling effectively overturns existing Copyright Office rulings that all shows syndicated and then broadcast without proper notice prior to Jan. 1, 1978, or that failed to renew copyrights, had lost their copyright protection.

"The Copyright Office's reversal is a potential licensing bonanza for owners of syndicated television programming," said James E. Rosini, an attorney at law firm Kenyon & Kenyon, who represented ICE. "Many copyright holders may still have protection on material that they thought they had lost control over. Conversely, many syndicators who had been broadcasting public domain material legally

without license may be in for a rude awakening."

Under the previous Copyright Office guidelines, the syndication of a television series had been considered general publication. Rosini said that ICE and another client, one of Hollywood's major studios' syndication wings, are examining their libraries to determine any of their holdings are affected by the decision.

Rosini said that cable networks are probably most exposed to challenges over distribution fees, followed by local broadcasters and then broadcast networks, whose use of older shows is largely confined to clips used in exist-

ing shows.

Of assistance in swaying the Copyright Office to overturn the earlier decision was a local New York district case, *Paramount Pictures Corp. v. Rubinowitz*, in which a New York federal court at odds with the Copyright Office's position held that the *Star Trek* television series was "unpublished even though it was syndicated."

An official of the Copyright Office declined to comment. Legal experts at the broadcasting and cable national trade associations and at several major studios either had not heard of the ruling or were not available to comment on it. ■

Syndicated stripes

Genesis Entertainment has reorganized its sales operations: J.R. McCabe, account executive, SouthWest sales, has been named director of the NortheEast region; Jason Charles, VP, East Coast sales, is now VP, Western region. Four other salespeople were hired: WWT-TV Hartford, Conn., sports producer Lee Villas as account executive, Midwest; WKCF-TV Orlando account executive Mark Major as account executive, Southeast; Group W Television Sales Programming Manager Jody Hecker and Network of Independent Broadcasters account executive Laura Griffin as Genesis account executives. ■ Robert J. Corona, VP, national cable sales, **Hearst Entertainment**, has been named senior vice president, domestic sales. Corona will oversee domestic syndication and cable sales. ■ Joseph Mirabella, VP of Eastern sales at Rysner Entertainment, has been hired by syndicator **MG/Perin Inc.** as senior VP/general sales manager.



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an historian,
a zoologist
or a rocket scientist...**



**to see the value
of our four new
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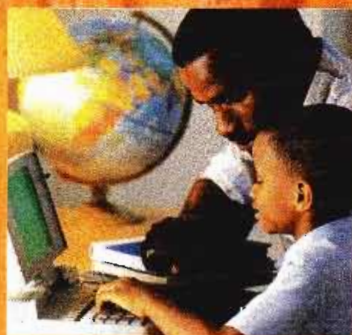
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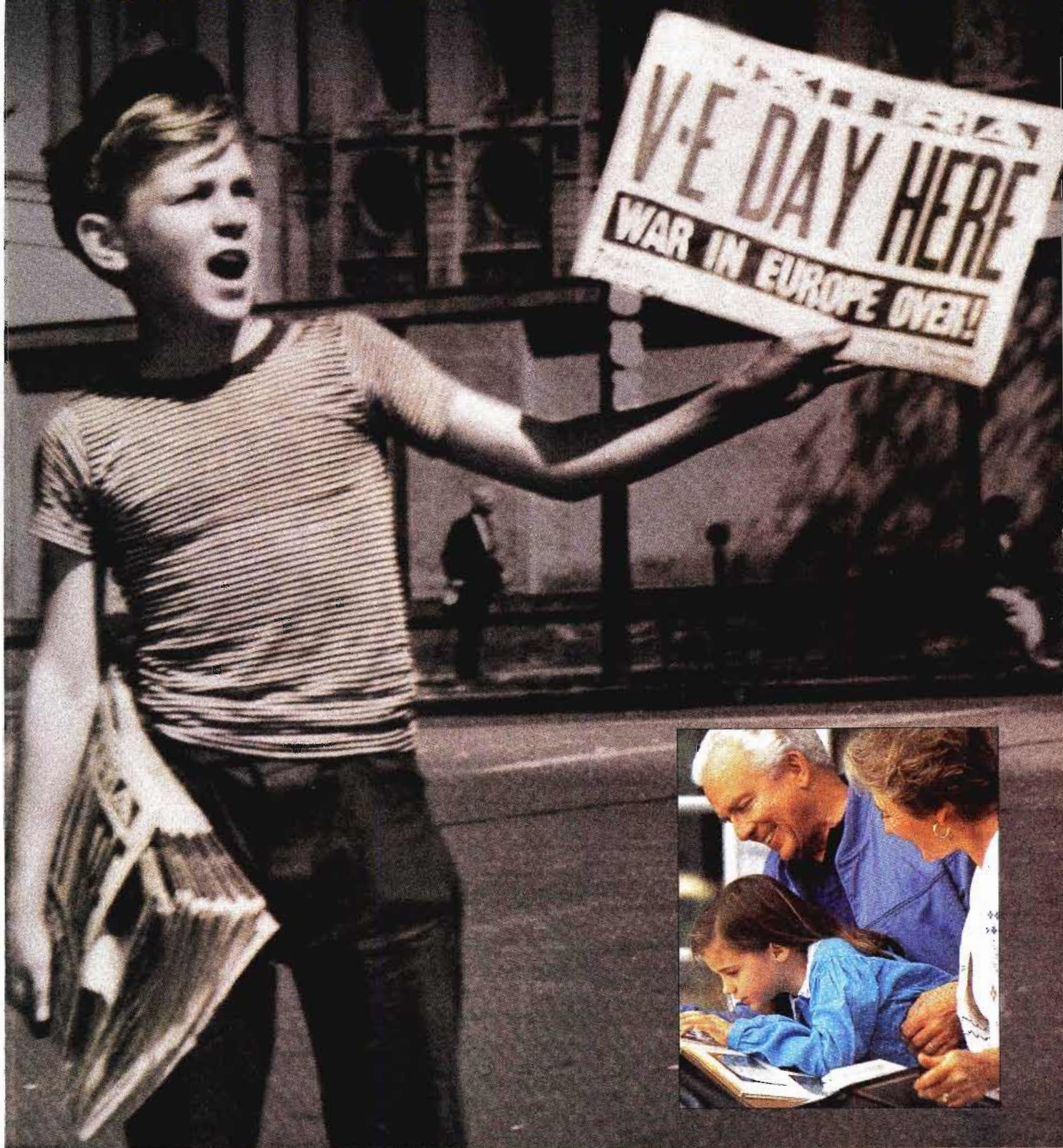
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Syndicators programming to girls

At least four new kids shows feature female leads

By David Tobenkin

Syndicated kids shows based on girl characters traditionally have been scarce commodities, but the 1995-96 season is shaping up to be an exception. At least four such syndication projects are in the works, including a high-profile show from Saban Entertainment.

The Saban project is *Tenko and the Guardians of the Magic*, a weekly kids action show featuring Tenko, a world-class female magician from Japan, and combining live action and animation.

Other shows include *Sailor Moon* (BROADCASTING & CABLE, Nov. 21), about a superhuman girl from another planet, which is being adapted by DIC Entertainment and syndicated in the U.S. by SeaGull Entertainment, and *Amazin' Adventures II*, a two-hour weekend animation block from Bohbot Entertainment.

"The typical thinking is that shows sold to girls don't work," says Bohbot President Allen Bohbot, whose girls block includes new shows *Gadget Girl* and *Enchanted Camelot* as well as returning shows *Sonic the Hedgehog* and *King Arthur*. "I can't remember one successful girls syndicated show. But over the past five years there has been such a tremendous number of shows aimed at boys that we've diluted that market."

Syndicators have avoided girls-centered projects because the audience for animated shows typically has skewed two-thirds boys, who tend to watch animated shows until age 11, one to two years longer than do girls.

Some of the attempts to target the girls market have yielded disappointing results. A decade ago, *She-Ra*—a spin-off featuring a female character from one of the most popular syndicated shows of the mid-1980s, *He-Man and the Masters of the Universe*—failed to draw ratings any-

HEAD ENDINGS

Musicians at the Gate

The first-ever *MTV European Music Awards* will be telecast live to more than 240 million homes from the Brandenburg Gate in Berlin on Nov. 24.

The two-hour awards show, hosted by singer Tom Jones, will air live on MTV beginning at 2 p.m. ET/PT. In other MTV news, the music video network has struck a deal with Sony Music Video to launch a new line of home video titles, including *Beavis and Butt-head* and *The Year in Rock: 1994*.

TCM/MGM/UA deal

Turner Classic Movies has signed a licensing deal with MGM/UA that gives the fledgling cable network rights to nearly 1,000 classic movies during the next five years. Included in the package are "Annie Hall," "The Apartment," "Some Like It Hot" and "It's a Mad Mad Mad Mad World." TCM, which has

a film library of 5,600 titles, has roughly 2 million cable and direct-to-home subscribers nationally.

Talking big

America's Talking, the NBC cable network that helped build its distribution through retransmission consent negotiations, has signed a deal with Time Warner that includes more than 3 million non-retransmission subscribers.

Programming stripe

MTV Networks veteran Linda Corradina has been named senior vice president of programming and production for company-owned VH1, responsible for the overall programming strategies of the newly revamped music video network. Corradina, who joined MTV Networks in 1984 as news producer, most recently served as senior vice president and executive producer of news and specials at MTV.

Reality Check:

Generation X watches more...



NETWORK

MTV

The Three Networks reach 73 % of adults 18-29; MTV reaches 10 %.

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THE NETS WORK

Network Television Association

Ratings: Week 9, according to Nielsen, Nov. 14-20

	abc ABC	CBS	NBC	FOX
MONDAY	15.5/23	13.7/21	13.8/21	7.9/12
8:00	46. Coach 11.0/17	23. The Nanny 13.7/21	46. Fresh Prince 11.0/17	62. Melrose Place 9.6/14
8:30	63. Coach 9.3/14	22. Dave's World 14.3/21	49. Blossom 10.7/16	
9:00		18. Murphy Brown 15.2/22		82. Party of Five 6.2/9
9:30	10. NFL Monday Night Football—Buffalo Bills vs. Pittsburgh Steelers 17.1/27	29. Love & War 12.7/18	18. NBC Monday Night Movies—A Child's Cry for Help 15.2/23	
10:00		26. Northern Exposure 13.1/21		
10:30				
TUESDAY	17.1/26	15.4/23	12.2/18	8.4/12
8:00	15. Home Improvmt 15.9/25	35. Rescue 911 12.1/19	52. Wings 10.3/16	72. Fox Tuesday Night Movie—White Men Can't Jump 8.4/12
8:30	24. Me and the Boys 13.6/21		39. Wings 11.8/18	
9:00	4. Home Improvmt 18.6/26		18. Frasier 15.2/22	
9:30	5. Grace Under Fire 18.5/26	10. CBS Tuesday Movie—Scarlett, Part 2 17.1/25	43. J Larroquette 11.2/16	
10:00	6. NYPD Blue 18.1/28		31. Dateline NBC 12.4/19	
10:30				
WEDNESDAY	12.9/20	15.3/24	8.0/12	8.9/14
8:00	55. Sister, Sister 10.0/16	52. Boys Are Back 10.3/16	50. The Cosby Mysteries 10.6/17	43. Beverly Hills 90210 11.2/17
8:30	57. All American Girl 9.8/15	51. Five Mrs. Buch 10.4/16		
9:00	12. Roseanne 16.9/25			80. Models Inc. 6.6/10
9:30	18. Ellen 15.2/23	7. CBS Special Movie—Scarlett, Part 3 17.8/28	79. Movie of the Week—JFK, Part 2 6.7/10	
10:00	27. Turning Point 12.8/21			
10:30				
THURSDAY	8.5/13	15.8/24	18.1/27	8.9/13
8:00	81. My So-Called Life 6.5/10	37. Due South 12.0/18	14. Mad About You 16.2/25	63. Martin 9.3/15
8:30			17. Friends 15.7/24	54. Living Single 10.1/15
9:00	63. Matlock 9.3/13		1. Seinfeld 21.3/31	73. New York Undercover 8.1/12
9:30		8. CBS Special Movie—Scarlett, Part 4 17.7/27	2. Seinfeld 20.6/30	
10:00	60. Primetime Live 9.7/15		9. E.R. 17.3/27	
10:30				
FRIDAY	12.7/23	10.1/18	8.1/14	7.3/13
8:00	32. Family Matters 12.2/22	43. Diagnosis Murder 11.2/20		84. M.A.N.T.I.S. 5.6/10
8:30	40. Boy Meets Wld 11.7/21	67. Under Suspicion 9.0/16	71. Ancient Prophecies II 8.6/15	67. X-Files 9.0/16
9:00	30. Step By Step 12.6/22			
9:30	32. Hangin w/Mr. C 12.2/21	55. Picket Fences 10.0/19	77. Homicide: Life on the Street 7.2/13	
10:00	24. 20/20 13.6/25			
10:30				
SATURDAY	9.0/16	12.1/21	9.6/17	7.4/13
8:00		38. Dr. Quinn Medicine Woman 11.9/21		75. Cops 7.8/14
8:30	70. ABC Saturday Family Movie—How the West Was Fun 8.7/15		57. Gold Championship 9.8/17	74. Cops 8.0/14
9:00		32. Walker, Texas Ranger 12.2/21		78. America's Most Wanted 6.9/12
9:30				
10:00	60. The Commish 9.7/17		66. Sisters 9.2/16	
10:30				
SUNDAY	11.9/18	16.7/26	10.5/16	7.6/12
7:00	48. Am Fun Hm Vid 10.9/17	3. 60 Minutes 18.7/29	69. Earth 2 8.8/14	(nr) NFL Game 2 9.7/17
7:30	27. Am Fun Hm Vid 12.8/19			82. The X-Files 6.2/9
8:00	40. Lois & Clark 11.7/17	13. Murder, She Wrote 16.4/24	57. seaQuest DSV 9.8/14	
8:30				75. Fox Sunday Movie—White Men Can't Jump 7.8/12
9:00	35. ABC Sunday Night Movie—The Last Boy Scout 12.1/19	15. CBS Sunday Movie—Million Dollar Babies, Part 1 15.9/25	40. NBC Sunday Night Movie—Robin Cook's 'Mortal Fear' 11.7/18	
9:30				
10:00				
10:30				
WEEK'S AVGS	12.5/20	14.3/23	11.4/18	8.0/12
SSN. TO DATE	12.2/20	12.1/20	11.6/19	7.8/13

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

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COLUMBIA COMMUNICATIONS CORPORATION RECEIVES FCC AUTHORITY TO PROVIDE A FULL RANGE OF DOMESTIC SERVICES

Washington, D.C. -- The Federal Communications Commission has granted special temporary authority to Columbia Communications Corporation, enabling the company to offer full domestic services, either separate from, or in conjunction with, the international services it now provides. The COLUMBIA/TDRSS International Satellite System consists of two satellites, one each over the Atlantic and Pacific Oceans, with "footprints" which overlap, providing coverage of the entire continent of North America, in addition to Europe and the Pacific Rim.

In granting Columbia's request, the Commission cited the current shortage of domestic C-Band transponder capacity, which has been exacerbated by the recent launch failure of AT&T's TELSTAR 402 domestic satellite. Capital Cities/ABC, CBS, NBC and Turner Broadcasting filed letters with the FCC in support of Columbia, as did Global Access Telecommunications Services.

Clifford Laughton, Columbia's Chairman and CEO commented on the Commission's action stating, "What this means, especially for the broadcasters, is that now, for little more than what is being paid for domestic service alone, they will get the Pacific Rim and all of Europe, in addition to domestic service. At long last, a cost-effective means of creating a market for U.S. programming in both Asia and Europe is now available, while simultaneously serving the U.S. market with the same transponder capacity."

Columbia Communications Corporation controls and operates the commercial C-Band payload on board two satellites in the Tracking and Data Relay Satellite System which NASA uses to communicate with the Space Shuttle and other spacecraft. The COLUMBIA/TDRSS International Satellite System provides its customers single-system connectivity stretching from Hainan Island, PRC and the Philippines, north to Hong Kong, Taiwan, China, Japan, Korea and the Russian Far East, across the Pacific and throughout North America, crossing the Atlantic, and covering all of Europe, including Eastern Europe and the Mediterranean.

Columbia Communications Corporation also provides a full range of voice, data and video services in addition to custom-tailored bandwidth applications. As a follow-on to its present services, the company has received conditional authorization from the Federal Communications Commission to construct, launch and operate an additional satellite in the Pacific Ocean Region.

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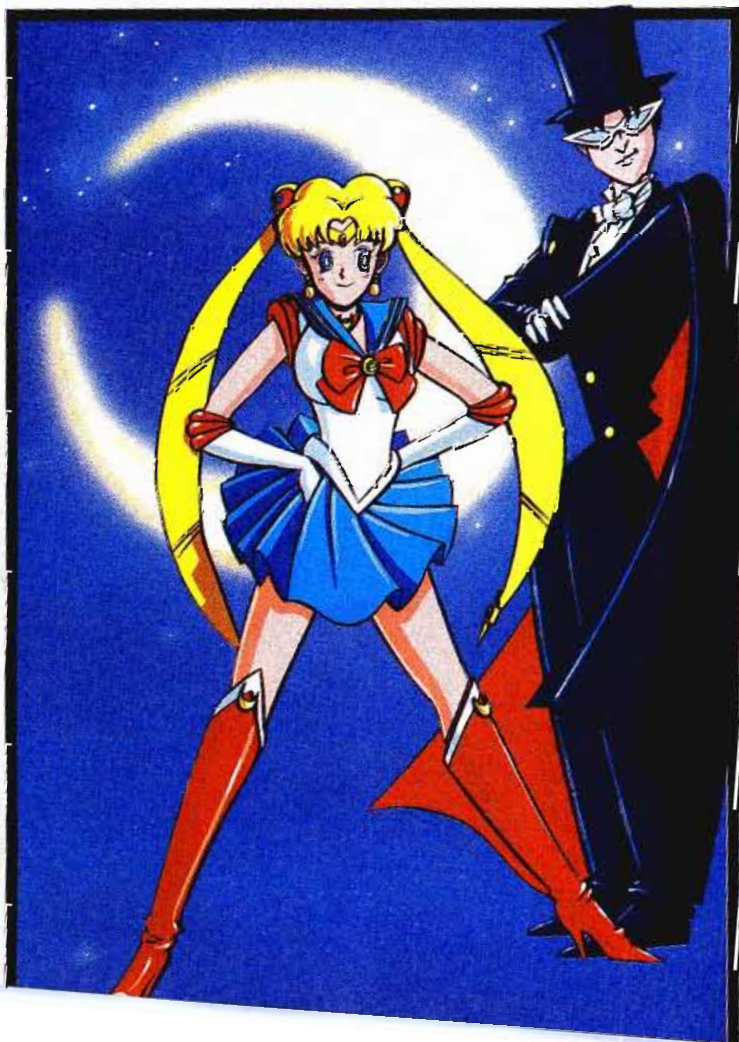
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ENTERTAINMENT NEWSLETTER

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MONDAY
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SailorMoon has demonstrated uncanny success and ratings in the most competitive markets in the world where European (e.g. Smurfs), American (e.g. Teenage Mutant Ninja Turtles, Mighty Morphin Power Rangers), and Japanese programs all play side by side. Toy sales in Japan from Renaissance-Atlantic/Bandai (Mighty Morphin Power Rangers) have exceeded the mighty morphine Power Rangers and teenage mutant Ninja Turtles combined!

Renaissance-Atlantic/Bandai Toys will present the line based on the exciting

characters from SailorMoon at the New York Toy Fair, with a major commitment of showroom space, catalogue space, and consumer advertising through Sacks Finley Advertising.

The series launch will be supported by a broad spectrum of licensed product with extensive TV advertising. Video games, apparel, food products, trading cards, fast food promotion, and a full video line distributed by Buena Vista Home Video will all contribute to massive character awareness.

An enormous media blitz begins at the New York Toy Fair in February and culminates in an unprecedented television saturation promotion during the month of August, just prior to the launch of the TV series.

The launch will feature an entire spectrum of licensed product support by extensive television advertising. Video games and food products among the SailorMoon licensees who will be part of the property from its very inception. Unlike many properties which see their licensed products come to market after their success, DIC (Renaissance-Atlantic/Bandai) has organized teams of licensees whose presence will be felt PRIOR TO the launch.

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where near its parent. And in the late 1980s, *Jem*, a high-budget, high-production-value Claster Television show centered around an all-female rock 'n' roll band, lasted only one season as a weekly and two as a strip.

And there remains a far larger pool of male characters from which animators can choose when attempting to reduce their risk by basing a new show's characters on pre-sold characters from other media.

Bohbot says that girls shows remain risky ventures, but he maintains that establishing a girls block may help Amazin' Adventures II succeed where others have failed. "You can't come out from a boys show like *X-Men* into a girls show and then back into a boys show," he says. "We're going to have our own block and universe, and we'll be able to promote it as such."

Others question the definition of girls shows, asking whether it should be synonymous with shows that are softer and more character-driven, as usually has been the case in the past. It may have been the lack of action, not the female leads, that turned off kids from some "girls" shows, anima-

tors say.

"We've offered the first series in a long time where girls in every possible role are the equals of the male characters," says Saban Senior Vice President of Domestic Distribution David Goodman of *Mighty Morphin Power Rangers*, which features females as two of the six evil-fighting leads. "They are as smart and powerful and as capable as any of the male characters. There is nothing secondary about girls in *Power Rangers* [or] *V.R. Troopers*. And what we've found is that boys are as interested in Kimberly and Trini as they are in Zack or Jason."

Many syndicators say that the success of *Power Rangers* with girls—about 45% of the audience of the action-packed show is girls—says much about changes in society and the potential for reaching girls.

"*She-Ra* got to the issues of transformation and empowerment, but in a male way," says DIC Entertainment President Andy Heyward. "[*Sailor Moon*] has icons touching the right buttons, such as secret melodies that activate powers and villains who in

many cases are fantastically elaborate, almost Batman-esque. And the cultural perception of girls has changed: today's girls buy *Power Rangers*." ■

TV journalists and the case of the missing minicams

Smaller, lighter cameras have become attractive targets for thieves

By Steve Coe

It has happened mainly in metropolitan areas, especially New York and Los Angeles, and has made victims of network news operations, local stations, cable networks and overseas news outfits.

More than 60 news cameras have been stolen in the past year alone. The cameras, which cost upward of \$40,000, are being resold for as much as \$15,000 apiece.

One theory is that the stolen cameras are being resold for use in the pornography industry.

Vince Bowes, a detective on the New York City Police Department's fraud squad, says that more than 25 cameras have been stolen from the Manhattan area since January. "We believe that the group is not so much a tight organization," he says, "but a loosely organized group, mainly from South America." He says that the thieves, using a "distraction con," usually operate in teams of four or five.

Nearly all of the thefts involve distracting the person holding the camera so that the camera is put down for a moment. One method, says Bowes, involves one of the thieves, usually well dressed, dropping some folded dollar bills. The thief stops the camera operator and points out that he or she is dropping money. When the operator puts down the camera to pick up the money, an accomplice rushes by, picks up the camera and jumps into a waiting car.

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Another method, says Bowes, involves one of the thieves squirting some kind of liquid, often ketchup, on the clothing of the camera operator. Then the same person or another member of the team will point out the mess and offer to help. When the newsperson puts down his or her gear, a third member of the team helps him- or herself to the camera.

Be suspicious, Bowes also cautions, of people who approach when the camera is being loaded into a car or van. "Sometimes two people will approach the person loading the camera and get right in their face, asking a lot of questions and blocking their line of sight. Another member of the team will come along and snatch the camera out of the truck."

Bowes says that as equipment has grown smaller and more manageable for news operators, it also has become easier to steal. Many camera operators are able to work alone because of the size of the equipment, saving money for the stations but making it even easier for cameras to be stolen.

Arthur Lord, senior producer for NBC News in Los Angeles, has been working with Bowes and the Los Angeles Police Department to inform news operations of the problem. Lord says that NBC News in Burbank, Calif., has had three cameras stolen, and KNBC-TV has seen five of its cameras heisted this year.

Lord and Bowes caution that most of the cameras are being stolen at big media events, such as the O.J. Simpson court appearances or the Pope's U.S. visit. During the week of Jackie Onassis's funeral, Bowes says, several arrests were made and one camera was recovered.

Although few arrests have been made, largely because of the swiftness of the crime, Lord says one recent arrest provided some information about what happens to the equipment.

Three cameras recently were recovered when a Hispanic man tried to sell stolen cameras to a production equipment supply company in Los Angeles. One of the cameras was from WTVJ (TV) Miami, and the other two were from a Dallas television station. The man selling the cameras asked for \$15,000 apiece. Police were alerted, and the man was arrested and eventually convicted. Police found printed flyers in the back of his Porsche that advertised him as a porn star working under the name of Tony Montana. ■

Fox expands music awards footprint

The first *Billboard Music Awards* aired in the U.S. in 1990 on Fox, and months later taped copies aired in late night on co-owned Sky Broadcasting in Britain and on Japan's NHK. For the 1994 show, set to take place on Dec. 7, more than 50 countries will receive the event, most via a southern satellite beam to Asia and a northern satellite beam to Europe.

To say that the annual event has grown throughout its five-year existence would be an understatement. This year's show is expected to reach a worldwide audience of more than 240 million, compared with the 14.4 million viewers in 1990 who watched the first ceremony. And Darren Gold, executive vice president, Billboard Entertainment, says the show's profitability has increased each year as new international territories have been added to the telecast. South America and Mexico were signed last week to carry the telecast, with Fox Latin America picking up the broadcasts. The newest markets will add another 40 million viewers, according to estimates. The addition of those two markets is important, according to Gold, because next year Billboard hopes to produce an hour-long show tailored specifically for Hispanic viewers before the awards show.

This year, in another first for the show, there will be an Asian telecast—hosted by Sushmita Sen, the Miss Universe from India—before the awards ceremony. The telecast will contain an interactive element, with viewers able to choose winners in a 'viewer's choice award' category by calling an 800 number.

The 1992 show also broke new ground when it became the first awards show to air "legitimately" in Russia, Gold says, referring to the bootleg programming that sometimes airs in that country.

Fox has carried every *Billboard Music Awards* since 1990, and the two companies recently signed a new five-year agreement. —SC

ALTERNATIVE TV

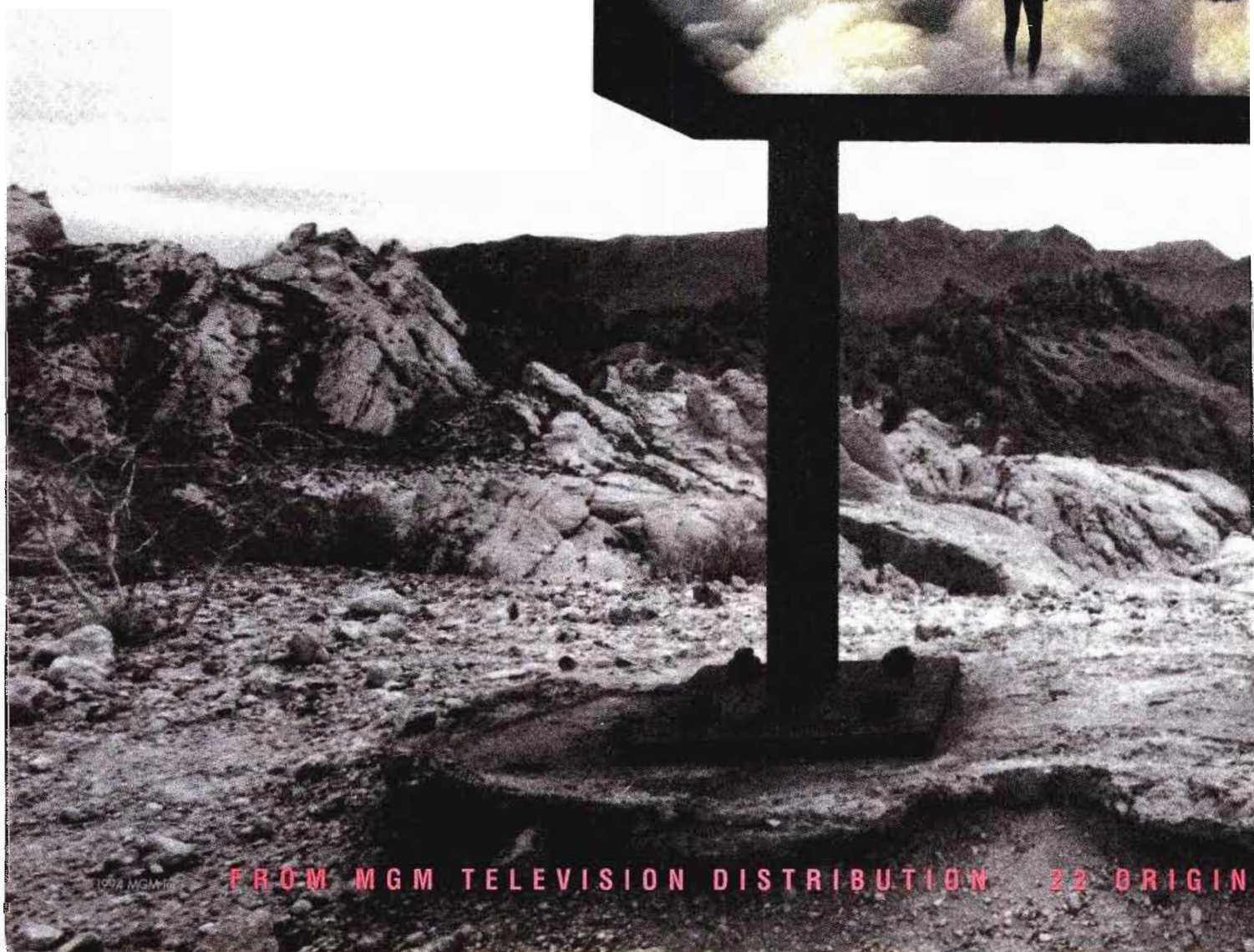
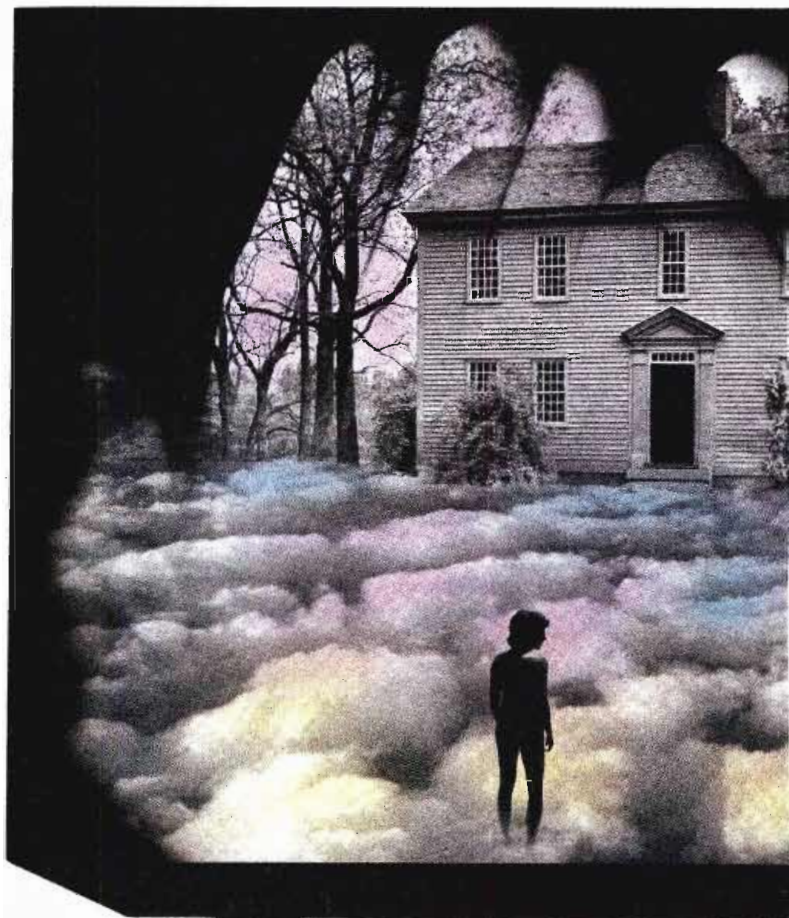
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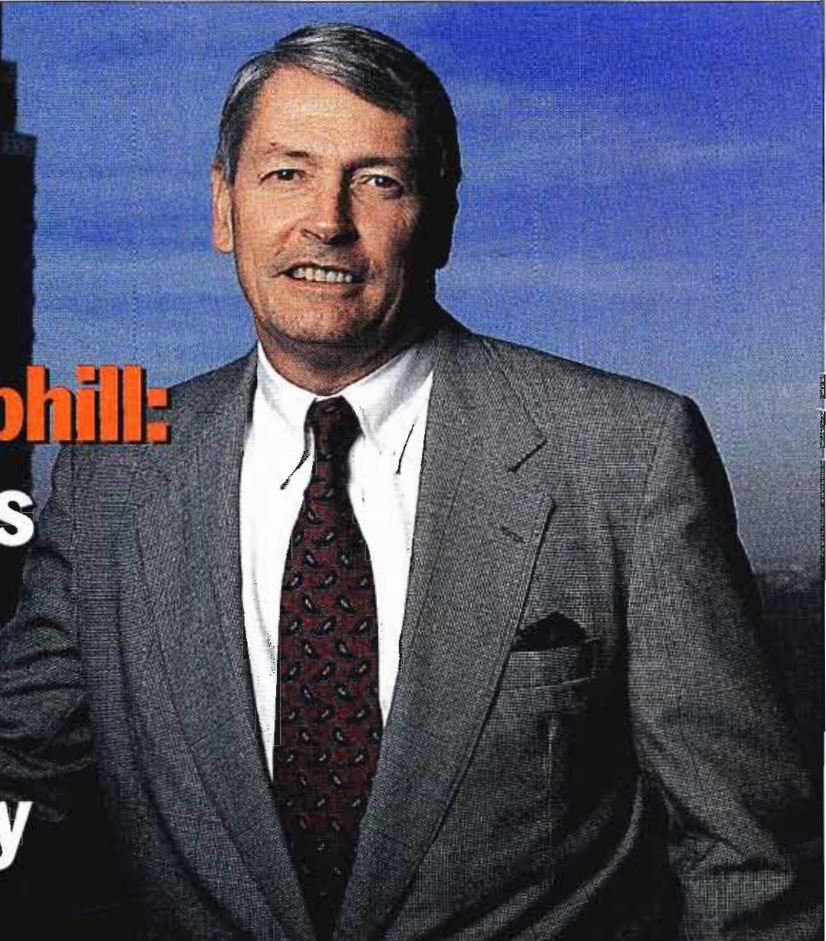
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DOMESTIC TELEVISION DISTRIBUTION

HOURS ADVERTISER SUPPORTED COMING FALL 1995

A portrait of John Malone, a middle-aged man with grey hair, wearing a grey suit, white shirt, and a dark patterned tie. He is smiling slightly and looking towards the camera. The background is a dark blue sky with a silhouette of a city skyline on the left.

**Interview with
John Malone**

The Way Uphill: How Cable's Making It On the Infohighway

Superlatives come easy in describing John Malone, the president and chief executive of TCI. He is commonly described as the most powerful figure in the cable industry. Many consider him the smartest, and everyone agrees on his brilliance. There are those who think him the hardest bargainer on the information highway. He's come a long way from Bell Labs, where he got his start in communications. As he describes his present universe: "TCI is far more than a cable company, although the domestic business is worth about \$24 billion—against which we owe about \$10.5 billion. Our programming series are probably worth about five or six billion dollars. Our international cable and programming activities are probably worth two and a half to three billion. Our piece of Discovery is worth \$800 million to \$900 million. We haven't even tried to value our technology business yet, but it will knock your socks off."

The latest take on John Malone's thinking about cable, the information highway, communications in general and the heavy hand of government appears in the following interview, recorded with BROADCASTING & CABLE editors Don West and Harry Jessell on the eve of the Western Cable Show.

How have things changed since you announced 500 channels?

You have to look at the sweep of time. Clearly we've had a regulatory regime imposed with a vengeance, and in a method that I would regard as quite hostile to the cable industry. That has retarded the whole process fairly dramatically. It dried up a lot of capital in the industry. It has basically caused most cable companies, except for a few of the biggest ones, to be for sale or to have been sold. It has made it difficult for most of the smaller operators to raise capital and has probably put the industry back at least a couple of years in terms of its ability to produce the fruits of the new technologies.

That's all because of the rate cut?

It's two things. Number one is the rates; number two is the inability of the FCC to be definitive. So not only have the rates been kicked back—with the benchmarks—but until two weeks ago there were no going-forward rules at all. The whole industry has been frozen.

Even now we only have a press release; we haven't seen the actual rules yet. Hopefully they won't deviate much from the release. At minimum they allow the industry to add some services and modify some rates. I'm not saying that they'll unfreeze the industry, but what they will do is give the industry certainty. And that's helpful. When you have certainty you know how to conduct your business.

The 17% cap was certainty.

It happened in two bites over nine

COVER STORY

PERHAPS YOUR LOCAL NEWS COULD USE SOME FRESH FACES.



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months, and even then it took months and months to get out the definitive rules. To this day we don't have the cost-of-service rules.

They still need to deal with the allocation of incremental capital. When I go out and rebuild my plant, how do I allocate that capital among my basic, my expanded basic and the rest of my services. Whatever they decide—whether they decide things we like or we don't like—it's important that we have clarity. As long as they might come out with a rule that's different than you expect, you really don't want to do anything. That's what I mean by frozen. If the FCC wants the cable industry to upgrade to the latest technology, they have to be clear on how they anticipate the recovery of that expenditure, and whether or not any of that can be recovered from basic cable services. On the telco side, will they be required to recover all of the money they spend in overbuilding the cable industry from cable services or can they cross-subsidize by taking money out of the core telephone services, by raising their monopoly telephone rates. Or will they have to pay for that with shareholder moneys.

The point is: How can you run a business this way? You already had essentially micro-management of the cable industry through the rate-setting process, and that is pretty frustrating.

But clearly the going-forward rules are a step forward. They allow us to make a decision as to whether to launch as an a la carte channel or as an expanded basic channel. You'll be weighing whether a 20 cent spread in gross margin is the best use to make of the channel.

How did the Republican takeover of the Senate and the House affect cable's political prospects?

Clearly we should be expecting a more deregulatory attitude coming out of Congress. That doesn't necessarily affect the regulatory agencies. I don't think you can automatically say that there's any near-term relief in sight, but I do think long-term that you may see legislative changes that change the landscape, that are deregulatory in nature.

What about the information highway bill?

That was bipartisan. I think it would have passed had it gotten to the floor. The real issue is whether the leadership is going to let it get to the floor. I'm encouraged by what I hear on that front. Both sides see the desirability of creating a level playing field. I hope when they do it that they keep in mind the RBOC's have a big edge and someone who knows what they're doing has to make sure they don't retain a monopoly position while giving lip service to competition.

What's their big edge?

Their big edge is such things as controlling the numbering system, things like number portability, things like interoperability, interconnection. They have a big edge. They're in the telephone business which is much more monopolistic than the cable industry ever hoped to be. It's important that the legislation do what it's supposed to do: open up barriers to entry.

I don't believe it's a business if you have to spend that much capital to make it happen. I don't think the public's that interested. I think the public's interested if it's a few more bucks. I think if it's a whole bunch more bucks they'll pass. We're approaching it on the premise that we have to provide these new services at small marginal increases in price, not that there's some \$50 a month universal service waiting out there that's going to pay for everything. If it's spend a whole bunch of money and pray I don't think it works.

Are there two major decisions yet to be made? Whether telephones really want to get into the television business? And whether cable really wants to get into the telco business?

That's right. It may turn out that the two industries wind up competing only on the margin.

But this is all speculative. There is an enormous amount of money being spent on what I would call demonstration markets. None of those are anywhere near the ballpark of being economically viable. Orlando, Omaha. There's got to be a lot of evolution and cost reduction. Do I believe it will happen? I'm a great believer in technology ultimately bringing costs down. But I don't see it today. Nobody today has a deployable system that works and that you can afford.

Would you be happy with the Hollings bill?

I'd be very happy with the Hollings bill. I'd even be happy with a date certain for telco entry rather than a ready-for-com-

petition precondition.

If others in the industry want to sell, do you want to buy?

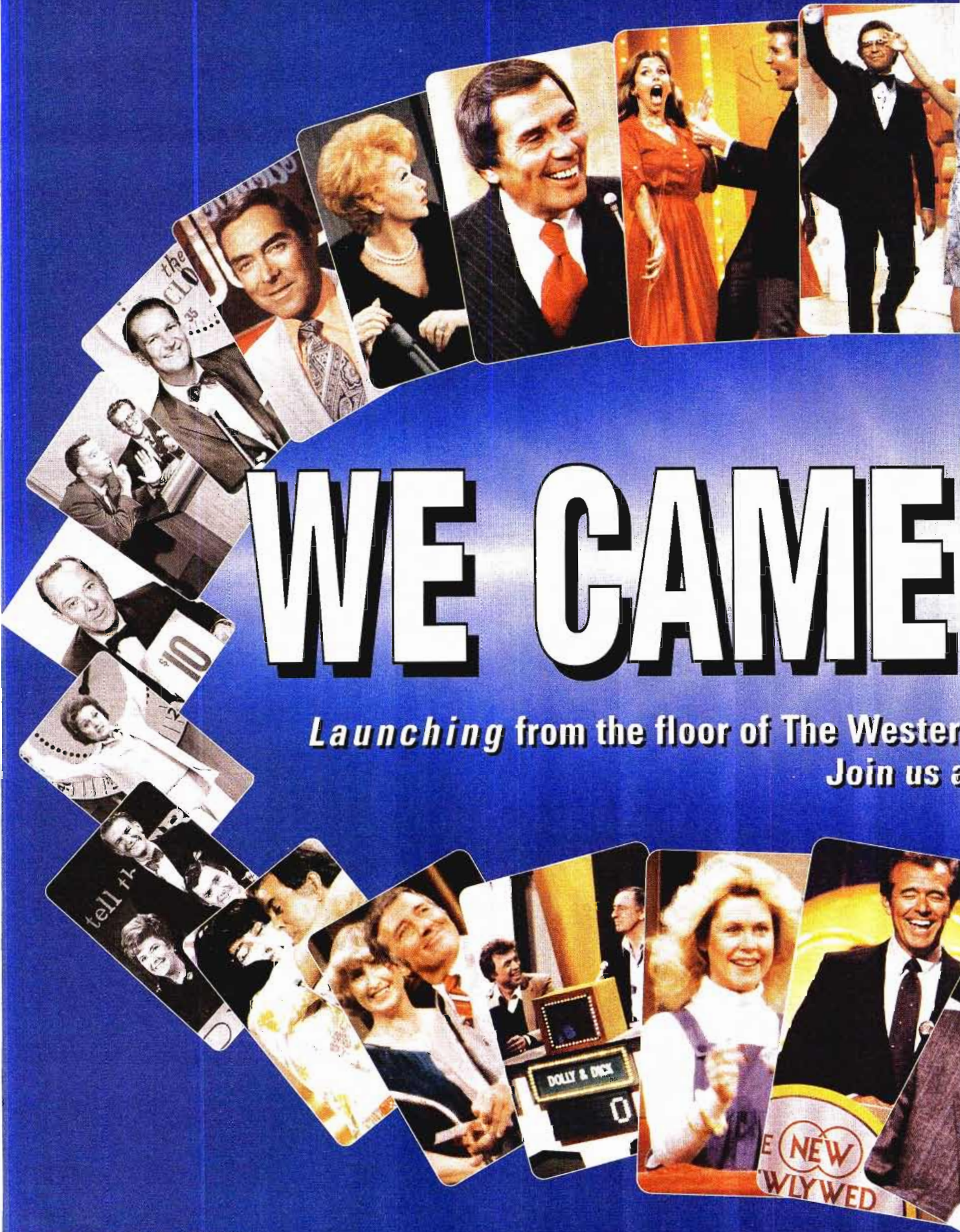
There are some transactions already announced that we are trying to do. We want to buy, but I don't know at what price. Are we willing to complete the set? We don't really have a choice. The reality is that if we want to compete with the telephone industry we have to serve complete markets. We have to be able to serve the San Francisco market or the Denver market or the Seattle market—that's the way communications services are provided. So we are going to have to trade and we are going to have to consolidate market positions if we are going to be an effective competitor.

Are you anticipating the Federal Trade Commission or the Justice Department eventually saying "no more"?

Well, I have read some statements that I believe are incredible. It's incredible that the regulatory agency and the antitrust agency would be concerned about market consolidation. You've got the telephone industry totally concentrated with exclusive franchises in their states, and a cable industry that's highly fragmented. How in the hell are these two industries going to compete? How is cable going to compete with the concentrated telephone industry? There is no consistency in policy. The FCC says that there is a lot of benefit in the consolidation of markets. The Federal Trade Commission says it's really worried about market concentration. Who's on first and who's on second here?

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has a deploy-
able system
that works and
that you can
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**GAME
SHOW
NETWORK**



I think that what's happening in this concentration of the industry is simply that a small guy can't possibly have a telephony strategy. How do you have it? If you own 3% of five markets, how do you have a telephony strategy? Your strategy is to sell out, or merge or do something, get out of the way.

So the practical reality is that the minute you contemplate that there are going to be two industries competing with terrestrial networks in communications, there has got to be a consolidation of the industry. It is the only way that makes any sense. I don't know if that's a deliberate strategy; I think it's a byproduct of reality.

Do the rules at the moment favor the telephone companies?



Have you lost your essential optimism?

Yes to your first question, no to the second. I believe that our industry still has great advantages in head-to-head competition. We are more efficient, we are quicker and from where we are we can get there with less capital than the other side can. So I still think that ultimately we can do quite well. I also think that there is a good chance that when people really look at the economic returns for something that is essentially an overbuild, there is a good chance that they will conclude that the returns are not there and they won't do much of it. We've seen this before. We've seen it when the power company overbuilt the cable industry.

The hard reality is that you've got some very competitive direct broadcast satellite service now. It says that if you've got two terrestrial guys who spend too much capital, they're not going to get it back. Because we've got a third system up there that is going to represent an effective price umbrella. But keep this in mind: If you get your capital to the point at which you need higher rates than the satellite guys need, you are going to have trouble.

Are you surprised by the impact that DirecTV and USSB

have had with their satellite service? Retailers can't keep dishes on the shelves.

Oh, no, I expected it. I think it's going to be a big success for both PrimeStar and DirecTV. I have been a big believer. I've lived in a lot of places where I have a C-band dish and would much rather have a K-band receiver. How much market share does it take from cable? I don't know. It's speculative. A lot of guys in the industry don't think that it will do much. You are talking \$1,000 by the time you get installed, plus a price per month that is roughly the same as cable. And you don't get localism and you need one per TV set. It has problems.

In the UK, where we really see it firsthand, we've been able to displace about 85% of the dish penetration as we build the cable. But there is such a big market out there that it is going to be successful. DirecTV is going to do very well; Eddy [Hartenstein of DirecTV] is going to do terrific. PrimeStar [a venture of TCI and other major cable operators] is going to do quite well.

TCI, you know, is quite hedged. We have far and away the largest program ownership position of anyone on DirecTV. We have an ownership interest in 44 of their channels. So if they do well, we do well. So we're hedged, and I really believe it's a wonderful service to the public. I think they are a robust, vibrant competitor. They are helping create the market.

What does the information highway mean to you at this point?

You've already got it in satellite. Think about the way technologies progress. Cable systems have been running around putting in fiber for a couple of years. So a pretty substantial

capital investment has already been made—and incidentally, from which no revenues are being generated, which is very painful. In TCI we've probably spent \$2.5 billion in the last two years and have zero incremental cash flow from it because we don't know what to do with it. Since we talked about digital compression and demonstrated it, you now have two satellite systems advertising on national TV competing for the marketplace. So there's already been a massive advance in that area. Presumably if [Charlie] Ergen [of EchoStar] raises his money there will be three competing systems doing the same.

Outside of the U.S. this thing is going like a house afire. The good news is that the cable industry is alive and well outside the U.S.—in a generally favorable regulatory climate. The bad news in this country is that we don't know what to do.

What's the timetable for digital?

Fiber to the nodes and coaxes to the home varies from market to market and company to company. But my guess is, broadly speaking, 25% to 30% of it is complete. Built today. Of the bigger operators in the metropolitan markets

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We couldn't start 1995 off any better than with our world premiere of the *Maui Playmate Challenge*.

The latest in our expanded line-up of original events and spectacular specials, the *Challenge* reflects Playboy Television's ongoing commitment to always providing your customers with the very best in world-class entertainment.

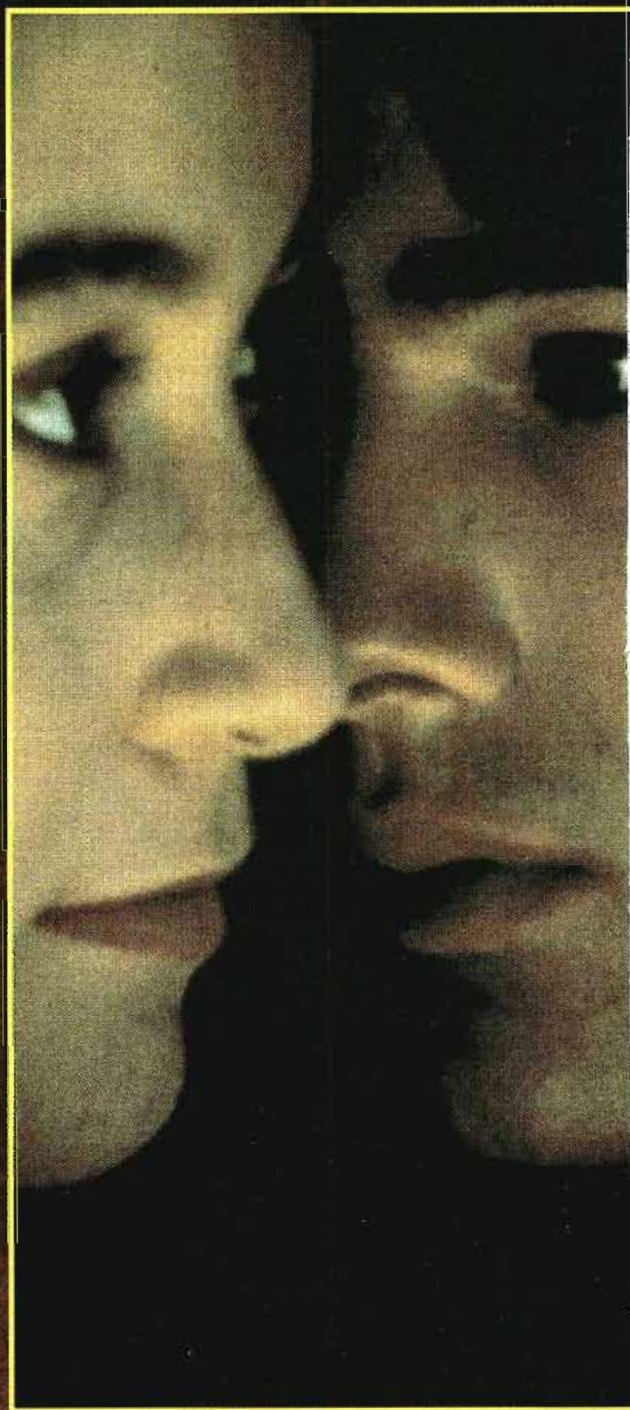
To get to know us a little better, be sure to stop by and meet Shae Marks, Miss May 1994 and a team captain from the *Maui Playmate Challenge*, at Booth 556 Wednesday and Thursday at the Western Show in Anaheim.

Playboy TV: Always an event.



PLAYBOY TV
Television with a Passion

O N L Y O N S

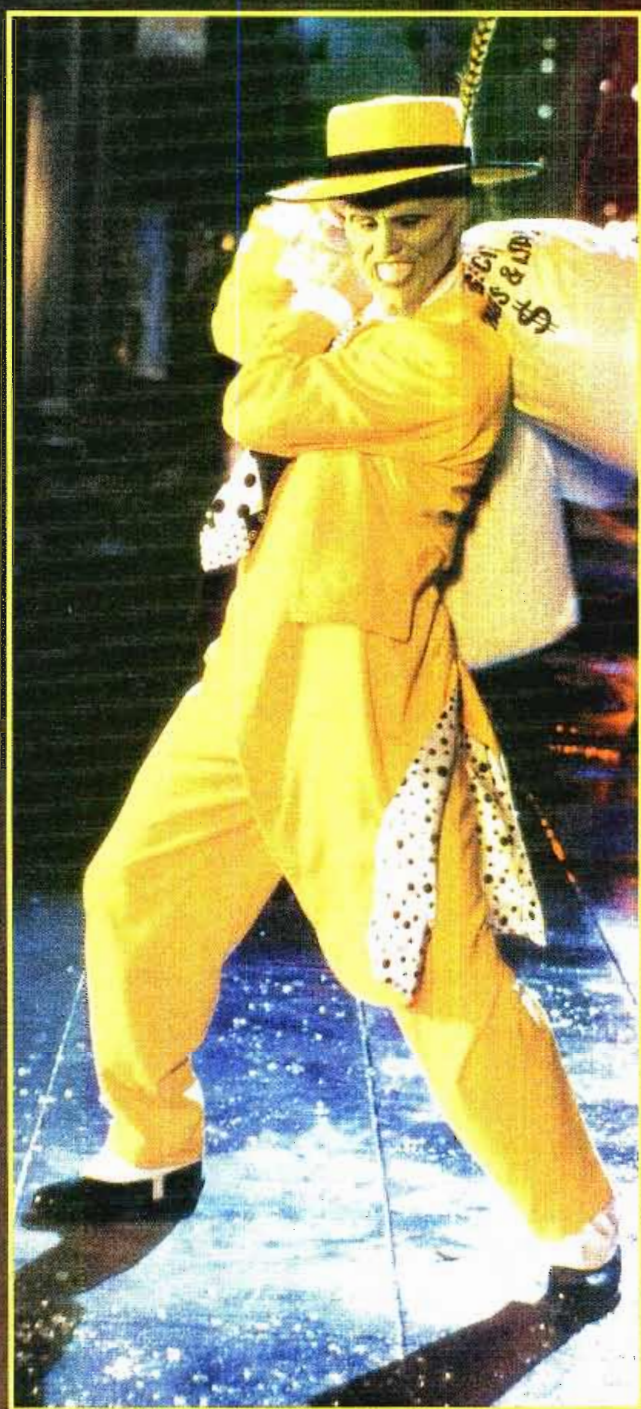


Beethoven's 2nd

Like Water for Chocolate

O P E N I N G

T A R Z !



THE
MASK


STARZ!TM
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8

THE PIANO

**FAREWELL
MY CONCUBINE**

BLINK

HEART AND SOULS

8 SECONDS

HARD TARGET

**IN THE NAME
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RESERVOIR DOGS

STRICTLY BALLROOM

HOUSE OF THE SPIRITS

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Two Great Channels. One Low Price.

I I G H T

that's sort of where it stands. With \$5 billion to \$6 billion having been invested by the industry in the upgrading of terrestrial plant to put fiber in. That part of the job is well under way. There is a lot more money to be spent. Clearly, the industry has sort of converged on an architecture, converged on a deployment scheme, and has spent a lot of money deploying it. So that's going. The set-top box—the home digital decompressor—is really the item everybody is waiting for to receive in volume.

What will the price be?

The price ranges from the high \$190's area for a featureless digital decompression box up to probably \$400 for one that has a lot of the gizmos and features built into it. So price is one issue, but their ability to deliver in volume is another issue. So until they get the large scale integration tasks accomplished they can't deliver in volume.

When do you think they will be able to deliver in volume?

We are hearing from the vendors right now that there'll be sufficient volume to wring it out and make sure the system works well by the middle of the summer and serious volume by the end of the year.

But when you think about the complexity of the technology, if they are off by a year, that isn't so bad. In the bigger picture, I don't know if that is bad as a timing issue. And until we know what the rules are and we can get some predictability in our cash-flow streams, we don't know how we are going to pay for the damn things anyway.

Based on what you know now, as opposed to what you knew two years ago, what's the highway going to look like in television terms? How many wires down the street?

First of all, that depends on whether or not the overbuilding continues. If you are talking about fiber to the node and coaxes to the home, there is either going to be one, which will belong to cable, or there will be two, which will belong to cable and telephony. There is the possibility at some point there may be a unity, i.e., you build one system and the two entities compete over that one. Because that would be very capital-efficient. It would really lower the breakeven point for both people. That is a possibility that has been talked about and I think it will come into sharp focus when people see how capital-intensive this whole thing is and what kind of economic results you get.

If it's just an overbuild it's going to have the same fate as all historic overbuilds did: twice the capital, half the revenue and double the operating expense. This is not that lush a business; the results won't be there. I think in the smaller rural markets the model will be one wire, jointly owned with competition on that wire.

How many wires into the home as opposed to down the street?

If there are two wires down the street there will be two wires into the home because—for security reasons—the

owners of those two wires are going to want to control the end-to-end process. I can't see a model in which there are two wires down the street and one into the home. I don't think that you have any physical control if that's the model.

If there were one wire into the house, what would this new wire—this digital wire—do? What services would it carry?

It will probably be a coaxial cable, whether there's one or two. It will have a bandwidth of probably 1 ghz. There will either be two coaxial cables or one—that's not clear at this point—into the home from one provider. The answer to that is going to be determined by how much traffic is coming out of the home. In other words, how much video conferencing and video telephony—broadband stuff—needs to come out of the home.

But the current thinking of most people in the industry is that the upstream is going to be relatively modest and the downstream is going to be where all the horsepower is. And therefore you have one coax going into the home from a node. The node is out there representing somewhere between 500 and 1,000 homes. The box in the home is doing video decompression, so that 550 mhz of a 750 mhz system gives you 720 channels of one-way compressed digital, if you want to use it that way.

So your bottom line is now 720 channels.

Well, how many channels do you want? What is practical? How many are people really going to use? My guess is that as far as the traditional broadcast options go the world will peter out somewhere between 100 and 200 channels, where the marginal utility of putting another channel onstream starts to fade off and you want to dedicate the rest of the capacity to on-demand channels.

When cable goes from an average of 50 channels to an average of 150 channels, 50 of those channels will be used for near video on demand with 15-minute start times on the 10 hit movies. With 50 channels, I've given you a 10-movie multiplex. I've given you the ability to rejoin the same movie. I've given you four hours to watch the movie, to stop and pick it up again a number of times.

What about full interactive video—true video on demand. Is that still in the plans?

Yes, it's access to a server. Somewhere in the community you have a video server. Think about it as a super videotape player or video jukebox. If you want to watch any movie on the list you have access to that capability right now. You can access any movie you want or any TV program you want or whatever is in that server.

In my economic model I have dedicated 200 mhz of the 750 mhz to what I call virtual channels. If you go through the arithmetic again, you find that 200 mhz gives you 264 digital video channels. So out of each 500-home node, I have 264 channels available. And when you go off hook, if I have an available channel, I will assign one to you. Now you have a broadband video connection back to the server

I think in the smaller rural markets the model will be one wire, jointly owned with competition on that wire.

DEAD LAST.

—Out of 75 prime-time TV shows
in the fall of 1982, *Cheers*
finished in 75th place.

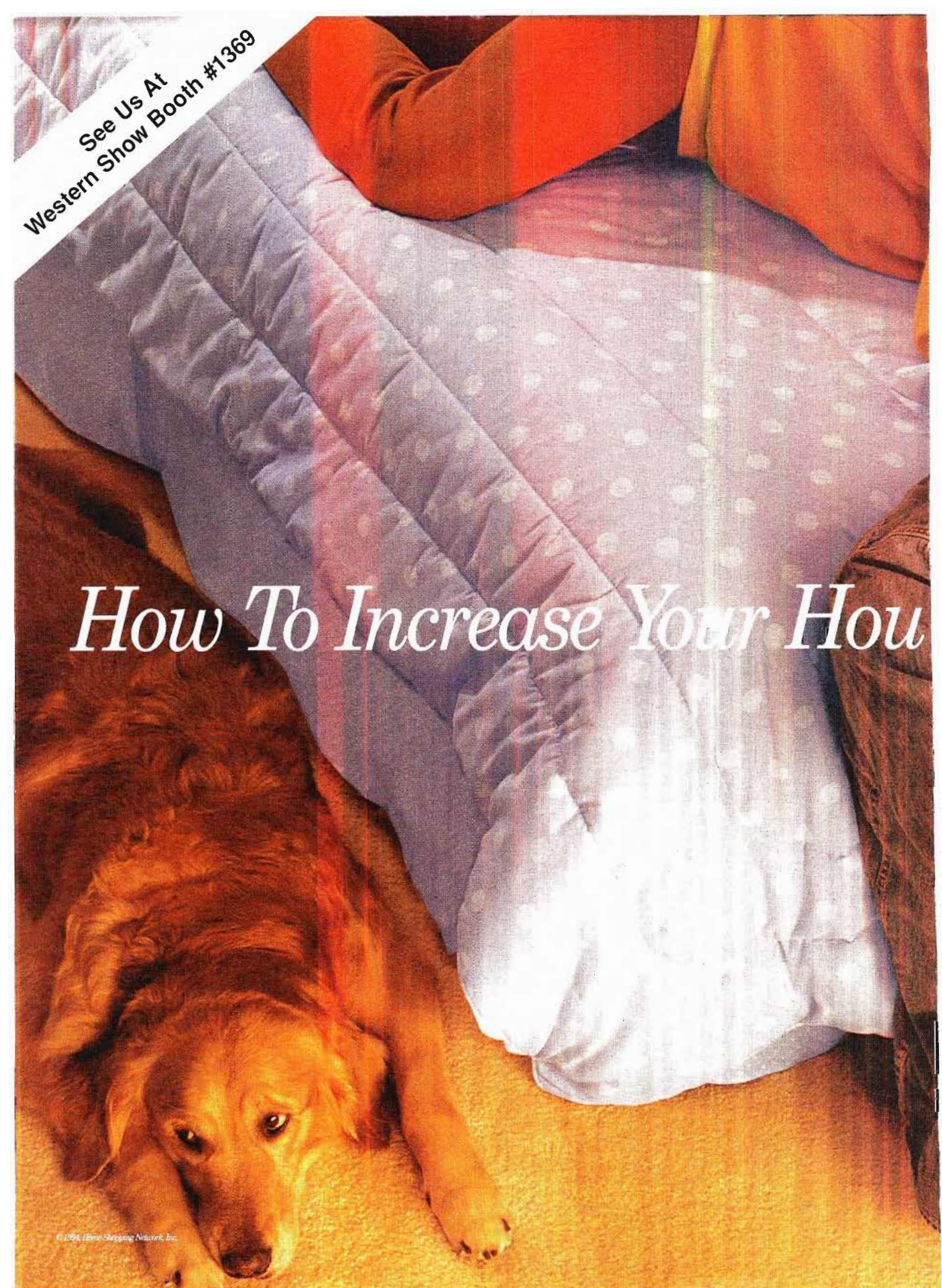
BE PREPARED TO TOAST THE FUTURE OF **YOUR** SHOW.

Sure, the critics loved *Cheers*. Unfortunately, they were the only ones watching. Luckily for TV viewers everywhere, the producers persevered, the network waited it out, and the show lives on in syndication heaven. Are you doing all you can to prepare *your* show for the future? If you're shooting on video, you may not be. Consider this. Chances are good that in 5 to 10 years, all programming will be viewed on wide-screen TV. Shooting on 35mm EASTMAN Film *now* will make it possible to take advantage of future syndication opportunities on the new higher definition television standards. Which may give you one less thing to worry about. Last call.



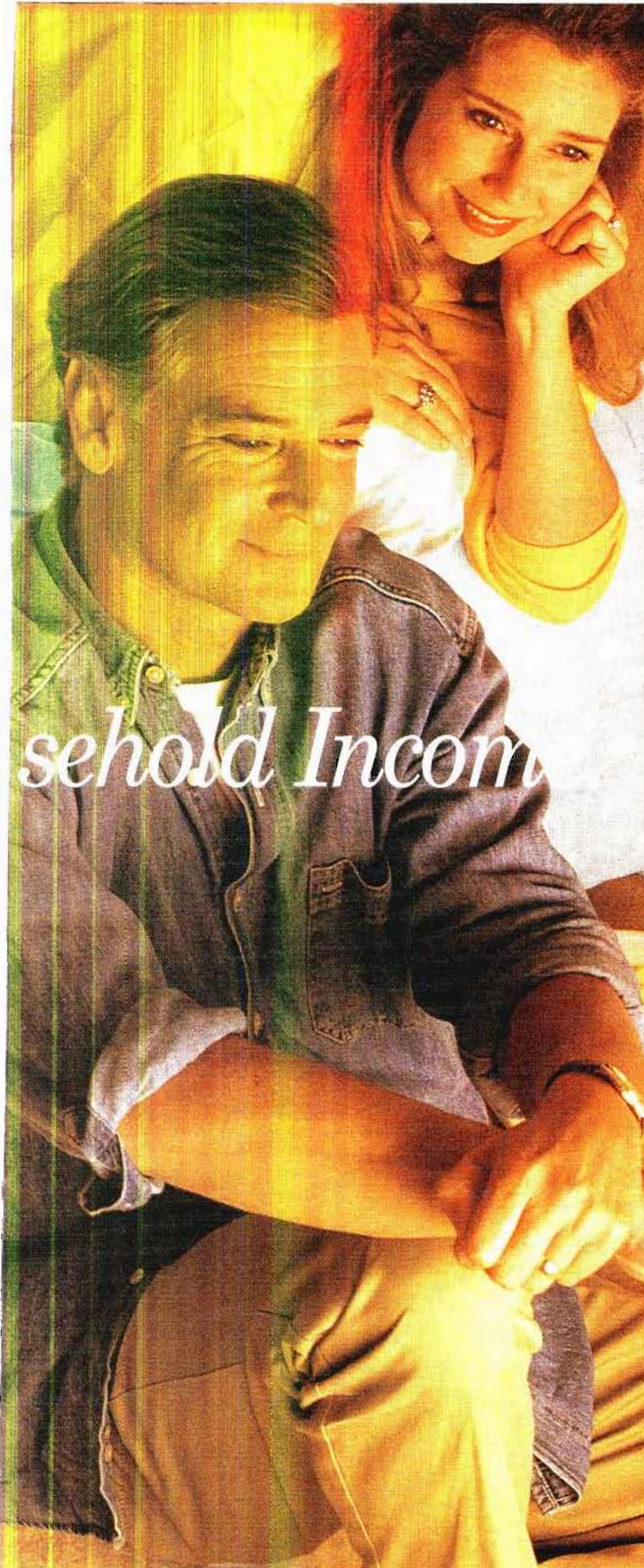
Motion Picture &
Television Imaging

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A photograph of a bedroom. In the foreground, a golden retriever dog lies on a yellow carpet, looking towards the camera. Behind the dog is a bed with a light purple quilted bedspread featuring a small white polka-dot pattern. The bed is flanked by orange and red pillows. A person's legs in blue jeans are visible on the right side of the bed. The overall lighting is warm and cozy.

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We call it "A Guide To Making Money At **HOME**," and, for our affiliates, that's exactly what our new marketing support materials are all about.

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You'll like our approaches to employee training, too. A new video and a fun game designed to encourage CSRs to sell HSC.[®] Plus great new advertising, including television and radio commercials, print ads, and displays, to get households watching and shopping. That's how you increase your income. And that's why **HOME** Is Where You Want To Be.

 **HOME**SM Is Where You
Want To Be.

Home Shopping Network, Inc. *

for video on demand.

You know what I heard in that last long discussion? I heard that programing is not a big deal.

I don't think that is true at all. Programing is the reason for all of this.

You've taken 50 channels and you are going to rotate 10 movies. That has not created anything new. It's just moving the programing around.

No, it's making it more convenient to the customer.

That's right, but it is not creating any more programing.

Well, no. But there is a lot of new programing being created for other channels. We may use 50 channels to provide 15-minute start times, but there may be another 100 channels that I may use for the niche market. So that there is a garden channel and a pet channel and a sci-fi and a history and a learning and a cartoon and you name it. This explosion of capacity that is contemplated in the digital world is going to lead to a flowering across the whole spectrum. From purely for convenience to totally new and original, but for a narrow niche.

For example, I don't know if you've read John Sie's [of Encore] announcement of his international service. He's out there talking about 20 channels of international programing, digital, in which four hours a day is full video and the other 20 hours a day is graphics, audio and text. So, for instance, on a worldwide basis we'll have Paris television worldwide. The same with Peking. We will have Chinese, both Mandarin and Cantonese. We will have several dialects of Hindu, and we will have Polish.

But the point is that there is no absence of good ideas. I bet I have 150 new program network proposals that are serious. There are probably 500 that are crazy, but there are at least 150 that are serious, that have done their homework and know what the target market is and they at least have some chance of viability in this kind of world.

Suppose you had a hospitable regulatory environment?

It would be nice if America had the cooperation and the positive involvement of its government and regulators in making sure that what is essentially a U.S. lead is capitalized on. I don't know how Bill Gates feels these days, but the government seems to spend a lot of its time kicking him too. For being successful. Sixty percent of his revenue is international. I would think that our government would cheer him on as he overwhelms the Japanese in what is for our country a real mortal combat.

I'd like to shift gears here. Is Ted Turner ever going to own a network?

I think there are only three things separating him from owning a network: Who runs it? Who owns it? And what would he have to pay for it? If we can resolve those three

issues, Ted can own a network. But I think the combination has enormous synergies for both sides.

I want to get back to the information superhighway and the prospect of one. Is this the best and the brightest business on the horizon in this country? Is telecommunications the biggest player in the GNP in the future?

You can say a lot of things. I believe that for America to be competitive we have to have this kind of an infrastructure. Forget about entertainment, just think in terms of communications. The efficiency of communications. The ability to do virtual networks. The ability to do telecommuting. The ability to tie together all kinds of information transfer. I just think that it is the infrastructure of a modern industrialized country.

If America doesn't have it, I think America is going to pay the price. I think the politicians sort of know that. They

sort of want it real bad, but they kind of get hung up in their shorts, if you know what I mean, trying to sort out the conflicts. It is a little bit like America's approach toward banking. On the one hand, everybody says how can you be a great industrialized country when no bank in the country makes the top hundred in the world. On the other hand you say, but one of the real strengths of America is localism.

For the nation, it's crazy not to be able to agglomerate your financial institutions at least to the point where you are able to duke it out with the major European and Japanese banks. But there we are; it's the same issue.

You're pursuing the communications business in partnership with Sprint and the other big cable operators.

It's a way to be a player in that game. It is a piece of that game. But this is a very huge business and it's a worldwide business, and nobody is going to have more than a fairly small sliver. Whether they are vertical or horizontal. It is a great big sphere here, and you are going to get a little cone-shaped piece, no matter how big your ambitions.

I take it that you're serious. That when you applied for personal communications services licenses in 39 markets, you intend to be bidding in all 39 markets.

We are prepared to bid for the whole footprint of the country. But not necessarily as an owner. We're perfectly willing to be in it as an affiliated entity. Sprint is an umbrella and we fully expect large parts of the country to be licensed by independent people who then affiliate with the Sprint brand.

AT&T is trying to do essentially the same thing?

The problem that AT&T has—or the problem that anybody has that has a big cellular footprint—is that PCS and cellular aren't going to be compatible. And so when you are roaming you either are going to have a phone that doesn't work because you've gone from a cellular area to a PCS area or vice versa. Or you are going to have to have a dual-

**There is no
absence of
good ideas. I
bet I have 150
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posals that are
serious.**

mode phone, which is very expensive. So if you want an inexpensive PCS phone you've got to have compatibility nationally.

How big is the distribution end of the telecommunications business going to be?

Well, take the telephone and cable businesses and gross it up. Multiply it times five, then multiply it times 10. I mean, it is going to be in the trillions of dollars a year category 15 to 20 years from now. It is going to be big. On the other hand you may need a trillion dollars to buy a suit. Everything is relative.

How big a piece are you going to control within cable as an industry?

That's hard to say right now. I don't think that there is going to be a cable industry. There are going to be a couple of cable companies and then there are going to be some hybrids like US West. Who knows that we don't end up with some kind of hybrid telephony relationship ourselves. You are not going to be able to draw all of these lines. These fences are all going to dissolve.

Let's tie this up in a way. You started out in a direction I had not anticipated—the impact of the government on what is happening in the telecommunications world. What should they do to get this industry off the dime?

They've come out with a set of going-forward rules primar-

ily for the new programmers. But they also promised when they did all this that they were going to come out with special consideration, special programs for the upgrade of facilities—what they call the NII upgrades—in which they were going to allow allocations to come from basic or expanded basic for capital improvements—a buck a month, two bucks a month, \$1.33—whatever it is. It would be very important that they do that—that they do that timely. In the video dialtone world they did not put any restrictions on telcos using monopoly money to build infrastructure.

So what are they doing? They are telling the telephone industry that “you can go ahead, but we are not going to tell you until later what it means.” You see what I am saying? The problem is that if they are going to take on the responsibility to get in the middle of a fast-moving industry, they have to get with it. They have to move quickly. They can't sit there for 17 months and hold an industry at bay while they study it and think about it and decide what the political trade-offs are.

In nautical terms, do you feel somebody has blocked your wind?

I think that is true in terms of the domestic cable business at the moment. I expect that it will change. You know, my job is to try to invest wisely for my shareholders, to allocate capital based upon where they get the best and the most predictable returns. It would be nice to think that would be in the country I live in. ■

Q:

Which New Programming Service Lets You Profit from a \$1 Trillion Market?

Hint: 1994 health care spending in the United States is expected to exceed \$1.06 trillion, according to the U.S Department of Commerce.

CABLE'S NEW GUARD

New cable networks hope to find an audience niche

The list of would-be cable networks continues to grow. Since the National Cable Television Association convention last May, another 20 networks have joined the race. The FCC's newly issued "going forward" rules on programing are already having some impact on the list. At least two networks—Americana Television and S The Shopping Network—labeled the rules too little too late and have dropped out of the running. On the other hand, Discovery Communications saw the rules as reason to move forward with four new networks. Following is a list of planned networks as well as fledgling services that have debuted in the last year.

Adam & Eve Channel

Northridge, Calif.
818-718-0366

Programing: Adult pay-per-view and pay-per-night services, featuring home shopping segments

Owner: Adam & Eve Communications Inc.

Launch date: Feb. 14, 1994

American Political Channel

Falls Church, Va.
703-237-5130

Programing: Political news, information and public policy programming

Owner: Private

Launch date: Spring 1995

America's Health Network

Orlando, Fla.
407-345-8555

Programing: Health information and products

Owner: IVI Publishing and Medical Innovation Partners

Launch date: Second quarter 1995

America's Talking

Fort Lee, N.J.
201-346-6777

Programing: All-talk channel focusing on current events and issues

Owner: NBC

Launch date: July 4, 1994

Animal Planet

Bethesda, Md.
301-986-1999

Programing: Programing related to all living things and nature



Owner: Discovery Communications
Launch date: Second quarter 1995

Applause (previously Parasol 4)

Los Angeles
213-850-0500

Programing: 24-hour general entertainment network that will include six hours of children's programming

Owner: Parasol Media

Launch date: 1995

Arts & Antiques Network

Washington
800-782-8976

Programing: Aimed at both serious and novice collectors, programing on the channel will include magazine-style shows, documentaries, on-the-spot coverage of special events, televised auctions and electronic classifieds.

Owner: Private investors

Launch date: First quarter 1995

ATN, The Automotive Television Network

Acton, Mass.
508-264-9921

Programing: Automotive news, sports, weather, documentaries, home shopping, infomercials, travelogues, motor-sports, event coverage, consumer auto tests, talk shows, movies, music videos, magazine-format series, a weekend children's block and on-line services

Owner: Global Television

Launch date: Mid-to-late 1995

ATV: Advertising Television

Clifton, N.J.
201-857-3500

Programing: 10-minute infomercials; no direct sales, but advertisers will be allowed to provide 800 numbers

Owner: Web Broadcasting Systems Inc.

Launch date: First quarter 1994



The Auto Channel

Louisville, Ky.
502-584-4100

Programing: Live and taped motor-sports; automotive related

Owner: Gordon Communications and California Image Associates

Launch date: Mid-1995

BET-Home Shopping Network

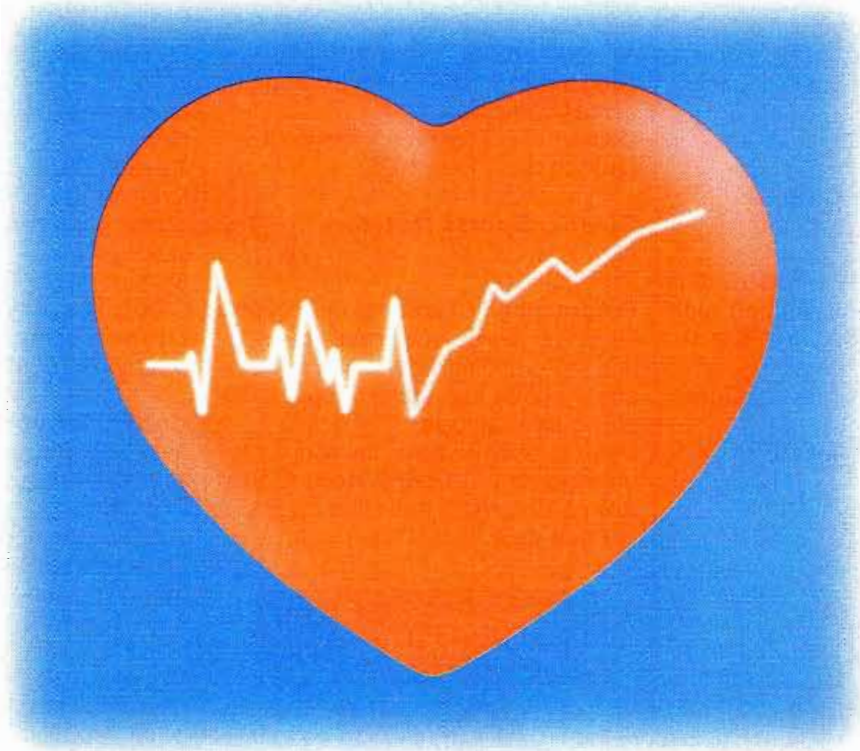
Washington
202-636-2400

Programing: Home shopping service aimed at African Americans

Owner: Black Entertainment Television and Home Shopping Network

Launch date: N/A

A:



Good Medicine For Your Bottom Line

For information about America's Health Network and our lucrative affiliate compensation plan, visit us at Western Show Booth # 1279, or call Web Golinkin, Chairman, or Joe Maddox, President, at 407-345-8555.

**BET on Jazz:
The Cable Jazz Channel**

Washington

800-395-0477

Programming: Jazz (some blues and gospel), including performances, documentaries and interviews

Owner: BET Holdings

Launch date: 1995

Black Shopping Network

Los Angeles

310-430-2905

Programming: Home shopping channel

Owner: Private

Launch date: May 14, 1994

Booknet

New York

212-698-7808

Programming: News and films based on novels; interviews, profiles of writers, authors reading from their books

Owner: Booknet Inc.

Launch date: Mid-1995

The Cable Health Club

Virginia Beach, Va.

804-523-7301

Programming: Hourly workout segments and health information plus aerobics, fitness training and healthy-living segments

Owner: International Family Entertainment

Launch date: December 1993

Catalog 1

New York

212-206-6464

Programming: 24-hour home shopping channel featuring merchandise from 10 catalogue companies. Format to include information, demonstrations, entertainment, and fashion and decorating tips

Owner: Time Warner, Spiegel

Launch date: N/A

CelticVision-The Irish Channel

Boston

617-367-2888

Programming: Imported from Ireland-based networks RTE and UTV and BBC archives, among others

Owner: Private investors

Launch date: Currently testing in Boston

Children's Cable Network

Studio City, Calif.

818-755-0155

Programming: FCC-friendly kids shows, including original and recycled programming

Owner: Olympic Entertainment Group

Launch date: April 1995

Classic Arts Showcase

Palo Alto, Calif.

213-878-0283

Programming: Commercial-free sampling of arts-related video clips in "an MTV style"

Owner: Lloyd E. Rigler-Lawrence E. Deutsch Foundation, a 40-year-old foundation supporting not-for-profit arts organizations

Launch date: May 3, 1994

Classic Music Channel

Westlake Village, Calif.

818-707-2233

Programming: Music videos from all genres and eras

Owner: Classical Broadcasting Co.

Launch date: Late 1995

Classic Sports Network

New York

212-529-8000

Programming: Classic sports events, television series and specials, documentaries and movies as well as interactive sports and home shopping for sports merchandise

Owner: Liberty Sports, the sports programming arm of Liberty Media Corp.; Allen & Co., AT&T and other investors

Launch date: Late 1994

唯有



能夠送達

CNN International

Atlanta

404-827-1500

Programming: Domestic feed of CNN's international coverage, now distributed overseas

Owner: Turner Broadcasting System

Launch date: January 1995

Collectors Channel

Hudson, Mass.

508-568-0856

Programming: Magazine shows, talk shows, game shows, live music events and live interactive auctions, collectors' news updates, the new "Buffalo" Bob Smith Show and the classic Hopalong Cassidy series

Owner: EveryDay Productions

Launch date: Third quarter 1995

Conservative Television Network

Alexandria, Va.

703-683-5004

Programming: News, information and entertainment from a conservative perspective

Owner: Fabrizio, McLaughlin & Associates

Launch date: 1996

Consumer Resource Network

New York

212-808-0099

Programming: Infomercial-type programming on consumer products and services

Owner: Visual Services and Osgood, O'Donnell & Walsh

Launch date: Currently testing; national debut in late 1995

Cupid Network Television

New York

212-989-2979

Programming: 24-hour adult home shopping channel that sells sex-related merchandise to customers and provides cable system operators with a 5% cut of merchandise sold in their market

Owner: Capital Distribution

Launch date: March 31, 1994

Eco

Los Angeles

310-348-3642

Programming: 24-hour Spanish-language global news

Owner: Televisa (distributed in U.S. by Univision)

Launch date: May 1994

The Ecology Channel

Ellicott City, Md.

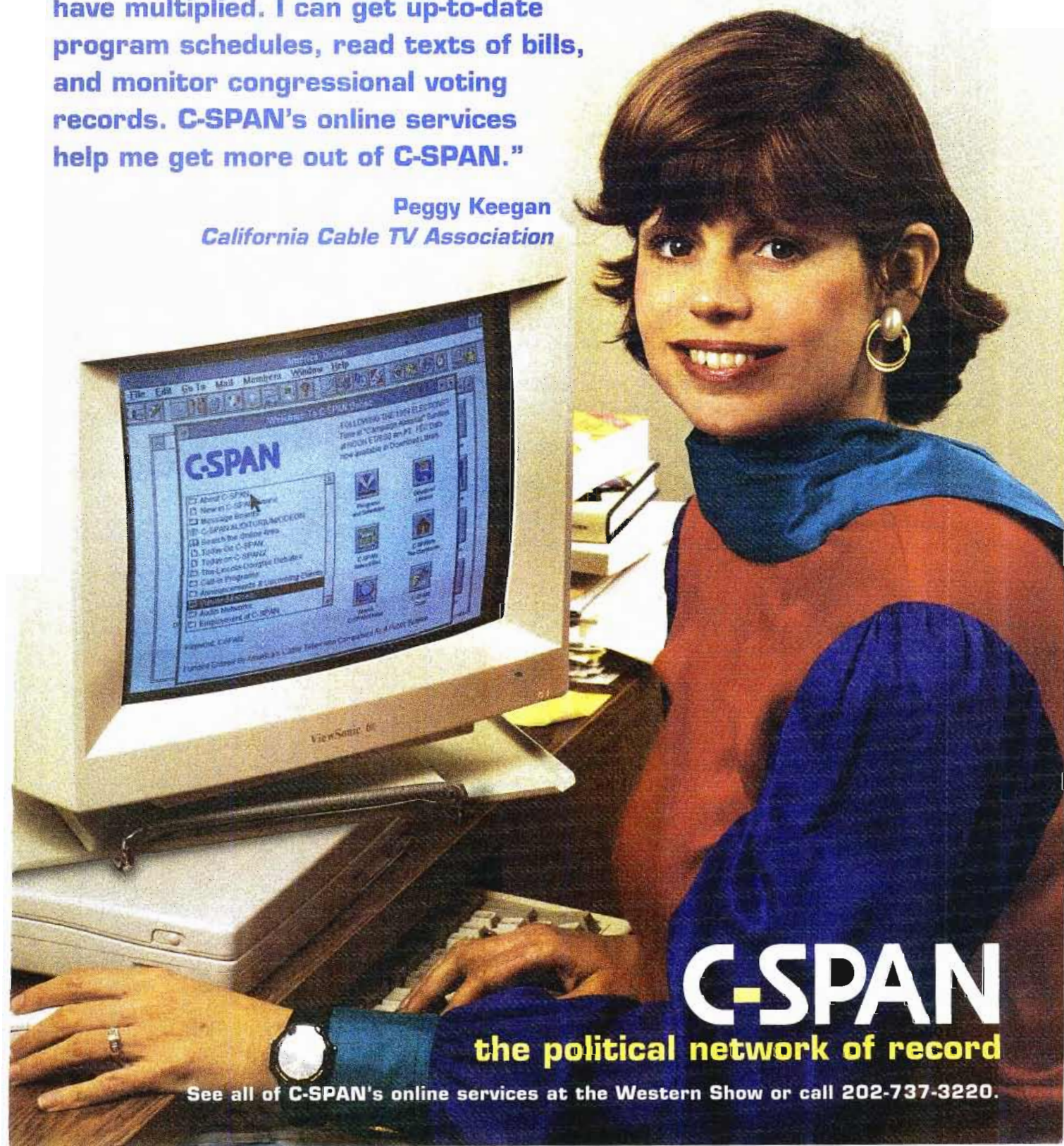
410-750-7291

Programming: Entertainment and educational network covering the environment

C-SPAN ONLINE: a good service just got better.

"For years, I've used C-SPAN as my window on Washington. Now that the network offers online services, my information resources have multiplied. I can get up-to-date program schedules, read texts of bills, and monitor congressional voting records. C-SPAN's online services help me get more out of C-SPAN."

Peggy Keegan
California Cable TV Association



C-SPAN

the political network of record

See all of C-SPAN's online services at the Western Show or call 202-737-3220.



Encore Chairman John Sie with his new family of channels.

Owner: The Ecology Channel Inc.
Launch date: Early 1995

Encore Language Networks

Denver
303-771-7700

Programming: 12 foreign-language channels for U.S. cable households where English is a second language
Owner: Encore Media Corp.
Launch date: N/A

Encore Thematic Multiplex Channels

Denver
303-771-7700

Programming: Love Stories—Encore 2, Westerns—Encore 3 and Mystery—Encore 4 (all launched July 7, 1994); Action—Encore 5, True Stories & Drama—Encore 6 (both launched Sept. 1, 1994); Wham! America's Youth Network (launched Sept. 12, 1994)
Owner: Encore Media Corp.
Launch date: See "Programming" above

FAD TV

New York
212-787-3600

Programming: Fashion videos and a variety of longer programming forms
Owner: Anthony Guccione
Launch date: March 1, 1995

The Filipino Channel

Brisbane, Calif.
415-715-6900

Programming: Dramas, soaps, mov-

ies, children's shows, news and sports aimed at Filipino-Americans

Owner: ABS-CBN International
Launch date: Last quarter 1994

Fitness Interactive

Los Angeles
310-271-5400

Programming: Various exercise shows
Owner: Private
Launch date: Second quarter 1995

FX

Los Angeles and New York
310-203-3474

Programming: General entertainment network launching with seven hours of live original programming and a lineup of classic off-net fare
Owner: Fox Inc.

FXM: Movies from Fox

Los Angeles
310-203-1246

Programming: Commercial-free movies
Owner: Fox Inc.
Launch date: Oct. 31, 1994

The Game Channel

Virginia Beach, Va.
804-523-7301

Programming: Game shows, interactive games and some orig-

inal programming along with some acquired

Owner: International Family Entertainment

Launch date: N/A (IFE's The Family Channel currently carries some Game Channel programming.)

Game Show Network

Culver City, Calif.
310-280-2222

Programming: Original game shows (approximately 43,000) from libraries of Sony, Mark Goodson Productions, Barry & Enright and Chuck Barris
Owner: Sony Pictures
Launch date: Dec. 1, 1994

The Gaming and Entertaining Network

Pittsburgh
412-782-2921

Programming: Coverage of international gaming and sports betting
Owner: Total Communications Programs
Launch date: June 1995

Global Village Network

Washington
202-393-3818

Programming: International business and world culture programming
Owner: Gloria Borland
Launch date: 1995

Golden American Network

Beverly Hills, Calif.
310-278-0088

Programming: Target ages 50-plus
Owner: Private
Launch date: Spring 1995

The Golf Channel

Orlando, Fla.
407-363-4653

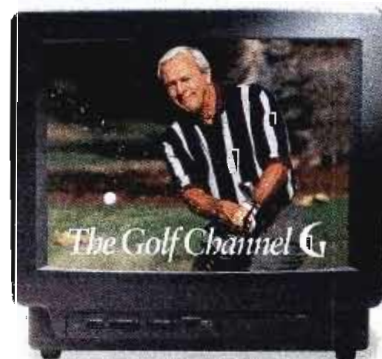
Programming: 24-hour mini-pay with some advertising; features golf matches, instructional programs and golf-related news
Owner: Continental Cablevision, Comcast, Cablevision Industries, Adelphia, Newhouse, Times Mirror, PGA
Launch date: Jan. 17, 1995



HOW TO GET A BETTER GRIP ON YOUR BUSINESS.



Get a better grip on your viewers. Your retention. Your local ad sales. Your overall bottom line. Hook up with the one channel that can deliver it all. The demographics. The programming. The loyalty. A unique pay channel with the bonus of a local ad sales revenue stream. The Golf Channel launches January 17 nationwide. Call (407) 363-4653 to make sure you won't miss your starting time. Because when it comes to helping you get a better grip on your business, no other channel in the history of cable even comes remotely close.

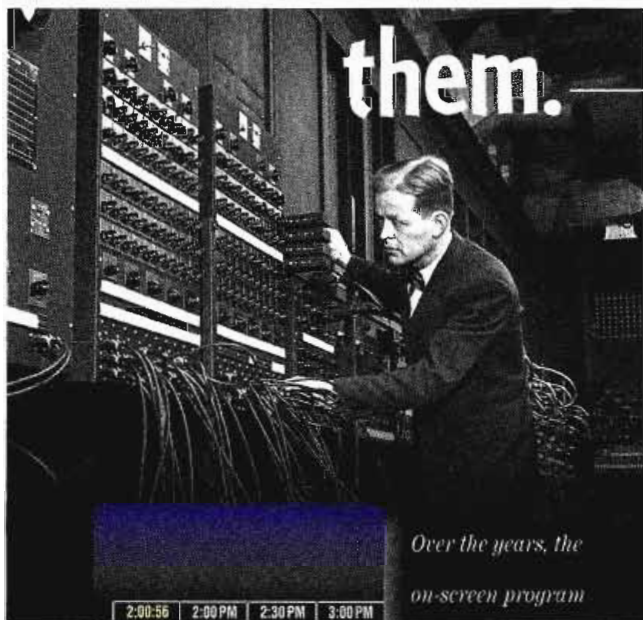


© 1994 The Golf Channel

The Golf Channel 

That was

them.



2:00-56	2:00 PM	2:30 PM	3:00 PM
WUPP	TUTED	LOVEHAWK	DAY 1 AMF
54 FAM	20HRO	MY THREE SONS	LITTLES
55 SPOR	TO BE ANNOUNCED		
56 COM	WHAT'S UP?	NEVER ON WEDNESDAY	NEWS TALES

*Over the years, the
on-screen program
guide technology
offered by other
companies you*

*may be familiar with has, frankly, left a lot
to be desired. Little on-screen information,
lots of wasted space. Hard-to-read scrolling
listings, even-harder-to-read on-screen type.
Obsolete hardware. All in all, not the most
inviting or informative viewing experience.*

That is, of course, until now. . .





Where to turn to.

This is now.

Introducing the On Screen Channel. From TV Guide On Screen™. With the On Screen Channel, your customers see up to six lines of informative

listings (twice as many as Prevue) with four 30-minute time intervals (as opposed to Prevue's three). More

information—more often. More of what people want in an on-screen guide.

And it's all running on the latest high-



performance multimedia PC hardware, with advanced digital features and options—as well as exciting ideas for the future.

For more information, call us today at 303-267-6809. And see why, when it comes to the best on-screen program guide available today, and tomorrow, TV Guide On Screen is the one to turn to.



Fast delivery anywhere.
Just give us a second...



Atlanta
International
Teleport

A service of
LMC SatCom, Inc.



Low Rates with High Reliability

Services offered:

- Cable Network Origination and Affiliate Management
- Radio and Cable Audio Distribution (subcarrier and SCPC)
- Voice and Data
- Ad Hoc Network Services including Pay-Per-View

Atlanta International Teleport features:

- VideoCipher II+ Encryption
- National Video Interconnection
- International Gateway to Columbia Communications, London and Europe

 **LMC SatCom**

3530 Bomar Road
Douglasville, GA 30135
404 949-6600 404 942-6653 Fax.

The Gospel Network

Hollywood, Calif.
800-753-6871

Programming: Live concerts, music videos, news, sports, direct response and special interest programs with general interest appeal
Owner: Private
Launch date: June 1994 (sheltered launch through ChannelAmerica)



The Gospel Network

Owner: Jones Intercable
Launch date: 1995

Health & Fitness Network

Providence, R.I.
401-272-2558

Programming: Ad-supported network focusing on health-related issues, including traditional and homeopathic medicine
Owner: WFIT-TV
Launch date: Now airing on low-power WFIT; launch date TBA

The History Channel

New York
212-210-9100

Programming: Historical documentaries, movies and miniseries from original productions and acquisitions
Owner: Arts & Entertainment Network
Launch date: Jan. 1, 1995

Hobby Craft Network

San Diego
619-259-2305

Programming: How-to programming in all areas of craft and hobbies
Owner: Private investors
Launch date: 1995

The Health Channel

Washington
202-778-2390

Programming: 24-hour channel featuring health, medicine and wellness programs
Owner: The Novus Group and Health Channel Partners
Launch date: Second quarter 1995

Home & Garden Television Network

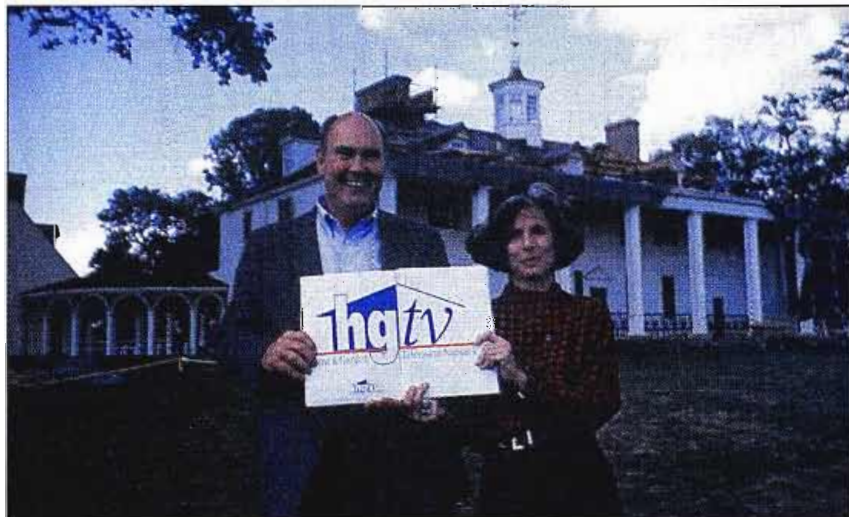
Cincinnati
615-690-9950

Programming: 24-hour national network on home repair and remodeling, decorating, gardening and home electronics
Owner: Scripps Howard Broadcasting
Launch date: Dec. 30, 1994

The Health Network

Englewood, Colo.
303-792-3111

Programming: Health information with educational elements



Home & Garden Television Network hosts Williard Scott and Kitty Bartholomew

FROM OUR POSITION IN SATELLITE COMMUNICATIONS,
WE HAVE AN EXCELLENT VIEW OF THE FUTURE.



GE-1. GE-2. GE-3.

A NEW ERA IN SATELLITE COMMUNICATIONS IS DAWNING.

For excellence in satellite communications, look to the leader who's looking to the future: GE Americom. With our acquisition of the Spacenet and GSTAR fleets, we now operate fourteen satellites — at prime locations in the domestic arc.

But our vision goes much farther. Our new hybrid, GE-1, will take satellite technology and service to new levels. GE-2 and GE-3,* our planned new hybrids, will strengthen our lineup with more satellite resources for cable programmers.

Of course, we'll never lose sight of the things that have always set us apart: the best in quality service and customer satisfaction. So call us today (609-987-4230), and find out how we can make your future as bright as ours.

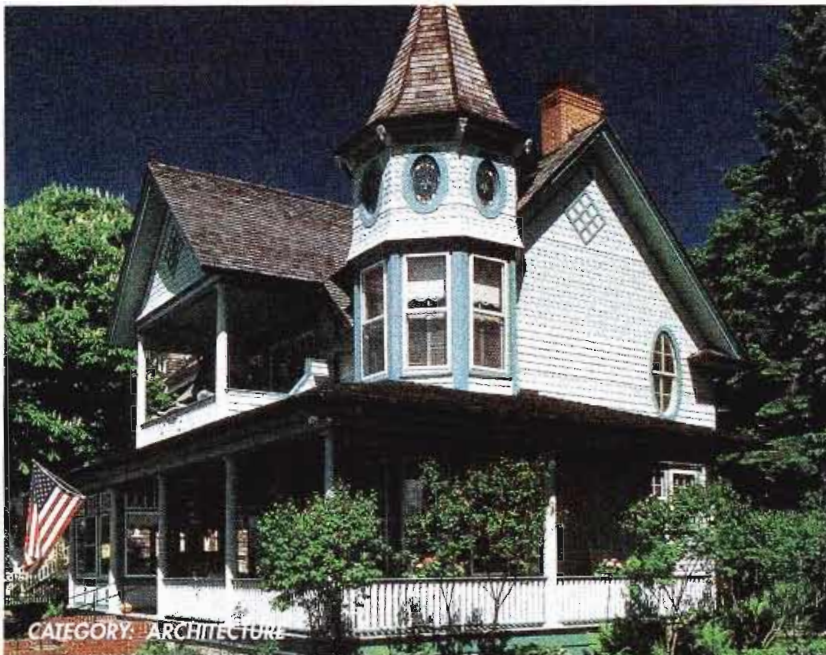


GE American Communications

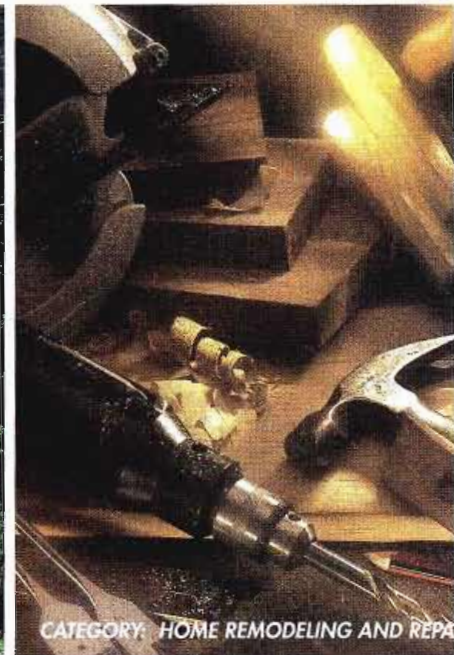
VISIT US AT THE WESTERN CABLE SHOW: BOOTH 2171.

* ORBITAL SLOT APPLICATIONS FOR GE-2 (85° W.) AND GE-3 (127° W.) PENDING FCC APPROVAL.

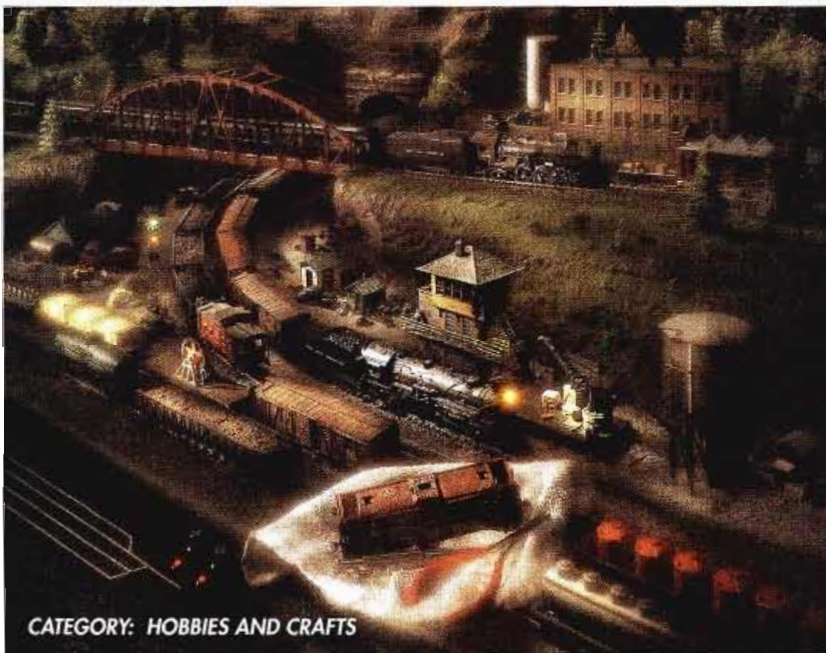
WHAT AMERICA



CATEGORY: ARCHITECTURE



CATEGORY: HOME REMODELING AND REPAIR



CATEGORY: HOBBIES AND CRAFTS



CATEGORY: LAWN AND GARDEN

OTHER PROGRAMMING CATEGORIES INCLUDE: HOME ENTERTAINMENT, HOME WORKSHOPS, AUTOMOTIVE, HOME ENTERTAINING, BACKYARD, HOME OFFICE.

A \$260 Billion Opportunity.

Home & Garden Television Network (HGTV) is the only cable network devoted exclusively to everything people love about their homes. Repair and remodeling. Decorating. Gardening. Even audio/visual and home entertainment electronics. All together, Americans spend more than *\$260 billion each year* in and around their home.

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

WANTS TO WATCH.

YOUR VIEWERS HAVE VOTED FOR HGTV!

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

HGTV IS ORIGINAL.

More than 75% of HGTV's programming is original, with shows such as:

• **ROOMS FOR IMPROVEMENT**, with Leslie Uggams and Joe Ruggiero, a weekly home decorating show. • **SPENCER CHRISTIAN'S WINE CELLAR**, a show about fine wines, hosted by one of America's most famous wine connoisseurs. • **STAR GARDENS** visits with celebrities and their outdoor retreats. • **THAT'S HOME ENTERTAINMENT**, the latest consumer audio/video components, games and laser/VHS movies. • **CRAFTY KIDS**, an educational show with great craft ideas for kids from 5 to 10 years old. • **LUCILLE'S CAR CARE CLINIC**, entertaining, fun and informative car care tips. • **YOUR HOME OFFICE**, a show for the 12 million work-at-home professionals. • **AMERICAN HOBBIES AND PASTIMES**, with John Ratzenberger. • **KLUTZ AROUND THE HOUSE**, an entertaining look at small repair jobs for beginners.

HGTV IS BACKED BY CABLE & PROGRAMMING EXPERTISE.

HGTV is wholly-owned by E.W. Scripps, a diverse 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.

MORE MONEY FOR YOU.

How can adding HGTV make money for you? We will pay you a share of our national advertising rebates, as well as a percentage of any electronic retailing that we do. You will also receive three local half hours each day to program and sell, or use for community tie-ins. We encourage you to add HGTV on a tier or a la carte basis. The research† says – consumers will pay for it!

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



HGTV DEBUTS NATIONWIDE DECEMBER 30, 1994

For information, contact Pam Treacy, Southeast Region at 615-694-2700,
Jan Hatcher, Western Region at 213-848-2728 or John deGarmo, Midwest/Northeast Regions at 212-692-3986.

Horizons Cable Network

Boston

617-492-2777

Programming: Cultural and intellectual events at universities, museums, libraries and arts centers

Owners: PBS, WGBH-TV Boston, WNET-TV New York

Launch date: 1995

Independent Film Channel

Woodbury, N.Y.

516-364-2222

Programming: Feature-length premieres, documentaries, shorts, animation and original productions focusing on independent filmmaking; titles will be presented unedited and commercially uninterrupted

Owner: Rainbow Programming Holdings

Launch date: Sept. 1, 1994

International Channel Multiplex

Los Angeles

310-826-2429

Programming: A series of single-lan-

guage services as tiers or mini-pays, including Arabic, Greek, Hindi and Russian; multilingual movie channel also in development

Owner: International Cable Channel Partners Inc.

Launch date: May 1994

Jones Computer Network

Englewood, Colo.

303-792-3111

Programming: Computer instruction product reviews, news and interviews with industry experts

Owner: Jones International Ltd. (additional services planned by company include The Health Network and The Language Network)

Launch date: May 17, 1993 (24-hour on Sept. 6, 1994)

La Cadena Deportiva Nacional

Los Angeles



LIVING

310-286-6300

Programming: Mix of marquee sports events with coverage of games of cultural relevance to the Latino community, including soccer and boxing

Owner: TCI

Launch date: Nov. 15, 1993

The Language Network

Englewood, Colo.

303-792-3111

Programming: Language-oriented programming with educational elements similar to co-owned network Mind Extension University

Owner: Jones Intercable

Launch date: 1996

Living

Bethesda, Md.

301-986-1999

Programming: Home how-to and cooking shows

Help Your Audience Avoid the Silent Disaster

It's not dramatic. No howling winds, roaring fires, or trembling earth. But it leaves a terrible mess in the house... and a costly cleanup.

Hundreds of thousands of homeowners face a monumental headache each year when Old Man Winter creates the silent disaster - frozen water pipes.

But this disaster is avoidable. Your station can tell your audience how to keep pipes from freezing. We can help by providing an expert. (Call 309-766-0935).

We also can send you free non-commercial public service announcements and brochures. Order them with the form below.

Please send me the following "Prevent Frozen Pipes" public service materials.

Materials Preferred:

- ☐ TV PSA's (3/4" tape)
- ☐ Radio PSA's
- ☐ Brochures (quantity needed: _____)

Name _____
 Station _____
 Address _____
 City _____ State _____ ZIP _____

Mail to: Frozen Pipes, Public Affairs Dept.
 State Farm Insurance
 One State Farm Plaza
 Bloomington, IL 61710-0001



State Farm Fire and Casualty Company, Home Office: Bloomington, Illinois

Every Weekend This Country Shows It's True Colors.

No, it's not a football uniform. Nor is it basketball or baseball. The number one draw across the country is religion.

Americans attend religious services and events in a big way, outdrawing the top three major professional sports in attendance by a factor of 55 to 1. More people attend worship services in one month than during the entire year of sports.

And when it comes to financing, the \$56 billion contributed to religious organizations is about 14 times the total collected by the three most popular sports.

To tackle this loyal, affluent and motivated market, you need to look no further than right here.

The Faith & Values Channel provides advertisers with a direct hit on a viewing audience with the highest values.

Call us at 212-599-2760 more information on a inspired way to round out your next media buy. The Faith & Values Channel.

We can get your clients into one game that never gets rained out.

FAITH & VALUES
CHANNEL

Represented by:



Vision Group, Inc.

Marketing & Sales Service
For Cable Networks

History will never be the same.

The History Channel Launches January 1, 1995.

Through riveting documentaries, mini-series and movies, The History Channel brings the past back alive and kicking.

New programs like *History Alive* and *Year By Year* are so fresh and compelling, they expand any system's programming line-up with new appeal.

In fact, The Beta Research Corporation November '93 Subscriber Study* ranked The History Channel first in new network appeal.

As an advertiser-supported flexible service,

The History Channel will drive your sales harder than any other new network while also offering important new opportunities in community relations with schools and historical societies.

The History Channel added to your programming line-up is a truly unique value. So contact your A&E/THC account manager about one of cable's great opportunities.

And see how you too can profit from the lessons of history.

ALL OF HISTORY. ALL IN ONE PLACE.

FREE PREVIEW SHOW

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



Photograph: Bettmann, National Archives

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



THE HISTORY CHANNEL

Owner: Discovery Communications
Launch date: Second quarter 1995

Military Channel

Louisville, Ky.
502-425-8161

Programming: Aviation programming, military documentaries and battle histories, news and information
Owner: The Military Channel
Launch date: 1995

MOR Music TV Multiplex

St. Petersburg, Fla.
813-579-4600

Programming: Six genre-specific music channels featuring direct-sales elements: Classic Rock TV, Concert Music TV, Country TV, Gospel Music TV, Aerobic Music TV, Spanish Music TV
Owner: MOR Music TV
Launch date: 1995

MTV Latino

Miami Beach
305-535-3700

Programming: Spanish-language

music video channel aimed at audiences in the U.S. and Latin America
Owner: MTV Networks
Launch date: Oct. 1, 1993

MuchMusic

Woodbury, N.Y.
516-364-2222

Programming: Imported Canadian music video network with U.S. inserts to be added in 1995
Owner: Foreign-owned, imported by Rainbow Programming Holdings
Launch date: July 1, 1994 (U.S.)

Unnamed Music Video Network

New York
212-484-6630

Programming: Music video channel featuring direct sales of music-related items
Owner: Warner Music Group, Sony, EMI Music, PolyGram Holding Inc., Ticketmaster, Bertelsmann Music Group and Tele-Communications Inc.
Launch date: 1995

National Empowerment Television

Washington
202-544-3200

Programming: 24 hours of public affairs focusing on political, business and topical issues
Owner: Free Congress Foundation
Launch date: Dec. 6, 1993

National Health Network

New York
212-983-4965

Programming: Variety of health-care programs
Owner: Former U.S. Surgeon General C. Everett Koop and five partners
Launch date: Late spring 1995

Network 1

Los Angeles
818-704-5154

Programming: 24-hour interactive service that allows viewers to participate through 800 and 900 phone numbers
Owner: Network Telephone Services
Launch date: Dec. 1, 1993

New Culture Network

Silver Spring, Md.
301-589-5691

Programming: American and international film shorts and documentaries from independent producers
Owner: Private investors
Launch date: 1995

NewSport Television

Woodbury, N.Y.
516-921-3764

Programming: Sports news, talk shows, series and interactive programming
Owner: Prime SportsChannel Networks/Rainbow Programming
Launch date: Feb. 1, 1994

Outdoor Life Channel

Irvine, Calif.
714-660-0500

Programming: Devoted to outdoor recreation, conservation, wilderness and adventure
Owner: Joint venture of Times Mirror Programming and Cox Cable (company is planning additional networks)
Launch date: 1995

Ovation: The Fine Arts Network

Alexandria, Va.

Visual Radio Productions, Inc.

has acquired the assets of

KBOL-AM

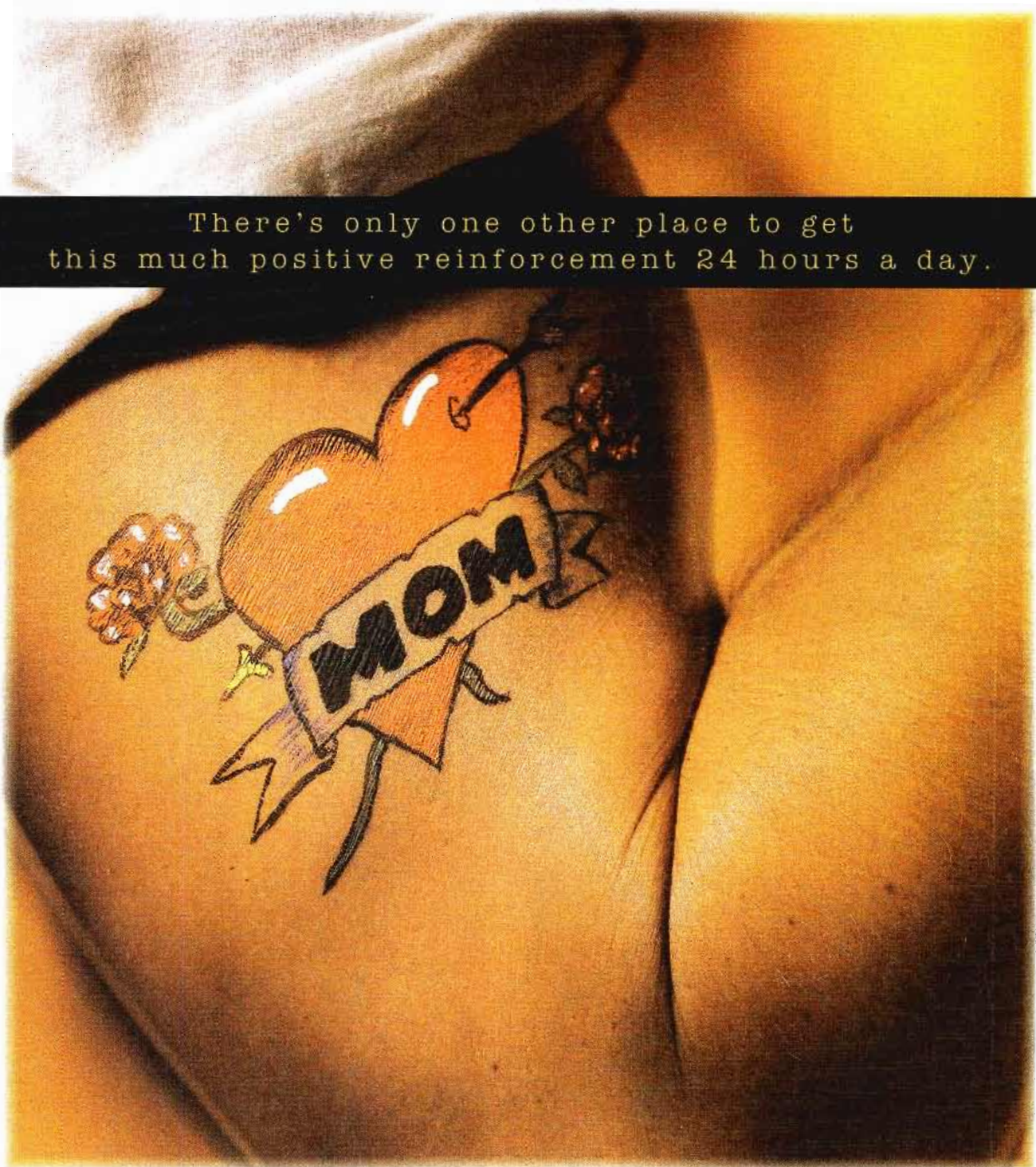
Boulder, Colorado

from

Acorn Broadcasting Co., Inc.

Bob Austin & Al Perry
initiated the transaction and assisted in the sale


Satterfield & Perry, Inc.
Media Brokers • Appraisers • Consultants
Philadelphia • Denver • Tampa • Kansas City • Vail • St. Louis



There's only one other place to get
this much positive reinforcement 24 hours a day.

With all the media attention on sex, crime and violence, it seems like all you hear is the negative. But we believe positive messages make a difference in people's lives. That's why we created Z Music Television, the world's only 24-hour contemporary Christian music video network. Z offers entertaining videos with positive values representing all styles of contemporary Christian music ranging from adult contemporary, to rock, pop and country.

Millions are already feeling the strength of Z Music. Reinforce your cable line-up. Call our Affiliate Relations office at (214) 631-1155. And prepare yourself for positive results.





Life



me

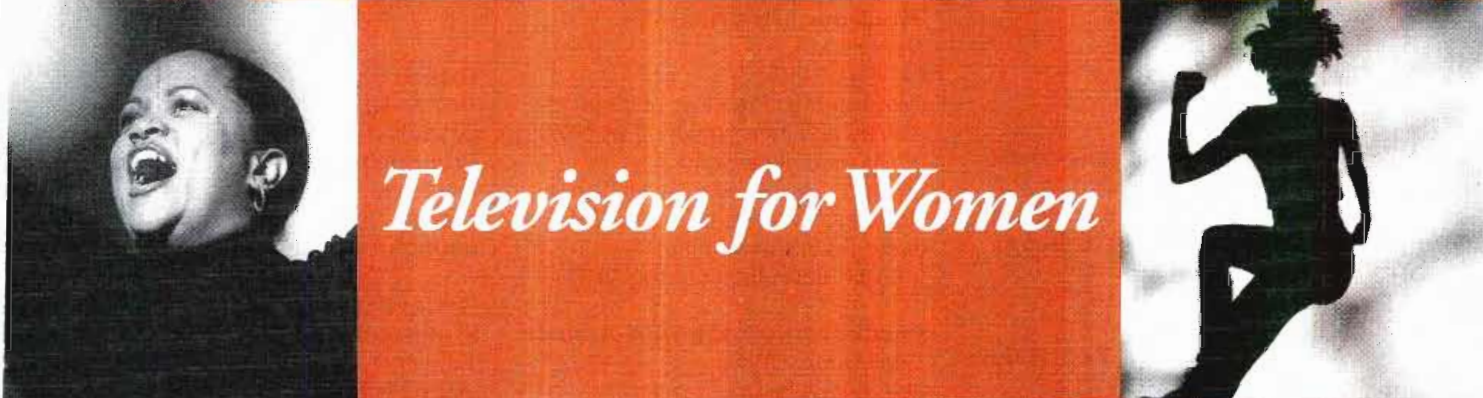


Lifetime



fet







703-684-4828

Programming: 18 hours of arts programming, including dance, music, literature, artist profiles, opera and museum exhibits

Owner: Ovation Inc.

Launch date: April 1995

Parent Television

Los Angeles

310-824-0689

Programming: Aimed at parents and parents-to-be and including advice, instruction, entertainment, news, discussion, home shopping, therapy

Owner: Private

Launch date: May 14, 1995

Parenting Satellite Television Network

South Charleston, W. Va.

304-746-7786

Programming: Programming, advertising and home shopping aimed at parents, guardians and grandparents

Owner: Cambridge Research Group and Motion Masters, two producers of educational material

Launch date: Second quarter 1995

The Parents Channel

Montreal

514-844-4555

Programming: Every conceivable TV genre, from talk shows to news to documentaries to soap operas, all with a parenthood slant

Owner: Malofilm Communications

Launch date: Spring 1995

The PC Channel

Denver

303-267-5500

Programming: Aimed at home com-

puter users, including magazine-style and home shopping shows

Owner: Microsoft, Tele-Communications Inc.

Launch date: Limited testing in 1995 on TCI's tv! network

Planet Central TV Network

Sant Monica, Calif.

310-458-4588

Programming: Envi-

ronmental-themed network, including entertainment and informational programs

Owner: Jay M. Levin

Launch date: First half of 1995

The Popcorn Channel

New York

212-941-2419

Programming: Previews of theatrical movies and information on where the movies are showing locally

Owner: Toronto Star owner Torstar Corp. and Canadian film and TV producer Salter Street Films

Launch date: First quarter 1995

Product Information Network

Englewood, Colo.

303-792-3111

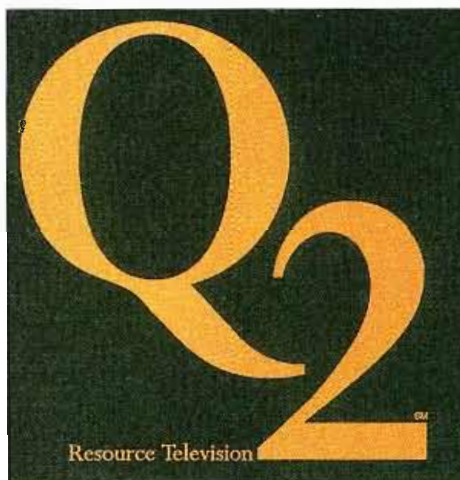
Programming: All infomercials

Owner: Jones Infomercial Networks Ltd.

Launch date: April 1, 1994

Q2

Long Island City, N.Y.



718-472-6800

Programming: QVC co-owned service with lifestyle-oriented products

Owner: QVC Inc.

Launch date: April 30, 1994



Quark

Bethesda, Md.

301-986-1999

Programming: Focus on science and technology

Owner: Discovery Communications

Launch date: Second quarter 1995

Recovery Network/Wellness Channel

Denver

303-694-5390

Programming: Live documentaries and films associated with addictive disease, chronic-illness support and terminal-illness support

Owner: Private investors

Launch date: Feb. 13, 1995

Ritmo Son

Los Angeles

310-348-3642

Programming: Younger-skewing Spanish-language music videos

Owner: Televisa (distributed in U.S. by Univision)

Launch date: May 1994

Romance Classics

Woodbury, N.Y.

516-364-2222

Programming: Movies, series and original programming with romantic themes

Owner: Rainbow Programming Services

Launch date: Late 1994

ChannelWorks: Digital's Onramp to the Information Highway

... For Cable Companies

In today's increasingly networked world, we all need the ability to share information at realtime speeds across multiple locations — not just among a few folks in a building here or there, but communitywide.

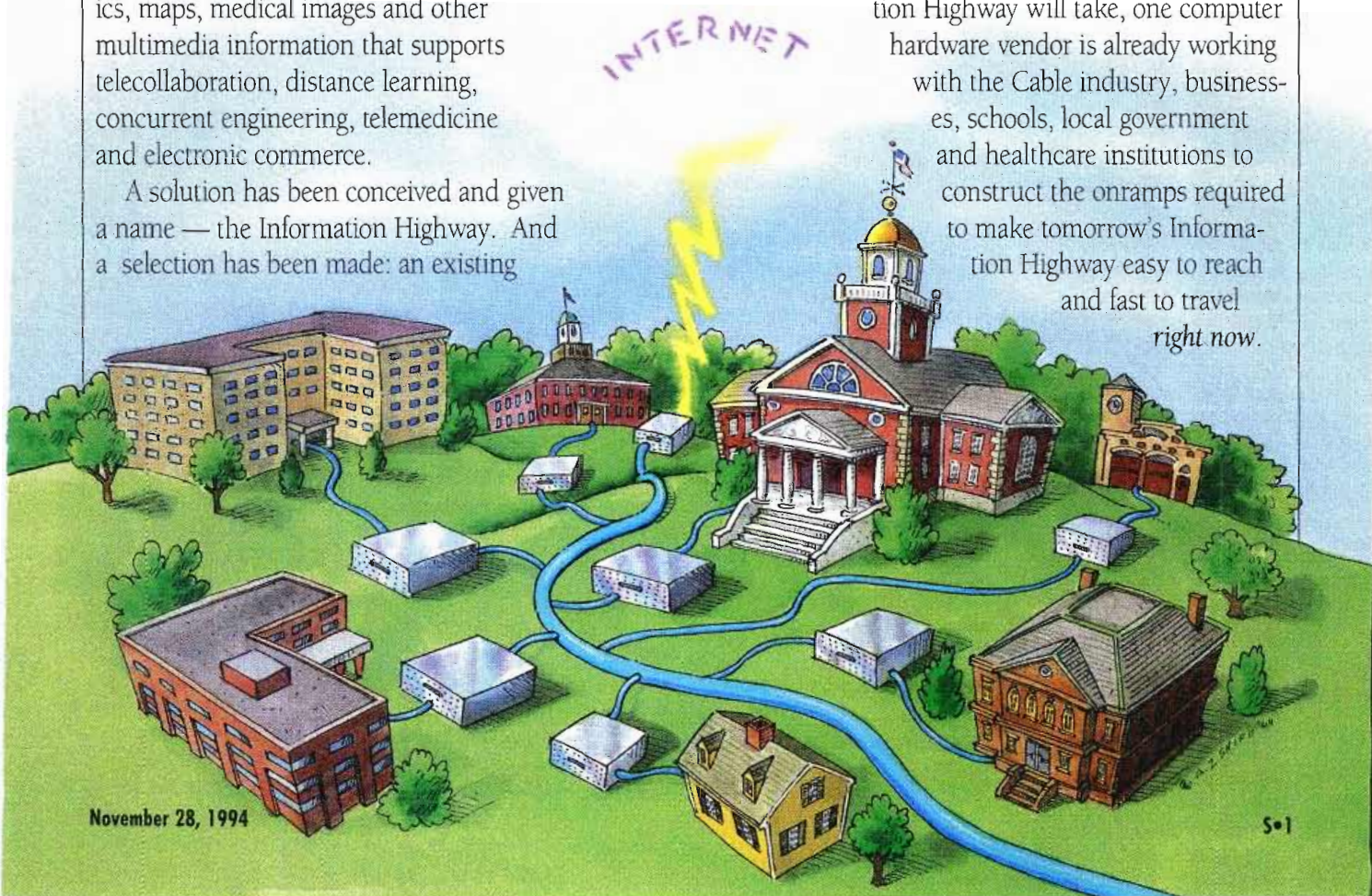
Businesses, schools, healthcare facilities and local governments need an affordable way to send and receive data-intensive graphics, maps, medical images and other multimedia information that supports telecollaboration, distance learning, concurrent engineering, telemedicine and electronic commerce.

A solution has been conceived and given a name — the Information Highway. And a selection has been made: an existing

international electronic network — the Internet — now serves as the Information Highway's starting point.

Still concept is a long way from reality. *This* highway remains rudimentary: too many bottlenecks, too few onramps.

Fortunately, help is at hand. While analysts debate what form the Information Highway will take, one computer hardware vendor is already working with the Cable industry, businesses, schools, local government and healthcare institutions to construct the onramps required to make tomorrow's Information Highway easy to reach and fast to travel *right now*.



This special report, sponsored by Digital Equipment Corporation®, explains how Digital's ChannelWorks® products are enabling easy access to the Information Highway at low cost — and how ChannelWorks offerings help even very complex information move quickly and securely.

A New Partnership: Cable, Internet and ChannelWorks

With ChannelWorks, Digital uses the existing Cable television infrastructure — which is available to nearly every building, institution and home in the U.S. and many other

countries — to bring easy, inexpensive Information Highway access and speedy Information Highway travel to organizations and, eventually, individuals.

The Internet is the Information Highway...

The Internet is often regarded as the Information Highway because of its size, its reach and its popularity — and it's growing fast. At last count, the Internet boasts more than 30 million users, connecting some 30,000 networks and three million hosts in more than 127 countries. Internet traffic more than triples every year; a new network is being added to the Internet on the average of every 10 minutes.

In departure from its defense- and



research-oriented origins, the Internet is quickly being commercialized and made more accessible to those not technically conversant with communications protocols and computer operating systems.

...But Access isn't Easy

Nevertheless, Internet access can be expensive and often slow. There's a need for a high-speed networking solution to provide access to data-intensive Internet applications such as the World Wide Web.

ChannelWorks Speeds MSU's Healthcare Delivery

Within a 15-mile radius of the Michigan State University (MSU) campus in East Lansing, MI, there are some 67 medical group practices staffed by physicians from the MSU medical school faculty. Unlike the main campus facility with its high-speed data network linking 500 computers campuswide and Internet access, the remote sites were still operating handicapped by a paper-based patient record system — an unacceptable situation that soon found MSU at TCI Cablevision of Mid-Michigan, the cable provider for the East Lansing area, searching for alternatives.

"We know that to coordinate and to be able to disseminate patient care information between our sites, we obviously can't rely on a paper-based patient record," explains Jim Siebert, chief engineer of MSU's radiology department. "It's clear that the patient medical record has to be computer-based and that the record then becomes part of the healthcare provider/patient interaction. But, at the same time, the complexity of that information implies a graphical application, with a graphical interface, the imaging of lab results and radiology, as well as a fundamental requirement of very fast response times. In fact, rapid response times are mandatory."

TCI then approached Digital Equipment Corporation to participate in the testing of Digital's ChannelWorks product. A high-speed bridge/router that supports access to the Internet, the ChannelWorks product family operates at speeds high enough to allow for the cost-effective sending of complex pictures, graphs and huge blocks of information.

According to John Liskey, TCI director of public affairs, TCI approached Digital because it had recently upgraded the East Lansing area with a newly rebuilt fiber optic system. For MSU, the coincidence would turn out to be a way to dramatically upgrade its communications capabilities while simultaneously taking steps towards improving efficiencies in healthcare delivery and hopefully help reduce healthcare costs.

"It seemed like a good place to do a field test," recalls Liskey. "We had the right environment. MSU had asked us to see what we could do to help them expand their communications ability off-campus and with ChannelWorks and our fiber optic network, it looked like we had the right technology to do it. We also thought it was important to try to apply technology to the problem of trying to constrain rising

healthcare costs. Altogether, it made the MSU selection an obvious choice."

On July 1994, the MSU clinical center and one of its off-campus facilities established a communications link using both coaxial cable and fiber optics for high-speed data transmission.

"The reliability is incredible," reports TCI's Liskey. "The only failures were man-made; ChannelWorks worked flawlessly."

MSU director of computer labs, Lew Greenberg, agrees with Liskey's assessment of ChannelWorks' near-perfect performance and also sees exciting opportunities throughout the MSU community.

"This test proved that the basic concept we had of ChannelWorks works very well," says Greenberg. "It performed quite reliably, with remarkably few failures; it's been a dependable mechanism for communicating between our remote sites and the campus." Greenberg views access via cable to high-speed communications to the Internet as a "big advantage" of ChannelWorks. And he adds, "high-speed connection is going to get more important because of hyper-media applications. The effect of high-speed video pictures on the educational process will be profound."

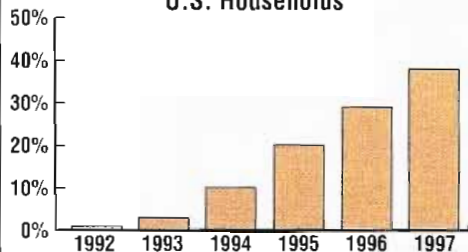
In fact, Liskey has already been witness to the exciting opportunities ChannelWorks brings to the classroom.

"The thing that really opened my mind to ChannelWorks," notes Liskey, "is that it makes the Internet come alive. With ChannelWorks you are no longer limited to text; anyone can download pictures and graphics. Telephone modems are too slow and inefficient. Thanks to ChannelWorks, TCI Cable and Internet the world can come to a fifth-grade classroom. I've watched fifth-grade students listen to East Texas frogs and then switch to Harvard's gopher sewer to learn about wetlands. They have even viewed the Mona Lisa at the Louvre in Paris. They love the instantaneous access this technology provides."

And what of the future of high-speed data communications systems in medicine? According to Siebert, they're mandatory in the new age of medical service and delivery. "High-speed data communication channels are a fundamental requirement and core infrastructure necessary to support healthcare delivery."

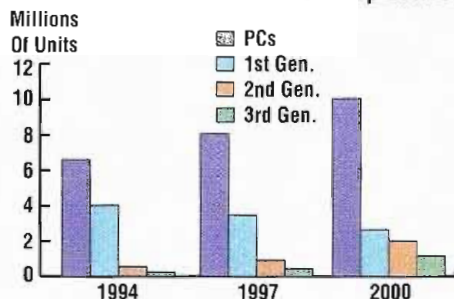
Opportunity Knocks...

**Multimedia PC Penetration
U.S. Households**



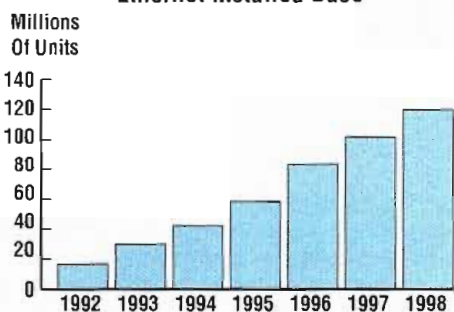
Source: Link Resource, 1994

Forecast Sales of PCs and Set Top Boxes



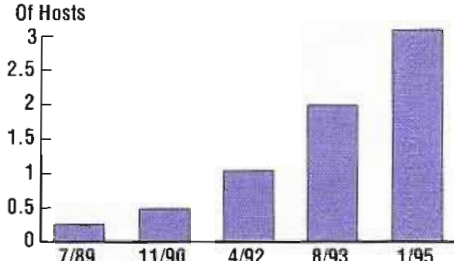
Source: Insight Research, July 1994

Ethernet Installed Base



Source: International Data Corporation, 1994

Internet Host Growth



Source: Boardwatch, 1994

...Personal computers are fast becoming ubiquitous while interest in Cable TV set-top boxes slides as both organizations and individuals opt for the PC to do their interactive data communications.

...meanwhile, high bandwidth LANs continue to mushroom in response to organizational information needs

...and the demand for Internet access explodes!

Until now, such access has been available only via costly leased telephone lines, putting Internet services beyond the reach of most potential users.

And until recently, accessing the Internet required specialized knowledge of the UNIX operating system and the TCP/IP communications protocol. Now, however, there are several graphically-oriented, user-friendly Internet interfaces, which are triggering dramatic expansion of the Internet user base and increasing demand for high-bandwidth Internet access. New software capabilities — such as those available from Gopher, Wide Area Information Servers (WAIS) and the World Wide Web — are attracting customers who are not network-literate.

In addition, information content is itself becoming more data-intensive and more multimedia-oriented as the Internet embraces new types of uses and users, including telecommuting, electronic commerce, local area network (LAN) interconnection, education, municipal networking and access to online services.

Needed: The Bandwidth and Communitywide Access of Cable

Such rich information content and easy-to-use, graphical interface software requires, for the sake of optimum functionality, that the Internet be accessed using higher bandwidth communications technology. Otherwise, users simply cannot experience dynamic interactivity on the Internet.

Fortunately such high bandwidth is in place already and available for remarkably little technological tinkering — or, for some, maybe none at all. Today's Cable television system infrastructure has the capability of providing the higher bandwidth required by both Internet users and service providers.

As Internet traffic volumes continue to grow at rates approaching 25% per month, it's clear that new means of high-bandwidth access to the Information Highway are essential. Currently installed Cable TV infrastructure promises optimal Internet access at competitive prices — and more...

ChannelWorks: Cable and the Internet Together

ChannelWorks is a family of products that provides high-speed, distributed multimedia networking across a community or metropolitan area using the existing Cable television infrastructure.

What Does ChannelWorks Offer?

ChannelWorks affords fast, competitively-priced access to the many opportunities available on the Information Highway. That's because ChannelWorks delivers:

- *High-speed distributed bandwidth* capable of transmitting data, graphics and images at speeds equivalent to



Ethernet over a metropolitan area.

- *A less expensive alternative* to currently available metropolitan area network (MAN) solutions.
- *Less expensive Internet access* for multiple sites across a community.

The ChannelWorks Bridge

Digital's solution for connecting local area networks via Cable television is called the ChannelWorks Bridge.

This product brings the power of client/server distributed computing to all systems linked to it. How? By interconnecting existing standard Ethernet LANs into subnetworks. The ChannelWorks Bridge does this by establishing a Cable network backbone that expands Ethernet capability from 3.5 kilometers to 112 kilometers (70 cable miles).

Operating on any two 6 MHz standard cable channels, the ChannelWorks Bridge transmits and receives at a rate of 10 Mbps. Its transmit frequency range, from 10 MHz to 174 MHz, includes a total of 28 channels, while its receive frequency range (54 MHz to 550 MHz) includes a total of 83 channels, providing maximum flexibility

for the Cable company that offers this service to its subscribers.

The ChannelWorks Internet Router

Another ChannelWorks product, the ChannelWorks Internet Router, also provides bridged community high-bandwidth connectivity as well as access to other communities globally via the world's largest public data network (and the Information Highway here apparent), the Internet.

With similar capabilities to the ChannelWorks Bridge, the ChannelWorks Internet Router provides the unique capabilities of both Ethernet bridging across the community and routing to the Internet.

Like the ChannelWorks Bridge, the Router links digital multimedia networks at roundtrip distances of up to 70-mile segments over the existing Cable TV infrastructure.

And the ChannelWorks Internet Router also affords high-speed access to data-intensive Internet services, creating a security firewall at each router site.

One ChannelWorks Internet Router is needed per customer site and one translator must be installed at the Cable company headend. This RF translator, which uses independently-selectable transmit and receive frequencies, links the forward and reverse channel, creating two-way interactive connectivity in the Cable infrastructure

(this is required only for single-cable plants).

Who Can Use ChannelWorks?

With ChannelWorks, not only will businesses and institutions have shared high-speed access to the Internet — enabling rapid access to data-intensive graphics and multimedia information on the Internet — they'll also have shared high-speed access to each other. This offers significant advantages to many kinds of organizations, including:

- **Commercial enterprises.** Linked by an affordable, versatile, fully-meshed (rather than point-to-point) MAN, businesses using Digital's ChannelWorks Internet Router can save time and money thanks to easy access to Internet repositories of economic, business and market data and better communication with customers, partners and suppliers. It all adds up to improved productivity, more efficient business processes and better competitive positioning.

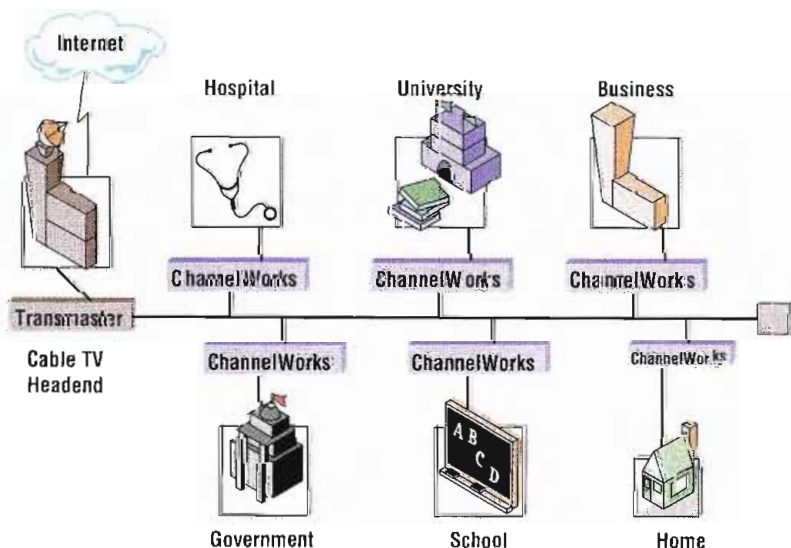
- **Networked educational systems.** Educational institutions are seeking new ways to deliver educational material and streamline administrative processes. With Digital's ChannelWorks Internet Router, schools can access databases and libraries and offer students easy access to today's user-friendly Internet services — like the World Wide Web and WAIS — thus enriching curricula, supporting distance learning, expanding community services and conserving budget resources while boosting responsiveness and productivity.

- **State and local governments.** The ChannelWorks Internet Router enables governments to benefit from low-cost networking of municipal facilities and remote offices as well as access to public information — such as the U.S. Federal budget and political party bulletin boards — via the Internet.

- **Healthcare facilities.** With the ChannelWorks Internet Router, healthcare institutions can instantly and easily exchange digitized X-rays, CT scans, MRI data and other multimedia records. ChannelWorks enables telemedicine with the transfer of patient records and remote diagnosis.

- **Public utilities.** More accurate property recordkeeping, sophisticated environmental studies, timely service delivery and improved planning can result from utilities' use of Digital's ChannelWorks Internet

An Example Of A ChannelWorks Network



Source: Digital Equipment Corp.

Router to access a networked Geographic Information System (GIS).

ChannelWorks: The Future is Now

Right now, ChannelWorks enables today's existing Cable television infrastructure to provide improved Internet access to organizations and institutions for less cost. Those using ChannelWorks enjoy several advantages:

- ChannelWorks furnishes economical higher-speed access.
- ChannelWorks provides a one-box solution for business and institutional access to the Internet via Cable TV.
- ChannelWorks extends communitywide MANs across the country and around the world via the Internet.
- ChannelWorks offers shared high-speed access to data-intensive, user-friendly, graphics-based tools and databases, such as the World Wide Web.
- ChannelWorks embodies a high-speed symmetrical design optimized for those who want to provide as well as consume database content.

The Benefits of ChannelWorks for Information Highway Travelers

ChannelWorks can make a significant bottom-line difference for those using — or planning to use — the Information Highway to interact with customers, off-site employees, students and patients, to deliver information, to access data, to accurately maintain multiple-source, frequently-changing records. That's because ChannelWorks delivers:

- **Increased performance.** Transmitting data via ChannelWorks rather than over traditional leased T1 lines offers more than six times the performance because it can transmit 10 megabits per second, rather than the 1.5 Mbps that T1 lines carry.
- **Cost savings.** ChannelWorks generally pays for itself in a year. By sending data over Cable, ChannelWorks could be used to eliminate the expenses of leased lines. A T1 line, for example, typically costs about \$500 per month for service charges alone. So connecting four users in a network with

Today's ChannelWorks Product Family At-A-Glance

	Any 6MHz channel pair	Frequency Agile 10MHz to 550MHz	Extends LAN to 70 Miles	Standards compliant	10MB/ Ethernet	Managed by SNMP	TCP/IP Routing
ChannelWorks Bridge	✓	✓	✓	✓	✓	✓	
ChannelWorks Internet Router	✓	✓	✓	✓	✓	✓	✓

Source: Digital Equipment Corp.

Digital & The Internet

The Internet is now open for business, and Digital Equipment Corporation is in the forefront in helping customers to use it to do business.

Today, the company is building a broad set of Internet-related products and services — sharing what it has learned from its own creative use of the Internet, making all its platforms Internet-ready, working with industry groups such as CommerceNet, and forming partnerships with such companies as Mosaic Communications and Open Market, Inc. to provide solutions for customers.

As part of its own operations, Digital is a major publisher on the Internet, making a wide array of product information available to Internet users. This includes search capability as well as hypertext links to enable customers with World Wide Web capability to point-and-click their way smoothly from one document to another, following threads of thought and interest.

In addition, electronic newsletters and newsgroups deliver information on a regular basis to customers who want it. Digital is also beginning to use the Internet to deliver service information and software patches to customers and as a direct channel through which customers can order products.

Digital sees the Internet as a cost-effective way to work closely with customers and partners. This includes making Alpha computers available for remote access over the Internet. In this first-in-the-industry program, potential customers and third-party software developers can log on for free and see how their own applications would run in the new environment. Some have even used these machines for development work and to port their existing applications to the Alpha platform.

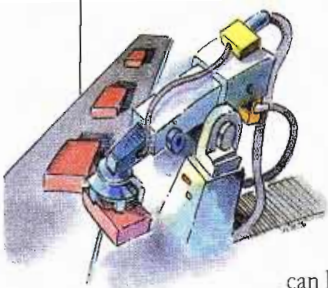
And the expertise that Digital gains in using the Internet for innovative business purposes provides the experience necessary to help customers take advantage of unique Internet opportunities in their own industries.

Digital's involvement with the Internet began with research and has evolved to marketing, sales and service. Digital has been in the forefront in developing applications for the Internet, which serves as an enormous testbed for concepts in global multivendor networking.

Digital set up systems to act as major relay points for the receipt and forwarding of newsgroups for the Internet community and also set up a repository on a complex of computers in Palo Alto, CA known as "gatekeeper." Here the company makes available to the Internet community public domain software and information on a wide array of business and nonbusiness topics. Internet users can readily search and access this information using the latest tools, such as Wide Area Information Servers (WAIS) and the World Wide Web. The resources on gatekeeper act as a magnet, drawing large numbers of users, which tests the capacity of the systems and challenges researchers to develop new ways to make this information easier to find and to make accessible by even larger numbers of people.

Today, Digital is one of the heaviest users of the Internet, taking advantage of its information resources as well as its communications capabilities. Internally, the company has over 40,000 TCP/IP nodes connected. Every employee in the company has the ability to send and receive electronic mail with customers and partners. In a typical month, over two million mail messages pass through Digital's Internet gateways. And internal use of the World Wide Web for access to internal and global information resources is growing rapidly.

To find out how to connect to the demo Alpha systems and to Digital's marketing information on the Internet, send email to info@digital.com.



leased lines, using six leased lines, thus would cost around \$3,000 per month. But ChannelWorks

can be implemented at lower rates than T1 — and additional users can be added with minimal costs, since they're sharing the bandwidth.

• **Distributed networking.** With ChannelWorks, a network can be configured in a distributed instead of a point-to-point fashion, which improves data transmission effi-

ciency and makes the network easier to manage.

• **Adherence to standards and protocols.**

To ensure that it's an open solution, ChannelWorks conforms to all relevant standards, including TCP/IP, RIP1 routing protocol and IEEE's spanning tree protocol and Ethernet standards. ChannelWorks also supports all data types and protocols and complies with Cable television industry standards. Digital's support of standards-setting has prompted the company's membership on the IEEE 802.14 Cable TV Protocol Working Group, which is developing standards for tomorrow's broadband communication over two-way Cable TV systems.

• **Easy management.** Because they adhere to the Simple Network Management Protocol (SNMP), the de facto industry standard for managing networks, and because they include a console port for remote diagnostics, ChannelWorks products are easy to manage.

• **Investment protection.** Since they're based on accepted industry standards and are easy to manage, ChannelWorks products interoperate with other standards-based networking products, so an organization's investment in them is protected. In addition, ChannelWorks products interoperate with each other, furnishing more flexibility for those who want to combine use of ChannelWorks Bridges and ChannelWorks Internet Routers. What's more, Digital plans future ChannelWorks products, including those for individual personal computer users.

Internet: Evolution Of An Information Highway

The Information Highway is no longer a dream. Although there's much debate about the specifics of its shape and dynamics, the Information Highway is here now, and although the traffic isn't as heavy as it soon will be, more and more information travelers are discovering that the Internet is the fastest way to achieve immediate and dynamic communication with millions of other people all over the world and to access a vast and remarkable collection of rich databases.

All this didn't just happen. It began some 20 years ago, when the U.S. Defense Advanced Research Projects Agency (DARPA) funded research to develop a set of networking standards so that its researchers, distributed in many types of facilities with an assortment of computers, could communicate. The result was what's now called TCP/IP. In the late 1970s, DARPA also implemented the ARPANET, which offered both point-to-point connections as well as packet-switched communications via radio and satellite links.

In the early 1980s, Ethernet local area networks (LANs) proliferated. These typically linked UNIX workstations — and UNIX workstations came with TCP/IP. Organizations began to link their Ethernet LANs with the ARPANET, since they both used TCP/IP.

In 1986, the National Science Foundation founded NSFnet, which connects the networks centered around NSF's six supercomputers into a network backbone that ties into the ARPANET. Other regional networks were developed to tie together major research and scientific institutions into similar backbones — all using TCP/IP, all linked to the ARPANET. The Internet was born.

In January 1993, the NSF awarded \$12 million in grants to several companies to create a formal commercial fee structure for the Internet and to make access easier for business and home users.

Today, the Internet has evolved from a loose federation of networks into an entity with a character all its own. There is no central management, but rather a group of organizations staffed by volunteers who steer its activities. Notable among these are the Internet Society, which appoints the Internet Architecture Board (IAB); the latter oversees the technical management and direction of the Internet. A third group, the Internet Engineering Task Force (IETF), offers users a chance to voice concerns about operational and technical issues.

The commercialization of the Internet has opened the door of opportunity to the largest information network in the world. Internet traffic more than triples annually, while new networks are being added once every 30 minutes. Many Internet service providers have emerged, and more are sure to follow, as demand for access to the Internet's wealth of multimedia, data-intensive information intensifies. Digital's ChannelWorks products are designed so that both Internet users and Internet service providers can use today's existing Cable television infrastructure to enjoy low-cost, fast-speed Internet access.

The Internet is coming soon to a screen near you. Don't be the last one to find out.

The Benefits of ChannelWorks for Cable Companies

Digital's ChannelWorks also opens a window of opportunity for Cable system operators. As new subscriber growth ebbs and as government rate regulation nips at revenues, Cable operators are looking for new sources of revenue from new kinds of Cable-delivered services. The promise of easy, competitively-priced access to today's Information Highway will attract new Cable subscribers and launch an entire new growth surge with a completely new set of Cable-based services.

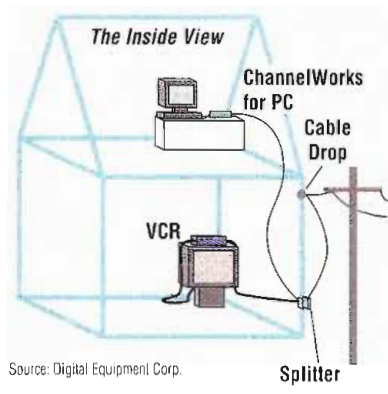
Cable operators can deliver such Information Highway services with ChannelWorks because it provides:

• **Additional separate revenue streams.**

Because data can run alongside existing entertainment channels without network disruption or interference, ChannelWorks enables Cable companies to take in additional revenue from businesses looking for high-bandwidth communications at lower costs than T1 leased lines. Data traffic can also run on institutional networks (I-Nets) in the public sector, specifically for business use.

• **Frequency agility.** ChannelWorks products use any standard 6 MHz channel pair from 10 MHz to 550 MHz. Thus Cable operators can slot data traffic wherever there are open or underused channels — without disrupting current channels or current revenue streams.

Coming Soon: ChannelWorks Desktop Modem



Source: Digital Equipment Corp.

- **Minimizing costs.** Because ChannelWorks products interoperate with each other, any combination of them can be used by Cable operators to meet the needs and demands of their subscribers and to optimize the use of each channel dedicated to providing communitywide Ethernet-style

networking and Internet access.

- **Security.** Multiple users can be allowed in the same RF channel while maintaining their privacy.
- **Support for single and dual Cable plants.** Private broadband plants in campus and industry environments can also use ChannelWorks products.

What's Needed to Get Started

Implementing ChannelWorks is simple and inexpensive. Here's all that's required:

- One forward and one reverse Cable TV channel.
- One ChannelWorks Bridge or Internet Brouter per organization site.
- One translator per Cable plant headend (if the Cable system uses single-cable).
- Diplexors (dependent on the Cable plant).

Of course, Digital and its authorized representatives will work with Cable operators and organizations in the user commu-

nity to create a network that's easy to implement and easy to use.

Coming Soon: ChannelWorks at Home

Later, ChannelWorks will enable individuals to hook up to the Internet via the same lines that bring Cable into their homes. When it becomes available, the ChannelWorks desktop modem will:

- Enable direct access from a PC or a Macintosh to a ChannelWorks Cable network at a standard 10-Mbps Ethernet speed.
- Be designed for small business, home-based professional and telecommuting desktop computer users who need Ethernet access to other systems, including the Internet.
- Provide 1,000 times more bandwidth than traditional modems.
- Be aimed at the needs of Internet multimedia service providers and consumers.

ChannelWorks Links Hawaiian Schools

Making sure that students get good access to educational resources is important in Hawaii — even if those students live in a school district that includes 360 schools located on six islands separated by the Pacific Ocean. Perhaps more than most school systems, Hawaii's has invested in communications networks. The islands' schools are connected by a combination of microwave backbone, telephone lines and fiber optic cable. But the price tag is high.

Currently, most of Hawaii's schools are networked with leased lines. The system's microwave backbone supplies a T3 capability, 28 T1 channels, which doesn't meet existing needs.

Leased lines, says Kyuaghak J. Kim, director of network support services for the state of Hawaii's department of education, "are expensive and they don't really provide us with the bandwidth we need for the applications we'd like to run on the network. We needed a high-bandwidth, high-speed network. With the telephone company, that would have meant a T1 line for every school, which would have been very expensive. We were looking for an alternative."

They found it with Digital's ChannelWorks. Now Hawaii's students have quick, easy access to each other — and the world.

Digital is working with Time-Warner Cable TV, the Hawaii Department of Education and Convergence Systems Inc., an authorized reseller of ChannelWorks products, to create a network that will bring distance learning to Hawaiian schools as well as help speed routine tasks like maintaining attendance records.

Thanks to ChannelWorks, Hawaiian students are already using the Internet for collaborative learning with schools on the mainland, accessing images from weather services, maps, and information from libraries and universities.

"They go out on the network and get experts on the mainland and their peers on mainland schools," comments Kim. "The main thing ChannelWorks has provided students is the ability to effectively communicate with other students in other parts of

the country and the world, and the capability to access resources available in other places."

The ChannelWorks solution has sped up Internet access considerably at Hawaii's schools: sending a message from the University of Hawaii to the mainland and back can now be completed in seven or eight seconds — which is 100 times faster than what was possible on phone lines.

ChannelWorks, reports Kim, "is an equalizer in terms of funding and educational programming." He believes ChannelWorks is a more effective way to utilize resources and cites an example of distance learning: "We don't have too many science teachers or math teachers, so it's impossible to have, let's say, a physics teacher and a calculus teacher in a remote school on Molokai. But through the network, we can have students in Molokai participating in lessons conducted on Oahu."

The school district is using ChannelWorks for other things, too. Recently, videoconferencing was tried, an effort that "went very well," according to Kim, who notes that "once these types of things become pervasive, the students will be using desktop videoconferencing with their peers, with experts on the mainland and with the world."

Future plans include an integrated online catalog for the school system's libraries and the transfer of reference materials throughout the state. The network will allow teachers and administrators to hold videoconferences, too.

Hawaii's schools have been working closely with Oceanic Cable, a Time-Warner subsidiary that is aggressively upgrading its cable network and installing ChannelWorks products at each upgrade stage. The school district will be working with Cable companies on all the islands to link schools via ChannelWorks. All the Cable companies involved with the Hawaii school system's network appreciate the benefits of providing new services and see payoff in their new, heightened profile. As they increase their community involvement, the Cable companies are also seeing more requests from businesses for commercial access to their new networking capabilities.



Today, Digital is deploying ChannelWorks worldwide. ChannelWorks Bridges and Internet Routers are currently installed

with top Cable companies worldwide. Digital is partnering with these providers as well as with user organizations to lead the way up the onramp to the Information Highway.

With ChannelWorks, businesses, government, schools and other institutions can enjoy the many benefits of new services and faster and more effective Internet access, while Cable operators and network and service providers can reap new revenues from new business streams.

The Information Highway is here. Right now. To get on it, you need Digital Equipment's ChannelWorks Bridge or Internet Router, which will meet your current information access needs as well as those that are only now beginning to emerge.

For more information about the ChannelWorks product family, call 800-457-8211 and request a ChannelWorks information package. Or you can fax your request to 508-392-0606 or send it via the Internet to tbg@seetra.enet.dec.com.



ECnet Takes Manufacturing Interactive With ChannelWorks

One of the first broadband metropolitan area networks in the cable industry, the Electronic Commerce Network (ECnet) is beginning to transform the way products are designed and manufactured and, in the process, provide U.S. companies with an effective way for reducing overall project costs.

Utilizing Digital Equipment Corporation's ChannelWorks product and the Times-Mirror Cable network, ECnet lets users at McDonnell Douglas' Phoenix-based helicopter division transmit computer-aided drawings (CAD) images, electronic mail and other documents to its suppliers as well as connect to the many services and databases available on the Internet.

Promoters of the project consider ECnet's ability to rapidly connect prime contractors to suppliers as critical. In today's global market, they point out, competing on price and quality alone will not be enough. The next important differentiator will be speed, and reducing the lead time to procure product by dramatically reducing time spent on quoting, negotiating, and purchasing is one of the chief benefits of ECnet. And by improving productivity, companies may also reduce costs.

"We saw the need for electronic communication with our supplier base," says Phil Howie, engineering department manager at McDonnell Douglas. "In fact, we were exploring the possibilities for using interactive sessions with remote vendors. So, when we became aware of ECnet, it just seemed like a natural fit."

With McDonnell Douglas outsourcing some 85% of its product (they typically design, test, and assemble), Howie sees ECnet as a major advantage.

"With traditional paper-based CAD systems, you have a blueprint that gets hand-carried to a supplier who then reviews it and sends it back to you," explains Howie. "Electronic communication of product information completely changes that. Suddenly, you're able to transmit robust electronic designs that are clear, which reduces the amount of ambiguity in the design. Most mistakes are made between design intent and fabrication. By allowing us to transmit high-quality images, ECnet reduces the amount of interpretation and, therefore, the margin of error."

In fact says Howie, ECnet will help reduce the time spent on cycle time at every step of the way: virtually eliminating the need for mailing or handcarrying documents, lessening the amount of interpretation of design intent, and smoothing the iterative review of the product.

Because of the high bandwidth of ECnet, Howie is enthusiastic about its interactive video possibilities.

"It's not unusual for us to send a complex part to a machine shop, and then to send an engineer out to the shop to discuss some difficulty that arises during manufacturing, particularly on new products," says Howie. "With ECnet, the possibility exists of recording the entire process on video. Then we can look at the film together with the supplier, doing interactive review of the design and fabrication."

And it's not just the prime contractors like McDonnell Douglas who see advantages in ECnet's technology. Suppliers also anticipate similar benefits. And because of ECnet's link to the Internet, suppliers beyond the communitywide scope of the Times-Mirror Cable network can also be reached electronically and take advantage of the ECnet's high-bandwidth communication capabilities.

"Right now, we get a blueprint for quote, quote the print, revise the print, talk with the engineers from the contractor, review the print to verify all the information, and then try to manufacture the hardware," says Ron Boes, vice president of operations at subcontractor Tempe Precision, in describing the process.

"It can take anywhere from two days to two months," explains Boes. "Because videoconferencing would let us get into the design process up front, we could cut it to a few days."

"The same is true of CAD design drawing. We would ask the contractor for a copy, someone would generate it, mail it to us and then we would load it onto our system and start dealing with the data format errors, etc.," he says. "We would call back and start the process again. Typically, it would take three iterations of this process — ten days to three weeks. Using ECnet we did it in two-and-a-half hours."

Boes foresees other unique benefits for suppliers, including the use of an electronic library for storing specifications.

"Right now, we have 15,000-to-20,000 specifications on file that are revised once a year. Just keeping track of these is a giant task," says Boes.

ECnet has sold both McDonnell Douglas and Tempe Precision on the benefits of electronic communication and the competitive advantages ECnet can bring its users. Indeed, says McDonnell Douglas' Howie, "Our pilot is part of a much wider corporate effort to increase electronic communications and ECnet is most definitely part of that strategy."

Adds Tempe's Boes, "I feel very fortunate that we got picked as an industry to be the ECnet beta-test site. We're very excited — with realtime, true-quality videoconferencing, the possibilities are unlimited."

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SPICE AND SPICE 2

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The main menu for The Sega Channel

Sega Channel

New York

212-767-4600

Programming: Interactive videogame channel featuring Sega Genesis products

Owner: Time Warner, TCI, Sega of America

Launch date: December 1994

Showtime Networks Inc.

Five Planned Services: Showtime En Español, Showtime Family Television, Showtime Action Television, Showtime Comedy Television, Showtime Film Festival

New York

212-708-1600

Programming: Various thematic channels

Owner: SNI

Launch date: Showtime En Español, Sept. 1, 1994; Showtime Family Television and Showtime Action Television, both late 1995; Showtime Comedy Television and Showtime Film Festival, late 1995

The Singles Network

Woodbury, N.Y.

516-364-2222

Programming: Talk shows, comedy, game shows, advice shows and lifestyle segments on travel and events; interactive, regional personal ads

Owner: Rainbow Programming

Launch date: April 1995



Spice2

New York

212-941-1434

Programming: Adult PPV service that includes a home shopping element; similar in format to the original Spice with the same content guidelines

Owner: Graff Pay-Per-View

Launch date: Feb. 2, 1994

Starz!

Denver

303-771-7700

Programming: Pay-movie service with

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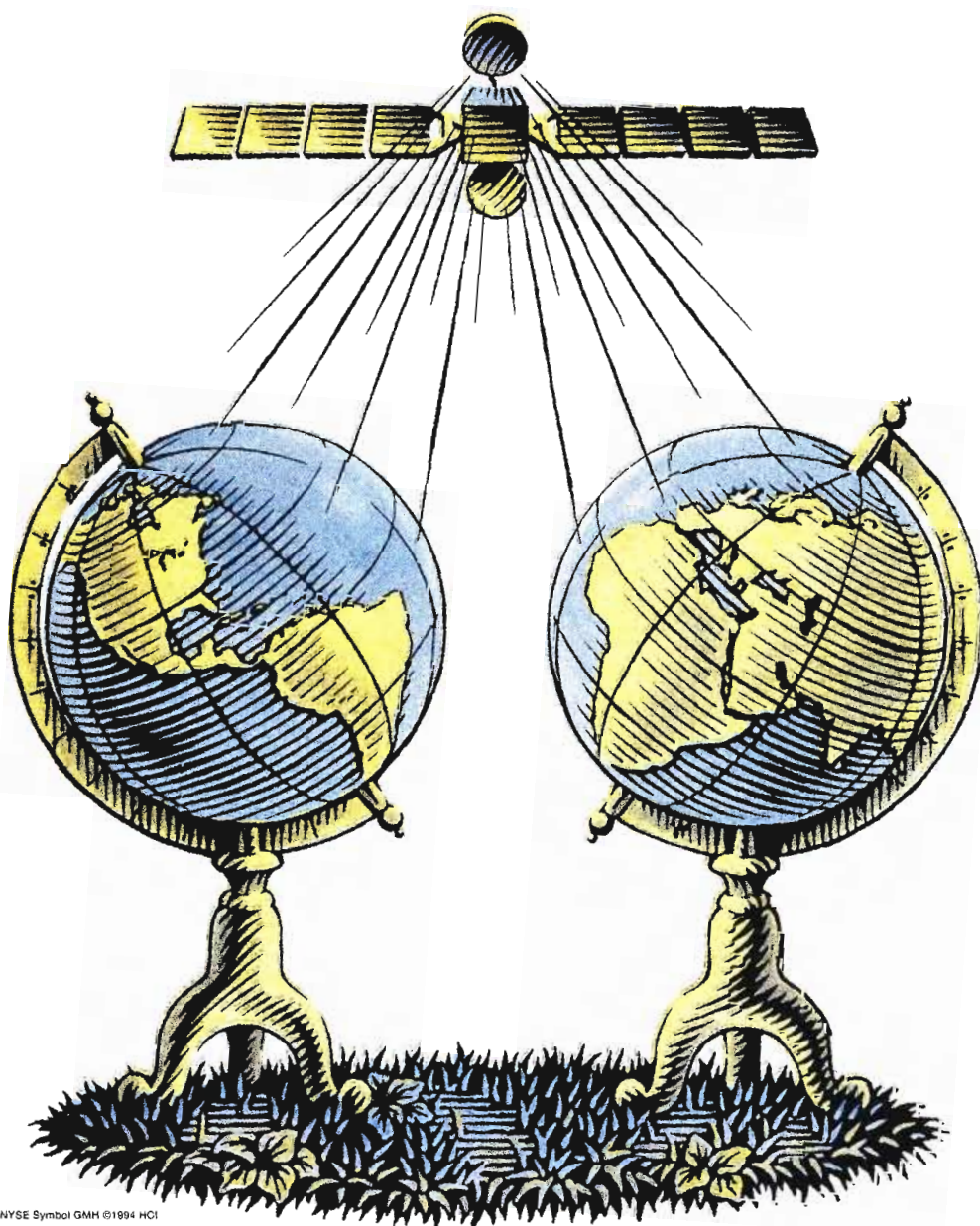
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exclusive first-run films from Touchstone (beginning in 1997), Hollywood Pictures (in 1997), Miramax, Universal Pictures, Carolco, New Line, Fine Line, BET (in 1995) and Imagine (in 1997)

Owner: Encore Media Corp.

Launch date: Feb. 1, 1994

The Talk Channel

New York

212-332-2000

Programming: Original all-talk programming

Owner: Multimedia Entertainment

Launch date: Oct. 1, 1994

TeleCompras Shopping Network

Miami

305-374-1433

Programming: Hispanic home shopping

Owner: Gabriel Martinez

Launch date: Nov. 22, 1994

Telehit

Los Angeles

310-348-3640

Programming: Spanish music video service

Owner: Televisa (company is considering other spin-off network possibilities, including an existing international news feed and a second, Caribbean-flavored Spanish-language music video service)

Launch date: First half of 1995

TeleNoticias

Hialeah, Fla.

305-884-8200

Programming: 24-hour Spanish- and Portuguese-language news service

Owner: Reuters, Telemundo, Arterial Argentina, Antena 3 (Spain)

Launch date: Dec. 1, 1994

Tele Novelas

Los Angeles

310-348-3642

Programming: 24-hour Spanish-language drama programming

Owner: Televisa (distributed by Univision)

Launch date: May 1994

Television Food Network

New York

212-398-8836

Programming: All facets of food, fit-

ness, health and nutrition

Owner: Providence Journal Co. and several other cable system operators

Launch date: Nov. 23, 1993

Television Shopping Mall

St. Petersburg, Fla.

813-572-8585

Programming: Home shopping channel aimed at upscale buyers

Owner: Home Shopping Network

Launch date: Second half of 1995

Time Traveler

Bethesda, Md.

301-986-1999



TIME TRAVELER

Programming: Historical events covered through series and special programs

Owner: Discovery Communications

Launch date: Second quarter 1995

Trax: High Performance Television

Fairfax, Va.

703-359-9870

Programming: 24-hour ad-supported service featuring motor sports, including auto and motorcycle racing and power boating

Owner: Networks Development Corp.

Launch date: 1995

Turner Classic Movies

Atlanta

404-885-4234

Programming: Commercial-free vintage movies featuring Turner Broadcasting's library of more than 8,000 movie titles

Owner: Turner Broadcasting System

Launch date: April 14, 1994

tv!

Denver

303-721-5400

Programming: A "best of" channel featuring programs from both new and established cable networks

Owner: TCI division Liberty Media

Launch date: July 15, 1994

TV Macy's

New York

212-494-1779

Programming: 24-hour home shopping channel featuring merchandise from Macy's department stores

Owner: Cablevision Systems Corp. and R.H. Macy & Co.

Launch date: TBA, pending merger of Macy's and Federated Department Stores

ViaTV Network

Knoxville, Tenn.

800-948-4288

Programming: Interactive home shopping network

Owner: RSTV Inc.

Launch date: Aug. 19, 1993

Women's Sports Network

New York

212-872-9608

Programming: Variety of women's sporting events, entertainment and information

Owner: Michael Weisman, Terry Kassel, M. Thomas Kroon

Launch date: Fall 1995

(Unnamed) Women's Sports Network

Irving, Tex.

214-401-0069

Programming: Women's sports programming

Owner: TCI division Liberty Sports

Launch date: Debuts part-time on Liberty's regional sports networks in January 1995

World African Network

Atlanta

404-365-8850

Programming: 24-hour pay TV network targeting the African-American community; original programming, movies and films

Owner: Unity Broadcasting Network

Launch date: Second quarter 1995

World Interactive Network (WIN TV)

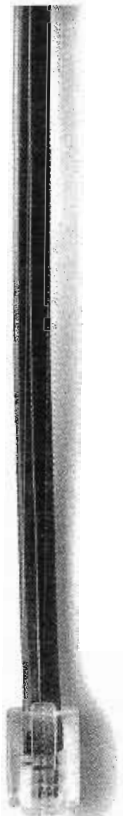
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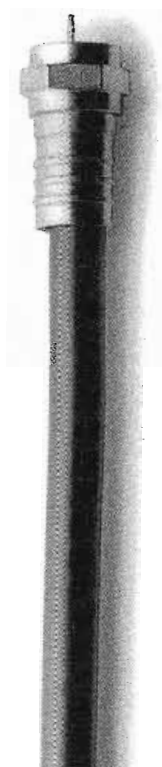
Programming: Home shopping network

Owner: Sean P. O'Keefe

Launch date: March 1995



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Interest rates may slow funding for radio

Increase expected to boost borrowing costs for investors in small and mid-sized stations

By Donna Petrozzello

The recent uptick in short-term interest rates enacted by the Federal Reserve earlier this month is not expected to seriously affect stock values or daily business in the radio industry, but analysts say it may slow trading and acquisition funding.

The Federal Reserve raised the prime interest rate three quarters of a point, from 7.75% to 8.5%, in mid-November. The Fed also increased the target rate for federal funds, from 4.75% to 5.5%, and the discount rate from 4% to 4.75%. The prime rate three-quarter-point increase was the largest in more than a decade.

The prime rate hike is expected to increase borrowing costs for industry investors mainly in small to midsize stations, but it is not expected to impact trading and new acquisitions by major radio groups, say brokers and industry analysts.

"The increase in interest rates won't have much of an impact on day-to-day business, but it may derail or slow down acquisitions," says industry analyst William Donald of Stan-

dard & Poor's. "Acquisition funding could slow down, or in some cases, be cut off."

Broker Gary Stevens says larger radio ownership groups, such as Infinity Broadcasting, Clear Channel Communications and Saga Communications, are able to obtain an interest rate through the London Interbank rate, which is often below the prime lending rate in the U.S., so they are not affected by the three-quarter-point increase.

But Stevens says the rate hike "tends to impact the small to medium-sized borrowers more because their debt tends to float above the prime rate."

Likewise, broker Glen Serafin says that if "interest rates go up, asset values will go down." Serafin says that rising interest rates may deter prospective station buyers or will force sellers to lower their asking prices to offset higher interest rates.

"Rising interest rates can only hurt station values," Serafin says. "The cost of borrowing for radio stations will go up."

Stevens says that as the cost of bor-

rowing increases for some potential buyers, buyers will force down asking prices, and sellers "may decide an offer looks good" that they previously may have considered too low.

Stevens says this trend may improve the trading business, which he says had slowed because "sellers were demanding more than buyers are willing to pay. This might jolt the market back to a sensible pricing frame."

However, industry broker Paul Leonard, managing director of Star Media Group, says that with double-digit revenue gains in most markets across the country for the last three quarters of 1994, industry trading can withstand a higher interest rate.

"While no one is embracing with a smile the increase in interest rates, most broadcasters are still basking in the success of two-digit revenue increases, which softens the blow," Leonard says. "The industry is still strong enough to absorb an increase of a point, or more. I think the overall fundamentals of the business are greater comparatively than what has happened with interest rates." ■

Radio boost from SBA?

The U.S. Small Business Administration may help to put more independent entrepreneurs into radio by approving loans for broadcast and print media owners.

Since mid-July when the SBA revoked its rules and began to allow owners of radio stations, cable television properties, newspapers, greeting cards and magazines to apply for small business loans, several loans have been approved to radio station owners.

The SBA guarantees the loans for up to \$750,000. The loans currently carry a floating interest rate of 2.75% above the prime rate.

The loans are most often approved to owners for new acquisition purchases, as working capital, to refinance debt, for the purchase of new equipment and for expansion of property.

By loosening the rules, the SBA is making radio an attractive venture, especially for first-time investors, says Katherine C. Marien, president of the Allied Capital Lending Corp. in Washington.

Marien says that first-time radio buyers traditionally have had trouble obtaining loans from banks, which pre-

fer loaning to large station groups. However, with SBA loans, individual entrepreneurs are able to take advantage of radio properties, she says.

"These loans are ideal for first-time buyers because historically, they have had to use smaller financing institutions," Marien says. "This has opened another door to first-time buyers. A source of financing that six months ago was not available, is now. I get at least two calls per week on this, so obviously there is a big appetite out there."

Some radio stations that still are prohibited from applying for and receiving SBA loans include those that are nonprofit, or which broadcast a religious format, advocate overthrow of the U.S. government or participate in illegal activities, says Mike Stamler, an SBA spokesman.

Marien said other restrictions on lending apply. The SBA cannot loan money to cash out a partner, except in rare circumstances, nor to cash out a family member from the station, she said. In addition, the SBA cannot loan money to a borrower whose station revenue totalled more than \$5 million on average in a single year during the past three years.

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NATPE Tabloid DAILIES	Jan. 24 Jan. 25 Jan. 26	Jan. 13	• Daily show developments • New program releases • Market clearances • Special events/appearances	• Room to room at major hotels • At exhibition hall

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What is fate of Sony's studios?

While denying it's considering selling them, company says 'strategic alliance' is possible

By Steve McClellan

In the wake of Sony's \$2.7 billion write-down on the value of its Sony Pictures Entertainment (comprising the Columbia and TriStar studios and other programming assets), almost universal speculation is that the Tokyo-based electronics giant will sell all or part of those assets.

The Sony response to the speculation has been to downplay an outright sale—company executives have told Wall Street analysts that they have no intention of selling—but to confirm that Sony would consider a possible "strategic alliance" with an outside company. "That is something we would be interested in," a Sony spokeswoman in New York confirmed last week.

As to whether Sony is considering specific proposals to sell a piece or pieces of SPE to partners, the spokeswoman said the company had no comment.

Another possibility, analysts say, is for the company to spin off all or part of SPE to a publicly traded entity. "Raising more capital [for the studios] is a serious need and a serious option," says Harold L. Vogel, first vice president, Merrill Lynch & Co. "It's the nature of the filmed entertainment business that even with this write-down, you have to spend a lot

more money just to get back on track."

The write-down, which reduces the value of SPE from \$5.8 billion to \$2.7 billion, is simply one step for an entertainment group that has a long way to go to recovery. Michael P. Schulhof, president, Sony Corp. of America, says that additional corrective steps—including staff cutbacks, the consolidation of Columbia and TriStar marketing and distribution units, and other "cost management improvements"—already have taken place.

But the bottom line, analysts say, is that the company simply has to make hit films. And the pressure for that to happen will fall to a large extent on Jeff Sagansky, the former CBS Entertainment president who recently joined SCA as executive vice president, reporting directly to Schulhof.

The \$2.7 billion write-down was applied to the company's second fiscal quarter ended Sept. 30. The write-down resulted in a net income loss of \$3.2 billion for the same period.

The company says that the losses had no impact on other ongoing operations of the parent company. Analysts agree that the impact on the company's non-entertainment operations will be minimal unless SPE continues to gush red ink at the rate that occurred before the write-down. ■

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Changing Hands

This week's tabulation of station and system sales

WGPR-TV Detroit □ Purchased by CBS Inc. from WGPR Inc. (George Mathews, president) for \$24 million (see BROADCASTING & CABLE, Sept. 26). WGPR-TV is independent on ch. 62 with 759 kw visual, 75.9 kw aural and antenna 970 ft. Filed Oct. 27 (BALH941031GE).

WRKL(AM) New City and WRGX-FM Briarcliff Manor, both New York □ Purchased by Odyssey Communica-

tions Inc. (Stuart Subotnick and Michael Kakoyiannis) from West Land Communicators Inc. (Barbara Lewis, president) for \$4.5 million. Principal of **buyer** owns WSTC(AM)-WKHL(FM) Stamford, Conn. **Seller** has no other broadcast interests. WRKL has news/talk format on 910 khz with 1 kw. WRGX-FM has AC/rock format on 107.1 mhz with 3 kw and antenna 325 ft.

WQUL-FM Griffin, Ga. □ Purchased

by Atlanta Acquisition Inc. (Alfred Ligins, president) from Design Media for \$4.5 million. **Buyer** owns WOL(AM) Washington, and WMMJ(FM) Bethesda and WWIN-AM-FM/WOLB(AM)-WERQ-FM Baltimore, both Maryland. WOL-FM has solid gold hits format on 97.7 mhz with 4.4 kw and antenna 380 ft. Filed Nov. 3 (BAPLH941103GG).

WHTO-FM Muncy (Williamsport), Pa. □ Purchased by Williamsport SabreCom Inc. (Paul Rothfuss) from Pro Marketing Inc. (Victor Michael Jr.) for \$1 million. **Buyer** owns WHDL(AM)-WPIG-FM Olean, N.Y. **Seller** WCLI(AM)-WNKI(FM) Corning, N.Y., and WIKN(FM) State College, Pa. WHTO-FM has AC/CHR format on 103.9 mhz with 1.3 kw and antenna 460 ft. *Broker: Media Services Group.*

KKLL-FM Webb City, Mo. □ Purchased by West Group Broadcasting Ltd. (Carole Johnson, LP) from Don and Gail Stubblefield for \$310,000. **Buyer** has no other broadcast interests. **Seller** owns KKLL(AM) Joplin, Mo. KKLL-FM has Christian format on 110 khz with 5 kw. Filed Oct. 31 (BALH941031GE).

Proposed station trades

By dollar volume and number of sales

This week:

AMs □ \$161,000 □ 1
 FMs □ \$5,822,000 □ 4
 Combos □ \$4,800,000 □ 2
 TVs □ \$24,050,000 □ 2
 Total □ \$34,833,000 □ 9

So far in 1994:

AMs □ \$123,919,636 □ 153
 FMs □ \$788,030,022 □ 300
 Combos □ \$2,221,672,119 □ 144
 TVs □ \$2,522,392,834 □ 76
 Total □ \$5,656,014,611 □ 673

WSFC(AM)-WSEK(FM) Somerset, Ky. □ Transfer of control of First Radio Inc. from Gene Robinson, Vincent Cheshire and Cy Waddle to G. Nolan Kenner for \$300,000. **Buyer** and **seller** have no other broadcast interests. WSFC has talk format on 1240 khz with 790 w. WSEK has C&W format on 97.1 mhz with 27.5 kw and antenna 369 ft.

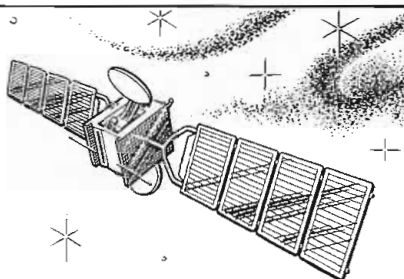
WNJC(AM) Washington, N.J. □ Purchased by Forsythe Broadcasting Co.

(John Forsythe, president) from Thomas Graves, court-appointed trustee for Vineland Broadcasting Inc., for \$161,000. **Buyer** and **seller** have no other broadcast interests. WNJC has country format on 1360 khz with 1 kw and CP for 5 kw. *Broker: Hickman Associates.*

CP for ch. 48 Jonesboro, Ark. □ Purchased by Agape Church Inc. (H.L. Caldwell, pastor) from Arkansas Rural Television Co. (Paula Pruett, president) for \$50,000. **Buyer** owns KVTN(TV) Pine Bluff and KVTH(TV) Hot Springs, both Arkansas. **Seller** has no other broadcast interests. Filed Oct. 28 (BAPCT941028KF).

KQEP(FM) Rock Valley, Ia. □ Purchased by QB Broadcasting (Alan Quarnstrom, president) from Robert Mason for \$12,000. **Buyer** owns WKLK-AM-FM Cloquet, WMFG-AM-FM Hibbing, KLXK(FM) Duluth, KYRS(FM) Atwater and KSCR-AM-FM Benson, all Minnesota, and WHSM-AM-FM Hayward, Wis. **Seller** has no other broadcast interests. KQEP has C&W music/talk format on 106.9 mhz with 3 kw and antenna 328 ft. Filed Nov. 9 (BAPH941109GE).

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BY THE NUMBERS

BROADCASTING

Service	Total
Commercial AM	4,923
Commercial FM	5,070
Educational FM	1,708
Total Radio	11,701
Commercial VHF TV	559
Commercial UHF TV	598
Educational VHF TV	123
Educational UHF TV	240
Total TV	1,520
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

CABLE

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

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

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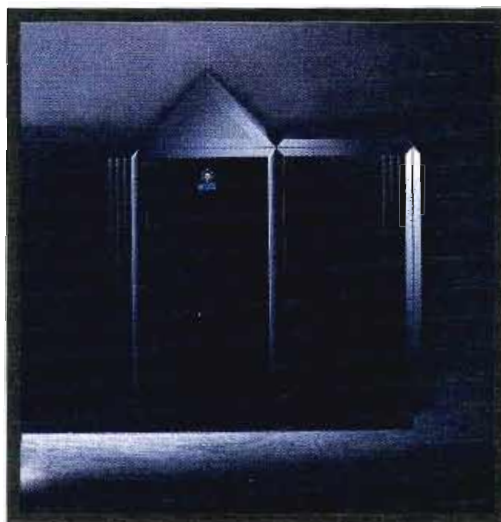
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Petitions threaten AM band expansion plan

Stations say they were passed over for others with higher FCC rankings

By Chris McConnell

AM radio stations have hit some bumps on their road to the expanded AM band.

The FCC AM Radio Branch last week had logged 16 petitions asking the agency to reconsider the expanded-band allotment plan. But if even one petition is granted, it might upset the entire 79-station allotment plan, says AM Branch Chief Jim Burtle. "It's a big domino effect," Burtle says.

The petitions are directed at the commission's choice of 79 stations to migrate to the expanded AM territory between 1605 and 1705 khz (BROADCASTING & CABLE, Oct. 24). FCC staff members last year ranked 688 stations that sought to make that move. The FCC list was based on which stations would most improve broadcasting conditions in the existing band by leaving.

Several stations now claim that they were passed over by the allotment plan. First State Broadcasting, for instance, complains in its petition that its WKEN(AM) Dover, Del., was ranked 71 of the 688 stations, yet failed to make the cut for the 79-station allot-

ment plan. Similarly, Marranatha Ministries Foundation filed a petition after its WGYJ(AM) Atmore, Ala., was ranked 13 on the first list, but did not appear on last month's allotment table.

"Marranatha Ministries Foundation already began making expansion plans based upon the information previously released by the commission," the company's petition says. "Someone else was given that frequency, which we could utilize," says Dan Alpert, a Washington attorney representing the foundation.

Commission staff members say that their first list was not a final ranking, but rather was a list of the order in which stations would be considered for the expanded-band move. After ranking the stations' "improvement factors," staff members reviewed the list and applied a series of additional factors, such as frequency relationships with existing stations and agreements with Canada and Mexico.

Burtle says stations were not competing nationally for the expanded band slots but with stations in their local area, which explains why some

stations with lower ratings made the list ahead of higher-scoring stations.

Other stations are objecting on different grounds. Faircom Flint Inc. says the FCC violated administrative rules by not notifying its WFNT(AM) Flint, Mich., that it was not on the allotment list. Mt. Wilson FM Broadcasters maintains that its KOJY(AM) Costa Mesa, Calif., should have qualified for automatic inclusion as a "category-one station."

Stations qualify for the preferential ranking if they are the only daytime stations reaching a market of 100,000 or more people.

"It's a flat refusal to follow the mandate of Congress," Saul Levine, KOJY president/general manager, says of the allotment plan. He is prepared to take his objections to court if the FCC does not grant his petition, he says.

FCC staff members say KOJY's transmitter falls outside the area covered by the category-one criteria. Burtle says that the branch will consider KOJY's and others' petitions on a case-by-case basis. The petitions still are being evaluated, and it is not known how long the review will take. ■

Cutting Edge

By Chris McConnell

PanAmSat says it no longer will have to await Intelsat review of its applications before offering satellite services to Intelsat member countries. Previously, member countries were required to consult with Intelsat before adding new services from a separate system such as PanAmSat. Intelsat's decision to eliminate the consultation rules could speed by months the process of bringing new services to the Intelsat-member coun-

tries, according to PanAmSat. Additionally, the FCC has said that all U.S. teleports licensed to access the PAS-1 satellite will be approved to access the PAS-3 satellite, scheduled for launch on Dec. 1.

Panasonic Broadcast & Television Systems Co. is supplying D-3 equipment to Starliner Mobile Video. Starliner, which is working for?? ABC's cov-



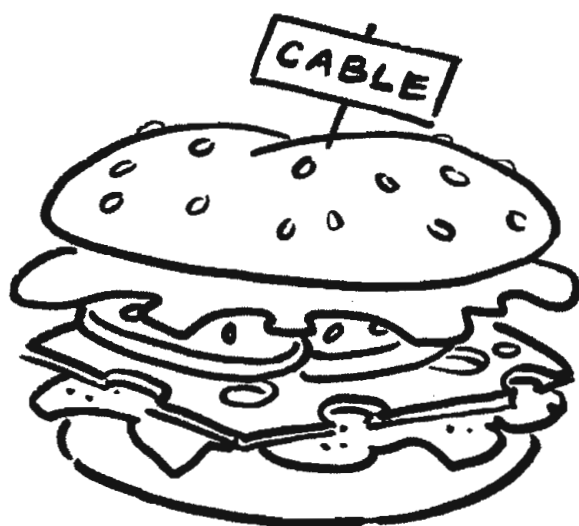
erage of college football this fall, is using two AJ-D350 D-3 VTRs along with four AG-A300 slow-motion controllers. Panasonic also has sold two of its D-3 digital studio recorder/players to Branson Teleproductions. The Branson, Mo.-based company also has purchased an AS-D700 digital composite switcher from Panasonic.

The Advanced Television Systems Committee (ATSC) has documented Dolby's AC-3 digital audio technology as part of the advanced TV standard being developed by the seven-company Grand Alliance. ATSC is documenting various parts of

the advanced television standard, including the video compression and transport subsystems. The committee says it documented the audio system after conducting a six-week letter ballot in which 40 participants voted in favor of AC-3 and only one voted against AC-3.

ANTEC Corp. says shareholders of Keptel have approved a merger between the two companies. ANTEC, a Rolling Meadows, Ill., designer and manufacturer of fiber optic and coaxial network products, announced in July its plans to merge with the telecommunications product supplier Keptel.

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Communications invests in political leaders

PAC contributors to GOP include telco, cable, broadcast, satellite

By Kim McAvoy

Congressional Republicans controlling next year's telecommunications agenda are among the key beneficiaries of political action committee money from the communications industries.

A report released earlier this year by congressional watchdog group Common Cause shows that incoming leaders of the House and Senate Commerce committees, which regulate communications industries, received a total \$748,903 in PAC contributions between 1984 and December 1993. Among the industries that invested in the political leaders were local and long-distance telephone companies; cable and broadcast interests; the motion picture industry; newspaper/electronic publishing and satellite.

The report also shows that during those years, incoming House Speaker Newt Gingrich (R-Ga.) and the next Senate Majority Leader, Bob Dole (R-Kan.), also were key recipients of communications PAC money. Dole received \$196,700, and Gingrich was given \$114,280. Both are

At a glance

Among the contributions made by communications industry PACs during the 1993-94 election cycle:

*Rep. Thomas Bliley (R-Va.)

\$500 ALLTEL
\$10,000 AT&T
\$750 Bell Atlantic
\$500 BellSouth
\$500 CTIA
\$3,500 Comcast
\$500 Comsat
\$500 GTE
\$500 MCA
\$500 MCI
\$1,201 Motorola
\$1,500 NAB
\$5,000 NCTA
\$500 Professionals in Advertising
\$500 Sprint PAC
\$2,000 Time Warner
\$1,500 Turner Broadcasting

Sen. Bob Packwood (R-Ore.)

\$5,000 Dole for Senate '92
\$5,000 NCTA
\$2,000 Turner Broadcasting

Sen. Larry Pressler (R-S.D.)

\$2,000 ALLTEL
\$500 Ameritech
\$2,000 AT&T
\$1,000 CTIA
\$1,000 COMSAT
\$2,000 MCA
\$1,000 Philips Electronics
\$1,000 Sprint PAC
\$1,000 Turner Broadcasting
\$1,500 US West
\$1,000 USTA

*Rep. Jack Fields (R-Tex.)

\$500 ALLTEL
\$6,000 AT&T
\$2,000 Bell Atlantic
\$2,500 BellSouth
\$1,000 CTIA
\$6,500 Comcast
\$2,500 Comsat
\$1,000 Continental Cablevision
\$3,000 FOX PAC

\$3,500 GTE
\$1,000 MCA
\$1,000 McCaw Cellular
\$500 MCI
\$5,000 Metropolitan Fiber Systems
\$1,000 MPAA
\$500 Motorola
\$9,000 NAB
\$10,000 NCTA
\$500 NTCA
\$500 Northern Telecom
\$6,000 Nynex
\$1,500 Pacific Telesis
\$1,000 Paramount
\$500 SNET Corp.
\$4,500 Southwestern Bell
\$2,000 Sprint PAC
\$2,437 Ameritech
\$2,000 TCI
\$2,000 Time Warner
\$2,500 Turner Broadcasting
\$4,000 US West
\$1,000 Walt Disney

* Only Bliley and Fields were up for re-election this year

Source: Federal Elections Commission

expected to play a major role in deliberations on telecommunications legislation.

As for the Commerce committees,

Telco gets green light

Bell Atlantic chalked up another court victory last week in its quest to win the right to provide video programming in its own service area.

It is the fifth straight legal triumph for regional Bell companies seeking to eliminate the ban on cable/telco crossownership. The Fourth Circuit Court of Appeals in Richmond, Va., ruled Monday that the ban violates Bell Atlantic's First Amendment right to free speech.

Cable wants to keep telcos out of the video business, at least until it has won the right to enter the telephone business.

But federal courts in other states have given US West, Bell South and Ameritech the right to provide video programming. The Bell Atlantic decision is the first to be upheld by appellate review and is the last step before the Supreme Court.

"Bell Atlantic is delighted with the Fourth Circuit Court of Appeals decision to uphold our right to provide programming on our common carrier video dialtone network," said James Young, vice president/general counsel, Bell Atlantic.

The National Cable Television association was "disappointed" by the decision, according to a spokesperson. He said that the decision points to the need for Congress to act on telecommunications reform. The NCTA could ask the Supreme Court to review the decision, but at press time had not decided whether it would appeal.

—CS

the incoming chairman in the House, Thomas Bliley (R-Va.), received \$170,725, of which \$46,475 came from long-distance telephone company PACs. But Jack Fields (R-Tex.), who will take over the House Telecommunications Subcommittee, fared even better. Fields, who has been the ranking Republican on the subcommittee since 1993, received \$223,128, of which \$77,100 came from local telephone interests and \$56,450 from cable. Fields was ranked fourth among House recipients of communications PAC money.

In the Senate, contributions to Bob Packwood (R-Ore.), who will head the Communications Subcommittee, totaled \$244,650, making him the second-highest recipient of communications PAC contributions in that chamber. Packwood received \$82,200 from local telco PACs and \$79,500 from cable TV companies.

Larry Pressler, who will be the next chairman of the Senate Commerce Committee, received \$110,400, considerably less than many other committee members.

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C-SPAN wants wider angle on Congress

By Kim McAvoy

C-SPAN is asking Republican leaders to permit greater and more open coverage of the House and Senate.

"Consider opening the 104th Congress fully to television cameras," Brian Lamb, chief executive officer of C-SPAN, wrote in a letter to Newt Gingrich (R-Ga.), the incoming speaker of the House. "Allow C-SPAN cameras into places where they've historically been excluded—most important, into the chamber of the U.S. House of Representatives." A similar letter went to Bob Dole (R-Kan.), the next Senate majority leader.

Lamb's letter points out that in the House, the cameras, which are controlled by House employees, are restricted from panning the chamber or taking reaction shots. These rules were agreed to by a "Congress which



Congressional employees currently operate C-SPAN cameras.

no longer exists," Lamb wrote. "Only 58 members who were present for the 1978 vote on House television are still in office today; yet all 435 members of the new Congress will serve under camera procedures established in

another era."

Lamb asked Gingrich to allow C-SPAN to install its own cameras in the House chamber. "We'll present a full, honest and accurate picture of each day's events and make our telecasts available to others in the news media using accepted pooling practices."

He made the same arguments in his letter to Dole. Under Senate rules, the cameras are not allowed to pan the chamber or take reaction shots. Senate employees also control the cameras. "These procedures were agreed to by a Senate [that] has greatly changed since the vote on

Senate television in 1986," Lamb wrote Dole.

The C-SPAN executive also suggested that Gingrich make the speaker's daily briefings with reporters open to the cameras, which currently are excluded. C-SPAN also would televise briefings held by the House minority leader. And Lamb asked Dole to permit televised coverage of Dole's briefings with reporters.

Also, Lamb says C-SPAN should be allowed to install a permanent camera just off the House and Senate floors for interviews with members during votes and before and after coverage of each chamber when it's in session.

Lamb says it is important to allow televised coverage of all House committee hearings and meetings as well as committee votes. Coverage of some committee hearings has been sporadic, according to Lamb. Says Lamb: "We think the exclusion of cameras from these kinds of sessions only contributes to the public's present skepticism about the political process."

And C-SPAN asked congressional leaders to permit coverage of House-Senate conference committee meetings. "Often, cameras are shut out of this important, final step in the legislative process," Lamb wrote.

He told lawmakers that expanded C-SPAN coverage would be more expensive but that the cable industry, which funds C-SPAN, is willing to provide more money. ■

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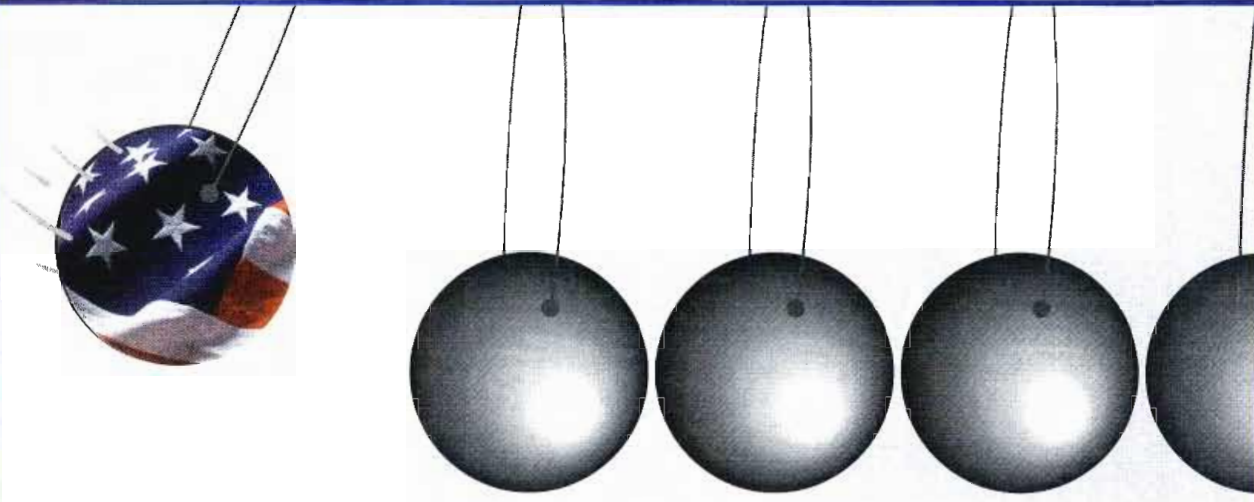
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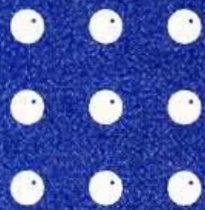
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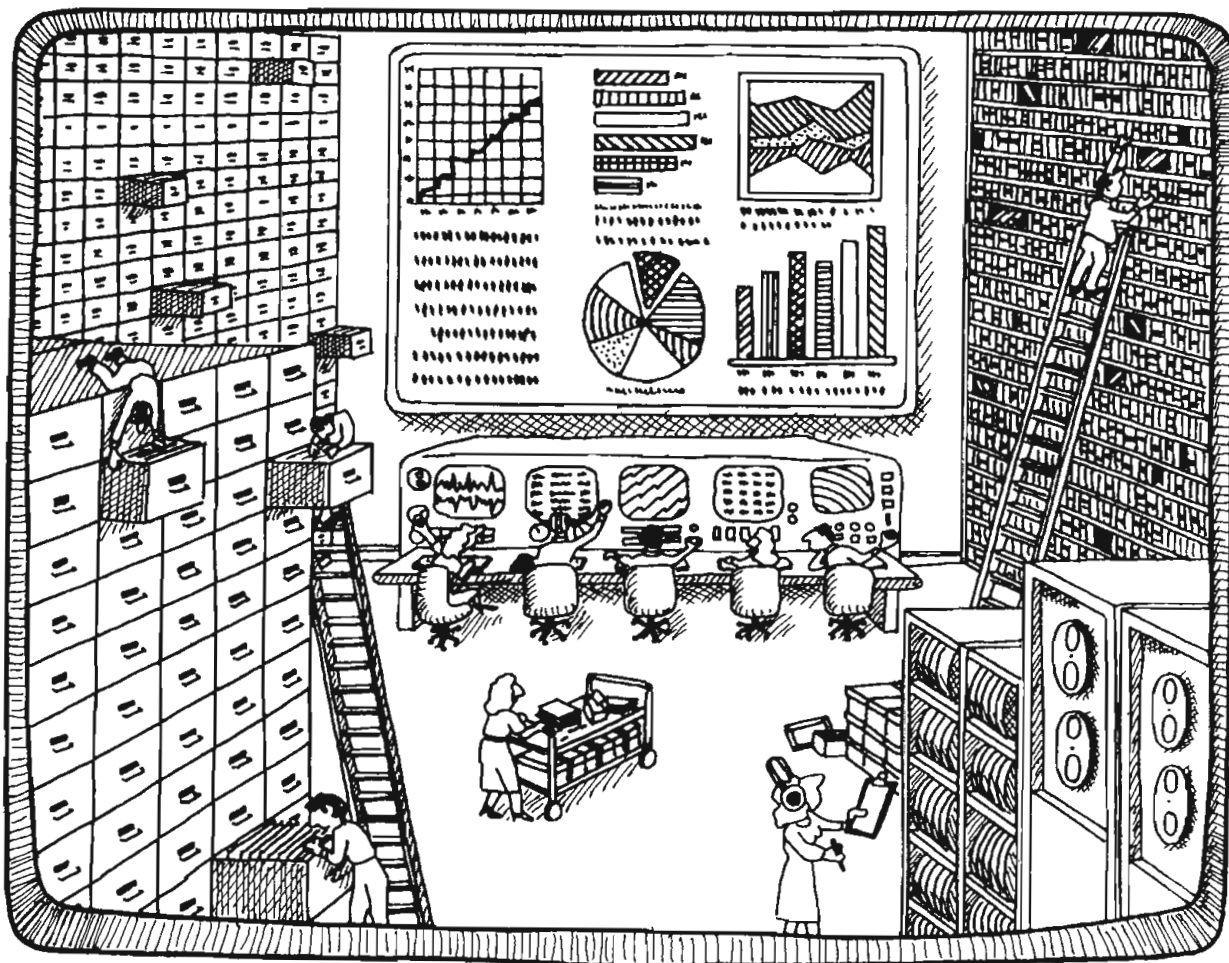
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JONES AT WARP SPEED

By Kathy Haley

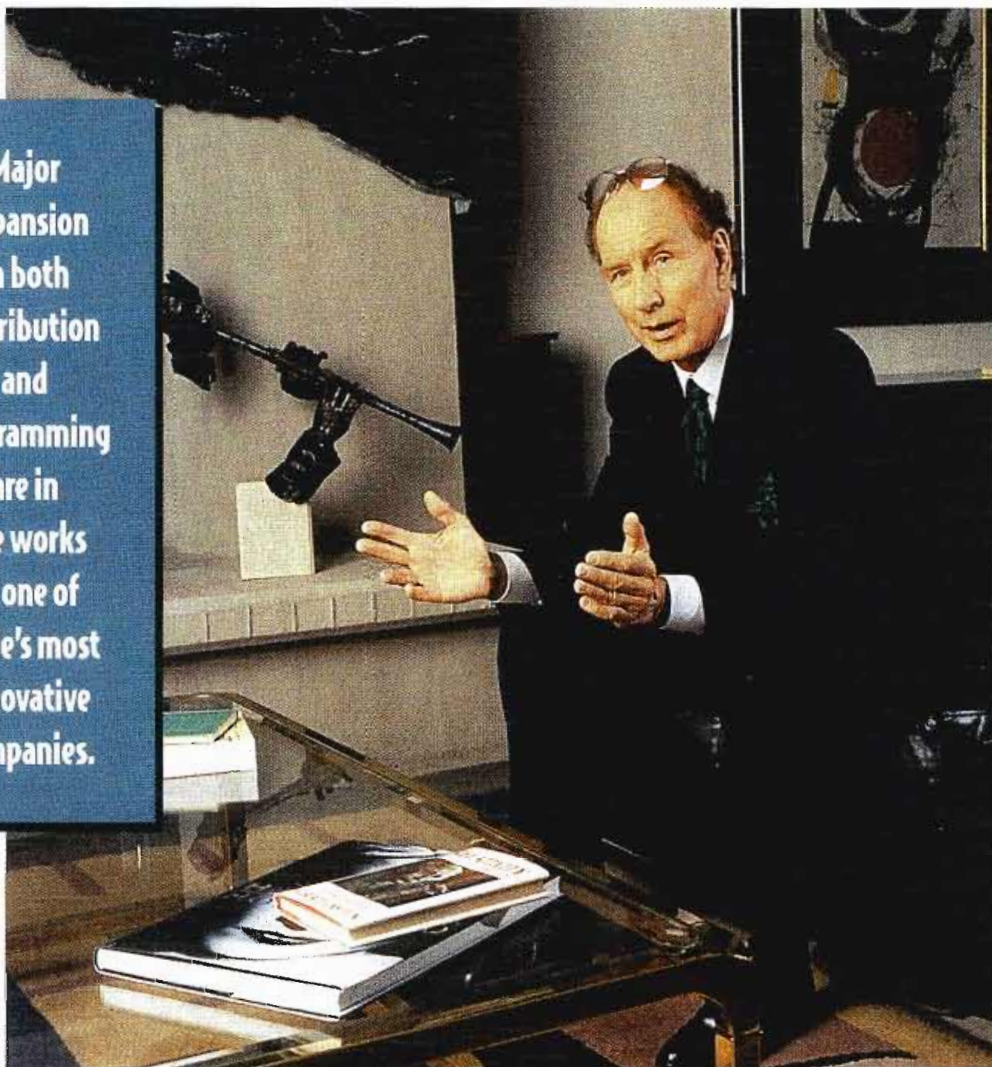
Step off the elevator on the lower level of Jones Intercable's Denver headquarters and there, dominating the hall, is a grey papier mache dragon encased in glass. It doesn't resemble at all the bristling, colorful creatures of oriental art, but looks instead like a real animal with sleek, round muscles, long, sharp claws and penetrating red-brown eyes.

It is one of many striking sculptures and paintings that grace the halls and conference rooms at Intercable, but it is more than a work of art. For cable pioneer and company founder Glenn Jones, it symbolizes the dragons of time, risk and demagoguery that entrepreneurs face every day, and every night, as they struggle to build what they believe in.

But like the caged dragon in Intercable's basement, neither time, risk nor demagoguery have caught up with Glenn Jones in the nearly 30 years since he began building the fleet of 17 companies that operate in and around the cable business.

In fact, the Jones fleet has always been known for sailing ahead of the pack. Just a year or two after he bought his first cable system, in Georgetown, Colo., Jones pioneered the use of limited partnerships to finance cable acquisitions. Long before the rest of the industry caught on, Jones acquired cable systems in clusters serving affluent suburbs. Those same systems up-

Major expansion in both distribution and programming are in the works at one of cable's most innovative companies.



Glenn R. Jones in his office.

graded to fiber optics years before the rest of the cable industry realized its potential, and at the same time, outperformed most other cable companies in subscriber and advertising revenue growth.

Jones was the first U.S. cable operator to venture across the Atlantic and partner with a telephone company in building systems in the UK. And it is one of only two U.S. operators to have finalized a strategic partnership with a major telephone company to help transform its systems into telecommunications networks capable of carrying voice, video, multimedia, video on demand and other new services.

As Jones and his organization celebrate their 25th year in cable this fall, they're also charting a course for dramatically accelerated growth. By the end of the year, Intercable expects to finalize the sale of 30 percent of its equity to Bell Canada International. With cash from that transaction, the company aims to double or triple its cable holdings in the next two years, in many cases by buying out systems it manages or in which it holds a minority interest.

At the same time Bell Northern Research, the vaunted research lab owned by BCI parent BCE Inc., has begun helping Jones overhaul its cable plant, adding

switches and two-way capability to allow it to compete in the rapidly expanding telecommunications universe.

But distribution is only one of two areas where Jones is moving to play a major role in the changing communications universe. The company is dramatically expanding its activities in programming.

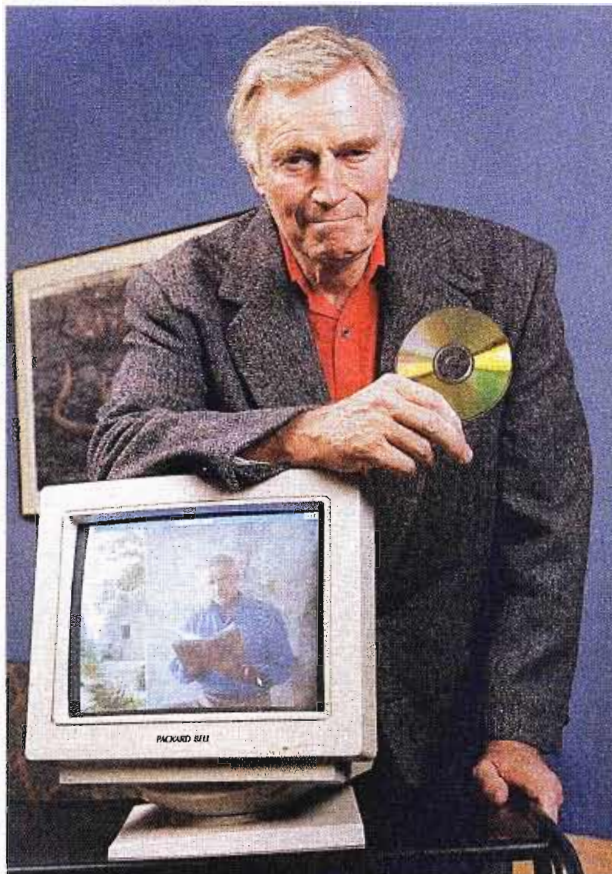
At this week's Western Cable Show, Jones will announce an expansion and reorganization of Jones Education Networks, the subsidiary that operates Mind Extension University and Jones Computer Network. With a cash infusion from BCI's purchase of 15 percent of the equity in Jones Education Networks, plus plans to raise additional funds, JEN is poised to grow exponentially in the next few years (see story, page S8).

And the programming expansion at Jones isn't limited to its networks. Jones Interactive Inc., another subsidiary, is already producing its first three interactive CD-ROM titles and is working on partnerships to develop many more. One of the titles, a two-disk program about the Bible, is the first CD-ROM original production featuring a Hollywood mega-star, Charlton Heston.

Heston's Bible series will be produced in a full-screen interactive digital video format that Jones Interactive will unveil at this week's Western Show. Jones is using the same format to deliver TV programming from file servers via cable to sets in its headquarters on an experimental basis.

Nor will Jones' work in programming content be limited to new networks and interactive CDs. The company is significantly expanding its involvement in distance education.

Jones Education Networks recently announced a working agreement with the League for Innovation in the Community College to create the International Community College, a worldwide distance learning institution that will offer courses in basic skills as well as certificate programs and associate degrees to students all over the world. At the same time, Jones has begun the accreditation process for The University College, a global electronic university that will concentrate on distance education and will tap the talents of the country's top professors to offer



Charlton Heston and the Bible

graduate and undergraduate degrees.

The broad expansion in programming and distance education represent the fulfillment of a dream for Glenn Jones as well as a potentially lucrative lane on the much-talked-about "information superhighway." Jones is positioning itself to be a major player in the delivery of information, educational programming and distance degree and certificate programs in the next century, when viewers will use electronic keypads or remote devices to order entertainment, news, information or services delivered to their living rooms.

And there's growing evidence that distance education could be one of the most valuable services offered in an on-demand world. An October survey of 600 adults by *Macworld Magazine* found that 36 percent were either very or moderately interested in distance education being offered on the infobahn. The largest percentage of respondents, 34 percent, said they'd pay \$10 or more per month for the ability to pursue distance learning.

"Consumers are much more interested in using emerging networks for information access, involvement in civic af-

fairs, self-improvement and communication than for entertainment," *Macworld* concluded.

Jones has been betting for years that education and self-empowerment will be big business once the information age arrives. With its expansion into new networks and its deeper commitment to distance education, it is simply raising its bet.

"The studios do movies, QVC, HSN and others do home shopping and we're focusing on education," says Bernie Luskin, president of global operations for JEN and chairman of Jones Interactive.

To Glenn Jones, the connection between telecommunications and education is a vast, unexploited territory. "Education is a \$450 billion market in this country alone," he says, "yet most of its assets are landlocked and waiting for more efficient use. And there are billions of dollars waiting for more efficient use in cable systems. If you put a few million dollars in the middle and fuse the two of them together, it creates some-

thing that releases a lot of energy and is very productive, and, potentially, very profitable for us as a business."

Tele-Communications Inc. President John Malone believes Jones, "is pioneering in a fertile area" with its work in cable distance education. "It's hard to say how all of this will evolve with new technologies and FCC rules, but if I had to bet, I'd bet Glenn will ultimately turn that into something very significant for our society," he says.

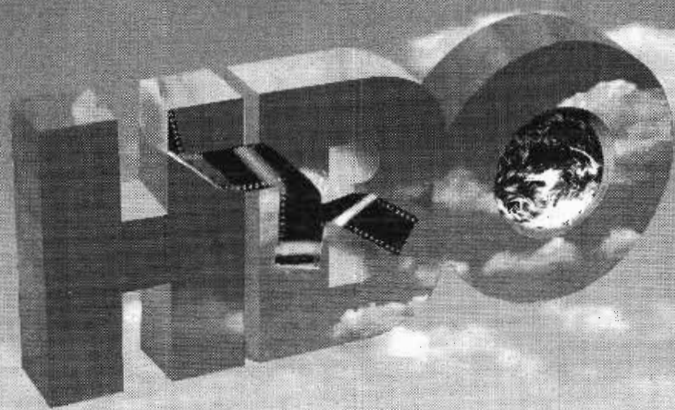
Actor and producer Charlton Heston adds that Glenn Jones "is a risk-taker on the scale of De Mille, Griffith and the people who invented the movies."

"What was once the greatest system of public schooling in the world is in ruins . . . literally in ruins," Heston says. "Glenn is moving to restore a reasonable kind of education in a system that is bankrupt."

With exponential growth in both distribution and programming, all of the companies in the Jones fleet are converging on a single destination: a major role in the fast-evolving telecommunications and information marketplace. And as telecommunications, computers and television converge to help bring about what Glenn Jones calls "a knowledge economy," the Jones companies, like a fleet of spaceships, once again will be flying out ahead of the pack.

**Jones was
the first U.S.
cable operator
to partner
in the UK.**

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OF OUR INDUSTRY.



FROM ALL YOUR FRIENDS AT HOME BOX OFFICE

A FOCUS ON THE CUSTOMER

In December 1993, a subscriber called one of Jones Intercable's Colorado systems with a dilemma. She wanted to order a second outlet as a Christmas present for her nine-year-old son, but it *had* to come from Santa Claus. The customer service rep immediately assured her it wouldn't be a problem, promised to call her back and then called the installation supervisor. After a minor scuffle among the technicians over who would get to do the job, an installer walked over to a costume rental store that happened to be across the street and got what he needed. A day or two later, "Santa" arrived at the subscriber's home with a technician from Jones. While a wide-eyed nine-year-old and his flabbergasted mom looked on, Santa explained that he was here to supervise the installation and that service would start working on Christmas eve.

"The best part about it was the fact that the customer service rep knew she could take something like that on, without having to run it up the flagpole and check with all kinds of supervisors," says Jim Honiotes, general manager of all five of Jones' Colorado systems. "It says something about the organization we've created and the spirit of, 'we'll do what ever it takes to make the customer happy.'"

That entrepreneurial spirit and careful focus on the customer's needs have made the Jones organization what *Business Week* recently called one of cable's "most innovative companies." And, according to Jones Intercable President Jim O'Brien, the same qualities are helping to capture an important role for the Jones organization in the future, when what today are known as cable, telephone and computer companies will, in some new forms, deliver scores of new services to consumers' homes electronically.

"If customers feel good about what they buy from Jones Intercable today, they'll probably feel good about buying it

No matter how much the telecommunications game changes in the next few years, Jones has a simple formula for coming up a winner.

tomorrow, all things being equal," O'Brien says. "We've worked really hard at enhancing our relationship with consumers, and that's a multi-faceted strategy. It's not just marketing. It's also public relations, image, branding of products and services and being part of the community by being active in charities and community affairs."

Chuck Dolan, chairman of Cablevision Systems Inc., says Jones provided "the earliest examples of real branding that we have in the industry. When you look at Jones markets, its packages have an identity that are a fundamental part of the company's function in those markets." Glenn Jones is unusual, Dolan says, in that he "has never thought of cable as simply a gateway for products produced by somebody else."

But a bent for innovation and a unique relationship with customers won't be all Jones needs to compete in the rapidly expanding telecommunications market-

place, where titans are scrambling and combining to grab a piece of what is expected to emerge as one of the U.S. economy's key sectors in the next century. For that arena Jones again made one of the industry's earliest moves. Last December it announced it had forged an alliance with Bell Canada International, a subsidiary of Canada's largest publicly traded company. In a transaction that will close next month, BCI is investing \$400 million to acquire 30 percent of Jones' cable operations, which are being consolidated under Intercable. In addition, BCI is acquiring 15 percent of Jones Education Networks, the company's rapidly expanding programming arm.

The BCI alliance has been hailed as a brilliant move for Jones, in part because it doesn't face the regulatory hurdles that a combination with a U.S. phone company would. And because it gives Jones some of the financial muscle and technical expertise the company needs to build itself into a major player in the creation and delivery of tomorrow's telecommunications services. The BCI alliance won't be the only strategic partnership Jones takes on to help it achieve that goal. It is actively looking for two more partners (see page S20).

Pat Lombardi, president of Jones Financial Group and a chief architect of the BCI investment, says Jones will use capital from this partnership and others it may forge to create clusters of systems in markets where those clusters can become dominant providers of telecommunications services. Now among the ten largest cable operators in the U.S., Jones owns and operates under partnership agree-



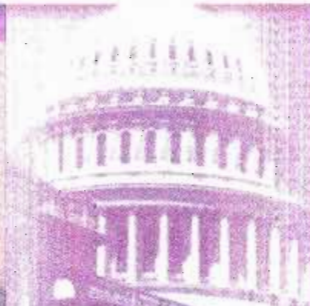
Pat Lombardi, group managing director/Europe—JI;
Chris Bowick, group VP/technology and chief technological officer—JIC;
Wally Griffin, president of Jones Lightwave and Jones Futurex.



Digital Gurus



Computer Kids



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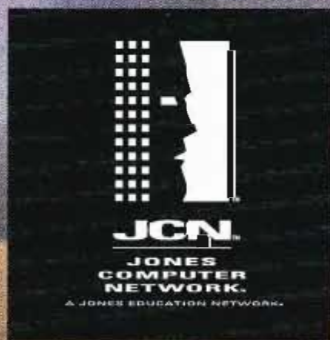
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ments 55 systems serving 1.3 million subscribers. It wants to buy out systems it manages or in which it owns a partial interest and also acquire systems from other operators to fill out its clusters.

To compete effectively in tomorrow's marketplace, Lombardi says, a company's overall size will be less important than its ability to dominate in the markets where it operates. "Your strengths will really come in having regional or market clusters where you can be the low-cost provider or the dominant video service provider and also have ancillary telecommunications revenue streams," he says.

Because Jones has concentrated on clustering its cable systems from the beginning, it is already on the road to having telecommunications strongholds in some lucrative markets. Its systems are in affluent suburbs in Southern California and Southern Florida as well as around Chicago, Washington, D.C. and Albuquerque, N.M.

And as it assembles those strongholds, Jones is already actively experimenting to develop new telecommunications services for consumers and businesses. Because

Jones systems tend to have more fiber than most in the cable industry, the company doesn't have to completely retool for the future, O'Brien says. And it has been able to begin some tests many other companies are just talking about.

The most ambitious is a full service network Jones is building at its Alexandria, Va., franchise. The \$36 million project will include what is probably the cable industry's first "all passive network," an innovative design that capitalizes on the high density of residences in the area. Developed with BCE Inc. subsidiary Bell Northern Research, the network brings fiber all the way to nodes of only 200 homes each, allowing for extremely high picture quality and the addition of advanced services like cable telephone and high speed access to services such as the Internet.

In October, the Alexandria system began delivering cablephone service to employees in the area and, according to Chris Bowick, Jones group vice president of technology, it will begin significant market testing by the middle of next year.

MCI and Scientific-Atlanta are helping Jones with the cablephone test, along with Jones Lightwave, an alternate access carrier that operates fiber loops in Denver, Atlanta and Tampa.

MCI, S-A and Lightwave are also helping Jones with another full service network trial in Wheaton, Ill., where the company expects to have 100 homes testing cablephone service by mid 1995. Along with the full service network trials, Jones is also testing other potential new services. Its Augusta, Ga., system is launching a telemedicine project that links hospitals'

and doctors' computers with cable, enabling, for example, a specialist to look at a patient's EKG reading and offer a second opinion without having to travel to the hospital.

The company's Palmdale-Lancaster, Calif., system is building an ethernet connection at Edwards Air Force Base that will allow personnel to transfer data at high speeds from various locations on the base and also to tap into third-party databases.

O'Brien says all the testing is helping Jones ferret out lucrative new businesses it can pursue. "We're very aggressively looking at what other types of businesses we can get into, either with our existing networks or later on as we upgrade them," he says.

In the escalating battle over who will deliver new services like multimedia, alternate access to long distance and video on demand, Jones has a head start on many of its would-be competitors. Since 1989, it has operated combined cable and telephone systems in the UK and for the past two years it has been exchanging technical information with Bell Northern Research.

"We'll be a very solid competitor," Jones' Lombardi says. "We're not afraid to compete in any market and we've got a partner who shares the same philosophy and vision and who has the skills to bring to bear in that kind of environment."

Intercable's O'Brien sees the company competing five years from now as a "telecommunications company that delivers quality products and services in video, data and to computers.

"Our strategy is multi-faceted, but its heart and soul lies in what we're doing today: establishing and enhancing our relationship with the consumer and building market share."

"We're not afraid to compete in any market."

—Pat Lombardi,
Group Managing Director

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It's 9 p.m. on the Jones Computer Network. A how-to program offers tips on installing new software to the not-always-easy-to-deal-with Windows operating system. A half-hour later, another how-to show reviews how to buy a scanner and what to look for

in a portable laser printer.

It is a godsend to anyone who's tried to plough their way through the phone-book sized "handbooks" that come with the software they bought for their personal computer. And it is indicative of the kind of programming in which Jones Education Networks excels: practical information delivered in an entertaining way to a rapidly expanding consumer market for that type of information.

JEN has been a part of the Jones organization since 1987, but until this year, it concentrated mainly on building programming and distribution for Mind Extension University, its 24-hour-a-day network that offers everything from basic math instruction to undergraduate and masters degrees from a variety of big name colleges and universities such as the George Washington University, the University of Arizona and leading members of the California State University system.

Now, with an upcoming \$18 million investment by Bell Canada International and plans to raise additional funds, JEN is on a fast track to major expansion. This year, it reformatted JCN, injecting a faster pace and a more entertaining style into its programming and giving it more of a

"how-to" focus. And it expanded the network from a four-hour block prime time programming block on ME/U to its own, 24-hour-a-day service, which now airs in more than 1 million homes.

In January, JEN will begin testing a third channel, The Jones Health Network (JHN), which will focus on prevention and wellness. "It will be very consumer oriented and focused on the broad spectrum of health issues, from children's nutrition to seniors' issues to news on current health issues," says Reynie Ortiz, president and CEO of JEN. "It will be a network you turn to for information on the latest issues and a network for com-

munity services. We'll have local cut-ins that community health organizations can use to disseminate information."

As did JCN, The Jones Health Network will start out as a block of programming on ME/U and by the end of next year, spin off as a separate network. By that time, JEN will be ready to begin testing The Jones Language Network (JLN), a service Ortiz says will focus on the needs of people involved in international business and travel. "You'll turn it on to learn a new language, but you'll also learn about the nuances of other cultures and of doing business in those cultures," he says.

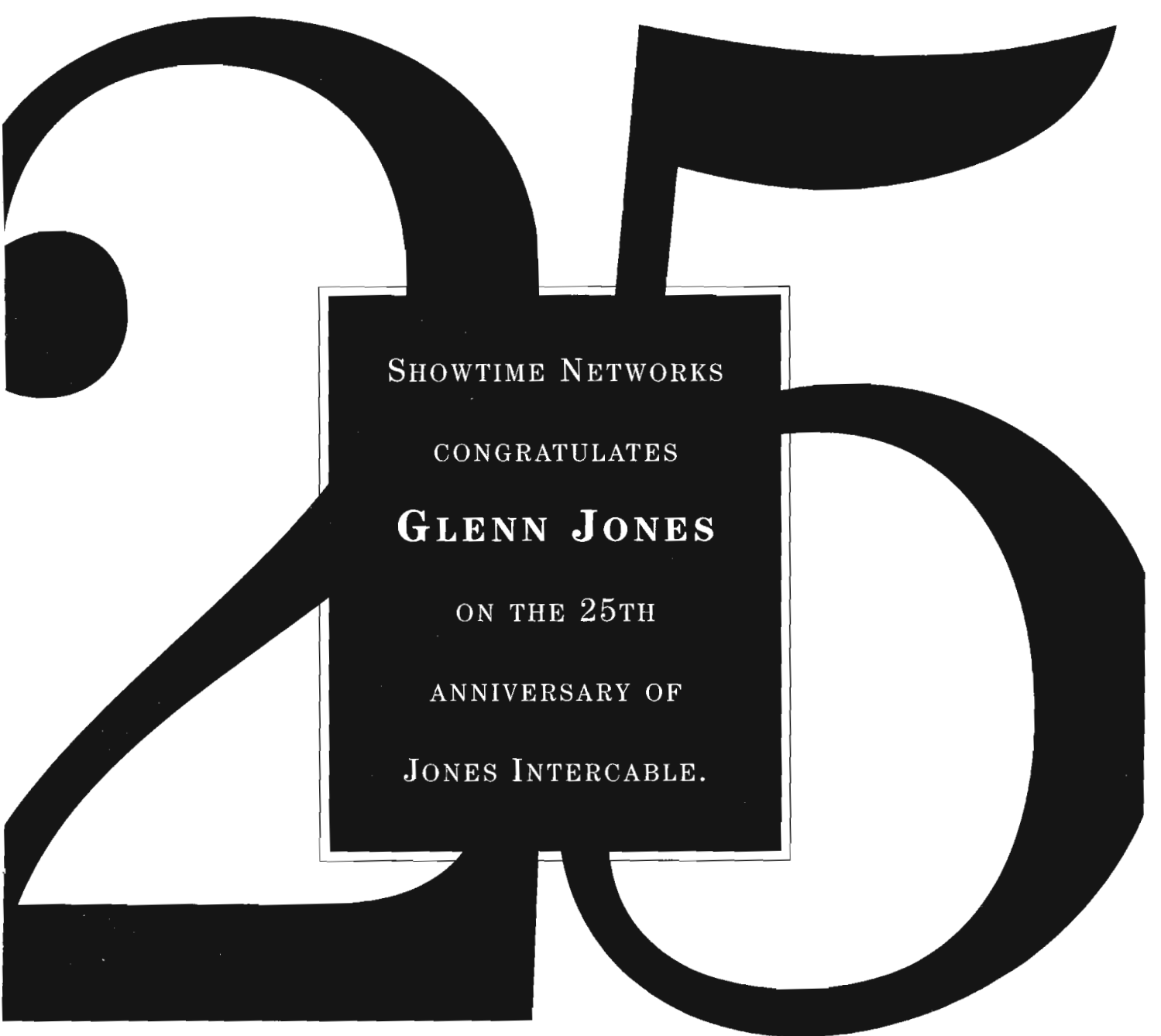
Targeting Emerging Markets

Like ME/U, JCN and JHN, The Jones Language Network will be designed to bring information and instruction into consumers' living rooms, where they have much easier access to it than if they pursued the traditional routes of going out and buying books or enrolling in a course. And like the other three, The Language Network aims to capitalize on an exploding trend.

"Language instruction is a \$20 billion



Dr. Bernard J. Luskin, president, JEN, global operations; Reynaldo U. Ortiz, CEO; Gregory J. Liptak, president, JEN, global distribution.



SHOWTIME NETWORKS

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ON THE 25TH

ANNIVERSARY OF

JONES INTERCABLE.

*We're proud of our
association with him
and salute his many
contributions to
the industry.*

SHOWTIME NETWORKS

© 1997, Showtime Networks Inc.

business in this country, including materials sold directly to consumers and those used in schools," Ortiz says. "And projections are for that market to double to \$40 billion by 1998."

What's more, developments in interactive media will make language instruction easier and more entertaining than ever. This will make it highly suitable for a television network that by the end of the decade could be interactive in many U.S. homes, and also highly exploitable for Jones Interactive, an eight-month-old producer of CD-ROM programming (see box, page S12).

All four of JEN's networks will have a common thread: they'll all be educational and they'll all offer certificates or degrees in different disciplines. "You could start out with a certification program in a language and go on to an associate or bachelor's degree in that language or a degree in international studies," Ortiz says. "The nuance here is the ability to use technology for new techniques to learn. That's why JCN is part of this whole system. It is designed to bring people along with new technology."

Viewers who can't catch or tape a particular show at the time it airs on one of the JEN networks can order them at a convenient time through Jones Pay Per View. "We see this service evolving as television embraces a video server capability," Ortiz says. "If you want to take a computer course in your own time, you'll be able to order it up on PPV."

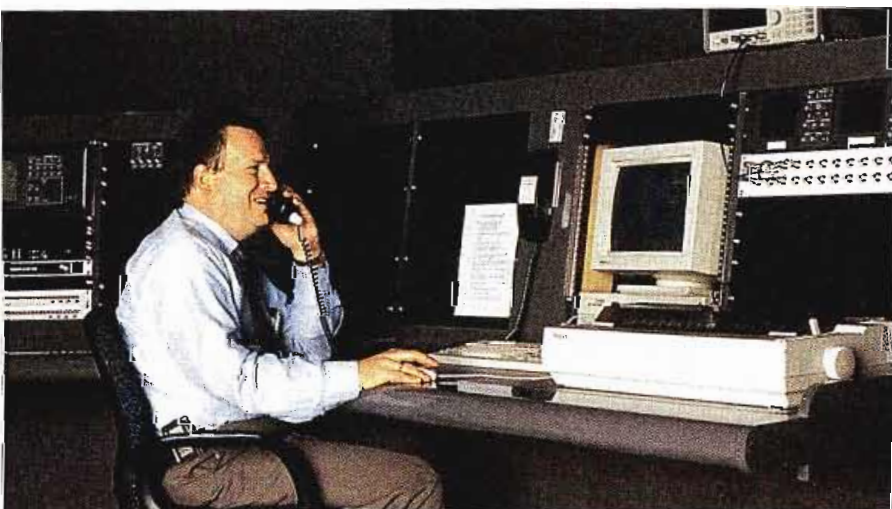
Expanding Globally

All four of the JEN networks have international expansion either in the works or in the planning stages. ME/U airs in the UK, Germany, Mexico and Taiwan and JCN airs in Brazil. JEN works with overseas universities to customize its networks' programming and degree programs to each new country it enters.

The early international expansion efforts are part of a much larger goal of ultimately having JEN networks and distance education programs available in five different campuses, or satellite footprints, that cover the world: North America, South America, Europe, Asia and Africa. If all goes as planned, students from anywhere in the world will be able to earn degrees from universities in other cities or countries, without having to uproot their lives. Soon, for example, students in



Master control for ME/U at the new uplink facility (Julie Trujillo and Larry Cole)



Doug Greene, director/broadcast network engineering, monitors JEN's state-of-the-art compression equipment at the uplink.

the U.S. will be able to earn an MBA from Scotland's University of Strathclyde via ME/U.

Along with its dramatic expansion plans, JEN also aims to become much more visible in the coming months. JCN has a smart new look and a new image campaign positioning it as the network for the information age. It also is cross-promoting aggressively: cable operators can give away two free months of Prodigy to new subscribers who sign up for JCN and in some markets, retailers are cooperating with operators by offering giveaways connected with new cable subscriptions.

ME/U also has a new, snappier look and a new ad campaign that promotes it as The Education Connection. JEN is also promoting ME/U's distance education opportunities to a much wider audience through direct mail campaigns and a series of three "edumericals" that run on local access channels and offer viewers an in-depth look at some of the degree programs ME/U offers. "Going back to school is a big commitment, both in terms of money and time," says Anne Lieberman, JEN group vice president of marketing and communications. "The infomercials give them an idea of how convenient it can be to get a degree

For a quarter of a

century, you've been

successfully leading

the industry into

uncharted territories.

Congratulations!

From your friends at

USA | NETWORKS

through ME/U."

Both the new JCN and ME/U marketing campaigns are designed as part of a new, overall look for JEN, which is positioning itself as the information highway's source for educational programming and distance education. Delegates to this week's Western Cable Show will get one of the first glimpses of that new look in a new booth the company will unveil on the exhibition floor.

Programming to a Broader Audience

And as JEN expands the reach and number of its networks, it is simultaneously deepening its involvement in the rapidly growing field of distance education. JEN's recent announcement that it is partnering to found the International Community College allows its networks to enter the expanding field of associate degrees and certificate programs. "The growth in associate degrees is significantly higher than in four year degree programs," Ortiz says. "There are more and

Congratulations to Glenn Jones

A PUBLIC SERVICE
CREATED BY
AMERICA'S CABLE
TELEVISION COMPANIES

C-SPAN



Mike Willis, VP for software development and production holds JII's first CD-I, the *Cable Television and Information Infrastructure Dictionary*.

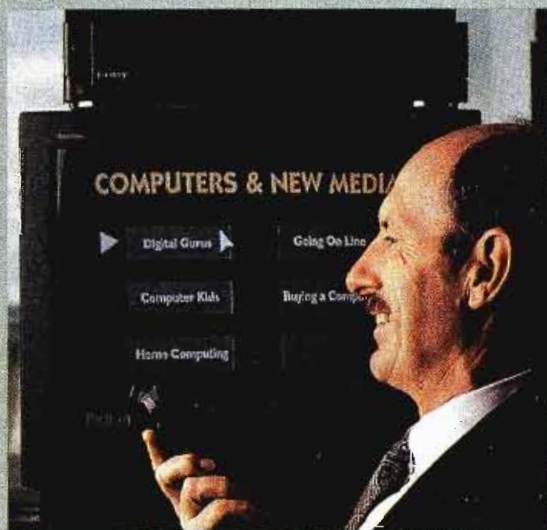
A BIG FUTURE IN INTERACTIVE CDS

One of the newest and fastest growing of the Jones companies is Jones Interactive, which is taking advantage of the rapidly expanding market for CD-ROM and interactive CD programming. Headed by CEO Bernard Luskin, a former president of Philips Interactive Media of America, Jones Interactive has released one title, the *Encyclopedia of the Information Infrastructure*, based on a dictionary of high-tech terms written by Glenn Jones.

In addition, the company is producing two more titles, *Charlton Heston's Voyage Through The Bible*, a two-disk set hosted by Charlton Heston and based on the entertainment series of the same name that ran on Arts & Entertainment Network, and a reading program for children based on the Stuckybear character. Good Times Video and Heston's Agamemnon Films are partnering with Jones in *The Bible*, which will be produced in full-screen interactive digital video. Optimum Resources, a major supplier of school materials, is partnering in the Stuckybear project.

Jones Interactive has also developed a full-screen digital video format that can be used on video file servers, once on-demand TV becomes a reality. It will unveil the format at this week's Western Cable Show. "The holy grail in on-demand has been full-motionvideo and we've got that now," Luskin says. "It's the most advanced software in the world."

Luskin sees Jones Interactive producing 12 to 15 titles a year, with partners, a few years from now.



Rich Nortnik, president of Jones Interactive, demonstrates CD-I technology to be shown at the Western Show.

Scientific-Atlanta
is proud to salute
Glenn Jones
on the 25th anniversary
of Jones Intercable.

Your vision and pioneering spirit
have launched a family of companies
that are changing the way
the world communicates.



AN EXPANDING REACH IN RADIO AND INFOMERCIALS

In addition to its educational networks, Jones has a growing interest in radio programming and a cable network dedicated to infomercials.

Five-year-old Jones Satellite Networks provides 24-hour-a-day radio formats to 875 affiliates and ranks second in its field behind Capital Cities/ABC owned Satellite Music Networks.

JSN offers eight formats, including U.S. Country, a mainstream contemporary service that airs on 360 outlets. The others are CD Country, which focuses on newer music and personalities, Soft Hits, Adult Contemporary, Adult Choice and Good Time Oldies.

Six of JSN's music formats originate from studios in its headquarters outside Denver. A seventh, an all-sports format called, The Team, originates from WTEM(AM) Washington, which partners with JSN in the satellite service.

JSN doubled the number of affiliates it serves early this year after switching from charging its affiliates fees to supplying its formats in exchange for two minutes of barter time per hour. The switch gave the company a marketing boost that is now powering further expansion.

Early this month JSN announced an eighth format: Z-Net, a Spanish language service aimed at a young adult audience. And there are plans to continue the expansion over the next few years. "We're seeing a lot of growth potential in small niche formats," says JSN vice president of programming and operations Phil Barry. Stations have less of a tendency to try and program niche formats in markets like Tulsa and Kansas City, Barry says, and satellite networks can fill the void. Barry anticipates introducing three or four new

networks next year: "We're really poised for growth."

Another Jones programming service that appears set for growth is Product Information Network, an all-infomercial channel that shares its revenues with the cable operators who carry it. Launched in June, PIN airs on systems owned by Jones and carries program-length commercials from nine of the top ten infomercial producers as well as others.

"Many of our systems get more revenue from infomercials airing on PIN than they do from the traditional home shopping networks they run," says Greg Liptak, president of PIN and Jones Satellite Networks and president of global distribution for Jones Education Networks.

PIN rebates one-third of its revenues to the cable systems carrying it in the markets where sales were generated. "Until PIN, cable operators derived no benefit from infomercials airing in their markets," Liptak says. "We launched PIN so the operator could share in this, the fastest growing sector in advertising."



Phil Barry (standing) hands CD Country DJ John Hendricks new music selections.

more people going back to school for a quick degree because they've lost their job, they want to change their career or they have to stay current in their field in order to be recertified."

Greg Liptak, JEN president of global distribution, adds that JEN's addition of community college programs will dramatically broaden ME/U's appeal. "A lot of the early products on ME/U were niche products—MBAs and other masters degrees," he says. "With the International

Community College, we're moving into a very broad-based, national product. ME/U will appeal to a much wider range of people and we're opening distance education up to a much larger group."

At the same time, JEN is also taking steps to expand its bachelor's and masters degree programming. It has applied for accreditation for University College, a distance education institution JEN has founded to offer graduate and undergraduate degree programs in addition to the

ones offered by traditional colleges and universities on ME/U and eventually the other JEN networks.

Bernard Luskin, president of global operations for JEN and the architect behind Jones' expansion in distance education, says University College will create degree programs not currently being offered by other colleges. Its first will be a degree in international business communications. "This is a program that people want, especially if they're in international

*Celebrating a quarter century
of giving America
a clearer picture of the world.*

years

QVC *congratulates*

Glenn Jones

on the 25th anniversary

of Jones Intercable.

business, and it's a program that will be viable worldwide," says Luskin, who in addition to being the founding president of Philips Interactive Media of America, has had a 25-year career in college administration, including a major role in creating Britain's Open University, a large distance education institution, and in putting KOCE-TV, an Orange County, Calif., educational station, on the air.

Building the 21st Century University

University College and International Community College will join 30 U.S. universities already offering programming, including degrees, on ME/U. And as JEN expands its networks' distribution around the world, more universities will contribute programming, degrees and potential CD titles for Jones Interactive.

"We're developing the 21st century university," Luskin says. "Our objective is to give people the ability to work at home or in their office and to learn, irrespective of the complications of their lives."

"Muad'Dib learned rapidly because his first training was in how to learn. And the first lesson of all was the basic trust that he could learn. It is shocking to find how many people do not believe they can learn, and how many more believe learning to be difficult. Muad'Dib knew that every experience carries its lesson."

— Dune

To support students who are working with ME/U or one of the other Jones networks, JEN operates a growing electronic student services center in Denver, where students can call to find out about degree programs available, talk over their plans with guidance counsellors, order books from a "virtual bookstore," or contact a professor connected with a course they are taking. In addition, Jones On-Line allows students to converse with professors, pursue course requirements and check an ME/U bulletin board.

Jones is working with the Library of Congress to create a global reference library that will someday allow students to

do their research over interactive television or personal computer. JEN is also building a global credit bank, which helps multinational businesses figure out degree equivalencies for their employees. The credit bank also will be a central storing place that helps students keep track of college credits they've earned and figure out equivalencies among universities around the world.

"Just as mass printing transformed the 20th century, mass education will transform the 21st century," Luskin says.

And Jones, already a major player in distance education, will be right where the action is.

**CONGRATULATIONS
TO GLENN JONES AND
JONES INTERCABLE
ON 25 YEARS OF
CONTRIBUTIONS TO THE
CABLE TELEVISION INDUSTRY**

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A COMPANY WITH A VISION

When Jones Intercable announced it would launch ambitious full service network tests in both Alexandria, Va. and Wheaton, Ill., few in the cable industry were surprised. Jones has been known since its earliest days as an innovator. In addition to its more well-known firsts, Jones was one of the earliest cable operators to enter the competitive access telephone business. More recently, it became one of the first to connect school libraries with the Internet.

"Glenn Jones has continually explored new ground in every area of our business," says Gus Hauser, chairman of Hauser Communications.

One reason the Jones fleet tends to venture out ahead of the pack is Jones himself. "It sounds like a cliché, but Glenn truly does have a visionary quality about him," says Decker Anstrom, president of the National Cable Television Association. "Glenn thinks much more broadly, not just about his business and our industry but also about the broader world and how our industry fits in."

Jones is known for sharing his vision with everyone who works at his companies, but just as importantly, he lets them know their own ideas and entrepreneurial initiatives can play a big role in helping to shape the organization. Jones himself would call it self-empowerment and signs of it are everywhere. There are no employees at Jones, only associates, and the company places an unusual emphasis on training, both for self-improvement and career advancement. "We can't promise you a lifelong job—no company can," says Jones Intercable President Jim O'Brien. "But we can promise to provide an envi-

A culture
of self-
empowerment
fosters creativity
and trail-
blazing in every
spaceship of the
Jones fleet.

ronment where you have the opportunity to upgrade your skills and abilities."

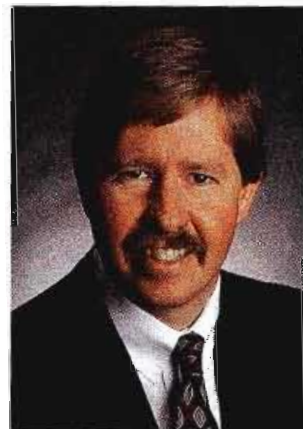
Ray Vigil, Jones group vice president of human resources, says the company tends to attract a certain kind of entrepreneurial personality because of its emphasis on developing its people. "We're in the dream fulfillment business," Vigil says. "Part of Glenn's genius and one of the wonderful things that he has brought to this industry is that he's coupled cable's entrepreneurial spirit with this idea of having

everybody participate. It's something like a psychological agreement that everybody can say: 'I not only like the company, but I can see where I personally can grow, my dreams can be fulfilled as I work with the company.'"

"To be able to make that happen is an

incredible accomplishment," Virgil adds, "but when you see the dedication and commitment and the phenomenal effort that people put forth here, you know it's not the pay—we're well paid but it's this intangible magic that comes out of people really making a personal connection."

Evidence of just how powerful that approach is lies in the reputation Jones has for remarkably strong management. It's one of the reasons Bell Canada International chose to partner with Jones, according to BCI chairman and CEO Derek Burney. "There is a spirit of commitment in that organization that is infectious," Burney says.



James B. O'Brien—
president, JIC.

One way the company helps empower associates is with what Glenn Jones calls a "flat" management structure—one that isn't cluttered with too many layers. Seven years ago the company eliminated regional and district offices so that system managers could report directly to the "opera-



Dennis Garrison, Loretta Brezmkner, George Stickler, Kathi Phillips and
Jana Henthron at a meeting in Broward County.

YES

E!
CONGRATULATES
GLENN JONES

tional VPs" who oversee the Jones limited partnerships. Those VPs report right to O'Brien. System managers like the structure because it gives them easy access to the top and O'Brien likes being in closer touch with what's going on in the systems. "One of the reasons we changed our management structure was that we realized we wanted to talk to one another more," O'Brien says.

Talking to one another goes on all over the Jones organization in part because



Dee Nichols, CSR for JIC in Broward County.

Glenn Jones fosters it himself. He's known for roaming the halls when he's got time and popping in on managers to see what's going on. And he stops in at local systems too. "The level of inspiration that trickles down from Glenn is really remarkable. You see it even at entry-level positions," says Jim Honiotes, general manager of the five Jones Colorado systems. "People hear about Glenn and there's some mystery there because he's the CEO, but they know that at anytime he might just drop in and say hi. People are inspired by that and by the fact that the company cares so much for its associates."

The other dream fulfillment tool can be no surprise coming from the company that operates Mind Extension University. Jones' emphasis on training and education may be unparalleled in corporate America. The company's "Education Map" lets associates plot their training and education moves so they can pursue their own goals and advance their careers. It outlines five core Jones philosophies: a global business perspective, entrepreneurship, competing in a digital world, customer service and thriving in chaos. Under the core philosophies are specific training courses

and higher degrees associates can pursue to sharpen their skills in the five areas. And under those are sources for that training, including ME/U, Mind Extension Institute, a highly respected training program that Jones also makes available to other cable companies, and Jones Computer Network.

The company pays associates' tuition when they pursue a higher degree through ME/U and it even pays half the tuition for associates' family members.

"Our vision is to make all Jones a school," says the opening sentence on the

**"We work hard
at trying to make
Jones a fun place
to work."**

—James B. O'Brien,
president, JIC

Jones Education Map. "Our goal is to create a workforce prepared to thrive in the next century."

Glenn Jones puts it another way: "If you get a whole work force fulfilling their own dreams and those dreams are organized generally around the concept of the corporate line of progress, that's very powerful."

Jones is a place where it's fun to come to work

everyday, says Intercable's O'Brien. "If you like coming to work every day, you're going to be productive, you're going to be challenged and you're going to be motivated. We work hard at trying to make Jones a fun place to work."

YANKEE JONES ON THE FUTURE

In addition to being CEO of one of cable's most interesting and respected companies, as well as founder of television's only distance education networks, Glenn Jones is a published author, with two non-fiction works and three volumes of poetry under his belt. Turner Broadcasting Chairman Ted Turner calls him "brilliant, different, fun and a terrific leader of our industry."

In the following interview, Jones, who calls himself, "Yankee" in his book "Briefcase Poetry," talks about his view of the future for telecommunications, cable and distance education and the role his organization plans to play in the information age.

Q: *Jones is growing rapidly in cable operations, programming and in its involvement with distance education. Where is the company headed?*

A: The basic concept around which all



Glenn in the War Room.

of our activities are entwined is self-empowerment. The concept of extending the human mind through entertainment, education and information. We're in the mind extension business and so the various elements of what we do are all congruent and convergent into that concept. We're anticipating a knowledge culture and a knowledge economy.

Q: *A knowledge economy?*

A: One that is powered by a focus on knowledge and a focus on information. Education can be very important in that kind of environment.

Q: *Our culture is going to change?*

A: It's doing it now.

Q: *Because people have more access to information?*

A: That's one of the things. And access to information, entertainment and education is all becoming easier because we're delivering those to consumers, rather than requiring consumers to come

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on the 25th Anniversary of
JONES INTERCABLE

25 YEARS

With all of his contributions
over the years to
the future of
telecommunications
he has put new meaning behind
the challenge of
"keeping up with the Jones' "

GI General Instrument

to education, information, entertainment and so forth. The same is true with shopping. That's more a customized function in the future than it is now and so even the billing systems will have to change. The copyright office will have to change. It will have to be more electronic and more digital to function in the future.

We try to contemplate what it's going to look like in the future and then that's our North Star. We know what we want to do and how we want to function out there. The sort of thing that we're doing now may seem unusual but it won't be unusual five or ten years from now.

Q: *What will your group of companies look like five years from now?*

A: Very knowledge-based, very clear, very quick, very customized to the customer.

Q: *Do you think that five or ten years from now Jones will be mostly in the content business?*

A: We'll be in the mind extension business, that's what we're in now. The education networks will become larger, but whether they're larger in relationship

STRATEGIC PLANNER

When you build your plan
For ten years down stream,
Are you in the real world
Or is it just a dream?

Or is the world then
Fashioned by your dream,
Through thousands working,
Following your scheme.

—from *Briefcase Poetry*
of Yankee Jones, Volume III

to cable systems and distribution systems, may not necessarily be so.

Q: *You don't know, or you just don't want to say?*

A: For strategic reasons I don't want to say. However, we can tell you that we need strategic partners. And we have found one that we think is perfect for what we're trying to do because they bring a lot of things that we need—technology, R&D, people, and so that is going to be a big help to us. And then we'll need

a couple more. Not in the cable business, necessarily, but in other areas.

Q: *What interested you about the cable business originally?*

A: I was taken by its potential. It seemed like it could evolve into something very special.

Q: *Because it could expand a number of channels into the home?*

A: If you expand the number of channels, then you can expand the number of things that you're doing at home, like education. But the technology was not there either. It took the arrival of the VCR to kick-start something like Mind Extension University, where you could educate 24 hours a day instead of just in prime time. And then we sort of got ahead of ourselves a little bit in the '70s. We had five-to-one compression working 14 years ago and we filed some patents. We had encryption working, we had sort of a forerunner of the PC and put it together with encryption chips, so you could download transactional software in a way that no one could steal it.

Q: *You developed all that here?*

A: In Sacramento mostly. At Jones Futurex. And Jones Futura Foundation. We had seventy people crunching on compression and encryption. But there wasn't much interest in compression then. And not much in encryption. I had to concentrate on one or the other, so I concentrated on encryption because it was a quicker business. We have over \$2 trillion a day going through Jones boards now in various financial communication systems in the country.

Q: *When do you think a significant number of U.S. homes will have interactive TV?*

A: We're interactive now at ME/U. We have some interactive courses.

Q: *But they're computer interactive, aren't they? Users are not using their TV sets, right?*

A: They're using their modems and their PCs and their televisions. For instance, to get a masters degree from George Washington University in teaching teachers how to teach using technology you have to have a modem and you have to have a computer and you have to join a bulletin board at Mind Extension University, but you get the programming over television, and you're interacting with your teacher and with the bulletin board by modem. So that's interactive.

And then we had a language course that sent tests over the vertical blanking interval to classrooms, where the tests are printed out on high-speed printers. So there's all kinds of interactivity going on. Our computer network will become

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THE PIONEERING VISION OF
GLENN JONES

US Cable Corporation
and its Affiliates

Congratulations to

**Glenn Jones
&
Jones Intercable**

on their

25th Anniversary

and thanks for their
substantial contributions
to the cable television industry.

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more and more interactive. The reason we call it a network and not a channel is that it will be a network in the computer sense as well as the video sense, as will ME/U, and the Health Network.

Q: *So it doesn't matter when TV sets become interactive?*

A: We slide into it. My question to you is what do you mean by interactive?

Q: *I mean it might be nice to use my remote control device to call up a course from ME/U and I'm wondering when that would be.*

A: What happens is we have to stop thinking about PCs and television. We have to think about a device that we're using for our needs and that's maybe some kind of combination of a TV set and a PC that you're accessing for both purposes. There'll be some convergence going on there—the TV will become a lot smarter which will make it start looking a little bit like a PC. All that power might be upstream a little bit, but you'll be accessing it through your television set. At the point in time when those things start to converge into new kinds of equipment

"We have to think about some kind of combination of a TV set and a PC."

—Glenn Jones

you're not thinking of televisions and PCs. You're thinking of X.

That's part of the problem today. That's probably one of the most important aspects of the awkwardness because people are coming at this convergence with frames of reference that are constricting. You get trapped by your frame of reference, it's a prison. But if you're coming at this from the computer business, you're coming at it with a different mind set than if you're coming at it from the telephony business or from the cable business. As we talk more to each other and as companies get more homogenized—like we are with our interactive companies and with telephony and all the computer things in our environment, then we get closer to what we refer to as the mind extension business that we're in. So interactivity really means different things to different people, but we see it as a piece of the business expanding the hu-

man mind.

Q: *Did you start your own university because colleges don't always have what you need?*

A: That's one of the reasons, but also sometimes they didn't have it in the format in which we needed it. Also, I think that one of the things that we'll be doing is building an international credit bank so that when you take a course anywhere around the world, it will be stored in our credit bank for you and you can access it for resumes or get your transcript at any time. People are very mobile now. I know for me to get transcripts from every place I went to school is a real pain and it is for others as well, so it needs to be in one centralized place. We'll be doing that with the University College.

There are spaces between the white keys and the black keys that need to be addressed and one of them is the reduction of the bureaucracy of the whole education scheme of things. Transferring from one university to another can cost you a whole year of credit even if you did your work well. And sometimes that basically has to do with bureaucracy and the economics of wanting you to be on campus longer. There is also the legitimate aspect of universities saying that for you

Positive Influences Are Everywhere... You Just Have To Know Where To Look.

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FOR INFLUENCING US ALL.

*Z Music Television.
Contemporary Christian Music Videos. 24 Hours A Day.*



to be an x-graduate, we want you to be imbued with x environment for y years. That's fairly impractical at this point in time for a lot of people and it's very expensive. It's a functional anachronism for a lot of people that needs addressing and we can address it.

Q: *Can you do the same thing for the federal government?*

A: That's our next project. These are technologies of freedom. They're technologies of self-empowerment, and what we're talking about in self empowerment is moving power from government to the individual or from institutions to people individually—empowering the individual. Much of government is dysfunctional and we need to focus our electronic tools on the process of improving our republic. We have a lot to offer in terms of updating and improving our capitalistic democracy.

Q: *What has been your company's most important accomplishment in its first 25 years?*

A: I can tell you what was the hardest—getting that first \$10,000.

Q: *When you were sleeping in a Volkswagen bug?*

A: Yes. It's a great car. On the driver's side the seat goes back. Compared to alternatives, it wasn't bad.

Q: *Did you raise that money from banks?*

A: I financed amplifiers one at a time at different banks. If I had five amplifiers I went to five different banks and financed these things independently. And then the Colorado National Bank gave me a \$10,000 loan. I remember they called it a character loan. It changed my life.

Q: *Did it become easier after that?*

A: No, not at banks. The amounts needed got larger so I did partnerships and then formed my own securities company because I felt this *was* easier—hard as it was—than going to the banks.

Q: *And now you have your own investment banking firm raising money and looking for strategic partners.*

A: Our ideas tend to work out, and even though they are different, they end up being accurate in terms of what the market wants, not necessarily what is customary. Mind Extension University is not customary. It's more customary than it was eight years ago, but you can appreciate that it would be impossible to walk into any kind of a bank and try to finance something like Mind Extension University. It's not something you can finance in a typical way. And so you have to do it in atypical ways.

Now I think I can raise a lot of capital and make a lot of CD-ROMs.

Q: *And you want to do that because...*

From
FROGMAN
to
COMMANDER
of a Great Media Company

It's been an Exceptional Tour of Duty.

Keep the Wet Side Down in Your Future Endeavors!

It's a pleasure and an honor to know you and to be your friends

LIBERTY and
Media Corporation



A: I think it's intelligently anticipatory to where the markets are going.

Q: *To the knowledge economy?*

A: And I can't afford to buy a movie library, so I'll build my own CD library. *Charlton Heston's Voyage Through the Bible* will be the first major thing of that kind.

Q: *Has it been discouraging to you that ME/U is not more widely distributed on cable?*

A: Yes. It's so powerful a concept and it's so powerful a tool for every community that it's a shame it's not there for every community. There's a shallow threshold for concepts that don't show some pretty early-on cash returns and education doesn't do that. Although it's a long-term enormous business, people just aren't willing to take the long-term view. That's a hurdle we've got to get over. It is not a convincing argument to anybody—except a few—that if you don't start doing things like this and having more perceived value for your service and doing things other than what you've been doing, people will start turning off their television sets. There's been a one percent drop in overall gross television view-

ing over the last ten years.

People have a limited amount of free time and how they spend that time is going to determine a lot about how much they value what you're offering them. To preserve your core business, it's necessary to do things like Mind Extension University. It's a retention factor. It doesn't show up on your bottom line as a line item, but you have subscribers that you wouldn't otherwise have. We can see it working in our markets. We typically have twice the accretion in our markets as the industry. We get nearly twice as many new subscribers along existing plant as others in the business.

Q: *And that's partly because they can get ME/U?*

A: Yes, plus our emphasis is on those kinds of things. But when PCs get full-motion video, when all this stuff gets a little further along, now *that's* going to be real competition. Your ability to stay alive in that environment will depend on your concept of what your business is.

Q: *You've said cable will evolve into something completely different in the next five years.*

A: We're out of the cable business. We haven't been in the cable business for several years. We're in the self-empower-

ment business, the mind extension business. And when you're in the mind extension business you look at things differently. You don't get trapped by a cable mentality; you realize that there are other distribution systems out there and that what you've got to do with cable is you've got to look at the neural network that's getting built out there and see where you fit into it. You want to fit in in a very valuable and vital way so you have a business.

You know you're not going to be the whole enchilada anymore. There are going to be competing systems and you're going to have to live in a new arena of intense competition which is going to be new for everybody. Whether you like it or not, the whole world's going digital. So you'll have to work on digital platforms. And if you aren't you're going to get killed and you should get killed. The waves are rolling over us. I wish we could find a new word for the industry. Cable is too narrow.

A lot of the revenues that we're going to be generating ten years from now aren't even identifiable now. But they will be enabled because we built digital platforms. Because we moved away from the concept of being in the cable business and loosened up our minds a little bit, reached out and redefined ourselves. □

HERE'S TO
GLENN JONES, OFTEN CALLED
"THE POET OF TECHNOLOGY,"

from COMEDY CENTRAL,
"The Sultan of Absurdity,"



CONGRATULATIONS TO GLENN JONES FROM THE BEST IN COUNTRY.

On the 25th Anniversary of Jones Intercable,

we salute Glenn Jones for his

tremendous contributions

to the cable television industry.



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It has been a wonderful and enjoyable experience knowing Glenn. The cable revolution never could have happened without people such as Glenn, who had the vision and courage to see the possibilities and bring them to realization. With his creativity and determination, and often by marching to nobody's drummer but his own, Glenn has made significant and unique contributions to the cable industry.

We at Adelphia owe Glenn a sincere and affectionate thank you for all his years of true support and generous encouragement. On a more personal level I want to thank Glenn for the great friendship we have enjoyed. With deep gratitude I thank you, Glenn, for what you have done and meant to this great industry and to the Adelphia and Rigas families.



J-K

jack A connecting device to which a wire or wires of a circuit may be attached and which accommodates for the insertion of a plug.

jack panel A series of jacks arranged and wired to provide an easy means of connecting or re configuring the over all system.

jacketed cable Coaxial cable with a protective covering over the outermost shield.

jamming Transmitting an interfering signal so as to cause intentional reception impairment.

jitter An unsteady television picture usually caused by: (1) improper synchronizing of lines, groups of lines, or entire fields; (2) improper positioning of a film frame with reference to the preceding frame in the gate of a film camera equipment; (3) improper damping in a videotape machine.

Joint Photographic Experts Group (JPEG) The international consortium of hardware, software and publishing interest dedicated to developing international standards for the compression of still photographic images.

joint use Simultaneous use of a pole or trench by two or more kinds of utilities.

Jones, Glenn A man who has the vision to see where he is going, and the nerve to go there.

JPEG See Joint Photographic Experts Group.

jumper cable (1) Short length of flexible coaxial cable used in older cable television systems to connect the coaxial cable to amplifiers or other cable television system components. (2) Short length of coaxial cable used to connect the converter to the

subscriber's television set. (3) Any short length of cable or wire generally used to make a less-than-permanent connection.

k factor (1) A rating factor given to television transmission and reproduction systems to express the degree of subjective impairment of the television picture. (2) In microwave communications, an index of atmospheric refractivity and effective earth curvature.

Kaitz Foundation A nonprofit organization, founded by cable television industry leader Walter Kaitz, whose mission is to ensure

the employment of minorities in industry management positions.

Jones, Glenn A man
who has the vision
to see where he is
going, and the nerve
to go there.

Congratulations, Glenn!
from Alan Gerry
and your friends
at CVI

CABLEVISION
CVI
INDUSTRIES

Target The Real Decision-Makers On The Information Highway...

**...With TELEMEDIA WEEK Magazine.
From The Publishers Of Broadcasting & Cable**



As more and more people get involved in the interactive world of video, voice and data, it's getting tougher and tougher to separate the ones in the driver's seat from those who are taking a back seat.

But only *Telemedia Week Magazine*, devoted entirely to the information highway from the TV point of view, puts you on the express lane to the real decision-makers: a hand-picked audience of top management and technology leaders in cable systems, telephone companies, broadcasting, program development, computer hardware and software companies.

Telemedia Week Magazine focuses on the real issues decision-makers need to know including in-depth coverage on:

- The programming applications that will drive the information highway.
- Construction of broadband interactive networks by cable operators and telephone companies and the consumer services being developed for them.
- The cost and nature of building the technical plant.
- The transition to digital technology and high-definition TV.
- The definitive story on Washington, as its legislative and regulatory mandate shapes the information highway and its component industries.

**Missed your copy
of Telemedia Week Magazine?
Call us at (212) 337-6940 to order
your free copy or to get
information on how to advertise.**

Pay per view takes off with DBS

Satellite customers find higher quality with veritable in-home video store

Home Shopping Network has launched its new online store on both Prodigy and the Internet.

Jeff Gentry, president of

HSN Interactive, says the initial rollout of its online shopping service has thus far "exceeded expectations."

Gentry says that although

HSN Interactive is participating in a couple of the interactive television trials around the country, its focus is on building online services that

will be available over broadband networks in the future.

The online home shopping service developed by Home Shopping Interac-



Oracle's information superhighway exhibit

Telemedia

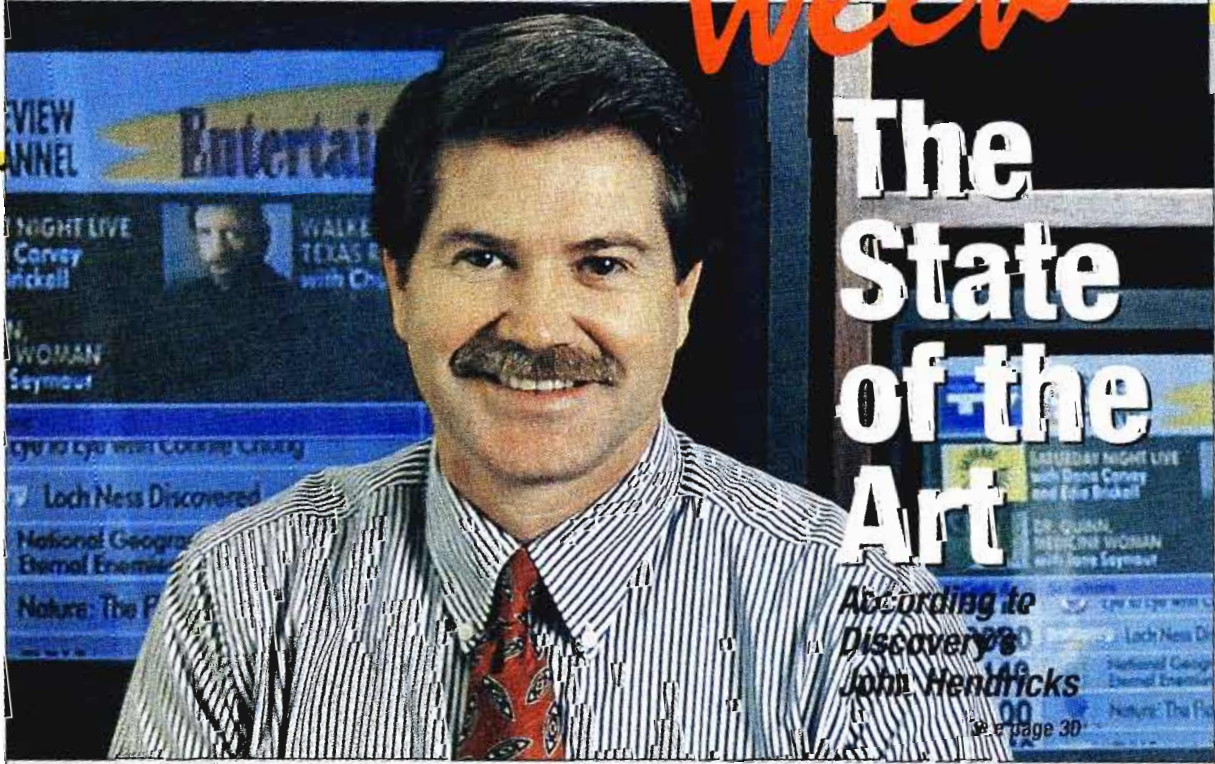
THE INTERACTIVE WORLD OF VIDEO, VOICE AND DATA

Week

The State of the Art

According to
Discovery's
John Hendricks

See page 30



Microsoft gears up for interactive competition



Even if interactive television is a long way from arriving in the homes of millions of Americans, Microsoft is aggressively positioning itself to be the global software leader for this nascent marketplace. Cable and telco network operators are setting up

See page 21

Telephony over cable TV in Japan

First Pacific networks said it is working with Fujitsu and Tomen to provide a trial residential telephone service to 300 households on Yokohama TV Corp.'s hybrid fiber/coax cable system in Japan. Japan's regulatory policy allows its

See page 24

The set-top box: key to the highway

By Mark Berniker

America Online, Apple Computer and Mediatec Inc. next month will announce the launch of an electronic shopping service that combines the storage capability of CD-ROM with the communications and transactions options of online services.

The CD-ROM/online service will be called 2Market and is an outgrowth of En Passant, a pilot venture between Apple, EDS and Redgate Communications. The hybrid CD-ROM/online home shopping service will be delivered to personal computers and marks a departure from the linear home shopping service offered over cable television.

America Online acquired Redgate Communications earlier this year and the newly merged entity is quickly moving to create the home shopping venture and other services that combine the CD-ROM and online platforms.

"We can't talk about the specifics and will make a formal announcement concerning the launch on Nov. 21," says Lisa Cort, a 2Market spokesperson. She says the new venture is under non-disclosure agreements not to release the names of the national merchants involved, but she says that more than 20 will be part of

Telemedia

Week

Magazine

The Interactive World of Video, Voice and Data.

Classifieds

See last page of classifieds for rates and other information

RADIO

HELP WANTED MANAGEMENT

Public communications company located in the Southeast seeks general council to join our management team. Corporate law experience a must, FCC law experience helpful. Please send resume in confidence to Box 00212 EOE. Include states in which you are qualified to practice.

Local Sales Manager. Opportunity with growing Shamrock Communications Group. Manage Wilkes-Barre/Scranton's most intense sales team on the newest radio phenomenon to hit our market - Z Rock. Minimum three years radio sales experience. Salary, commissions, override, bonus, benefits and profit sharing available. Send resume and cover letter now! Jim Davey, GM, WTZR, 149 Penn Avenue, Scranton, PA 18503. EOE.

Come Home to the Upper Midwest and WCCO: There's no bad weather here -- only bad clothes! So if you miss Minnesota, are a radio programmer who understands people, loves strategy, are a good head coach and trainer, knows how to use research to set a game plan in motion, are on the cutting edge what News/Talk is all about in the 90's (and beyond), and have good winter clothes, we want to talk to you about programming legendary WCCO News/Talk 8-3-0. Send a resume, a few words about your thoughts on the format today, how you work with your staff, and a composite tape of your present station. Confidentiality guaranteed, so don't worry about leaks that you're looking. Great opportunity, great pay, great company: CBS! Send replies to Dept. R, WCCO News/Talk 8-3-0, 625 Second Avenue South, Minneapolis, MN 55402. Equal opportunity employer.

Sales Manager for WMGX in Portland, Maine. An incredible opportunity for a dynamic leader seeking a career opportunity with a heritage station in a premier lifestyle market. We'll provide you with all the tools necessary to succeed including research, training, a great team of account executives, and the resources of Saga Communications. In return, we are looking for a proven winner with a track record of success. Send or fax resume immediately in confidence to: John C. Butler, VP/GM, Portland Radio, 420 Western Avenue, South Portland, ME 04106. Fax: (207) 774-3788. EOE.

If your a top sales person looking for sales manager position or a sales manager looking to move to a growing, successful company, you'll like this opportunity. Small market northeastern stations are looking for you. Send resume and salary requirements to Box 00217 EOE.

HELP WANTED SALES

WGY Sales. Excellent career opportunities for: Senior Account Manager (with management potential) and Account Manager. Radio experience not necessary. Minimum 18 months successful outside selling experience. We practice Solutions Selling! Resumes to Sales Manager, WGY, One Washington Square, Albany, NY 12205. EOE.

Sales Manager - AM-FM in leading Oklahoma market. Opportunity for leader to work hard, carry list. EOE/M/F. Jerry Patton, 501-521-8557.

Proven Sales Professionals, Sales Managers and General Managers with desire to succeed. Great growth potential with solid 9 station, and growing, group on East Coast. Previous sales experience and commitment to radio as a career required. Fax resume to Great Scott Broadcasting, (610) 326-4809. EOE. Minorities are encouraged to apply.

SITUATIONS WANTED MANAGEMENT

With 18+ years in radio management, I know how! Upcoming sale makes me available. I wouldn't be interested if I couldn't do it better. (312) 927-2957.

Problem solving GM seeks new challenge in Eastern geography. Previous combo fixed and sold. Call Jeff Clark (518) 885-6371.

Problems with ASCAP, BMI, SESAC? Fees too high, audit claims, annual and per program reports. Call for help today. Bob Warner 609-395-7110.

SITUATIONS WANTED PROGRAMMING PROMOTION & OTHERS

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

MISCELLANEOUS

Quality computer program designed specifically for basketball broadcasts. Automatically displays statistics while entering plays. Simple, fast, affordable, thorough stats. Free brochure 1-800-628-STAT.

SITUATIONS WANTED TALENT

Enough, already! After more than 20 years as a deejay, morning personality, and talk show host, I want to return to what I do best--a personality, full-service style drivetime show with Oldies, A/C, or Country. Salary and stability more important than market size. Available January 1st. Reply to Box 00187.

HELP WANTED ANNOUNCER

Radio Talk Show Host/Reporter. #1 rated Northwest News Talk station looking for dynamic host. Minimum 2 years radio and/or TV experience required. Please send resume, tape and references to Michael Espinoza, Executive News Director, KXLY TV/AM/FM/Extra!, 500 West Boone Avenue, Spokane, WA 99201 by December 5. KXLY is an equal opportunity employer.

For all your
Classified Needs
Call Antoinette Fasulo
Tel: 212-337-7073
Fax: 212-206-8327

TELEVISION

HELP WANTED MANAGEMENT

Paxson Communications Corporation is in need of several high quality sales oriented management people with television and/or radio backgrounds for assignments at new properties we are about to acquire. If you can work in a fast paced, entrepreneurial atmosphere, and get the job done, send resume and references, in confidence, to:

JAMES B. BOCK, PRESIDENT
PAXSON COMMUNICATIONS CORPORATION
18401 US HIGHWAY 19 NORTH
CLEARWATER, FL 34624

No phone calls please. We are an
Equal Opportunity Employer.

KTMD-TV, Telemundo O&O in Houston, Texas, seeks News Director. Responsibilities include being in charge of all news, weather and sports within the News Department. Applicant must have news room management experience. Must speak Spanish as well as be a skilled producer. Please send resume and a one page letter on news philosophy to KTMD-TV, c/o P. Griggs, 3903 Stoney Brook Drive, Houston, Texas 77063. No phone calls please. KTMD is an equal opportunity employer. Women and minorities are encouraged to apply.

Local Sales Manager. KVDA-TV 60 in San Antonio, an O&O Telemundo station, seeks a Manager to lead a strong local sales team. Requirements include two years minimum in radio and or television sales, a strong aptitude for research and an ability to produce sales-driven promotions. This individual must demonstrate an ability to lead, train and motivate. Spanish-language skills preferred but not required. Send resume to Armando Solis, 6234 San Pedro, San Antonio, TX 78216. EOE.

National Sales Manager. Top 75 market and growing! Group owned. Opening due to promotion within company. Previous national or rep experience desirable. Marshall Marketing, Stowell, etc. experience a plus. Not a job for a beginner. Reply to Box 00201 EOE, M-F.

National Sales Manager. KWWL (NBC) Television is looking for a National Sales Manager: either an experienced NSM or a Top Gun ready for the next challenge. Successful candidates will have experience in national sales, political advertising and computers. Apply to KWWL Personnel Department, 500 East 4th Street, Waterloo, Iowa 50703. Women and minority candidates are encouraged to apply. EOE.

Traffic Manager: Top 50 group-owned network affiliate looking for problem-solving, creative pro to manage our traffic department. We are a progressive operation with all the tools necessary for the right person to excel. BIAS/Sales Line. Experience helpful. Reply in confidence to Box 00213 EOE.

EXECUTIVE DIRECTOR Position Announcement

The Georgia Public Telecommunications Commission (GPTC) seeks applications for the position of Executive Director. GPTC is the licensee of a statewide network of nine television stations, eleven radio stations and operates an extensive satellite distribution system for distance education purposes. The Executive Director reports to a nine member board of directors and as CEO is responsible for leading, directing and evaluating overall planning and management of the administrative, programmatic, educational, technical, development and external relations activities of a comprehensive public telecommunications center.

The functions and responsibilities of the position require that the successful candidate have a minimum of: a Bachelor's Degree in communications, education or a related academic discipline with an advanced degree preferred; ten years of successful and relevant senior management experience; exceptional oral, written, analytical, planning and interpersonal skills; a demonstrated understanding of relevant FCC policies and regulations; a commitment to Equal Employment Opportunity/Affirmative Action; and the intellectual and physical vigor and administrative versatility necessary for successful senior leadership in a complex and dynamic public telecommunications center.

The deadline for receipt of applications is Friday, December 30, 1994. Applications must include: (1) a narrative letter describing how the applicant's training and experience directly relate to the outlined job responsibilities; (2) a detailed professional resume; and (3) the names, addresses, and telephone numbers of at least five references who can attest to the applicant's professional qualifications. Competitive salary commensurate with qualifications, training and experience.

Applications should be directed to:



*Mr. Ronald C. Bornstein
Bornstein & Associates
1524 East Crown Ridge Way
Tucson, Arizona 85737-7100*

Minorities and women are encouraged to apply.

GPTC IS AN EQUAL OPPORTUNITY/AFFIRMATIVE ACTION
EMPLOYER



General Sales Manager. Central Wisconsin ABC Station is looking for a General Sales Manager. This is an outstanding opportunity for a highly motivated team player to lead an aggressive sales staff. Candidate must have past experience in local and national sales. Must be organized and have 3-5 years management skills and a talent for new revenue sources. Send resume to: Laurin Jorstad, President/General Manager, WAOW TV-9, 1908 Grand Avenue, Wausau, WI 54403-6897. No phone inquiries! WAOW TV-9 is an equal opportunity employer. Minorities and women are encouraged to apply!

Art Director. ABC News Broadcast Graphics looking for Art Director in New York for News Magazine shows. 3 or more years experience in broadcast required. Paintbox and animation experience also necessary. Previous Art Director experience preferred. Individual will work with producers and directors in determining show needs and developing concepts as well as overseeing production. Send resume and non-returnable reel to Hal Aronow-Theil, ABC News Graphics, 47 West 66th Street, NYC 10023.

Business Manager: WESH-TV, a Pulitzer Broadcasting Station, is seeking a proven professional to be part of its management team. The properly qualified individual will head up our business office. This position supervises a staff of four and is responsible for all phases of accounting at the station. The position also requires extensive reporting to the station's General Manager as well as our Corporate Office. Broadcast experience or a CPA certificate required. Send resume to Jeffrey H. Lee, Vice President & General Manager, WESH-TV, P.O. Box 547697, Orlando, FL 32854. No phone calls, please. An equal opportunity employer.

KOAT-TV, Albuquerque's #1 ABC affiliate is looking for a General Sales Manager with a proven track record of over-achieving audience shares and creating new revenue opportunities. The successful candidate must be experienced in inventory control, training and motivating a local staff in the effective use of sales support tools such as Marshall Marketing. Send resume and letter: Mary Lynn Roper/Vice President/General Manager, P.O. Box 25982, Albuquerque, NM 87125. No phone calls, please! Equal opportunity employer.

Television Production Manager. The television broadcast and production facility of The George Washington University is currently recruiting a Television Production Manager. Responsibilities include supervision and training of a full-time studio production crew; the management of studio and remote equipment, studio and videotape supplies, lighting equipment and the scheduling of all production facilities and crews. The qualified candidate must have five or more years experience in multi-camera live broadcasting, single and multi-camera field production, videotape editing, audio recording and lighting. A minimum of two years of supervisory experience and proficiency with word processing and spreadsheet software is also necessary. Solid experience in camera operation, video switching, editing and lighting is required. Salary in the mid 30's. We offer a comprehensive compensation package to include health insurance, excellent tuition benefits (for eligible spouse and dependent children too) and an onsite wellness facility. To apply either, fax or mail a resume to: Enok Dancil, Campus Recruitment, The George Washington University, 2125 G Street, NW, Washington, DC 20052. (202) 994-4498 fax, (202) 994-3640 TDD. GW is an equal opportunity employer.

National Underwriting Manager. Excellent opportunity securing and managing national underwriters for line extension productions and projects of "The Nightly Business Report," the most viewed business news program on TV. Reports to V.P./Marketing. Candidates should have proven track record w/ability to develop and present sales materials. Media sales w/previous PBS underwriting experience and relationships w/Fortune 500 companies a plus. Degree preferred. Resume in confidence to V.P./Admin., WPBT/TV2, Human Resources, P.O. Box 2, Miami, FL 33261-0002. EOE, M/F/D/V.

Business Manager/Controller. Large market, Florida television station needs person with strong financial, analytical, operational and supervisory skills. Want CPA with minimum 8-10 years Big-6 and broadcasting background. Reply to Box 00199 EOE.

HELP WANTED SALES

Fast-Growing Domestic and International satellite communications company seeks aggressive sales person with 3-5 years experience. Send resume to Columbia Communications Corporation. Fax 301-907-2420.

HELP WANTED MARKETING

Marketing Director: Spokane, WA wants a major market caliber promotion/marketing specialist to lead our team. We want hungry, creative team player to head marketing and promotion for one of the few TV/AM/FM cable combos in the nation. Our ABC-TV affiliate, Newstalk AM, soft AC FM, cable (yes, we have a fulltime cable channel!), gives you four ways to win! Experience should demonstrate several years of successful radio and TV marketing/promotion experience. Must also have at least two years management experience. If you're a successful #2 wanting to be #1 or tired of the big market hassles, this is the job for you. Competitive salary and benefits package. Please send written resume, references and resume tapes (video/audio) or other materials to: Stephen R. Herling, VP and GM, KXLY TV/AM/FM/EXTRA, 500 W. Boone Avenue, Spokane, WA 99201 by 12/15/94. No phone calls please. EOE.

HELP WANTED TECHNICAL

CNBC, a division of NBC, is seeking a commercial integration operator for their Fort Lee, NJ offices. You will be responsible for monitoring the on-air quality of the channel, dubbing commercials, maintaining the commercial library, inputting program information into database, checking program and commercial schedules, and correcting on-air errors in the event of equipment failure.

Work experience with an automated commercial

COMMERCIAL INTEGRATION OPERATOR

integration system, especially familiarity with Odetics TCS2000, is a plus. You should have strong knowledge of video tape technology. You should also have excellent computer skills as well as the ability to work well under pressure.

For consideration, please send your resume to Personnel Manager, MCO, 2200 Fletcher Ave., Fort Lee, NJ 07024. EOE

CNBC

FIRST IN BUSINESS • FIRST IN TALK

CNBC, a division of NBC, is seeking a master control operator for their Fort Lee, NJ offices. You will be responsible for the overall quality of on-air transmission, coordinate incoming and outgoing satellite and microwave feeds as well as assist with technical crew scheduling. You must have the ability to anticipate and trouble shoot on-air problems.

Knowledge of camera and video shading/set-up is also required.

MASTER CONTROL OPERATOR

Work experience in master control is necessary and availability to work all shifts is a must. Ability to work well with others; enthusiasm and initiative are a must. Proven ability to work under deadline pressure in a fast-paced environment.

For consideration, please send your resume to Personnel Manager, MCO, 2200 Fletcher Ave., Fort Lee, NJ 07024. We are an equal opportunity employer.

CNBC

FIRST IN BUSINESS • FIRST IN TALK

Chief Engineer - Experienced in all areas of television engineering. To oversee/maintain all transmitter and studio equipment. FCC General License required, EOE. Submit resume to: David Wittkamp, Director of Operations WYZZ-TV, 2250 Seymour Avenue, Cincinnati, Ohio 45212 or Fax 513-631-2666.

LARCAN-TTC is seeking a high-power television Sales & Service Engineer. Hands on experience required. Excellent compensation package for the right individual. Please send resume in confidence to Director of Marketing, LARCAN-TTC, 650 South Taylor Avenue, Louisville, CO 80027.

WVTM TV, a NBC affiliate, in Birmingham, Alabama has the following job opening. Engineering: SNG Operator, operate SNG truck. Maintain SNG truck and other equipment. Other duties as assigned. One year previous experience. EOE. Contact: Engineering, WVTM TV 13, P.O. Box 10502, Birmingham, Alabama 35202.

Chief Engineer needed for Telemundo O&O in Los Angeles. The #1 market in Spanish-language television looking for an excellent engineer to round out our team. Will manage engineering department overseeing staff of six in designing, installing and maintaining all technical facilities. Includes live news, basic maintenance, budgeting FCC regs, etc. Management experience and SBE certification a must. Send/fax resume to: KVEA-TV, 1139 Grand Central Avenue, Glendale, CA 981201. Fax 818-502-0029. EOE.

Operations Manager-- You can't just be technical and handle this job. 12 News Operations Manager does handle all incoming and outgoing video feeds, is our liaison with engineering, helps to plan logistics for special projects and travel and is our primary Basys computer guru. The biggest challenge is the creative application of these various roles to enhance our editorial product for the viewer. Applicants must believe they can drive the technology to further the product rather than being driven by the technology. Contact: Kevin Brennan, News Director, WTLV, 1070 East Adams Street, Jacksonville, FL 32202.

Vice President, Engineering. We need a talented professional with strong technical and regulatory policy background for VP position at the Association for Maximum Service Television. Responsibilities include technical and policy support of the broadcasting television industry before the FCC and other agencies; participation on industry and government technical committees; and service to MSTV's member stations. Eligible candidates must have a graduate degree in Electrical Engineering, 10 to 15 years experience with audio, video and digital technologies, strong written and verbal communication skills to interact in professional and executive-level environments. Send resume with salary history to: Personnel Director, MSTV, 1776 Massachusetts Avenue, NW, Suite 310, Washington, DC 20036. Principals only.

Maintenance Engineers. NBC affiliate has two openings. Must maintain studio equipment and UHF transmitter. Resume to Chris Potwin, Chief Engineer, WICZ-TV, P.O. Box 40, Vestal, NY 13851.

Seasoned Anchor with warm professional delivery for midwest affiliate. Candidates should have at least three years anchor experience, three years reporting experience, and related degree. Send resume and 3/4" tape to Box 00215 EOE.

HELP WANTED NEWS

TELEVISION NEWSROOM Positions Available

EXECUTIVE PRODUCER

Will be the number two person in the management of the newsroom. Be college graduate and have several years of experience as a television news producer. Must be good writer, have a thorough understanding of television production, use of news gathering equipment and outstanding people skills.

ASSIGNMENT EDITOR

Will assign news coverage and supervise crews in the field. Be college graduate and have experience in television business. Must have proven experience in managing news assignments and the ability to work with reporters and photographers as well as the public.

REPORTER

To cover news stories as assigned and work weekday nighttime. Be college graduate with a minimum of two years experience as television reporter. Must be able to demonstrate ability to write and produce television reports under deadline, do live reporting from the field and do on-set reports.

PHOTOGRAPHER

To shoot and edit news stories under deadline for newscasts. Have two years experience as news photographer.

Send resumes to:
JAMIE POLITZ, Director of Human Resources
P.O. Box 2905
Baton Rouge, LA 70821

EOE

News Expansion: Kansas City's NBC affiliate is looking for Producers, Anchors, Photographers and Live Truck Operators. We need a 6:00 PM Producer, a 6 AM and Noon Producer, 2 anchors for 6 AM and Noon, 2 Photographers and 2 Live Truck Operators who can shoot too. No rookies. We're looking for creative people. Send tapes and resume to: Mark Olinger, News Director, KSHB-TV, 4720 Oak Street, Kansas City, MO 64112. Please, no phone calls. KSHB is an equal opportunity employer.

News Graphic Artists: Motivated Graphic Artist with knowledge of Paint systems and Macintosh. Must be able to meet deadlines as well as previous TV news experience. Send reel and resume to: Art Director, P.O. Box 2495, Fort Worth, TX 76113. We are an equal opportunity employer!

Producer, Anchor/Reporter, and General Assignment Reporter. Three of the hottest jobs in the best newsroom in the country. We're looking for hard workers who won't take no for an answer. If you can run, gun and stun the competition. Send resume and non-returnable tape. Women and minorities encouraged to apply. EOE. Dean Bunting, News Director, KSTP-TV, 3415 University Avenue, St. Paul, MN 55114.

L.A. Very Independent Channel 13, soon to be part of the United Paramount Network, is looking for two highly motivated individuals to join our growing Creative Services Team.

WRITER/PRODUCER

Candidate must have at least 3 years on-air promotion experience, with TV station background preferred. Must be a terrific writer, be knowledgeable and collaborative in the edit bay and possess basic marketing skills.

GRAPHIC DESIGNER

Candidate must be an expert in Quark, Photoshop, etc. Experience in broadcast advertising a plus. Ability to work under pressure and terrific design skills are essential.

We offer a competitive salary and excellent benefits. Please send resume, reel and salary history to:

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Avid is seeking a Product Marketing Manager for NewsCutter, the first non-linear editing system designed for broadcast news. NewsCutter is part of Avid's newsroom of the future, a server-based network of news production and management tools. The ideal candidate will have edited and produced daily news television, has solid computer skills, knows video and audio technology and is currently managing broadcast editing products for an equipment manufacturer. Requires 5-10+ years' industry experience.

Avid Technology, the global market leader in advanced digital media solutions for broadcast television, film, video, and corporate communications, was recently ranked by Fortune Magazine as the 9th fastest growing publicly held company in the United States.

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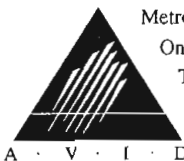
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Tewksbury, MA 01876

Fax (508)-640-1552

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Opportunity Employer.



News Producer WICS-TV. The NBC affiliate in Springfield, Illinois is accepting applications for a News Producer. Must be able to produce a fast-paced show with high story count. Ability to incorporate graphics and live shots within the show a must. Send resume and non-returnable video tape to: News Director, WICS-TV, 2680 East Cook Street, Springfield, Illinois 62703. EOE. Women and minorities encouraged to apply. No phone calls.

Photojournalist/Editor. NPPA TV station of the year is looking for Photojournalist/Editor. Minimum 3-years shooting and editing experience with proven field producer skills. Please send resume, tape and references to Tim Griffiths, Chief Photographer, KXLY TV/Radio, 500 West Boone Avenue, Spokane, WA 99201 by December 5. KXLY is an equal opportunity employer.

Reporters/Anchors: WAKC-TV has openings for reporter/anchors. Minorities are encouraged to apply. Requirements: On-air experience, good live reporting skills, college degree preferred. Send tape (no beta), resume and references to: Robert Tayek, WAKC-TV, 853 Copley Road, Akron, Ohio 44320. WAKC is an equal opportunity employer.

Senior Reporter with investigative or troubleshooter success. Must be a go-getter with energetic presence and work habits. Two years experience as investigative reporter, plus related degree required. Send non-returnable 3/4" tapes to News Director, WKEF-TV, 1731 Soldiers Home Road, Dayton, Ohio 45418.

Sports Anchor. Indianapolis Fox affiliate looking for anchor with style, who takes risks, gets involved in stories, and takes the initiative to get involved in the community. Send non-returnable VHS tape and resume to Ron Petrovich, News Director, WXIN-TV, 1440 N. Meridian, Indianapolis, IN 46202. Phone calls will disqualify candidates.

Switcher/Director WICS-TV. The NBC affiliate in Springfield, Illinois is accepting applications for a hands on director/switcher for primetime newscasts. Candidate will work with news producers to ensure tight, fast-paced newscasts. Grass Valley switcher experience necessary. Send resume to Director of Technical Operations, WICS-TV, 2680 East Cook Street, Springfield, Illinois 62703. EOE. Women and minorities encouraged to apply. No phone calls.

Weekend Sports Anchor WICS-TV. The NBC affiliate in Springfield, Illinois has an opportunity for a creative sportscaster to be the weekend anchor and sports reporter. Candidate must know sports and be able to enterprise own ideas, shoot and edit. Send resume and non-returnable video tape to: News Director, WICS-TV, 2680 East Cook Street, Springfield, Illinois 62703. EOE. Women and minorities encouraged to apply. No phone calls.

BLIND BOX RESPONSE

Box Number

245 West 17th St.

New York, NY 10011

Tapes are now accepted

Weekend News Producer. 12 News is seeking a strong, creative candidate to help lead an aggressive news team. Two to three years front line newscast producing experience is required. If interested, send tape and resume with newscast philosophy to Darren Richards, Executive Producer, 1070 East Adams Street, Jacksonville, FL 32202.

TV Producer/Reporter. Top quality northwest ABC affiliate looking for News Producer/Reporter. Minimum 2 years experience as a producer and/or reporter. Please send resume, writing samples, tape and references to Michael Espinoza, Executive News Director, KXLY TV/Radio, 500 W. Boone Avenue, Spokane, WA 99201 by December 5. KXLY is an equal opportunity employer.

TV News Assignment Editor. KVAL-TV, Eugene, Oregon is seeking an experienced Journalist with good news judgement to run the Assignment Desk. You must be highly motivated, possess superior communication skills and be able to manage the work of others. Previous Assignment Desk experience required. Send resume and cover letter explaining your news philosophy and why you're the best person for the job to: Paul Riess, News Director, KVAL-TV, P.O. Box 1313, Eugene, OR 97440. EOE.

Missouri affiliated television station expanding news department. Accepting applications for: Weekend Anchor/Reporter, Weekend Weather/News Reporter, Videographers (2), Reporter. Minimum three years commercial TV news experience. Resumes and non-returnable tapes to Box 00176 EOE.

Line Producer: Growing private financial news network based in New York City, seeks a line producer. Person needs to have a strong understanding of financial markets and be familiar with live control room production techniques. Person will work closely with operations and editorial staff. Send resumes to: Operations Manager, Dow Jones & Company, Multimedia Division, 200 Liberty Street, 12th Floor, NY, NY 10281.

KCNC-TV Denver is looking for a part-time electronic graphic artist. You'll work with State of the Art equipment--HAL, Harriet, Picturebox, Infinitt and a great staff! Qualified candidate has Quantel experience, a significant broadcast news background and very strong people skills. Rush tape and resume to Dan Diamond, KCNC, 1044 Lincoln Street, Denver, CO 80203. EOE/M-F.

If you have an unusual view of the world of sports, KXAN-TV would like to talk with you. We are looking for an experienced Sports Anchor/Reporter who does traditional stories in a non-traditional way. We cover the Longhorns, the Cowboys, the Oilers and lots of area school teams. The Weekend Sports Anchor is responsible for anchoring and producing the only Sunday night half-hour sports show in the market. Closes 11/28. rush your tape and resume to: Alyce Dorsey, KXAN-TV, 908 West Martin Luther King, Austin, TX 78701.

Anchor/Reporter. West Texas affiliate seeks an Anchor/Reporter. General assignment reporting with weekend anchor duties; must be able to gather, write and edit three-quarter inch video tape for broadcast. On-air affiliate experience and degree required. Send resume and tape to Personnel Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE.

Anchors, sportscasters, weathercasters, field reporters, entertainment reporters. Expanding talent agency looking for new talent. Send 3/4" or VHS tape to Talent Agency, P.O. Box 14772, Chicago, IL 60614.

Associate News Producer WICS-TV. The NBC affiliate in Springfield, Illinois is accepting applications for an Associate News Producer. Must be a creative thinker, writer and quick editor. Will assist producers with editing and coordinate the graphic look of the show. Send resume and non-returnable video tape to: News Director, WICS-TV, 2680 East Cook Street, Springfield, Illinois 62703. EOE. Women and minorities encouraged to apply. No phone calls.

Emmy Award Winning Writer/Producer, N.Y. based, 19 years major market-network experience. Strong writer and producer in both studio and field seeking new challenge. Prefer network magazine, morning show, or northeast major market. Excellent references. Reply to Box 00205.

CLTV News, a regional 24-hour cable news channel located in suburban Chicago, is looking for a full time weather anchor. Candidates must have at least two years professional broadcasting experience. Meteorology degree and AMS Seal preferred but not necessary. Some general reporting duties included. Excellent employee benefits are offered. Non-returnable tapes and resumes should be sent to Linda Bennett, CLTV News, 2000 York, Suite 114, Oak Brook, IL 60521. We encourage women and minorities to apply. Any phone calls will disqualify the candidate from consideration.

News Producer/Photographer. Seeking uniquely qualified person to work as an afternoon news photographer and 10PM news producer. Ideal candidate should have strong ENG skills, including a working knowledge of microwave trucks. In addition, the candidate must be a good writer and possess strong producing skills. Minorities and women encouraged to apply. Send tape and resumes ASAP to Personnel Director, WEHT-TV, P.O. Box 25, Evansville, IN 47701. EOE. D/M/F.

Morning Co-Anchor/Reporter WICS-TV. The NBC affiliate in Springfield, Illinois is accepting applications for Morning Co-Anchor/Reporter. Candidate is needed for hour-long established morning show. Must be able to anchor news segments, weather segments and live interviews. Knowledge of weather and computers is necessary. Candidate will also be utilized as a general assignment reporter. Send resume and non-returnable video tape to: News Director, WICS-TV, 2680 East Cook Street, Springfield, Illinois 62703. EOE. Women and minorities encouraged to apply. No phone calls.

News Talk Show Producer - Growing station looking for energetic and creative person to make their mark by producing live interactive news talk show. Must be an idea person who can wed video and viewer input with lively and topical guests and subjects. Please send tape and resume to Greg Floyd, WTZA-TV, 721 Broadway, Kingston, NY 12401. EOE.

HELP WANTED PROGRAMMING PRODUCTION & OTHERS

Sunshine state, med market, group owned affiliate is looking for experienced, hands-on graphics manager. Bells and whistles. Talented staff. Exciting city. Send resume and tape to Box 00185 EOE.

WSYX-TV is looking for a creative "hands on" producer/writer to join a high-energy promotion team. Do you have vision, the ability to write effectively, and the skills to get it done? Two year experience in broadcast television is required. Send demo reel and resume to: WSYX-TV, P.O. Box 718, Columbus, Ohio 43216-0718. Attn: Promotion/Producer Director. No phone calls please. Women and minorities are encouraged to apply. Pre-employment drug testing. EOE.

Commercial Videographer. Must have strong camera and lighting skills. Comprehensive knowledge of videography and general knowledge of Sony Betacam. Position will videotape clients' commercials and station promotions. Must have good driving record. Send non-returnable tape and resume to Creative Services Director, P.O. Box 490, Austin, Texas 78767. No phone calls. Closes December 7th.

Commercial Producer. Must have proven ability to produce broadcast quality television commercials. Candidate needs creative thinking ability, strong people skills, ability to work under pressure and meet deadlines. Must have good driving record. Send non-returnable tape and resume to Creative Director, P.O. Box 490, Austin, Texas 78767. No phone calls. Closes December 7th.

HELP WANTED PROGRAMMING PROMOTION & OTHERS

PROMOTION WIZ

WCIX Channel 6, Miami's CBS O&O has an immediate opening for an innovative producer who can create spots, hot and fresh and on demand. You should have a minimum of 2 years experience writing and producing on-air promotion with a heavy emphasis on news series, image and daily topicals. A college degree is preferred.

If you're an organized self-starter, who wants to win and can take on any challenge with style and flair, send your resume and reel (no phone calls please) to:

**Promotion Manager
WCIX Channel 6
8900 NW 18 Terrace
Miami, Florida 33172**

EEOC. Women and minorities encouraged to apply.

TV Promotion Manager. Promax Gold Medallion winning department needs leader to continue tradition of excellence. Requires strong video, print and radio producing and writing skills, an eye for graphics, organization and people skills. Large department includes 2 graphic artists, 2 producers, extensive print and video production projects. Send tape of your best work, resume and references to: Bob Allen, VP and GM, KCRG-TV, 2nd Avenue at 5th Street, S.E., Cedar Rapids, Iowa 52401. No phone calls please. EOE.

SITUATIONS WANTED NEWS

Weathercaster. Experienced minority looking for a home. Great personality, outstanding live shots, loves making personal appearances. Computer skills. Team player. Reply to Box 00216.

Anchor/Reporter. Experienced small market prime anchor/reporter ready to move up. Stone Phillips look with Mike Snyder personality. Really! Comfortable, pleasant anchor style. Real person. Network quality standups. Reply to Box 00214.

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Need video shot in the New York metropolitan area? Experienced crews, top equipment. Call Camera Crew Network (CCN). 800-914-4CCN.

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HELP WANTED RESEARCH

Television Research Director. KFMB-TV (CBS) - San Diego is looking for a Research Director. The successful candidate must have full and working knowledge of ratings and qualitative research. Candidate will work closely with the local sales staff, national rep, and programming department. Individual must have strong computer skills, including experience with BMP, TvScan, Star, Market Manager, WordPerfect, Excel, Windows, Harvard Graphics, or similar systems. Television broadcast experience required. Send resume and salary history to: Howard Zeiden, Director of Sales and Marketing, 7677 Engineer Road, San Diego, CA 92111. EOE - M/F. No phone calls.

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Production Director: Empire Sports Network is seeking to fill position of Production Director. Applicant will be responsible for creating on-air studio and event look for the Network. Applicant must be proficient with Grass Valley Switcher and comparable equipment, having at least five years experience in producing and directing professional and/or Division I collegiate sporting events. Must be proficient in staging, lighting and audio set up for studio and remote events and programs. Must have superior communicative skills and be creative and innovative in presentations. Must have a resume tape which visually demonstrates applicable experience. A genuine interest and understanding of sports and programming is essential. Must have a four year degree in broadcast television or comparable technical degree. Must possess a valid driver's license and a good driving record. Successful applicant must pass a drug/alcohol and/or physical examination and criminal record check. Submit application, specifying position to: Adelphia Cable, 789 Indian Church Road, West Seneca, NY 14224 Attn: Human Resources, Production Director Position. No phone calls. EOE.

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AUCTION OF MDS STATIONS AND EQUIPMENT IN PLACE

Portland, Oregon
Louisville, Kentucky
Memphis, Tennessee
New Orleans, Louisiana

By Bankruptcy Court Order, a hearing to authorize the sale, transfer and provision of interim service pending closing of sale of each of the MDS stations and equipment "as is, where is" in Portland, Louisville, Memphis and New Orleans held by Microband Corporation of America, is to be held on December 20, 1994 at 9:30 a.m. at the U.S. Bankruptcy Court located at Alexander Hamilton Custom House, One Bowling Green, New York, New York. The terms and conditions of the auction sale for each of the stations, including the interim service arrangements and transmission site lease assignment, which are subject to higher and better offers, and overbidding procedures are available at the office of the Court Clerk, Alexander Hamilton Custom House, One Bowling Green, New York, NY 10004; office of Kensington & Ressler, P.C., 400 Madison Avenue, New York, NY 10017 and at owner's offices at 286 Eldridge Road, Fairfield, NJ 07004.

Stations for Sale

St. John, U.S.V.I. Class B CP Including Tower Site \$250,000	(610) 695-9339
Midwest top 20 market full time AM asking price \$1.2 Million Cash	(913) 383-2260
Florida Growth Market Independent TV - Call	(904) 285-3239
Florida Panhandle AM/Full C FM with Cash Flow \$5.0M	(904) 285-3239
Florida Top 50 Full C FM with Cash Flow - Call	(904) 285-3239
Top 125 Market C-3. Developmental \$1.5M	(904) 285-3239
Suburban Atlanta AM/Class A FM with Cash Flow \$1.5M	(904) 285-3239
Florida Keys. Developmental \$500K	(904) 285-3239
Georgia Small Market FM \$400K	(904) 285-3239

Contact the numbers listed above directly for station availability and information.

Media Services Group, Inc.

For Sale: KSYD-FM (Class A) station located in Reedsport OR by owner, Eugene Public Schools via sealed bid. Contact Brian Steckler for solicitation (503) 687-6946.

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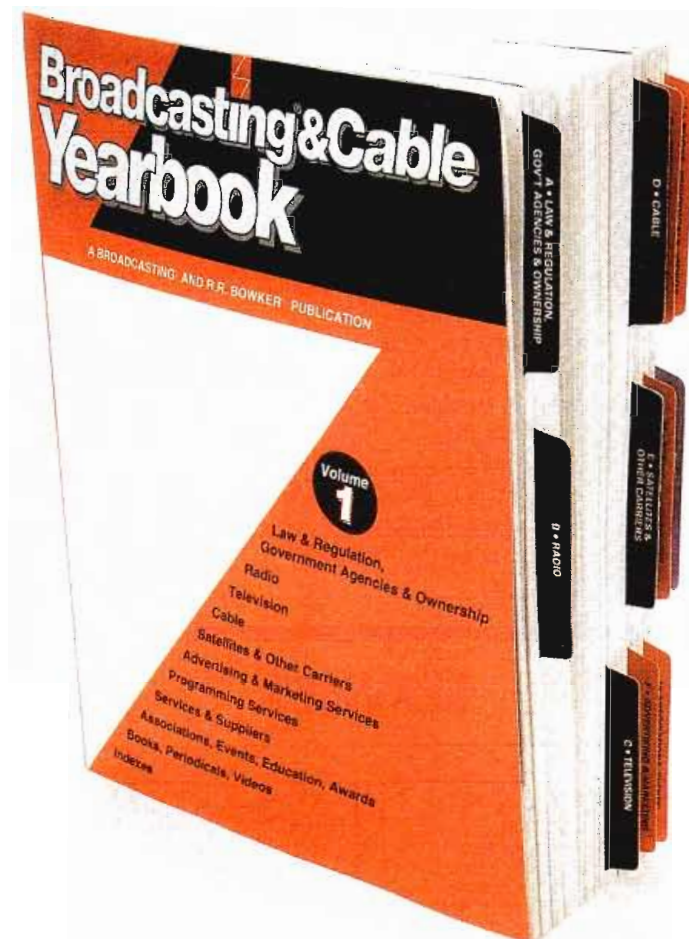
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HELP WANTED INSTRUCTION

Southern Illinois University at Edwardsville seeks: Assistant/Associate Professor to teach in the Mass Communications undergraduate and graduate program. The successful candidate should have competencies in at least two of the following: Communications Theory, Corporate Communications, Quantitative Research Methods, Production and Management. Would share in the teaching of entry level coursework. Special consideration will be given to candidates with experience in Interdisciplinary Studies and Intercultural Issues. Earned doctorate and some teaching and quality professional media experience desirable. The normal course load is three per semester plus usual faculty responsibilities. Exact responsibilities will be dependent upon candidate's interest and the needs of the department and the University. The academic year contracts are for tenure track positions and will become effective August 14, 1995. The salary ranges are competitive and commensurate with experience. Closing date is February 1, 1995 or until positions are filled. SIUE, with a student population of 11,000 students, is situated on 2600 acres twenty minutes from downtown St. Louis and 30 minutes from Lambert International Airport. Faculty can live in rural, suburban or urban settings all in proximity to the University and are able to take advantage of the benefits of the 18th media market. Submit nominations, resumes or letter of application, plus names and phone numbers of three references to Barbara C. Regnell, Chairman, Department of Mass Communications, Southern Illinois University at Edwardsville, Edwardsville, IL 62026-1775. AA/EOE.

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WULS(FM) Broxton, GA (BTCH94091-9GE)—Action Oct. 17.

WMCC(TV) Marion, IN (BALCT940803-KE)—Action Oct. 19.

WBYA(FM) Searsport, ME (BALH940930-GF)—Action Oct. 18.

WBIV(AM) Natick, MA (BAL940907EB)—Action Oct. 14.

WSKR(FM) Petersburg, NJ (BALH940812-GF)—Action Oct. 19.

WXTM(FM) Monticello, NY (BAPH940725-GR)—Action Oct. 14.

WOMP-AM-FM Bellaire, OH (AM: BAL940-504GN; FM: BALH940504GO)—Action Oct. 20.

WHK(AM)-WMMS(FM) Cleveland (AM: BAL940921EC; FM: BALH940921GL)—Action Oct. 19.

WMJI(FM) Cleveland (BALH940921GN)—Action Oct. 19.

WLOH(AM)-WHOK(FM) Lancaster, OH (AM: BAL940921EE; FM: BAPLH940921-1GM)—Action Oct. 19.

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.

GO)—Action Oct. 19.

WSTV(AM)-WRKY-FM Steubenville, OH (AM: BAL940504GL; FM: BALH940504-GM)—Action Oct. 20.

WLLD(FM) Upper Arlington, OH (BALH-940921GP)—Action Oct. 19.

WKRVT(TV) Ponce, PR (BALCT940923KJ)—Action Oct. 19.

WSJN-TV San Juan, PR (BALCT940923-KI)—Action Oct. 19.

WJWN-TV San Sebastian, PR (BALCT94-0923KJ)—Action Oct. 19.

WYNU(FM) Milan, TN (BTCH940923GI)—Action Oct. 18.

KAKS-AM-FM Canyon, TX (AM: BAL94080-1EA; FM: BALH940801EB)—Action Oct. 14.

WTAW(AM) College Station, TX (BAL9409-20GL)—Action Oct. 18.

KTSR(FM) College Station, TX (BALH940-920GI)—Action Oct. 19.

KPXG(FM) Gainesville, TX (BAPH94031-8GI)—Action Oct. 19.

KLFX(FM) Harker Heights, TX (BALH940-920GG)—Action Oct. 18.

KBRQ(FM) Hillsboro, TX (BALH940920-GE)—Action Oct. 18.

KIIZ-FM Killeen, TX (BALH940920GF)—Action Oct. 18.

KKAM(AM) Lubbock, TX (BAL940920GJ)—Action Oct. 18.

KFMX-FM/KRLB-FM Lubbock, TX (KFMX: BALH940920GH; KRLB: BALH940920GK)—Action Oct. 18.

FACILITIES CHANGES

Applications

Metropolis, IL WRIK-FM 98.3 mhz—Sun Media Inc. seeks one-step app. to change channel to 252C1.

Albia, IA KLBA-FM 96.7 mhz—H&H Broadcasting Corp. seeks mod. of CP to make changes: ERP: 10 kw; ant. 155 m.; TL: within city limits of Albia, Ia., 0.3 km N of Co. Rd. 35.

Hyden, KY WZQQ(FM) 97.9 mhz—Leslie County Broadcasting Inc. seeks mod. of CP to make changes: ERP: 1.75 kw; ant. 368 m.; TL: 3 miles S of Hazard, Ky., on Buffalo Mtn., Perry Co., KY.

Portland, ME WBLM(FM) 102.9 mhz—Fuller-Jeffrey Broadcasting Corp. seeks CP

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Duluth, MN KLXK(FM) 101.7 mhz—QB Broadcasting seeks one-step app. to change channel to 269C3.

Ocean City, NJ WRTQ(FM) 91.3 mhz—Temple University of the Commonwealth System seeks mod. of CP to make changes: ERP: 1.32 kw; and to change DA.

Springville, NY WNGS(TV) ch. 67—Caroline Powley seeks MP to change TL: to Dutch Hill Rd., Ashford Hollow, Cattaraugus Co., NY; ant. 160 m.; ERP (vis): 38.6 kw.

Havelock, NC WMSQ(FM) 104.9 mhz—Musicradio of N.C. Inc. seeks CP to make changes: ERP: 50 kw; ant. 150 m.; TL: proposed site is 1.1 km W of Adams Creek Canal on N side of N.C. 101 in rural Carteret Co., NC; change frequency 104.9 mhz and class to C2 (per MM docket 89-326).

West Fargo, ND KFNW(AM) 1200 khz—Northwestern College seeks CP to modify nighttime directional radiation pattern and reduce night power to 700 w.

Oak Harbor, OH WJZE(FM) 97.3 mhz—Rasp Broadcasting Enterprises Inc. seeks CP to make changes: ERP: 1.6 kw; ant. 408 ft./124 m.; TL: 20191 Witty Rd., Woodville, Ottawa Co., OH.

Goliad, TX KHMC(FM) 95.9 mhz—Cinco De Mayo Broadcasting seeks mod. of CP to make changes: TL: 0.3 miles E of intersection of Franke Rd. and U.S. Hwy 59, 4.7 miles E

of Goliad, Goliad Co., TX.

San Antonio, TX WOAI(AM) 1200 khz—Clear Channel Radio Licenses Inc. seeks CP to construct new auxiliary transmitter and antenna site, reduce power to 10 kw and make changes in antenna system.

Actions

Southington, CT WNTY(AM) 990 khz—Granted app. of WNTY Associates for CP to add night service with 80 w. Action Oct. 14.

Tallahassee, FL WVFS(FM) 89.7 mhz—Granted app. of Board of Regents on behalf of Florida State University for CP to make changes: antenna supporting-structure height. Action Sept. 29.

Wailuku, HI KKUA(FM) 90.7 mhz—Granted app. of Hawaii Public Radio Inc. for CP to make changes: ERP: 7 kw; change class to C. Action Oct. 12.

Lawrenceville, IL WAKO(AM) 910 khz—Granted app. of Lawrenceville Broadcasting Co. Inc. for CP to make changes in antenna system. Action Sept. 29.

Boyce, LA KBCE(FM) 102.3 mhz—Granted app. of Trinity Broadcasting Corp. for mod. of CP to change ERP: 21 kw. Action Oct. 17.

Bethany Beach, ME WWV(FM) 95.9 mhz—Granted app. of Benchmark Radio Acquisition Fund IV for mod. of CP to make changes: ERP: 16.5 kw; ant. 122 m. Action Sept. 29.

Preston, MN KFIL-FM 103.1 mhz—Granted

app. of KFIL Inc. for mod. of CP to make changes: ERP: 3.5 kw; ant. 160.6 m.; TL: 2 miles E of Fountain Fillmore Co., MN. Action Sept. 29.

Butte, MT KMSM-FM 91.5 mhz—Granted app. of Associated Students of Montana Tech for CP to make changes: ERP: .74 kw; ant. -62.3 m.; change frequency to 106.9 mhz (per MM docket 93-308). Correct antenna coordinates. Action Oct. 12.

Las Vegas KXPT(FM) 97.1 mhz—Granted app. of Lotus Broadcasting Corp. for CP to make changes: ERP: 9.5 kw; ant. 1,148 m.; TL: Mt. Potosi Broadcast site; and to change antenna supporting-structure height. Action Oct. 19.

New York WRKS-FM 98.7 mhz—Granted app. of Summit-New York Broadcasting Corp. for CP to make changes: ERP: 6 kw. Action Oct. 17.

Salamanca, NY WQRT(FM) 98.3 mhz—Granted app. of Catt Communications Inc. for CP to make changes: ERP: 3.5 kw. Action Oct. 17.

South Bristol Twp., NY WRQI(FM) 95.1 mhz—Dismissed app. of Great Lakes Wireless Talking Machines Co. for CP to correct coordinates and tower height. Action Oct. 6.

Allentown, PA WAEB(AM) 790 khz—Granted app. of CRB Broadcasting of Pennsylvania Inc. for CP to relocate day site to night site located at MacArthur and Church sts., Whitehall, PA. Action Oct. 19.

THIS WEEK

Nov. 29—Cable TV rate filings seminar, Hyatt Regency Alhambra, Anaheim, Calif. Presented by **URBAN/Telecommunications**. Contact: (202) 416-1640.

Nov. 29—International cable/pay TV investments and finance, Anaheim Marriott, 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).

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.

Dec. 1-3—"U.S. Competitiveness in the Global Fiber Optics Market," seminar organized by the **U.S. Dept. of Commerce and Information Gatekeepers Inc.** Crystal Gateway Marriott, Arlington, Va. Contact: (800) 323-1088.

DECEMBER

Dec. 6—Hale House Benefit Gala, sponsored by the New York chapter of the **National Association of Minorities in Cable**. The Supper Club, New York City. Contact: (212) 708-1766.

Dec. 6—"How to Get and Keep a Good Job in Advertising," workshop presented by **Northwest Cable Advertising**. NCA, Seattle. Contact: Catherine McConnell, (206) 286-1818.

Dec. 6—8th annual FCC Chairman's Dinner, sponsored by the **Federal Communications Bar Association**. Washington Hilton Hotel, Washington, D.C. Contact: Paula Friedman, (202) 736-8640.

Dec. 6-7—Interactive travel marketing confer-

Datebook

ence, presented by **AIC Conferences**. Vista Hotel, New York City. Contact: Lisa Dickstein, (212) 952-1899.

Dec. 12-13—"Marketing Strategies to Capture the Small-Office/Home-Office Market," sponsored by the **Marketing Advisory Council**. The Marriott East Side Hotel, New York City. Contact: (201) 783-4403.

Dec. 13—"How to Get and Keep a Good Job in Advertising," workshop presented by **Northwest Cable Advertising**. NCA, Tacoma, Wash. Contact: Catherine McConnell, (206) 286-1818.

Dec. 14—**The International Radio and Television Society** Christmas Benefit. Waldorf-Astoria, New York. Contact: (212) 867-6650.

Dec. 14—Forum in telecommunications practice, sponsored by **Polytechnic University Center for Advanced Technology in Telecommunications**. Polytechnic University, Brooklyn, N.Y. Contact: Ameena Mustafa, (718) 260-3050.

JANUARY

Jan. 5-7—4th annual ShowBiz Expo East, New York Hilton & Towers. Presented by **Advanstar Expositions**. Contact: Gabrielle Bergin, (800) 854-3112.

Jan. 5-7—Marketing and revenue management conference, co-sponsored by the **National Association of Broadcasters** and **Maxagrid International Inc.** The Doubletree Park West, Dallas, Tex. Contact: (800) 738-7231.

Jan. 12—**The Caucus for Producers, Writers & Directors** general membership meeting, Chasen's Restaurant, Beverly Hills. Contact: David Levy, (818) 849-7572.

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

Jan. 15—16th annual CableACE Awards

(televized ceremony), Wilshire Theatre, Los Angeles. Presented by **National Cable Television Association**. Contact: (202) 775-3629.

Jan. 18-20—Mobile Communications '95 Conference, Westin Hotel-Galleria Dallas, Dallas, Tex. Presented by **Frost & Sullivan**. Contact: Conference Division, (800) 256-1076.

Jan. 20—**The New York Festivals** 1994 International Television Programming Awards presentation, Sheraton New York Hotel & Towers, New York City. Contact: Anne White, (914) 238-4481.

Jan. 22-23—22nd annual **Association of Independent Television Stations** convention, Las Vegas Convention Center, Las Vegas. Contact: (202) 887-1970.

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. 10-15—35th **Monte Carlo Television Festival**, Loews Hotel, Monte Carlo. Contact: (33) 93-30-49-44.

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

APRIL

Apr. 10-13—**National Association of Broadcasters** annual convention, Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

JUNE

June 18-24—16th annual **Banff Television Festival**, Banff Springs Hotel, Banff, Alberta, Canada. Contact: Jerry Ezekiel, (403) 762-5357.

Major Meetings

Richard Crippa

Richard Crippa is not shy about his expectations of disk-based broadcasting technology.

"We will change the world of electronic journalism," says the Broadcast Television Systems Inc. corporate executive vice president and division manager for worldwide marketing sales and service. With its Media Pool disk machine on the market, Crippa's company is looking next to take the disk technology to the world of image capturing with a camera that will allow news crews to digitally edit footage without downloading taped material onto disks.

"We [think] the disk-based camera will have a significant impact," Crippa says of the project, which BTS hopes to roll out of the lab for the spring NAB show.

Crippa's work with new camera technologies dates back to 1963, when he worked on the design of a military CCD camera for England's Ministry of Defense. Although new camera projects punctuate the beginning and present of Crippa's career, much of his design work has gone toward technologies covering an array of industries outside broadcasting.

"That's what I've done," Crippa says of his participation in the team that designed Europe's "System 24." The factory automation system won the Prince Philip Award for Technology Innovation. Crippa, who voices enthusiasm for working on new projects in different fields, has designed equipment for applications as diverse as cigarette factories and razor blade manufacturing plants as well as image capturing.

But his career has not focused solely on the task of designing new equipment. During his tenure with Molins Machine Co., Crippa moved from engineering into marketing, a direction he continued after joining Ampex in 1969. He joined Ampex as marketing and product manager for the company's computer instrumentation division. The move, Crippa says, gave him a new perspective on the business of technology innovation. Rather than designing equipment to meet established requirements, he now was hearing those requirements firsthand from Ampex customers.



"It was fantastic," Crippa says of the shift from engineering to marketing. During his career with Ampex, he opened most of the company's international offices, a task well-suited for his multinational upbringing.

"I've been embedded with this international education," says Crippa, who was born in Italy and grew up in Switzerland after being sent to boarding school at the age of four. He now has lived in nine countries and speaks a catalogue of languages that includes English, French, German, Greek and Latin.

Crippa took his self-described embedded familiarity with multinationalism to 19 countries to open Ampex offices, including an office opened—then closed—in Beirut. He also took his globe-trotting skills to several countries to advise broadcasters on equipment selection for international events such as the 1984 Olympics in Sarajevo.

"I can easily adapt myself to fit in," says Crippa. Part of his work as an equipment adviser included selecting gear suited for the climates and temperatures of Sarajevo and other places.

Crippa's travels took a turn toward Germany-based BTS in 1989 when he

joined the Philips company as director of business development reporting to the firm's CEO. His mission at the time was to bolster the company's marketing pitch to the broadcast industry by establishing a market presence in various countries. "Philips wanted to increase [its] image as a professional video company," says Crippa, who focused his early efforts on forging markets in Italy, France and Holland. "My forte was to convince the market."

Crippa brought that forte to the U.S. in 1991 when BTS decided to decentralize its operations. His strategy was to establish a marketing effort in a "foothold" of BTS customers, such as Los Angeles. Following that move was a giant BTS sale to Mexico's Televisa, which tapped the equipment supplier to digitize its operations.

Crippa now looks to his company's work in digital broadcasting gear to fuel more business. "I see tremendous growth for companies that have been able to offer a competent systems approach," he says, citing the potential in helping broadcasters and companies

in other industries move from analog to digital systems. "My function is to supply a competent product that can work for today and tomorrow."

Crippa anticipates that broadcasters quickly will begin to replace their videotape subsystems with disk systems. BTS, he says, has signed several million dollars' worth of disk machine orders in addition to media pool sales to ABC and PBS.

The company hopes next year to complete the chain of digital production with its disk-based camera, a project also under way at Avid Technology and Ikegami. Crippa says the project is going well.

With new technology, he says, BTS and others will need to win customer confidence in the equipment, just as the first computer vendors needed to win over users.

—CM

Corporate executive VP/divisional manager for worldwide marketing sales and service, BTS Inc., Simi Valley, Calif.; b. Sept. 6, 1941, Como, Italy; BS, Milan University, 1963; MS, London University, 1965; MBA via Signal Co., 1980; development engineer, General Electric Co., London, 1965-67; project engineer, Molins Machine Co., London, 1967-69; marketing manager for computer instrumentation, Ampex Corp., Switzerland, 1969; managing director worldwide operations, 1972-86; managing director, Ampex International, 1975-80; current position since 1989; m. Julie Layton, Oct. 28, 1964; child, James, 25.

Fates & Fortunes

BROADCAST TV

Tom Atwood, reporter, WKRN-TV Nashville, joins KSDK(TV) St. Louis as bureau chief.

Candice Gale, associate producer, KTVK(TV) Phoenix, joins KLFY-TV Lafayette, La., as reporter.

Christina Manna, sales and marketing coordinator, New Line Television, New York, named manager, pay-per-view distribution.



Baskerville

Jodi Baskerville, reporter/anchor, KCBS-TV Los Angeles, joins *Hard Copy* there as correspondent.

Carri Rotar, director, operations, Grove Television Enterprises, Chicago, named VP.

Appointments at WOIO(TV) Shaker Heights, Ohio: **Ric Harris**, national representative, Petry Inc., Los Angeles, joins as NSM; **Renée Copfer**, account executive, WKYC-TV Cleveland, joins as LSM.

Deborah Weiner, weekend anchor, WBBF(TV) Baltimore, joins ABC News, New York, as correspondent, *NewsOne*.



Corona

Robert Corona, VP, national cable sales, Hearst Entertainment, New York, named senior VP, domestic sales.

Charles Segars, director, late-night and non-network programing, CBS Entertainment, New York, named VP, entertainment, information specials and event programing.

Appointments at *Wall Street Journal* Television, New York: **Steven Blechman**, director, Eastern sales, MG/Perin, there, joins as manager, national program sales; **Margaret Agsteribbe**, manager, market development, ABC Radio Networks, there, joins as manager, marketing and research.

Ro Grignon, GM, KVRN(TV) Fargo, N.D., joins KDLT(TV) Mitchell, S.D., in same capacity.



Duke

Alan Duke, executive VP/executive in charge of production, Bud Grant Productions, Los Angeles, joins Walt Disney Television, Burbank, Calif., as senior VP, business and legal affairs.

Appointments at WLVI-TV Cambridge, Mass.: **Steven Ratner**, manager, on-air promotions, named director, creative services; **Gracelyn Brown**, director, creative services, named director, programing.

Appointments at Paramount Domestic Television, Hollywood: **Cynthia Teele**, director, legal, named VP; **Christine Cunningham**, senior attorney, named VP, business affairs and legal; **Marilyn Anderson**, director, product systems, named executive director.

John Pendergast, NSM, KPLR-TV St. Louis, joins WBSV-TV Venice, Fla., as GSM.

Oscar Villalpando, executive producer, special events/assistant production manager, WCIU-TV Chicago, named executive producer, original programing.

Jan Fisher, general assignment reporter, WJLA-TV Washington, joins WTXF(TV) Philadelphia as reporter.

Jan Wade, director, station operations, WKRN-TV Nashville, joins WATE-TV Knoxville, Tenn., as GM.

RADIO



Leunissen

Marc Leunissen, VP/GM, WEZB(FM) New Orleans, elected chairman, advisory board, Interep Major Market Radio, New York.

Bob Freeman, sales executive, KKCS-FM Colorado Springs, Colo., named GSM.

David Anderson, GM, WAER(FM) Syracuse, N.Y., elected vice chairman, NPR board of directors.

Charles Gerding, account executive, WCCO(AM) Minneapolis, joins CBS Radio Representatives, St. Louis, as sales manager.

Jeffrey Potunas, account executive, Eastman Kodak Co., New York, joins KRUZ(FM) Santa Barbara, Calif., as marketing consultant.

Appointments at EZ Communications, Fairfax, Va.: **Karen Carroll**, GM, KYKY(FM)/KSD(FM) St. Louis, and **Tex Meyer**, GM, WBZZ(FM)/WZPT(FM) Pittsburgh, named senior VPs.

Bob Moore, VP/GM, KIKK-AM-FM/KILT-AM-FM Houston, joins KRLA(AM) Pasadena/KLSX(FM) Los Angeles, in same capacity.

Lou Harmelin, account executive, Banner Radio, New York, joins Group W Radio Sales, Philadelphia, as director, sales.

CABLE

Appointments at E! Entertainment, Los Angeles: **Amy Buckingham Bates**, manager, affiliate marketing, named director, local ad sales; **Suzy Davis**, account manager, Showtime Networks, Los Angeles, joins as regional director, affiliate relations; **John Amato**, entertainment producer, *CBS This Morning*, Los Angeles, joins as supervising producer, *E! News Daily* and *E! News Week in Review*.

Brian Quirk, senior VP, sales and affiliate relations, Playboy Entertainment Group, Beverly Hills, Calif., named executive VP.

Michael Lardner, VP, programing and production/executive producer, *NewSport*, Prime SportsChannel Networks, Woodbury, N.Y., named senior VP.

Brian Lockman, VP, programing operations, C-SPAN, Washington, joins Pennsylvania Cable Network, Camp Hill, Pa., as VP/COO.

Appointments at ESPN, Bristol, Conn.: **Howard Katz**, senior VP, production/GM, OCC sports, and **Reggie Thomas**, senior VP, operations, engineering and new technologies, named executive VPs.

Appointments at Jones Intercable, Englewood, Colo.: **Larry Kaschinske**, assistant controller, named controller; **John Hugo**, accounting, Cyprus Amax Minerals Co., there, joins as assistant

controller; **Ray Pottle**, VP/relationship manager, The Bank of Nova Scotia, New York, joins as treasurer.



Angela Pumo, senior VP/GM, NBC Cable, New York, joins Popcorn Channel there as president/CEO.

Susan Ennis, director, planning and operations, original programming, HBO, New York, named VP.

Skip Desjardin, manager, pay-per-view marketing, World Wrestling Foundation, Stamford, Conn., named VP.

Linda Corradina, senior VP, executive producer, news and specials, MTV, New York, joins VH1 there as senior VP, programming and production.

Earl Rector, director, text operations/technical services, Prevue Networks, Tulsa, Okla., named VP, production and operations.

Sabrina Silverberg, staff attorney, NBC, New York, joins MTV Networks there as counsel, MTV: Music Television.

Allen Williams, senior producer/director, wned-tv, Buffalo, N.Y., joins Home & Garden Television, Knoxville, Tenn., as coordinating producer.

ADVERTISING



Hayley Sumner, executive VP, Dan Klores Associates Inc., New York, named president.

Neal Schore, account executive, McGraw-Hill, Los Angeles, named director, sales.

Dena Kaplan, local advertising sales manager, CNI, Los Angeles, joins Rainbow Advertising Sales Corp., New York, as director, advertising sales, western region, Los Angeles.

William Haral, VP, external affairs/CFO, Bell Atlantic, Philadelphia, named president/CEO.

Ellen Garippo, director, local broadcast, BBDO, Chicago, named VP.

Cheryl Leslie, VP/media group head, Wells Rich Greene BDDP, New York, joins the Cabletelevision Advertising Bureau there as director, national spot advertising.

Appointments at Wunderman Cato Johnson, New York: **Marion Somerstein**, senior VP, assistant media director, Ogilvy & Mather Direct, there, joins as senior VP/group media director; **Tom Parr**, freelance consultant, joins as art director; **Carole Wolpin**, account supervisor, named management supervisor.

ALLIED FIELDS



Tucker

Lynn Tucker, director, promotions, Interactive Marketing Inc., Hermosa Beach, Calif., named VP.

Jim Docherty, director, corporate regional sales, Hachette Filipacchi Magazines, New York, named director, multimedia.

Amy Chewning, freelance editor, joins Cypress/West Post, Santa Monica, Calif., as editor.

Michael Schunk, director, sales, H. Silver & Associates, Los Angeles, joins FilmCore Distribution as GM, vault services.

SW Networks, The Radio Picture Company

Sony Software Corp. and Warner Music Group have established SW Networks in New York to create interactive, niche-targeted and full-service networks. Services include 24-hour networks, weekly programs, music formats in every category, and a self-improvement series on AM radio. The second round of staff appointments: **Janet Mantel**, director, marketing sales, ABC Networks, New York, joins as director, advertising sales; **Irene Minett**, director, entertainment programming development, ABC Radio Networks, joins as director, program development; **Ron Rivlin**, director, Northeast region, ABC Radio Networks, joins as director, affiliate marketing; **Bruce Goldberg**, producer, American Top 40, New York, joins as senior producer; **Joyce MacDonald**, director, affiliate marketing, Far West region, ABC Radio Networks, joins as manager, affiliate marketing.

—DS

Brian Neuwirth, sales executive, CBS, New York, joins Raycom, Charlotte, N.C., as VP, sales and marketing.

TECHNOLOGY

John Buckett, VP, marketing strategies, Scientific-Atlanta, Norcross, Ga., named VP, marketing and sales, broadband international division.

Steve Tullo, account manager, Tele-measurements, Clifton, N.J., joins Philips TV Test Equipment, Rahway, N.J., as NSM.

Mark Gray, president/COO, Chyron Corp., Melville, N.Y., named chairman of the board of directors/CEO.

WASHINGTON

Alejandro Benes, producer/director, news, NBC News, Washington, joins Center for Public Integrity there as managing director.

Barbara McLennan, staff VP, government and legal affairs, Electronic Industries Association/Consumer Electronics Group, Washington, named staff VP, technology policy.

Haidee Calore, group VP, Convention Management Group Inc., Fairfax, Va., joins NAB as senior VP, conventions and exhibitions.

DEATHS

Peggy Elaine Tucker King, 60, VP, administration, Chaseman Enterprises International, Chevy Chase, Md., died Nov. 13 in Washington of a heart attack. During 1976-90 King worked at the Post-Newsweek Stations as executive assistant to president and chairman Joel Chaseman. When Chaseman left in 1990 to launch Chaseman Enterprises International, King went with him and served as administrative VP. She is survived by four daughters—Gayle, principal anchor at WFSB(TV) Hartford, Conn., Sharon, Lynn and Caryn—and six grandchildren.

Jim Donovan, 36, radio personality, died in Knoxville, Tenn., Nov. 16 of cancer. Donovan also was a producer at the Volunteer Radio Network, which broadcasts University of Tennessee football and basketball games. He is survived by his wife and three daughters.

—Compiled by Denise Smith

CBS's other November sweeps miniseries, the four-hour, two-part **Million Dollar Babies** concluded last Tuesday with a **15.3 Nielsen rating/24 share average** for its two nights. Through last Tuesday (Nov. 22), 20 nights into the November sweeps, CBS held a full rating point lead over second-place ABC. CBS was averaging a 13.4/21, followed by ABC's 12.4/20, NBC's 11.5/18 and Fox's 8.0/12. Part one of *Babies*, which aired on Sunday, Nov. 20, pulled a 15.9/25 and helped the network to a convincing win that evening, outdistancing second-place ABC by nearly five rating points. The conclusion of *Babies* got a 14.6/22.

Also last Tuesday night, NBC's *Frasier* drew closer to ABC's *Home Improvement* in the 9 p.m. anchor slot by averaging a 17.0/25 compared with *Home*'s 18.7/27. ABC's *NYPD Blue* swamped the competition, including the last hour of the CBS miniseries at 10 p.m., by garnering a 17.5/28 for the last hour.

Gaylord shopping cable systems

Gaylord officials confirmed last week that the company expects to sell its cable system operations—totaling close to 182,000 subscribers—by year's end. Sources familiar with the conversations also confirmed that the company earlier had held talks with several media giants, including Turner, TCI and Disney, about a possible sale of the company for a price in the neighborhood of \$3 billion. But the talks apparently did not get past a preliminary stage.

A company spokesman declined to confirm or identify any of the would-be buyers and insisted there were no current talks involving the sale of the whole company. Gaylord has been talking with a number of MSOs all year about selling its cable systems, acquired several years ago to avoid a huge tax hit after selling WTVT(TV) Tampa, Fla., for \$365 million.

Roughly 170,000 Gaylord subscribers are in the Los Angeles area, and Century Communications is believed to be the likely buyer of those systems. Smaller clusters are located in North and South Carolina. —SM

The New York Times Co. has decided to enter the cable network business by taking a 40% stake in the soon-to-be-launched Popcorn Channel. The move allows the company to join the competition, since the network will offer the same kind of localized movie theater listings found in the *New York Times*.

The network also will offer previews of top motion pictures in current release and eventually will offer ticketing services and movie-related merchandise. NYT becomes an equal partner in the network with *Toronto Star* owner Torstar Corp., which previously held 80%. The remaining 20% is owned by Halifax, Canada-based Salter Street Films and the network's management. The New York-based Popcorn Channel, scheduled to launch at the end of first quarter 1995, will use the TV facilities of NYT Video Production in Scranton, Pa.

Cutbacks at Tribune Entertainment

A downsizing by Tribune Broadcasting's Tribune Entertainment Co. syndication wing has claimed the jobs of at least 10 individuals, including several top executives.

Tribune sales and marketing head David Sifford, his second-in-command, Gerry Noonan, and Greg Miller, vice president of program development, were among those who lost their jobs as a result of cuts by recently installed TEC President Rick Jacobson, who is streamlining the underperforming division and integrating its operations with those of Tribune's station group.

The division has suffered a number of costly failures in recent seasons, including *The Joan Rivers Show* and its successor *Can We Shop!?* Former TEC president Don Hacker was ousted in July and was replaced by former Viacom syndication division head Jacobson two months ago. Tribune's only successful first-run strip is *Geraldo*. An expensive and highly promoted new weekly country music concert series, *The Road*, has improved somewhat from lackluster initial numbers with the help of 97% national coverage and strong clearances. Jacobson said that no other layoffs are planned from the division, which before the cuts employed 75.

The personnel needs of the division are lower in part because of the division's new strategy of developing and rolling out shows on its eight owned-and-operated stations. —DT

The NCTA is trying to build an antitrust case against the Creative Artists Agency alliance with Nynex, Bell Atlantic and PacTel.

An NCTA spokesman is conducting "an informal" investigation into the possibility that the pact could block cable's access to programming. The three telcos have 30 million subscribers.

NBC and Providence Journal Broadcasting have announced long-term renewal agreements

for PJB's KING-TV Seattle; KGW(TV) Portland, Ore.; WCNC-TV Charlotte, N.C.; and KTVB(TV) Boise, Id. In addition, NBC says it will not renew its current agreement with Burnham

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Broadcasting's KHON-TV Honolulu; instead, it will affiliate with PJB's KHNL(TV) there.

NBC is keeping the regulatory pressure on Fox. In addition to attempting to block SF Broadcasting's purchase of WLUK-TV Green Bay, Wis., NBC last week filed petitions to deny Fox's purchases of WTXF(TV) Philadelphia and WFXT(TV) Boston. The filing asks the FCC to first settle the question of Fox's attributable interest in SF, which NBC claims could put Fox over the 12-station ownership limit. Granting the Philadelphia and Boston sales "would prejudice consideration of...the pending SF applications," NBC says.

Claster Television will syndicate a new kids weekly series and a new strip kids series, both produced by Sunbow Productions, in fall 1995. The strip, *The Littlest Pet Shop*, is based on a small doll line introduced in 1992 that has sold \$100 million so far. The half hour will be targeted at the 7-9 a.m. and 3-5 p.m. time periods. The show will be offered on a barter basis: 4.0 local and 2.0 national in the fourth quarter; 3.0 local and 3.0 national in the first quarter; 3.5 local and 2.5 national in the second quarter, and 3.0 local and 3.0 national in the third quarter. The weekly is *G.I. Joe*. Claster has produced or syndicated incarnations of *G.I. Joe* since 1985. The new version, including 13 new half-hour episodes, is being offered on a 2.5 local and 2.5 national barter arrangement. Returning from Claster is weekly show *Baby Huey*, entering its second season.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Nov. 13. Numbers represent average audience/stations/% coverage.)

1. Wheel of Fortune	14.4/223/97
2. Jeopardy!	12.6/216/97
3. Nat'l Geo On Assignment	11.2/189/95
4. Oprah Winfrey Show	9.9/238/99
5. Entertainment Tonight	8.5/175/91
6. Star Trek: Deep Space 9	8.0/238/99
7. Roseanne	7.7/181/96
7. Wheel of Fortune—wknd	7.7/170/75
9. Inside Edition	7.0/168/91
10. Baywatch	6.9/216/96
11. Hard Copy	6.6/176/92
12. Family Matters	6.3/191/93
13. Action Pack Network	6.1/161/95
14. Married...With Children	6.0/173/91
15. A Current Affair	5.6/169/93

BellSouth connection

House speaker-in-waiting Newt Gingrich has a family tie to the telephone industry. The Georgia Republican's daughter, Jackie Gingrich Zyla, joined BellSouth as of last Monday (Nov. 21) as a business planning manager with its American Cellular Communications Co. subsidiary based in Atlanta. Zyla had been with independent Sterling Cellular in Roswell, Ga. American Cellular manages all of BellSouth's cellular properties outside its telephone operating territory. Gingrich is no stranger to Atlanta-based BellSouth, since his district includes suburban Atlanta. His deregulatory agenda should sit well with the telco, which complained that telecommunications legislation pending in this year's Congress was too regulatory. Gingrich has indicated that passage of a telecommunications bill is a priority for the House next year.

—KM

NEW YORK

SeaGull on cable?

SeaGull Entertainment, the newly launched production and syndication company formed by brothers Henry and Paul Siegel (formerly of All American Television), is looking to create a celebrity-based home shopping network. The company had planned to unveil the network at this week's Western Cable Show in Anaheim, Calif., but is said now to be eyeing a NATPE debut in January.

HOLLYWOOD

Booking passage

The United/Paramount Network intends to strip episodes of *Star Trek: Voyager* in late night starting in fall 1998. Affiliates would give up all but six minutes of commercial time in the show. However, sources familiar with the terms of the network's affiliate agreements report that if the network does not proceed with strip plans, affiliates would be obligated to carry the show as a traditional off-net syndication strip, with a back-end license fee and a one minute daily barter commitment for at least four years.

'Valley' to USA?

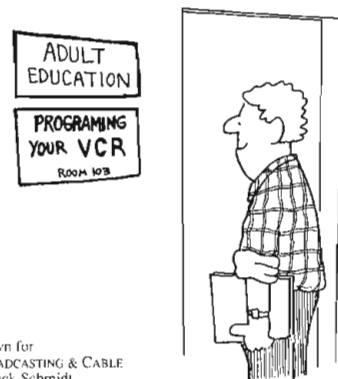
So what ever happened to *Valley of the Dolls*, New World Television's steamy late-night soap strip that yielded strong ratings on seven New World stations this summer during its 13-week test? The show now appears headed to cable, with USA Network considered the most likely home. A spokesman for USA Network confirmed that the show had been pitched to the network, but he

said it is only under consideration at this point. As for why *Valley* was not sold into syndication: Some said that the show was too big-budgeted for the time period; others said the real reason was that the product was the favorite of former New World Television president Barbara Corday, who left soon after Brandon Tartikoff joined New World Entertainment as chairman.

NEW YORK

Metro UK remake

Texas-based Metro Networks, a newsgathering service used by several major-market stations, is revamping its London-based counterpart, Metro UK. According to Metro Networks sources, the London financiers that managed and supported Metro UK have dismantled the service. Metro Networks will reopen Metro UK as a franchise of the U.S. operation, and Metro's U.S.-based management team will have a larger role in overseeing operations abroad once they are reorganized.



Big John

John Malone is a national resource, no matter that the federal government views him as a robber baron. If any one person single-handedly has forged a communications industry from a collection of coax, it is he. Neither the FCC nor the Federal Trade Commission nor the Justice Department will long curb his helping to create the national information highway—the one we thought was national policy.

This issue presents an important slice of the Malone resource in an interview that deserves attention to every line. Not only does he detail how the information highway might work, he owns up to a sobering secret of today's competition: that cable may never do telephony, and the telephone company may never do television.

The interview is a balanced combination of caution and optimism. The fact, Malone says, is that there is no deployable full service system—one that will pass both the tech-

nology test and the cost test—yet on the horizon. Moreover, he counts as irrational—if perhaps inevitable—having a two-wire system across America, which to him amounts to just another overbuild: “twice the capital, half the revenue and double the operating expense.”

Malone isn't necessarily pleased with the programing going-forward rules, but he's gratified that the FCC has finally given cable some certainty in that dimension. He's concerned, however, that the government will balk on providing cable with a capital incentive to build out the information highway. In outtakes to the printed interview he said: “The government cannot regulate the cable industry this way for very long without destroying it, [and failing capital incentives] all you're going to see is a collapse of the industry and a sellout.”

Readers will want to mine Malone on their own. Page 34.

Historic opportunity

We've always thought C-SPAN was wonderful. Until last week, when chief executive Brian Lamb wrote to Bob Dole and Newt Gingrich asking that both houses of Congress be opened beyond the sliver of coverage now permitted. Then we realized what we've been missing.

The request is sensible and straightforward. C-SPAN wants to bring its own cameras into the House and Senate chambers (Congress now controls the [fixed] cameras in use). It also would like the freedom—now denied—to pan the chambers and take reaction shots. It wants to cover floor debates and House-Senate conference committees, majority and minority daily briefings as well as committee hearings, meetings and votes, and be able to interview congressmen entering or leaving the chamber.

No big deal? Just the standard currency of broadcast

journalism? Not in official Washington, where old habits die hard and the oldest habit of all is for Congress to control what the people read, hear or see about it.

Once again, there's method behind Lamb's madness. Washington's most inveterate Congress-watcher, he realized that only 58 members who were present when the House first voted to allow coverage (in 1978) will be among next year's 435-member body, and that only half of those senators are still around. That's a significant change in mind-set, generationally and otherwise. This close to the 21st century, it's time to enter the 20th.

The C-SPAN initiative deserves the support of every professional in the Fifth Estate. C-SPAN's progress is the medium's progress. It always deserves the support of every citizen. Its access is their right to know.

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