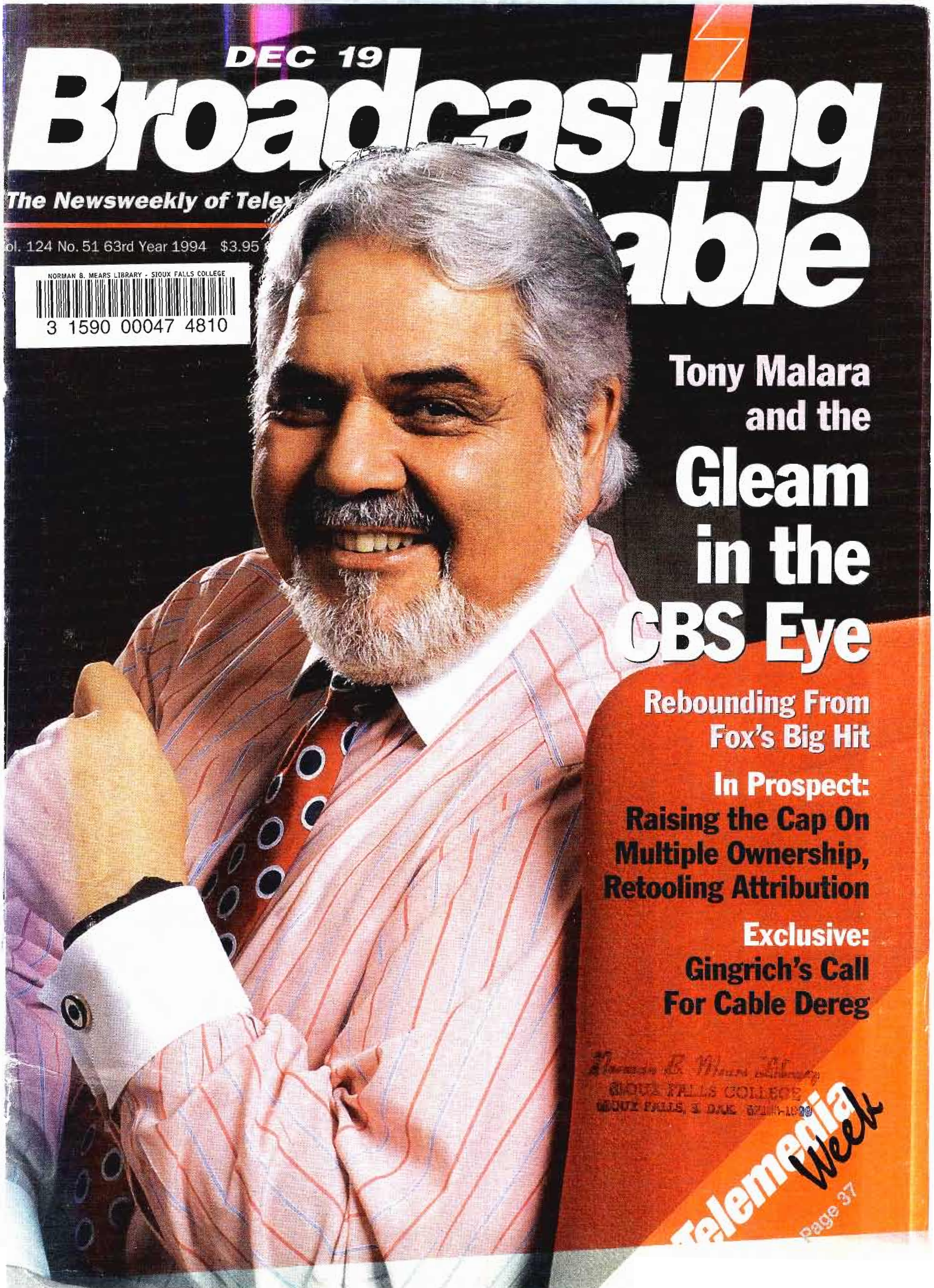

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Broadcasting & Cable

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Tony Malara and the Gleam in the CBS Eye

Rebounding From Fox's Big Hit

In Prospect: Raising the Cap On Multiple Ownership, Retooling Attribution

Exclusive: Gingrich's Call For Cable Dereg

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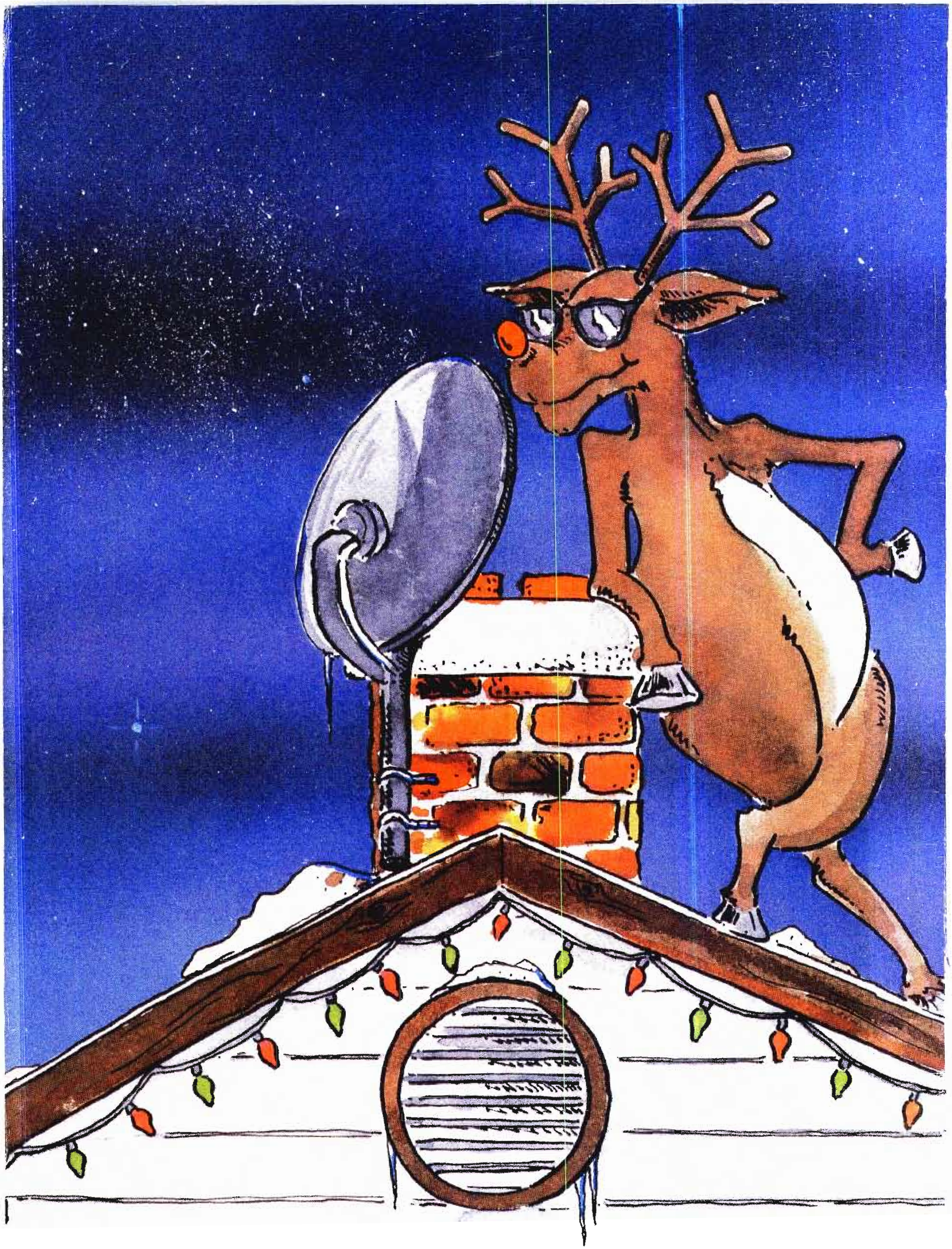

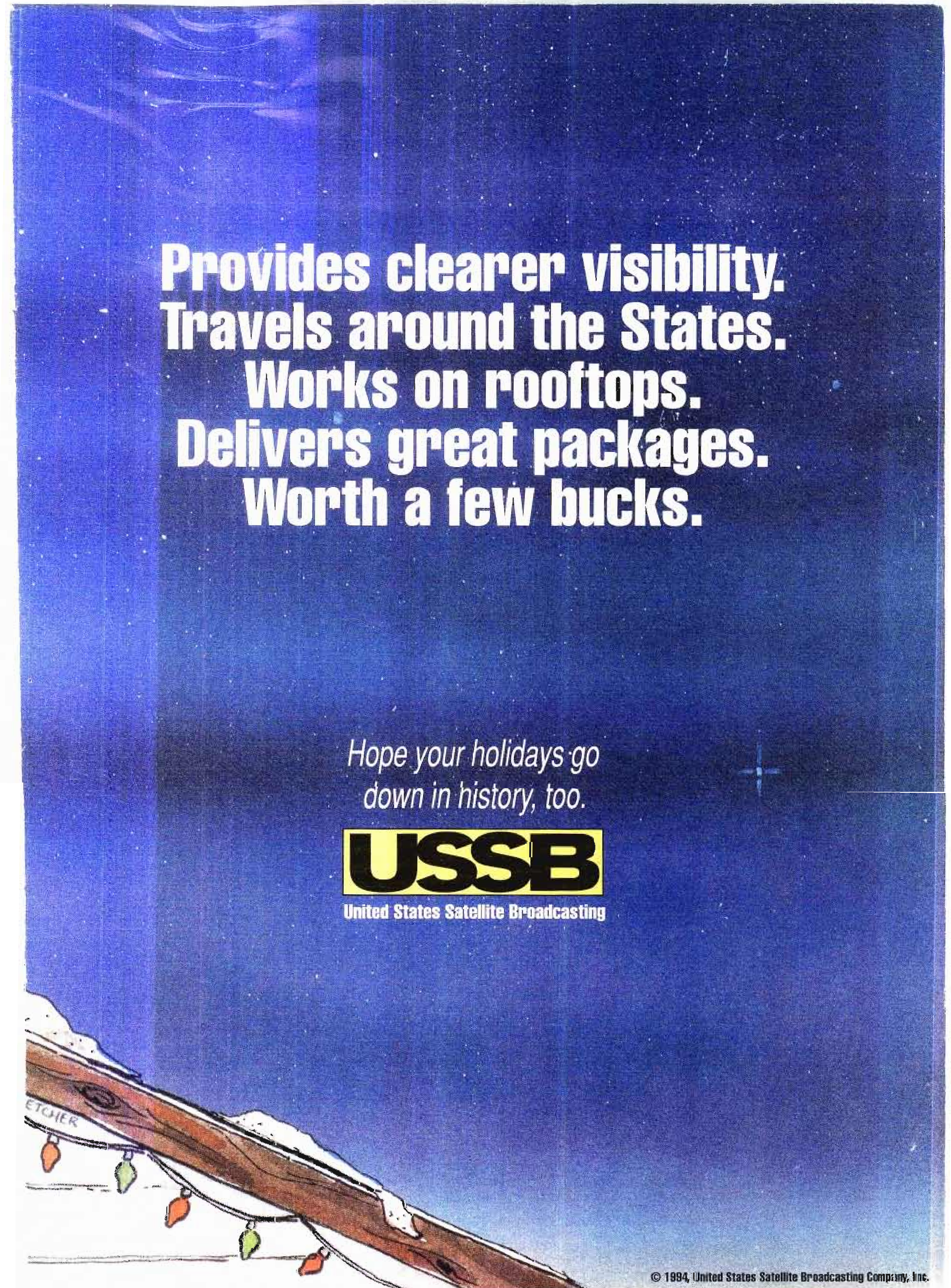
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Hope your holidays go
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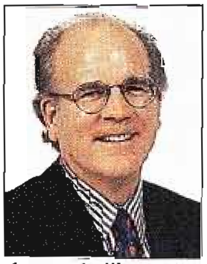
Fast Track

MUST READING FROM BROADCASTING & CABLE

TOP OF THE WEEK

FCC raises roof on TV ownership The FCC has proposed dramatic deregulation of its television ownership policies. For example, new rules would allow broadcasters to own as many stations as they want as long as they remain within the cap on total national audience reach. / 6

Wright: NBC, Turner just talking NBC President Robert Wright says talks continue with Turner Broadcasting System about some sort of business alliance. Wright denies a report that Turner had made a proposal to acquire 65% of the network. / 9



A grand alliance between Bob Wright's NBC and TBS makes sense, analysts say. / 9

Gingrich pledges cable deregulation A telecommunications bill should include cable deregulation, incoming House Speaker Newt Gingrich says. In fact, the legislation should open all telecommunications markets, he says. / 10

CBS affiliates venture out CBS affiliates plan to explore various business ventures with each other, CBS and outside parties. The first project is a joint marketing venture to sell videos from the CBS Video library. / 14

Drop for Fox stations As anticipated, five New World-owned stations, which earlier this month changed affiliation from CBS to Fox, are drawing less of a household audience than when they were with CBS. / 18

FSN far from fully invented The future of interactive TV may look very different from Time Warner's Full Service Network in Orlando, Fla. Analysts and competitors say the system is not economically viable. / 18

COVER STORY

In the storm of the Eye

If anyone's been in the thick of it, it's Tony Malara, CBS's president for affiliate relations. In the wake of the affiliate shake-up launched by Fox and New World, "we're trying to do what all the networks are trying to do now," he says: "Achieve stability." In an interview, he discusses how CBS intends to do that. ***Cover photo by Tom Sobolik/Black Star*** / 31

Tony Malara says CBS's brand is a winner. / 31

PROGRAMING

Jane Seymour's 'Dr. Quinn' will be syndicated in fall 1996. / 19

'Dr. Quinn' changes horses

Dr. Quinn, Medicine Woman has been licensed to MTM Television Distribution for a national syndication run—a rare move for a one-hour drama. It is being positioned for daytime and early fringe. / 19

Liberty, Americana unite

Liberty Media and country music network Americana will form a company to produce and distribute shows for cable, broadcast syndication and home video. Americana had announced plans to abandon its network on Dec. 31 as a result of the FCC's 10-month freeze on cable systems adding new channels. / 19

MCA polishes (off?) new talk strips

MCA TV executives reportedly are disappointed with two new talk strips—*He Said She Said* and *Rant and Rave*. But company president Shelly Schwab denies that the shows will be dropped. The company has been busy refining both shows, shooting multiple pilots, he says. / 22

Twentieth buoyed by Elliott's growth

Twentieth Television has declared its *Gordon Elliott* syndicated talk strip a go for a sophomore season. The show has broken out of the pack of nine new talk shows this season. / 22

RADIO

Groups protect privacy

Radio groups may postpone plans to go public due to a 1% average dip in share prices this year, an uptick in interest rates and the tendency of private investors to value radio properties more highly than do public markets. / 42

HAPPY HOLIDAYS

In recognition of the holiday season, BROADCASTING & CABLE will not publish a Dec. 26 issue. We will return the following week, on Jan. 2.

Ad gains posted

Radio advertising revenue from local and national spot sales increased by an average 15% in October over October 1993, according to the Radio Advertising Bureau. / 44

WASHINGTON

Public broadcasters take offense

Public broadcasting's money woes drew star producer Ken Burns (c) to a congressional hearing this fall. / 48

Public television and radio executives have launched a major grass-roots campaign to fend off threats from new congressional leaders to abolish their federal funding and privatize public broadcasting. / 48

FCC seeks VDT elaboration

The FCC has asked four telcos for more details about the costs associated with their video dialtone plans and about the status of competition in their local telephone markets. The telcos being questioned are Nynex, GTE, Bell Atlantic and Pacific Telesis. / 49

Cable tackles violence

VOICES AGAINST VIOLENCE

Forty-five cable networks will air programs with anti-violence themes the week of March 19, part of the National Cable Television Association's Voices Against Violence campaign. The campaign does not include any effort to limit the amount of violent programing on cable. / 50

TECHNOLOGY

Sony sees disk-based stations

Sony plans to produce a digital "end-to-end" broadcast system covering image acquisition, storage, distribution and post-production. Prototypes of its new equipment will be displayed at the April convention of the National Association of Broadcasters. / 51

Emergency Alert System EAS

FCC may widen emergency alerts

The FCC is considering extending its new Emergency Alert System requirements to wireless cable, video dialtone and satellite master antenna systems. / 54

Telemedia Week

Thomas Porter (l) is GM of John Hendricks's new Discovery Multimedia. / 37

Discovery explores more CD-ROM

Discovery Communications will double its production of CD-ROM titles to at least a dozen next year. The company also plans to marry the CD-ROM and online platforms to make the projects "living daily products." / 37

'500 Nations' is truly multimedia

The upcoming prime time documentary *500 Nations* will be accompanied by a CD-ROM, two books, a double audiocassette book, soundtrack and home video. Bringing so many different media projects under one umbrella may set the example for other companies that want to produce and promote across a variety of media formats. / 37

Telcos want to milk long-distance cow

Ameritech

Although telephone companies simultaneously are considering entry into the cable TV business and exploring future interactive services, they hope to lasso the long-distance cash cow, worth $65 billion annually. Ameritech is leading the lobbying effort to allow the Baby Bells to offer long-distance services. / 38

Satellite funding sought

PanAmSat will have to find another source of capital to support its direct-to-home venture after pulling the plug on an initial public offering of 22 million shares of common stock. The reason given for the suspension was instability in the stock market. But the company says it still intends to build and launch the two DTH satellites and is seeking alternative financing, such as private investors. / 40

Hanna-Barbera's Cartoon Carnival CD-ROM for children features TV characters Scooby-Doo, Fred Flintstone and George Jetson. / 40

FCC raises roof on TV ownership

Proposes duopolies, raising audience caps and setting no limit on number of stations

By Christopher Stern

The FCC last week said it is time to acknowledge the dramatic changes in the video marketplace with equally dramatic deregulation of its TV ownership policies.

The commission proposed new rules that would allow broadcasters to own as many stations as they want as long as they remain within the cap on total national audience reach. At the same time, the commission proposed raising that cap, now at 25% of the nation's TV households, by 5% every three years to a maximum of 50%.

Agency proposals also would allow broadcasters to own two TV stations in some large markets. In addition, the commission proposed eliminating rules barring the ownership of a TV and radio station in the same market.

If the commission does introduce duopoly to television, however, local marketing agreements would count toward a station's ownership limits. The FCC sought comments on whether existing LMAs would be grandfathered under the current rules.

While putting the entire body of the multiple ownership rules on the table, FCC Chairman Reed Hundt told broadcasters that the FCC's ultimate decision would be dictated by marketplace realities. He told broadcasters to rely on economics and commercial realities when filing their comments. "Intensely inform us about the facts, and do not rely on conjecture," Hundt said.

The FCC cited developments in cable, direct broadcast satellite and the entry of telcos into the video marketplace as reasons for the broad proposal to deregulate television ownership rules.

Although the industry was expecting some liberalization of the multiple ownership rules, the scope of the proposals was a surprise.

One broadcaster suggested that the new Republican majority in Congress was responsible at least in part for the depth of the deregulatory proposals. "The FCC went further than the Democrats were willing to go," the broadcaster said.

At a glance

The FCC last week proposed new broadcast ownership rules that would:

- **Eliminate the 12-station TV limit.**
- **Raise the national audience cap on broadcast groups, now 25% of all TV homes, by 5% every three years until it reaches a ceiling of 50%.**
- **Relax the ban against owning two TV stations in a market.**
- **Permit a broadcaster to own a TV and a radio station in the same market.**
- **Regulate LMAs between two stations in the same market.**
- **Raise from 5% to 10% the point at which voting stock interest becomes attributable.**
- **Raise from 10% to 20% the point at which the "passive" interest of institutional investors becomes attributable.**

The move was applauded by the Big Three networks, each of which is at the 12-station limit and bumping up against the 25% national audience cap.

"Can't you hear the applause in the background?" said NBC's Rick Cotton, executive vice president and general counsel, NBC. "The fact that they are taking seriously a proposal to expand local and national ownership limits is a major step forward in bringing broadcast regulation into the modern era."

Among the few non-network groups approaching the national audience cap is Tribune, which reaches approximately 20% of the nation, according to Sean Sheehan. "We are pleasantly surprised; we want to grow," he said.

Some medium-size networks are equally pleased with the FCC's proposal. "Clearly, the duopoly rule should fall," said Gary Chapman, president, LIN Television Corp. There are many struggling large-market stations that would benefit from the efficiencies of joint management with another station, he said.

While LIN, which has six stations and plans to buy a seventh, is not in danger of bumping up against the current ownership limit, Chapman supports relaxation of the rules. "I look at it from an industry standpoint. I don't think you restrict potential [buyers] of property." Chapman also said broadcast deregulation is necessary if the industry is going to compete with cable, which, he points out, "has the right to own both the conduit and the content."

The Association of Independent Television Stations' David Donovon shares Chapman's concern about competition from cable. "We're limited to one channel in each market where we're competing against multichannel systems. If free over-the-air TV is going to survive, we have to start looking at more efficient economic organizations."

But not all broadcasters embraced the commission's proposals. "I think there are a lot of concerns about midsize broadcast companies," said Ben Tucker of Retlaw Broadcasting. Tucker serves as chairman of the government relations committee for CBS affiliates.

Tucker says independently owned stations will have a difficult time competing against duopoly or LMA stations. "It will be almost impossible to do battle against the programing and sale leverage [of jointly managed stations]," he said.

"I think [these proposals] will see a groundswell of opposition. I never expected it to go this far, so I'm caught a little short," said Tucker.

Groups with an interest in the incentives for minority and female ownership also were concerned about the scope of the deregulatory proposals. "If there is no limit on stations and they move audience caps up to 50%, I don't think there is any incentive whatsoever," said Granite Broadcasting's W. Don Cornwell, chairman and CEO.

In a separate statement issued with the decision, FCC Commissioner Andrew Barrett raised the same issue: "I continue to have concerns about the potential for harm to the concept of diversity that could arise from the modification of our rules relating [to] national ownership limits and attribution benchmarks."

In addition to its proposals on

ownership, the FCC last week revived an old plan to establish so-called incubators for minority broadcasters. The FCC said it would grant relief from "certain multiple ownership restrictions" if a broadcaster agreed to support minority or female broadcasters. The commission said that support should include "at least three elements," including substantial financial assistance, technical or management advice and training programs.

But David Honig, executive director of the Minority Media and Telecommunications Council, also had concerns that increases in ownership limits would negate the proposed incentives. "The question is: Are they going to give with one hand and take away with another?" ■

Mixed bag of attribution changes

FCC's proposed ownership-rule revisions open some areas, tighten others

By Christopher Stern

At the same time the FCC proposed to revisit its multiple ownership rules, the commisssion has put its attribution rules on the table.

The rules recently have been a hot topic in broadcasting in the wake NBC's allegation that Fox is evading the ownership limits through its investment in other broadcast companies. The rules determine, among other things, how large an interest one broadcaster can hold in another broadcasting company before the second company's stations are attributed to the first.

The FCC's proposal on attribution rules is a mixed bag—more liberal in some areas and more restrictive in others. The FCC is seeking public comment on increasing non-attributable interest from 5% to 10% for voting stock and from 10% to 20% on passive ownership.

But the commission also proposes tightening two areas that are currently non-attributable—non-voting stock interest and investments in companies with a single majority shareholder.

"The commission stated its concern that these exceptions not be used to evade the multiple ownership limits by permitting investors to influence the core operations of a license without having these interests recognized as cognizable for multiple ownership purposes," according to an FCC press release.

"The review of the attribution is probably overdue," says NBC's Rick Cotton, executive vice president and general counsel. "As we read it, the FCC is committed to enforcing the [ownership] limits fairly, even as they are relaxing them. It is committed to making sure that sham organizations are not tolerated going forward," Cotton says.

Other broadcasters say there is no need to change the attribution rules. "I think the FCC needs to enforce the current rules; it needs to pay attention to who owns what and who controls it," says Philip Jones, president, Meredith Broadcasting.

David Donovan of the Association for Independent Television Stations also is concerned about the review of the attribution rules: "You don't want to relax with one hand and tighten up with the other." ■

FCC OK's USSB exclusivity

DBS provider United States Satellite Broadcasting's (USSB) lock on HBO, Showtime and MTV programing does not violate the Cable Act's program access provision, FCC commissioners said last week.

USSB has signed deals to be the sole DBS provider of HBO, Showtime Networks and MTV Networks from the orbital location it shares with competing DIRECTV service. The National Rural Telecommunications Cooperative (NRTC), which markets DIRECTV in rural areas, had complained that USSB contracts violate a section of the Cable Act prohibiting exclusive contracts between cable operators and program vendors affiliated with cable operators in areas not served by cable.

The FCC disagreed, maintaining that the program access clause does not prohibit exclusive contracts where no cable operator is involved. Saying the program access provision's purpose is to foster competition to cable, FCC officials said that exclusive program deals at a single orbital slot promote competition. "A DBS distributor's exclusive contracts may benefit the level of DBS as a competitor to cable," said Maura Cantrill, staff attorney with the FCC's cable service bureau. FCC Commissioner James Quello added that USSB's program deal "does promote competition at the same orbital slot."

Commissioners Rachelle Chong and Susan Ness agreed with the logic, but said that the decision on the NRTC's complaint does not constitute a blanket approval for exclusive DBS program contracts. "I think it's a good idea that we look at these exclusive contracts on a case-by-case basis," Chong said.

The NRTC took some encouragement from such comments. While disappointed with the decision on USSB's program deals, the cooperative approved of the FCC's intent to monitor future exclusive contracts. "We are pleased that they did support the concept of program access," said NRTC VP of Communications Jeff Almen.

The FCC decision was welcome news at USSB, where chairman/CEO Stanley S. Hubbard accused the NRTC of trying to use regulators to obtain programing. "I would not have wanted to lose our exclusivity," Hubbard said. "HBO and [Showtime and MTV owner] Viacom gave us a chance to compete, and we are doing it."

Hubbard said Thomson Consumer Electronics has shipped more than 320,000 of the Digital Satellite System receivers, with 260,000 installations. He did not say how many of the customers have signed up for the USSB service. **—CM**

NAACP fights FCC's Fox gag order

Rainbow joins petition to remove order cloaking Fox investigation

By Christopher Stern

The NAACP has petitioned the FCC to remove the controversial gag order covering the agency's investigation of Fox Television stations.

The commission is looking into allegations brought by the NAACP that Fox misled the FCC about the degree of its foreign ownership.

In a related development, Rainbow Broadcasting also filed against the gag order last week. Rainbow has a pending court case against Fox stemming from its six-year battle over KTTV(TV) Los Angeles.

The NAACP called the gag order an unprecedented breach of its First Amendment rights. The civil rights group also called on the FCC to conduct a "full and open" hearing on the foreign ownership issue.

The Mass Media Bureau imposed the gag order Dec. 7 as it opened the second phase of its investigation into allegations that Fox misled the commission. The NAACP says Fox failed to disclose that 99% of the $600 million used to purchase its first six stations came from the Australia-based News Corp.

NAACP attorney David Honig says he would continue to obey the gag order while it is in effect. "It is a violation of the First Amendment. This is not a national security issue; it is not a grand jury; it is not a nuclear bomb," Honig says.

"The issue of Fox's ownership is one of profound public interest and importance, and the Bureau's order unnecessarily denies the public its right to be informed," states the NAACP in its petition. If the commission refuses to act on the petition, Honig says he could request a stay of the FCC investigation while he appeals the order in court.

Like the NAACP, Hispanic-owned Rainbow has challenged Fox on the foreign ownership issue. Rainbow also called for the FCC proceeding to be thrown open to the public, including the press.

BROADCASTING & CABLE also has sought legal counsel and has asked for official interpretation of the "interim procedural order."

Since the order was imposed, the FCC has virtually refused all comment on the substance of the gag order. One of the few exceptions is Commissioner James Quello, who calls it "a mistake."

The order was signed by Mass Media Bureau Deputy Chief Renee Licht and was not subject to a vote by the commissioners. "I would not have voted for it," says Quello. "[The order] is costing us a lot of opposition from the press that is unnecessary."

Mass Media Bureau Chief Roy Stewart also said last week that he voluntarily removed himself from the proceeding more than a month ago. Stewart says he decided to recuse himself because he participated in the original decision in 1985, when Fox was granted its original licenses. At the time, he was chief of the FCC's Video Services Division. ■

Wright: NBC, Turner just talking

Tells GE board 'it makes sense to explore potential opportunities,' rules out acquisition by TBS

By Steve McClellan

NBC President Robert Wright says talks continue with Turner Broadcasting System about some sort of business alliance, sources say. However, he denied a report that Turner had made a proposal to acquire 65% of NBC, with GE retaining a 35% stake.

Wright did not get specific about the focus of the ongoing talks, say sources knowledgeable about a General Electric board meeting last Friday. Wright's comments came during a question-and-answer session at the board meeting.

"Basically, he said he believed there were certain synergies between the two companies and it made sense to explore potential opportunities," one company source says. "It doesn't necessarily mean a full-blown merger is workable. It could end up being something on a much smaller scale. It could end up being nothing."

"We don't need the cash, we don't have to sell," is the way one network source describes GE Chairman Jack Welch's view. "He wants to remain in the business and he wants to retain control."

Nevertheless, Wall Street analysts say an NBC-TBS alliance makes sense, given common interests in the network news business and cable program services.

After many years of losses, NBC News for the past two years has shown profits, most recently of around $20 million. But it is the least profitable of the Big Three news divisions with annual expenses of $350 million or more. A merger with Turner's CNN could realize some dramatic cost savings, analysts say.

"I would think the national and international bureau and management structure are redundant, while the show operations are quite different," media analyst Tom Wolzien says.

Wolzien and others note other areas where NBC and Turner could save costs, including sales and marketing resources for cable networks; satellite transponder, uplink and other technical facilities; and resources deployed in various international ventures.

For now, NBC News employes aren't losing sleep over a possible news alliance and subsequent costcutting, sources in the division say. "Frankly, we're more worried about the next story. If a deal becomes reality, we'll worry about it." ■

Gingrich wants to deregulate cable

Speaker-to-be interviews Malone on NET talk show

By Kim McAvoy

Incoming House Speaker Newt Gingrich wants to pass a telecommunications bill next year, and he wants it to include cable deregulation.

"I strongly hope [the bill] has substantial market-oriented deregulation for cable," the Georgia Republican told BROADCASTING & CABLE in an exclusive interview last week. "I strongly support getting it through the House and the Senate."

The House leader also says he would "favor the maximum possible market participation" for broadcasters.

The legislation should open up all telecommunications markets, Gingrich says. "Everybody should be able to play with everybody else. You may have a three- to five-year transition. But ultimately, in a fairly short future, everybody gets to play with everybody."

Gingrich made the comments after interviewing Tele-Communications Inc. President John Malone on his weekend program on National Empowerment Television. The conservative cable network is available in 10.5 million homes through cable, LPTV and home satellite, according to its operators.

In the interview, Malone and Gingrich professed their mutual admiration. "We have one of the most innovative guests in America—a man who really has helped create modern telecommunications and has a number of good ideas," Gingrich said in introducing Malone. Earlier that evening, he and Malone had dinner together with NET officials.

John Malone is a guest of NET co-hosts Heather Richardson and Newt Gingrich.

The speaker-designate says he is "adamantly in favor of what Jack Fields is doing.... Fields understands the need for market-oriented telecommunications reform legislation." Gingrich thinks Fields (R-Tex.), the next chairman of the House Telecommunications Subcommittee, will "bring a bill out, hopefully by March."

Gingrich also indicated that he'll be working with new Senate Majority Leader Bob Dole (R-Kan.). Dole, too, is "strongly in favor of doing some kind of telecommunications bill," he says.

Asked if he'll work with the White House on a telecommunications bill, Gingrich says, "Sure. On something like this, we can."

During Gingrich's program, he and Malone took a swipe at the Washington regulation of business. "Had we had an FCC, FDA or an FTC in Silicon Valley, we'd be about 150,000 or 200,000 jobs short and we'd be back with mainframe computers," Gingrich said, "because you'd still have bureaucrats studying whether or not to allow PCs to even exist."

"I don't see how anybody can be in compliance with this maze on any consistent basis," added Malone. The TCI executive says he's hopeful that with the "Gingrich revolution," telecommunications will "break free."

TCI's tv! network is carrying some of NET around-the-clock programing. Spokesman Bob Thomson says TCI hopes to find room for NET and other politically oriented networks when digital compression is introduced in 1996 and channels become available. In the meantime, C-SPAN and C-SPAN2 continue to be TCI public affairs channels of choice. ■

Eliminating rate regs is NCTA goal

House Speaker-to-be Newt Gingrich may be more ambitious about deregulating cable than is the industry itself.

The only deregulatory provision cable wants attached to next year's telecommunications reform legislation is one that would free cable systems from rate regulation much sooner than it now would be, says National Cable Television Association President Decker Anstrom.

The industry is ready to let stand other provisions of the regulatory 1992 Cable Act, including must carry/retransmission consent and program access. The former requires cable systems to carry local broadcast signals or to negotiate with broadcasters for the rights to carry them. The latter requires cable networks to make their programing available to satellite broadcasting and other services competitive with cable.

The promise not to go after must carry and retransmission consent means cable should be able to continue to work with broadcasters to pass the reform legislation. Broadcasters fought hard to include must carry and retransmission consent in the 1992 Act. They have their own agenda for the reform measure: provisions giving TV stations second channels in their markets and flexibility in how they use them.

The 1992 Cable Act frees cable systems from rate regulation as soon as they are subject to "effective competition"—that is, a competitive multichannel service available to at least 50% of the homes in the market and providing service to at least 15% of them.

The NCTA doesn't yet have a specific proposal, Anstrom says, but the service test should be "something much less than 15%" for most competitive services.

And "common sense" suggests a cable system is subject to effective competition as soon as the local telephone company offers competitive service, Anstrom says.

NCTA's other goals for telecommunications reform legislation remain much as they were last year. They are aimed at facilatating cable's entry into the local telephone business. **—HAJ**

ANYONE CAN TALK

But The Numbers Say Sally.

4.9 RTG 16 SHR

JENNY
4.1 RTG **14** SHR

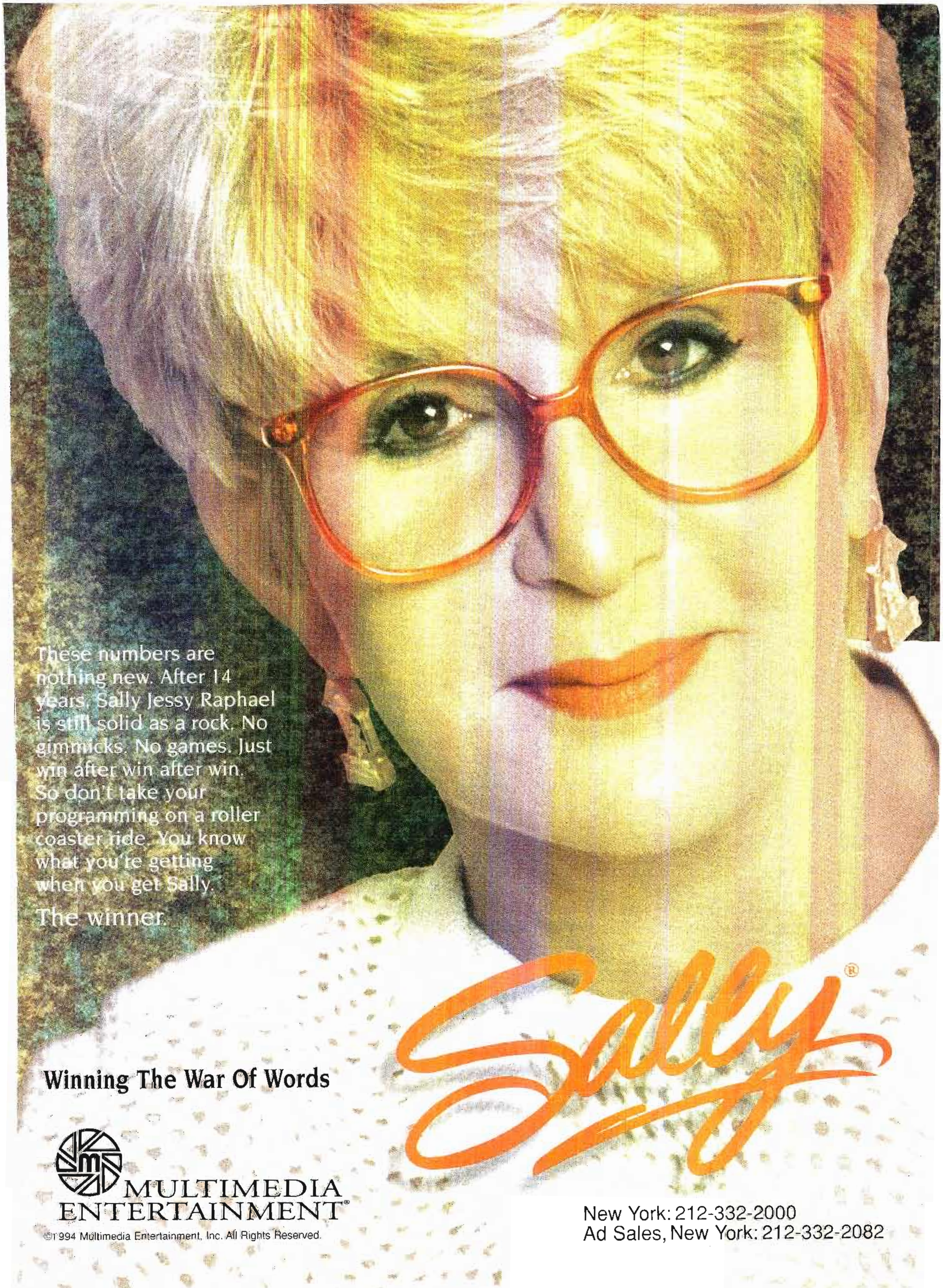
RICKI
4.5 RTG **11** SHR

You've been hearing a lot of talk. But when you look at the *facts*, you'll see what America sees... Sally.

MARKET	Sally RTG	Sally SHR	Jenny RTG	Jenny SHR	Ricki RTG	Ricki SHR
Atlanta	6.0	22	5.8	25●	4.9	13
Baltimore	5.2	22	5.7	22●	4.0	10
Boston	5.1	24	2.6	12	4.4	12
Charlotte	5.2	23	2.6	9	6.7	13
Chicago	6.1	21	4.2	12●	4.2	9●
Cincinnati	4.5	19	7.4	19	3.7	9
Cleveland	6.5	26	4.3	15	3.6	9
Denver	4.7	15	3.3	12●	2.5	5●
Detroit	5.1	16	8.0	30	4.1	14
Hartford	2.9	12	4.1	18	2.8	9●
Houston	6.1	18	3.8	13●	3.7	13
Indianapolis	6.2	15	4.3	13	5.8	12●
Kansas City	4.6	20	3.6	16	6.5	21
Los Angeles	3.0	9	4.4	14●	6.3	12●
Miami	3.9	10	6.2	22	4.8	9●
Milwaukee	4.2	16	2.5	19	4.7	9
Minneapolis	6.2	30	4.6	16	4.5	20
New York	6.5	19	5.7	19	7.3	15●
Orlando	5.5	20	6.7	23	4.4	9
Philadelphia	4.4	17	7.3	27	6.5	26●
Phoenix	4.6	17	3.7	11●	4.9	12
Portland	5.3	14	2.4	9	3.4	13
San Antonio	7.1	16	8.1	22●	3.2	9●
San Diego	3.7	12	3.5	13	2.7	5●
San Francisco	3.7	18	2.6	14	3.7	11●
Seattle	3.7	14	2.9	4●	1.8	7
St. Louis	6.3	24	2.5	17	2.8	11●
Tampa	5.3	23	5.9	15	3.8	16
Washington D.C.	3.5	13	3.0	12	3.9	18●
West Palm Beach	2.9	11	5.0	14	5.0	18

● Double Runs

Source: NSI Metered Market Overnights 9/29 – 10/26/94


These numbers are nothing new. After 14 years, Sally Jessy Raphael is still solid as a rock. No gimmicks. No games. Just win after win after win. So don't take your programming on a roller coaster ride. You know what you're getting when you get Sally.
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Carsey-Werner arms for syndication

Buys back rights to 'Cosby,' 'Roseanne' and 'A Different World'

By David Tobenkin

The Carsey-Werner Co. last week bought back domestic syndication rights to off-network episodes of *Roseanne*, *The Cosby Show* and *A Different World* from Viacom Inc. to revive its in-house distribution unit.

The deal, first reported in BROADCASTING & CABLE Nov. 21, will supply C-W with enough programing to relaunch an in-house syndication sales pipeline that will handle C-W's ABC hit *Grace Under Fire* when that show is ready for stripping in fall 1997.

'Roseanne' and 'Cosby' return to the C-W fold.

"The reacquisition of these programs has been a company goal that we have aggressively pursued over the past three and a half years," said C-W Chief Executive Stuart Glickman. "We deeply believe in exciting growth opportunities that exist and will broaden as a result of the expanding need for programing in the years ahead."

The sunsetting of the financial interest and syndication rules, which block networks from syndicating their shows domestically, and the possible elimination or modification of the prime time access rule, which prohibits top-50 market affiliates from airing in the access hour shows that first appeared on the Big Three networks, both suggest the company should gain control over distribution of its product, Glickman said.

The new syndication unit, Carsey-Werner Distribution Co., will distribute the firm's own network programing, new first-run product it develops and produces, and programs it acquires from third parties.

A president for the division will be selected by January. Currently, syndication consultants and former studio syndication heads Bob Jacquemin and Joe Zaleski are consulting C-W on its launch.

Negotiations for the three shows took years, with both sides unable to come to terms on the value of the shows. C-W declined to comment on the purchase price, but some industry reports estimate that the shows sold for $40 million-$60 million.

Glickman said that by early spring the unit will sell the second cycle of *Roseanne*. That show has been the highest-rated off-network sitcom for the past three seasons since premiering in fall 1992 and is up 50% from last season. The show, which made a relatively low $1.5 million per episode in its first, recession-impacted syndication cycle, likely will sell for considerably more than $900,000 per episode in its second cycle, said Glickman.

The company also will sell the veteran *Cosby* show's second cycle to the 40% of the U.S. where it remains unsold and *A Different World* to the 40%-45% of the country that still does not receive the show's first cycle. ■

CBS affils form new venture

By Steve McClellan

CBS affiliates are forming a limited liability corporation (LLC) through which to explore various business ventures among themselves, with CBS and with outside parties.

According to Mick Schafbuch, who is overseeing the project, many businesses will be explored, including program syndication and efforts to sell ad time on stations. The ad sales initiatives could focus on regional buys or perhaps even targeted markets around the country, depending on specific advertiser needs, Schafbuch says.

The first project is a joint marketing venture with CBS to sell videos from the CBS Video library. So far, about 130 affiliates have agreed to participate, including the CBS-owned stations. In January, those affiliates and O&Os will air direct response ads to market a "My Fair Lady" video gift set from the CBS Video library. Proceeds to affiliates will be based on sales from their markets determined by buyer ZIP codes.

The LLC is being formed under the direction of the affiliates' business development task force, which Schafbuch was named to head after retiring last month as executive vice president of KOIN-TV Portland, Ore.

The task force is working with the network on several other projects, including two video-on-demand tests in which CBS has agreed to participate with TCI in Denver and Glen Ellyn, Ill. The network will supply both entertainment and news programs to air on local cable channels around the clock.

For affiliates, says Schafbuch, the key issue is what impact, if any, time-shifted network programs would have on viewing patterns in local markets: "If it does anything to erode the affiliate audience, we would need to talk about that. And if it does and the network is going to make money on video on demand, it stands to reason we ought to share" in those profits.

The affiliates also have raised the issue of whether there is a national or international market for the NewsPath affiliate news feed service, which contains both affiliate and network-originated news material.

The business development task force also is spearheading several other efforts, including affiliate input concerning revisions in the standard provisions of the network affiliation contracts. Schafbuch says the affiliates have given the network "about six pages" of proposed revisions to the standard agreement and that lawyers currently are reviewing them. ■

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ERNER'S
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DISTRIBUTION

Full Service Network starts small

Interactivity will be spur; analysts, competitors question economic model

By Mark Berniker

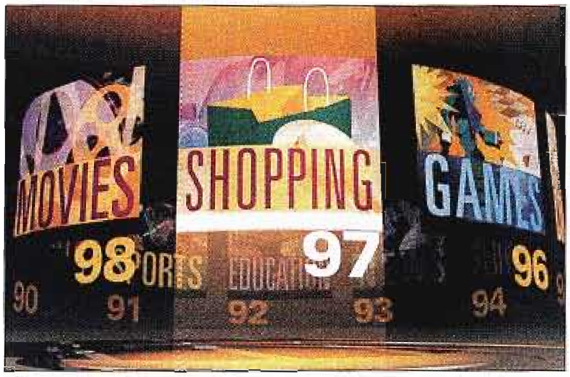
With CEO Gerald Levin presiding, Time Warner last week unveiled its much heralded Full Service Network in Orlando, Fla.

Operating for the debut were the advanced video-on-demand and home shopping services. The VOD service offers movies with all the functions of a VCR, including pause, fast forward and reverse. In the virtual shopping mall, users could browse through Crate & Barrel and the Warner Bros. studio store.

Promised on the elaborate interface, but not yet available, are video news and sports services.

Despite the millions Time Warner has pumped into the project, some analysts and competitors question whether the system is economically viable and suggest it may never be deployed widely on a commercial basis.

"The hope is that interactivity is going to be the economic driver that is going to justify the cost of establishing a digital network, but that's still an unknown," says James McDonald, president/chief executive officer, Scientific-Atlanta, which played a key role in getting the Orlando trial up and running. S-A also makes the network's home terminals.



FSN viewers in Orlando choose different applications from this on-screen carousel menu.

"What they have there in Orlando is not economically deployable," says Peter Price, president, Liberty Cable, which is working with Nynex to offer video dialtone service in Manhattan. "Nobody is going to be making money out of interactive television until 1999 or into the next century," says Bruce Ryon, director of multimedia research, Dataquest. Time Warner is "talking big and delivering on a much more modest plan," Ryon says.

"If we get small slices of revenue from each of the different applications offered over this network, then we're going to achieve dramatic revenues and get an excellent return on our investment," counters Thomas Feige, president, Full Service Network.

The biggest sticking point in the Full Service Network's economic model is the high cost of building a network of video file servers, ATM switches, fiber optics and set-top boxes.

Analysts speculate that the set-top boxes built for the Orlando trial cost $5,000-$10,000 each. Edward McCracken, chairman of video server maker Silicon Graphics, expects the advanced set-tops to drop to around $300 by 1996.

McDonald expects the cable business to remain 95% based on analog set-tops and networks through 1996. It won't be until 1997 that cable networks will be even 10%-20% digitally based, he says. ■

Paramount drops 'Price'

Paramount Domestic Television's syndicated *The New Price Is Right* will not be renewed for a second season, the syndicator said last week, citing insufficient audience interest. That move, which follows the show's imminent departure from the schedules of stations in the top two markets, was first reported in BROADCASTING & CABLE's *TV Fax*, Dec. 15. The show, which is cleared in 76% of the country, ceases production Jan. 23, but stations can run repeats barter-free until they find a replacement.

Price has been cleared on WWOR-TV New York at 4 p.m. and on KNBC-TV Los Angeles at 7:30 p.m. During November, the show earned a 4.3 Nielsen rating and an 11 share on Chris Craft/United's WWOR-TV, off from its 5.1/14 *Matlock* lead-in but up from its 3.4/9 year-earlier predecessor, *Family Feud*. The half-hour will be dropped from the schedule and replaced with the Chris Craft/United-produced/All American Television-distributed *Richard Bey* hour talk show Dec. 23, confirmed Leslie Glenn, WWOR-TV director of programing. The move will cause current 4:30 p.m. clearance *Family Feud* to move to 3:30 p.m., replacing a second run of *Top Cops*.

On KNBC-TV, the show earned a 4.6/7, off sharply from the 6.8/11 of lead-in *Extra* and less than half the 9.3/15 rating of year-earlier predecessor *Hard Copy*. Under consideration to replace the show in access is a special strip on the O.J. Simpson trial. Long term, the station is said to be talking to Twentieth about acquiring *A Current Affair*, recently downgraded by Fox O&O KTTV(TV) from early fringe to late night. —DT

WB sets debut night lineup

The WB Network will feature a special one-hour episode of *Muscle*, the serialized comedy, on the network's premiere night—Wednesday, Jan. 11. WB will air *The Wayans Bros.* that night in its regular 8-8:30 slot, followed by *Unhappily Ever After* at 8:30-9.

The hour-long special episode of *Muscle* featuring a guest appearance by ex-Batman Adam West will air at 9-10 on that night only. Preempted for that night only is *The Parent Hood,* starring Robert Townsend, which will debut in its regular 8:30-9 p.m. time slot on Jan. 18.

Also beginning Jan. 18, *Unhappily Ever After* will air in the 9-9:30 time slot and *Muscle* will air in the 9:30-10 time period. —SC

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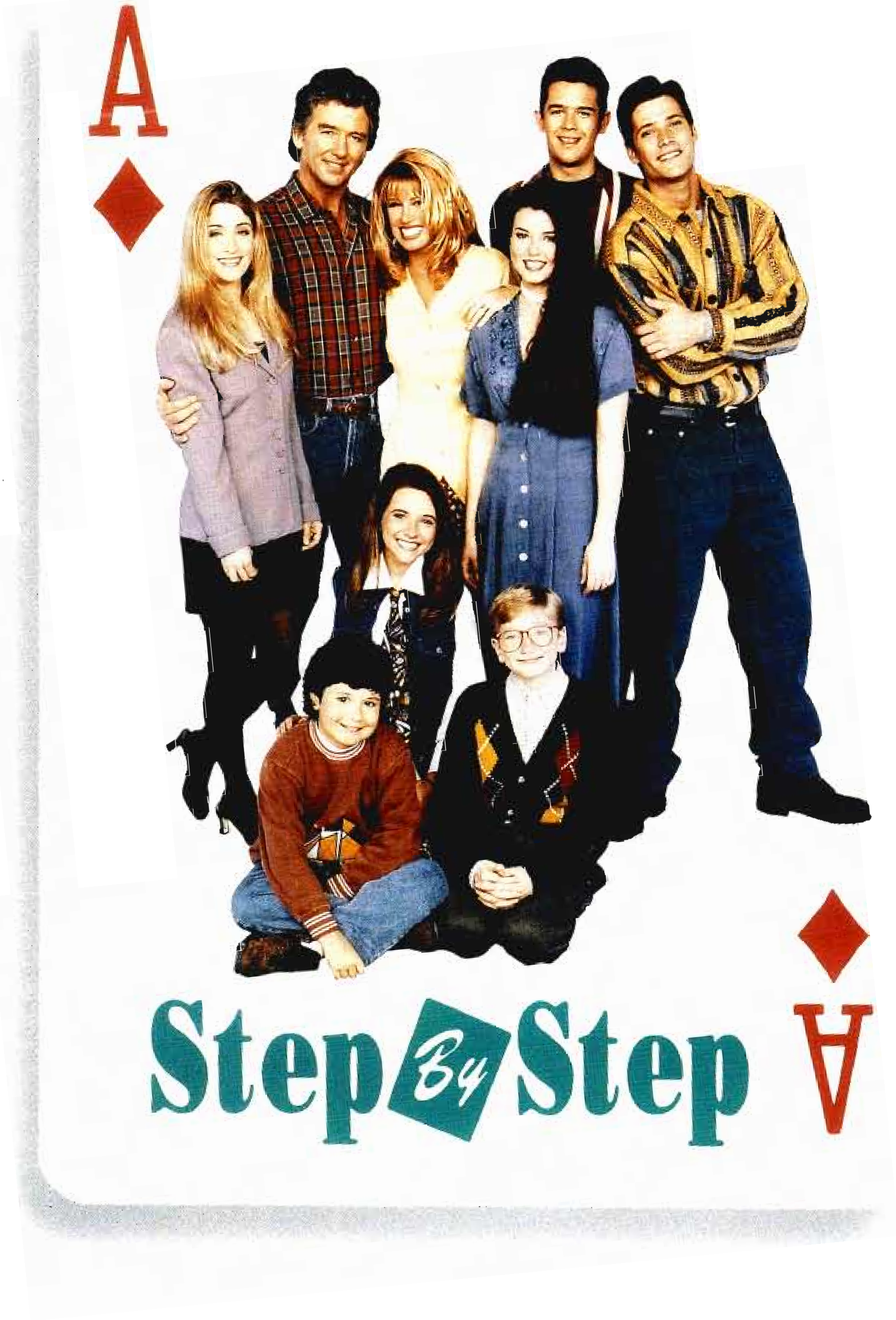
"Hit me again!"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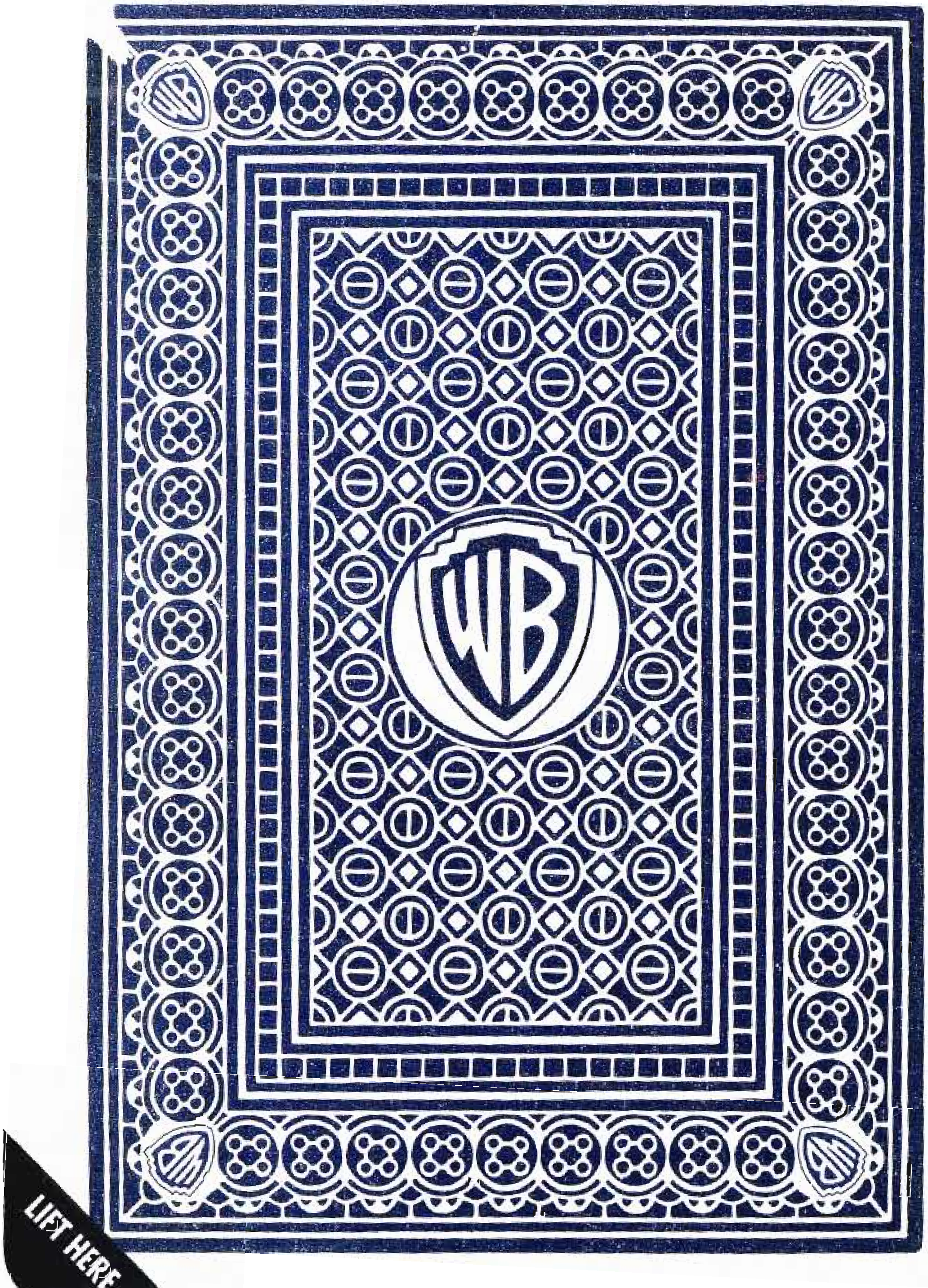
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Step By Step

AVAILABLE FALL 1995

'Dr. Quinn' pays call on Family, MTM

CBS's hour drama to get pitched for syndication in addition to a run on cable

By David Tobenkin

CBS Enterprises' hit family western drama *Dr. Quinn, Medicine Woman* has been licensed to MTM Television Distribution for a national syndication run—rare for a one-hour drama—and a subsequent cable run on co-owned cable network The Family Channel.

The show, starring Jane Seymour and created by Beth Sullivan, will be available for syndication in fall 1996, when there will be approximately 100 hours of the program on hand.

It is being positioned for daytime and early fringe, especially as counterprograming to talk shows. "It's a good news adjacency that will draw a very compatible audience," says MTM Television Distribution President Chuck Larsen. "*Little House [on the Prairie]* did very well as a news lead-in, and these types of shows have a strong female appeal."

Larsen says the show's strong relationship aspects make it a good fit with the channel's family-friendly schedule.

CBS's frontier doctor is branching out.

Under the deal, CBS receives roughly 65 cents of every dollar above a $350,000-per-hour guarantee paid by MTM to CBS. The show is now in its third season on CBS.

The show offers some hope that the long-stagnant off-network market for hour dramas may revive. Says Larsen: "On CBS, *Dr. Quinn* proved that an hour drama really can make a difference."

Other dramas whose off-network fate may soon be determined include Twentieth Television's *Picket Fences* and Worldvision's *Melrose Place*. Twentieth Televison President Greg Meidel says that *Picket Fences* appears headed for cable, while newer Fox hit *The X-Files* could prove "the replacement for *Star Trek: The Next Generation* in syndication."

MTM currently syndicates CBS reality series *Rescue 911* and ABC series *America's Funniest Home Videos*. Larsen says the company is renewing teen show *Boogie's Diner* for a second season. ■

Liberty, Americana join forces

Tele-Communications Inc.'s Liberty Media unit and country music cable network Americana Television Network have signed a letter of intent to form a company to produce and distribute shows for cable, broadcast syndication and home video.

The as-yet-unnamed company will be headed by Americana Chairman Stan Hitchcock and Americana Executive Vice President in charge of programing Larry B. Williams.

"We're going to be doing the same type of programing that was popular on Americana [which is folding as a stand-alone cable channel]," says Americana executive Denise Hitchcock.

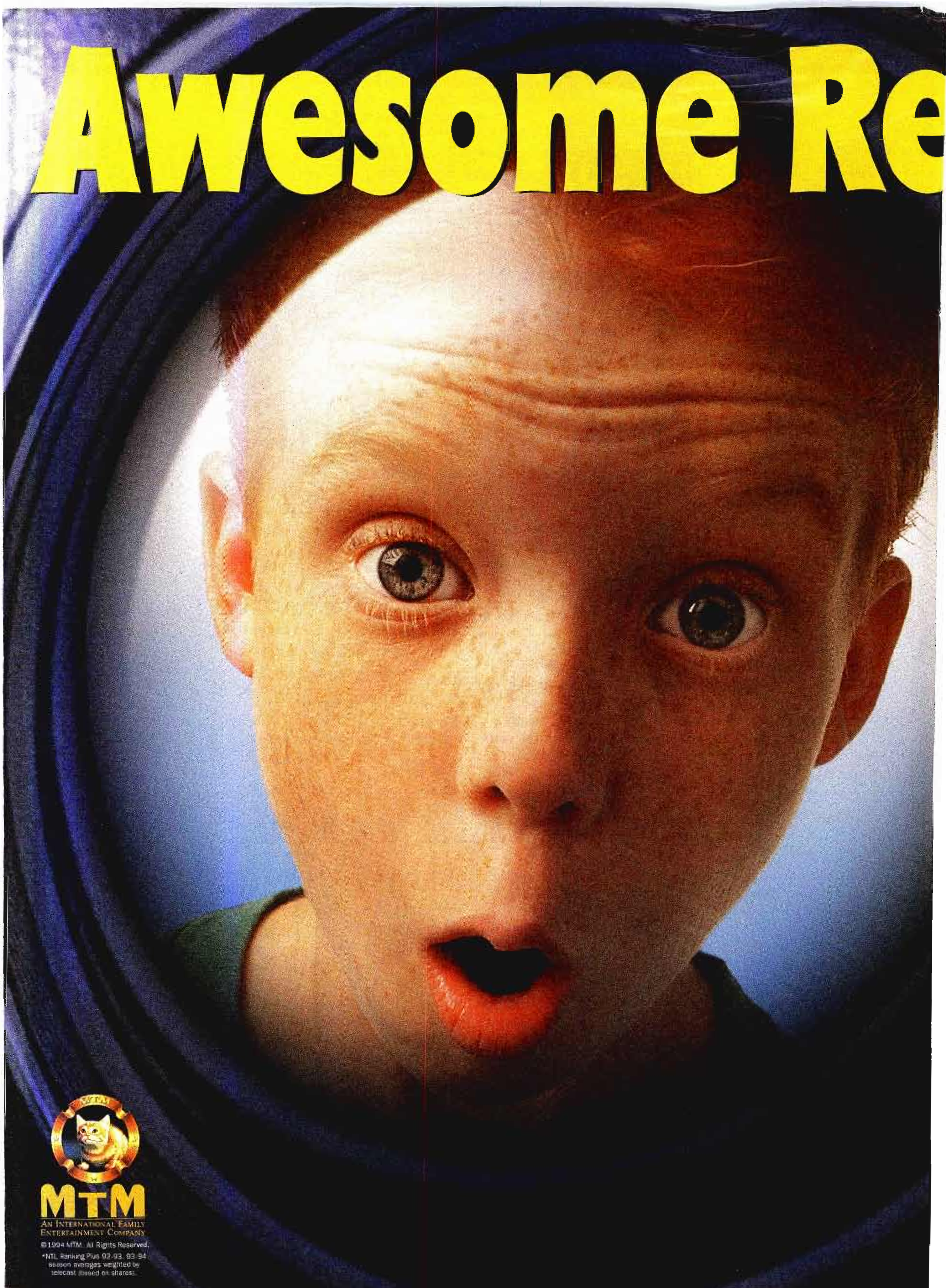
She says that the company will begin by marketing its library of 600 hours of programing, including 10 unaired one-hour specials of the *American Branson Jam*, the kickoff to the Branson entertainment season. She says the Family Channel has expressed interest in acquiring the shows.

New series under consideration for production include a weekly blues series similar to the existing bluegrass Americana series *Reno's Old Time Music Festival* as well as *Grandma's Attic*, a weekly children's show. *Attic* would be produced by L.L. Scene.

Branson, Mo.-based Americana shut down program production in October and announced plans to abandon its network Dec. 31. The company likely will remain based in Branson, Hitchcock says.

Americana investors in the project, who include Wal-Mart chief executive David Glass, Branson-based theme park operator Silver Dollar City, and motel operator John Q. Hammons, will become minority owners in the new entity.

The agreement with Americana is the second programing deal for Liberty in the past three weeks. It recently announced that it was investing in MacNeil/Lehrer Productions as part of plans to spend $200 million in the coming year on programing. **—DT**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AVAILABLE FALL '95

Schwab says MCA will pitch strips

Also plans new action hour, 'Bodyguards'

By Steve McClellan

MCA TV will pitch two new talk strips to station groups and rep firms in early January, reports company president Shelly Schwab.

In addition, rumors were circulating inside and outside the company last week that MCA TV executives were disappointed with both development efforts—*He Said She Said* and *Rant and Rave*—and that they might be dropped. But Schwab denied those reports in the strongest terms.

"We feel very strongly about these two shows," said Schwab, adding that both tested well with focus groups. Although some rep executives say it is late in the development season to start pitching strips for 1995, Schwab says the company has been busy refining both shows, shooting multiple pilots.

"I don't know where these rumors emanate from, but the fact is we believe in these shows and we aren't going to rush production to get to the marketplace. We shot three pilots. We've had no screenings and no meetings with any [potential buyers] yet."

Those screenings and meetings will began immediately after the holidays, says Schwab. "We'll put our best foot forward, and whether we go to air in fall 1995 or January 1996 or fall 1996 will be determined by the marketplace and where we determine the best opportunities lie."

Schwab says the company also hopes to develop a talk project around Melissa Rivers (Joan's daughter), but perhaps later rather than sooner. "We all feel good about Melissa, and we'll take our time to develop the right show for her," he said.

MCA TV has struggled in recent years to develop a successful first-run syndication strip. It recently canceled its low-rated freshman talk show with Suzanne Somers. A new late-night talk show, *Last Call*, also has started slowly, but the company believes the show has franchise potential.

MCA is focusing on bringing additional weekly programs to market, where it has had considerably more success (the Universal Action Pack movie series being one example).

Schwab declined to comment on new weeklies in development, but one is an hour action/drama, *Bodyguards* (working title), co-produced with French partners Pathe and TF-1.

Martha Burke-Hennessy, MCA International's vice president in charge of co-productions, is overseeing the project. At a conference for French television executives in New York last week, Burke-Hennessy said the show would be ready for air next fall, with one version for U.S. syndication and another for the French audience. The program will be shot in Paris, with one lead actress from the U.S. and the other lead roles filled by French actors. ■

Twentieth buoyed by Gordon's growth

Outlines status of development projects

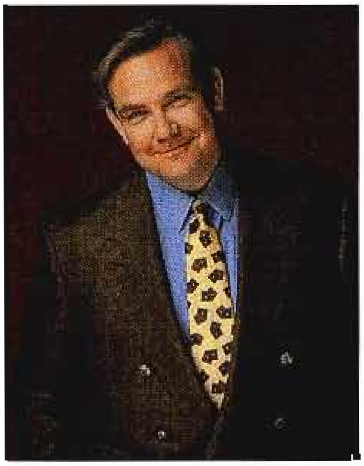
By David Tobenkin

Twentieth Television has declared its *Gordon Elliott* syndicated talk strip a go for a sophomore season, with 52 stations covering 55% of the country renewing for 1995-96.

Elliott has broken out of the pack of nine new talk shows this season, posting a 2.6 rating in the November sweeps, 62.5% higher than the 1.6 of *Judge for Yourself*, its closest competitor among talkers launched in 1994-95.

The clearances include nine of the top 10 markets, including Fox O&O stations WXYZ-TV Detroit and KMOV(TV) St. Louis. The show now is cleared in 93% of the country.

"*Gordon* is pacing equal to and above the pacing of [Columbia TriStar Television Distribution's] *Ricki Lake* and [Warner Bros. Domestic Television Distribution's] *Jenny Jones* a year ago," says Twentieth Television President/COO Greg Meidel. "We've taken advantage of Gordon's experience as a broadcaster—that's why we are ahead."



'Elliott' is in a growth mode.

"He's the best of the new crop without any doubt at all," says station rep Petry Television's director of programing, Dick Kurlander. "He's the only one with a unique personality."

Twentieth Television and show partner CBS Entertainment Productions are attempting to further tap that personality by expanding the show's "Thank's Gordon, It's Friday" ad-lib, man-on-the-street segments featuring Elliott out of the studio. Executive Producer Terry Murphy says such ad-lib segments now will appear as often as three times per week.

Meidel says that the partnership between CBS Entertainment Productions, which produces the show, and Twentieth, which distributes it, has gone smoothly. "CBS has been very hands on, on the show, but there haven't been rigid lines of who does what," he says.

Meidel also discussed the status of other Twentieth Television projects in development:

■ *Secrets of a Small Town*, which will track down facts on small-town stories through investigative reports and reenactments, currently is being pitched to networks as a weekly prime time half-hour. Plans for the show include an unusually large production cycle of

45 episodes per season, as was done with *Cops* on Fox, to allow for first-run stripping within two years, possibly for fall 1997. Meidel hopes the show will launch this summer.

■ The company's *David Viscott* late-night talk strip is being pitched to cable networks. After launching on cable, the show simultaneously would be sold into the syndication market in different dayparts. The show is targeted for June 1995.

■ *Sherman Oaks*, a new late-night comedy serial, is being aimed at syndication. Discussions are being held with a major station group—sources say it is Chris Craft—to serve as a launch platform for the show.

■ *America's Most Wanted: Final Justice*, a strip of the off-Fox network show that adds new footage updating the cases, is cleared in nearly 50% of the country for a fall 1995 launch, including 13 of the top 15 markets. Clearances include Chris Craft/United stations in New York, Los Angeles, San Francisco and Phoenix, New World stations in Detroit, Atlanta, Cleveland, Tampa and Miami and Gaylord's Houston station.

■ A daytime hour talk show strip with former ABC News personality Kathleen Sullivan is being pitched to networks.

■ The company also is developing a talk show featuring *Beverly Hills, 90210* star Gabrielle Carteris for a fall 1995 syndication launch as part of Fox's deal with the New World stations to jointly launch a show on their station groups. ■

SI gets into syndication

Time Warner's Sports Illustrated Television for the first time will make sports programing available to the syndication marketplace, with initial programing to include shows based on the magazine's 1994 and 1995 swimsuit specials, a *Year in Sports 1995* retrospective and its 40th anniversary special, which aired on NBC last September.

The shows will be syndicated by Raycom, a national events, marketing and syndication company specializing in sports programing.

The SI swimsuit specials are behind-the-scenes looks at the making of the *Sports Illustrated* swimsuit issue, one of the most popular annual magazine issues in the world. The 1994 show aired on ABC in February and will be offered in late spring or summer, 60 to 90 days after NBC's airing of the 1995 show. The 1995 show will be syndicated roughly simultaneously with the 1994 show. The shows are full barter, with three and a half minutes each for local and national. The one-hour anniversary show, *40 for the Ages*, is hosted by Bob Costas and celebrates the 40 most compelling sports figure of the past 40 years, as chosen by the editors of *Sports Illustrated.* The show, which accompanied distribution of the magazine's 40th anniversary issue, likely will be syndicated in mid-1995. The show is full barter, with seven minutes local and seven minutes national.

The Year in Sports 1995 hour will air in late December or early January 1995 in first-run syndication. There will be a seven-minute local/seven-minute national barter split. **—DT**

Columbia taps Bledsoe for talk

Columbia TriStar Television Distribution is pitching a daytime talk strip for fall 1995 featuring former *Cosby Show* child actress Tempestt Bledsoe. Tempestt, which Columbia hopes will attract the same young demos as its *Ricki Lake* talker, is being sold on a cash-plus-barter basis with a barter split of 10.5 minutes local/3.5 minutes national.

The hour show will be produced by Dick Clark Productions. One station rep says that Tempestt looks promising. "She's very good, and they did an excellent job of presentation," says Petry Television's Dick Kurlander. "I think it will get on the air with no problem." Since *The Cosby Show* ended in 1992, Bledsoe, now in her early 20s, has hosted and guest starred in a number of specials. **—DT**

Top cable shows

Following are the top 15 basic cable programs for the week of Dec. 5-11, ranked by households tuning in. The cable-network ratings are percentages of the total households each network reaches. The U.S. ratings are percentages of the 95.4 million households with TV sets. Source: Nielsen Media Research.

Program	Network	Time (ET)	HHs. (000)	Rating Cable	Rating U.S.
1. *NFL Football*	ESPN	Sun 8:00p	6,302	10.0	6.6
2. *NFL Prime Time*	ESPN	Sun 7:00p	2,885	4.6	3.0
3. *Movie: 'Big'*	USA	Sun 3:00p	2,672	4.3	2.8
4. *NFL Sportscenter*	ESPN	Sun 11:24p	2,644	4.2	2.8
5. *Movie: 'A Christmas Story'*	TBS	Sun 10:35a	2,300	3.7	2.4
6. *Murder, She Wrote*	USA	Thu 8:00p	2,260	3.7	2.4
7. *Movie: 'Scrooged'*	USA	Sat 8:00p	2,223	3.6	2.3
8. *Flintstones Christmas*	TBS	Sun 7:05p	2,142	3.4	2.2
9. *Movie: 'Lily in Winter'*	USA	Thu 9:00p	2,132	3.4	2.2
10. *Movie: 'Big'*	USA	Wed 9:00p	2,089	3.4	2.2
11. *WWF Monday Night Raw*	USA	Mon 9:00p	2,020	3.3	2.1
12. *Murder, She Wrote*	USA	Wed 8:00p	1,945	3.1	2.0
13. *Murder, She Wrote*	USA	Mon 8:00p	1,911	3.1	2.0
13. *College Basketball*	ESPN	Wed 7:30p	1,885	3.0	2.0
15. *How the Grinch Stole Christmas*	TBS	Mon 8:05p	1,880	3.0	2.0

Following are the top five pay cable programs for the period of Dec. 5-11, ranked by the number of households tuning in. Source: cable networks based on Nielsen Media Research.

Program	Network	Time (ET)	HHs. (000)	Rating Cable	Rating U.S.
1. *Movie: 'Witch Hunt'*	HBO	Sat 8:00p	2,170	10.6	2.3
2. *Movie: 'Under Siege'*	HBO	Fri 8:00p	2,142	10.5	2.2
3. *Movie: 'Rising Sun'*	HBO	Sat 9:45p	2,099	10.3	2.2
4. *Movie: 'Indecent Proposal'*	HBO	Sun 8:00p	2,020	9.9	2.1
5. *Movie: 'Rookie of the Year'*	HBO	Sun 6:00p	1,865	9.1	2.0

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BEATS GERALDO, TIES SALLY W 18-49

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#1 in Time Period!

TIES FOR #1 IN W 18-34, W 18-49

Source: Oct. '94 NSI
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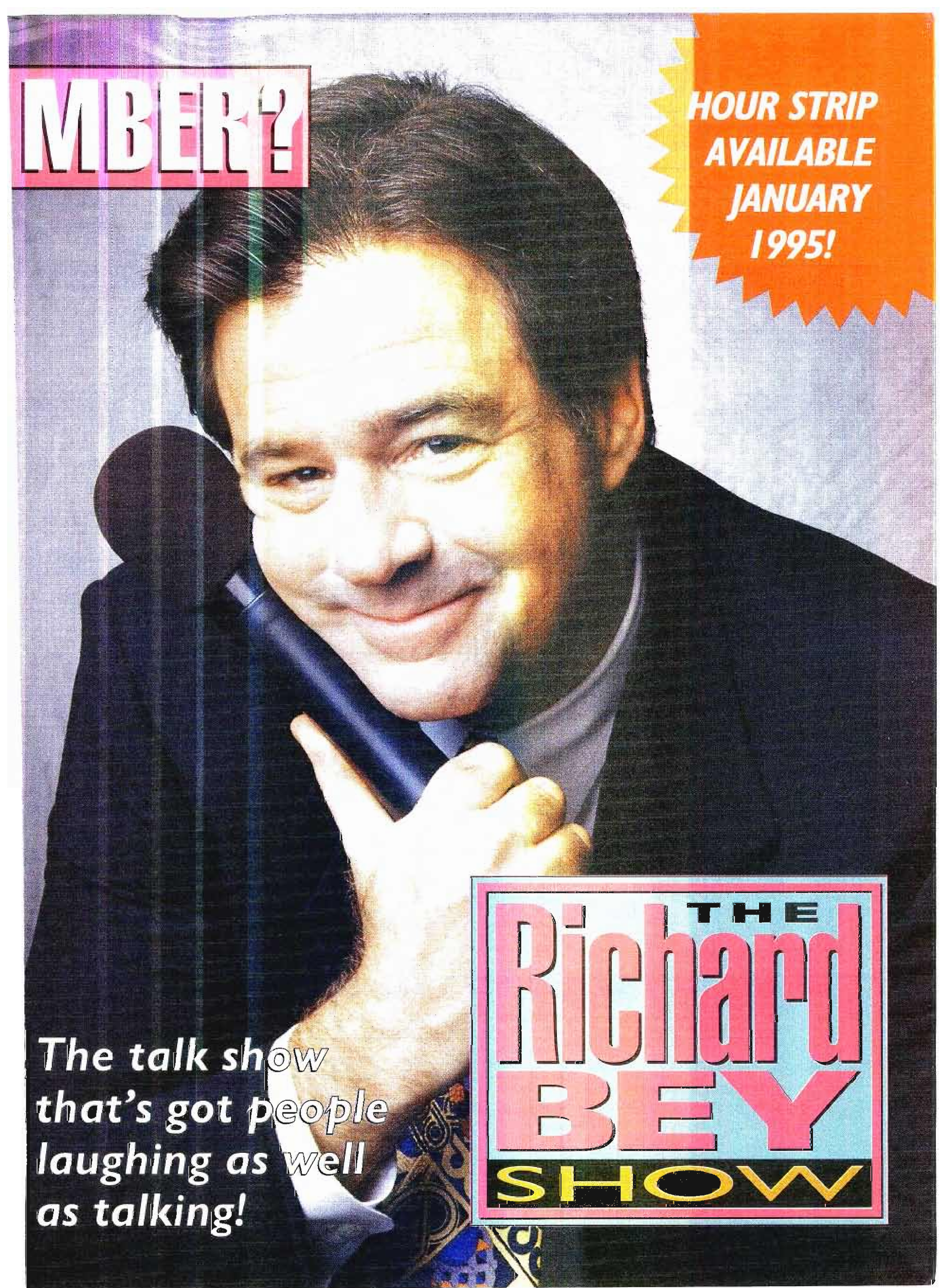

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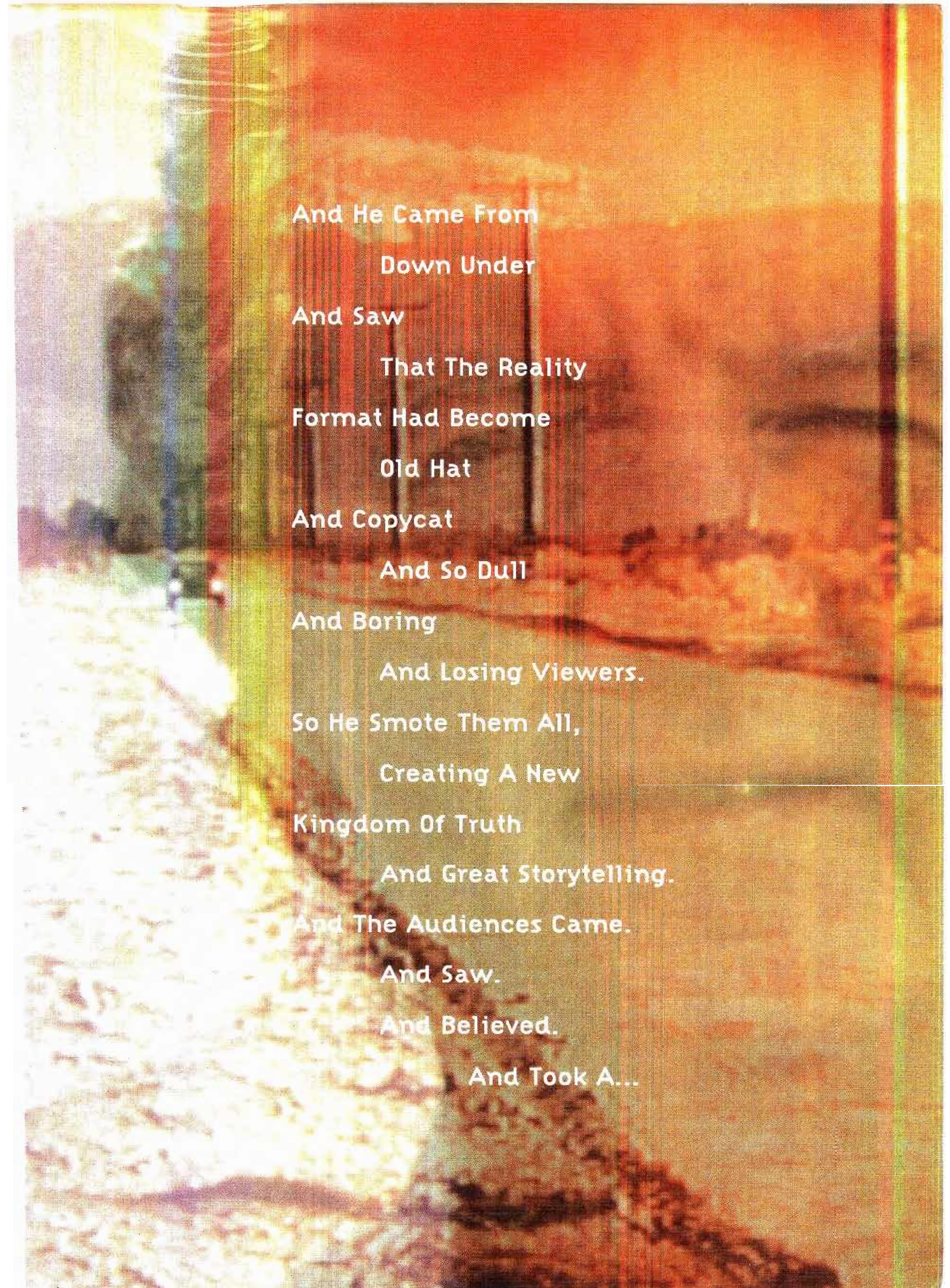
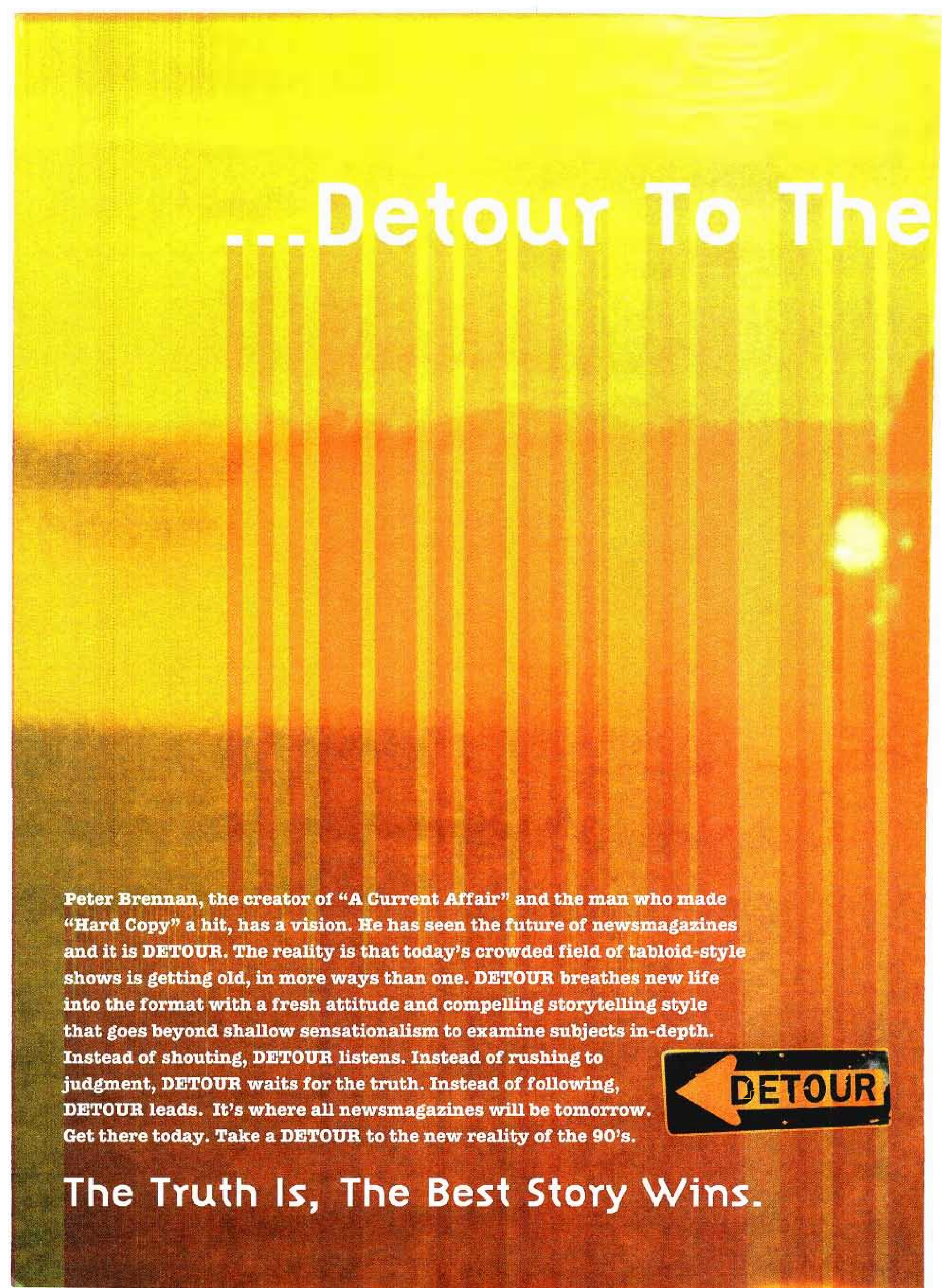
Broadcasting & Cable

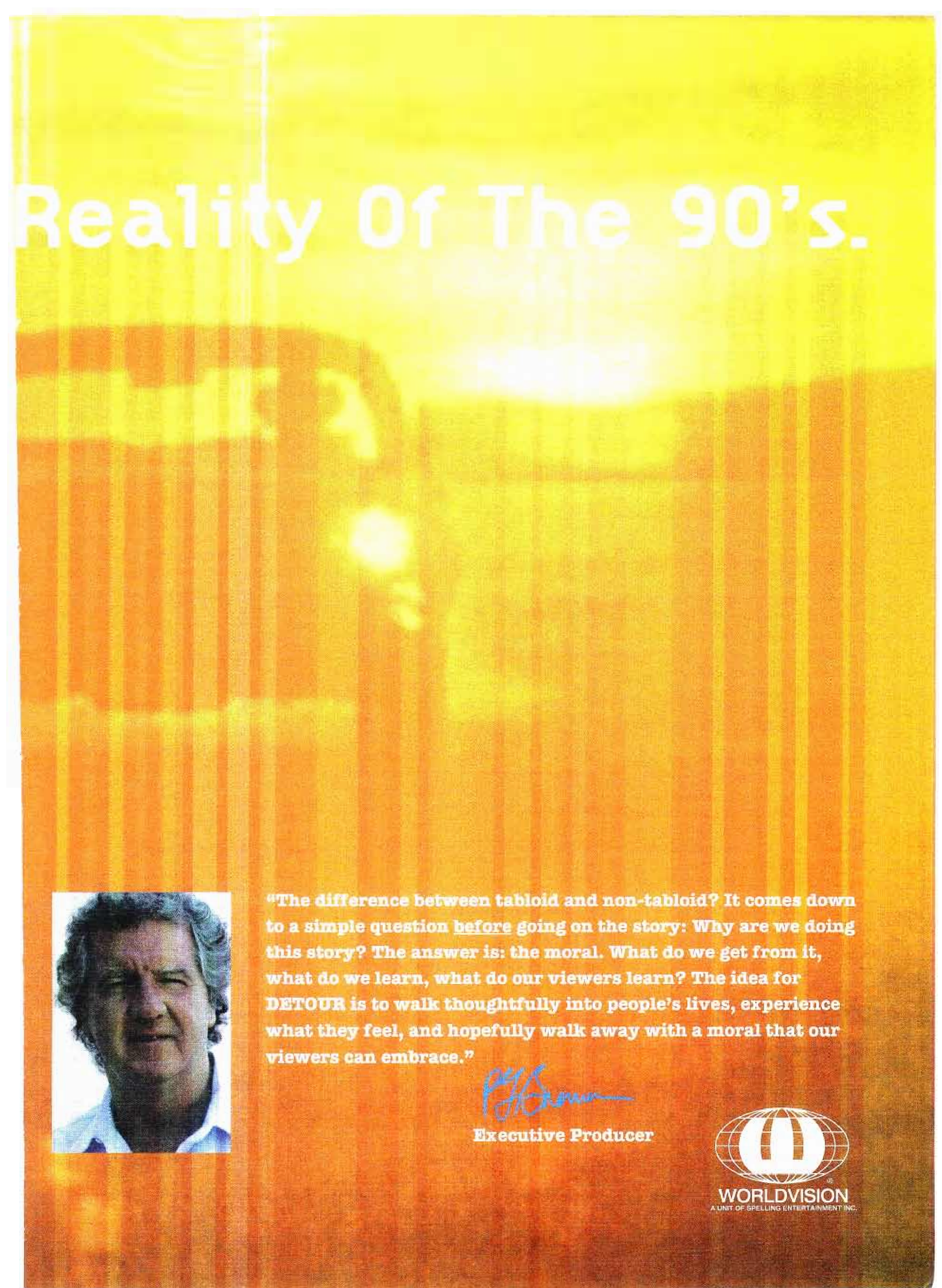
Ratings: Week 12, *according to Nielsen, Dec. 5-11*

	ABC	CBS	NBC	FOX
MONDAY	**15.1/23**	**11.6/18**	**12.1/18**	**7.9/12**
8:00	62. Coach 8.6/14	26. The Nanny 11.9/18	48. Fresh Prince 9.8/15	43. Melrose Place 10.3/16
8:30	68. Coach 8.3/13	22. Dave's World 12.8/19	68. Smthing Wilder 8.3/12	
9:00	7. NFL Monday Night Football—Los Angeles Raiders vs. San Diego Chargers 17.7/29	21. Murphy Brown 13.0/19	18. NBC Monday Night Movies—Following Your Heart 13.6/21	87. Party of Five 5.5/8
9:30		29. Love and War 11.1/17		
10:00		39. Northern Exposure 10.5/17		
10:30				
TUESDAY	**18.3/29**	**8.2/13**	**11.4/18**	**6.0/9**
8:00	15. Full House 14.3/23	57. Rescue: 911 8.9/14	37. Wings 10.6/17	85. Fox Tuesday Night Movie—Gladiator 6.0/9
8:30	19. Me and the Boys 13.5/21		28. Smthing Wilder 11.3/18	
9:00	1. Home Improvmt 22.3/33	71. CBS Tuesday Movie—Come Die With Me 7.8/12	23. Frasier 12.6/19	
9:30	2. Grace Under Fire 21.5/32		31. J Larroquette 11.0/17	
10:00	5. NYPD Blue 19.0/32		27. Dateline NBC 11.4/19	
10:30				
WEDNESDAY	**12.1/19**	**10.1/16**	**9.6/16**	**7.3/12**
8:00	44. Sister, Sister 10.2/17	37. Ch Brown Xmas 10.6/17	65. Cosby Mysteries 8.5/14	78. Billboard Music Awards 7.3/12
8:30	31. All American Girl 11.0/17	70. Boys Are Back 8.0/13		
9:00	10. Roseanne 15.1/23	71. Touched by an Angel 7.8/12	49. Dateline NBC 9.6/15	
9:30	10. Ellen 15.1/23			
10:00	34. Gala at Ford's Theatre 10.7/18	20. 48 Hours 13.3/23	33. Law and Order 10.8/18	
10:30				
THURSDAY	**8.0/12**	**7.8/12**	**17.8/28**	**8.2/13**
8:00	82. My So-Called Life 6.4/10	78. Due South 7.3/12	10. Mad About You 15.1/25	66. Martin 8.4/14
8:30			16. Friends 13.9/22	54. Living Single 9.0/14
9:00	57. Matlock 8.9/13	59. Chicago Hope 8.7/13	4. Seinfeld 20.7/31	73. New York Undercover 7.7/12
9:30			13. Madman/Peop 14.9/23	
10:00	62. Primetime Live 8.6/14	76. Eye to Eye with Connie Chung 7.5/12	3. E.R. 21.0/35	
10:30				
FRIDAY	**11.9/20**	**9.9/17**	**8.1/14**	**8.0/14**
8:00	34. Family Matters 10.7/19	50. Diagnosis Murder 9.5/17	59. Unsolved Mysteries 8.7/15	87. M.A.N.T.I.S. 5.5/10
8:30	39. Boy Meets Wld 10.5/18			
9:00	34. Step By Step 10.7/18	46. In the Heat of the Night 10.1/17	62. Dateline NBC 8.6/15	41. The X-Files 10.4/18
9:30	41. Hangin w/Mr. C 10.4/17			
10:00	14. 20/20 14.4/25		81. Homicide: Life on the Street 7.1/13	
10:30				
SATURDAY	**7.0/12**	**10.7/19**	**10.2/18**	**5.8/10**
8:00	76. Wonderful World of Disney: 40 Years of TV Magic 7.5/13	29. Dr. Quinn Medicine Woman 11.1/19	44. Movie of the Week—It's a Wonderful Life 10.2/18	80. Cops 7.2/13
8:30				73. Cops 7.7/13
9:00		59. Five Mrs. Buch 8.7/15		89. Smart Kids 4.1/7
9:30		53. Hearts Afire 9.1/16		
10:00	84. Lois & Clark 6.1/11	25. Walker, Texas Ranger 12.0/21		
10:30				
SUNDAY	**11.5/18**	**15.3/23**	**12.3/19**	**7.5/11**
7:00	54. Am Fun Hm Vid 9.0/15	6. 60 Minutes 18.2/29	52. Earth 2 9.3/15	86. New York Undercover 5.6/9
7:30	73. On Our Own 7.7/12			
8:00	23. ABC Sunday Night Movie—Hook 12.6/19	9. Murder, She Wrote 15.4/23	46. seaQuest DSV 10.1/15	54. Simpsons 9.0/13
8:30				50. Simpsons 9.5/14
9:00		17. CBS Sunday Movie—Reunion 13.7/21	8. NBC Sunday Night Movie—National Lampoon's Christmas Vacation 15.6/25	66. Married w/Chldr 8.4/12
9:30				83. George Carlin 6.3/9
10:00				
10:30				
WEEK'S AVGS	12.0/19	10.7/17	11.7/19	7.2/11
SSN. TO DATE	12.2/20	11.9/19	11.5/19	7.8/12

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


And He Came From
Down Under
And Saw
That The Reality
Format Had Become
Old Hat
And Copycat
And So Dull
And Boring
And Losing Viewers.
So He Smote Them All,
Creating A New
Kingdom Of Truth
And Great Storytelling.
And The Audiences Came.
And Saw.
And Believed.
And Took A...


...Detour To The
Peter Brennan, the creator of "A Current Affair" and the man who made "Hard Copy" a hit, has a vision. He has seen the future of newsmagazines and it is DETOUR. The reality is that today's crowded field of tabloid-style shows is getting old, in more ways than one. DETOUR breathes new life into the format with a fresh attitude and compelling storytelling style that goes beyond shallow sensationalism to examine subjects in-depth. Instead of shouting, DETOUR listens. Instead of rushing to judgment, DETOUR waits for the truth. Instead of following, DETOUR leads. It's where all newsmagazines will be tomorrow. Get there today. Take a DETOUR to the new reality of the 90's.
DETOUR
The Truth Is, The Best Story Wins.


Reality Of The 90's.
"The difference between tabloid and non-tabloid? It comes down to a simple question before going on the story: Why are we doing this story? The answer is: the moral. What do we get from it, what do we learn, what do our viewers learn? The idea for DETOUR is to walk thoughtfully into people's lives, experience what they feel, and hopefully walk away with a moral that our viewers can embrace."
Executive Producer
WORLDVISION
A UNIT OF SPELLING ENTERTAINMENT INC.

Jones's all-time best

Warner Bros. Domestic Television Distribution's *Jenny Jones* syndicated talk show earned a show record 5.0 national Nielsen household rating for the week of Nov. 28, up 117% from the show's 2.3 rating for the week of Nov. 29, 1993.

Perin targets cons

MG/Perin Inc. will syndicate a new first-run weekly reality show exposing swindles, stings, frauds and con games for launch in fall 1995. *Scams* will allow the entertainment and news departments of stations clearing the show to contribute their own investigative reports to production of the national show. The half hour show's staff then will follow up on the local stories.

"Most of the crime and law enforcement shows like *Top Cops*, *Real Stories of the Highway Patrol* and *Cops* deal with violence and potential harm to the body," says Richard Perin, executive vice president of MG/Perin. "This deals with potential harm to the wallet, of somebody being ripped off right now."

Perin says that two similarly themed one-hour CBS network exposé specials collectively entitled *Shame on You* delivered impressive ratings in 1993.

Scams is targeted at early fringe news adjacencies and will be offered on an even 3.5 minute local/national barter split. MG/Perin also announced a second-season renewal of *The Extraordinary*, its supernatural weekly reality hour show, and its weekly half-hour FCC-friendly kids show *What's Up Network*.

Walberg talker

Genesis Entertainment will launch a syndicated daytime talk strip featuring ESPN cable personality Mark Walberg for fall 1995. The one-hour *Mark Walberg Show* is designed to reach the 18-49 demographic.

'Last Call' switch

MCA TV's late-night syndicated panel discussion show *Last Call* is changing executive producers. Marley Klaus, who in November signed a deal with another MCA division, Universal Television, to create network and syndicated programing, has replaced Edward Horowitz. Klaus will work with show creator and co-executive producer Brandon Tartikoff to develop new elements for the low-rated show, add production employes and new cast members, and refine the show's humor.

Major forms syndication wing

Chicago-based radio syndicator Major Broadcasting is forming a division to create TV programing.

Hired to head the Major Television division as president is Robert L. Woodruff, former VP, program development, at WWOR-TV New York. The first offering of the division is a new version of the *Morton Downey Jr. Show*, syndicated by Western International Syndication for a fall 1995 launch. Woodruff helped start up the original *Downey* show in 1988-89. Serving as vice president, program development, for the division is Neal Kendall, former producer on Warner Bros. *Jenny Jones* talk show.

Prism joins syndie crowd

Los Angeles-based Prism Entertainment has formed a syndication division that will launch by offering stations a 12-title theatrical film package, *Prime Time One*. The division will be headed by Sy Shapiro, former vice president, domestic syndication, at World International Network, and now Prism vice president of domestic syndication. Shapiro will be responsible for all domestic television syndication and will acquire and develop original product for syndication, including features, strips and weekly shows.

DLT unveils slate

DLT Entertainment will launch a first-run action hour series and a weekly magazine show in fall 1995. The action hour, *The Wanderer*, features Australian television and film star Bryan Brown (*F/X*) in dual roles as an evil twin knight pursuing his good twin, also a knight, through the centuries.

The show is a co-production of Britain's Yorkshire Television, ZBF Television in Germany and France's Antenna Three. Executive producers are Keith Richardson and Tom Gabbay. A total 22 episodes will be offered for the first season on a barter basis (7 minutes local/7 minutes national barter split). *Wanderer*'s production budget is $1 million per episode. The other show, *Hollywood People*, is a half-hour magazine/reality show. A total 22 half-hours are planned for the first season (3.5 minute local/3.5 minute national barter split). The show will be produced by September Films and executive produced by motion picture director David Green. DLT also is attempting to widen the distribution of its Toronto-based *Shirley* talk show, now airing in 24 U.S. markets.

ACI shopping 'Shop'

ACI will sell Lifetime Network game show *Shop 'til You Drop* to stations for a 1995 off-cable national launch, with stations able to receive the show as early as mid-January. The show, top-rated on the cable network in daytime and early fringe slots for the past four years, will leave the network once its syndication run begins. It also boasts a 38% women 18-49 audience composition, higher than that of most syndicated game shows. Stations beginning their run in January will receive 31 weeks of original episodes, while those launching the show in September will receive 40.

'Safe Streets' on NBC O&Os

Kelly News & Entertainment has cleared its new *Safe Streets* first-run reality show on the NBC O&O stations for a September 1995 launch, bringing clearance of the one-hour weekly show to 40%.

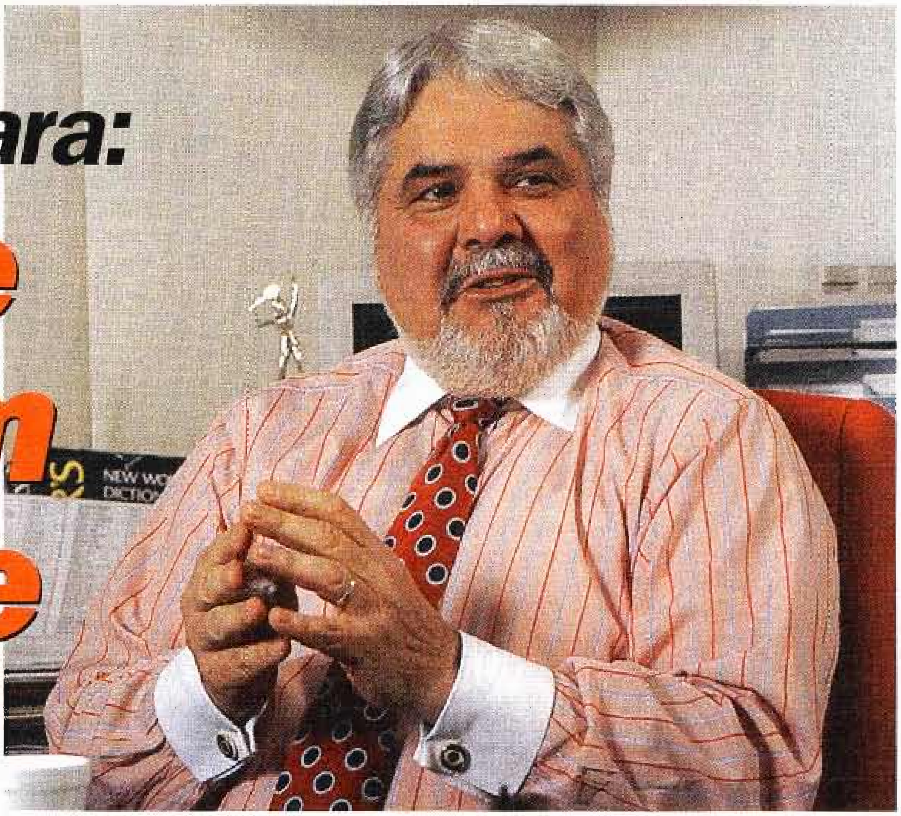
Twentieth ups Blunck

Joachim Blunck, a producer who has served in various positions at Fox, most recently creating programing for the new Fox fX cable network, has been named executive vice president of production at Twentieth Television. Blunck will report to Twentieth Television President and Chief Operating Officer Greg Meidel and to Twentieth TV President of Production Peter Faiman.

'Day & Date' host

Group W and CBS's new early-fringe targeted syndicated information show, *Day & Date*, will be hosted by *CBS Morning News* host Dana King. King will depart her current CBS assignment in January for full-time duties on the show. **—DT**

CBS's Tony Malara: In the Storm of the Eye



If anyone's been in the thick of it in 1994, it's Tony Malara. The CBS Television Network's president for affiliate relations, along with his counterparts at ABC and NBC, was in for a rude awakening on May 23 when the New World station group shifted its allegiance to Fox and started a domino effect of acquisitions and affiliation switches that continues to this day and that has had a historic impact on the way television does business. In this interview with BROADCASTING & CABLE's Don West, Steve McClellan and Julie Zier, Malara delineates the new world (lower case) of television that has ensued since D-Day.

There's obviously been a sea change in the relationship between networks and affiliates. How do you describe the new order?

Let me attack your premise. I don't know whether there's been a sea change in the relationship. There's certainly been a sea change in the landscape, and in the alignment. We have always dealt with the elusiveness of the relationship between the affiliate and the network. Many people have tried to make it more than it really is, and a lot of people try to make it less. And almost everybody talks about it all the time.

Are all your markets under control at this moment? Do you have outstanding affiliation problems? Or is that what that stack [of papers] represents?

That stack represents the ongoing conversations in a number of markets, that Group W is administering a lot of the business pieces we put together. We're trying to do what all the networks are trying to do now: achieve stability.

What are the holes that you see in the pattern? Didn't Milwaukee get settled last week?

Milwaukee went on the air Sunday. It was the last of the so-called Fox replacement markets, from the original Fox/New World deal. So when you look at coverage of the country, and you take all the television stations representing that coverage, we have deals representing in excess of 70% of the country. That doesn't mean we have 30% left to go, because a percentage of that may already be in progress. They may be in the middle of other long-term contracts.

Does that suggest that CBS's reach is less than it used to be?

No, no, no.

So it's as big as it ever was?

Well, given the transfer from V to U—we said this on May 23—no one network is going to be on all V's, as a result of these shifts. NBC has moved from a V to a U in five markets. CBS has moved from a V to a U in six markets. And ABC is moving from a V to a U in 10 markets.

But in the top 25, NBC has all V's and CBS and ABC are on three U's each, correct?

Correct.

How has Fox advanced in V's?

They did very well. I think they're up

COVER STORY

to 15, so they did well in the transfer. Now, how that transfers to ratings and circulation for them is yet to be seen. We were just looking at the overnights for Sunday in Milwaukee. We changed to a U [WDJT ch. 58] on the day that Fox goes to a VHF station [WITI ch. 6] and happens to have the Packers and the Bears. And we ended up tying them.

Now, we were third in the market. NBC was first, ABC was second. So we're down in the Milwaukee market, as we are down in Cleveland, by some percentage points in circulation as we adjust from the total circulation coverage.

Everybody's so nervous about picking on or being negative about U's, but the fact is that you don't have the same circulation as you do with a V in most cases. And there's only so much that the network can do. What's amazing is what the network has been able to do on a facility where there is less circulation. In Detroit we did as well on channel 62 as we did on channel 2. In Cleveland we're a few points behind the metered-market average in prime time. We're doing OK in Milwaukee. So I'm not so sure how much we're going to be down in total numbers. You've got to wait until all the markets switch, and until all the programing is done, because there are a lot of changes going on. In the middle of all of this, you know, we're going to end up changing eight programs, or eight time periods, or something, starting in January.

Is that going to help? No, it's not going to help.

What kind of working assumptions do you have about how big a hit you'll take in terms of weekly circulation? And when do you think the full brunt of that will occur? And how long will it take you to recover?

I think we've been talking about two-tenths of a rating point nationally for a long period of time. But I don't think it's going to be two-tenths of a rating point in prime time.

A little paranoia seeps through when I say, "Every time you guys"—not BROADCASTING & CABLE, but the press—write a story about this phenomenon, you always start with the Fox/New World deal. There's an impression that only CBS has gone through this, or is suffering this. ABC, at the moment, may be out of three markets. So it's not just going to the U. There's a question as to who's going to survive in Birmingham, for example—and that's a top 50 market.

There's too much left open. What is going to happen in Dallas? What's going to happen when you make Seattle an independent? How much is that going to impact the total circulation?

So it's not just what's happening to CBS as a network and its total circulation; it's what's happening to television viewing in all of the marketplaces. How much sampling is being done that would never have occurred had there not been all of these changes? And when this sampling occurred, is it occurring to cable, which they never saw before, or to independents? Or those people who are on this side of the viewing spectrum, those occasional viewers—what are we doing about them?

I don't think it's a CBS question. I think it's a network television/television viewing question. How are all of us going to resume, or how are we going to continue to operate in a marketplace? It takes a couple of weeks for the viewer to figure out what channel is which now, so that's fine. We'll get him back in a couple of weeks.

What does two-tenths of a rating point mean to you?

Well, it means a lot. Look at the difference in the *Evening News*, for example. You can see that the single, biggest impact area so far has been in network news. And at a time when there is a discussion of evening news on the networks, here we go through a force that has nothing to do with the newsgathering capabilities or qualities of these networks. It has everything to do with the fact that in a certain number of markets, those guys are sitting there with no local news leads, and so your news numbers are down 40% to 50% in Cleveland.

How many markets are there like that?

We will not have a local news lead-in to our network news in Cleveland until January; we've been operating for a couple of months. Phoenix is the same way. Atlanta will not be until sometime in the summer. Detroit in the summer. Milwaukee in the summer. So that's an issue. And we all know that a crucial part of attracting the viewer in the marketplace is the news programing.

"We're trying to do what all the networks are trying to do now: achieve stability."

But you see, during all of this time, CBS News has still maintained its second place—we want to be first, obviously. We've been able to hold that audience despite being down that much at least in Cleveland for the time being. Cleveland and Phoenix are the biggest markets so far. Now we lose a local news lead-in in Detroit. And that's going to have an impact.

But as we said over a hundred years ago, it is not a mortal blow. It's just a flesh wound.

Everybody's concentrating on beating Fox. We don't have the luxury of turning it that personal anymore. I mean, all we're trying to do is make sure that we get our schedule up and we get the news up. In Cleveland we happen to have the advantage of being with a station that has an enormously powerful marketing operation. Those people are pit bulls. They came in here after the first presentation and handed out sweatshirts that said: "Welcome to Cleveland, where the weak are eaten." I said: "Boy, these are our kind of people. We're certainly going to let the Cleveland market know we're here."

The understanding seems to be that affiliations are going to be for 10-year terms. Is that true?

Most of those long-term deals, to which NBC and ABC have referred, are 10 years. We have 10 years with some, or five years and five years, and we have some five years. I don't think that we've done a two-year contract, which used to be what everybody did three or four years ago. So they are all long term.

Did you have an opportunity to counter New World or Fox?

No. Let me tell you the sequence.

It is Monday morning, May 23. It is 9:08 a.m. And my assistant, Gina Gikas says: "Bill Bevins is on the phone." So I pick up. He said: "Hey, good morning, Tony. How are

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you?" I said: "Well, it's Monday morning, not quite 10 after 9, and I've got an urgent call from Bill Bevins. So how should I be?"

And he said: "Well, yeah. I guess this is kind of going to be a tough call. Although," he said, "considering that our two companies haven't exactly been seeing eye to eye on some things, like *Letterman* and *CBS This Morning* and a few things like that," he said, "it may not be bad news at all."

I said: "OK, what is it?" He said: "We're switching to Fox." And I said: "In what market?" And he said: "All of them." That's the counter. Counter? I didn't even have a chance to look at the press release before it was put out.

And he kept saying: "Relax. It has nothing to do with you." Which is one of the things that I've been saying when we talk about it, which sounds, admittedly, a little defensive. If it had been seven NBC or ABC stations, it probably still would have happened. It happened because of an agenda which had very little to do with what we would consider the traditional affiliate agenda. It was because New World has a deep interest in production, and moving into that area, and developing that synergy, and using their stations for their own production platform, and not just as a conduit.

So that would have given somebody else an opportunity, even if it weren't CBS. It all happened in eight or nine days. There was no counter. There was no opportunity to counter.

We started—I'm not joking—at 9:30 that morning after the Bevins call, and by the end of that day we had identified most of the markets where you were going to have some concern. And we started right away.

A whole bunch of phone calls came in in the next 24 to 48 hours; not just the network, which had some concern about stability and an interest in getting things done before it became a confrontation or an issue; it was the broadcaster as well.

You knew, for example, coming off Fox's winning the NFL—there were 52 markets where there was a CBS affiliate and no Fox affiliate. And the largest of those markets is South Bend. In those 52 markets, you knew that Fox was going to make some kind of an effort, some kind of a pitch, if only to get football, because they had no affiliate. So in those markets we were already there having tough, aggressive conversations with our affiliates, and they with us. We were already into a whole bunch of the prospective concerns.

When the New World shift happened, we said: "OK, that takes care of a bunch of the franchise markets, a bunch of the large markets," but now we also knew what Fox's problem was, obviously. That is, if they got Atlanta and Detroit and Cleveland and those guys done, they still need the middle markets, and they still need the smaller markets.

So that didn't let up any of the pressure. It just continued the pressure. And then, of course, the question is which Fox are you dealing with? Are you dealing with Fox? Savoy Fox? I mean, who's out there today? We're having conversations with stations, and I say: "Wait. Excuse me. Could we just identify who the other players are in the market."

Do you think you'll spend as much in additional compensation as NBC will?

Given the markets concluded, and the deals done, ABC's and NBC's numbers are significantly higher. Bob Wright supposedly put it at $100 million; I think ABC is a little more than $60 million, and we are less than that number.

Can I just say one thing about that? In many, many cases, the amount of money paid was only a part of the conversation. It would be unfair to the broadcaster, as well as to the process, to indicate that the only thing which drove this was money. There were many people who had some other interests, as the network did. In our case, if we're going to have a conversation with the station, we're going to talk about *Letterman* live. We want to talk about *Face the Nation* in an appropriate place. I mean, those are the kinds of things we talked about.

And in many cases, that wasn't ever a money question, because networks can't buy time periods from affiliates. Time period accounting does not work when you're dealing with a network and an affiliate, and the reason it doesn't work is obvious. They can go do more money for that specific time period.

But what they're beginning to see is, if you're a network affiliate—a traditional network affiliate, I mean, a real network—you're not necessarily thrilled at what's happening at Fox, either. Because you have a stake in the process, and you have a stake in the network business.

On one hand, yes, it has inflated the price of the marketplace, and people are saying, "Hey, look at the price of television stations. It's gone sky high again." Well, that's not because Fox is becoming a big factor in the programing business. Not one deal was done on the basis of the Fox business plan. Not one deal. Not one station converted because they can make more money selling an hour of local news at 10 o'clock.

It's because Rupert Murdoch opened his checkbook?

It's because he bought them. Or he bought a percentage. By the way, it's also the only way he could, in many, many markets. Because remember, when Fox did its retransmission deal, they did a five-year, noncancellable agreement with the stations in exchange for retransmission. And the only way that that change in the marketplace can be effected is if they own the significant interest.

That's one of the issues between Fox and the affiliates here and there: whether 20%, for example, is significant. Significant enough in this marketplace to change this contract and not be in breach? Back to the FCC; not significant enough to indicate that we have ownership and therefore violate the rule?

Fox has it both ways, and that's fine. We do not compete on a basis of worrying about how they're getting along and what they're doing. We're more concerned about what we're doing ourselves.

All I'm saying is that when I read that the price of television stations has gone up significantly because Fox has become a factor in the marketplace, it's not a programing factor to which they refer. I don't think you're saying that these guys are just kicking the hell out of everybody with ratings, and shares, and all that stuff. Look at what's going on.

Do you think it will carry for another 10 years? Do you think that, 10 years from now, you'll still be using broadcast affiliates as your primary out-source?

I do. I do, because I go back and forth, back and forth, and I keep saying over and over: the network has the opportunity to go to a satellite right now. But, again, I don't know whether there'll be 500 channels, or 50, or 60, or 80. I don't have any idea. All I know is, I am going to be in a business where there's going to be increasing competi-

tion—and by the way, you're not just competing with Fox, and cable, and NBC and ABC. You're competing with the movies. You're competing with different working standards. You're competing with one-family, one-parent households. You're competing with, "I'm doing my work from my computer at home now." You're competing with the computer. You're competing with time, because there's only so much time that everybody has available.

If I'm going to do that, what's going to drive me to success is the proper brand. And when we, at CBS, keep talking about the brand, we are the brand. And I'd just much rather be with a brand in this competitive world than by myself. And that's how we're going to succeed.

So I think that's what the brand is. The brand is my local news and Dan Rather/Connie Chung; or my local news and Peter Jennings. You know, whatever it is. Because that's what's important to network and local television. I mean, why would we want to think about doing something without those guys?

How will the two new networks affect all of this?

More competition for time.

Well, how about more competition for facilities?

I think if you look at what's happening in the marketplace now you'll see that most of the distribution system for the three networks will be in place. Fox will be in place. That leaves second, third and fourth UHF facilities in the marketplace for Time Warner or Paramount. No matter the deal that Paramount just made in Philadelphia, or that they're making in Detroit. But there are going to be markets where there just aren't enough facilities to go around.

What about in 10 years, when the affiliation agreements come up again? Could we see an upheaval like we're seeing now, with those two new networks leading the fray?

I think there are a couple of things that are more important than that. For example, what happens to the NBC/Fox, Savoy Fox deal. If, for example, there is a change in the aggressiveness with which there is a Savoy Fox, and a Fox and a somebody else out there buying television stations, or making those deals—which is, by the way, what's really raising the prices. It's not that Fox is a programing player but because it has added an enormous amount of money and another system of financing to the system. Obviously, much of what has happened in the marketplace, and the price of television stations, is that Fox is in there making deals, and making deals at 20% percent above, or making deals for levels and multiples which they're guaranteeing and splitting. It's enormously creative. We'll see how smart it is in the final analysis.

And, you know, are you going to have five networks 10 years from now? I don't think so. A network is a real network, and there are still only three of them. Now, if you're a program service, it's OK to do what they're doing. I think they are very effective competitors, and I think they're going to make some business deals. But if you lump them all in together as "the networks," then we have a problem.

So it's a matter of fitting in needs. It's a different form of niche marketing. It's all fine. It's great. And if it increases viewing, it's terrific. If you get more viewers into the day parts, or more viewers, or more people interested in television, then it's like we say all the time about advertising: All we can do is get them to your store; you have to sell them.

It's terrific. It's great for everybody. And we'll take our chances on being smart enough to find the creative people to put the schedule on that people want to watch.

How do you feel about several things? The Fox/NBC imbroglio and that rancor. The whole SF/ Fox or Savoy idea—adding stations with non-attributed interests. Are you for that kind of extension of your reach, and will you do it? Or have you already done it?

You want to play by the same rules as everybody else. We have looked at joint ventures. We obviously have a magnificent opportunity with the Group W deal, and we are looking at other ways to do that. And so are the broadcasters. It's good for all of us. So we'll play joint ventures. We'll do non-attribution—20%, 30%, 49%. Somebody called me the other day with an opportunity to buy a group, and said: "What will you do?" And I said, "Well, we will talk up to 49%, because attribution is an issue." And he said: "Jesus. I don't want you to have that much."

> **"[W]e don't want to be up on a satellite simply being another program service in a marketplace."**

You've mentioned a couple of times during this discussion that compensation isn't all about cash. Does that suggest that you're giving away inventory or contributing inventory?

No. Because you can't do that. Inventory is a network issue, and it's a distribution issue, and it has to be the same station break Wednesday night at 8:30 in Peoria and Chicago as it is in Memphis and in Dallas. You can't make inventory a part of that process.

What's the most positive construction you can put on 1994? And is it a net loss?

Well, this is going to sound like somebody should be submitting me for testing at Bellevue, but you can look at all of '94 as a positive experience. Because I think what it did was reinforce some things, have some people on both sides of the aisle recognize that the distribution system was everything that we said it was, and will remain.

I mean, we have said over and over again that we don't want to be up on a satellite simply being another program service in a marketplace, that the whole reason we exist is to be able to marry with that local force and become, as we are, the most effective system of broadcasting in the world.

There is nothing in the entire world that's as effective as what we have in the United States. What we have—at its top, in its pure form—is a very involved, concerned, interested, caring, aggressive, local entity hooked up with a national service. When you put those two together, there's no stopping them. There isn't a studio out there that can match that. That's why they're trying to buy something, or be something, other than what they are.

We have come through yet one more year, or one more experience, when people were writing us off and saying: "It ain't gonna work. This is it. It's finally happened. You're dead." But there is such an incredibly deep, vested interest on the part of both these parties to make it work that you can't kill it. ■

Telemedia Week

THE INTERACTIVE WORLD OF VIDEO, VOICE AND DATA

CD-ROM

Discovery expands multimedia presence

Cable programer to double CD-ROM output

By Mark Berniker

Discovery Communications will expand its production of CD-ROM titles while creating a unit devoted solely to multimedia development projects.

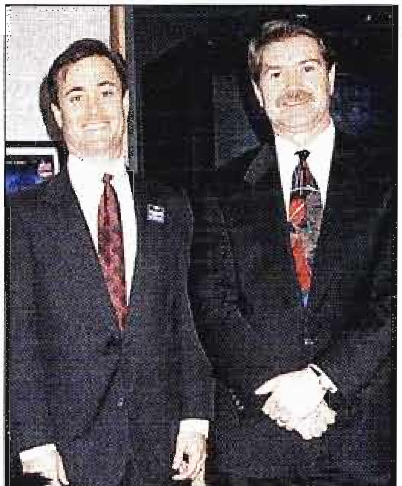
Discovery says it will publish at least a dozen new CD-ROM titles next year, more than doubling its output from this year. John Hendricks, chairman and CEO of Discovery Communications, says the company also has created Discovery Multimedia, a distinct business unit.

"It wasn't until the last 12 months that CD-ROM has materialized as a viable platform for publishing," says Thomas Porter, who has been named publisher and general manager of the new Discovery Multimedia unit. Previously, Porter served as vice president of Discovery Enterprises Group.

Hendricks says there is a major difference between passive, linear television and new multimedia software stored on a CD-ROM disk. He calls the latter a "personally controlled experience," which often can include interactive storytelling, puzzles and games, and access to a wealth of reference information.

"Over the next 10 years our revenue from multimedia and international sales will probably outpace our domestic cable programing operations," says Hendricks, emphasizing the importance

continued on page 39



Discovery's Thomas Porter and John Hendricks

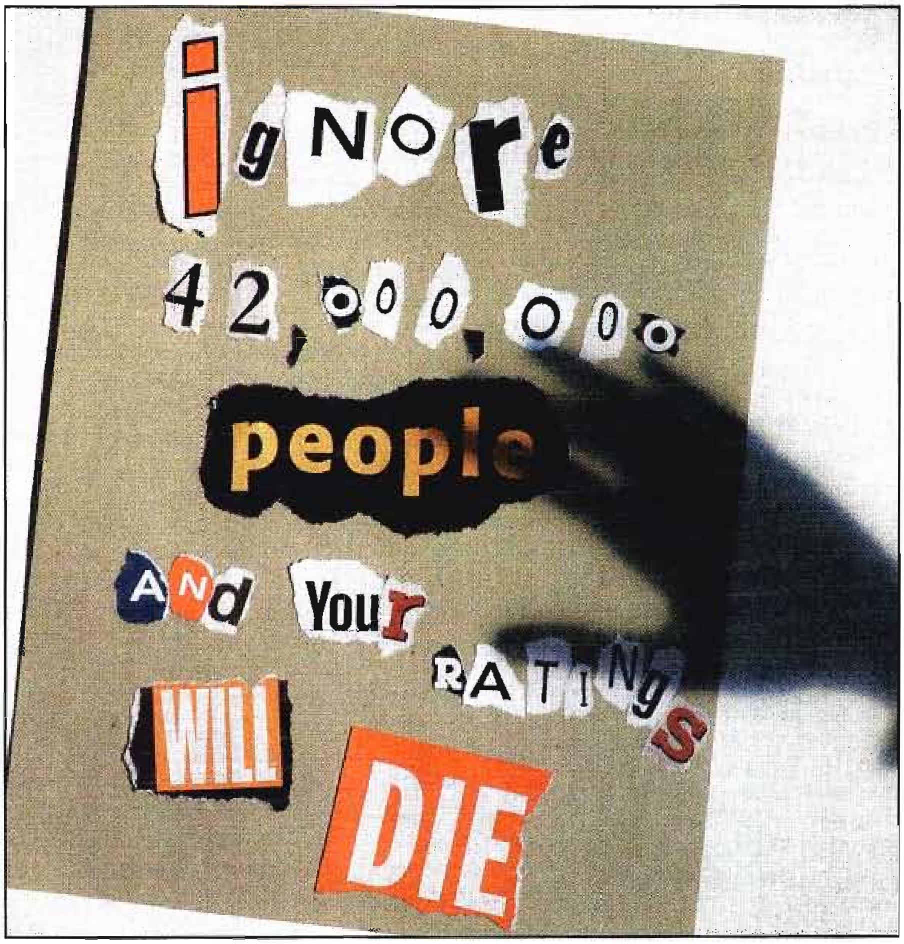
Multimedia

'500 Nations' project spans media platforms

By Mark Berniker

While various amorphous definitions of multimedia float around cyberspace, Jack Leustig and Tig Productions are putting together a deal that spans virtually every major media market available today.

continued on page 41



ABC, SportsLab take sports on the road

Capital Cities/ABC and SportsLab Inc. have announced the joint development of a traveling interactive sports entertainment center that will tour the U.S. beginning late next year. The center will feature multimedia demonstrations, exhibits and clinics on a variety of sporting activities, including football, basketball, soccer, tennis, mountain biking and rock climbing. ESPN and Electronic Arts also will participate in the project.

TV Guide on Screen picks Probita

TV Guide on Screen has chosen Probita Inc. to design, develop and implement a data management system for its interactive programing guides. Probita will provide database systems, which will enable TV Guide on Screen to integrate its interactive programing guides with a variety of video servers, transport carriers, delivery systems and set-top boxes. TV Guide on Screen is one of several companies that is providing a cable channel over which to view upcoming programing.

Sun, LSI, Sarnoff developing MPEG-2 encoders

Sun Microsystems Computer Co., LSI Logic and the David Sarnoff Research Center jointly will develop encoding systems for MPEG-2 video that, they say, will lower costs and improve video compression technology for cable, broadcasting and video-on-demand systems. MPEG-2 video is emerging as the standard for digital video compression and coded representations of video and audio for different information systems.

TCI of Pa. first to offer Sega Channel

The Sega Channel has been picked up by TCI of Pennsylvania. The system's subscribers will have unlimited access to a library of video games delivered to their TV sets via cable for $12.95 per month. This is the first market where The Sega Channel is commercially available; the service has been in the test phase for the past few months. TCI is able to offer the service in Scott Township near Pittsburgh because it has upgraded its cable plant in that region.

Telcos

Telcos push for long-distance entry

MCI resists RBOC bid to get into $65 billion business

By Mark Berniker

Competition is coming to telecommunications, and for long-distance services it's just a matter of when and on what terms.

Ameritech is leading the lobbying effort to allow the regional Bell operating companies (RBOCs) to offer long-distance services. At the same time, Ameritech says it is willing to open its local loop to competition.

Although the telephone companies are simultaneously considering entry into the cable TV business and exploring future interactive services, the long-distance cash cow they are trying to lasso is a business pegged at $65 billion annually.

The money generated from long-distance calls is massive and makes what the telcos can hope to earn from offering cable television and interactive services seem a pittance. In New York state alone, Nynex says, the long-distance market generates more than $3 billion a year.

Ameritech planned to offer long-distance services in Illinois, but scaled back its proposal to just Chicago. However, the midwestern telco, which operates throughout a five-state area, clearly has designs to offer local, long-distance and cable services to customers in other places in its operating region.

The company's bid to get into the long-distance market is a significant challenge to Judge Harold Greene's 1984 landmark decision that broke up the Bell system and prevented long-distance and local telephone companies from each other's businesses.

Ameritech, however, is not the only RBOC trying to enter the lucrative long-distance market. In July, Nynex, Southwestern Bell, Bell Atlantic and BellSouth all petitioned Judge Greene's consent decree, which prevents their entry into long distance.

Even if Ameritech gains approval from the Justice Department, it still will have to gain the favor of Judge Greene, who presides over RBOC activity in the aftermath of the breakup of AT&T more than a decade ago.

> **This issue of telco entry into long distance is likely to be a major component of legislation to be debated in Congress next year.**

Although it is still unclear whether Ameritech and the other RBOCs will be able to enter the market, it is expected that as they open their local loops to outside competition, they will be granted, in exchange, entry to long distance within the next few years.

This issue of telco entry into long distance is likely to be a major component of legislation to be debated in Congress next year as it considers the next version of information superhighway legislation.

Also, MCI and AT&T met last week with Justice officials concerning Ameritech's attempt to invade their long-distance market. The long-distance carriers cited legal, marketing and technical problems with the plan and questioned whether the RBOCs would provide fair connections to its network for competitive operators.

MCI said it expressed concern over Ameritech's plan and cited specific reasons why the telco should not be permitted unfettered entry into MCI's business.

"We believe that Bells should not be allowed into the long-distance business until there is full and demonstrable competition in the local exchange," said MCI spokesman James Crawford.

Crawford said the RBOCs have "bottleneck control of the local loop, and they'll be able to squash competition." He added that a change is needed in local laws that prohibit competition in the local loop and that there needs to be open access and number portability before a truly competitive environment arrives in local telecommunications services.

However, Crawford expects that the RBOCs eventually will be allowed to enter the long-distance business, just as MCI and other long-distance carriers will move into their business.

"We are going to be looking to get in their business," Crawford said, adding that MCI pays 46 cents of every dollar it earns to the RBOCs in access charges. Crawford said the access charge business alone is worth more than $25 billion annually. ■

Ad Council

1995 Public Service Events Calendar

Ad Council

1995 PUBLIC SERVI

JANUARY

Back to School — Winter Term
Anti-Discrimination, (Children's) Education Reform, Head Start, Junior Achievement, Recruiting New Teachers, Value of Math and Science, Gender Bias in Education

National Junior Achievement Month
Junior Achievement

National Volunteer Blood Donor Month
American Red Cross

Crime Stoppers Month
Crime Prevention

1 **New Year's Day**

1 **National Environmental Policy Act 25th Anniversary** (January 1, 1970)
Clean Water, Environmental Activities, Buy Recycled

16 **Martin Luther King, Jr. Birthday (Observed)**
Anti-Discrimination, United Negro College Fund

17 **Martin Luther King, Jr. Birthday**
National & Community Service Day (by Presidential Proclamation)

FEBRUARY

African-American History Month
United Negro College Fund

American Heart Month

12-18 **Child Passenger Safety Awareness Week**
Safety Belt Education

14 **Valentine's Day**

19-25 **National Engineers Week**
Value of Math & Science

20 **Student Volunteer Day**
Individual Giving/Volunteering, Points of Light Volunteering

21 **President's Day**

Early Southern & Northeastern Fire Season Begins

MARCH

APRIL

Alcohol Awareness Month
Drunk Driving Prevention

Cancer Control Month
Breast Cancer Detection

Mathematics Education Month
Value of Math & Science

National Buy Recycled Month
Buy Recycled

National Child Abuse Prevention Month
Child Abuse Prevention

7-9 **Alcohol Free Weekend**
Drunk Driving Prevention

9 **National Library Week**

19 **National Youth Service Day**
Points of Light Volunteering, Individual Giving/Volunteering

22 **Earth Day**
Environmental Activities, Buy Recycled, Water Quality

23-29 **Crime Victims Week**
Crime Prevention, Domestic Violence Prevention

23-29 **National Volunteer Week**
Points of Light Volunteering, Individual Giving/Volunteering, Junior Achievement

23-29 **National Infant Immunization Week**
Infant Immunization, Healthy Start

Fire Season begins in the Southwest, Lake States, West & Northwest

MAY

Asian Pacific Heritage Month

Mental Health Month
Understanding Mental Illness

Older Americans Month

7-13 **National Drinking Water Week**
Clean Water

7-13 **PTA Teacher Appreciation Week**
Education Reform, Recruiting New Teachers

8 **World Red Cross Day**

American Red Cross Month
American Red Cross

National Arts Education Month
Arts & Humanities

Women's History Month

5-11 National PTA Drug & Alcohol Awareness Week
Drug Abuse & AIDS Prevention

Fire Season Begins in the Ozarks, Appalachians & Great Plains Regions

American Red Cross

9 National Teacher Day/School Family Day

14 Mother's Day
Breast Cancer Detection

14-20 Alcohol & Other Drug Related Birth Defects Week
Healthy Start

20 Armed Forces Day
Employer Support of the Guard & Reserve

25 National Missing Children's Day

22-28 Buckle Up America Week
Safety Belt Education

29 Memorial Day
Employer Support of the Guard & Reserve

Fire Season Begins in the Rockies & Alaska and Ends in the South
Beginning of Graduation Season in U.S.

CAMPAIGN ISSUE REFERENCE GUIDE

AREA	CAMPAIGN ISSUE	SPONSOR ORGANIZATION	PHONE	HOTLINE
Community Outreach	American Red Cross/Blood Donor	American Red Cross	(202) 639-3200	
	Anti-Discrimination	The Leadership Conference Education Fund	(202) 466-3434	
	Arts & Humanities	National Cultural Alliance	(202) 289-8286	1-800-NCA-8888
	Breaking the Cycle of Disadvantage	Children Now		
	Combating Hunger	Second Harvest	(312) 263-2303	
	Points of Light Volunteering	The Points of Light Foundation	(202) 223-9186	1-800-59-LIGHT
	Get Out the Vote	Federal Voting Assistance Program	(703) 695-9330	1-800-438-8683
	Individual Giving & Volunteering	Independent Sector	(202) 223-8100	1-800-55-GIVES
	Parental Responsibility	U.S Department of Health & Human Services	(202) 690-8760	
Education	Education Reform	Education Excellence Partnership	(202) 872-1260	1-800-96-PROMISE
	Junior Achievement Volunteering	Junior Achievement, Inc.	(719) 540-8000	1-800-THE NEW JA
	Gender Bias in Education	Women's College Coalition	(202) 234-0443	
	Head Start	U.S. Department of Health & Human Services	(202) 690-8760	1-800-27-START
	Recruiting New Teachers	Recruiting New Teachers, Inc.	(617) 489-6000	1-800-45-TEACH
	United Negro College Fund	United Negro College Fund	(703) 205-3477	1-800-332-UNCF
	The Value of Math & Science	National Action Council for Minorities in Engineering	(212) 279-2626	
Substance Abuse	Drug Abuse & AIDS Prevention	National Institute on Drug Abuse	(301) 443-1124	1-800-662-HELP
	Underage Drinking Prevention	National Council on Alcoholism & Drug Dependence, Inc.	(212) 206-6770	
Environment	Clean Water	National Resources Defense Council	(212) 727-2700	1-800-504-8484
	Environmental Activities	Earth Share	(800) 875-3863	1-800-488-8887
	Forest Fire Prevention	USDA, Forest Service, Fire & Aviation Mgt.	(202) 205-1508	
	Buy Recycled	Environmental Defense Fund	(212) 505-2100	1-800-CALL-EDF
Health Concerns	Breast Cancer Detection	American Cancer Society	(212) 382-2169	1-800-ACS-2345
	Child Abuse Prevention	National Committee for Prevention of Child Abuse	(312) 663-3520	1-800-CHILDREN
	Healthy Start (Prenatal Health Care)	U.S. Department of Health & Human Services	(202) 690-8760	
	Infant Immunization	Centers for Disease Control & Prevention	(404) 639-3311	1-800-232-2522
	Organ & Tissue Donation	Coalition on Donation	(804) 330-8620	1-800-355-SHARE
	Understanding Mental Illness	NARSAD	(516) 829-0091	
	Pediatric AIDS	Pediatric AIDS Foundation	(310) 395-9051	
Public Safety	Crime Prevention	National Crime Prevention Council	(202) 466-NCPC	1-800-WE-PREVENT
	Domestic Violence	Family Violence Prevention Fund	(415) 252-8900	1-800-777-1960
	Drunk Driving Prevention	U.S. Department of Transportation	(202) 366-2121	1-800-424-9393
	Fire Safety/For A Safer America	National Consumer League	(202) 639-8140	
	Safety Belt Education	U.S Department of Transportation	(202) 366-2121	1-800-424-9393
	Employer Support of the Guard & Reserve	National Committee for Employer Support of the Guard & Reserve	(703) 696-1400	1-800-336-4590

MAKE A DATE WITH THE AD COUNCIL IN 1995!

Now in its fourth year, the Calendar has been expanded to include even more dates and events of interest to you. For each month you will find notable dates, often together with corresponding Ad Council campaigns to help you plan your annual PSA schedule.

The best way to serve the public is to serve you in the media. Our Media Development department and regional volunteer representatives are available to answer your questions, provide you with PSA materials, and help you with special requests. It's easy to reach us: just call one of our offices listed on the bottom of the Calendar, or call our 24-hour fulfillment center (1-800-933-PSAs) for free materials.

Your suggestions and comments are always welcome. Thank you for your donations of time and space, and for your effort and concern.

JANUARY 1995

Dear Colleague:

We live in the Age of Communication, a time of astonishing and rapidly developing technology which is pulling down the barriers of space and time that have separated people for centuries. In this age, more than ever before, the media holds the power to drastically influence and alter the lives of millions of people. It is for this reason that the media shoulders a responsibility to inform the public about vital issues. By providing this positive service, it plays a key role in improving the lot of every child, woman and man in this country.

For more than a half-a-century, The Advertising Council has been committed to the task of producing high quality public service announcements. The Ad Council produces a wide array of compelling messages about Education, the Environment, Community Service, Health Concerns, Substance Abuse, and Public Safety. Our campaigns target all ages, directly and indirectly.

While the Ad Council conceives and distributes PSAs, developed *pro bono* by some of the most prominent advertising agencies in the country, it is you in the media who deliver the messages to the public.

Thus, we want to make it easy for you to place Ad Council campaigns; we also want to provide you with a guide for public affairs programming. We hope this Calendar will be useful throughout the year, suggesting events and occasions that will make your schedule of PSAs and editorial content topical, interesting and helpful to the community you serve.

Thank you for your support of the Ad Council. We really couldn't do it without you.

Sincerely,

Ruth A. Wooden
President
The Advertising Council

Reginald K. Brack, Jr.
Chairman
Time Inc.

Chairman
The Advertising Council

Baby Safety Month

Infant Immunization, Healthy Start, Pediatric AIDS

National Alcohol & Drug Treatment Month

Drug Abuse & AIDS

4 **Labor Day**

4-15 **World Conference on Women, Beijing, China**

8 **International Literacy Day**

Education Reform

15 National Hispanic Heritage Month (through October 15)

Late Fire Season Begins in the South

12-18 **American Education Week**

Education Reform, Recruiting New Teachers, Value of Math & Science

22 **National Stop the Violence Day**

Child Abuse, Crime Prevention, Domestic Violence

24 **Thanksgiving**

Combating Hunger

27 **50th Anniversary - Founding of CARE**

Holiday Season (through January 1996)

DECEMBER

National Drunk & Drugged Driving Prevention Month

Drunk Driving Prevention

Universal Human Rights Month

1 **World AIDS Day**

Drug Abuse & AIDS, Pediatric AIDS

CAMPAIGNS

FOR KIDS/YOUNG ADULTS

Crime Prevention (Scruff)
Anti-Discrimination
Value of Math & Science
Forest Fire Prevention
Underage Drinking
Drug Abuse & AIDS
Drunk Driving Prevention
For A Safer America

ABOUT CHILDREN: TARGETED TO PARENTS & CAREGIVERS

Child Abuse Prevention
Breaking the Cycle of Disadvantage
Education Reform
Healthy Start
Infant Immunization
Junior Achievement
Head Start
Gender Bias in Education

NATIONAL HEADQUARTERS:

NEW YORK
261 Madison Avenue
New York, NY 10016
Tel: (212) 922-1500
Fax: (212) 922-1676

WASHINGTON
1730 Rhode Island Ave. NW
Washington, DC 20036
Tel: (202) 331-9153
Fax: (202) 331-9790

CHICAGO
740 North Rush Street
Chicago, IL 60611
Tel: (312) 751-8055
Fax: (312) 280-3179

AD COUNCIL PSA FULFILLMENT CENTER

c/o Controlled Distribution, 570 Barnum Ave. Bridgeport, CT 06608.
Tel: (800) 933-PSAS. Fax: (203) 334-2882

LOCAL MEDIA VOLUNTEERS:

NOTE: These volunteers are available to answer any local media questions or requests you might have.

ATLANTA
John Padgett
(Coca-Cola Co.)
(404) 676-8946

DALLAS/FT.WORTH
Debra Carter May
(Irving Convention and Visitors Bureau)
(800) 2-IRVING

DENVER
Art Stone
(Charon Enterprises)
(303) 278-2744

MINNEAPOLIS
Bruce Monick
(BBDO)
(612) 338-2814

PHILADELPHIA
Bill Melnick
(Earle Palmer Brown)
(215) 851-9545

HOUSTON
Larry Sachnowitz
(Sachnowitz & Co.)
(713) 521-1010

CLEVELAND
Laura Norman
(Wyse Advertising)
(216) 696-5724

LOS ANGELES
Dennis McLaughlin
(McCann-Erickson)
(213) 655-9420

SEATTLE
Susan Matalon
(McCann-Erickson)
(206) 224-1234

DETROIT
Val Corradi
(The Ad Council)
(810) 988-8583

SAN FRANCISCO
Maureen Segor
(BBDO)
(310) 440-4607

BOSTON
Alan Johnson
(Mullen Advertising)
(508) 468-1155

ST. LOUIS
Edward Barnidge
(E.C. Barnidge & Co.)
(314) 962-2118

PITTSBURGH
Chuck Glazer
(Ketchum Communications)
(412) 456-3864

BALTIMORE & WASHINGTON D.C.
Sally McDonough
(The Ad Council)
(202) 331-8910

SAN DIEGO
Bill Boyd
(The Ad Council)
(619) 459-8985

ORLANDO
Earl Tyree
(The Ad Council)
(407) 886-1341

Ad Council

CE EVENTS CALENDAR

JUNE

National Drive Safe Month
Drunk Driving Prevention, Safety Belt Education

11 **Children's Day**
Breaking the Cycle of Disadvantage, Head Start, Childhood Immunization, Child Abuse Prevention

11 **Race Unity Day**
Anti-Discrimination

14 **Flag Day**

18 **Father's Day**

Fire Season ends in the Ozarks, Lake States, Appalachians

JULY

Pre-Hurricane Season

National Recreation & Parks Month
Environmental Activities, Forest Fire Prevention

2 **National Literacy Day**

4 **Independence Day**

AUGUST

Back to School Period (through September)

National Water Quality Month
Clean Water

1 **National Night Out**
Crime Prevention

26 **Women's Equality Day**
Gender Bias in Education

28 **Dream Day**
United Negro College Fund, Breaking the Cycle of Disadvantage

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SEPTEMBER

OCTOBER

Arts & Humanities Month
Arts & Humanities

Campaign for Healthier Babies Month
Healthy Start, Infant Immunization, Pediatric AIDS

Crime Prevention Month
Crime Prevention

Domestic Violence Awareness Month
Domestic Violence

Energy Awareness Month
Environmental Activities

Mental Illness Awareness Month
Understanding Mental Illness

National AIDS Awareness Month
Drug Abuse & AIDS

National Breast Cancer Awareness Month
Breast Cancer Detection

1 **UN International Day for the Elderly**

8-14 **National Fire Prevention Week**
Children's Fire Safety, Forest Fire Prevention

9 **Columbus Day**

11 **National Children's Day**
Breaking the Cycle of Disadvantage, Head Start

15-21 **National Food Bank Week**
Combating Hunger

16 **World Hunger Day**
Combating Hunger

22 **Make A Difference Day**
Points of Light Volunteering, Individual Giving/Volunteering

23-31 **Red Ribbon Week**

24 **United Nations Day (50th Anniversary of Charter)**

31 **Halloween**

Late Fire Season Begins in the Northeast

NOVEMBER

American Indian Heritage Month

Child Safety & Protection Month
Child Abuse, Fire Safety, Safety Belt Education

Nationwide Red Ribbon Campaign (through Jan. 1996)
Drunk Driving Awareness

6-12 **National Employer Support of the Guard & Reserve Week**
Employer Support of the Guard & Reserve

7 **Election Day**
Get Out the Vote

11 **Veteran's Day**
Employer Support of the Guard & Reserve

Ad Council

CAMPAIGNS IN DEVELOPMENT

Combating Hunger

To make individuals aware that there is a way to help feed hungry people in their own communities by participating in food banks located nearby.
Sponsor: Second Harvest (National Foodbank Network)

Fire Safety/For A Safer America (Child-Focused)

To provide children with the necessary information to prevent fires and protect themselves and their families in the event of fire, in order to reduce fire fatalities, injuries and property damage.
Sponsor: National Consumers League

Gender Bias In Education

To enlighten parents and teachers about the bias which young women suffer in school, from elementary grades through college, and to foster action that will help eliminate such bias from education.
Sponsor: Women's College Coalition

Parental Responsibility

To convey the message that individuals who bear children are responsible for their financial and emotional well-being, better focus community attention on child support, and help increase voluntary compliance rates for child support.
Sponsor: Department of Health & Human Services, Administration of Children & Families

Pediatric AIDS

To encourage expectant mothers to get HIV testing and counseling as a regular part of prenatal care.
Sponsor: Pediatric AIDS Foundation

Understanding Mental Illness

To increase the understanding that depression is an illness which can now be treated very successfully, and encourage sufferers and their families and friends to get information about how to help.
Sponsor: National Alliance for Research on Schizophrenia & Depression

The Value of Math and Science

To show children in grades 3-8 the relevance of math and science to their future careers in the adult world, and encourage them to study math and science in school.
Sponsor: National Action Council for Minorities in Engineering

DISCOVERY

continued from page 37

of getting into the market now and not waiting for a flood of competition.

Next year the multimedia unit will spend and generate revenue in the "tens of millions of dollars," says Hendricks. He expects the unit to bring in more than $100 million per year within the next five years.

Porter says Discovery Multimedia will follow a classic book publishing model for its CD-ROM business by subcontracting out the bulk of the creative and software development, while maintaining editorial and production oversight of the project.

Discovery is using book marketing methods for its CD-ROMs.

"We use outside, independent developers to do the actual difficult work of software coding and multimedia production," says Porter, adding that his staff constantly assesses who are the top CD-ROM developers and is approaching them about possible co-development projects.

Porter says the production costs for CD-ROM titles are going up, especially with increased video and animation and increasingly complex interface design.

Discovery will spend "hundreds of thousands of dollars per CD-ROM title," similar to the costs of producing a "one-hour television documentary special," says Porter.

One of the outside multimedia producers Discovery is working with is Crawford Multimedia, which developed Discovery's *Sharks! An Interactive Journey* and *Normandy: The Great Crusade* CD-ROMs. Crawford now is developing *Ocean Planet*, a CD-ROM project due out in April that explores the undersea world.

Discovery next year will release an MPEG version of *In the Company of Whales*, which will allow for full-screen video to be displayed on a personal computer monitor. Discovery's other CD-ROMs contain video compressed into a small window in the middle of the screen.

The quality of the video on Discovery's other CD-ROM is as good as any on the market, but not close to broadcast quality. Sigma Designs is producing the MPEG version of *In the Company of Whales*. However, very few personal computers are equipped with MPEG video boards, which are necessary for full-screen video viewing on a PC.

Porter also says all future titles developed by Discovery Multimedia will be built for both the Multimedia Personal Computer (IBM/Windows-based) and Macintosh.

Discovery next spring will release *Nile: Passage to Egypt*, which it is developing with Human Code. Porter says Discovery has an extensive "co-promotional strategy" planned for the release of the CD-ROM and a television program by the same title.

The company also plans to marry the CD-ROM and online platforms in the future, says Porter. One of the problems with CD-ROM is that it is fixed in time, he says, and by establishing an online connection Discovery could make its projects "living daily products."

Porter says Discovery is planning to expand its online presence by the fall of next year. Currently, it has a limited area on America Online and Prodigy, as well as an Internet address.

Hendricks says Discovery is "vertically invested" in the cable industry and will offer its programing for online services delivered through the cable plant to personal computers. He spoke of the company's interest in providing classroom connections with students and offering its CD-ROMs and online to schools on a per-student subscription basis.

"Long term, I think Internet access will be an important element to our overall strategy," Porter says.

Within five years, Hendricks says, video file servers will reside in virtually all of the cable headends and telephone company central offices, with both television programing and CD-ROMs stored there for consumers to access at high speeds over competitive broadband networks. ■

Calendar

Jan. 6-9, 1995—1995 International Winter Consumer Electronics Show, sponsored by Electronic Industries Association. Las Vegas Convention Center, Las Vegas. Contact: EIA, 202-457-8700.

Jan. 13-16, 1995—Milia '95: International Publishing & New Media Market, sponsored by Milia. Palais des Festivals, Cannes, France. Contact: Diana Butler, 212-689-4220.

Jan. 17-18, 1995—Home Shopping: Technologies and Opportunities, sponsored by Interactive Media in Retail Group. Dorchester Hotel, London. Contact: Gillian Charlton or Caroline Bishop in London, 44-71-637-4383.

Jan. 18-20, 1995—Mobile Communications '95 Conference: The Next Generation, sponsored by Frost & Sullivan. Westin Hotel Galleria Texas, Dallas. Contact: Amy Arnell, 415-961-9000.

Jan. 23-25, 1995—Content for the Interactive Age, sponsored by the Institute for International Research. Buena Vista Palace, Lake Buena Vista, Fla. Contact: 800-345-8016.

Jan. 23-26, 1995—ComNet, sponsored by IDG World Expo, Washington Convention Center. Renaissance Hotel and Grand Hyatt Hotel, Washington. Contact: Barbara Inglese, 800-545-3976.

Jan. 23-26, 1995—32nd Annual NATPE Conference & Exhibition, sponsored by NATPE. Sands Expo Center, Las Vegas. Contact: NATPE, 310-453-4440.

Jan. 24-27, 1995—ITA Information Superhighway Conference and Exhibition, sponsored by International Tape Association. Santa Clara Convention Center, Santa Clara, Calif. Contact: ITA, 212-643-0620.

Feb. 1-3, 1995—Wireless '95, sponsored by Cellular Telecommunications Industry Association. Ernest N. Morial Convention Center, New Orleans, La. Contact: 301-694-5124.

Satellites

PanAmSat puts stock offering on hold

Company is examining other financing for direct TV service in wake of satellite loss

By Chris McConnell

PanAmSat is holding off on a stock offering aimed at raising capital to support its direct-to-home (DTH) venture.

The company has suspended an initial public offering of 22 million shares of common stock the company had hoped would support the construction and launch of two DTH satellites. Maintaining that it still intends to build and launch the two satellites, PanAmSat says it now will examine other financing options, such as private investors.

"We still plan to go ahead with the direct-to-home venture," adds PanAmSat spokeswoman Elizabeth Dickins.

Her company's plans call for initiating the DTH service on the PAS-3R satellite, which is replacing the PAS-3 satellite lost earlier this month in an Arianespace launch failure. Spot beams on the PAS-3R will deliver some 80 digital channels to viewers in the north and south regions of South America, as well as to viewers in Brazil. PanAmSat plans to provide viewers with a combination of Latin American and international material, including programing from the United States and Europe.

The company later plans to supplement the PAS-3R service with the two satellites it is seeking to finance. One, a C-/Ku-band hybrid, is being built by Hughes Space & Communications, while another Ku-band bird is being built by Space Systems/Loral.

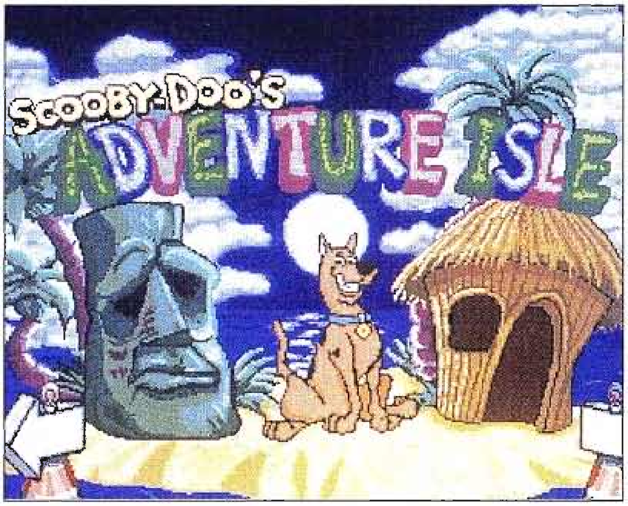
PanAmSat attributes its withdrawal of the IPO to instability in the stock market and maintains that the loss of PAS-3 did not affect the company's decision. "That seems reasonable," one industry observer says of the explanation. "The technical stocks were taking a hit."

Dickins says the company may resume the public offering when the market is more stable. She says that the loss of PAS-3 will push the DTH service start date back by six months. PanAmSat had hoped to begin service from PAS-3 in July 1995, but now plans to launch the service in December 1995. ■

Yellow Pages expanding

BROADCASTING & CABLE is seeking entries for its Telemedia Yellow Pages. If you would like your company to be represented, please send the company's full name, a brief description of the company with address, telephone and fax number to: Elizabeth Rathbun, BROADCASTING & CABLE, 1705 DeSales St. N.W., Washington, D.C. 20036. Or fax the entry to (202) 429-0651. If possible, include the name of a contact person and his or her telephone and fax numbers and e-mail address.

To submit any other comments or story suggestions, you can contact Telemedia through America Online: **Telemedia@ AOL.COM.**



Philips brings Hanna-Barbera to CD-ROM

Philips Interactive Media has released Hanna-Barbera's *Cartoon Carnival* as a CD-ROM game for children. The game uses cartoon characters, including Fred Flintstone, George Jetson and Scooby-Doo, to improve memory and problem-solving skills. There are six different games and 10 skill levels designed for children six years and older. The multimedia disk contains musical interludes from various cartoon strips and humorous animation segments.

500 NATIONS

continued from page 37

The upcoming *500 Nations* is a prime time documentary centering on the history of North American Indians, created by Leustig with assistance from Kevin Costner and Jim Wilson's Tig Productions during the past four years.

Beyond CBS's broadcast of *500 Nations* next April, Leustig is coordinating the development of an interactive CD-ROM, two books, a double audiocassette book, a soundtrack and a home video.

"The central piece of the project is the television miniseries that will run for four nights in April, and the other products grow naturally out of it," says Leustig, the series creator, director and senior producer.

Leustig says the miniseries will be "eight network hours" and represents a breakthrough because the television production is a "true documentary" and unlike anything broadcast before in prime time.

In addition to the miniseries, there are plans to bundle the various media products in a number of cross-packaging and marketing schemes. The partners may create special displays in retail outlets to promote the different products together.

Leustig is working on the CD-ROM with Microsoft and Bill Morgan's Mass Productions. The CD-ROM, which will be available in April, will contain images and animation from the miniseries plus background information, graphics and sounds collected during the project's production.

On the print side of the venture, Alfred A. Knopf is publishing two companion books as part of the cross-media project. The first, "500 Nations, An Illustrated History of North American Indians," was written by North American Indian expert Alvin Josephy Jr. The second, "From the Heart," is a compilation of excerpts from Native American speechs and commentary from author Lee Miller.

On the audio side of the multimedia project, Random House is releasing an audio book, which contains two cassettes read by Gregory Harrison, with an introduction by Costner. Also, Sony Music/Epic Records will release the soundtrack, composed by Peter Buffett, which will include music from the miniseries and other Native American music.

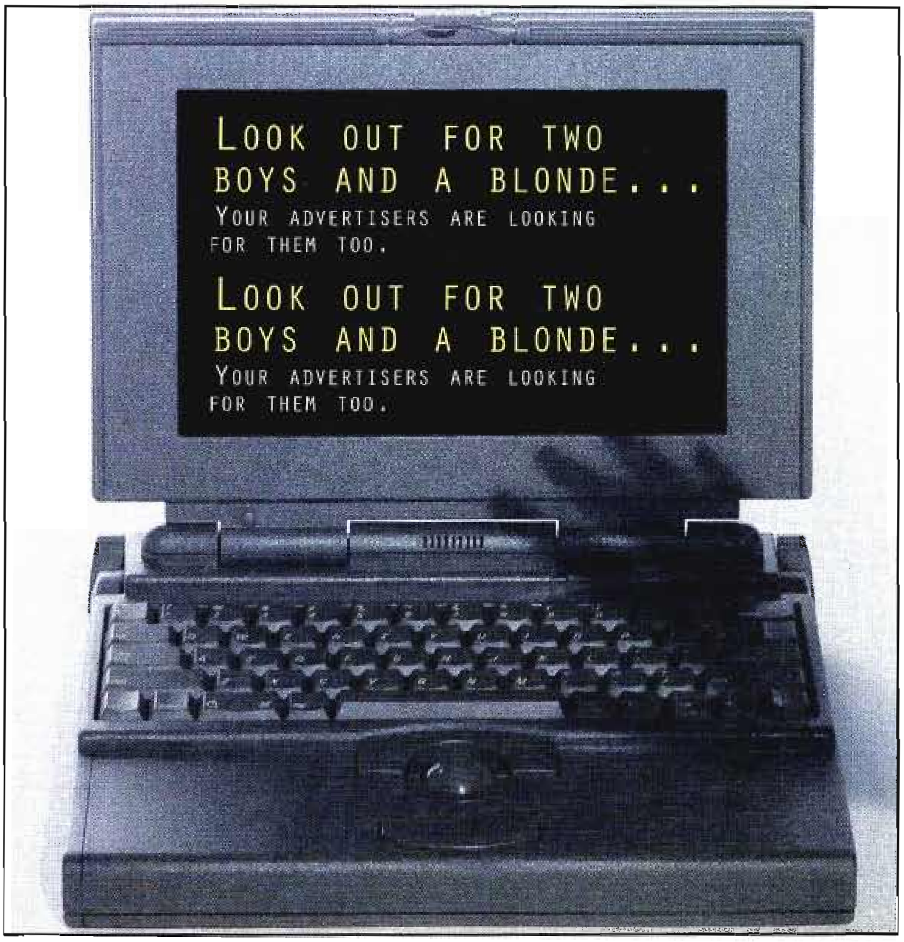
Following CBS's broadcast of *500 Nations,* Warner Home Video will release a videocassette of the miniseries during second quarter 1995.

Bringing so many different media projects under one umbrella is a large undertaking, and may serve as a paradigm for companies constructing production and promotion efforts across a variety of media formats in the future. ■

A real multimedia deal

The prime time documentary '500 Nations' brings many media projects under one umbrella

Format	Partner	Product
Broadcast TV	CBS	*500 Nations* miniseries; April 1995
Interactive CD-ROM	Microsoft	"500 Nations" CD-ROM by W.T. Morgan, Microsoft Home; April 1995
Print book	Alfred A. Knopf	"500 Nations: An Illustrated History of North American Indians" and "From the Heart"
Audio book	Random House Audio	"500 Nations" (2 cassettes)
Soundtrack	Epic Soundtrax/ Sony Music	"500 Nations" produced by Peter Buffett
Videocassette	Warner Home Video	"500 Nations"



Group owners put IPO plans on hold

Changing financial market has caused some to delay going public

By Donna Petrozzello

Radio groups considering making an initial public stock offering may postpone their plans until well into the new year, station brokers and stock analysts predict.

A 1% average dip in share prices for radio companies this year over last year, a recent uptick in interest rates and the tendency of private investors to value radio properties higher than public markets may persuade radio groups to hedge their plans to enter the public realm.

"The public markets in general appear to be discounting some radio stocks, especially for the smaller radio companies, and in that environment, most companies thinking about going public will have to think twice," says station broker Gary Stevens.

"Higher interest rates are having a chilling effect on the value of equity, and the stock market is responding to the [Federal Reserve's] tightening of funds," says broker Glenn Serafin.

Brokers and analysts agree that, for the most part, public investors are judging the value of radio assets at seven to eight times a station's broadcast cash flow. The value that public investors place on radio properties determines the share price for radio stocks. Among private investors, those same properties are being traded at 10 to 11 times broadcast cash flow, making it more profitable for sellers to do business in the private sector, brokers say.

> *"The radio industry is going through a boom period because asset values have recovered from the recession, but the public market lost value in the past several weeks."*
>
> **Broker Michael Bergner**

That was not always the case, says media broker Michael Bergner of Bergner & Co. Some 12-18 months ago, the public market valued radio assets higher on average than private investors, he says, and a flurry of radio groups made initial public offerings in late 1993 and mid-1994.

During the past 18 months, nearly a dozen radio groups made IPOs. Other groups that went public before mid-1993, such as Saga Communications and Jacor Communications, made a second public offering last year.

But with a tighter market, Bergner and others expect fewer radio groups to go public in 1995. "It doesn't make sense to go public now because you can get a higher price for stations privately," Bergner says.

"The radio industry is going through a boom period because asset values have recovered from the recession, but the public market lost value in the past several weeks, despite an excellent forecast for the industry," Serafin says. "I expect the beginning of 1995 to be no better."

Nevertheless, some radio companies are expected to go public next year. CS First Boston radio stock analyst Harry DeMott says American Radio Systems, Liberty Broadcasting, Chancellor Communications, Radio Equity Partners and Tichenor Media System Inc. are good candidates to go public next year.

"I think more companies will go public next year, but they will have to distinguish themselves from the companies that are already there," DeMott says. "They will need to give people a reason to buy their stock." ■

OmniAmerica buys three Florida FMs

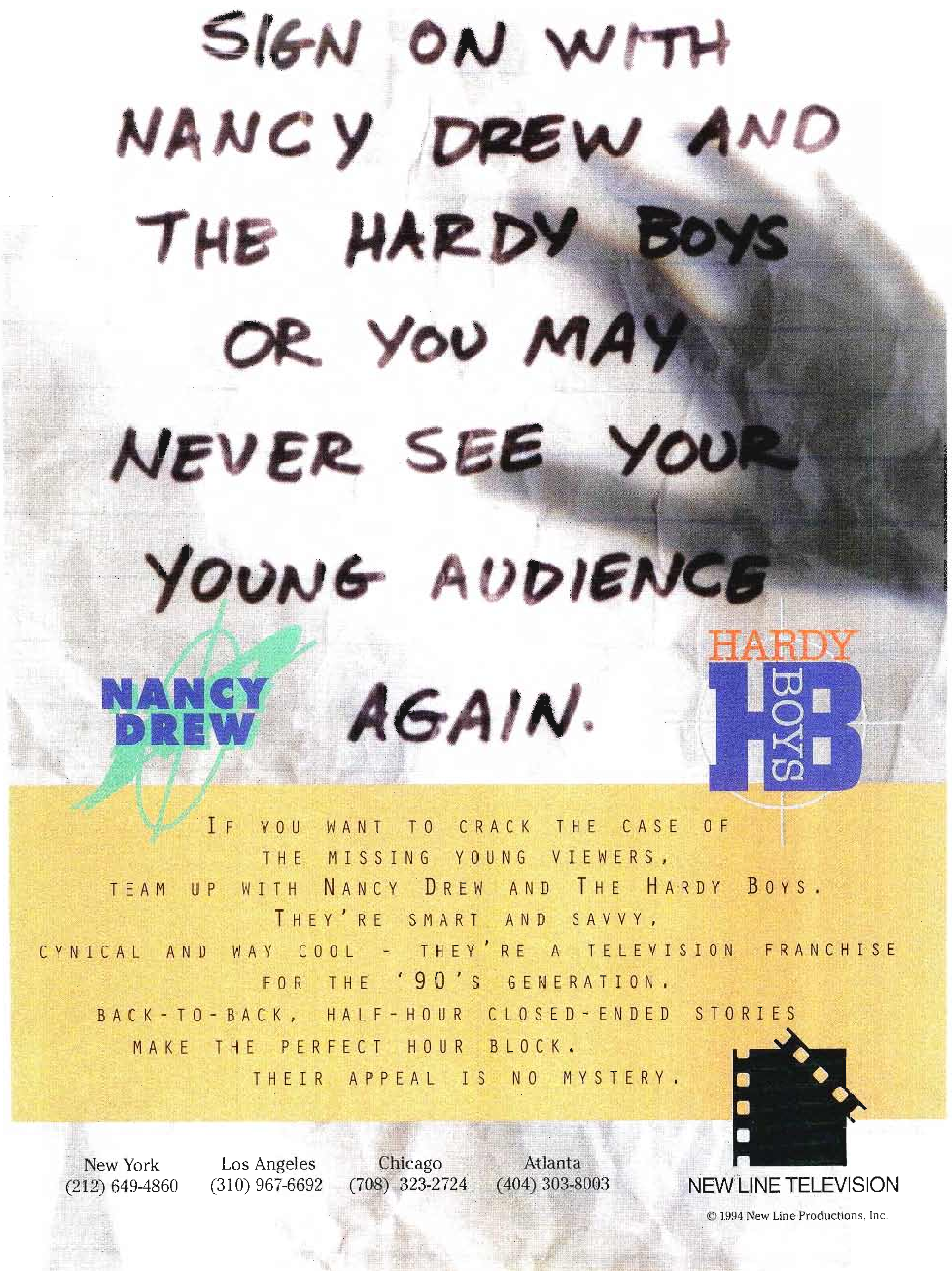
OmniAmerica Communications is merging with the J.J. Taylor Companies of North Palm Beach, Fla., and acquiring Taylor's three Florida FMs. The combined assets of the two companies will total $156 million. The station sales are pending FCC approval.

The merger adds WXXL(FM) Orlando and WEAT-AM-FM West Palm Beach, Fla., to Los Angeles-based OmniAmerica and increases the company's station portfolio to eight FMs and three AMs in five markets. OmniAmerica Chairman/CEO Carl Hirsch says the merger is "consistent with the company's strategic growth plan."

OmniAmerica owns two stations in Florida—WAPE-FM Jacksonville and WFYV-FM Atlantic Beach—and now will be looking for a duopoly opportunity in Orlando, says Hirsch.

Under the merger, Taylor will continue to own and operate WCOD-FM Hyannis, WFAL(FM) Falmouth and WFXR(FM) Harwichport, all Massachusetts. Taylor President John J. Taylor will serve on OmniAmerica's board and as chairman of the board's executive committee. Media Ventures Partners brokered the transaction. **—DP**

OMNIAMERICA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Radio posts ad gains in October

By Donna Petrozzello

Radio advertising revenue from local and national spot sales increased by an average 15% in October 1994 over October 1993, according to the Radio Advertising Bureau revenue index. National revenue showed 21% growth, while local revenue was up 14% in October 1994 compared with the year before, the RAB reported.

Comparing local and national advertising revenue for January-October 1994 with the same period last year, the RAB reported an average 11% increase in local revenue and an average 14% increase in national revenue.

The Southern California Broadcasters Association (SCBA) reported a weighted-average increase of 18.1% in local and national ad sales revenue for Los Angeles area stations in October 1994 over October 1993. National ad sales increased most dramatically in the market, up an average 35% in October 1994 over last year, mainly due to large political advertising budgets in the latest elections.

Revenue totals from 35 stations in the Los Angeles market reached $46.9 million for October, according to the SCBA. However, SCBA President Gordon Mason estimated market sales closer to $50 million, accounting for revenue taken in by stations not participating in the survey.

The above chart tracks revenue growth in U.S. regional markets reported by the RAB for October 1994. ■

October's Advertising Average

Local Revenue	National Revenue
All Markets—**14% average**	All Markets—**21% average**
East—**14%**	East—**23%**
Southeast—**13%**	Southeast—**13%**
Midwest—**12%**	Midwest—**12%**
Southwest—**13%**	Southwest—**12%**
West—**15%**	West—**33%**

Local and National combined—15% average

Source: RAB, based on revenue totals for 100 markets calculated by the accounting firms of Miller, Kaplan, Arase & Co. and Hungerford, Aldrin, Nichols & Carter.

Westwood One takes Grant national

Westwood One Entertainment plans to syndicate WABC(AM) New York's controversial talk show host Bob Grant on weekends beginning in January.

Grant, a New York talk radio veteran, lately has come under fire from political activists who have condemned him as racist (Broadcasting & Cable, Oct. 31). Grant will begin broadcasting his issues-oriented, call-in talk show nationally on Saturdays, 10 a.m.-1 p.m. ET. Grant's afternoon show on WABC consistently ranks among the top talk shows in New York, according to Arbitron audience share surveys.

WABC will carry Grant's Westwood One show on Sundays at 5-8 p.m. The station will replace its Saturday morning *Best of Bob Grant* with the *Best of Rush Limbaugh*. Limbaugh's syndicated weekday show also is carried by the station. **—DP**

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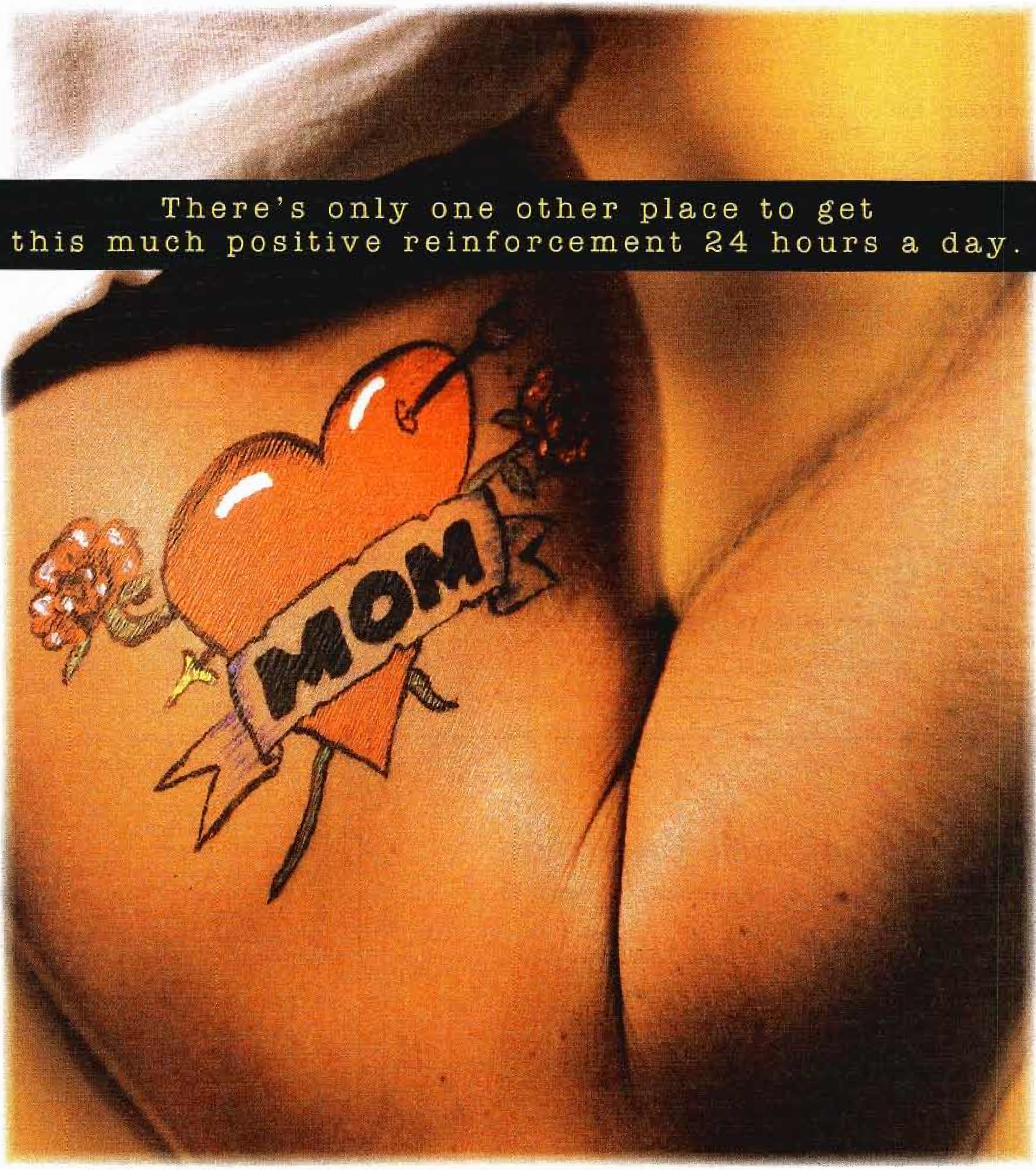

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Changing Hands

This week's tabulation of station and system sales

WEAU-TV Eau Claire, Wis.; WWMT (TV) Kalamazoo, Mich.; and KOLN (TV) Lincoln and KGIN(TV) Grand Island, both Nebraska □ Transfer of control of Busse Broadcasting Corp. from Lawrence Busse to Mikael Salovaara and Alfred Eckert III. Transferees will acquire 98% of company's voting stock for $110 million. **Buyer**, Salovaara, is a director of Granite Broadcasting Corp. **Seller** has interests in WAYY(AM) Chippewa Falls and WAXX(FM) Eau Claire, both Wisconsin. WEAU-TV is an NBC affiliate on ch. 13 with 316 kw visual, 28.8 kw aural and antenna 1,990 ft. WWMT is a CBS affiliate on ch. 3 with 100 kw visual, 20 kw aural and antenna 1,000 ft. KOLN is a CBS affiliate on ch. 10 with 316 kw visual, 36.3 kw aural and antenna 1,530 ft. KGIN is a CBS affiliate on ch. 11 with 316 kw visual, 55 kw aural and antenna 1,010 ft.

WZNT(FM) San Juan and WOYE-FM Mayaguez, both Puerto Rico □ Purchased by Primedia Broadcast Group (new group owned by Rafael Oller, Felix Bonnet, Jose Acosta, BCI Advisers and Randy Jeffery) from Zeta Communications Inc. (Rafael Oller) and Prime Time Radio Corp. (Oller and Felix Bonnet) for $15 million. **Buyer** and **seller** have no other broadcast interests. WZNT has Latin American pop and salsa format on 93.7 mhz with 50 kw and antenna 1,031 ft. WOYE-FM has Latin hits format on 94.1 mhz with 50 kw and antenna 2,967 ft. *Broker: Media Venture Partners.*

Proposed station trades

By dollar volume and number of sales

This week:		
AMs	**$1,810,000**	**4**
FMs	**$25,136,000**	**6**
Combos	**$6,750,000**	**3**
TVs	**$112,700,000**	**5**
Total	**$146,396,000**	**18**
So far in 1994:		
AMs	**$130,238,636**	**166**
FMs	**$835,693,522**	**319**
Combos	**$2,969,549,119**	**151**
TVs	**$2,729,692,834**	**85**
Total	**$6,665,174,111**	**721**

WFMZ(FM) Allentown, Pa. □ Purchased by Tele-Media Broadcasting Co. (Robert Tudek, chairman) from Maranatha Broadcasting (Richard Dean, president) for an undisclosed price. Sources estimate price at $9 million-$10 million. **Buyer** owns WTAD (AM)-WQCY(FM) Quincy, Ill.; WRSC(AM) State Park, WQWK(FM) University Park, WRKZ(FM) Hershey, WEST(AM)-WLEV(FM) Easton, WQKK(FM) Ebensburg and WGLU(FM) Johnstown, all Pennsylvania; and WLKW(AM)-WWLI(FM)/WPRO-FM Providence and WPRO(AM) East Providence, both Rhode Island. **Seller** owns KKJY-FM Albuquerque, N.M.; WFMZ-TV Allentown and WBMR-FM Telford, both Pennsylvania; WKJE(FM) Hartford, N.C., and KNZZ(AM)-KJYE-FM Grand Junction, Colo. WFMZ has easy listening format on 100.7 mhz with 11 kw and antenna 1,073 ft. *Broker: Richard A. Foreman Associates Inc.*

WNLC(AM)-WTYD(FM) New London, Conn. □ Purchased by Hall Communications Inc. (Robert Hall, chairman) from New London Broadcasting LP (Ross Elder, president) for $3.5 million. **Buyer** owns WICH(AM)-WCTY(FM) Norwich, Conn. **Seller** has no other broadcast interests. WNLC has CNN Headline News format on 1510 khz with 10 kw day and 5 kw night. WTYD-FM has soft AC format on 100.9 mhz with 3 kw and antenna 91 m. *Broker: Media Services Group.*

WTWS(TV) New London, Conn. □ Purchased by Paxson Communications (Lowell "Bud" Paxson) from R&R Media Corp. for $2.7 million. **Buyer** owns WTGI-TV Wilmington, Del.; WPTN (AM)-WGSQ(FM) Cookeville, Tenn.; WTLK-TV Rome, Ga.; WPBF-TV Tequesta, WZNZ(AM)/WNZS(AM)/WROO(FM) Jacksonville, WAIA(FM) Callahan, WINZ(AM) Miami, WLVE(FM)/WZTA(FM) Miami Beach, WWNZ(AM) Orlando, WJRR(FM) Cocoa Beach, WNZE(AM) Tampa, WEZY (FM) Lakeland, WMGF(FM) Mt. Dora, WHNZ(AM) Pinellas Park and WHPT(FM) Sarasota, all Florida. **Seller** has no other broadcast interests. WTWS is independent on ch. 26 with 2792 kw visual, 279 kw aural and antenna

1,251 ft. *Broker: Media One Inc.*

KSUV-AM-FM McFarland and KZBA(FM) Shafter, both California, and CPs for KXEM(AM) Bakersfield, Calif., and KKNK(AM) Carson City and KKNC(AM) Sun Valley, both Nevada □ Purchased by Atmor Properties Inc. (Lee Shubert, president/ director) from K&K Radio Broadcasting LP (Jerome Koeppel and Donald Keller, general partners) for $2.35 million. **Buyer** owns KVRG(FM) Seaside, KMBY(AM) Capitola and KTMS(AM)-KHTY(FM) Santa Barbara, all California; WDUR(AM)-WFXC(FM) Durham, N.C., and, pending FCC approval, WSTL(AM) South Glen Falls and WENU (FM) Hudson Falls, both New York. **Seller** owns WZVU(FM) Long Branch, N.J. KSUV(AM) has Spanish format on 1590 khz with 500 w day, 490 w night. KSUV-FM has Spanish format on 102.9 mhz with 21 kw and antenna 383 ft. KZBA has AOR/classic rock format on 97.7 mhz with 3 kw and antenna 328 ft. KKNK is licensed to 750 khz with 10 kw. KKNC is licensed to 730 khz with 500 w.

WWMO(AM) Eden (Greensboro), N.C. □ Purchased by HMW Communications Inc. (Owen Weber) from V.C. Stone for $1.3 million. **Buyer** owns WRDU(FM)/WTRG(FM) Raleigh-Durham and WMFR(AM)-WMAG(FM)/WGLD(AM)-WWWB(FM) Greensboro-High Point-Winston-Salem, both North Carolina, and WOIC(AM)-WNOK-FM Columbia and WJMZ-FM/WLWZ-FM/WLYZ (FM) Greenville/Spartanburg, both South Carolina. **Seller** has no other broadcast interests. WWMO has religious format on 830 khz with 50 kw day and 1 kw night. *Broker: Media Services Group Inc.*

WFXX(AM)-WZXR(FM) South Williamsport, Pa. □ Purchased by South Williamsport Sabre Communications Inc. (Paul Rothfuss, president) from PAC Communications Inc. (Warren Diggins) for $900,000. **Buyer** owns WHDL(AM)-WPIG(FM) Olean, N.Y. **Seller** has no other broadcast interests. WFXX has sports format on 1450 khz with 1 kw. WZXR has AOR format on 99.3 mhz with 210 w and antenna 1,230 ft.

KJDE(FM) Sandpoint, Idaho □ Purchased by Benefield Broadcasting Inc. (Kim Butterfield, president) from Lagoon Communications Inc. (John A. Kennedy Jr.) for $250,000. **Buyer** has interests in KSPT(AM)-KPND(FM) Sandpoint. **Seller** owns WBRX(FM) Patton, Pa. KJDE is licensed to 102.5 mhz with 3 kw and antenna 177 ft.

WSRX(FM) Naples, Fla. □ Purchased by Shadowlawn Association Inc. (James Mallory Jr., president) from Youth Foundation of America Inc. (Lloyd Sheehan, president) for $236,000. **Buyer** and **seller** have no other broadcast interests. WSRX has Christian format on 89.5 mhz with 550 w and antenna 249 ft.

KIDD(AM) Monterey, Calif. □ Purchased by Buckley Communications Inc. (Richard Buckley Jr., president/ director) from Radio Income Partners I (Greg Weinstein, president) for $200,000. **Buyer** owns KNZR(AM)-KOQQ(FM) Bakersfield, KLLY(FM) Oildale, KWAV(FM) Monterey, KUBB(FM) Mariposa and KSEQ(FM) Visalia, all California, and WOR(AM) New York and WFBL(AM)-WSEN-FM Baldwinsville, both New York, and WDRC-AM-FM Hartford, Conn. **Seller** owns KMXZ(FM) Hollister/ Monterey and KXDC-FM Carmel, both California. KIDD has big band format on 630 khz with 1 kw. *Broker: William A. Exline Inc.*

WWSJ(AM) St. Johns, Mich. □ Purchased by Mint City Radio inc. (Stephen Evans, president) from WSJ/WQON Inc. (Ray James) for $160,000. **Buyer** and **seller** have no other broadcast interests. WWSJ has country format on 1580 khz with 1 kw.

WMJW(FM) Rosedale, Miss. □ Purchased by Radio Cleveland Inc. (H.L. Sledge Jr., president) from Carol Ingram for $150,000. **Buyer** owns WCLD-AM-FM Cleveland and WAID(AM)-WKDJ(FM) Clarksdale, both Mississippi. **Seller** has no other broadcast interests. WMJW-FM has contemporary hit format on 107.5 mhz with 25 kw and antenna 328 ft.

WZZZ(AM) Fulton, N.Y. □ Purchased by David Zinkhann from Peter Hunn for $150,000. **Buyer** has no other broadcast interests. **Seller** has interests in WEMR(AM)-WYMK(FM) Tunkhannock, Pa. WZZZ has MOR/talk format on 1300 khz with 1 kw. Filed Oct. 18 (BAL941018GM).

Errata

In Dec. 12 "Changing Hands" item on WHOO(AM)-WHTQ-FM Orlando, Fla., Star Media Group was omitted as the broker.

Public broadcasters go on offense

TV, radio station managers lobby against Republican threats to federal funding

By Kim McAvoy

At a House budget hearing in September, CPB President Richard Carlson (l) and PBS President Ervin Duggan (r) were joined by producer/director Ken Burns. The trio made a pitch for maintaining federal funding of public broadcasting.

Public broadcasting isn't going to roll over. Public television and radio executives have launched a major grass-roots campaign to fend off threats from new congressional leaders to abolish their federal funding and privatize public broadcasting.

And the chief of the Corporation for Public Broadcasting (CPB) has organized a task force with leaders of other key public broadcasting entities, including the Public Broadcasting Service, National Public Radio, America's Public Television Stations and Public Radio International. Executives met last week to begin devising their strategy.

Meanwhile, station managers are calling on their members of Congress at home, and a steady stream of public broadcasters is expected to visit Capitol Hill in January when the new Congress convenes. With many stations' boards of directors likely to get involved, the effort may pay off. Directors often are influential and well-connected in their communities.

Gingrich says 'zero-out' CPB

These high-profile campaigns are in response to comments recently made by incoming House Speaker Newt Gingrich (R-Ga.) and the next chairman of the Senate Commerce Committee, Larry Pressler (R-S.D.). On his cable TV show, Gingrich said he wants to "zero-out CPB, which has been eating taxpayers' money." Pressler, who has complained about what he says is public broadcasting's liberal bias, wants to privatize the industry.

NPR President Delano Lewis says response to threats is 'not a matter of attacking or responding.'

"[Republicans] are looking for scalps up there, and public broadcasting may be one of the first," one Washington source says.

"I don't think public broadcasting has to be afraid, but we do have something to be concerned about," says Richard Carlson, president, CPB. "We have to convince them that [federal funding] is justified. If we can't do that, we deserve to be cut. I believe we can do it."

PBS President Ervin Duggan is making his case in the nation's newspapers. On Dec. 8 Duggan sent a letter to editorial page editors across the country. In the letter, he points out that federal funding for public television accounts for less than 20% of public TV's total budget. "We take that modest but crucial seed money and make it grow," he says.

Duggan also highlights public TV's role in education. "PBS is the leading provider of classroom video programing for all grades from kindergarten through 12," Duggan's letter says. "We provide college-level telecourses to more than half of America's campuses, making PBS the leading source of college-level telecourses."

David Brugger, president of America's Public Television Stations, the lobbying arm of the public TV community, has urged his group's members to contact their members of Congress immediately. He fears that the new Congress will move quickly, but says that noncommercial stations always have had broad bipartisan support on Capitol Hill.

'Believe the public'

"We think we're being unjustly attacked on a political basis," Brugger says. Conservatives' charges that public TV is too liberal are not shared by the public. "We have had enough studies of the American public that say that is not true. What we have to believe is the public," Brugger says.

Carlson agrees. Controversial programs such as *Tales of the City,* which depicted life in San Francisco in the 1970s, are not in the main what public broadcasting does. "There is so much else," Carlson says. "It would be a terrible mistake for this new Congress to throw out the baby with the bath water."

CPB received $253 million from Congress for fiscal year 1993 and $285 million for fiscal 1994. More than 90% of that money goes directly to the noncommercial radio and TV stations, Carlson says. However, Congress in September cut $7.1 million from CPB's 1995 budget, the first time it has rescinded already approved funding (CPB budgets are approved two years in advance).

The situation appears grim, but the noncommercial stations have supporters on both sides of the political aisle, Carlson says. Senator Ted Stevens (R-

Alaska), a senior Commerce Committee member, is considered a staunch ally. "Stevens is a supporter, because he understands it. His constituents are dependent on public television and public radio," Carlson says.

Carlson also is encouraged by comments made by incoming Senate Majority Leader Bob Dole (R-Kan.), who says federal funding for public broadcasting is not gone and the issue must be examined further.

Small stations worried

If funding is wiped out, Carlson believes smaller noncommercial TV and radio stations will suffer the most. "Some of them will crash and burn."

"Our members are concerned, particularly our smaller stations," NPR President Delano Lewis says. But Lewis believes that when the public stops and examines the issue, it will recognize the value of public radio. Meanwhile, he has asked public radio station managers to contact their lawmakers. "We are going to be showing our value," he says. "It's not a matter of attacking or responding."

The several million dollars the Republicans want to slash is "a drop in the bucket for the national government in terms of budget," Lewis adds. But "the talk of zero is a disaster for us. It won't make a dent in dealing with problems of the nation." Most NPR stations get 16%-17% of their money from CPB.

'We're being unjustly attacked on a political basis,' says David Brugger, president, America's Public Television Stations.

The noncommercial broadcasters may be on their own when it comes to support from the Clinton administration. Officials say they don't anticipate any help from the White House. "We don't expect them to get involved," one public TV source says.

Carlson views the Republican challenge to his industry as an "opportunity for public TV and radio to get its house in order. To correct its mistakes, to make sure it's not wasting public money and to make sure its programs are fair and balanced."

The bottom line is that public broadcasters need to get out and tell their story, Carlson says. "Public broadcasting ...isn't a handful of controversial programs. There are 80,000 hours of programing, and it comes from local stations. Public broadcasting is local television and local radio. It has already been privatized. It is a wonderful example of a successful public/private partnership." ■

FCC seeks VDT elaboration from telcos

By Christopher Stern

The FCC has told four telcos that it wants to know more about two issues close to the hearts of cable operators: costs associated with video dialtone and the status of competition in the local telephone market.

Cable industry lawyers last week were quick to praise the FCC for the detail of the questions, saying that the telephone companies would be forced, for the first time, to demonstrate the economic justification for their advanced video networks.

"The FCC is saying you have to make sure that what you have said on paper is backed up with data," said John Seiver of Cole, Raywid & Braverman.

The letters were issued Dec. 9 to Nynex, GTE, Bell Atlantic and PacTel. Each company last week said it would meet the FCC's deadline of this past Friday for supplying the additional information.

Telco representatives discounted cable industry claims that the questions seek an unusual amount of detail. "I don't know how the cable industry deals with the FCC, but we get questions like this all the time," Bell Atlantic spokesman Eric Rabe said.

The FCC asked similar questions before approving Bell Atlantic's application to operate a commercial VDT system in Dover Township, N.J., Rabe said. That approval was granted in July.

"These are much more detailed letters asking tough questions. We are pleased the FCC is asking them," a spokesman for the National Cable Television Association said.

The cable industry has filed petitions against each of the 30 VDT applications now on file at the FCC.

At a glance

The FCC has asked the following telephone companies about the state of regulation in their local telephone markets:

- Nynex: Rhode Island, Mass.
- Pacific Telesis: Orange County, Calif., South San Francisco Bay, L.A., San Diego
- GTE Service Corp.: Va., Fla., Calif., Hawaii
- Bell Atlantic: Washington, Baltimore, northern New Jersey, Philadelphia, Delaware, southeast Va.

Cable officials claim the telcos are going to use revenue from their regular ratepayers to subsidize the operation of their VDT systems.

Cable wants to take cost allocation to an extreme, PacTel spokesman Robert Stewart said. "What they are trying to do is to make our service so expensive that we can't compete," he said.

In addition to detailed economic questions, the FCC asked each telco about the state of regulation in the local telephone market. In its recent reconsideration of its VDT rules, the FCC stated it would encourage telcos to open their markets to local telephone competition.

"We're going to bang on the door of the telephone companies until cable can get in," FCC Chairman Reed Hundt said in October, when the commission adopted the VDT reconsideration.

Cable has pushed hard in recent years for access to the local telephone market. The industry believes it will be able to compete against the telcos through its fiber optic infrastructure.

An FCC staffer said the presence of local telephone competition would be considered in any application, but would not be a determining factor. ■

Cable programing tackles TV violence

By Harry A. Jessell

VOICES AGAINST VIOLENCE

Cable is doing its bit to rid the U.S. of violence in the streets, if not on its own programing schedules.

Forty-five cable networks will air programs with antiviolence themes during the week of March 19, the National Cable Television Association said last week.

The week of programing is part of NCTA's Voices Against Violence campaign, which the trade association hopes will allay congressional concerns about excessive violence on TV and head off legislation to regulate it.

NCTA also has hired nonprofit Mediascope to monitor the violent content of programs and has promised to implement a violence ratings system. The monitoring is to begin with the start of the 1994-95 TV season, with a report due in early 1996.

CNBC is "hosting" the antiviolence programing week. In addition to airing an antiviolence show each evening, CNBC will provide scheduling information on what the other participating networks are doing. "CNBC will thread together the other networks' programing to present an overall picture of the week's...activities," says Andy Friendly, vice president, CNBC.

The programing will include documentaries, talk shows and original movies. "It's not just 45 networks running PSAs," NCTA spokeswoman Lisa Meredith says.

Not wanting to play the censor, NCTA is not asking the networks to reduce the level of violence in their programing during the week, says Meredith. But, she adds, "We expect them to do the right thing."

The participating networks include all the major cable networks: A&E, American Movie Classics, America's Talking, The Box, Bravo, Cartoon Network, Country Music Television, CNBC, CNN, Court TV, The Discovery Channel, The Disney Channel, Encore, ESPN, ESPN2, Faith & Values Channel-VISN, The Family Channel, CNN Headline News, The History Channel, Home Box Office, Independent Film Channel, Jones Computer Network, Kaleidoscope Television, The Learning Channel, Lifetime, Mind Extension University, MTV, MuchMusic, The Nashville Network, NewSport, Nickelodeon, Nostalgia Network, Prevue Channel, Prime Sportschannel, Rainbow News 12, Sci-Fi Channel, Showtime, TBS Superstation, TNT, Turner Classic Movies, USA Network, VH1 and Z Music. ■

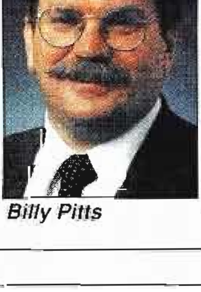
Washington Watch

Edited By Kim McAvoy

Fox has plenty of reasons to resent NBC for piling on at the FCC and exacerbating Fox's foreign ownership problems. Among them is ingratitude. A group challenging NBC's license for WRC-TV Washington came to Fox three years ago, seeking to use WTTG-TV Washington's broadcast tower. Playing by the unwritten rules, Fox tersely denied the challenger a lease. Incidentally, the challenger has made the same charges that Rupert Murdoch did two weeks ago: that NBC is unfit to be a licensee because of criminal convictions at General Electric, NBC's parent.

Peggy Charren will be at the FCC tomorrow, as a member of a coalition of children's TV activists meeting with FCC Commissioner Susan Ness. Led by the Center for Media Education, the coalition has held a series of meetings with FCC commissioners during the past two months. Its members want to make sure the commission adopts tougher rules toward kids TV. CME has asked the commission to require stations to air at least one hour per day of educational and informational programing for kids, seven days a week. The commission is slated to consider a notice of proposed rulemaking on the issue on Jan. 12.

The three pioneer preference companies last week were granted their personal communications services licenses. Cox Communications, Omnipoint and American Personal Communications received the licenses with the understanding that they will pay hundreds of millions of dollars for them. The FCC originally promised the licenses for free, but members of Congress and commercial rivals complained about preferential treatment. A provision in GATT, the international trade treaty, requires the companies to pay 85% of their licenses' value as determined by the average auctioned license price in the top 20 markets. Cox received a license in San Diego, Omnipoint in New York and Washington Post Co.-owned APC in Washington. The companies were awarded their preferential status because of technological innovations they developed. The FCC determined that these technologies would speed PCS to market.


Billy Pitts

William R. (Billy) Pitts Jr. joins Capital Cities/ABC as vice president for government affairs effective Jan. 3. The well-connected Republican staff member is a 25-year Capitol Hill veteran. He most recently was chief of staff for retiring House Republican Leader Bob Michel of Illinois. Pitts also has strong ties to incoming House Speaker Newt Gingrich (R-Ga.). Pitts succeeds Mark MacCarthy.

Sony decides on disk-based system

New gear will be available piece by piece; company still will support tape-based equipment

By Chris McConnell

Sony is getting into the digital disk-based broadcast equipment business.

The company has announced plans to produce a digital "end-to-end" broadcast system covering image acquisition, storage, distribution and post-production. Although the company stresses that its "hybrid" architecture will incorporate tape machines and other existing equipment, Sony says it will introduce hard disk–based edit machines as well as a magneto-optical disk-based server for commercial playback. The company, which plans to show prototypes of its new equipment at the spring NAB convention, will begin rolling out products in late 1995 and will continue to introduce them through 1997.

"We do see the station of the future being largely disk-based," says Laurence Thorpe, Sony's vice president of cameras and high-definition video systems.

The prediction follows a series of disk-based broadcast server introductions at this year's NAB show as well as a legion of nonlinear edit machine companies seeking to move from the post-production business into the broadcast business. Addressing the question of where Sony has been during the wave of disk-based product introductions, Sony's Anthony Gargano says the company has kept its developments in the lab in order to prepare a complete system.

Gargano, senior vice president of broadcast and production systems, describes current digital disk-based products as niche-oriented. He also maintains that Sony's strategy will allow stations to install new digital systems piecemeal rather than purchase an entire digital facility at once.

"We must allow users to get to that dream system at their own pace," Thorpe says, stressing the company's incorporation of tape with other storage technologies.

The continued support of tape extends to Sony's plans for the image acquisition portion of its end-to-end system. Although Avid Technology and BTS are developing disk-based camcorders to complete the chain of digital news production, Sony's new camcorder will be tape-based.

"Disk's time has not yet come," Thorpe says of the place of disk drives in a news camcorder.

While other developers of the technology hope a disk camcorder will save users the task of transferring taped material to a file server or editor, Sony executives say camera robustness, record time and other issues pose barriers to the disk camera's functionality.

Instead, the company plans to address the issue of downloading taped material with a digital camcorder that will play back at twice real-time speed. The camera, slated for a 1996 rollout, will allow users to load the digital material onto a disk in half as

Digital data testing nears completion

Technicians at the Advanced Television Test Center (ATTC) in Alexandria, Va., plan to wrap up their testing of digital datacasting systems this week.

The test center, which in February will examine the Grand Alliance high-definition television prototype system, has been reviewing two proposals for delivering digital information within existing NTSC signals. The system tests are part of a joint effort between the Electronic Industries Association and the National Association of Broadcasters to set voluntary data broadcasting standards. The NAB hopes that the datacasting technologies will allow broadcasters to generate more revenue by supplementing TV commercials or leasing capacity within their transmissions.

David Poleski

Expert viewers inspect the image quality of TV signals carrying digital data.

Once the test center completes its review of the two proponent technologies, it will submit the results to the National Data Broadcasting Committee, which then may choose one of the two systems as the voluntary standard. Should both systems prove compatible and practical, the committee could recommend that both serve as a datacasting standard.

Last week, technicians at the test center were beginning to evaluate a technology proposal from Menlo Park, Calif.-based Digideck. The technology could allow for the delivery of information at a rate of 500 kilobits per second after error correction, says company president Brit Conner. The data rate, Conner says, is enough to transmit a newspaper—minus the photographs—in about 15 seconds.

The ATTC testing involves verifying the claimed performance of the system and insuring that the data payload does not affect the TV signals on which it is carried, says ATTC President Peter Fannon. The tests have involved recruiting expert viewers to inspect the image quality of video signals carrying digital information.

In the case of a proposal from Tempe, Ariz.-based WavePhore, expert viewers watched screens to insure that data placed within the active portion of the video did not harm the picture. WavePhore has said that its system allows users to insert 384 kilobits per second of information into a TV signal. The ATTC completed its testing on the system earlier this month. **—CM**

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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

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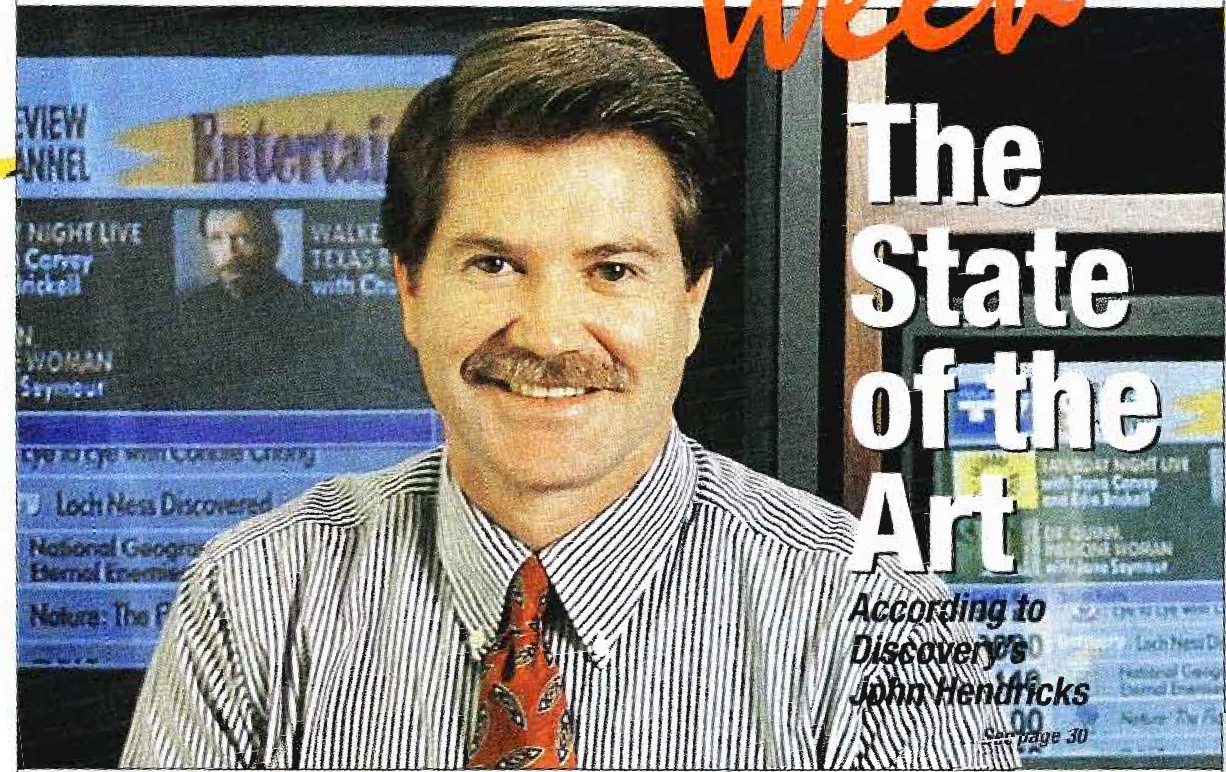
THE INTERACTIVE WORLD OF VIDEO, VOICE AND DATA



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 Medeor 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 serviees.

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.

much time as real-time playback.

Although current nonlinear editors and servers rely chiefly on JPEG compression, Sony plans to use versions of its own Digital Betacam compression algorithm. The "SX" algorithm, Sony says, will provide higher image quality than does JPEG while still allowing for editing of material.

The low end of Sony's hierarchical compression approach will support electronic newsgathering applications at data rates of 18 megabits per second while the high end will support D-1 quality production applications at data rates of 90 megabits per second. The company also is developing a mid-level algorithm that it has submitted to an MPEG standards group for incorporation as an MPEG studio profile. The algorithm supports applications in the 30-40 megabits-per-second range.

In the area of spot storage, Sony is taking a different approach from other manufacturers in its use of magneto-optical disks. The Sony on-air buffer will use 100 magneto-optical disks and can hold 5,000 thirty-second spots, the company says. The magneto-optical disks—used in Sony's Destiny editing machine—offer a middle ground between the fast access time of hard disks and the lower cost of tape, the company says.

"It has a nice storage/cost factor," says Thorpe.

Sony also will take a different route to transporting compressed signals within a broadcast facility. While other companies have voiced support for using the asynchronous transfer mode (ATM) standard to transport video data and other types of data, Sony plans to distribute video using a protocol called Serial Digital Interface (SDI). Supplementing the baseband video carriage will be another protocol known as Serial Digital Data Interface (SDDI).

Sony executives say that the ATM transport has not developed enough to support video transport at a broadcast facility. The SDI/SDDI approach, Thorpe says, will better support large fluctuations in data rates that occur daily at TV stations.

Competitors disagree, saying the ATM approach can and does support video transport. "This seems to be one of those moments where we're going with industry standards and they're striking out on their own," says Steven Vigneaux, senior product marketing manager for Avid's Media Recorder.

Discussing Sony's plans to offer a competing digital broadcast system, Avid's Blair Wheeler also stresses the challenge of developing software. "It's a very different world," says Wheeler, product marketing manager for Avid's broadcast group. Sony is developing software at its own locations and also is negotiating to bring in a third-party developer.

Broadcast engineers, meanwhile, voice less concern with Sony's ability to produce a reliable system than with the ability of the gear to work with equipment from other manufacturers. "We get this compatibility problem," says Del Parks, director of operations/engineering for Fox affiliate WBFF(TV) Baltimore. Parks and Larry White, engineering director at KLST(TV) San Angelo, Tex., cite concerns with Sony's use of its own compression approach.

"I don't think it should be exclusive," White says.

Sony still is deciding how it will treat the compression approaches that have not been submitted to the MPEG group. Thorpe, however, says that his company's digital hardware will integrate with machines from other suppliers. "It will translate without any problems," he says, adding that Sony is aware of the large number of nonlinear editing machines already in use at TV stations. "Our system is going to have to dovetail with those." ■

FCC proposes extending EAS requirements

Commission asks whether service should be mandatory for wireless cable, SMATV, others

By Chris McConnell

Broadcast and cable engineers may not be the only ones shopping for new emergency alerting gear.

The FCC is considering extending its new Emergency Alert System (EAS) requirements to wireless cable, video dialtone and satellite master antenna systems (SMATV). In a Further Notice of Proposed Rulemaking, the commission has proposed requiring wireless cable systems to carry the EAS decoders and also is inviting comment on whether it should require SMATV and video dialtone participation in the new system.

"It is important to include all services that are interested in and capable of providing emergency communications to the public," the FCC said in its notice, which also calls for comments on whether the EAS requirements should be waived for smaller cable systems. Others at the FCC say that the commission initiated its inquiry into wireless cable and SMATV requirements after the two industries failed to file comments on the issue during the original EAS proceeding.

The FCC introduced the new Emergency Alert System last week, though commission officials still are looking for a logo more suitable to TV broadcasters.

FCC officials discussed the prospect of more EAS participants last week during a presentation at the commission of new alerting hardware. Reviewing the service's history amid a collection of EAS equipment from several manufacturers, FCC Chairman Reed Hundt said he hoped that the digital alerting system "will endure for decades."

The system, adopted by the commission last month, requires broadcasters to switch existing Emergency Broadcast System gear for a digital system architecture. The digital signal will allow broadcasters to implement a weekly test that is inaudible to listeners, along with a monthly, 8-second test tone. The rules require broadcasters to implement the digital equipment by July 1, 1996, and cable systems to install the gear by July 1, 1997

(BROADCASTING & CABLE, Nov. 14).

Presenting the new system, Hundt also stressed the ability of the digital signals to potentially turn on consumer receivers and deliver an alert. Although the FCC rules impose no such requirements, receiver manufacturers could build products capable of switching on in response to certain digital alert codes, FCC officials and EAS equipment suppliers say. Some FM receivers that incorporate radio data system (RDS) carry the switch-on capability now, although the RDS technology now functions only on FM subcarriers.

Whether using the RDS subcarrier technology or another in-band approach, all of the digital equipment will need to comply with an FCC-mandated set of codes for constructing an alert message. The codes, specified in the newly issued EAS rules, will be similar to those used in National Weather Radio's weather-related automated message encoding (WRSAME) system.

The order—issued with the FCC proposal on wireless cable, SMATV and video dialtone requirements—also cites earlier estimates from equipment maker TFT that EAS decoders will cost about $750, with digital encoders costing about $1,000. "The entire cost of the new EAS equipment to the broadcast industry...could be as low as $8.7 million," the order says. ■

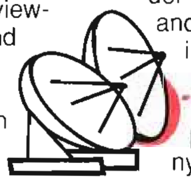
Cutting Edge

By Chris McConnell

C-band transponders continue to sell fast. GE Americom last week said it has leased two C-band transponders on its GE-1 satellite to Fifth Dimension Communications. Fifth Dimension, a provider of computer-aided design and graphic information systems, plans to use the transponders to provide videoconferencing, broadcast television and earth station engineering services. GE Americom plans to launch the GE-1 in 1996.

EZ Communications has created a wholly owned subsidiary that will focus on broadcasting data in the FM spectrum. EZ says its new subsidiary is a direct result of a project exploring digital datacasting with Microsoft. Working with EZ Communications' two Seattle FM stations, KMPS and MZOK, the two companies have been investigating the delivery of data over FM frequencies to specially designed receivers inside PCs. Michael Rau, former senior vice president, science and technology, National Association of Broadcasters, will head the subsidiary.

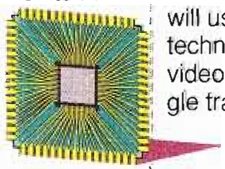
Intelsat has leased four Ku-band transponders to direct-to-home (DTH) service Orbit Communications. Orbit will use the transponders on the Intelsat 704 satellite to deliver DTH service to viewers in Europe and the Middle East. Orbit plans to use compression gear from Scientific-Atlanta initially to deliver a 28-channel program package in English, Arabic and French. Channels will include the BBC World Service in Arabic, Orbit-ESPN Sports, The Discovery Channel, CNN International and premium movie channels. Orbit now provides service from the Intelsat 6 and Arabsat 1D satellites. The Intelsat 704 satellite is slated for a Jan. 10 launch.



Crown Cable has recovered 2,800 of 3,490 cable converter boxes stolen Nov. 20 outside the company's warehouse in Alhambra, Calif. Armed bandits made off with an estimated $1 million in cable boxes after detaining and blindfolding five Crown employees. Crown speculated that the stolen cable boxes would be modified to receive scrambled cable programing. The Alhambra and Los Angeles police departments have arrested eight people suspected in the robbery.

PrimeTime 24 says that on Jan. 1 it will move its PT West CBS affiliate, KPIX San Francisco, from transponder 12 on the Spacenet 4 satellite to transponder 24. The NBC, ABC and Fox affiliates providing programing to PrimeTime 24 will remain at their current positions. The company is making the KPIX shift to provide subscribers with a clearer picture.

Avid Technology has begun shipping Version 5.2 of its Media Composer digital nonlinear editing system. New features of the upgraded software include an improved two-field image resolution called AVR 27. The software also allows for enhanced real-time, two-dimensional digital video effects and software-based multicamera editing. Avid also is shipping Version 5.2 of its Film Composer nonlinear editor, which carries the same system upgrades.



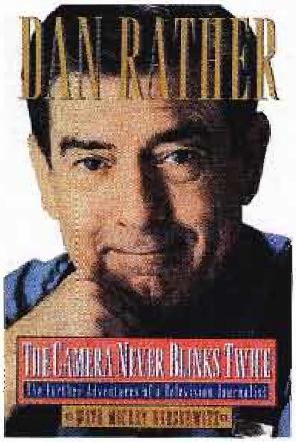
Advent Communications will supply its NewSwift digital satellite newsgathering (SNG) system to Austria's Speedy Funk Television Vienna. Speedy Funk bought the uplink as part of its efforts to offer SNG services to the First German Television Channel and other customers. The NewSwift system includes a 90cm Ku-band uplink antenna that can be mounted on a vehicle roof or stowed in a case as a flyaway system. Speedy Funk, which will put the system into operation on Jan. 1, plans to use the SNG gear for news and other live television transmissions.

Scientific-Atlanta is providing digital video compression equipment to Liberty Sports. Liberty plans to use the compression gear to provide programing to Australis, an Australian wireless cable and cable program distributor. The service, scheduled to begin operation in January, will provide Australis customers with U.S. and international sports and movies. The Scientific-Atlanta system will transmit NTSC and PAL video using the MPEG video compression standard. Liberty Sports initially will use the compression technology to deliver five video channels over a single transponder on the PanAmSat PAS-2 satellite. Liberty will offer two sports services, while Englewood, Colo.-based Encore Media will provide two movie channels. Service on the remaining channels is being negotiated.

BROADCASTING & CABLE'S

Fine Print

A collection of recent books of interest to the Fifth Estate



The Camera Never Blinks Twice: The Further Adventures of a Television Journalist

By Dan Rather
with Mickey Herskowitz
Morrow, $23 cloth

Dan Rather's reign as anchor of the *CBS Evening News* has been a colorful one. No other network broadcast journalist of the past decade has managed to evoke such a strong personal reaction from the viewing public or been more closely scrutinized. Now Rather offers his own recollections of some of the more controversial moments of his career in the newest volume of his autobiography.

The Camera Never Blinks Twice reunites Rather with Mickey Herskowitz, who assisted him with his 1977 book *The Camera Never Blinks*. As in that volume, the writing is crisp and clever, and Rather presents events in a manner that is straightforward and compelling. In the past decade and a half, Rather has covered stories both at home and abroad, from China to Iraq, serving not merely as the standard-bearer of CBS News but as a frontline reporter.

While many people were baffled by Rather's decision to end a *CBS Evening News* broadcast some years ago with the sign-off "Courage," that trait always has been evident in his reporting style. His guerilla reporting in Afghanistan, which he recounts in detail, brought home the Soviet-Afghan conflict in vivid detail; likewise, the memory of the fall of the Berlin Wall is, in many people's minds, linked inextricably with the image of his live, on-scene coverage.

Rather devotes a portion of the book to two of the most notorious moments of his career: the six minutes of dead air during a September 1987 broadcast, and the contentious live interview in 1988 with then-Vice President George Bush. Both are still fresh enough in the public's collective consciousness that Rather's version of events should prove to be of more than passing interest.

Whatever your opinion of him, Dan Rather has led a life worth reading about. **—KR**

A bevy of biographies

In addition to Dan Rather's book, there are a number of biographies or autobiographies of Fifth Estaters on bookstore shelves. Among the selections:

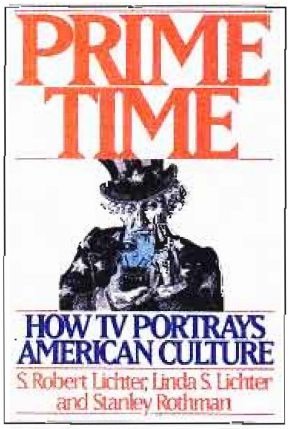
Winchell: Gossip, Power and the Culture of Celebrity by Neal Gabler (Knopf)

Oprah Winfrey: The Real Story by George Mair (Birch Lane Press)

Love, Alice: My Life as a Honeymooner by Audrey Meadows with Joe Daley (Crown Publishers)

Newhouse by Thomas Maier (St. Martin's Press)

Candidly, Allen Funt by Allen Funt with Philip Reed (Barricade Books)



Prime Time: How TV Portrays American Culture

By S. Robert Lichter, Linda Lichter and Stanley Rothman
Morrow, $22.95 cloth

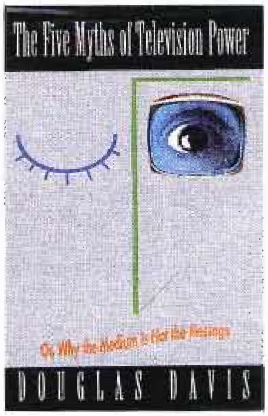
Ever since the advent of television, the medium has been looked upon as a microcosm of American popular culture and daily life. *Prime Time* examines just how closely the characters and events portrayed on the tube have mirrored American behavior and mores over the past 40 years, and the ways in which television has evolved—or at least changed—during that time.

Through examining hundreds of programs—and thousands of episodes—the authors have constructed what they term "the most comprehensive study of life on television that has ever been conducted." *Prime Time* chronicles how TV has gradually improved its representation of American society, and documents, with extensive examples, the evolution of the medium in attitude and maturity.

During its early years, argue the authors, TV was more interested in perpetuating the status quo than in influencing, much less effecting, social change. The TV landscape was, with the very occasional exception, paternalistic and middle class, free of ethnic and racial minorities, divorce, family strife and moral ambiguity. The concepts of right and wrong in the programing of the '50s and early '60s were as black and white as the images that flickered on the set. As the audience became more sophisticated in its tastes, however, the medium began to respond with less conservative fare, and television began its slow evolution from a relatively innocuous form of entertainment to an active participant in the arena of social change.

Not that this process has produced only positive results. Recent TV fare is more violent and prurient than that of a generation ago, say the authors, and not as uniformly optimistic in its outlook; the question of whether Beavis and Butt-head are superior to Beaver and Wally is, to say the least, debatable. Nevertheless, *Prime Time* is an important and scholarly contribution to the continuing dialogue on the importance of TV in our lives. **—KR**

The Five Myths of Television Power, or Why the Medium Is Not the Message



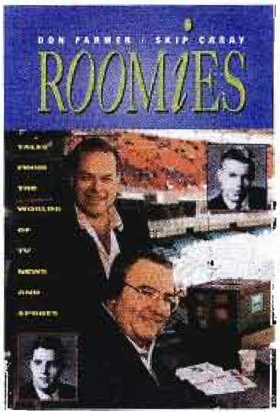
By Douglas Davis
Simon & Schuster, $20 cloth

Critic Douglas Davis takes on Marshall McLuhan's argument that television is an all-powerful monolith. Davis presents five common perceptions of television: TV controls our voting; TV has destroyed our students; TV is our reality; TV pacifies us, turning us into couch potatoes; and we *love* TV. Using criticism, case studies and statistics, he sets out to refute each assumption. His premise: "It is not enough simply to detect TV in crisis. We must understand why the myths surrounding this critical medium flourish even today, in the face of the total collapse of the ideas that once girded the belief in an all-conquering 'mass' medium decisively pacifying a 'mass' society."

He attempts "to persuade the reader/viewer that the medium is *not* the message, that the ultimate power lies here, in his/her eye and mind, not on the 'other' side of the screen." He argues that "TV-as-we-know-it is the fat-bellied Emperor Unclothed, ready to succumb to leaner, looser, more invigorating competition."

Davis uses analysis of TV's coverage of world events to study and challenge these myths and to draw some interesting parallels. In his epilogue, for example, he discusses the fall of communism: "In part the fall of communism caught us short because we underestimated the capacity of moral and intellectual resistance in both the individual and the collective soul.... I have tried to explain how and why we were caught short as well by the fall of network television—or rather, the conviction that the audience deserved nothing better than mass-production programing, sans thought, passion or invention. These two massive errors in judgment and planning are so close, in their fundamental illogic, that they are virtually the same." **—MKM**

A broadcast journalist is often regarded as a glamorous figure, someone whose life is brimming with adventure and excitement. As veteran broadcasters Don Farmer and Skip Carey point out, that's only one small part of the job.



Roomies

By Don Farmer and Skip Carey
Longstreet Press, $18.95 cloth

Roomies, an entertaining collection of anecdotes and reminiscences of life in the public eye, is a joint narrative by Farmer and Carey. The two, former college roommates and graduates of the University of Missouri School of Journalism, pursued divergent career paths—Skip went into sports broadcasting like his legendary father, Harry Carey, while Don entered the news field. Now they work the same town, Atlanta, and this book covers how life in general, and broadcasting in particular, has treated them in the intervening years.

Roomies doesn't shy away from the dangers confronting today's broadcast professional—such as the lack of toilet seats in Cuban hotels, for instance. While not skimping on the more solemn and substantial aspects of reporting at home and abroad, Farmer and Carey keep their pace brisk, their focus tight, and their tongues decidedly in cheek. **—KR**

Quick Read

Jones Cable Television and Information Infrastructure Dictionary, 4th ed.

By Glenn R. Jones
Jones Interactive Inc., $24.95 (book, floppy disk or CD-ROM); $39.95 (book and floppy disk set)

The latest revision of what first appeared in 1988 as the *Jones Dictionary of Cable Television Terminology* is designed to "reflect the convergence of information industries." The book, by the founder and CEO of Jones International (whose interests include cable TV systems and programing, satellites and radio programing), offers 2,900 definitions, including 350 acronyms and 750 cross-references.

In keeping with its multimedia emphasis, the dictionary also is available on 3.5-inch diskettes for Macintosh or IBM Windows and on CD-ROM. Both formats feature 850 "Hot Links," highlighted terms that point the user to related entries, and navigation and search tools.

The Watchful Eye: American Justice in the Age of the Television Trial

By Paul Thaler
Praeger Publishers, $55 cloth; $18.95 paperback

The thesis of this book by the director of journalism and media at Mercy College in New York is that the electronic media have transformed the sober process of justice into an orchestrated media event designed for maximum public exposure.

The Broadcaster's Guide to SBA Loans

By Larry Patrick and Susan Byers
Patrick Communications, $125 cloth

This book is billed as a "comprehensive step-by-step primer on how to determine a company's eligibility; how to apply for the loans; [how to] complete the application forms," and how to construct an effective business plan. It is available from the publisher at 13321 Ridgewood Drive, Ellicott City, MD 21042; 301-596-9814.

The NPR Interviews 1994

Edited by Robert Siegel
Houghton Mifflin, $24.95 cloth; $11.95 paperback

A collection of talks with what NPR describes as "politicians, celebrities, artists, intellectuals and assorted characters who memorably spoke to NPR journalists last year." The roughly 100 conversations are arranged by categories such as science, arts and letters, religion, Washington, America talking and the world. **—MKM**

Classifieds

See last page of classifieds for rates and other information

RADIO

HELP WANTED MANAGEMENT

General Sales Manager. Are you the best sales manager in your city? Can you hire, train, motivate and sell better than your competition? West Coast radio company is seeking candidates who have two - five years or sales management experience with proven track record. Send resume in complete confidence to Box 00237 or fax (213) 465-3635. EOE.

Prism Radio Partners, L.P., a Total Quality Service organization, is accepting applications for a General Sales Manager in Tucson, Arizona. Successful candidates must have a minimum of two years radio sales management experience. Responsibilities include recruiting, training, developing, motivating and monitoring sales department. Strong organizational and people skills essential. Send resume and/or proof of performance to: Mike Shields/Debbie Wagner, P.O. Box 5886, Tucson, AZ 85703. Prism Radio Partners is an equal employment opportunity company.

The best General Manager we ever had is leaving to start his own business. We must replace him soon. Applicants must have previous General Manager experience, be promotionally minded, be hands on, be "doers" and not just "talkers." We don't want a theorist we want results. We offer above average earnings potential and an environment that really allows you to be in charge. We are a group operator and our outgoing manager will highly recommend our company. This is the kind of situation you wish you had now. Reply immediately to Box 00227 EOE.

HELP WANTED TECHNICAL

National Public Radio seeks qualified individual to design, develop and manage various Satellite Earth Terminal projects. Qualified applicant should have a minimum of five years experience in the operation and engineering of broadcast or satellite transmit/receive facilities and equipment, and will have demonstrated an ability to handle full administrative and technical responsibilities for projects in these fields. Knowledge of SCPC technology will be a definite plus. We are looking for a person who can take an idea and turn it into a finished product with minimum supervision. Salary range is 52K. Send cover letter, resume and salary requirements to: National Public Radio, Department of Human Resources - #99, 635 Massachusetts Avenue, NW, Washington, DC 20001. NPR is an equal opportunity employer.

HELP WANTED SALES

4-Station duopoly (soon to be 5) in Medford, Oregon seeking resumes for a sales position and a local sales manager. We have 2 news/talkers, an A/C and an adult CHR. Same owner/operators since 1960. Solid opportunity to move to "God's Country" and join a great radio operation. Send resume to Bob Johnson, KTMT/KCMX Radio, P.O. Box 159, Medford, Oregon 97501 and I'll tell you why more people are moving to Southern Oregon than anywhere else in America.

Account Executive. Herritage urban stations seeks hard hitting, aggressive new business developer with proven track record. Send resume, salary history to: Scott Peters, GM, WVOL/WQQK, P.O. Box 70085, Nashville, TN 37207.

HELP WANTED PROGRAMMING PRODUCTION & OTHERS

Radio Promotion Associate. New position at America's #1 classical and pop standards stations. Work with marketing director to implement contests and staff live events, provide administrative and clerical support and coordinate public relations. Excellent salary and benefits. 2+ years of related experience, preferably in radio promotion. Familiarity with our music a plus. Requires Word for Windows, Quark Xpress, Q & A, strong copywriting, interpersonal and phone skills. Resumes only to: Stephanie Feuer, WQXR/WQEW, 122 Fifth Avenue, New York, NY 10011. No phone calls please. EOE.

HELP WANTED ANNOUNCER

WTMI, South Florida's only commercial classical station is looking for a drive time personality. Good production skills and some knowledge of classical music are required. This position demands stylish, entertaining and friendly delivery. Send resume and tape to: Allen Stieglitz, V.P./G.M., WTMI-FM, 3225 Aviation Avenue, Miami, FL 33133. WTMI is an equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

14 Year Seasoned Small/Medium Market no bull GM available. Station sold, looking for new opportunity. All areas considered. Start-up's and turnarounds my specialty. Former owner who can do it all. Equity situations a plus. Give me the reigns and I'll make your horse a winner! 1-800-827-2483.

Broadcast management veteran seeking AM/FM or FM only. Owner/operator situation. Approximately $1 million or under. Bob Holtan, 3619 Greendale Court, Eau Claire, WI 54701. Phone: 715-831-8110.

GM or Group Management. Valuable experience. Excellent leadership and sales skills for music, talk and sports station, including duopolies. Call Ken Patch at 803-588-9737.

GM/GSM - Hard-working, sales oriented leader will make your station a winner. Call Bob (207)942-1108.

GM - over 13 years with the same company at the most successful station in our group. Secure and stable, but now I need more personal growth. Experienced in all areas especially sales and fiscal control. Sterling references. Reply to Box 00238.

SITUATIONS WANTED PROGRAMMING PROMOTION & OTHERS

Seeking PD position with Oldies or AC. I'm experienced, computer-literate. Let's talk! Jim Ayers. 404/933-0147.

SITUATIONS WANTED ANNOUNCER

Versatile Disc Jockey or News Announcer. Three years experience. Country preferred. Call for demo and resume. Dave 303-278-2169.

TELEVISION

HELP WANTED MANAGEMENT

GENERAL MANAGERS

Growing television group seeks General Manager candidates (women and minorities are encouraged to apply) to be responsible for network affiliates in small to medium sized markets.

Candidates should be bottom-line oriented, with a diversified television background including extensive experience in television broadcast sales, and the ability to develop and execute strategic marketing and programming plans which build long-term relationships with advertisers and viewers. Candidates should also possess sophisticated marketing skills and have a successful track record in aggressive promotion tactics and creative community service projects.

College degree a must. Please send cover letter, resume and salary history to Box 00219. EOE

Local Sales Manager. Fox affiliate seeks individual with four to five years of combined radio and television sales experience. Thorough knowledge and application of co-op, research, vendor, promotions, sports marketing, and client needs analysis a must. Applicant must be creative, organized, willing to learn and grow within our customer and people-oriented company. Resume to Dan Walding, GSM, Fox 68 WSYT, 1000 James Street, Syracuse, NY 13203. EOE/M/F.

Local Sales Manager: KPHO-TV/CBS, a Meredith Broadcasting station and the Southwests newest CBS affiliate, is seeking a Local Sales Manager to lead the local sales and marketing efforts. You must have the ability to motivate and develop people, design and implement sales and marketing programs. Must have a proven record of success in broadcast sales. Previous management experience a plus. Send a resume along with a letter outlining why you are the person for this job and your career objectives. Send resume and letter to: Personnel Manager, KPHO-TV/CBS, 4016 North Black Canyon, Phoenix, AZ 85017.

Due to a Post Office problem, a recent mailing of resumes to **Box 00219** was damaged. Please re-submit your resume to this Box #.

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.

General Sales Manager. Strong single station market is taking applications for a General Sales Manager. Must possess leadership skills, promotional sales ideas, agency and national sales knowledge. Station is ABC with Fox Football. Send resume and success story to Bob Ganzer, General Manager, WHSV-TV, P.O. Box TV-3, Harrisonburg, VA 22801. EOE.

Program Manager. Immediate opening: KIXE-TV Redding seeks a PTV professional for Program Manager. Responsible for programming, production and public information. Bachelors degree required. Previous experience preferred. Excellent benefits. Salary 32-35. EOE. Send application and resume by 1/14/95 to Personnel KIXE-TV, 603 North Market Street, Redding, CA 96003.

Traffic Manager: Independent in top 25 market seeking qualified candidate with minimum of two years experience as a traffic manager in television. Columbine experience desirable. Must have strong organizational and supervisory skills. Excellent communication skills with ability to work effectively within a team. High school diploma required with college degree preferred. Good benefits package. Reply to Box 00233 EOE.

Business Manager/Controller. Orlando CBS affiliate needs person with strong financial, analytical, operational and supervisory skills. Want CPA with minimum 8-10 years Big-6 and broadcasting background. Send resume to Doug Lowe, First Media Television, 400 Perimeter Center Terr #975, Atlanta, GA 30346 or fax to (404)395-1007. EOE.

Local Sales Manager. WMSN FOX 47, Madison, Wisconsin is looking for an experienced leader who can train and lead, sell promotions and rates. Great city; solid, growing station. Inventory control abilities a must, BMP knowledge a benefit. Competitive salary, plus two bonus plans. Good staff in place. Send resume, salary history and letter describing your management style to: Jim Arnold, WMSN-TV, 7847 Big Sky Drive, Madison, WI 53719. WMSN is an equal opportunity employer.

General Sales Manager. KAMR-TV, the NBC affiliate in Amarillo, Texas, has an opening for a General Sales Manager. We are seeking a results-oriented, idea person who knows how to lead. The successful candidate will: have experience in national sales or with rep firm, have a track record of over achieving market shares, know how to create new revenue opportunities, be experienced in inventory control, know how to use sales support tools, be a leader in client/advertiser development, be goal achievement oriented, have excellent people skills. If you meet these qualifications, send resume to General Manager, KAMR-TV, P.O. Box 751, Amarillo, TX 79189. Women and minorities are encouraged to apply. KAMR-TV is an equal opportunity employer. M/F.

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

NY Hispanic TV Station seeks LSM. Previous experience as LSM or supervisor desirable. Knowledge of Hispanic market desirable. Must know television sales and work well with people. Send resume to: WXTV, 605 Third Avenue, NY, NY 10158 or fax to (212) 697-4141; Attn: GSM.

CEO. KBYU-FM/TV Provo/Salt Lake City. Maintain competitive top-50 market programming and production while providing superior education for media students. Graduate degree or equivalent network-level experience, 10 years broadcast experience, 5 years media management. Contact Dr. Griffiths (801) 378-2565 for application. Closing: 31 December 94. KBYU-FM/TV is an equal opportunity employer and especially encourages women, minorities and individuals with disabilities to apply.

HELP WANTED SALES

Account Executive: San Antonio NBC affiliate is searching for an experienced local sales executive with lots of success stories in both local and agency business. In addition to being computer literate you will need to have a strong background in special project and qualitative sales. If you are an aggressive and creative communicator looking to join a major national group, send resume to: Jay Oliver, Sales Manager, KMOL-TV, P.O. Box 2641, San Antonio, TX 78299-2641. Minorities encouraged to apply! No phone calls please.

New Business Account Executive - Clear Channel Communications is interested in talking to professional self starters who can sell the power of television to businesses in Little Rock, Arkansas. You would be presenting KRLT - Fox and KASN - UPN to a dynamic growing marketplace, and a great place to live. This is not a job for someone looking for an established list, we need people who believe in their ability to produce growth for the company, results for our clients and earn exceptional commissions on direct business. Fax a resume, references and a letter explaining why you can do the job. 501-225-0428. We are an equal opportunity employer: minorities are encouraged to apply.

Local Account Executive. WRGT-TV, a Fox affiliate, is looking for an Account Executive with strong customer service and negotiating skills along with a proven track record of new business development. Media sales experience required. Send resume and cover letter to the attention of Dale R. Woods, Local Sales Manager, WRGT-TV, 45 Broadcast Plaza, Dayton, OH 45408. No phone calls please. EOE.

Traffic Manager: WOOD-TV (Grand Rapids, Michigan, 38th DMA) 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 Bob Weinstein, GSM, WOOD-TV, 120 College Avenue, SE, Grand Rapids, MI 49505. (616) 456-8888. EOE.

National Sales Manager. Established Production and Distribution Company currently producing numerous "TV Series," with AFTRA and SAG performers, seeks creative, effective "Pro" who can place these shows with the basic cable channels in US; and also negotiate license agreements for feature films to cable. Position reports directly to the President. Candidates must have a minimum of two years expertise selling to TV and/or cable markets. We offer excellent package of benefits and salary. Fax resume, cover letter, and references to our fax number: 703-941-3463.

NY Hispanic TV Station seeks New Business Development account executive. Experience in TV or broadcast sales required. If you have accounts or contacts that would greatly benefit by advertising to the Hispanic market please contact us. Great growth opportunity. Send resume to: WXTV, 605 Third Avenue, NY, NY 10158 or fax to: (212) 697-4141; Attn: GSM.

Sales Account Executive. Sales Account Executive needed to handle all station/client contact including idea generation; order placement; account maintenance and development of new business. 2 years broadcast sales experience required. Prefer college graduate with computer skills. Must have reliable transportation. Resume: Liz Sexton, KOAT-TV, P.O. Box 25982, Albuquerque, NM 87125. Equal opportunity employer.

HELP WANTED TECHNICAL

CNN HEADLINE NEWS

TELEVISION ENGINEERS

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

Send resumes to:

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

TBS is an equal opportunity employer.

MAINTENANCE ENGINEER

T.V. Station UHF transmitter and studio experience. Maintain 24-hour on-air station. Assist with camera maintenance, transmitter, microwave and Sony Beta Cam SP/Sony LMS. Burbank. Send resume to **Box 00236** EOE.

KCAL-TV IS THE ONE TO WATCH

If it's happening at all, it happens first at **KCAL-TV.** We've set the pace for news broadcasting throughout the state by getting the job done under tight deadline pressure. For people who can take it, there's no end to the recognition you'll receive and the challenging assignments you can expect day after day.

AUDIO MIXER

Requires 5+ years experience as an audio mixer and a background mixing live news, talk shows and remote production in a major market. Must have familiarity with digital audio applications, professional audio consoles with multiple input/output capabilities, microphone placement, foldback and patching techniques. Strong interpersonal skills and the ability to work well under pressure is essential. Prefer a background as a PA mixer and the capability to mix large bands, RF microphones and audio post production.

POST PRODUCTION EDITOR

Requires 5+ years experience as an on-line editor and familiarity with GVG 251 editor, GVG 200-2 switcher, GVG DPM-700 DVE, Sony Beta SP, AMPEX VPR-3 W/Zeus, Sony D2 tape machines and DDR. Prefer a background with AMPEX ACE EDITOR, AMPEX CENTURY SWITCHER, nonlinear editing systems, DVE with K-Scope and ADO, as well as in creative editing for promo spots, sales presentations and talk shows.

MAINTENANCE ENGINEER

Requires 10+ years experience as a television maintenance engineer including maintaining Chyron systems, Ikmegami cameras, post production editors, video switchers, RTS intercom systems and digital video systems. Must have a background in system design, equipment specification/installation, Autocad and training. The ability to work well under high pressure is essential. Prefer a BSEE degree, experience in Quantel and telephone systems maintenance and SBE certification.

TECHNICAL DIRECTOR

Requires 5+ years experience as a technical director in a major market in live news, talk shows and remote productions and a background in crew management and with GVG 300. Must work well under high pressure. Prefer a demonstrated knowledge of GVG Kaleidoscope, Ampex ESS Still Store, Quantel Still Store and Abekas DVE.

ENGINEER

Requires knowledge of graphic production for television and newscast production, excellent organizational skills and the ability to work well under pressure. Prefer operation interface knowledge of Grass Valley 300 switcher, Kaleidoscope, Videotape, Quantel Paint Box and Chyron Infinit! Graphic editing expertise.

We offer a salary commensurate with experience and outstanding benefits. Please send resume and salary history to: **Human Resources, KCAL-TV, Dept. BC, 5515 Melrose Ave., Los Angeles, CA 90038. FAX (213) 460-5019. NO PHONE CALLS PLEASE. Job Hotline (213) 960-3770.** Equal Opportunity Employer.

California 9
KCAL TV • LOS ANGELES

Part of the Magic of
The Walt Disney Studios©

MASTER CONTROL OPERATOR

Minimum 5 years experience and FCC license required. Midnight shift. Send resume to **Box 00235** EOE.

Chief Engineer: Independent in top 25 market seeking qualified candidate with minimum of three years experience as Chief or Assistant Chief with demonstrated supervisory skills. Hands on UHF transmitter and studio maintenance experience. Good written and oral communication skills with ability to work effectively within a team. Knowledge of computer systems desirable. High school diploma required with engineering degree preferred. Good benefits package. Reply to Box 00234 EOE.

WDSU-TV in New Orleans is seeking a Technician with a minimum of three years of broadcast experience with an emphasis on maintenance and operation of ENG vehicles. CDL license and experience with operation of a satellite news vehicle a plus. Send resume and salary history to Carolyn Simmons, WDSU-TV, 520 Royal Street, New Orleans, LA 70130. EOE.

WDSU-TV in New Orleans is seeking a professional with a strong sense of leadership, maintenance, VHF transmitters and operations for the position of Assistant Chief Engineer. To qualify, you must have technical school or college, 5+ years management or supervisory experience in a television station. BSEE, SBE certification. AutoCad experience and/or TV audio and video design are preferred. Send resume and salary history to Carolyn Simmons, WDSU-TV, 520 Royal Street, New Orleans LA 70130. EOE.

Maintenance Engineer, WLWT/5, (NBC) Cincinnati. Experience in studio and RF maintenance, as well as in facility design and installation. FCC General. SBE certification preferred. Resume to: Jerry Plemmons, V.P. Engineering, Multimedia Broadcasting, 140 West 9th Street, Cincinnati, Ohio 45202. EOE.

Transmitter Supervisor. KUSI-TV, San Diego's fastest growing station, is seeking an experienced RF Engineer that possesses both UHF transmitter and studio equipment maintenance abilities. Great opportunity for an experienced individual who is seeking new responsibilities. Send resume (no phone calls please) to: KUSI-TV, Personnel/Transmitter Supervisor, P.O. Box 719051, San Diego, CA 92171. EOE.

Master Control Operator needed for UHF station in Los Angeles. Must have at least 2 years experience familiar with GV switcher, 3/4 and Beta vcrs, sat downlink, traffic logs and knowledge of remote operation of transmitter. Fax resume to (310) 479-8118, KSCI-TV 12401 West Olympic, LA, CA 90064. Attn: Sara Marroquin. EOE.

BLIND BOX RESPONSE

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

HELP WANTED NEWS

WUTR-TV is seeking an Anchor-Producer. Individual will be responsible for gathering, writing and presenting information as seen in daily news broadcasts. Must have a B.A. in Communications/ Journalism or related field. Must also have excellent communication skills and will work the 6PM and 11PM newscasts. Send resume and tape to Gene Brink, News Director, WUTR-TV, Smith Hill Road, Utica, New York 13503. No phone calls please.

Morning Co-Anchor/Reporter: One of the nation's top 40 network affiliate stations located in the south is looking for a Morning Co-Anchor/ Reporter for our one hour morning show. Must be able to anchor news segments and live interviews will also be utilized as a General Assignment Reporter. Send resume and non-returnable tape to: Personnel Director, KENS-TV, P.O. Box TV-5, San Antonio, TX 78299. No phone calls please. We are an equal opportunity employer.

General Assignment Reporter: CBS affiliate TV, Anchorage, Alaska. Must be aggressive at digging up stories with good writing skills. A journalism degree and a valid drivers license is required. Minimum of 1 year experience. Salary DOE. Send non--returnable tape and resume to K. Ferrell, KTVA-TV, 1007 West 32nd Avenue, Anchorage, AK 99503. Closing date 12/24/94. EOE.

Graphic Artist - WABC-TV, New York seeks a highly qualified full time computer graphic artist. Experience with Quantel Paintbox, Digital F/X and Harris Still Store is required. News graphics experience and ability to handle tight deadlines is a must. Send resume and tape to: Karl Hassenfratz, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are an equal opportunity employer.

Immediate opening for creative and personable editor. D-2, 1-inch, Avid and ADO experience preferred. 3 years editorial experience required. Send reel, resume and salary requirements to: Operations Manager, Production Masters, Inc., 321 First Avenue, Pittsburgh, PA 15222.

Sports Reporter/Anchor-- Shoot, report and anchor as needed. Applicants must be proficient videographers and have television reporting and anchoring experience. Resumes/tapes before December 23 to Judy Baker, WCYB, 101 Lee Street, Bristol, VA 24201. No phone calls. EOE/M/F/H/V.

Sports Anchor/Reporter. Seeking a sports fan who can go beyond scores and highlights to make sports fun and meaningful to all viewers. Ideal candidate should have knowledge of a broad variety of sports, must be a good writer, and have a pleasant on-air presence. Responsibilities include reporting sports three weekdays, anchoring sports on the weekend, and occasional fill-in sports anchoring Monday thru Friday. Knowledge of ENG a must. Minorities and women urged to apply. Send resume and non-returnable tape to Lloyd Winnecke, News Director, WEHT-TV, P.O. Box 25, Evansville, IN 47701. EOE - M/F/D.

NYC Regional Independent seeks additional staff: General Assignment Reporter and Sports Anchor. Must be willing to pay your dues for advancement. Must be superb storyteller with experience and college degree. No calls. Tape and resume to Warren Otto, News Director, WTZA-TV, 721 Broadway, Kingston, NY 12401. EOE.

WSB-TV, Atlanta, has an immediate opening for a Photographer/Editor in our award-winning Local Programming department. To get this job, you must be able to show on your resume tape strong shooting, editing and lighting skills in the news magazine/documentary style. You must have worked as a P/E in mid-to large markets for the last 5 years. You must be willing to have a flexible schedule and have the ability to deal well with people. This job is a lot of work, but it is also a great opportunity for the`right person. EOE. No phone calls, please. Your tape speaks for you on the first round, so blow me away! Deadline: December 31, 1994. Mark Engel, WSB-TV, 1601 West Peachtree Street, NE, Atlanta, GA 30309.

News Anchor - WCBD-TV in beautiful Charleston is looking for the right co-anchor for our Emmy winning, Edward R. Murrow winning newscast. Person will also produce investigative reports. Not for beginners. 3/4" non-returnable tape, resume and references to News Anchor, WCBD-TV, P.O. Box 879, Charleston, SC 29402. EOE, M/F, drug test mandatory. Prior applicants need not apply. Phone calls will disqualify you.

News Photographer. News Photographer wanted at KOAT-TV, Albuquerque's #1 ABC affiliate in beautiful 49th DMA Southwest market. Must be "fast mover," who doesn't mind evening and weekend duty and who likes to edit his/her own work. We've got a chopper, 2 live units and an SNG truck is on the way. College degree and 2 years experience preferred. Resume and tape: Dave Mathews, KOAT-TV, P.O. Box 25982, Albuquerque, NM 87125. Equal opportunity employer.

Producer - *Excellence* If you truly understand what this word means read on. National TV news service in Central Florida seeks producer. Law enforcement/criminal justice background a plus. Detail oriented, strong research and writing skills and the ability to work in a fast paced environment are a must. Send non-returnable tape to Ivanhoe Broadcast News, 401 South Rosalind Avenue. Orlando, FL 32801 with resume and your definition of excellence.

Senior Writer/Producer - Handle news and program promotion including promotion for weekly prime time news magazine show. Experience in writing and producing news series promotions; location production (tape and film) including directing; design and post graphic animation; previous station and/or ad agency experience essential. Send resume to Steve Miller, KYW-TV, Independence Mall East, Philadelphia, PA 19106. EOE, M/F, ADA.

Reporter/Anchor - WCBD-TV in beautiful Charleston seeks an aggressive journalist to produce general assignments and investigative reports. College degree, prior commercial television experience preferred. 3/4" non-returnable tape, resume and references to News Director, WCBD-TV, P.O. Box 879, Charleston, SC 29402. EOE, M/F, drug test mandatory. Prior applicants need not apply. Telephone calls will disqualify you.

Reporter. The award-winning Fox 45 News at Ten in Balitmore is looking for an experienced news reporter. We're looking for a storyteller who knows how to use pictures and sound to stand apart from the rest. Send a few of your best stories, as well as all of your stories from last week to: Joe DeFeo, News Director, WBFF-TV, 2000 West 41st Street, Baltimore, MD 21211. Non--returnable tapes only. No phone calls. Equal opportunity employer.

Producer. Fox 45 News At Ten is looking for a special project producer with strong legal research and writing ability. Key candidate would have broadcasting as well as legal experience. Send resume and non-returnable tape to: Joe DeFeo, News Director, WBFF-TV, 2000 West 41st Street, Baltimore, MD 21211. No phone calls. Equal opportunity employer.

Weathercasters, news anchors and reporters who are ready for top 40 markets. Expanding talent agency still looking for qualified candidates. Send 3/4" or VHS tape to Talent Agency, P.O. Box 14772, Chicago, IL 60614.

Storytellers - Medstar Communications needs a reporter/producer who can spin a tale, get the facts right and make our medical news reports sizzle. If you like to write, if you like to travel, if you have a sense of humor, and a sense of humanity, send us your reel. 1-2 years experience essential, on-air experience a plus. We'll teach you the rest. Resumes and non-returnable tapes to: Medical Reporter, Medstar Communications, 5920 Hamilton Boulevard, Allentown, PA 18106. Absolutely no calls please. EOE.

HELP WANTED PROGRAMMING PRODUCTION & OTHERS

Graphic Designer - Strong illustration and graphic design skills. Knowledge of graphic production, post-production, and animation (Quantel V-Series, Quantel Picturebox, Infinit CG, DFX DL, and McIntosh Quandra). Knowledge of video production as related to broadcast graphic production. 3-5 years experience as broadcast designer in major TV market. College degree in graphic design or related area preferred. Send resumes to Adrianne Anderson, Art Director, KYW-TV, Independence Mall East, Philadelphia, PA 19106.

Producer TV. (NYC). Responsible for overall development and direction of productions. Oversee operation of equipment and film biographical series and edit. Give work directives and generally oversee personnel and administrative problems. Prepare scripts. Must have produced a biographical documentary of one hour duration and have used text database in the editing process. 8 years experience. 40 hpw. 9-5pm. $38,792.00 pa $27.00 overtime. Job location New York, N.Y. To apply send resume or letter describing qualifications in duplicate to: #RAF 1218, Room 501, One Main Street, Brooklyn, NY 11201.

Producer/Editor. WXIN-TV Fox 59 seeks a Producer/Editor. The qualified candidate will possess strong creative writing and conceptual skills, proficiency with 3/4", Beta and CMX editing, knowledge of ADO and DVE, general lighting and shooting skills and two years television promotion experience with independent or Fox affiliate preferred. Quantel Paintbox experience helpful. College degree or equivalent in experience. Responsibilities will include, among others, the ability to conceive, write, produce off-line edit and post produce on-air video pieces, tag and post weekly episodics and cart on-air promos. Candidate must be a good communicator and have the ability to direct talent. For consideration, send cover letter, resume and 3/4" tape immediately to: Judy Paluso, Promotion Manager, WXIN, 1440 North Meridian Street, Indianapolis, IN 46202. No phone calls please. EOE.

Producer/Director - Top 25 network affiliate located in a great southern growth market looking for a creative individual who loves directing news and live programs. Previous experience directing news is essential. An Equal Opportunity Employer. Send resume with salary requirements to Box 00091 EOE.

Videographer/Editor. Three years EFP/Editing experience. Strong lighting skills a must! Looking for a team player. Send tape and resume, Tom Macmillan, WSET-TV, P.O. Box 11588, Lynchburg, VA 24506-1588. No phone calls. EOE.

Television by design in Atlanta seeks D/FX Composium editor/animator. Must have at least 5 years television experience and possess an advanced understanding of television production. Editing and/or compositing emphasis with graphic design skills is preferred. For immediate consideration, send your material to 3277 Roswell Road, Suite 714, Atlanta, GA 30305. Fax: (404) 355-3226. EOE.

Production Operations Manager: WAGM-TV seeks an efficient team player who has hands-on experience in all aspects of commercial TV, news, promotions, P.S.A.'s, special programs. Three years experience in broadcasting necessary. Small market TV; big rewards for someone who's motivated and serious about getting the job done. Send resume and salary history to: Cathy Donovan, Station Manager, P.O. Box 1149, Presque Isle, ME 04769.

Manager of graphics, video and animation department at a digital production studio for interactive media. Supervise artists and department personnel involved with 3D and Mac production, live production, and out-of-house post production. Work with producers to plan production design, schedule resources and artists, plan facilities, investigate new production tools. Send resume to 212-387-4880.

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.

Consumer Promotions Manager. USSB is looking for applicants with 5-10 years experience, for developing and executing all forms of promotional programs. Promotion experience or relevant experience within the PPV, home video or broadcasting industry preferred. Development of the brand's annual promotional plans in keeping with the approved strategic objectives. Execution of all promotional programs and promotional events. Management of the development and distribution of all promotional materials. Coordination of promotional activity with programming partners, DSS partners and the trade marketing group. Plan and manage all aspects of promotional budget. Coordinating with on-air promotions manager to execute on-air aspects of promotions. Submit resumes to: Amy J. Stedman, EEO - 148-94, USSB, 3415 University Avenue, St. Paul, MN 55114. No phone calls please. Equal opportunity employer.

On-Air Programming and Promotions Manager. USSB is looking for applicants with 5-10 years experience, for monthly management of Channel 999 (a proprietary brand information channel) in concert with brand strategic direction and promotional needs. On-air brand identity which will involve all editing, integration and management of interstitial spots as well as high involvement in the development, integration and use of any USSB 'station identification' creative. Identifying, developing and executing all on-air promotional activity focused at the subscriber base. Involvement with and assistance in the development and execution of brand marketing TV creative and production. Cross channel promotional activity and on-screen menu updating. Submit resumes to: Amy J. Stedman, EEO, 147-94, USSB, 3415 University Avenue, St. Paul, MN 55114. No phone calls please. Equal opportunity employer.

Promotion Producer-- Write, shoot and edit promos. Applicants must be proficient videographers, accomplished editors and creative writers. Post production and graphics experience a plus. Resumes before December 23 to Judy Baker, WCYB, 101 Lee Street, Bristol, VA 24201. No phone calls. EOE/M/F/H/V.

Promotion Producer. Become the newest member of a powerhouse team. Tampa Bay's United/Paramount affiliate has an immediate opening for a Promotion Producer. If you are an exceptional writer and a production whiz, we want to hear from you. Send resume and killer reel to: Jonathan Katz, WTOG-TV, 365 105th Terrace N.E., St. Petersburg, FL 33716. (No phone calls accepted) EOE.

Community Affairs/Promotions Manager for a mid-sized market, mid-South CBS affiliate. Opening effective February 1, 1995. Applicant should possess a strong desire for community service, understand television production techniques and be willing to concentrate on news promotion. Please send complete resume with salary requirements to Box 00232 EOE. Experience preferred. All minorities encouraged to apply.

SITUATIONS WANTED NEWS

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.

For all your Classified Needs call Antoinette Fasulo
Tel: 212.337.7073 • Fax: 212.206.8327

HELP WANTED RESEARCH

RESEARCH DIRECTOR

Major station in major market has immediate opportunity for individual with at least 3 years experience in major market TV, agency or rep firm. Thorough knowledge of ratings and current research sources; PC proficiency; strong analytical, creative problem solving, and verbal and written presentation skills; good interpersonal skills. Bachelors degree required. Rush resume and salary requirements to:

MARY TALLEY,
PERSONNEL DIRECTOR
WTTG/FOX-TV
5151 WISCONSIN AVENUE, NW
WASHINGTON, DC 20016 *EOE/M/F/D/V*

Manager of Research. USSB is looking for applicants with 5-10 years experience in consumer research - industry research experience preferred. Planning and executing all forms of quantitative exploratory research to uncover marketing insights and marketing opportunities (A&U, tracking studies). Coordinate and manage cooperative research with programmers. Establish and conduct qualitative focus groups to probe various consumer and subscriber issues. Conduct on-going subscriber database research and analysis. Establish and conduct subscriber attitudinal and behavior tracking studies. Subscriber segmentation and monitoring by package level and on the basis of geography, demographics and psychographics. Analysis of various kinds of data as it relates to advertising, direct response and other consumer promotion activities including creative and media research. Monitor competitive information, programming trends and develop an on-going market intelligence plan. Submit resumes to: Amy J. Stedman, EEO - 149-94, USSB, 3415 University Avenue, St. Paul, MN 55114. No phone calls please. Equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

Hispanic Manager with solid record in production and program development. Bilingual broadcasting credits (with Academia) in public and private industry. Confidential inquiries suggested: (818) 772-5361, 885-2872, rsoto@huey.csun.edu.

PLEASE NOTE!!!

Due to the Christmas holiday, the Classified Section closing for the 1/2/95 issue is **Thursday, 12/22 at 5PM.**

VIDEO SERVICES

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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CABLE

HELP WANTED NEWS

Associate Producer/Reporter - National Jewish weekly cable news program seeks qualified applicant to report, edit videotape and co-produce news, public affairs show and news documentaries. Must possess good writing and on camera skills. An understanding of Israel, the Middle East and Jewish issues is a plus. Send resume and demo tape to: Director of Production, 9021 Melrose Avenue, Suite 309, Los Angeles, CA 90069. No calls please.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Communication/Journalism. Keene State College invites nominations and applications for this Fall 1995 faculty position. All faculty are expected to demonstrate teaching excellence and broad institutional commitment. Teach Introduction to Communication, Broadcast Journalism, and one or more of the following areas of specialization: News Writing for Newspapers, Radio Journalism, or Media Operations. Qualifications: PhD or other appropriate terminal degrees required; college teaching experience preferred. Position includes a four-course teaching load per semester, academic advising, curriculum development, and committee service. Rank and salary dependent upon qualifications. Minimum for Assistant Professor: $33,230. Terminal degree required for appointment at Assistant rank and for tenure. Review of applications begins January 31, 1995 and will remain open until position is filled. Send letter of application, resume and three letters of reference to: Gaynelle Pratt, Office of Human Resources Management, Keene State College, 229 Main Street, Keene, NH 03435-1604. Keene State College is an affirmative action/equal opportunity employer.

Baylor University. The Department of Communication Studies at Baylor University invites applications for an assistant professor in Telecommunication. This is a tenure track position, requiring an M.F.A. in Telecommunication or related field. Responsibilities include teaching classes in film style production, studio production, and other areas of interest. This person should pursue a systematic program of creative endeavor culminating in the production of artifacts for juried competition. Applicants should be willing to develop undergraduate and graduate courses and direct graduate theses. Salary is competitive depending on education and experience. Applicants should submit a letter of application, complete VITA, and three letters of recommendation by January 15, 1995 to Dr. Lee R. Polk, Chair, Department of Communication Studies, Baylor University, P.O. Box 97368, Waco, TX 76798-7368. Baylor is a Baptist university affiliated with the Baptist General Convention of Texas. As an affirmative action/equal employment opportunity employer, Baylor encourages minorities, women and persons with disabilities to apply.

Graduate Assistants (9), Miami University, in Mass Communication Master's degree programme. The following assistantships are available: (1) work for WMUB FM, full time 24.5 Kw NPR affiliate, Big Band-Jazz-News format - 2 positions in news, 1 position in operations, 1 position in marketing. (2) 4 positions as teaching and research assistants. (3) 1 position as video production assistant for educational access cable channel. Stipends for 1995-96 academic year approximately $7,300, plus fee waiver. 3.0 GPA required. Send letter of inquiry immediately to Dr. David Sholle, Williams Hall, Miami University, Oxford, OH 45056. AA/EOE.

HELP WANTED MANAGEMENT

Oregon Association of Broadcasters. Executive Director needed to head state broadcast trade group. Must have background in commercial broadcasting, strong oral and written communication skills, be bondable and work well with volunteers. Salary, $40,000. Send resume and cover letter by 1/15/95 to OAB, P.O. Box 20037, Portland, OR 92770. EOE/M/F.

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Need a 55 to 60 KW UHF Transmitter (complete), Antenna: Skull Pattern turned to 36., Michael A. Hershman, 5430 LBJ Freeway, Suite 1260, Dallas, TX 75240 (214) 770-2257.

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6 kilowatt with CP to upgrade to 50,000 watts covering Little Rock, AR and surrounding areas. $1.5 million. Negotiable for cash. Call Hope Lyons 804-622-4600, Fax 804-627-8079.

3 kilowatt with CP to upgrade to 50,000 watts covering Jackson, MS and surrounding areas. $1.5 million. Negotiable for cash. Call Hope Lyons 804-622-4600, Fax 804-627-8079.

3,000 watt FM with 25,000 wall CP upgrade plus 6 kilowatt FM, both covering Columbia, S.C. and surrounding areas. $4 million. Negotiable for cash. Call Hope Lyons 804-622-4600, Fax 804-627-8079.

50,000 watt CP covering Selma, Montgomery and surrounding areas. $250,000. Negotiable for cash. Call Hope Lyons 804-622-4600, Fax 804-627-8079.

EDUCATIONAL SERVICES

On-camera coaching: Sharpen TV reporting and anchoring/teleprompter skills. Produce quality demo tapes. Resumes. Critiquing. Private lessons with former ABC News correspondent. 914-937-1719. Julie Eckhert, ESP

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National Sports Jobs Weekly. The Sports Industry's Employment Journal. Media, Administration, Marketing. 8 weeks - $48. Call (800) 339-4345.

Entry level TV News Reporter hot lead sheet. $5.50-1 week, $19.95-4 weeks. MCS, Box 502, Santa Ysabel, CA 92070. 619-788-1082.

Just For Starters: Entry-level jobs and "hands-on" internships in TV and radio news. National listings. For a sample lead sheet call: 800-680-7513

PROGRAMMING WANTED

TV Programs Bought for Export: Movies and TV programs always wanted by Japanese stations. Entertainment, documentaries and all types; new and old. Need 1/2" demo with synopsis. Feel free to contact: JBS at (213) 888-0298; Fax-0318.

PLEASE NOTE!!!

Due to the Christmas holiday, the Classified Section closing for the 1/2/95 issue is
Thursday, 12/22 at 5PM.

FINANCIAL SERVICES

Immediate Financing on all broadcasting equipment. If you need $2,000-$500,000. Easy to qualify, fixed-rate, long term leases. Any new or used equipment & computers, 100% financing, no down payment. No financials required under $50,000, refinancing existing equipment. Call Mark Wilson at Exchange National Funding 800-275-0185.

PUBLIC NOTICE

The Public Broadcasting Service National Program Policy Committee will meet at noon on January 12, 1995 and at 9:00 a.m. on January 13, 1995 at the PBS offices, 1320 Braddock Place, Alexandria, Virginia. The tentative agenda includes the 1994 National Program Service evaluation, the report of the Task Force on Program Pricing and Membership Policies, and other business.

BROADCASTING & CABLE'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to BROADCASTING & CABLE, Classified Department, 245 West 17th Street, New York, NY 10011. For information call (212) 337-7073 and ask for Antoinette Fasulo.

Payable in advance. Check, money order or credit card (Visa, Mastercard or American Express). Full and correct payment must be in writing by either letter or Fax (212) 206-8327. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

New Deadline is Monday at 5:00pm Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will run if all information is not included. No personal ads.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement. Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: $1.85 per word, $37 weekly minimum. Situations Wanted: 95¢ per word, $19 weekly minimum. Optional formats: Bold Type: $2.15 per word, Screened Background: $2.30, Expanded Type: $2.85 Bold, Screened, Expanded Type: $3.25 per word. All other classifications: $1.85 per word, $37 weekly minimum.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD etc., count as one word each. A phone number with area code and the zip code count as one word each.

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: $160 per inch. Situations Wanted: $80 per inch. Public Notice & Business Opportunities advertising require display space. Agency commission only on display space (when camera-ready art is provided). Frequency rates available.

Blind Box Service: (In addition to basic advertising costs) Situations Wanted: No charge. All other classifications: $20 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING & CABLE will now forward tapes, but will not forward transcripts, portfolios, writing samples, or other oversized materials; such are returned to sender. Do not use folders, binders or the like. Replies to ads with Blind Box numbers should be addressed to: Box (number), c/o Broadcasting & Cable, 245 W. 17th Street, New York, NY 10011

Confidential Service. To protect your identity seal your reply in an envelope addressed to the box number. In a separate note list the companies and subsidiaries you do not want your reply to reach. Then, enclose both in a second envelope addressed to CONFIDENTIAL SERVICE, Broadcasting & Cable Magazine, at the address above.

For subscription information call 1-800-554-5729.

For the Record

NEW STATIONS

Dreamland, AZ (BPED941117MD)—American Family Association seeks 89.1 mhz; 1 kw; ant. 200 m. Address: P.O. Drawer 2440, Tupelo, MS 38803. Applicant is headed by Donald Wildmon and owns WQST-AM-FM Forrest, Miss., and KCFN(FM) Wichita, Kan.

Payson, AZ (BPH941122MW)—Redwood Broadcasting seeks 101.1 mhz; 88 kw; ant. 315 m. Address: P.O. Box 3463, Payson, AZ 85377. Applicant is headed by John Power and has no other broadcast interests.

Sebastian, FL (BPED941208MA)—Star Radio Inc. seeks 95.9 mhz; 25 kw; ant. 100 m. Address: P.O. Box 33805, Indiatlantic, FL 32903. Applicant is headed by William Lacy and has no other broadcast interests.

Warrenton, GA (BPH941122MQ)—Don and April Beard seek 93.1 mhz; 25 kw; ant. 100 m. Address: 1537 Flagler Rd., Augusta, GA 30909. Applicant has interests in WRDW(AM) Augusta, Ga.

Galatia, IL (BPH941205MB)—Southern Illinois Broadcasting seeks 98.9 mhz; 6 kw; ant. 100 m. Address: RR#2, Harrisburg, IL 62946. Applicant is headed by Lynn Turner and Robert Romonosky and owns WEBQ(AM) Harrisburg and WEBQ(FM) Eldorado, both Illinois.

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.

Evansville, IN (BPH941122MS)—TSB II Inc. seeks 107.5 mhz; 3.2 kw; ant. 92 m. Address: P.O. Box 3353, Evansville, IN 47732. Applicant is headed by Alan Brill and owns KQWB-AM-FM Fargo, N.D./Moorhead, Minn.; WEBC(AM)-WAVC-FM Duluth, Minn.; WAGO(AM) Reading and WIOV-FM Ephrata, both Pennsylvania; KLIK(AM)-KTXY-FM Jefferson City and KZMO-FM California, both Missouri; KUAD-FM Windsor, Colo., and WOMI(AM)-WBKR-FM Owensboro, Ky.

Evansville, IN (BPH941121ML)—The BS Infobahn Co. seeks 107.5 mhz; 3 kw; ant. 79 m. Address: 1990 M St. NW, Ste. 510, Washington, DC 20036. Applicant is headed by Arthur Belendiuk and has interests in WRAV-FM Ravena, NY.

Hutchinson, KS (BPH941121MJ)—Eagle Communications Inc. seeks 97.1 mhz; 25 kw; ant. 100 m. Address: 2703 Hall, Ste. 15, Box 817, Hays, KS 67601. Applicant is headed by Robert Schmidt and owns KWBW(AM)-KHUT(FM) Hutchinson, KS.

Hutchinson, KS (BPH941122MO)—Frank Copsidas Jr. seeks 97.1 mhz; 25 kw; ant. 100 m. Address: 634 Antone St., Atlanta, GA 30318. Applicant owns KTOZ-FM Marshfield, Mo.; WCHZ(FM) Harlem, Ga., and KCWX(FM) Columbia Falls, Mont.

Hutchinson, KS (BPH941122MU)—Shank Communications Co. Inc. seeks 97.1 mhz; 13.4 kw; ant. 137.3 m. Address: 611 E. 42nd St., Hutchinson, KS 67502. Applicant is headed by Vicki Shank and has no other broadcast interests.

Beaver Dam, KY (BPH941122MM)—Charles Anderson seeks 100.7 mhz; 6 kw; ant. 100 m. Address: 1519 Euclid Ave., Bowling Green, KY 42103. Applicant has no other broadcast interests.

Winslow, ME (BPH941122MY)—Light of Life Ministries Inc. seeks 95.3 mhz; 5.35 kw; ant. 106 m. Address: P.O. Box 332, Litch-

Datebook

JANUARY

• **Jan. 5-7**—4th annual ShowBiz Expo East, presented by ***Advanstar Expositions.*** New York Hilton & Towers, New York City. 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) 843-7572.

Jan. 12—***Associated Press Television-Radio Association of California-Nevada*** roundtable discussion on Hispanic media issues. Radisson Hotel, San Diego. Contact: Rachel Ambrose, (213) 626-1200.

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

Jan. 14—***Associated Press Television-Radio Association of California-Nevada*** regional seminar on "The Digital Revolution." KESQ-TV, Palm Desert. Contact: Rachel Ambrose, (213) 626-1200.

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

Jan. 18-20—Mobile Communications '95 Conference, presented by ***Frost & Sullivan.*** Westin Hotel-Galleria Dallas, Dallas, Tex. Contact: Conference Division, (800) 256-1076.

Jan. 19—***Federal Communications Bar Association*** luncheon featuring FCC Commissioner Rachelle Chong. Washington Marriott Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

Jan. 20—The ***New York Festivals*** 1994 International Television Programing 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—***Nebraska Broadcasters Association*** 1995 state legislative reception. Cornhusker Hotel, Lincoln, Neb. Contact: Dick Palmquist, (402) 333-3034.

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

Jan. 24-25—***South Carolina Cable Television Association*** annual winter meeting. Adams Mark Hotel, Columbia, S.C. Contact: Nancy Horne, (404) 252-2454.

Jan. 26-27—***Alfred I. duPont-Columbia University Forum,*** Columbia University, New York. Contact: (212) 854-5047.

• **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.

Jan. 30-31—Third annual Midwest Broadcasters Conference and Broadcast Electronics Trade Show, sponsored by the ***Minnesota Broadcasters Association.*** St. Paul Radisson Hotel, St. Paul, Minn. Contact: (612) 926-8123.

FEBRUARY

Feb. 7—***American Women in Radio and Television's*** Congressional Reception. The House Cannon Room, Washington, D.C. Contact: Tiffany Morrison, (202) 414-2095.

Feb. 7-8—***Cable Television Association of Georgia*** annual convention. Westin Peachtree Plaza Hotel, Atlanta, Ga. Contact: Nancy Horne, (404) 252-4371.

Feb. 8-9—***North Carolina Cable Television Association*** winter meeting. Sheraton Imperial, Raleigh-Durham, N.C. Contact: Laura Ridgeway, (919) 821-4711.

Feb. 8-9— Asia Pacific TV programing conference sponsored by ***Kagan World Media Ltd.*** The New York Helmsley, New York City. Contact: Genni Russell, (408) 624-1536.

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.

Feb. 14-15— Asia Pacific TV programing conference sponsored by ***Kagan World Media Ltd.*** Hotel Conrad, London. Contact: Genni Russell, (408) 624-1536.

Feb. 14-15— Interactive advertising forum, sponsored by ***Kagan Seminars Inc.*** The Park Lane, New York City. Contact: Genni Russell, (408) 624-1536.

Feb. 15-17—***Broadcast Cable Credit Association*** seminar. Scottsdale Hilton, Scottsdale, Ariz. Contact: Cathy Lynch, (708) 296-0200.

APRIL

• **Apr. 3-5**—Cable & Satellite 95 conference and exhibition, sponsored by ***Reed Exhibitions.*** The Grand Hall at Olympia, London. Contact: 081 948 9800.

• **Apr. 10-11**—***Television Bureau of Advertising (TVB)*** annual sales and marketing conference. Las Vegas Convention Center, Las Vegas. Contact: Robert Romano, (212) 486-1111.

• **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**

field, ME 04350. Applicant is headed by Raymond Bouchard and has no other broadcast interests.

Tawas City, MI (BPH941121MQ)—Patricia Mason seeks 103.3 mhz; 6 kw; ant. 100 m. Address: 1862 Julie St., East Tawas, MI 48730. Applicant has no other broadcast interests.

Nisswa, MN (BPH941121MH)—BDI Broadcasting Inc. seeks 93.3 mhz; 100 kw; ant. 300 ft. Address: Big Trout Lake, Pine River, MN 56474. Applicant is headed by Louis Burton Jr. and owns WJJY-FM Brainerd, KIKV-FM Alexandria and KBUN(AM)-KBHP(FM) Bemidji, all Minnesota.

Pillager, MN (BPH941121MI)—Morrill Olson seeks 95.9 mhz; 6 kw; ant. 100 m. Address: 8408 40th Ave. N., New Hope, MN 55427. Applicant has no other broadcast interests.

Pillager, MN (BPH941121MN)—James Ingstad seeks 95.9 mhz; 6 kw; ant. 100 m. Address: 232 3rd St. NE, Valley City, ND 28072. Applicant owns KWAD(AM)-KKWS(FM) Wadena, KLIZ-AM-FM Brainerd, KNUJ(AM)-KXLP(FM) New Ulm, KRFO-AM-FM Owatonna and KNUJ-FM Sleepy Eye, all Minnesota; KGLO(AM)-KIAI-FM Mason City, KLKK(FM) Clear Lake, KRUU(FM) Boone and KIAQ(FM) Clarion, all Iowa; KLXX(AM) Bismarck/Mandan and KBYZ(FM) Bismarck, both North Dakota, and is proposed assignee of KNSP(AM) Staples, KVBR-AM-FM Brainerd and KYSM-AM-FM Mankato, all Minnesota.

Roseau, MN (BPH941121MD)—Rodney Oakley seeks 103.5 mhz; 50 kw; ant. 150 m. Address: 7808 Kyle Ave. N., Brooklyn Park, MN 55443. Applicant has no other broadcast interests.

Jefferson City, MO (BPH941122MX)—James D. Fisher seeks 104.1 mhz; 6 kw; ant. 92.8 m. Address: P.O. Box 409, Versailles, MO 65084. Applicant has interests in KTKS Versailles, MO.

Jefferson City, MO (BPH941121MG)—Bittersweet Broadcasting Inc. seeks 104.1 mhz; 6 kw; ant. 95 m. Address: 2401 Industrial Dr., Columbia, MO 65202. Applicant is headed by Richard Billings and owns KWRT(AM)-KTLH(FM) Boonville, Mo., and has interests in WKBQ(FM) Jerseyville and WKKX(FM) Granite City, both Illinois; WKBQ(AM) St. Louis and KEZS-FM Cape Girardeau, both Missouri.

Bozeman, MT (BPH941121MR)—Frank Spain seeks 103.5 mhz; 100 kw; ant. 180.8 m. Address: 409 S. Beach Rd., Hobe Sound, FL 33455. Applicant owns WMDN(TV) Meridian, Miss., and has interests in WTVA(TV) Tupelo, Miss., and KZJC(TV) Flagstaff, Ariz.

Bozeman, MT (BPH941121MC)—William Reier Jr. seeks 103.5 mhz; 100 kw; ant. 90 m. Address: 3610 Broadwater St., Bozeman, MT 59715. Applicant has no other broadcast interests.

Bozeman, MT (BPH941121MP)—Walter and Gwyn Smith seek 103.5 mhz; 100 kw; ant. 217 m. Address: 13612 NE 37th Place, Bellevue, WA 98005-1418. Applicant has no other broadcast interests.

Kalispell, MT (BPED941202MA)—Moody Bible Institute of Chicago seeks 90.9 mhz; 0.25 kw; 771 m. Address: 820 N. LaSalle Dr., Chicago, IL 60610. Applicant is headed by Joseph Stowell and owns WMBI-AM-FM Chicago and WDLM-AM-FM East Moline, both Illinois; WCRF(FM) Cleveland; WMBW(FM) Chattanooga, Tenn.; KMBI-AM-FM Spokane, Wash.; WKES(FM) St. Petersburg and WRMB(FM) Boynton Beach, both Florida; WMBV(FM) Dixon's Mills, Ala.; WAFS(AM) Atlanta; WGNB(FM) Zeeland, Mich., and WJSO(FM) Pikeville, Ky.

Pawhuska, OK (BPH941122MV)—Rhema Media Ltd. seeks 104.9 mhz; 3 kw; ant. 100 m. Address: 107 W. Main St., Pawhuska, OK 74056. Applicant is headed by Barbara and Gene Milleson and has no other broadcast interests.

Burns, OR (BPH941118KC)—Stanley Swol seeks 92.7 mhz; 0.75 kw; ant. 275.5 m. Address: P.O. Box 977, Burns, OR 97720. Applicant owns KZZR(AM) Burns, Ore.

Kingstree, SC (BPH941122MN)—Atlantic Broadcasting Co. Inc. seeks 94.1 mhz; 6 kw; ant. 100 m. Address: P.O. Box 103000, Florence, SC 29501. Applicant is headed by Fred Avent and owns WJMX(AM) Florence, WJMX-FM Cheraw, WSQN(FM) Scranton, WGTR(FM) Bucksport and WDAR-AM-FM Darlington, all South Carolina.

Sisseton, SD (BPH941121MK)—Eclectic Enterprises Inc. 99.5 mhz; 50 kw; ant. 150 ft. Address: 111 Marquette Ave. #1501, Minneapolis, MN 55401. Applicant is headed by J. Thomas Lijewski and has no other broadcast interests.

Denver City, TX (BPH941122MT)—Jon Bertolet seeks 97.5 mhz; 50 kw; ant. 135 m. Address: 100 E. Second St., P.O. Box 1134, Brenham, TX 77833. Applicant has no other broadcast interests.

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'Free' spectrum?

EDITOR: At the NAB's Radio Convention, Chairman Hundt predicted that America will ask what broadcasters are giving back for the use of spectrum. I'd like to offer several answers, which we should all keep in mind if the question arises in the future.

1. Broadcasters do not get "free" use of the spectrum. They must invest in the plant and equipment that creates and sends the signals.

2. These investments have spawned a multibillion-dollar equipment industry. The act of acquiring and trading station licenses supports a major segment of the legal and consulting industries. All these constitute economic activity that would not exist without broadcasting.

3. Even the smallest stations need employes. That means bank deposits, homes rented or purchased, retail trade, payroll taxes, Social Security taxes, Worker's Compensation coverage, spendable salary and usually benefits such as insurance. All this is pumped into the economy because of broadcasters' use of the spectrum.

4. Property taxes paid by broadcasters help support their local governments.

5. ASCAP, BMI and SESAC fees paid by broadcasters for the use of recorded music help develop and support the artists, composers and publishers of this country and their staffs, and make a contribution toward their capital expenses.

6. Goods and services ranging from toilet paper to snow removal are usually purchased locally, helping the local economy. These would not be purchased if an entrepreneur had not invested in developing the spectrum.

7. Broadcasters stage numerous promotions on behalf of charitable and philanthropic organizations, raising money, recruiting volunteers, and promoting favorable attitudes toward the activities of these groups. (When you visit with organizations of this type, ask them not only how many free public service announcements they've received from broadcasters in the past year, but also how many free display ads they have received from newspapers during the same period.)

8. Agencies of federal, state and local governments rely on broadcasters for public service announcements. These would cost billions in added government spending if purchased by those agencies.

9. City managers, mayors, city councils, congressmen, and officials of colleges and universities accept broadcasters' invitations to communicate with their constituencies through "broadcast report"-type programs. These allow the officials to communicate with listeners and viewers about current programs, solicit and access support for positions on issues, and recruit support.

10. School districts, businesses and civic groups routinely rely on broadcasters for help in broadcasting cancellations during times of bad weather.

11. The public routinely relies on broadcasters to find and report lifesaving information during bad weather and natural disasters. In some cases, such as power outages, battery-operated radios and TVs are the public's only source of information and government's only means of disseminating public information.

12. Emergency services have found that they can quickly and easily recruit help for unusual or unique circumstances through the use of broadcast public service announcements.

13. The Emergency Broadcasting System is totally voluntary. Broadcasters not only support the system by activating it at the request of local government officials, they also purchase and maintain their own equipment and give up airtime each week to test the system. The Emergency Broadcasting System is a method by which the President can address the entire nation on a moment's notice, and is available only because broadcasters are willing to use and support it.

14. In many cases, broadcasters have joined government and social service agencies to attack major social problems.

15. Broadcasters do not deplete the spectrum or reduce its usefulness or value in the ways that mining or oil drilling deplete the resources of the land.

We must communicate the fact that broadcasting is not only an acceptable use of the spectrum, but also its highest and best use.—*Charlie Brogan, program director,* KRVN(AM) *Lexington, Neb.*

Book review

EDITOR: Grant Tinker's "From General Sarnoff to General Electric" (BROADCASTING & CABLE, July 11) is a book that should be read by everyone in the television field, not only for its vast storehouse of entertaining anecdotal material, but especially for the insights and judgments the book offers about how TV programs of genuine high quality emerge in the highly competitive field of network scheduling.

Grant Tinker's dedication to quality concepts—created, written, produced and directed by men and women of proven talent, free from network bureaucratic interference—is a sine qua non for the viewing public.

Not only should this informative and challenging work be on the desk of every network executive from CEO to minor bureaucrat, but it also should be used—as required reading and as a solid, meaningful reference—by every communications school in the country.—*David Levy, president, Wilshire Productions Inc., Beverly Hills, Calif., and executive director, Caucus for Producers, Writers and Directors*

Call for authors

BROADCASTING & CABLE and Focal Press are seeking authors for a new series of books to be written by and for broadcast and cable professionals, addressing topics essential to their needs.

The books will be sponsored by BROADCASTING & CABLE and will be published internationally by Focal Press, a leading publisher of books and videos about media topics.

Areas of interest include, but are not limited to: telco entry, new distribution technologies, high-definition television, ratings, interactive programing and management issues. Books that cover innovative ideas and practical solutions are encouraged.

For more information or to submit a proposal please contact Marie Lee, Acquisitions Editor, Focal Press, 313 Washington St., Newton, Mass. 02158-1626.

Fifth Estater

Patrick Harold Butler

Patrick Butler is a former print reporter who says newspapers, as we know them today, will be around for generations. So why is this Washington Post Co. vice president doing everything he can to deliver an interactive broadsheet with audio and video capabilities?

The answer is that Butler wants the ability to send a digital version of the *Post* to subscribers on the other side of the planet while continuing to deliver, with a familiar thud, a newspaper that can be recycled.

Butler says it's not wise to predict what customers will want from a newspaper in the future, but in order to compete, the Washington Post Co. is investing heavily in multimedia alternatives.

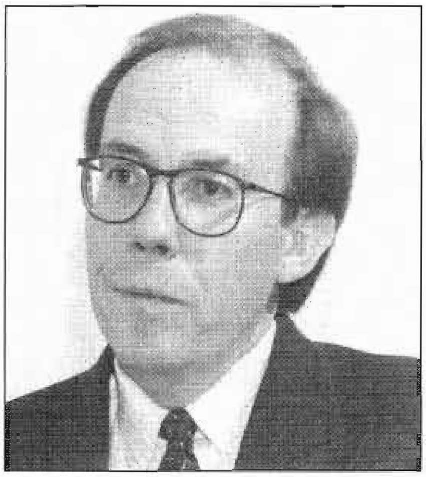
Butler envisions a day when subscribers can get hourly updates on the news, with detailed text supplemented by sound and video. The key to these developments is the coming personal communications services technology, he says.

"When PCS reaches full flower, we will be able to do these things through a wireless network," Butler says. The Post is in the pole position in the race to build that wireless network with its 70% holding in American Personal Communications. APC was granted a license for the Baltimore-Washington market last week.

However, it is because of its interest in APC that the *Post* recently found itself in the uncomfortable position of being the subject of news stories in its own pages.

APC and the *Post* attracted the ire of marketplace rivals and some members of Congress after the PCS company was awarded pioneer preference status by the FCC in 1993. Two other companies, Cox Communications and Omnipoint, also were granted pioneer preference status for technological innovations that the commission determined would speed PCS to market. The pioneers were originally awarded their spectrum at no cost, while other companies must buy theirs at auction.

The policy drew fierce opposition from competitors and budget-conscious members of Congress. After much debate, a provision was added



to legislation agreeing to the GATT treaty, requiring the pioneers to pay 85% of their license's value.

"We complained about it to no avail. We think we are the victims of a broken promise by our own government," Butler says.

To cut their losses and avoid a time-consuming court battle, APC, the Post and the other pioneers backed the legislation

When Butler reviews the controversy, he does so with the finesse of someone who has spent the past 25 years honing his public relations skills in the halls of Congress, the White House and in the corporate suites of Fortune 100 companies.

Butler first came to Washington in 1970 after working as a newspaper reporter in Chattanooga, Tenn. He made the move with the encouragement of future Senate Majority Leader Howard Baker (R-Tenn.), whom Butler met while working the city hall beat.

Butler served as press secretary to Rep. Wilmer "Vinegar Bend" Mizell (R-N.C.) for five years. After President Nixon's resignation in 1974, Butler joined the Ford White House as a speechwriter.

He also has held a variety of jobs with companies including Bristol-Myers and RCA. Immediately before joining *Newsweek* in 1991, Butler headed Times Mirror's Washington office. While at Times Mirror, he helped found the Times Mirror Center for the People and the Press, which examines the public's attitude toward the press, politics and policy.

In 1988 President Reagan nominated Butler to the National Council on the Humanities, where he chaired the public programs committee.

As the Public Broadcasting Service faces almost certain budget cuts when Republicans take control of Congress next year, Butler offers some advice. He suggests that PBS "recast itself not as the purveyor of *Masterpiece Theatre* and those kinds of high-profile programs, but as a real aid in the classroom and help to adult education."

At the Washington Post Butler has been involved in the production of four television programs with national distribution.

In his role as an electronic publisher, Butler acknowledges that television has its limits. "I think it's difficult to imagine people sitting in front of television screens for hours on end just reading text," he says.

In the end, it may be impossible for technology to replace newspapers and magazines, Butler says. "We think a lot of people enjoy the tactile sensation of a newspaper on a subway or the breakfast table. It was the original random-access technology because you can flip through it and find whatever you want and see things you never knew you were interested in." **—CSS**

Vice president, Washington Post Co., Washington; b. Hartselle, Ala., Oct. 25, 1949; BA, University of Tennessee, 1969; reporter: *Chattanooga* (Tenn.) *News-Free Press,* 1966-67; *Chattanooga Times and Post,* 1968-69; Washington: director of public information, Appalachian Regional Commission, 1969-70; press secretary, Rep. Wilmer Mizell, 1970-75; speechwriter/associate editor, White House Editorial Office; transition director, speechwriting and research, President Ford, 1975-77; director, corporate relations, Bristol-Myers, N.Y., 1978; special assistant, Senate Minority Leader Howard Baker, 1978-80; chief of staff/policy director, Baker for President, 1979-80; staff vice president, government relations, RCA, New York 1980-82; Washington: president, Patrick Butler and Co., 1982-85; VP, Times Mirror 1985-91; VP, *Newsweek* and *Legi-Slate,* 1991-94; present position since January; married Donna Norton, Sept. 10, 1977; three daughters: Katharine, Anna, Sydney.

Fates&Fortunes

BROADCAST TV

Appointments at WPBF(TV) West Palm Beach, Fla.: **Mike Keene,** entertainment reporter, WPEC(TV) there, joins as anchor/reporter; **Melannie O'Connor,** anchor, WWSB(TV) Sarasota, Fla., joins as weekend anchor/reporter; **Linda DesMarais,** VP/station manager, WWSB, joins as news director.

Jocelyn Freid, assistant to executive VP, TriStar Television, Culver City, Calif., named manager, series development.

Appointments at WSNS(TV) Chicago: **Luisa Torres,** programing director, WIND(AM) Chicago, and **Alberto Augusto,** programing director/ operations manager, WOJO(FM) Evanston, Ill., join as anchors/broadcasters, *Noticiero 44*.

Hank Cohen, senior VP, television development, MGM Worldwide Television, Santa Monica, Calif., named senior VP, creative affairs.


Grantham

Marna Grantham, director, affiliate promotions, Fox Broadcasting Co., Los Angeles, joins United Paramount Network, Hollywood, as VP, affiliate marketing.

Bill Carey, assistant news director, WBBM-TV Chicago, joins WCBS-TV New York in same capacity.

Appointments at Paramount Domestic Television, Hollywood: **Cynthia Teele,** director, named VP, legal; **Christine Cunningham,** senior attorney, named VP, business affairs and legal; **Marilyn Anderson,** director, product systems, named executive director.

Lee Rowand, promotion manager, WBFS-TV Miami, named director, programing and creative service.

Stephen James, director, KTTV(TV) Los Angeles, joins WNBC(TV) New York in same capacity.

Susan Malone, manager, production, *The Bertice Berry Show*, Chicago, joins Major Television's *Downey* there as executive in charge of production.

Dana King, co-anchor, *CBS Morning News*, New York, named host, *Day & Date* there.

Robert Scutari, VP/sales manager, Katz American Television, New York, named VP/national sales manager.

Trevor Walton, VP, motion pictures for television and miniseries, CBS Entertainment, Los Angeles, joins Fox Broadcasting Co., Beverly Hills, Calif., as senior VP, long-form programing.


Stratton

Susan Stratton, sports producer/ director, KCAL(TV) Los Angeles, named executive producer, sports programing.

Susan Mills, managing producer, The MacNeil/ Lehrer NewsHour, New York, named director, program development, MacNeil/Lehrer Productions there.

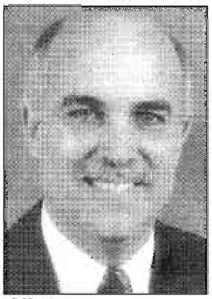
Angela Marcano Lifsey, coordinating senior publicist, national promotion, WGBH-TV Boston, named director, media relations.

Gerard Farrell, VP, research, Twentieth Television, Beverly Hills, Calif., named executive VP, marketing and strategic planning.

Charles Stewart, executive producer, WRC-TV Washington, joins KCBS-TV Los Angeles in same capacity.

Len Cannon, weekend anchor/reporter, WWL-TV New Orleans, joins NBC News, New York, as correspondent, *Dateline NBC*.

RADIO


Allen

Rich Allen, Western regional manager, CBS Radio Representatives, Los Angeles, named VP/Western regional manager.

Appointments at The Interep Radio Store: **Todd Lawley,** regional manager/ director, sales, McGavren Guild Radio, San Francisco, **Joan Fausone,** regional manager/director, sales, Torbet, San Francisco, and **Chris Tsitouris,** VP/sales manager, Durpetti & Associates, Atlanta, named directors, sales, Infinity Radio Sales, Los Angeles, San Francisco and Atlanta, respectively.

John Moen, GM, WMXN(FM) Norfolk, Va., joins Radio Equity Partners LP as VP/GM.

Kenneth Maness, president/GM, Tri-Cities Radio Inc., Tennessee, named president, Bloomington Broadcasting Corp. (parent), Bloomington, Ill.


Goldman

Appointments at SW Networks, New York: **Lewis Goldman,** director, advertising and promotion, America's Talking, New York, joins SW Networks there as VP, marketing; **John Hancock III,** producer, Westwood One, Los Angeles, joins as associate producer, *Static*; **Lucy Tauss,** producer, MJI Broadcasting, New York, joins as associate producer, *Country's Most Wanted* and *Street Heat*.

Appointments at WBIG-FM Washington: **Brendan Hurley,** promotions manager, WTEM(AM) Bethesda, Md., joins as director, promotions; **Jim Weiskopf,** play-by-play sales manager, WTEM, joins as LSM.

Nancy Leichter, director, sales, KLAC(AM)/KZLA-FM Los Angeles, joins KKBT(FM) there as GSM.

CABLE

Appointments at Liberty Sports, Irving, Tex.: **Mark Boyes,** associate general counsel, named senior associate general counsel; **Fred McCallister,** associate general counsel, Prime Ticket, and **Donna Reid,** director, network contracts administration, Turner International, Atlanta, named associate general counsels.

Claudia Dillman, marketing director, Urology Marketing Specialists, Denver, joins Jones Intercable, Englewood, Colo., as director, advertising sales.

Michael Marcovsky, chairman of the board, Nostalgia Network, Los Angeles, joins Olympic Entertainment Group, Las Vegas, as adviser, Children's Cable Network, Burbank, Calif.

Sheila Mahony, vice president, government relations, Cablevision Systems, Woodbury, N.Y., has been named to the newly created post of senior VP, communications and public affairs. She will handle the company's government relations activities and will be responsible for media, public relations and community affairs.

Jedd Palmer, VP, programing, TCI, Englewood, Colo., named senior VP/president, Satellite Services Inc.

Appointments at Turner Broadcasting System, Los Angeles: **Neal Baseman,** VP, business affairs, TNT, named senior VP, Turner Pictures Worldwide; **Susan Oman Gross,** VP, business affairs, TNT, named senior VP.

Frankel

Eric Frankel, senior VP, WB Domestic pay TV, cable and network features, New York, named executive VP, marketing.

Appointments at CNN: **Brooks Jackson,** investigative reporter, named senior correspondent, Washington; **Allan Dodds,** business investigative correspondent/producer, ABC News, New York, joins as business news correspondent there.

ADVERTISING/MARKETING

Assuma

Frank Assuma, president/CEO, Bates USA, New York, assumes additional responsibility of CEO, Bates North America.

Appointments at Bohbot Media Worldwide: **Ralph Sorrentino,** executive VP/chief financial and administrative officer, worldwide/GM, entertainment; named president/COO; **Joanne Staikopoulos,** senior VP, finance and administration, named executive VP, worldwide finance and administration; **Chris Rovtar,** senior VP, domestic syndication sales, named senior VP, domestic distribution, Chicago.

Appointments at Wunderman Cato Johnson, New York: **Steven Jamilla,** art director, Tanen Advertising, there, joins in same capacity; **Patricia O'Brien,** senior broadcast buyer, named broadcast supervisor; **Judy Magnus,** VP, organizational development, Planned Parenthood, there, joins as VP/director, human resources; **Arnie Miller,** director, operations, named senior VP.

ALLIED FIELDS

Dombrower

Edward Dombrower, executive producer, interactive stories, Activision Inc., Brentwood, Calif., joins Jim Henson Productions, Los Angeles, as director, interactive division.

Susan Kraus, assistant VP, national and international media relations, Washington, joins Nynex there as managing director, external communications.

Gerard Marchal, director/cameraman, Luna Pier Films, Santa Monica, Calif., joins Venture Productions, Miami, as director.

Frank Coppola, president/executive producer, Coppola Communications Inc., New York, joins ARC Studios International there as senior VP, new business development and executive producer.

Cathy Hoffman Glosser, director, licensing, Imagination Factory Inc., Los Angeles, joins DIC Entertainment, Burbank, Calif., as director, domestic licensing.

Alison Smith, senior director, performing rights, BMI, New York, named assistant VP.

Jim Ricks, VP/director, programing and operations, Pezold Broadcasting, Augusta, Ga., joins Starcom Entertainment, Los Angeles, as VP, Eastern sales.

Jodi Hurwitz, manager, television programing, Sony Music, New York, named director.

DEATHS

Yokoi

Sharon Yokoi, 39, vice president, affiliate relations, for Buena Vista Television, Burbank, Calif., died of injuries sustained in an automobile accident Dec. 10 in Los Angeles. Also killed was her husband, Art, who worked for Pacific Bell Telephone Company. Yokoi, who began her broadcast career at KCBS-TV Los Angeles in 1978, joined Disney in 1986 as advertising and promotion supervisor and was named manager, affiliate relations, six months later. She became director, affiliate relations, in 1988 and executive director in 1992. She assumed her most recent post in 1993. Yokoi was responsible for local promotions for *Aladdin, Gargoyles, Disney's DuckTales, Bonkers, Chip 'n' Dale Rescue Rangers, Tale Spin, Darkwing Duck, Goof Troop, Live with Regis & Kathie Lee, Siskel & Ebert, Judge for Yourself* and *The Crusaders.* She is survived by her daughter, Stephanie, 9. In lieu of flowers, donations for Stephanie's education can be made to: Stephanie Yokoi Fund, Vista Credit Union, 500 S. Buena Vista St., Burbank, CA 91521.

Richard B. "Dick" Biddle, 76, broadcaster, died Oct. 30 of cancer at his home in Florence, Ala. Biddle owned WOWL-TV, the first TV station in Florence. As chairman of the board at WOWL-TV, he instituted many programs of merit, including internships and scholarship programs for broadcasting students. In 1982 he was named Alabama broadcaster of the year. Biddle is survived by his wife, Sara, one son, one daughter, three grandchildren and two great-grandchildren.

Loren Jay Kelly, 37, broadcast recording engineer, National Public Radio, Washington, died Dec. 2 after an epilepsy attack at St. Vincent's Hospital, Dublin, Ireland. He was on assignment when he became ill. Most recently Kelly worked with the daily call-in program *Talk of the Nation.* He is survived by his wife, Janet Domowitz, a foreign desk editor for NPR.

—Compiled by Denise Smith

In Brief

Countdown to NATPE:

■ **GGP's** *Super Bowl XXIX Special with Dan Dierdorf* has been cleared in 92% of the country, including 24 of the top 25 markets. The show, cleared on 176 stations, will be run in prime access or prime time on at least one-third of the stations. The Super Bowl preview show will air Jan. 27-Jan. 29. Top clearances include WABC-TV New York, KABC-TV Los Angeles and WPVI-TV Philadelphia. ■ **Group W and CBS's** new early fringe–targeted, syndicated information show *Day & Date* will be hosted by *CBS Morning News* host Dana King. King will leave her CBS assignment in January for full-time duties on the new show. ■ **Robert Lloyd,** senior VP of sales and marketing at Reg Grundy Productions, has been named VP, West Coast Sales, at Cannell Distribution. ■ **ACI's** multimedia campaign for its *ACI Volume V* slate of telefilms and miniseries was awarded the gold medal for "Best International Marketing Campaign" in the Promax UK international marketing competition. ■ **Genesis Entertainment** is declaring its *Tales from the Crypt* off-cable and off-Fox syndicated horror series a firm go for a fall 1995 launch after clearing the show in 75% of the country and in all of the top 30 markets. New top 10 clearances include KTTV Los Angeles, WFLD Chicago, KPIX San Francisco, WFXT Boston, WTTG Washington, KDFW Dallas and WJBK Detroit. Most stations have two-year deals, and nearly all will air the show on Saturday night.

No sale yet in Comcast-TCI-QVC deal

Comcast and Tele-Communications Inc.'s Liberty Media have extended their deadline for buying public shares of QVC from Dec. 16 until Jan. 13. The Federal Trade Commission is reviewing whether the proposed transaction would violate antitrust laws, given TCI's control of the Home Shopping Network.

The federal review also may be holding up TCI's acquisition of Viacom's cable division and the planned merger of TCI's Encore-Starz pay channels with Viacom's Showtime/The Movie Channel services, sources say.

The tender offer for QVC would give TCI 42.6% of the company, with Comcast getting the remaining 57.4%. Analysts say the FTC could go either way on the issue. But they also say TCI has made a valid case that its management control of QVC, which already amounts to one-third control and "effective sign-off privileges on board-level decisions," according to one source, will diminish under the tender offer. Under the tender offer, TCI's equity stake would go up, but Comcast would retain management control.

Comcast and TCI have agreed to give the FTC 10 days' notice before going through with the transaction. The FTC could sue to block completion, approve the deal, or do nothing, rendering de facto approval.

As of last Thursday, about 42.8% of QVC's common stock had been tendered pursuant to the offer. **—SM**

Rysher Entertainment has promoted Ira Bernstein to president of domestic syndication as part of a corporate restructuring of the company. Bernstein has been executive VP of Rysher, heading ad sales since joining in June 1993. Three other promotions: **Tim Helfet,** co-founder/COO, named president; **Jim Burke,** senior VP of syndication, named executive VP; **Rick Meril,** senior VP/regional sales manager, named senior VP/general sales manager.

The Writers Guild of America and ABC, CBS and NBC have reached agreement on a new three-year contract. In a sign of the changing times, the contract covers reuse of material in interactive media.

V-chip technology moved a step closer to reality last week. The Electronic Industries Association's consumer electronics group has voted to incorporate V-chip blocking into its extended data services and closed captioning standard. Such technology would enable viewers to block out violent programing. The EIA's voluntary action likely will decrease the chances that Congress will feel the need to regulate TV violence. Broadcast networks have not endorsed the technology, while some cable programers say they will provide the necessary advisories alerting viewers who want to block out violent programing.

FCC's broadband spectrum auction broke the $1 billion mark last week. Action in the initially slow-paced auction sped up after it entered the second stage, during which participants must bid on at least two-thirds of their eligible spectrum. Two bidders out of 30 have dropped out since the auction began on Dec. 5.

The FCC last week named **Y. Paulette Landen** chief of the equal opportunity employment branch of the Mass Media Bureau's enforcement division. Landen previously served as a trial attorney with the bureau's hearing branch.

Cable operators will be able to add any new programing service before the FCC's new going-forward rules take effect on Jan. 1 without complying with the 30-day notification requirement, the FCC said last week. Although operators normally must provide subscribers with 30 days' notice of any rate or service changes, the FCC is waiving the rule because of the short time between its Nov. 18

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issuance of new regulations aimed at encouraging new channel additions and the Dec. 1 deadline for providing notice before the rules take effect. The commission is requiring cable operators adding new program services before Jan. 1 to provide notification through alternate means, such as newspaper advertisements, on-screen messages and written notices to subscribers beginning in January.

Warren Buffett's Berkshire Hathaway investment firm has acquired 4.9% of Gannett. Reacting to the news last Thursday, Wall Street bid up Gannett's stock almost $4 to $51. Gannett said the Berkshire stake, valued at about $350 million, is Gannett's largest institutional investor.

Incoming House Commerce Committee Chairman James Bliley (R-Va.) is assembling his committee staff. The committee's new chief of staff is James Derderian, who had been Bliley's legislative director responsible for, among other things, telecommunications. In other committee news, Democrats selected seven new members to serve on Commerce: Elizabeth Furse (Ore.), Bart Gordon (Tenn.), Peter Deutsch (Fla.), Bobby Rush (Ill.), Anna Eshoo (Calif.), Ron Klink (Pa.) and Bart Stupak (Mich.). Democrats not returning to Commerce are Bill Richardson (N.M.) and Cardiss Collins (Ill.).

Errata: The Dec. 12 chart on daytime-afternoon talk shows incorrectly ranked *Regis & Kathie Lee*, *Jenny Jones* and *Sally Jessy Raphael* using November 1994 Nielsen ratings. The chart ranked the shows third, fourth and fifth, respectively. They had equal household ratings and were tied for third.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Dec. 4. Numbers represent average audience/stations/% coverage.)

1. Wheel of Fortune	14.4/225/98
2. Jeopardy!	12.1/218/99
3. Oprah Winfrey Show	9.8/238/99
4. Star Trek: Deep Space 9	9.3/237/98
5. Entertainment Tonight	8.3/176/94
6. Bill & Ted's Excellent Adv	8.0/144/96
7. Roseanne	7.7/184/97
8. Wheel of Fortune—wknd	7.3/162/73
9. Inside Edition	6.9/169/90
10. Hard Copy	6.8/178/94
11. Baywatch	6.4/212/95
12. Family Matters	6.3/190/93
13. Married...With Children	6.2/178/93
14. Cops	6.0/183/95
14. The Simpsons	6.0/115/79

Gingrich's digital primer

By all accounts, House Speaker-designate Newt Gingrich (R-Ga.) is high on the infohighway. He provided this layman's account of digital technology last week during his interview with TCI chief John Malone on Gingrich's National Empowerment Television (see "Top of the Week"): "As a history teacher turned politician, see if I've got this right so that our viewers can get it right. Everything up to now has been basically analog, which is shaped by the wave and takes a long time to carry the information. Now what you've got is 01, 01, which is what digital means. So, literally what's happening is all the information over here in the sender gets translated into 01—into computer bits sent very rapidly through the line or through satellite. At the other end is a receiver that takes that data and puts it back into pictures. And the result is—just so our viewers understand when we talk about digital—is simply magic. It's a technology that allows you to send much clearer, faster, cleaner information with much less complication. If you have the right technology on both ends, you can actually get a lot more into a television or a lot more into a computer for the same amount of communications space." **—KM**

NEW YORK

Naughty and nice

CBS affiliates are surveying all ZIP codes within their respective markets (specifically, within the Grade B contours of their markets) as a way of keeping tabs on sales of network signals to backyard dish owners by satellite program packagers. FCC rules allow for the distribution of those signals in "white areas" where networks aren't distributed by their broadcast affiliates. But networks and affiliates long have suspected that some sales are made, illegally, to customers residing within broadcast markets. Tracking such sales is difficult, and the burden is on affiliates to prove any transgressions. ZIP code data will be funneled through the affiliates' Business Development Task Force, which will oversee the monitoring effort.

HOLLYWOOD

Network geometry

The circle, triangle and square depicted in the recently unveiled United Paramount Network logo actually do stand for something. Explains UPN President Lucie Salhany, "The circle is unity, the triangle is the Paramount mountain, and the third element is a television screen." Now you know.

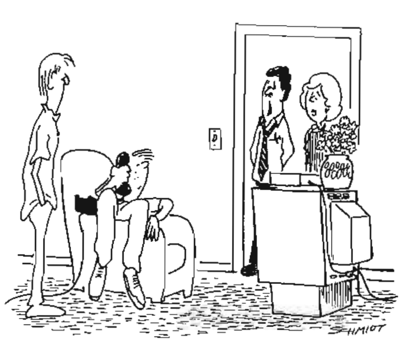
Pilot in works

Producer and comedian Jeff Valdez, who recently signed a development deal at TriStar Television, has sold a sitcom pilot to NBC about a Latino family. Tentatively titled *Valdez*, Valdez says he is unsure if he will star in the show, but says he will try to break stereotypes about the traditional Latino family.

ST. LOUIS

River City band buys

River City Broadcasting is said to be negotiating a deal to purchase Keymarket Communications' eight radio stations. St. Louis-based River City stands to gain a stable of four AMs and four FMs in such markets as Santa Monica, Calif., and Memphis to add to its KPNT(FM) St. Louis. If River City closes the deal, the company may hire Keymarket Chairman Kerby Confer to oversee the new radio group.



Drawn for BROADCASTING & CABLE by Jack Schmidt

"Video dialtone? With two teenagers we're lucky to get a regular dialtone!"

Hundt's bold stroke

Broadcasters may not be long away from some very good news. The Hundt FCC last week issued a further notice of rulemaking that promises to empower over-the-air television to compete into the next century. In concept, if not yet in execution, it is the dawn of a new day.

Essentially, the FCC is proposing to end arbitrary numerical restrictions and rely on one national market test. If it goes through as advertised, a broadcaster could own as many stations as he could afford, subject only to a national audience cap of 30%. And even that limit would move upward, in increments of 5% and three years, to a maximum of 50%. Absent a total elimination of ownership restrictions, that would offer a degree of flexibility—and opportunity—no present owner has ever imagined.

And there's no quid pro quo. A change in the ownership rules had been anticipated, but always connected to Reed Hundt's "social compact." That is, we may give with one hand, but we'll take away with the other. That could still happen, but there doesn't appear to be a string attached to this one.

Not to say that all broadcasters will be thrilled at the idea. First, they've been caged a long time, and freedom may be heady (or scary). Moreover, concentration of ownership will be inevitable under such a scheme, and the large will get larger (up to a point), while the small grow fewer. The elimination of duopoly rules will concern many who fear that if one station in a four-station market acquires another, the other two will be at a competitive disadvantage.

Attribution is also an element of the reexamination, although not as critical as before. With limits up, broadcasters won't need to push the envelope so vigorously to grow their businesses. Nevertheless, it too will warrant careful inspection and comment, as will the provisions to advance the broadcast lots of minorities and women.

The sword Reed Hundt is holding out to broadcasters is not only two-sided but many-sided. They will want to look it over carefully before seizing. But there's no mistaking, it can set them free.

Time to untie

This publication is not alone in believing the Hundt FCC to be in grave violation of the First and Fourteenth Amendments. It is denying the public it's right to know what's going on behind the closed doors of its inquiry into the foreign ownership of Fox Television Stations Inc. and is infringing the due-process rights of the petitioner.

We have engaged counsel to pursue our objections down legal avenues. The FCC's general counsel has been asked to clarify the interim procedural order that has effectively gagged all participants and put all documents beyond public reach. He has told us that the gag is meant to be construed narrowly, while the FCC and the parties are interpreting it broadly. A clarification is promised, but is yet to be forthcoming.

Our concern goes beyond the instant case. If the FCC can establish the precedent of going underground whenever a difficult case comes along, true facts will never again emerge on M Street. The well has already been poisoned in the Fox proceeding, perhaps beyond repair.

One commissioner, the respected Jim Quello, has labeled the gag order a mistake. Two entities, Rainbow Broadcasting and the NAACP, have entered oppositions; absent relief, they may go to court. So may we.

As dispassionately as possible, we say to the FCC:

This is a bad idea. It disserves the parties, it disserves the law and it disserves the public interest. It dishonors the pledge all commissioners make to uphold the Constitution. It should be quashed before it gets out of hand.

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Hundt's big picture

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Titled **Broadcasting & Cable Daily**, the dailies will be published right in Las Vegas — in the heart of all the NATPE action. With expert Broadcasting & Cable editors reporting all the developments: new program releases, market clearances and, of course, those special events and appearances planned throughout the week. All in an eye-catching, tabloid-size format.

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