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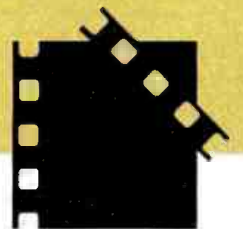
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Fast Track

MUST READING FROM BROADCASTING & CABLE

TOP OF THE WEEK

Cable rebound forecast for '95 Analysts say the top MSOs in 1995 likely will see their revenue bounce back to pre-reregulation levels and once again will be poised for growth, as evidenced by the price tags on the many MSO mergers that have been announced in the past six months. / 8

Viacom selling cable systems TCI and a group of MSOs are said to be wrapping up \$2 billion deal for systems. / 8

Fox's Rupert Murdoch faces FCC grilling Murdoch and other top executives will be deposed by the FCC on foreign ownership. Fox also is stalling on handing over 300 documents requested by the FCC. / 10

Football falls on Fox; NBC gains Fox's NFC rating dropped 6% from CBS's NFC average last year, while for the first time in 20 years, NBC's coverage of the regular-season AFC outrated NFC coverage. / 11

More young talkers slated Group W's and New World's launch of youth-targeted hour syndicated talk shows for fall 1995 clinches the youth movement in syndicated talk. Group W will launch *The Paget Show*, hosted by a former San Francisco art school student, and Genesis will launch *The Mark Walberg Show*, featuring the thirtyish host of an ESPN magazine show. / 16

Tough sweeps for syndication newcomers The November syndicated sweeps books were out last week with new talkers among hardest hit. Among off-network sitcom newcomers, *Simpsons* and *Fresh Prince* took top honors. / 17



In November sweeps, 'Jeopardy' showed some signs of age in early fringe. / 17

COVER STORY

New kids on the block

The new WB Television and United Paramount networks will enter the broadcasting world this month, but with programing lineups, target audiences and distribution strategies that differ markedly. WB, owned by Warner Bros. and supported by Tribune stations, will launch on Jan. 11 with two hours of programing. UPN, owned by Viacom-Paramount and Chris Craft/United, will sign on Jan. 16. **Cover photo by Stephen R. Brown, with thanks to our models Kyle and John Glover.** / 30



UPN and the next-generation network

United Paramount Network President/CEO Lucie Salhany outlines plans for her new network, saying its programing will increase the value of owned-and-operated stations and affiliates. / 34

Kellner on out-Foxing the competition

Jamie Kellner approached Warner Bros. in 1993 with

the idea of launching a fifth broadcast network. He was named chief executive of the WB Television Network that November. In an interview, Kellner, who spearheaded the creation and launch of the Fox network in 1986, discusses what has changed and what remains the same in launching a new network. / 35

Existing four factor in new two

Although the WB and UP networks initially are not expected to generate substantial numbers in the national ratings, or to siphon many ad dollars, they are expected to impact the competitive picture. And Fox and CBS are likely to feel their presence most keenly. / 37

PROGRAMING

Disney rings in 'Belle'

Buena Vista Television will launch a weekly, half-hour FCC-friendly kids show in fall 1995 that combines classic Disney animation and songs with "Beauty and the Beast" feature film character "Belle." The show is called *Sing Me a Story at Belle's Book and Music Shop*. / 18



Kim Alexis's series will debut next fall. / 18

Toning up with Kim Alexis

Warner Bros. Domestic Television

"The winners are the advertisers, who get to play one network off another, and maybe the viewers, who may get better programing."
—PaineWebber analyst Christopher Dixon on the emergence of two new networks

JANUARY 2, 1995

Distribution will launch a weekly, half-hour syndicated fitness and self-improvement show in fall 1995, to be hosted by supermodel Kim Alexis. / **18**

Ameritech breaks VDT logjam

With the FCC's blessing, Ameritech will take on cable operators in Chicago and other major Midwest centers. The agency has granted the telco approval to offer cable and interactive video services to some 1.3 million homes in five states. / **38**

Telemedia Week

Time marches into on-demand

Time Inc. will roll out a news-on-demand service in US West's interactive video market trial in Omaha, Neb. US West has invested \$2.5 billion in Time Warner Entertainment Group, and the companies are co-developing interactive video networks and services. / **38**



Time's TNX promises a "tailored product." / **38**

Throwing online off balance

Two major players—TCI and AT&T—are attempting to reshape the competitive balance of the online services industry. The companies are reaching into their deep pockets to start delivering online services; TCI over its cable plant and AT&T in wired and wireless markets. / **39**

ESPN, Sony pitch baseball CD-ROM

Starved baseball fans will enjoy *ESPN Baseball Tonight*, an IBM-compatible CD-ROM that allows participants to play arcade, managerial or statistical-based baseball games. The CD-ROM has been released by ESPN and Sony Imagesoft. / **40**



Despite baseball strike, ESPN/Sony CD-ROM keeps consumers in game.

TCI, Microsoft tap Fore Systems

TCI and Microsoft have chosen Pittsburgh-based Fore Systems to provide local area networking products for the partners' joint interactive television trial, slated to begin in the first quarter of the year. / **40**

RADIO

Infinity builds acquisition war chest

Infinity Broadcasting will use \$700 million awarded by a 34-member group of domestic and international banks to refinance bank debt and repurchase shares of its common stock. / **43**

NAB: Satellite radio will divert audiences, ads

The National Association of Broadcasters has filed a report with the FCC that discounts the proposed advantages of satellite radio touted by CD Radio Inc. NAB charges that digital satellite radio will fragment audiences, duplicate local programming and formats, and make local radio unprofitable. / **44**



CBS Radio will simulcast Tom Snyder's new late-night TV show, beginning Jan. 9. / **43**

BUSINESS

Station uses 'shtick' to create niche

WCIU-TV Chicago is reinventing itself as a mainstream English-language independent after longtime affiliate Univision bought a competing station. The station is resorting to a time-honored and scrappy independent strategy that combines local programming, kitschy promotions and a mix of old and new syndicated programs. / **45**

WASHINGTON

Hundt: Cable deregulation possible

FCC Chairman Reed Hundt has signaled his willingness to consider deregulating rates for enhanced basic cable service in markets where cable operators face real competition. The 1992 Cable Act gives the commission considerable discretion in regulating enhanced basic, he says. / **49**

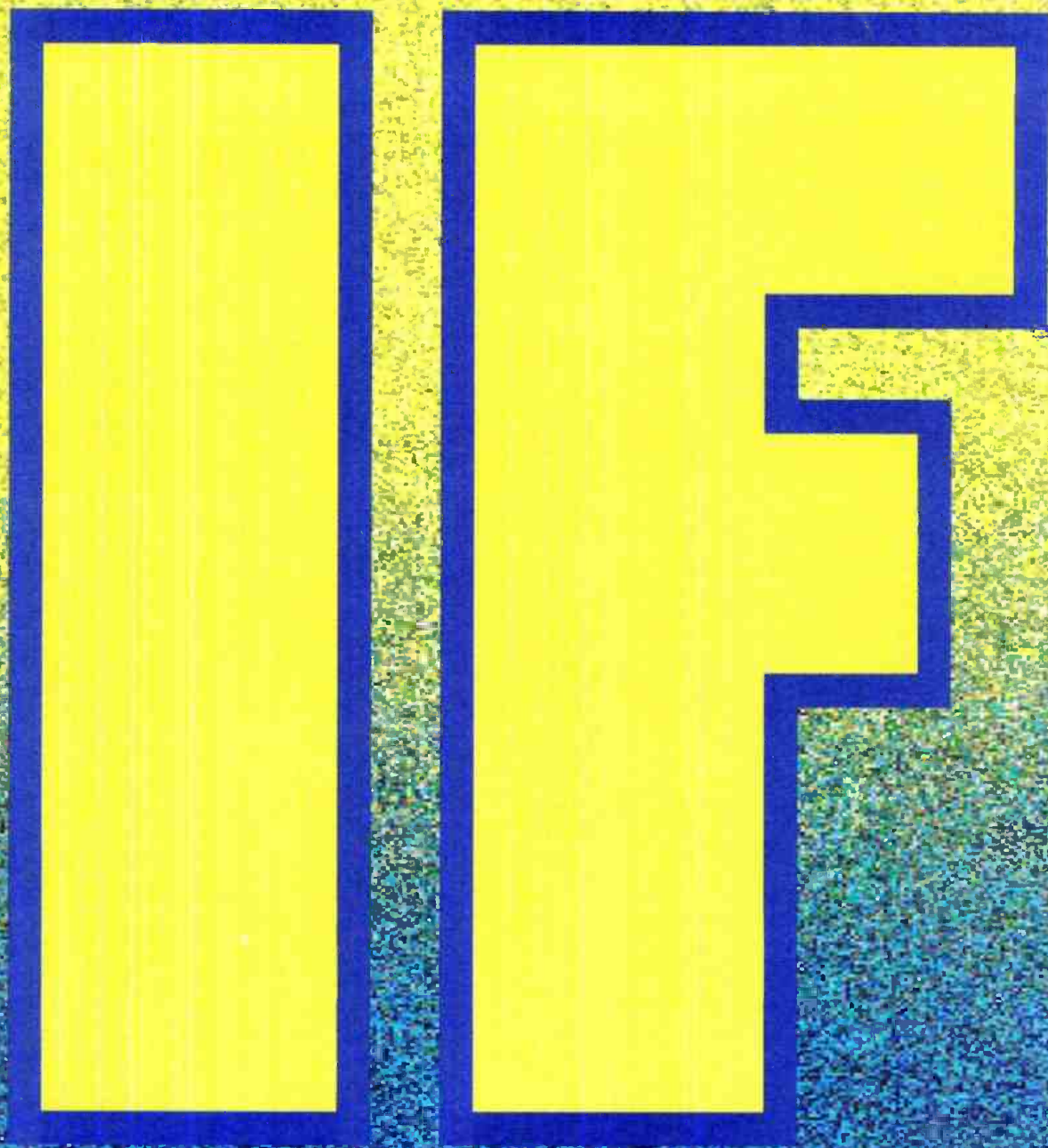
Coming up next: more Congress on TV?

Senate Majority Leader Bob Dole says he will do what he can "to increase public access to Congress," including immediately opening to TV cameras his "dugout briefings" with reporters. / **50**

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Cable rebound forecast for '95

1994 slump expected to be short-lived; plentiful deals signal health of industry

By Rich Brown

Although 1994 proved to be a setback year for cable, the industry's future is looking brighter.

Analysts say the top multiple system cable operators in 1995 likely will see their revenue bounce back to pre-reregulation levels and once again will be poised for growth.

"The big guys all seem to be moving forward quite nicely," says analyst Tom Wolzien of Sanford Bernstein.

That should be welcome news for the cable industry, which is coming off a difficult year. To hear the National Cable Television Association tell the story, the FCC's rate regulations have reduced revenue and cash flow, depressed stock values, frozen the development of new cable networks and jeopardized the future of many small and midsize cable companies.

Indeed, Tele-Communications Inc.'s cash flow during the third quarter of 1994 was \$437 million, a 6% drop from the same quarter a year earlier, for the nation's largest MSO. The second-largest MSO, Time

Warner, saw its cash flow drop 9% in the same comparison.

Cable system operator revenue is expected to total \$15.75 billion in 1994, down from \$16.09 billion the

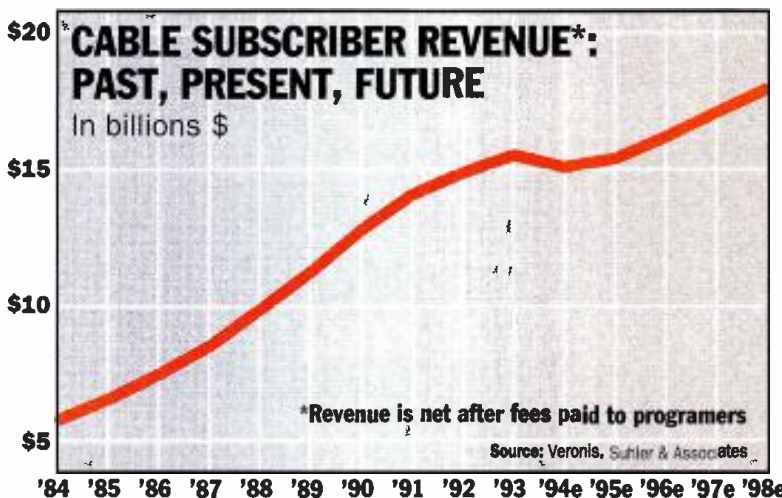
in the year ahead: the newly elected Republican Congress, which might look out for cable's best interests in crafting the long-awaited telecommunications bill; cable's experiments

in telephony, which could open a new revenue stream, and the FCC's recently issued "going forward" rules, which he says should have a positive impact on the prices that cable systems can charge for program packages.

The price of basic cable packages in 1994 dropped an average of 4% under reregulation, according to Arthur Gruen, president, Wilkofsky Gruen Associates, an economic consulting firm specializing in media and entertainment industries. Looking

ahead, Gruen says cable rates under the new rules likely will increase by 4%-5% a year.

Cable system operators will make up for any future shortcomings in subscription revenue by focusing on local advertising, pay per view and other unregulated revenue streams, Gruen says. Local advertising at cable systems grew by 16% in 1994, but continues to be a "barely tapped" source of revenue, Gruen says.



year before, according to Veronis, Suhler & Associates. It marks the first time ever that the industry's revenue has not grown from one year to the next. But the slump is expected to be short-lived—the firm says the industry will resume its climb in 1995, with total net operator revenue reaching \$16.16 billion.

"The worst is behind them on a number of fronts," says analyst Mark Riely of MacDonald Grippio Riely Inc. He says at least three factors should contribute to cable's rebound

TCI wrapping up Viacom buy

As the new year begins, consolidation among the nation's cable system operators is showing no sign of slowing.

A partnership of multiple system operators tied to top MSO Tele-Communications Inc. is said to be closing in on its long-anticipated \$2 billion purchase of Viacom's cable systems. The money should come in handy at Viacom, which has been looking to reduce the \$10 billion in debt from its purchase of Paramount Communications last year.

The planned buyers of the Viacom systems are Frank Washington and Intermedia Partners, an MSO part-owned by TCI. The \$2 billion price tag would equal about \$1,800 per subscriber for the Viacom systems, which serve 1.1 million subscribers in San Francisco, Seattle and elsewhere. —RB

Sub numbers leveling off

The alternative revenue streams should prove helpful to MSOs as the number of new subscribers levels off. NCTA says the rate of growth in the number of cable television subscribers remained unchanged from the previous year, citing A.C. Nielsen Co. numbers showing a 2.82% increase from November 1993 to November 1994. A similar comparison between 1992 and 1993 showed a growth rate of 2.84%.

The publicly traded MSOs saw

their stock prices nose-dive in 1994, with double-digit percentage drops between the beginning of the year and the end of October (see chart at right). But although MSO stocks were battered in 1994, they should see a sustained climb as MSO mergers continue and the impact of regulations is understood, says analyst Dennis Leibowitz of Donaldson, Lufkin & Jenrette.

One measure of the health of the industry might be the price tags on the many MSO mergers that have been announced in the past six months. Most of the bigger deals have been priced at \$1,800-\$2,000 per subscriber, with a multiple of about 10 times cash flow. Cable system broker Timothy David of Daniels & Associates says that cash-flow figure is "remarkably constant" with cable system prices during the past eight years, with the exception of this time last year, when the euphoria over the

MSO Stock Performance

Company	12/31/92	12/31/93	12/16/94	%ch 92-94	%ch 93-94
Century	8.53	11.50	6.88	(19)	(40)
Comcast	12.08	24.00	15.75	30	(34)
Jones	12.63	17.63	12.88	2	(27)
TCI	21.25	30.25	21.88	3	(28)
Adelphia	15.75	18.75	9.50	(40)	(49)
Cablevision	35.00	67.88	47.50	36	(30)
TCA Cable	21.50	28.50	22.25	3	(22)
Time Warner	29.25	44.25	33.75	15	(24)
Viacom	41.88	44.88	40.13	(4)	(11)

Source: Donaldson, Lufkin & Jenrette

yet-to-be-crushed TCI-Bell Atlantic deal and low interest rates sent multiples soaring to 12 times cash flow.

The deals have been plentiful: Continental Cablevision-Providence Journal Co.; Comcast-Maclean Hunter; Cox Cable-Times Mirror Cable Television; Crown Media-Charter Communications-Marcus Cable; Adelphia Communications-TeleMedia; TCI-TeleCable; Cablevision Systems-Sutton Capital Associates; and Time Warner-Newhouse-

Summit. Just last week, Time Warner was said to have approached its Japanese partners, Toshiba and Itochu, seeking \$250 million from each to fund more cable system acquisitions.

A good sign for the top 15 MSOs is that there has not been any reduction in the availability of bank debt for the companies as they look to buy smaller operators and upgrade their plant, according to Ian Crowe of Toronto

Dominion, a major lender to the cable industry.

"Although the companies have reported relatively flat cash flow, the banks have been receptive," Crowe says.

"The cable systems were hurt by the reregulation but not devastated, by any means," Gruen says. "Cable still has some growth in it, though nowhere near what it was doing in the late 1980s. I don't think reregulation has killed the golden goose." ■

Republicans float telcom reform plans

Senate outline includes cable dereg and broadcast spectrum flexibility

By Kim McAvoy

Senate Republicans led by incoming Commerce Committee Chairman Larry Pressler (S.D.) have begun to circulate an outline for telecommunications reform legislation they hope to enact in 1995.

The outline includes provisions that would revise "effective competition" to give cable operators more immediate relief from rate regulations and that would grant broadcasters the flexibility to use their spectrum for non-broadcast services, according to industry sources who are familiar with the outline.

Pressler may introduce a bill based on the outline by the end of January, the sources say.

With the outline, the Senate moves out in front of the House on telecommunications reform. Although promising quick action, House Republicans

have yet to put anything on paper. What's more, the House Telecommunications Subcommittee has made reform of securities law—part of the Republicans' "Contract with America"—its top priority in the new year.

Like last year's telecommunications reform legislation, sources say, the outline focuses on ways to open cable, local telephone and long-distance telephone to competition.

According to a source, the outline proposes to put local telcos into the long-distance telephone business within one to two years after enactment.

A provision that would permit foreigners to own broadcast stations and other telecommunications facilities also is expected to be in the legislation.

According to one source, the outline does not include provisions calling on the FCC to review its broadcast ownership rules, which was part

of last year's Senate telecommunications bill. But the FCC already has begun such a proceeding.

As the 104th Congress convenes this week with the Republicans installed as committee chairmen, the Senate Commerce Committee is expected to reorganize, with Democrats losing at least one or two seats.

In the House, Republicans announced the GOP members for the Telecommunications Subcommittee. Those returning to the subcommittee are its new chairman, Jack Fields (Tex.); Carlos Moorhead (Calif.); Michael Oxley (Ohio); Dan Schaefer (Colo.); Joe Barton (Tex.); Dennis Hastert (Ill.), and Paul Gillmor (Ohio). The newcomers are Cliff Stearns (Fla.); Bill Paxson (N.Y.); Scott Klug (Wis.); Chris Cox (Calif.); Rick White (Wash.); Daniel Frisa (N.Y.), and Tom Coburn (Okla.). ■

FCC to grill Murdoch

Fox chief, others to be deposed in foreign ownership probe

By Christopher Stern

FCC lawyers will kick off the New Year by deposing Rupert Murdoch and 10 other top Fox executives and attorneys, past and present, in its wide-ranging investigation into whether Fox has violated the foreign ownership law.

Among those the FCC plans to question starting Jan. 19 are Fox Television Chairman Chase Carey and Tom Herwitz, a former FCC and Fox executive who is trying to buy TV stations with backing from Fox.

The National Association for the Advancement of Colored People will ask the FCC to depose two others not now targeted, former Fox chairman Barry Diller and Fox affiliate chief Preston Padden, says NAACP attorney David Honig.

But Fox last week was threatening not to cooperate with the investigation unless the commission meets several procedural matters.

"Our concern is that this proceeding has been so tilted and so unfair that we don't think the [FCC] staff should act as judge, jury and prosecutor," said Fox's outside counsel, William Reyner of Hogan & Hartson.

Fox would rather have the case in court, Reyner says. "I think we will get a fairer hearing in respect to the law."

Citing lawyer-client privilege, Fox also refused the FCC's request to hand over hundreds of documents

relating to its purchase of the original six Fox stations from Metromedia in 1986. The documents include internal documents as well as those generated by its outside counsel at the time.

For its continued cooperation, Fox demanded, among other things, that the case go immediately to the five FCC commissioners once the inquiry is completed. Under normal practice, if the staff found evidence of wrongdoing, the case would go into hearing before an administrative law judge—a proceeding that could take months or years with appeals.

Fox also demanded that any staff members currently involved in the investigation be sequestered from the commissioners "and any other FCC personnel participating in the ultimate decision."

The FCC is looking into allegations, originally raised by the NAACP, that Fox misled the commission about the extent of its Australian ownership when it won FCC approval to purchase the Metromedia stations. Federal law limits the amount of foreign ownership in TV stations.

Fox contends that it hid nothing

"Our concern is that this proceeding has been so tilted and so unfair that we don't think the [FCC] staff should act as judge, jury and prosecutor."

*Fox outside counsel
William Reyner
of Hogan & Hartson*

from the FCC at the time. Although the Australian-based News Corp. holds 99% of the equity in the Fox stations, Fox says News Corp. and the TV stations are controlled by Murdoch, who became an American citizen prior to the stations' acquisition.

Late Friday, the FCC responded to

Fox's client-privilege claims by proposing a conference on Jan. 4 to negotiate the release of at least some of the documents. But, the FCC says, Fox claims to attorney-client privilege are "overinclusive."

The FCC also says that Fox voluntarily disclosed a letter from its outside lawyers in 1988 on the foreign ownership issue. And in releasing that letter, it says, Fox waived its rights to all attorney-client privilege pertaining to foreign ownership.

Reyner says Fox waived its rights on only one ownership-related document, not all correspondence and internal documents between it and its two former law firms, Akin, Gump, Strauss, Hauer & Feld in Washington and Squadron, Ellenoff, Plesent, Sheinfeld & Sorkin in New York.

A Dec. 7 FCC letter to Fox, revealed for the first time last week, shows the full scope of its investigation. It asks for virtually all Fox documents related to its purchase of the original Fox stations and its ownership structure at the time.

Reyner points to that letter as evidence the FCC has already made up its mind. He points two questions that seek information on Fox's decision "not to specify to the commission" News Corp.'s equity interest in the Fox stations. "I looked at these questions and said these are not impartial fact-finding questions." ■

Ungagging the gag order

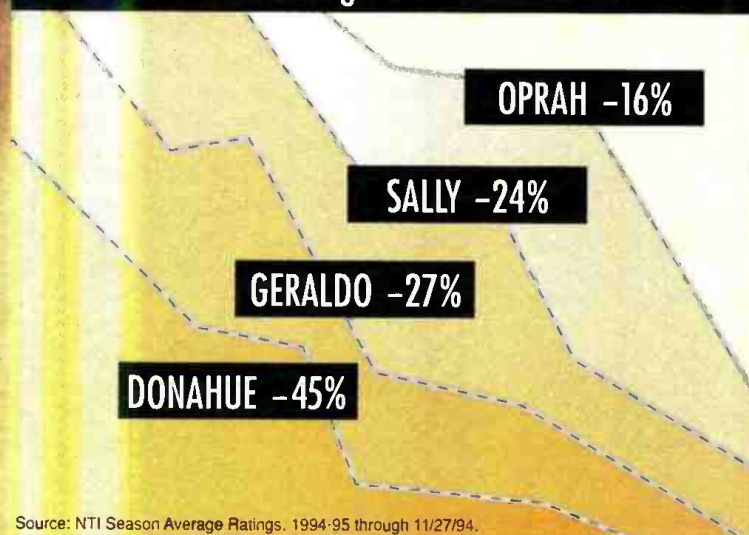
Responding to pressure from Congress and press organizations, the FCC modified its blanket gag order covering its investigation into Fox's alleged violations of the foreign ownership rules. The modification came several days after the FCC told press groups, including BROADCASTING & CABLE, that it would not back off the blanket gag order.

The modified rule limited the gag to transcripts of interviews and depositions. The FCC will also keep documentary evidence under wraps at the request of individual participants. The bureau must determine that the document's secrecy will not harm the public interest before sealing it, according to the modified order.

—CSS

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HH NTI % Change '94-'95 vs. '91-'92



Source: NTI Season Average Ratings, 1994-95 through 11/27/94.

Embattled Hundt denies partisanship

Responds to myriad charges leveled in Pressler letter, including ones regarding gag order, Gingrich book deal and attorney-client privilege

By Kim McAvoy

FCC Chairman Reed Hundt last week denied that either he or the FCC is playing partisan politics with the agency's intensifying investigation into Fox Broadcasting's ownership structure.

"I personally have not discussed any such Fox matters with anyone at the White House or with any Democrats in the House or Senate," the chairman said in a letter to Senate Commerce Committee Chairman Larry Pressler (R-S.D.). In a Dec. 23 letter to Hundt, Pressler had demanded assurances that the FCC was not involved in "scurrilous accusations."

The accusations to which Pressler referred were apparently those leveled two weeks ago by Democratic Whip David Bonior (Mich.) and outgoing White House Press Secretary Dee Dee Meyers against House Speaker Newt Gingrich. Bonior and Meyers charged that Gingrich's \$4.5 million book deal with HarperCollins was done to gain Republican support for Fox at the FCC. HarperCollins and Fox are both owned by Rupert Murdoch's News Corp.

Yielding to mounting pressure, some from within his own party, the speaker announced late last week that he would forgo the \$4.5 million advance and instead earn money solely from the royalties. "It's not too popular around people who talk to me," Senate Majority Leader Bob Dole (Kan.) had told reporters. "They think it's a lot of money."

But the speaker may not be off the hook. The NAACP, which had prompted the FCC investigation of Fox, last week asked the FCC to broaden its probe to include Gingrich's book deal with the Murdoch-owned publisher.

HarperCollins executives vehemently denied any quid pro quo in the Gingrich book deal. "I had absolutely no knowledge of this deal nor had I spoken to anyone about it," said a Murdoch statement issued after Bonior's attack.

And Preston Padden, president, network distribution, for Fox, wrote Bonior complaining that "your statement, and coordinated comments by White House Press Secretary Meyers, were false and slanderous."

But Fox clearly was trying to gain Congressional support for its fight at the FCC. Padden had distributed material to Senate and House members responding to a letter NBC circulated on the Hill. Fox included what it said were the facts as well as some bumper stickers (see below) aimed at making its case. "NBC



falsely alleges that 'In May 1994 Fox disclosed for the first time that News Corp. owns more than 99% of the Fox Television Stations.' NBC also falsely asserts that the Communications Act 'prohibits foreign companies from owning more than 25% of U.S. television stations' and that Fox 'is asking the FCC to eradicate these ownership limits,'" Fox wrote House and Senate members.

Pressler's letter to Hundt conveys general concern about the FCC's handling of the Fox investigation, which focuses on the extent of Australian ownership of the Fox TV stations and whether Murdoch's News Corp. misrepresented that ownership when he applied to purchase the stations in 1985. Federal law limits foreign ownership in broadcast stations.

"I am deeply disturbed at what appears to be unprecedented and questionable procedural maneuvering—most especially, the commission-imposed 'gag order,'" Pressler wrote Hundt.

Pressler described the order as a "draconian measure," and said the FCC presented "no compelling rationale for arbitrarily slapping such an egregious limitation on free speech." And Pressler expressed concern the

gag order was not voted on by commissioners but imposed by the staff.

He said he views the matter as "an almost paranoid level of concern over commission matters being examined and covered by the press and others."

In his response, Hundt defended the "confidentiality order." He said the order was intended to "protect the integrity of the staff's investigation and to permit the parties and third-party witnesses to share information without concern that their disclosures would result in the sort of litigation in the press that is the bane of every fair-minded investigator."

But Pressler's concerns went beyond the gag order. Indeed, he also questioned whether the

Hundt FCC had engaged in a "serious abuse of power" by asking Fox to withdraw ads from the *Washington Post* and *Washington Times*.

As for that charge, Hundt was "not aware that the parties believe that they are constrained in exercising their First Amendment rights in this regard, but, of course, if they have that view they are welcome to assert it at the commission or elsewhere."

Pressler is also troubled by reports that the commission is "asserting attorney-client privilege to prevent former FCC officials involved in the 1985 Fox license application from cooperating with Fox in bringing forth the facts of the original decision. I understand that at least one former FCC official was even threatened with a bar association complaint if he were to sign a statement on behalf of Fox....Is the commission engaged in an honest, objective search for the truth or serving as judge and prosecutor?"

Again the FCC chairman defended the agency. Hundt said the FCC was not doing anything out of the ordinary. Such practices, he said, are protected. Nor did he know of any threats concerning a bar association complaint. ■

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**GROUP W
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Football falls on Fox; NBC gains

Fox calls its first season a 'major accomplishment' for audience, advertisers

By Steve McClellan

For the first time in 20 years, NBC's coverage of the regular-season American Football Conference outrated coverage of the National Football Conference, which shifted to Fox from CBS this fall. NBC's household gains were not enough to overtake Fox in the key male demographics, but the gap there narrowed considerably.

NBC's AFC rating rose 11%, to a 12.5, with a 29% share of the available viewing audience, according to Nielsen numbers. Fox's NFC rating dropped 6% from CBS's NFC average last year, to a 12.1/28. Last year, CBS was a full rating point ahead of NBC in most of the key male demographics.

This season, NBC narrowed the lead to between one- and three-tenths of a rating in these demos.

Both networks cited the vagaries of the conference matchups, rather than the switch of the NFC to Fox, as the primary reason for the rise in AFC viewing levels.

"We're under no illusions here," one NBC source says. "It was a dynamic AFC schedule with intensely competitive and high-scoring games that enabled us to achieve the ratings gains that we did. We may do it again next year, but who



knows, maybe we won't."

"We're quietly proud of what we achieved," says David Hill, president, Fox Sports. The consensus on Madison Avenue was that Fox might show a ratings fall of 10%-15%, with some predicting as much as a 25% decline, he says.

The press was skeptical too, Hill says. "Everybody was asking, 'How can a network with no live

sports experience tackle what is virtually an Olympic Games every weekend?' Now the results are there for everyone to see. Were there glitches?

New talkers from New World, Group W

The youth movement in syndicated talk grew last week with Group W Productions and New World Entertainment launching their own syndicated hour talk shows for fall 1995.

The latest to follow Columbia and *Ricki Lake's* lead, Group W Productions will launch *The Paget Show*, hosted by 25-year-old Paget Brewster, a former San Francisco art school student, rock musician, bartender, waitress, office temp and street singer, who is a newcomer to television.

Brewster doesn't take herself too seriously. On her qualifications to host a talk show, she quips, "I don't have a weight problem, and I've never been molested."

"Paget is a bright, natural talent completely attuned to her generation and, through her varied life experiences, wise beyond her years," says a Group W spokesman. With several shows in the can, he adds, "She's taken to TV hosting as if she had been doing it for many years."

The show will be taped and tested beginning Jan. 16 on Group W's KPIX(TV) San Francisco, where it will receive a 1:30 a.m. berth.

The Mark Walberg Show, syndicated by New World subsidiary Genesis Entertainment, will be a daytime-targeted show featuring the thirtyish host of an ESPN magazine show on sports. It will be the first series to use the combined stations of New World Entertainment

and Fox Inc., which partnered this summer, to help launch a show.

"[Walberg] will bring something that's been missing to the daytime talk show audience—the young male point of view from someone who's involved with all aspects of life in the complicated 1990s," says New World Entertainment Chairman Brandon Tartikoff.

In addition to his ESPN show, Walberg has hosted game shows for USA Network and has guest hosted E! Entertainment Television's *Talk Soup*.

The show's use of New World and Fox's 19 stations will give it a clearance base in 43% of the country even before Genesis starts to clear the show with other station groups.

Word of Group W's Paget show comes as *Marilu* and *Jones & Jury*, Group W's new shows this season, continue to struggle with low ratings. This week *Jones & Jury* will be downgraded from 11:30 a.m. to 2 a.m. on KCAL-TV Los Angeles.

However, the Group W spokesman says that Paget is not intended as a replacement for either show.

The Paget Show, to be executive produced by Donna Wright Somerville, will be sold on a barter basis, with a split yet to be determined.

The Mark Walberg Show will be produced by *American Gladiators* producer Four Point Entertainment and will be offered on a barter basis, with a 7-minute local/7-minute national split.

—DT



Paget Brewster



Mark Walberg

Sure there were, but not that the viewers noticed. We got on the air very clean and delivered everything we promised."

That includes promises to advertisers on ratings. The network sold \$300 million in NFL advertising this season, up 10% from the estimated \$275 million in business that CBS did a year ago. Fox didn't offer household rating guarantees, but did negotiate demographics guarantees.

"The key demos were basically flat

or down slightly from a year ago," says Jon Nesvig, executive vice president, advertising sales, Fox Broadcasting. The network met or exceeded all of its guarantees to advertisers, he says. "Most people regard Fox's first-season performance with the NFC as a major accomplishment," he says.

But even with Fox's aggressive pricing, the network fell well short of the \$395 million average annual rights fee it is paying the NFL for four seasons. Without hefty sales

gains in coming seasons, losses on the package could approach \$500 million, when promotion and production costs are factored in.

Ad agency executives seem happy with the result. "Distribution didn't appear to be the big negative factor many of us thought it would be," says one official at a New York agency. "Next year it may be a plus, because all of the New World stations will be [affiliated] with Fox, not to mention other possible upgrades." ■

Tough sweeps for new first-run

By Steve McClellan

For the new first-run talk shows enduring their first full national sweeps period, one show, *Gordon Elliott*, showed signs of survival while four others did not. That's according to an analysis of the local November Nielsen rating books by Petry Television.

Elliott was the top-rated new talk show of the sweeps, averaging a 2.0/9. In the key demographics, its best performance was with women 18-34, where it rounded to an average 2 rating.

Among other new talk shows, only *Marilu* will round to an average 2 household rating in the November books, although the actual average, according to Petry, was 1.6. In the key demographics, *Marilu* and the other new entries, *Susan Powter*, *Dennis Prager* and the canceled *Suzanne Somers*, each showed share declines of 50% or greater.

Among off-network entries, two new sitcoms emerged as hits—*The Simpsons* and *Fresh Prince of Bel Air*. *The Simpsons* leapt to the top of the ratings heap among sitcoms in access, where in 65 markets the show averaged a 7.7 household rating and an 11 share. *Fresh Prince* was third, with an average 6.9/12 in 41 access markets. Sandwiched in between was *Roseanne*, still going strong with an 7.0/13 average across 106 access markets.

Among children's shows, the big story was *Power Rangers*, which

shifted from the morning to the afternoon, where it averaged a 17.2/49 among children 2-11. That's a 10 rating-point gain and a 21 share-point gain from year-ago time periods.



Game show juggernaut 'Jeopardy!' showed slippage in early fringe, but continued to dominate in access.

The Petry analysis (from which all ratings data in this report are derived) shows that magazines and reality shows as a group had a lackluster outing in November, flat or down from a year ago. The best growth story within the genre, Petry officials say, was *American Journal*, which climbed to third place in both the early fringe and the prime time access dayparts.

Inside Edition and *Hard Copy* ranked first and second, respectively, among magazines in early fringe. In access, *Inside* and *Entertainment Tonight* tied for first in rating, while *Journal* and *Copy* tied for third.

The new magazine, *Extra*, showed mixed results in its first national sweeps. Its best performance was in late fringe (where the Petry report shows it cleared in 49 markets),

where on average it was off only 1 share point from year-ago time periods. In both access and early fringe, the show was 4 share points off year-ago time periods.

In the game show category, Paramount saw the writing on the wall last month, when it canceled *The New Price Is Right*. The new show did not come close to challenging the two game show juggernauts in access, *Wheel of Fortune* and *Jeopardy!*

In early fringe, however, the Petry rundown shows for the first time some weakening of *Jeopardy!*'s household performance (down a half rating point and 2 share points from year-

ago time periods) as well as slippage among younger viewers.

Petry executives say that slippage probably is due to solid growth in early fringe of several talk shows, including *Ricki Lake*, *Jenny Jones*, *Jerry Springer* and *Montel Williams*. Those shows in early fringe had big increases, especially among women, the Petry analysis shows.

But *Oprah Winfrey* remained in a league by itself in the talk category, averaging a dominant 10.3/31 in households in early fringe. *Montel Williams* was second, with a 5.6/19, and *Donahue* was third, with a 5.1/18.

In daytime, *Regis & Kathie Lee* continued as the top-rated talk show, followed by *Maury Povich* and *Sally Jessy Raphael*. ■

Disney rings in new year with Belle

Studio plans to launch FCC-friendly show based on 'Beauty and the Beast'

By David Tobenkin

Buena Vista Television will launch a weekly, half-hour FCC-friendly kids show in fall 1995 combining classic Disney animation and songs with "Beauty and the Beast" feature film character "Belle."

Sing Me a Story at Belle's Book and Music Shop will feature a live-action version of Belle in her music and book shop talking to preschool children and introducing two 6-to-10-minute theatrical shorts per episode that will include updated music and a moral.

Belle and the kids will interrupt the tales to comment on them, discuss what can be learned, and test cognitive abilities (for example, by asking kids how many ducks were in a given animated scene).

Use of the classic animation will allow the series a higher production value than otherwise could be achieved with an FCC-friendly show, says Ken Werner, senior vice president at BVT.

"One of the problems in producing education programing is that one could never afford to produce that kind of animation at this point," says Werner. "It's tough to be both entertaining and creative, but we think this will allow us to fulfill our commitment to providing high-quality educational television for kids and still break even."

A total 17 episodes will be produced for the first season, with plans to air them three times each. The shows will be sold on a barter basis, with a two-and-a-half-minute local/three-and-a-quarter-minute national

ad split.

The show is the first Disney series to capitalize on the blockbuster success of "Beauty and the Beast" at the box office.

Patrick Davidson, producer of The Disney Channel's *Mickey Mouse Club* and annual national teacher's award show, will executive produce *Sing Me a Story*.

Disney also is renewing its FCC-friendly *Bill Nye the Science Guy*, which is cleared in 91% of the country, for another season in weekend syndication. The show airs weekdays on PBS. For 1995-96, 13 new episodes of the show will be added to the 52 already in the can.

Also returning in syndication in 1995-96 will be live-action FCC-friendly show *Disney's Adventures in Wonderland*. ■

Warner Bros. tones up with Kim Alexis

Will launch half-hour fitness/self-improvement show

By David Tobenkin

Warner Bros. Domestic Television Distribution will launch a weekly, half-hour syndicated fitness and self-improvement show in fall 1995.

Your Mind and Body, hosted by supermodel Kim Alexis, will be a magazine-style show (quite literally, since it is based on Time Warner's *Health* magazine) targeted at women and demonstrating how they can achieve success in various areas of their lives.

"The message is that you can set goals that this program will help you select and achieve," says the show's executive producer, Emmy-winning former *20/20* executive producer Av Westin.



Model Kim Alexis

The morning-oriented show hopes to emulate the success of Group W's syndicated weekend show *Martha Stewart Living*. "Our research indicates that on the weekend there's not

much there for the female 18-54 audience," says Westin, now senior vice president of Time Warner division Time Inc. Ventures Television, which will produce the show.

"[This show] will have a built-in blue-chip appeal to advertisers hard-pressed to find a show for women in which to put their money," says Scott Carlin, senior vice president of sales for WBDT.

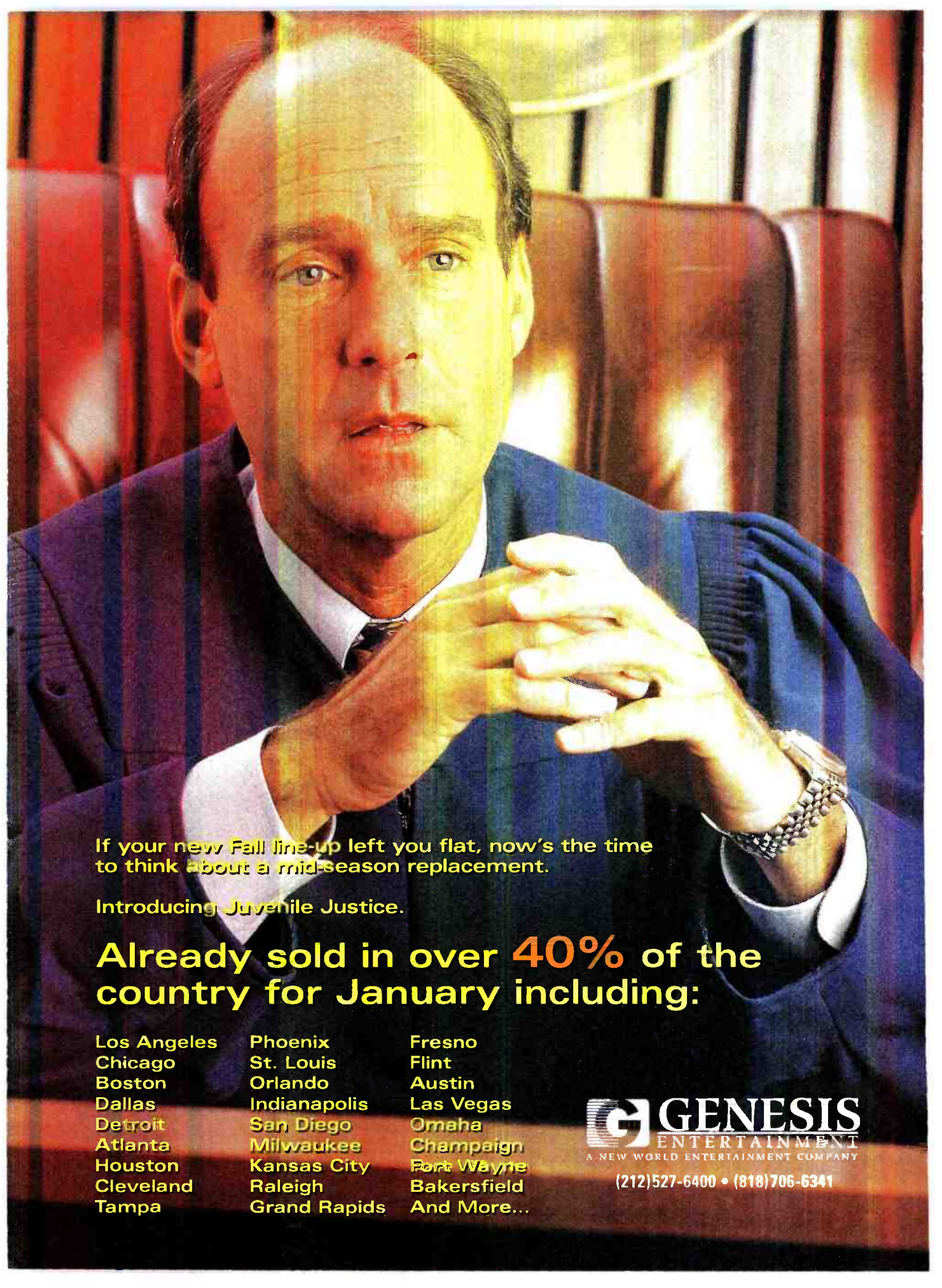
Your Mind and Body will be offered to stations on a barter basis with terms yet to be determined.

Westin says the four or five topics covered in each episode of *Your Mind and Body* will be based on stories in *Health*. Viewers also will be told how to get more information about a given subject from the magazine. ■

Fall Strips Fall Flat?



*Source: All available Nielsen metered market TP's/Cross market weighted averages as dated.



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World Channel comes to USA

BBC looks for U.S. cable foothold

By Rich Brown

The BBC is throwing its hat into the ever-expanding ring of would-be cable networks by offering its BBC World Channel to American cable system operators. Working with the BBC to import the news and information channel will be Midwest cable system operator Cable USA and Reese Schonfeld, a cable industry veteran who helped launch CNN and Television Food Network. (Schonfeld will continue as TVFN president.)

The 24-hour World Channel, launched three years ago by the BBC, will debut in the U.S. on Feb. 1 with an hour of prime time news specifically tailored to the American audience.

The BBC and its American partners hope to expand the schedule of U.S.-oriented programming to six hours daily by the end of 1995.

Executives involved in the U.S. launch of BBC World Channel say their service will provide Americans with a new perspective on the news. Dr. John Thomas, managing director

of BBC Worldwide Television, says that CNN news provides immediacy, while the BBC offers a more analytical approach.

"The BBC long has been interest-

NBC, HBO ace Wimbledon rights

NBC Sports and HBO paid hefty rights-fee increases to extend their rights agreements to cover the Wimbledon tennis tournament for another five years. Sources confirm that the networks paid roughly 45% more for the next five-year cycle, which runs through 1999.

Combined, the two networks will pay Wimbledon organizer the All England Club approximately \$140 million, or \$28 million per year. Fox was said to be the most serious competitor for the over-the-air rights, offering \$180 million over six years, or \$30 million per year. The network thought it needed an extra year in the contract to make money on the event. Commenting on why the AEC may have accepted a smaller rights package to keep the tournament on NBC and HBO, NBC President Dick Ebersol said that "continuity was a big factor. They recognized the value of the partnership and made it absolutely clear that another bidder would have to pay a substantial premium to take it away from us."

—SM

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ed in taking its own network into the U.S. market and already is talking about plans for introducing a second, entertainment-based, service into the U.S. Its BBC World Channel now has deals in place that take the network everywhere but Australia, South America and parts of the Far East.

The BBC's deal with Schonfeld

and Cable USA owners Russ and Les Hilliard places the cost of American entry entirely on the shoulders of the U.S. partners. Schonfeld would not provide figures on start-up costs, but he says the service is expected to break even in the U.S. within four years. Schonfeld says the ad-supported service probably will cost cable system operators about five cents per

subscriber.

The only cable system operator that so far has agreed to carry BBC World Channel in the U.S. is Cable USA, which serves 60,000 subscribers in Nebraska, Montana and Texas.

"That's 60,000 more than we had when we launched CNN," says Schonfeld. ■

SYNDICATION MARKETPLACE

Mosko heads sales at Columbia TriStar

Steve Mosko, Western region vice president of Columbia TriStar Television Distribution, has been named senior vice president, syndication. He will direct syndication sales for CTTD's expanding roster of first-run programming, off-network series and feature film packages and will oversee the company's five regional sales offices. Mosko, who joined Columbia Pictures Television in 1992 from WPHL-TV Philadelphia, replaces Ed Wilson, who left in September to launch a joint-venture distribution company with broadcast group A.H. Belo. CTTD also announced that the company's basic cable sales operation will continue to be headed by John Rohrs Jr., who recently was promoted to senior vice president, Eastern region manager. Rohrs, who formerly reported to Wilson, will report directly to CTTD President Barry Thurston.

Rysher drops 'Robocop,' 'Thunder'

Rysher Entertainment will not renew its *Thunder in Paradise* and *Robocop: The Series* syndicated action hours for the 1995-96 season, citing lower-than-expected ratings. "The audience just didn't come to the shows," says Rysher President Keith Samples. In contrast, Rysher's other new show, *Lonesome Dove: The Series*, is tops among new action hours with a 4.5 rating for the same period.

'Affair' at home on KNBC-TV

Twentieth Television syndicated news magazine series *A Current Affair* moves to a 7:30 p.m. access berth on KNBC-TV Los Angeles

(BROADCASTING & CABLE, Dec. 19, 1994). The show moves from Fox's KTTV, where it aired late night, and replaces the canceled *The New Price Is Right* on KNBC-TV. Replacing *Affair* at 11:30 p.m. on KTTV is a second run of *M*A*S*H*.

Columbia TriStar markets hit movies

Columbia TriStar Television Distribution will offer two new movie packages for syndication at NATPE. Both packages have received launch deals from the eight Capital Cities/ABC O&Os and are being offered to stations nationally on a cash basis. *Showcase III* is a 26-title package featuring recent theatrical hits from Columbia and TriStar Pictures, including "A Few Good Men," "City Slickers," "Honeymoon in Vegas" and "The Prince of Tides." That package also will receive a cable window on superstation WTBS Atlanta (the Capcities/ABC stations will enjoy a one-year window of exclusivity to the titles in their markets). *Gold II* is a 34-title collection of popular films from the '70s and '80s as well as classic titles including "On the Waterfront," "Mr. Smith Goes to Washington," "Easy Rider" and "Funny Lady." No details on airing windows were disclosed.

'Geraldo' redux

Tribune Entertainment Co. has persuaded an additional 11 stations to double-run its syndicated *Geraldo* talk show, bringing the number of stations carrying second runs to 26. Most recently added were WJBK-TV Detroit and KXTV Sacramento, Calif., both of which will begin double-running the show this month. WJBK-TV will carry the second run of *Geraldo* at 10 a.m., with the primary

telecast remaining at 3 p.m. KXTV, currently airing the show at 2 p.m., will add a second run at 9 a.m. Many successful talk shows, including *Ricki Lake*, *Jenny Jones* and *Montel Williams*, are receiving increased station demand for double-runs, given the poor results of this year's crop of new shows and a dearth of replacement programming.

'Rock 'n' Roll' around the corner

Time-Life Video & Television and Telepictures Productions will premiere their 10-hour *History of Rock 'N' Roll* nearly simultaneously on national television and in home video release this spring. The documentary series will be shown on affiliates of Warner Bros. Domestic Television Distribution's Prime Time Entertainment Network beginning March 6. Starting March 21, the show will be distributed in retail by Warner Home Video and through direct response by Time-Life Video & Television. The series covers the evolution of rock from the invention of the solid-body electric guitar in 1941 through modern musical-form spin-offs such as rap and hip-hop and is told by artists involved in its creation. A total 250 songs from 260 concerts are featured.

'Last Call' upped through February sweeps

Brandon Tartikoff's late-night syndicated panel discussion show, *Last Call*, has been picked up by syndicator MCA TV for a second 13-week cycle, taking the show through the February sweeps. The low-rated program recently added a new executive producer, 60 Minutes veteran Marley Klaus.

H E A D L I N E S

Maher hosts ACEs

Bill Maher, host of Comedy Central's *Politically Incorrect*, will host the 16th Annual CableACE Awards from the Wilton Theatre in Los Angeles on Jan. 15 at 9 p.m. ET. Alan Jackson will be the featured performer at the ceremony, which will be telecast live exclusively on TNT.

CMT appeals ruling

Country Music Television has petitioned the Office of the U.S. Trade Representative to protest the network's removal from Canadian cable systems by the Canadian Radio-Television and Telecommunications Commission. CMT says the commission's action violates applicable provisions of the NAFTA free-trade agreement that deal with market access for service providers and confiscation of investments, and unfairly discriminates against U.S. firms. The commission rul-

ing says that Canadian cable system operators no longer can provide CMT to Canadian cable subscribers when a new Canadian-owned country music channel launches Jan. 1. Last Tuesday, Canada's Federal Court of Appeal dismissed CMT's appeal of the commission decision.

New Kasem countdown

Radio personality Casey Kasem is hosting a new weekly music countdown series, *Casey's Top Ten*, on E! Entertainment Television Saturdays at 9 a.m. ET/6 a.m. PT. The cable network also is expanding an existing series, *The Gossip Show*, from two to five days a week beginning Jan. 9.

On tap

The Cabletelevision Advertising Bureau's second annual Local Cable Sales Management Conference will take place June 24-27 at the Hyatt Regency in Dallas.

ANY- ONE CAN TALK

Top cable shows

Following are the top 15 basic cable programs for the week of Dec. 19-25, ranked by households tuning in. The cable-network ratings are percentages of the total households each network reaches. The U.S. ratings are percentages of the 95.4 million households with TV sets. Source: Nielsen Media Research.

Program	Network	Time (ET)	HHs. (000)	Rating Cable	U.S.
1. NFL Football	ESPN	Sun 8:00p	8,927	14.2	9.4
2. NFL Sportscenter	ESPN	Sun 11:35p	3,299	5.3	3.5
3. Movie: 'Return of the Jedi'	USA	Sun 3:07p	2,617	4.2	2.7
4. Movie: 'The Empire Strikes Back'	USA	Sun 12:30p	2,396	3.9	2.5
5. Murder, She Wrote	USA	Thu 8:00p	2,230	3.6	2.3
6. Murder, She Wrote	USA	Tue 8:00p	2,160	3.5	2.3
7. Murder, She Wrote	USA	Wed 8:00p	2,084	3.4	2.2
8. Doug	NICK	Wed 7:00p	1,968	3.3	2.1
9. Murder, She Wrote	USA	Mon 8:00p	1,923	3.1	2.0
10. Movie: 'Indiana Jones and the Temple of Doom'	USA	Sun 6:00p	1,829	3.0	1.9
11. Movie: 'Linda'	USA	Wed 9:00p	1,806	2.9	1.9
12. Movie: 'Jeremiah Johnson'	TBS	Wed 8:05p	1,795	2.9	1.9
13. WWF Monday Night Raw	USA	Mon 9:00p	1,728	2.8	1.8
13. Doug	NICK	Fri 7:00p	1,705	2.8	1.8
15. Doug	NICK	Thu 7:00p	1,673	2.8	1.8

Following are the top five pay cable programs for the period of Dec. 19-25, ranked by the number of households tuning in. Source: cable networks based on Nielsen Media Research.

1. Movie: 'Look Who's Talking Now'	HBO	Sat 8:00p	1,981	9.7	2.1
2. Movie: 'Under Siege'	HBO	Sun 12:00m	1,973	9.7	2.1
3. Movie: 'The Getaway'	HBO	Tue 8:00p	1,917	9.4	2.0
4. Movie: 'Dennis the Menace'	HBO	Fri 11:00a	1,745	8.6	1.8
5. R Simmons Def Comedy Jam	HBO	Fri 12:00m	1,736	8.5	1.8

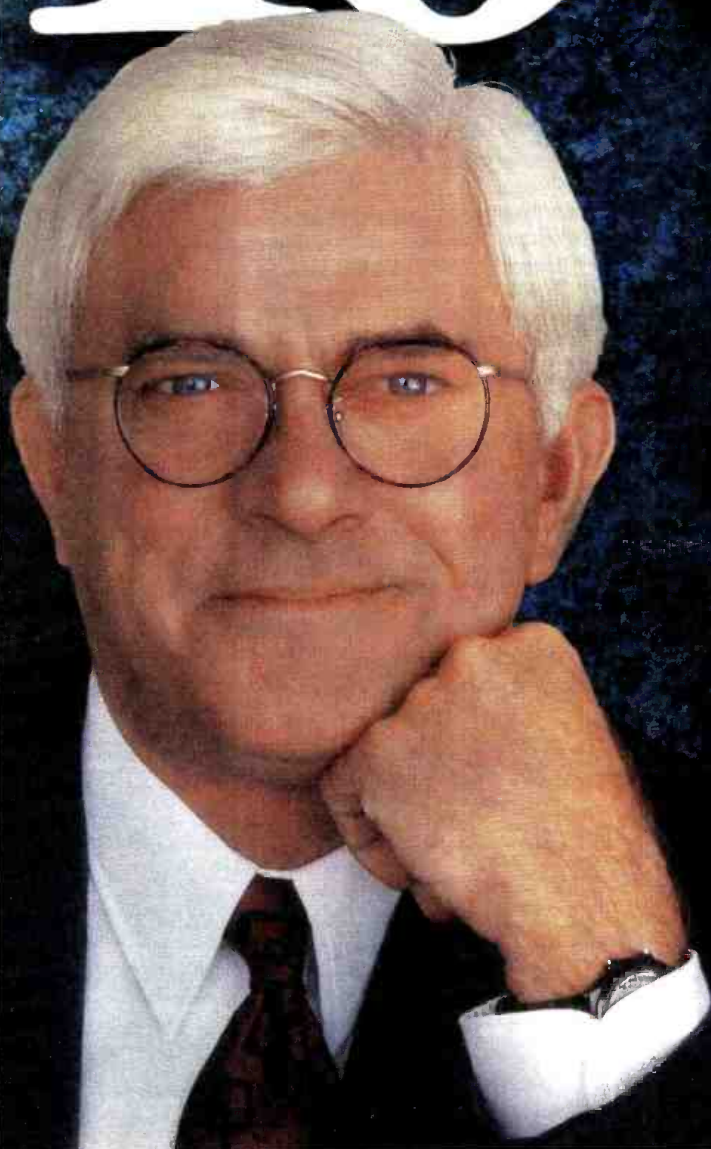


Ratings: Week 13, according to Nielsen, Dec. 12-18

	abc ABC	CBS CBS	NBC NBC	FOX FOX
MONDAY	16.5/26	13.2/20	11.4/18	7.7/12
8:00	54. Coach 9.4/15	26. The Nanny 12.2/19	40. Fresh Prince 10.3/16	50. Melrose Place 9.5/15
8:30	45. Coach 9.8/16	24. Dave's World 12.4/19	58. Blossom 9.0/14	
9:00	4. NFL Monday Night	14. Murphy Brown 14.8/22	25. NBC Monday Night	92. Party of Five 5.9/9
9:30	Football—Kansas City	20. Love and War 13.5/20	Movies—Moment of Truth:	
10:00	Chiefs vs. Miami Dolphins	22. Northern Exposure	Murder or Memory?	
10:30	19.5/32	13.1/21	12.3/19	
TUESDAY	17.8/28	11.2/17	11.8/18	5.2/8
8:00	17. Full House 13.7/22	35. Rescue: 911 11.1/17	22. Wings 13.1/21	
8:30	16. Me and the Boys 14.0/21		28. Smthing Wilder 11.9/18	93. Science Fiction: Journey
9:00	1. Home Improvmt 22.1/32		13. Frasier 15.1/22	into the Unknown 5.2/8
9:30	2. Grace Under Fire 21.6/32	34. CBS Tuesday Movie—	33. J Larroquette 11.4/17	
10:00	6. Barbara Walters Special	Marked for Death 11.3/17	48. Dateline NBC 9.6/16	
10:30	17.8/29			
WEDNESDAY	13.2/21	8.4/14	11.0/18	9.1/14
8:00	50. Sister, Sister 9.5/15	71. Garfield's Xmas 8.2/13	41. Cosby Mysteries	32. Beverly Hills, 90210
8:30	44. All American Girl 9.9/16	83. Boys Are Back 7.1/11	10.2/16	11.6/19
9:00	8. Roseanne 16.6/26	74. Touched by an Angel	36. Bob Hope Christmas	88. Models Inc. 6.5/10
9:30	10. Ellen 16.0/25	8.0/13	Special 11.0/17	
10:00	18. Turning Point 13.6/23	50. 48 Hours 9.5/16	29. Christmas in	
10:30			Washington 11.8/20	
THURSDAY	9.2/15	9.0/15	16.3/26	7.3/11
8:00		47. Due South 9.7/16	20. Mad About You 13.5/23	79. Martin 7.6/13
8:30	54. Elvis...The Tribute		18. Friends 13.6/22	69. Living Single 8.4/13
9:00	9.4/15	63. Chicago Hope 8.8/14	5. Seinfeld 18.1/28	87. New York Undercover
9:30		71. Eye to Eye with Connie	12. Madman/Peop 15.2/24	6.6/10
10:00	67. Turning Point 8.6/15	Chung 8.2/14	3. E.R. 19.8/34	
10:30				
FRIDAY	12.2/22	9.6/17	9.1/16	6.9/12
8:00	30. Family Matters 11.7/22	50. Circus of the Stars	58. Unsolved Mysteries	95. M.A.N.T.I.S. 4.8/9
8:30	36. Boy Meets Wld 11.0/20	9.5/17	9.0/17	
9:00	38. Step By Step 10.6/18	45. Picket Fences 9.8/18	41. Dateline NBC 10.2/17	61. The X-Files 8.9/15
9:30	38. Hangin w/Mr. C 10.6/18		74. Homicide: Life on the	
10:00	15. 20/20 14.6/26		Street 8.0/14	
10:30				
SATURDAY	7.3/14	10.0/18	7.3/14	7.8/15
8:00	90. Christmas at Home with	57. Dr. Quinn Medicine	91. Empty Nest 6.3/12	83. Cops 7.1/13
8:30	the Stars 6.4/12	Woman 9.2/17	86. Empty Nest 6.7/12	71. Cops 8.2/15
9:00	82. The Artistry of Torvill	65. Five Mrs. Buch 8.7/16	88. Sweet Justice 6.5/12	74. America's Most Wanted
9:30	and Dean 7.2/13	65. Hearts Afire 8.7/16		8.0/15
10:00	70. The Commish 8.3/16	27. Walker, Texas Ranger	61. Sisters 8.9/17	
10:30		12.0/22		
SUNDAY	7.4/12	16.5/27	10.6/17	7.5/12
7:00	63. Am Fun Hm Vid 8.8/15	9. 60 Minutes 16.2/27	58. Earth 2 9.0/15	93. Encounters 5.2/9
7:30	80. On Our Own 7.5/13			96. Encounters 4.1/7
8:00	77. Lois & Clark 7.7/12	11. Murder, She Wrote	56. seaQuest DSV 9.3/15	48. Simpsons 9.6/15
8:30		15.3/24		67. Life with Louie 8.6/13
9:00	85. ABC Sunday Night	7. CBS Sunday Movie—	30. NBC Sunday Night	43. Married w/Chldr 10.1/16
9:30	Movie—Don't Drink the	Christmas Romance	Movie—Take Me Home	81. George Carlin 7.3/11
10:00	Water 6.9/11	17.3/28	Again 11.7/19	
10:30				
WEEK'S AVGS	11.8/19	11.4/19	11.0/18	7.4/12
SSN. TO DATE	12.2/20	11.9/19	11.5/19	7.7/12

RANKING/SHOW (PROGRAM RATING/SHARE) (nr)=NOT RANKED *PREMIERE SOURCE: NIELSEN MEDIA RESEARCH YELLOW TINT IS WINNER OF TIME SLOT
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OF WORDS**

New York: 212-332-2000
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Source: Affiliate day, NSI Metered Markets
11/4-12/1/93, 9/29-10/26/94, 11/3-11/30/94

Ratings: Week 14, according to Nielsen, Dec. 19-25

	abc ABC	CBS	NBC	FOX
MONDAY	16.3/26	10.6/17	12.2/19	9.0/13
8:00	43. <i>Coach</i> 9.4/15	17. <i>The Nanny</i> 11.6/19	38. <i>Fresh Prince</i> 9.9/16	39. <i>Melrose Place</i> 9.8/15
8:30	50. <i>Coach</i> 8.6/14	13. <i>Dave's World</i> 12.3/19	48. <i>Blossom</i> 8.7/14	
9:00	1. <i>NFL Monday Night Football—Dallas Cowboys vs. New Orleans Saints</i> 19.5/32	34. <i>Murphy Brown</i> 10.3/16	9. <i>NBC Monday Night Movies—One Christmas</i> 13.6/21	56. <i>90210 Christmas Special</i> 8.2/12
9:30		39. <i>Best of Taxi</i> 9.8/16		
10:00				
10:30				
TUESDAY	14.7/24	10.9/18	11.0/18	5.2/8
8:00	16. <i>Full House</i> 11.9/20	26. <i>Rescue: 911</i> 10.8/18	26. <i>Wings</i> 10.8/18	77. <i>Fox Tuesday Night Movie—Prelude to a Kiss</i> 5.2/8
8:30	11. <i>Me and the Boys</i> 12.7/21		30. <i>Smthing Wilder</i> 10.6/17	
9:00	2. <i>Home Improvmt</i> 18.9/29		13. <i>Frasier</i> 12.3/19	
9:30	3. <i>Grace Under Fire</i> 18.1/29	23. <i>CBS Tuesday Movie—Silent Betrayal</i> 11.0/18	42. <i>J Larroquette</i> 9.7/15	
10:00	9. <i>NYPD Blue</i> 13.2/23		19. <i>Dateline NBC</i> 11.3/19	
10:30				
WEDNESDAY	11.3/18	9.9/16	10.9/18	8.8/15
8:00	45. <i>Sister, Sister</i> 9.1/15	51. <i>Night Bef Xmas</i> 8.5/14	19. <i>The Bermuda Triangle—Revealed</i> 10.7/18	23. <i>Beverly Hills, 90210</i> 11.0/18
8:30	44. <i>All American Girl</i> 9.2/15	61. <i>Boys Are Back</i> 7.7/13		
9:00	7. <i>Roseanne</i> 14.0/22	29. <i>Kathle Lee's Christmas</i> 10.7/17	34. <i>Dateline NBC</i> 10.3/16	69. <i>Models Inc.</i> 6.6/11
9:30	10. <i>Ellen</i> 12.8/20			
10:00	18. <i>Turning Point</i> 11.4/19	26. <i>48 Hours</i> 10.8/18	22. <i>Law and Order</i> 11.1/19	
10:30				
THURSDAY	8.6/14	9.3/16	14.8/25	7.1/12
8:00	59. <i>My So-Called Life</i> 7.8/13	30. <i>Mickey's Christmas Carol</i> 10.6/18	12. <i>Mad About You</i> 12.5/21	66. <i>Martin</i> 7.1/12
8:30			15. <i>Friends</i> 12.0/20	63. <i>Living Single</i> 7.6/13
9:00	63. <i>Matlock</i> 7.6/12	39. <i>Opryland's Country Christmas</i> 9.8/16	4. <i>Seinfeld</i> 17.3/28	67. <i>New York Undercover</i> 6.8/11
9:30			5. <i>Mad About You</i> 16.5/27	
10:00	34. <i>Primetime Live</i> 10.3/18	65. <i>Eye to Eye with Connie Chung</i> 7.4/13	3. <i>E.R.</i> 15.3/26	
10:30				
FRIDAY	9.5/18	8.5/17	9.8/18	5.6/10
8:00	33. <i>Family Matters</i> 10.4/21	47. <i>Disney Christmas Fantasy on Ice</i> 8.9/18	48. <i>Unsolved Mysteries</i> 8.7/17	83. <i>M.A.N.T.I.S.</i> 4.3/8
8:30	55. <i>Wish Chg Xmas</i> 8.3/16			
9:00	51. <i>Step By Step</i> 8.5/16	53. <i>Ringling Brothers Circus</i> 8.4/16	34. <i>Movie of the Week—All I Want for Christmas</i> 10.3/19	67. <i>The X-Files</i> 6.8/13
9:30	53. <i>Hangin w/Mr. C</i> 8.4/16			
10:00	30. <i>20/20</i> 10.6/20	56. <i>Television's Christmas Classic</i> 8.2/16		
10:30				
SATURDAY	4.6/11	7.8/19	5.6/13	5.9/15
8:00	84. <i>ABC Saturday Family Movie—Pete's Dragon</i> 3.9/10	61. <i>Dr. Quinn Medicine Woman</i> 7.7/20	84. <i>Countdown to Christmas</i> 3.9/10	77. <i>Cops</i> 5.2/14
8:30				71. <i>Cops</i> 6.2/16
9:00				72. <i>America's Most Wanted</i> 6.1/15
9:30		59. <i>Holidays: The Ed Sullivan Show</i> 7.8/19	70. <i>Movie of the Week—Mercy Mission: The Rescue of Flight 771</i> 6.4/15	
10:00	74. <i>The Commish</i> 5.9/14			
10:30				
SUNDAY	8.5/18	9.1/19	4.3/10	4.6/10
7:00	76. <i>Am Fun Hm Vid</i> 5.3/13	25. <i>60 Minutes: The Entertainers</i> 10.9/27	(nr) <i>NBA Basketball Prime Time</i> 4.1/10	86. <i>Tiny Toons Xmas</i> 3.2/8
7:30	80. <i>On Our Own</i> 4.9/12			
8:00	72. <i>Lois & Clark</i> 6.1/13	46. <i>Touched by an Angel</i> 9.0/19		81. <i>Fox Sunday Movie Special—Ferngully</i> 4.7/10
8:30				
9:00	21. <i>ABC Sunday Night Movie—Columbo: A Bird in the Hand</i> 11.2/22	56. <i>CBS Sunday Movie—Snowbound</i> 8.2/16	79. <i>NBC Sunday Night Movie—Earth 2</i> 5.1/10	75. <i>Married w/Chldr</i> 5.5/11
9:30				82. <i>George Carlin</i> 4.6/9
10:00				
10:30				
WEEK'S AVGS	10.4/19	9.4/17	9.5/18	6.5/12
SSN. TO DATE	12.0/20	11.7/19	11.4/19	7.7/12

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

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New players get ready to roll

UPN, WB Network prepare to take their shots



By David Tobenkin

Call them fraternal twins.

The new WB Television and United Paramount networks will enter the broadcasting world in mid-January, but with programing lineups, target audiences and distribution strategies that differ markedly.

Backing each is an initial investment estimated at \$300 million for the four years many predict will be necessary to break even. Losses in the first year will be \$50 million-\$75 million per network, estimates Merrill Lynch media analyst Jessica Reif.

Both are risking that money on the premise that enough quality programing can be produced to justify their existence, that a new network can be branded in an already crowded marketplace, that the expansion requisite for profitability will not be blocked by inadequate distribution, and that their new pipeline will not be made obsolete by rapidly advancing distribution technology.

Day one

On Wednesday, Jan. 11, at 8 p.m., viewers watching WB-affiliated stations will see Daffy Duck and Bugs Bunny argue over who gets to turn on

the network. In the background, animator Chuck Jones will be drawing another classic Warner Bros. character, Michigan J. Frog. While no one is looking, feisty Michigan will flip the switch to launch the network.

WB, owned by Warner Bros. and supported by Tribune stations, will launch the network that night with two hours of programing, including sitcoms *The Wayans Bros.* and *Unhappily Ever After* and a special hour version of serialized comedy *Muscle* at 9.

The WB Network is guided by the architect of the last successful network launch, Fox veteran Jamie Kellner, who is placing his faith in an initial single Wednesday night of four sitcoms that will target 12-34-year-olds, a kids block stuffed with Warner Bros. product in the wings and a distribution system that emphasizes in-pattern clearances.

The following Monday, Jan. 16, viewers of UPN-affiliated stations at 8 p.m. will get their own network sign-on message. UPN, owned by Viacom-Paramount and Chris

Craft/United, will follow with a special two-hour episode of the latest incarnation of Paramount's multibillion-dollar *Star Trek* franchise, *Star Trek: Voyager*. It will follow the next night with its regularly scheduled pair of dramatic hours, *Marker* and *The Watcher*, and, on Saturday, Jan. 21, at 12-2 p.m., with *Call to Glory*, the first installment of a regular Saturday afternoon movie block.

UPN is the brainchild of Paramount Television Group Chairman Kerry McCluggage and United Television President and Chairman Evan Thompson. It is now run by Lucie Salhany, the former Paramount executive who stewarded many of Paramount Television's greatest syndicated successes and later headed the Fox network. Her 18-49 male-targeted network will launch Mondays and Tuesdays with two nights of prime time programing divided between sitcoms and dramas, and a distribution strategy emphasizing exclusive use of broadcast clearances.

The networks predict they will launch in roughly 80% of the country, but nearly a third of UPN's clearances and 13% of its coverage will be out-of-pattern secondary clearances,

COVER STORY

while roughly 18% of WB's coverage will come from cable coverage provided by Tribune superstation WGN.

The game changes

Launch details aside, the very existence of the new networks likely will change the face of television, say analysts.

"The emergence of these two new networks attests to the viability of the traditional local television stations as a distribution mechanism, and it marks a real end to the production cycle whereby a producer would make it up in syndication," says PaineWebber analyst Christopher Dixon. "With fin-sin's repeal leading to concerns that the traditional networks will program their own shows over outside product, here you have two producers who have decided to self-distribute their own programming on a day-and-date system rather than enter the highly fragmented syndication market. The winners are the advertisers, who get to play one network off another, and maybe the viewers, who may get better programming."

The losers may be the other broadcast networks, which could see top studio product diverted away from their pipelines (see story, page 37), and syndicators, who will watch the new networks occupy many valuable time slots and make it even more difficult to pencil-out and clear first-run product and lower-end off-network product.

"Ultimately, if both networks go to full schedules, or even if just the WB network does, it most likely will shut down [Warner Bros. Domestic Television Distribution's Prime Time Entertainment Network action-hour block], as well as all the syndicated action hours," WBTD President Dick Robertson told BROADCASTING & CABLE earlier this year. "Long term, in either of those cases, I would expect PTEN would cease to exist in five years."

The good news for both networks is that they launch in fair advertising weather, with a tight inventory market that has made placing ads with them nearly unavoidable for some advertisers.

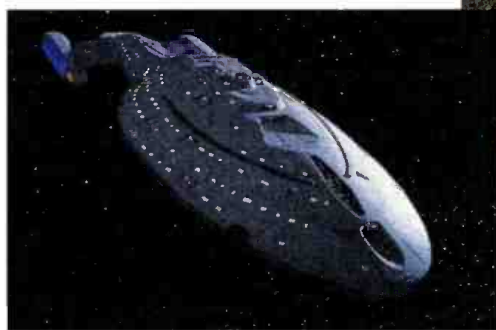
UPN, promising a 7 prime time household rating, has sold out its first quarter ad inventory. Kellner says

WB, which is promising a 3 rating, also has experienced strong sales demand, but has held back 20% for make-goods in case of lower-than-predicted ratings and because the scatter market looks to be very strong. Differences in the guaranteed ratings are partly explained by UPN's high expectations for *Voyager*.

The lineups

Standing between the possible and the present for the two networks are programming and distribution challenges—although analysts agree that with enough hit shows any likely distribution problem can be overcome.

Here, most observers say the surest bet of either network is *Star Trek: Voyager*, whose hit syndicated predecessor *Star Trek: The Next Generation* was killed off last season to put its cast in movies and avoid competition with *Voyager*. (Paramount Domestic Television continues to distribute *Star Trek: Deep Space Nine* in first-run syndication.) The one-hour show nor-



'Star Trek: Voyager'



'The Watcher'



'Pig Sty'



'Marker'



'Platypus Man'



mally will air at 8-9 p.m. Mondays.

Voyager will be followed by sitcoms *Platypus Man*, a *Fanaro* / Nathan Production starring comedian

Richard Jeni as a cooking show host in search of the right woman. At 9:30 comes *Pig Sty*, produced by former *Cheers* producers Dan Staley and Rob Long and centering on five young men sharing a two-bedroom apart-

ment. It is followed at 9 p.m. by *The Watcher*, a Christopher Crowe (*The Untouchables*)-produced. Las Vegas-based anthology series that will showcase rap star Sir Mix-A-Lot.

The Warner Bros. block will lead off with *The Wayans Bros.*, starring Shawn and Marlon Wayans (both of *In Living Color*) as two brothers trying to make it in New York. At 8:30 p.m. is *The Parent 'Hood* starring Robert Townsend as a college professor struggling with the problems of fatherhood in the 1990s.

At 9 p.m. is *Unhappily Ever After*, from *Married...With Children* co-cre-

ator Ron Leavitt, featuring a divorced father trying to live on \$8,000 a year and deal with a contentious ex-wife. Its 9:30 p.m. lead-out, *Muscle*, is a serialized comedy from Witt Thomas Productions set in an Upper East Side fitness club and described as in the spirit of the offbeat *Soap*.

Bench strength

A number of other shows have received production commitments at both companies for use as replacements or for launching future nights:

■ UPN's hour *Legend* will feature *MacGyver*'s Richard Dean Anderson in a lighthearted western in which Anderson's novelist character lives out the exploits of his fictitious character.

■ *Star Trek* veteran Leonard Nimoy



'The Parent 'Hood'



TELEVISION
NETWORK



'Muscle'



'Unhappily Ever After'



'The Wayans'

ment in New York City.

UPN's second night begins with *Marker* at 8-9 p.m. The Stephen Cannell drama stars Richard Grieco (*21 Jump Street*) as a man whose father has died leaving debts his son must

will step behind the camera to executive produce *Deadly Games*, a one-hour show about a young computer buff who creates a video game whose villains come to life.

UPN shows still in development include:

■ *Live Shot*, a "young and edgy" hour show about a newsroom, produced by Dan Guntzman (*Thunder Alley*) and Steve Marshall.

■ *Big Daddy's Barbeque*, a Barry Kemp-produced (*Coach*) sitcom about a conservative at war with the liberal world.

Several UPN affiliates say they are impressed by the strong backlog of shows. "They're not going to sit around and wait on [the initial] programs if they're not working," says Ray Depa, station manager for KZIA-TV El Paso, Tex.

In reserve at WB:

Muscle is being debuted as a one-

■ *Simon Says*, a comedy from producer Danny Jacobson (*Mad About You*), features comedian Harland Williams as a small-town eternal optimist who moves to New York and becomes a successful programmer for a classic cable TV network. WB also has two other prime time backups.

Both networks have tentative prime time expansion plans, although these likely will depend on whether shows for future nights need to be cannibalized to shore up initial lineups.

In August, WB plans to expand to a second prime time night that will be composed mostly of one drama and two comedies. It will subsequently add a new night each August. In development for next August:

■ *Club Paradise*, a working title for a Spelling Entertainment show Ancier describes as "a *Love Boat*-like Club Med for 20-year-olds."

■ *Savannah*, a Spelling show about four Southern girls in New York.

Three other hour dramas are in development, Ancier says.

UPN plans to add another night within 18 months, but beyond that Salhany declined to specify how rapidly additional nights will be added. "If we don't reach the goal we're a failure, and if we go faster than what was announced we're cramming programming down the affiliates' throats," she says.

Just how supportive will the studios' production arms be to the networks? Both insist they will remain autonomous from the network; however, WB likely will continue to receive about half its prime time programming from Warner Bros., Ancier says.

Battle lines

The new networks' other major commitment is children's programming, potentially a big money-maker given lower production costs and the ability to strip shows and repeat them. It is an area where WB, backed by Warner Bros. Animation's top-rated product, holds a large programming edge, observers say.

WB will launch a kids programming block called Kids' WB in September, initially comprising a three-hour Saturday morning block and a one-hour weekday morning block. That will be expanded to include a fourth weekday morning hour in 1996 and a two-hour

weekday afternoon block in 1997.

Initial weekend shows include 65 episodes of *Steven Spielberg Presents Freakazoid!*, 65 all-new episodes of *Sylvester & Tweety*, and 65 off-Fox and 13 new episodes of hit show *Steven Spielberg Presents Animaniacs*. Weekday mornings will include classic Warner Bros. *Merrie Melodies* shows and *Animaniacs*.

All that will mean tough competition for the Fox Children's Network, which has been displaced in some markets by affiliation switches, and to the Disney Afternoon syndicated block, which will lose affiliations with Tribune stations in top markets. Also, Kellner says, WB affiliates that carry the Disney block have agreed to drop it when their contract for it ends in 1997 and instead run weekday afternoon WB strips *Freakazoid!* and *Sylvester & Tweety*.

As for UPN, the network will begin in fall 1995 with an hour kids block expected to feature animated programs from a co-venture with Saban Entertainment. UPN will add a two-hour afternoon weekday block in 1997.

Programming for other dayparts at both networks remains sketchy. UPN plans a late-night show, although probably not a talk show, says UPN President of Entertainment Michael Sullivan.

Both networks agree that news and sports programming, expensive and main strengths of the Big Four networks, are unlikely, but Salhany says UPN might be interested in carrying NFC football games.

Barring breakout shows, however, the battle for both networks will be fought in the distribution trenches.

Here, many give the advantage to UPN: Its two station groups cover 11 of the top 15 markets, compared with Tribune's eight stations.

The fight for affiliates has been fierce, with WB declining to release a copy of its affiliate list for fear of efforts by UPN to pick them off. (BROADCASTING & CABLE generated the first updated list, published in the Dec. 22 *TV Fax*.)

Such fears seem in part justified. UPN lured away WB affiliate WBFS(TV) Miami in early 1994. In

addition, WB continues to be embroiled in a legal controversy with Gaylord Broadcasting over whether the group agreed to affiliate three of its stations with WB. WB has found replacements for Gaylord stations in Dallas and Seattle, but lacks a replacement for Gaylord's KHTV-TV Houston (market 11) and continues litigation.

WB, which says its clearances stand at 60 stations covering 62% of the country (with WGN coverage raising the total to 80%), has had a far more difficult time obtaining affiliates, since it is asking them to pay compensation to receive its shows whereas UPN is not.

Kellner says charging affiliates for their programming is necessary. "You can lose money for only so long before you have to stop service," he says.

Chris Craft and Paramount, by contrast, say that initial losses in their investment in the network will be recouped by the additional value that is brought to their O&O stations.

UPN has managed to clear the network in 96 markets covering 79% of the country and expects to launch with 80%-85% national coverage.

Kellner plans to replace WGN with a network of local cable providers or affiliates within the next several years because of WGN's heavy sports programming commitment. Salhany also says that she will examine cable deals to fill in remaining coverage white areas.

Another area of commonality between the two networks is their leaders' visions of the proper time to judge their success: two years. "That's how long it will take to go through two cycles and a midseason replacement," says Kellner. "By then both networks will be at two or three nights, and the economics will start to pull them down unless they have a big hit." ■

Cover Story continues with:

Interviews with network chiefs (pages 34-35); Affiliate list (page 36); The new network picture (page 37).



UPN and the next-generation network

Lucie Salhany joined the United Paramount Network as president and chief executive officer in September after a broadcast career that has encompassed station programming, helping transform Paramount Pictures' syndication unit into a first-run powerhouse, heading Fox's Twentieth Television programming and distribution division and, finally, heading Fox's fourth network from January 1993 through June 1994. Before joining Paramount, she was vice president, television and cable programming, Taft Broadcasting Co., from 1979-85 and earlier served as a station programmer. **BROADCASTING & CABLE** staff writer David Tobenkin asked her about her plans for a next-generation network.



Given that there are already four broadcast networks, what is the compelling reason for launching another?

The reason you have a network is because your programming will increase the value of your owned-and-operated stations and your affiliates by providing them the programming that gives them a national identity in their local market. In the future, with all the competition stations might face, you need a national service to provide programming. Our primary affiliates are independent stations right now, and it's going to be harder and harder to control product. Look at where movies are. It used to be that stations could get first-run movies or ones right off the network; now they go through many windows before a local station gets them. Most first-run action hours haven't worked. Other than *Star Trek*—the two series—and *Baywatch*, nothing's really worked, and it probably won't because [as a syndicator] it's harder and harder to get clearances and you can't spend the money on the product and run a huge deficit. And there's no reason to do that unless you have television stations that you want to keep and build and increase their value.

You've said you want to target 18-49, especially males. Why are you targeting that audience group? Why not skew younger, as Fox did and the WB Network will attempt to do?

We're 18-49, but we're going to have a concentration on the 18-34 demo. Why not younger? Because our launch program pretty well defines what we are right now—and that's *Voyager*. And there's another reason. When you

get too young, when you get into that 12-24 group, it's a very fickle audience; initially they help you, but then it's too narrow. You're sort of caught in a box. That's what happened with Fox. You get that real young programming that's controversial, but you can't get out of it. So instead of producing *ER*, you produce *Medical School*. You can never get big enough in your programming if you keep that narrow philosophy.

When will you replace secondary affiliates with primary affiliates, or is that necessary?

We'd like to; we will replace them if we can. In some markets we have very strong secondaries, and in markets where someone is running us in a pattern—not necessarily in pattern—where somebody can find us quickly, I think for now that's fine.

The buzz among affiliates and station reps generally has been very positive about your Monday night schedule of action-hour *Star Trek: Voyager*, and comedies *Pig Sty* and *Platypus Man*. It has generally been less favorable about the Tuesday night dramas *Marker* and *The Watcher*. Are you tweaking the latter shows?

No one's seen the [entire] shows, just bits of them. They are still in production. I've seen dailies, and the dailies look good. I think one of the issues is that Tuesday night at nine is the anthology series [*The Watcher*]. Anthologies usually don't work. But if you look at the competition Tuesday at nine, it's very tough to do traditional kinds of programming. You don't want to come in with a sitcom. You need to do something a little untraditional, and this is a little untraditional.

Why did you decide to launch on two nights instead of one?

That was decided before I got here. It makes sense because if you think you have an hour that will work with *Voyager*, another hour just isn't enough. As long as you've got that locomotive, you might as well go on and try to let it take you to two nights.

Regarding your one-hour Sunday morning kids programming block that will launch with Saban Entertainment programming in the fall, how effective do you think a Sunday morning kids block can be?

Very. Because it's not currently much of an option for kids. It will take them awhile to get used to it. I tried to do that while I was at Fox, but the affiliates wouldn't go along with it.

Do changes in station ownership rules—raising limits on the number of stations that can be owned by a group—tilt the board in favor of established networks? Are your partners willing to commit to the expanded station ownership that may be necessary to remain competitive?

Will Chris Craft/United and Paramount seek to control more stations and buy more in the marketplace? Yes. ■

Kellner on out-Foxing the competition

Jamie Kellner approached Warner Bros. in 1993 with the idea of launching a fifth broadcast network and was named chief executive of the WB Television Network in November of that year. He already had earned his new network stripes as president and chief operating officer of Fox Broadcasting Co., where, under Fox Inc. Chairman Barry Diller, he spearheaded the building of FBC's affiliate base, the creation and launch of the network in 1986 and its subsequent operations until he left the company in January 1993. Before joining Fox, Kellner was president of Orion Pictures' Orion Entertainment Group, where he supervised its network programming, home video, pay television and domestic syndication divisions. Before that, he was at Viacom Enterprises. Kellner spoke to *BROADCASTING & CABLE* staff writer David Tobenkin about launching the new network.



Is there room for two new networks?

I have no idea. Back in the fourth or fifth year after Fox launched, I said to our affiliates that there would be a fifth network, which was greeted with a lot of skepticism. But as we proved that you could grow television stations [with] almost no audiences into real contenders—even if they were UHF stations—the technical hurdles didn't exist anymore to the entry of a fourth—or a fifth or even a sixth—network. There's enough capacity out there to add more stations to the larger markets, where there are gaps, and there's the ability to allow the cable industry to have part of the upside of a new network in the smaller markets.

You've said you want to court an 18-34 audience similar to the one that helped launch Fox, and you're using a similar marketing strategy and shows. Is there room for another youth-skewing network? And how will you distinguish yourself from Fox?

That's really not true. When we launched, Fox didn't have a target audience. We found our way at Fox. The unique advantage we have at WB is that we have so many people who spent five years creating Fox, people in programming and promotion. The most creative areas of the company are being run by people who understand how to do this.

The mission is different and yet the same. When you target 18-34 it means you deliver a teen-49 audience to the advertisers. If you take something like Beverly Hills, 90210, which conceptually you would say is a teenybopper show, it's an 18-49 delivery for advertisers.

For nearly a year you refused to release a list of your affiliates—until *BROADCASTING & CABLE* generated a list of its own (*BROADCASTING & CABLE TV Fax*, Dec. 22). Why?

Because our competitors were running around trying to damage our distribution system. We have a much tougher deal for our affiliates than they do. Our affiliates pay a percentage of incremental profits back to the network to cover the costs of programming, and we also didn't give away syndication freebies and things like that.

There was this low-cost provider and us, and we had already set our plan before they decided to come in, so they put themselves into a position where they could be very competitive. We never thought that was going to be the most important thing long term. Long term it will all come back to who has the best shows, and we didn't want to interrupt the economics of our plan to compete with them. If you run the numbers out on one of these networks, you can't make it work unless you have some kind of reverse compensation to the network.

Do you have an affiliate board?

No, we don't. We're not structuring ourselves quite the same way as we did at Fox. It is a far more informal

company. It's less bureaucratic than at Fox. There are no titles at WB. Everyone knows what they do and does it. That formal military nonsense is gone. There will be a group of affiliates we will invite to advise us—more a kitchen cabinet than a board of governors. If stations feel more comfortable with something more structured, we'll do it, but that would be out of keeping with the structure of the rest of the company.

Why did you decide to start with four sitcoms?

It's tougher; comedy's the hardest thing to do. Our first hit on Fox was Johnny Depp, but it wasn't a big hit: a successful program, but never a smash. From then until Beverly Hills, 90210, our biggest hits were comedies. And I think our Sunday night comedy block is what came to define us. If you're going to go into this business, you're going to have to execute comedy well to succeed.

Some analysts have suggested that one of your biggest strengths will be your Saturday morning and, later, weekday children's programming. How crucial will your kids block be to the success of your network, and how will you capitalize on it?

I think to be successful as a network you have to play in multiple dayparts. And the fastest way to build new TV stations is to establish high-quality children's shows. Our job will be to out-Fox Fox in the kids business. ■



VS.



Here are the affiliate lists UPN has made public and WB supplied advertisers three weeks ago. The UPN list comprises 96 stations covering 78% of homes; WB's, 43 stations covering 72%. WB says it has 17 more stations that bring its total coverage to 80%, but declines to identify them. WB's coverage includes 18% coverage from cable carriage of WGN Chicago in markets without WB affiliates.

Market (% of TV homes)	UPN	WB
1. New York (7.043)	WWOR	WPIX
2. Los Angeles (5.176)	KCOP	KTLA
3. Chicago (3.253)	WPWR	WGN
4. Philadelphia (2.813)	WGBS	WPHL
5. San Francisco (2.360)	KBHK	KOFY
6. Boston (2.208)	WSBK	WLVI
7. Washington (1.967)	WDCA	WFTY
8. Dallas-Fort Worth (1.909)	KTXA	KXTX
9. Detroit (1.833)	WKBD	WXON
10. Atlanta (1.644)	None	WATL
11. Houston (1.637)	KTXH	None
12. Seattle-Tacoma (1.540)	KIRO	None
13. Cleveland (1.531)	WUAB	None
14. Minneapolis-St. Paul (1.479)	KMSP	KLGT
15. Tampa-St. Petersburg (1.458)	WTOG	WTMV
16. Miami-Ft. Lauderdale (1.373)	WBFS	WDZL
17. Pittsburgh (1.207)	WPTT	None
18. Denver (1.198)	KTVD	KWGN
19. Phoenix (1.188)	KUTP	KTVK/KKTM
20. St. Louis (1.175)	KDNL	KPLR
21. Sacramento (1.163)	KSCH	KRBK
22. Orlando-Daytona Beach (1.031)	WRBW	WKCF
23. Baltimore (1.027)	WNUV	None
24. Indianapolis (.971)	WTTV	WNDY
25. Portland, Ore. (.964)	KPTV	KEBN
26. Hartford-New Haven (.962)	None	WTVU
27. San Diego (.960)	KUSI	KTTY
28. Charlotte (.832)	WJZY	WFZT
29. Milwaukee (.827)	WCGV	None
30. Cincinnati (.821)	WSTR	None
31. Kansas City (.819)	KSMO	None
32. Raleigh-Durham (.800)	WLFL	WNCN
33. Nashville (.786)	WXMT	None
34. Columbus (.757)	WTTE	WWHO
35. Greenville-Sparta (.705)	WHNS	None
36. Buffalo (.670)	WUTV	None
37. Salt Lake City (.670)	KJZZ	KOOG
38. Grand Rapids (.665)	WOOD/WOTV	None
39. San Antonio (.658)	KABB	None
40. Norfolk-Portsmouth (.651)	WGNT	WVBT
41. New Orleans (.645)	New	WGNO
42. Memphis (.635)	WLMT	None
43. Oklahoma City (.606)	KOCB	None
44. Harrisburg-Lancaster (.606)	None	None
45. West Palm Beach (.599)	WTVX	None
46. Providence (.594)	None	WJAR
47. Wilkes Barre-Scranton (.582)	None	None
48. Greensboro-High Point (.575)	WNRW	None
49. Albuquerque-Santa Fe (.567)	KRQE	None
50. Louisville (.565)	WFTE	WBNA

Only markets in which at least one of the networks has reported an affiliate are listed after the top 50. UPN's lineup includes new stations in New Orleans and Waco, Tex., not yet on the air. Source of market rankings and percentages of coverage (out of 95.4 million TV homes): A.C. Nielsen Co.

Market (% of TV homes)	UPN	WB
51. Birmingham (.556)	WABM	None
53. Dayton (.538)	WRGT	None
54. Richmond (.518)	WRLH	WAWB
55. Jacksonville (.512)	WNFT	None
56. Charleston, W. Va. (.502)	WVAH	None
57. Fresno (.501)	KAIL	KGMC
58. Little Rock (.495)	KASN	None
59. Tulsa (.486)	KTFO	None
61. Mobile (.454)	WJTC	None
65. Austin (.418)	K49CY	KNVA
66. Roanoke (.409)	None	WDRG
67. Syracuse (.407)	WNYS	None
68. Lexington (.403)	WDKY	None
69. Honolulu (.398)	KFVE	None
70. Green Bay (.387)	WXGZ	None
71. Rochester (.387)	WUHF	None
72. Las Vegas (.385)	KRLR	KFBT
73. Des Moines (.383)	KDSM	None
74. Omaha (.379)	KPTM	KPTM
75. Spokane (.371)	KAYU	None
79. Portland, Me. (.359)	WPXT	None
81. Tucson (.350)	KTTU	None
82. Chattanooga (.333)	WFLI	None
83. Huntsville (.319)	None	WYLE
85. Madison (.318)	WISC	None
88. Davenport (.314)	KJMH	None
89. Ft. Myers (.313)	WNPL	None
93. Bristol-Kingsport (.295)	WAP	None
95. Evansville (.288)	W52AZ	None
96. Baton Rouge (.274)	WBTR	None
97. Colorado Springs (.271)	KXRM	None
98. Waco (.264)	TBA	None
100. El Paso (.261)	KZIA	KJLF
101. Lincoln-Kearney (.261)	WTVG	None
102. Savannah (.258)	WJCL	WUBI
105. Charleston, S.C. (.245)	WTAT	WCTP
110. Tyler (.227)	WFXX	None
112. Santa Barbara (.221)	KADY	None
119. Traverse City (.210)	WGKI	None
120. Lafayette (.206)	K62DW	None
123. Yakima-Pasco (.194)	K68EB	None
125. Boise (.186)	KHDT	None
127. Florence (.182)	WWMB	None
130. Amarillo (.179)	KCIT	None
134. Duluth (.174)	KNLD	None
140. Wichita Falls (.160)	KJTL	None
142. Topeka (.160)	KNKT	None
145. Medford (.152)	KMVU	None
156. Anchorage (.129)	KYES	KYES
167. Elmira (.099)	None	WVDC
177. Yuma (.081)	KCEY	None
186. Jackson (.062)	WMTU	None
201. Lima (.041)	WFND	None
205. Fairbanks (.033)	KTVF	None

Networks factor in WB and UPN

Could affect Fox's charter—and CBS's plans—to woo young, urban audience

By Steve Coe

Although the WB and United Paramount networks are not expected initially to generate substantial numbers in the national ratings or to siphon many advertising dollars from the veteran networks, both will have an impact on the competitive picture, with

Fox—and surprisingly, CBS—likely to feel their presence most keenly.

At first glance, it appears that Fox faces the greatest challenge, given its reliance on younger demographics, especially young males, which is the target audience of the WB Network and, to a lesser extent, the UP Network.

"As was the case with ABC and then Fox [when they were launched], these two new networks are starting with their strongest stations in urban markets," says David Poltrack, senior vice president, audience research, CBS Television Network. "They are also targeting young males, so that would lead you to believe they would be the most competitive to or have the greatest impact on the network that has the greatest reliance on urban markets and the young male audience—and that would be Fox."

"Our primary competition today is ABC, CBS and NBC," says Chase Carey, chairman and chief executive officer, Fox Television. "Not to be derogatory to our other competition, but the arena we're competing in includes the other three networks. Of course we're also competing in a broader universe with many competitors, including the Warner Bros. and Paramount services," he says.

Given that the WB Net-

work is staffed with former Fox executives like Jamie Kellner and Garth Ancier, among others, and has acknowledged that it is using the Fox blueprint to launch the network, shouldn't Fox be concerned? "I think this is a very unforgiving business for those who want to copycat others," Carey says. "This is a business that tends to reward originality. When I hear [WB] is going to try to do what Fox did, I'm more relieved than worried."

Despite ABC's reliance in part on its younger appeal, David Westin, president, ABC Television Network, says the new ventures are not a significant threat. "As we look forward to scheduling for 1995, neither of the two [new networks] plays much of an impact on us," says Westin. "You have to remember that people were already watching those stations before they joined either service."

If the new networks make their presence felt at all it will be on Monday and Tuesday nights, when the United Paramount Network debuts, or on Wednesday night, when WB will air its lineup. From a competitive standpoint, the UP Network faces the toughest test, according to observers. "Monday night is going to be very tough, with *The Fresh Prince*, *Blossom*, *The Nanny*, *Melrose Place*, *Models Inc.* and the movies," says Paul Schulman, president, The Paul Schulman Co.

However, "Tuesday is even worse," Schulman says, calling the night "an absolute disaster" for a new service.

"You've got *Home Improvement* and *Frasier* as well as *Wings*, *Grace Under Fire* and *Rescue 911*. It's absolute murder."

"The chances for success on Monday or Tuesday night are slim," says Schulman. "But WB is smart to go on on Wednesday because the only hit

show there is *Roseanne*."

Poltrack agrees that the competitive picture is tougher on Monday and Tuesday nights, but he says the UP Network's Monday night situation may not be so bleak. "Paramount definitely has the bigger challenge in terms of competition because the

networks as a group are very strong on Monday and Tuesday nights," he says, adding that "Wednesday is a much weaker night. However, the HUT [homes using television] levels are lower on Wednesday night.

And, since the network movies and Fox's shows [*Melrose Place* and *Models Inc.*] are geared to women, there will probably be a young male audience available that Paramount can attract with *Star Trek* [*Voyager*]," he says.

Given that competitive matchup, ABC, which attracts a heavy male audience on

Monday night with *Coach* and football, could face the most loss on the night, with *Star Trek*.

Voyager expected to generate strong numbers among male viewers.

CBS, which seems to have the least to lose with the younger-skewing new networks, may in fact be the most harmed. Peter Tortorici, president, CBS Entertainment, recently said that one of the network's goals for the remainder of the season and especially next season would be to try to broaden its demographic, especially among young, urban audiences. "Given our current profile, we would appear to be the least impacted," says Poltrack. "But given the fact we're trying to attract more young, urban males, that task will be made that much tougher." ■



Telemedia

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Week

Video Dialtone

Ameritech breaks through video dialtone logjam

FCC okays build of video network passing 1.3 M homes

By Mark Berniker

Ameritech has won FCC approval to offer cable and interactive video services to roughly 1.3 million homes in five midwestern states.

With the agency's Dec. 23

blessing, says Ameritech's Greg Brown, the Chicago-based telcos will begin construction during the first quarter of 1995. The work will continue through "mid-1996 or maybe beyond," he says.

In the next few weeks Ameritech will announce its



vendors for video servers and digital set-top boxes, Brown says.

Ameritech already has contracts with ADC Telecommunications, Scien-

tific-Atlanta and AT&T for technology and equipment for the networks.

Ameritech will compete directly against cable operators in Chicago and other major midwestern metropolitan centers, including Detroit, Indianapolis, Cleveland, Milwaukee and Columbus, Ohio. All the major cable operators will be affected.

Ameritech says it will invest \$400 million to build the video networks in the targeted 134 communities. The investment is the first phase in its \$4.4 billion plan to provide video service to six million homes in its Midwest

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US West VDT plans: wins one, loses some

While pre-Christmas greetings from the FCC for Ameritech were all good (see story, above), they were a mixed bag for US West.

The FCC on Dec. 23 approved US West's plan for allocating channels among several programmers that asked to lease capacity on the telco's video dialtone system in Omaha, Neb.

But at the same time, the agency dismissed the Denver-based telco's applications to build video dialtone systems in four other markets, saying US West failed to provide sufficient information on costs and revenues. The markets: Cedar Rapids and Des Moines, both Iowa; Albuquerque, N.M.; and Colorado Springs.

In Omaha, US West plans to offer service to 50 employees via its interactive network in the first quarter of the year. If all goes well, the network will be expanded to 40,000 homes in the second quarter.

Six companies have queued up for the network's 77 analog channels. To accommodate them, US West proposed allowing the programmers to share 40 channels, which would carry broadcast signals and popular cable services. The remaining 37 channels would be divided up among the programmers, who would create program packages using a mix of their shared and proprietary channels.

The programmers are Interface Communications Group, Cablewest Communications, Metrovision, Henry Harris, Cable Video Store and the Knowledge Network of Greater Omaha. US West Broadband and Multimedia Services also requested one analog channel to use for promotion. According to US West, two companies—USA Video and Telephone Video of America—have requested digital capacity on the system.

The analog programmers will meet this month to select programming for the shared analog channels, says US West's Larry Levine.

US West is disappointed by the dismissals of the other VDT proposals, Levine says. "We intend to make the necessary revisions and refile them as soon as possible."

Interactive

News on demand for US West in Omaha

Time Inc.'s Isaacson maps out company's Internet, interactive TV strategies

By Mark Berniker

Amid the fanfare surrounding Time Warner Cable's opening of its Full Service Network in Orlando, Fla., Walter Isaacson quietly announced that The News Exchange will roll out next year and be offered over US West's interactive video market trial in Omaha, Neb.

Isaacson, editor of new media for Time Inc., a unit of Time Warner, has been one of the masterminds of the company's migration from a print-based company to one that distributes media on CD-ROM, online services and over interactive TV

systems.

The News Exchange is a news-on-demand interactive service that allows consumers to access news and information off a server by using an advanced set-top box in their home.

Even though aspects of the service debuted in Orlando in mid-December, The News Exchange will not be part of Time Warner's or US West's slate of interactive service offerings until next summer at the earliest. US West has invested \$2.5 billion in Time Warner Entertainment Group, and the companies are co-developing interactive video networks and services.

But while the news-on-demand service is not quite ready for prime time, Time Warner did demonstrate parts of it in Orlando, with the video news clips coming off a video server and digital set-top box designed by Silicon Graphics and other subcontractors.

The News Exchange is essentially a video-based news library, where customers will be able to search for constantly updated information on news, sports, weather, personal finance, health and entertainment.

Isaacson says Time is interested in "creating new products that go across the bandwidth spectrum." The faster the speed of the networks, he says, the more robust the services will become over time.

"Cable is a quantum leap in terms of capacity, and I think cable is going to replace telephone delivery of online services," Isaacson predicts.

Isaacson expects The News Exchange also will be offered as a PC-based service using a cable modem attached to a personal computer. New cable modems that interface with cable networks, improving the access to online and internet services by using far quicker data transfer speeds, are expected to be widely available by later this year.

But while many companies consider online to be a small market with minimal potential for making money, Isaacson says *Time* magazine already has made "just under \$1 million" through its relationship with America Online.

Isaacson says Time Inc. has established its "Pathfinder" site on the Internet, which is starting to generate advertising revenue and also gives consumers a new way to directly order subscriptions to Time's print magazines.

The News Exchange is still in the process of creating what Isaacson calls a "totally tailored news product." Time has lined up CNN, ABC News and NBC News for national and global news. CBS has "seen it more as a threat than a challenge," says Isaacson, "but they'll eventually come around."

The News Exchange is getting local and regional news from Orlando affiliates WFTV-TV (NBC) and WESH-TV (ABC), as well as Tribune's *Orlando Sentinel*.

Time Inc.'s contributing magazines include *Time*, *People*, *Sports Illustrated*, *Fortune*, *Money*, *Entertainment Weekly* and *Life*.

continued on page 41

Calling all telemedia companies

BROADCASTING & CABLE is seeking entries for its Telemedia Yellow Pages, a list of companies involved in every aspect of the information superhighway. From content provider to set-top maker, digital service firm to technology provider, if you would like your company to be represented, please send the company's full name and a brief description of the company with address, telephone and fax number to: Elizabeth Rathbun, BROADCASTING & CABLE, 1705 DeSales St. N.W., Washington, DC 20036. Or fax your submission to (202) 429-0651. Please include the name of a contact person and their telephone and fax numbers and e-mail address, if available.

To submit comments about Telemedia Week, or story suggestions, contact us via America Online at telemedia@aol.com.

TCI, AT&T get into online business

MSO joins with Microsoft; telco acquires Ziff's Interchange

By Mark Berniker

While online services have been a growing niche business for the last few years, the act of turning on a computer and modem and connecting to information and communications networks has not become a mass-market exercise.

But now, two major players have entered the field in an attempt to reshape the competitive balance of the online services industry.

Within a few days of each other, TCI, the leading cable operator in the country, and AT&T, the largest telecommunications company in the world, reached into their deep pockets to invest in delivering online services.

TCI is interested in delivering online services over its cable plant, generating a range of new revenue streams for cable operators. TCI's investment is in Microsoft Online Services Partnership, the parent of The Microsoft Network, the company's planned online service. The deal is yet another sign of an expanding alliance between the cable and software giants.

TCI is investing \$125 million for 20% in Microsoft's new \$625 million online network, which will be bundled with Windows95, the company's new operating system expected to be released by August.

Meanwhile, on the heels of the TCI-Microsoft deal, A&T purchased Ziff-Davis Interchange, which it likely will incorporate into a suite of information services targeted to both consumers and businesses plus wired and wireless markets.

Interchange will become part of AT&T's Business Communications Services unit, an indication that it is not planning to compete in the cluttered consumer online services marketplace. The new service is expected to be named AT&T Interchange Network.

AT&T is expected to connect its new Interchange purchase to both the Internet and a range of CD-ROM products. Wall Street analysts estimate that AT&T paid roughly \$50 million for Interchange, a far smaller amount than TCI's investment in Microsoft's new online service. ■



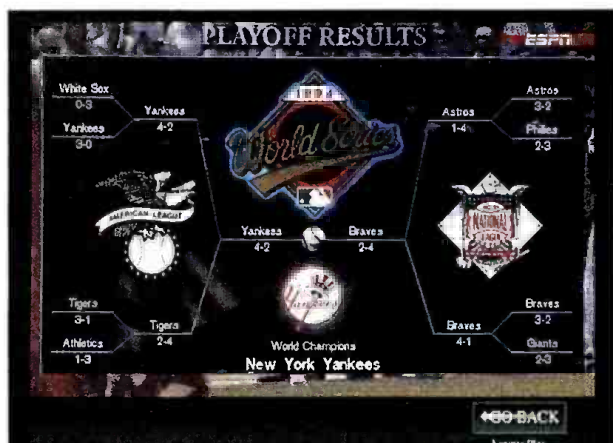
Fore Systems chosen for TCI-Microsoft trial

Pittsburgh-based Fore Systems has been chosen by TCI and Microsoft to provide its local area networking (LAN) products based on asynchronous transfer mode (ATM) technology. ATM is the high-speed networking technology designed to handle different kinds of voice, data and video traffic.

TCI and Microsoft will begin their joint interactive television trial during first quarter 1995, using an experimental broadband network architecture for a few employees of the companies in Redmond, Wash. The interactive broadband network system, which is still in development, will be able to deliver services to television sets equipped with advanced set-top boxes and to personal computers in the home. The partners in the trial will offer video on demand, electronic commerce services, directory services, security services and access to gateways to other networks.

TCI and Microsoft chose Fore Systems' ForeRunner ASX-200 ATM switches, which will be integrated into the overall network to manage multiple video streams and other multimedia content, administrative and customer data, all of which will reside on a series of video servers. Fore has been contracted for the initial employee phase, but has not yet been confirmed as the venture's ATM vendor for an expected future commercial rollout of interactive television services by TCI and Microsoft.

—DT



ESPN, Sony pitch baseball CD-ROM

Although the pros won't be playing baseball in the foreseeable future, consumers can still pitch, swing and slide on their computer screens. ESPN and Sony Imagesoft have released *ESPN Baseball Tonight*, an IBM-compatible CD-ROM that allows participants to play arcade, managerial or statistical-based baseball games.

The CD-ROM baseball contains full-motion video and play-by-play commentary from ESPN announcer Dan Patrick. The game also contains digitized graphics and animation of players and includes game variables, such as wind speed, player fatigue and injuries.

Sony Imagesoft's multimedia software offerings include more than 30 video games and CD-ROMs, including *Wheel of Fortune*, *Jeopardy!* and *Johnny Mnemonic*.

—MB

GET THE WORLD'S REC



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USWEST

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The software and graphics user interface for the news-on-demand services was designed by Ikonik Interactive Inc., which is serving as a creative and technical consultant to Time.

Rohn Jay Miller, Ikonik vice president of production, says there are essentially four types of information traditionally broadcast during newscasts: emergency, daily, weekly and evergreen stories.

Miller says The News Exchange provides search and filtering techniques to help consumers to the information that interests them. The service will act as a type of on-demand electronic gatekeeper.

"The service is not intended to supplant real-time breaking broadcast news," adds Miller.

Primestar, GI spell out DBS plans

At the upcoming Winter Consumer Electronics Show in Las Vegas, Primestar and General Instrument will announce their plans to roll out DBS this year. Primestar is planning to switch to a smaller home satellite dish and also to expand its menu of entertainment programming. GI manufacturers the DigiCipher II signal decoder used by Primestar subscribers.

Malone promoting premium channel preview

John Malone is said to be in negotiations with all the major Hollywood studios and pay TV networks to create a weekly Sunday night preview program to entice cable subscribers to purchase more premium services. The new program would be part of Liberty's tv! network, a new channel designed to promote new and fledgling cable

programming. In addition to promoting pay-per-view movies and events, the new program would promote video games from the Sega Channel and a variety of home shopping services.

Prodigy to offer full Internet access

Prodigy will debut the new look and feel of its online service at the Winter Consumer Electronics Show in Las Vegas this week. Prodigy will unveil its World Wide Web browser, a means for gaining full access to the Internet. Prodigy says it will not charge subscribers extra for the new Internet gateway.

Telephony over cable set for field trial

Motorola, Intel and Ericsson will be among several electronics companies taking part in field trials using new telephone equipment that can be attached to cable TV networks. AT&T, General

Instrument and Scientific-Atlanta also are expected to be major players in the emerging marketplace, growing at a time when telephone companies are ambitiously moving into the cable business.

Comcast, Natwest to supply interactive mortgage program

Comcast Cable Communications and National Westminster Bankcorp have signed a deal to enter into an "interactive television partnership." Natwest plans to sell its financial services through Comcast's cable system in Monmouth County, N.J. Natwest has devised a pilot interactive television program through which the bank will sell financial and real estate services over cable systems. Natwest is providing secure electronic connections between cable operator, real estate agents, various Natwest branches and consumers' homes.

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Calendar

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

Jan. 8-11—Broadband '95 Workshop, sponsored by IEEE Communications Society, Loews Ventana Canyon Resort, Tucson, Ariz. Contact: Bob Aaron, (407) 687-2345.

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

Jan. 17-18—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—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—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—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—32nd Annual NATPE Conference & Exhibition, sponsored by NATPE. Sands Expo Center, Las Vegas. Contact: NATPE, 310-453-4440.

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

AMERITECH continued from page 38

telephone-service region over the next five years.

Brown says Ameritech's FCC filing projects that it will have a 40%-50% market share within 10 years and details its economic plans.

tion providers, video dialtone networks will not have to pay local cable franchise fees.

There also are federal rules that prohibit telephone companies from owning the television programming transmitted over their systems. However, Ameritech already

new, still undefined, services.

"We want to redefine television from something you watch to something you use," says Brown, referring to the new services only as "innovative television and interactive services."

Brown refuses to disclose

Bringing VDT to life: Ameritech's video plans, state by state

	Illinois	Indiana	Michigan	Ohio	Wisconsin
Total Homes passed 1,258,800	501,000	115,000	232,000	262,000	146,000
Population 3,292,000	1.4 million	265,000	611,000	628,000	388,000
Miles of fiber 3,128	1,351	498	431	502	346
Miles of coax 32,003	13,777	3,589	4,238	6,283	4,161
Construction cost \$398.5 (in millions)	\$158.6	\$48.6	\$54.8	\$83.3	\$52.9

But before Ameritech sees one dollar from the video services it plans to offer, it will have to invest hundreds of millions of dollars to build the systems. "It's coming from our corporate resources," says Dave Onack, an Ameritech spokesman, who adds that "we've satisfied the FCC's request for how we're paying for this."

However, several issues have not been ironed out that could prevent the Midwest telco from achieving its ambitious goals.

Local regulators earn millions annually from cable franchise fees that Ameritech claims the FCC says it will not have to pay because it is regulated on a federal level. But cable franchise fees could become a major issue, since local regulators count on that revenue in their annual budgets.

According to Onack, the FCC has said that because the telcos must provide common carriage to multiple informa-

tion providers, video dialtone networks will not have to pay local cable franchise fees.

Brown says Ameritech initially will offer 70 analog channels of traditional broadcast and cable programming services and will have capacity for 30 additional digital channels and 10 switched digital channels. With the advent of video compression ratios of 10:1, Brown says, the company plans to be able to deliver up to 470 channels by the end of 1995.

But precisely how Ameritech will fill this pipeline of nearly 500 channels is still a mystery. Brown says Ameritech will "accommodate multiple information providers" and has made a "number of preliminary contacts." He says those talks are with traditional and niche programmers.

Nevertheless, questions remain as to what services the telephone company will offer and whether there will be sufficient demand for the

whether the traditional and new services will be offered to consumers on an a la carte or bundled basis: "Our competitors would love to know what our package will be."

Ameritech is committed to enter the cable and interactive market. The company is entering a far-reaching alliance with Southwestern Bell, BellSouth and Disney. Brown says he "remains very optimistic" about the telco-Disney deal's being closed soon, saying the companies are in the "final stages of negotiations."

Brown says Ameritech will not offer telephone services over its new video network because "the current state of the technology and economics don't make sense to do that at this point."

In a related development, Sprint got the go-ahead from the FCC for its planned video service trial in Wake Forest, N.C. The trial will run two years and will serve as many as 1,000 homes. ■

Infinity builds acquisition war chest

Broadcaster lines up \$700 million to refinance debt, buy stations, make other investments; credit line called largest in history for radio group

By Donna Petrozzello

Boasting the largest credit line offered to a single radio group, Infinity Broadcasting Corp. has increased its bank credit facility to provide \$220 million to purchase stations, \$330 million to refinance company debt and \$150 million for corporate investments and stock repurchases.

Infinity Chief Financial Officer Farid Suleman says the company plans to refinance \$330 million in bank debt and spend \$50 million to repurchase shares of its common stock. The company also carries \$200 million in subordinated debt, he says. Suleman would not comment on acquisitions the company may be considering.

The Chase Manhattan Bank served as the administrative agent for the total credit facility of \$700 million awarded to Infinity by a 34-member group of domestic and international banks. Suleman describes the new

facility as "the largest syndicated bank facility in the history of radio broadcasting."

Since going public in 1992, Infinity's acquisition strategy as stated by President/Chief Executive Officer Mel Karmazin has focused on buying stations in the nation's top 10 radio markets. Various brokers and media analysts say they do not expect Infinity to move from that track with upcoming acquisitions.

"Infinity's strategy has been to buy major-market stations, and I don't think they'll stray from that strategy," says PaineWebber media analyst Alan Gottesman. "You don't borrow that kind of money without major-market acquisitions in mind."

Infinity most recently purchased KLUV(FM) Dallas for \$51 million from John Tenaglia's TK Communications. The September acquisition is still pending approval by the FCC. Infinity

owns 26 radio stations (not including KLUV), 21 of which are in the top 10 radio markets. According to FCC limits, groups may own a total 20 AM and 20 FM radio stations nationwide, with a maximum of two AM and two FM stations in any single market.

There is support, however, among radio industry executives and large group owners to relax limits further to allow ownership of three FM stations in a market. By expanding their credit facility, Infinity may be laying the groundwork for acquisitions if the limit is raised.

"There's a feeling that ownership limits will be relaxed, and Infinity is continuing to press the growth curve so when things change, they'll be at the front end of the storm," says Star Media Group managing director Paul Leonard, whose brokerage firm assisted Infinity with the purchase of KLUV. "But I don't think they have any specific acquisitions in mind."

Other large radio groups, specifically Evergreen Media, also have increased credit facilities substantially during the past year.

Evergreen entered into a new seven-year contract in November 1994, increasing its bank credit facility from \$170 million to \$350 million. Evergreen Chief Financial Officer Matthew Devine says the company intends to use approximately \$200 million of the \$350 million for acquisitions in the upcoming year.

Leonard says Infinity may be "taking advantage of an attractive capital market to strengthen their internal balance sheet" by expanding their credit facility.

Gottesman says Infinity may be reacting to the price range of its stock, which fluctuated between \$21 and \$36 per share this year. Share prices last week averaged \$28. "They may want to respond opportunistically if their stock gets weak," he says of Infinity's repurchase plans. ■

CBS Radio to simulcast Snyder



Tom Snyder

Working in tandem with talk personality Tom Snyder's late-show television debut on CBS, CBS Radio Networks plans to simulcast Snyder's television show on radio beginning Jan. 9 at 12:37 ET weeknights.

Snyder's hour-long personality talk show will be surrounded by two additional hours of talk hosted by Elliot Forrest, an on-air host and reporter with the A&E Television Network and weekend radio host on classical WQXR-FM New York. CBS is marketing the complete 11 p.m.-2 a.m. ET broadcast package as *The Late, Late Radio Show with Tom Snyder and Elliot Forrest*.

CBS Radio spokesperson Helene Blieberg says the network wanted to "create something broader" in a radio program than an hour-long show featuring Snyder. Snyder and Forrest will follow *The Gil Gross Show*, which CBS Radio airs from 8-11 ET weeknights.

—DP



Elliot Forrest

Satellite radio will divert audiences, ads from local stations, NAB study says

By Donna Petrozzello

Claiming that satellite-delivered radio will erode audiences and advertising base for local radio stations, the National Association of Broadcasters filed a report with the FCC last week discounting the proposed advantages of satellite radio touted by CD Radio Inc.

The NAB charges that digital satellite radio will "fragment radio audiences" and make local radio unprofitable, "duplicate radio programming and formats provided by local radio" and "precipitate devastating effects for the community service" provided by local radio.

The NAB was responding to a September 1994 report filed with the FCC by satellite radio developer CD Radio. CD Radio claims satellite radio will cater to a national listenership and will "offer no competitive threat at all to local strengths of traditional radio."

The debate over satellite radio has raged among broadcasters for years. Washington-based CD Radio says it may have a satellite radio system in place by 1997, but the company faces logistical and FCC regulatory hurdles.

According to CD Radio's prospectus, it hopes to offer 30 channels of commercial-free digital music and up to 20 additional channels of other news/talk-oriented formats on a subscription basis to receivers in homes and cars equipped with special car-top antennas. The service would require building a new generation of radio receivers to carry the S-band frequency service.

However, the NAB has contested many of the claims, particularly about satellite radio's potential impact on radio advertising revenue, made by CD Radio in their report. CD Radio claims satellite radio will not lure local advertisers from local radio because it will be a national service.

"Satellite radio—a national service—is a different business entirely

from traditional radio, which depends primarily on attracting local advertising," CD Radio states. Its report also states that the primary revenue source for satellite radio would be "subscription based on national advertising," not local advertising, which CD Radio says is the primary revenue source for traditional radio stations.

But, NAB charges, "even a small amount of national advertising represents a large percentage of a station's cash flow" that could be diverted from traditional to satellite radio. "Any audience diverted to satellite services would reduce revenues local advertisers would pay local stations."

CD Radio also states that "satellite radio is not projected to penetrate the automobile market by more than 3%-10% by 2004." Given a 10% reach into the automobile market, CD Radio

says, "if satellite radio were to displace traditional radio audience and advertising on a one-for-one basis, the total impact on traditional radio's advertising revenue would still be only 3.1%."

But the NAB claims "local radio's loss of automobile audiences would represent a far greater loss in revenue than 3.1% because premium [advertising] rates are received [by stations] for delivering programming to large automobile audiences at peak listening times."

"Revenue loss would be much greater than estimated and would have a significant negative impact on stations' profitability," the NAB report states. "This impact would push over the edge many radio stations that, due to the high fixed costs of the industry, would no longer be able to cover expenses." ■

R I D I N G G A I N

Top-market radio revenue exceeds \$400 million

Combined local and national ad sales revenue for 1994 is expected to reach \$476 million for Los Angeles-area radio stations and to exceed \$415 million for New York City-area stations, according to BIA Publications' latest market analysis. BIA President and analyst Tom Buono estimate combined radio revenue was up 8% in Los Angeles compared with 1993 totals.

Buono also determined that although gross radio revenue at New York stations was \$375 million for the year, several stations did not report their revenue. He estimated that combined revenue for New York totaled more than \$415 million. Revenue for New York-area stations was approximately 11% higher this year over 1993. BIA findings were published in BIA's "Investing in Radio 1995" reference guide and matching MasterAccess software program.

No deal between ABC Radio and IDB

ABC Radio Satellite Services has broken off negotiations to purchase the audio satellite transmission component of IDB Communications Group, ABC officials say. However, ABC spokespeople say the "collapse of the agreement" will not prevent ABC from "moving forward" and expanding its audio satellite services in the upcoming year.

ABC Satellite Services distributes ABC Radio Network programming and syndicated programming produced by other broadcasters to 6,000 stations nationwide.

California-based IDB provides transmission and distribution services for domestic and international radio, TV and data/voice communication. IDB stock was scheduled to be acquired by LDDS Communications last week.

—DP

Chicago station uses 'schtick' to shape niche

Former Univision affiliate promises not to take itself too seriously

By Steve McClellan

Spanish-language network Univision's purchase of WGBO-TV Chicago has forced its long-time affiliate, WCIU-TV, to reinvent itself as a mainstream English-language independent. The station's new format was to debut yesterday.

After years of airing steamy Latin soap operas, WCIU-TV is resorting to a time-honored and scrappy independent strategy that combines local programming, kitschy promotions and a mix of old and new syndicated programs.

The station, owned by Weigel Broadcasting, which also owns WDJT-TV Milwaukee, was forced to find a new niche after declining an offer to sell its Chicago station to Univision earlier this year. Determined to have an owned-and-operated station in Chicago, Univision instead purchased WGBO-TV for \$35 million.

Howard Shapiro, principal owner of WCIU-TV, has committed roughly \$5 million to remaking the station, including a new 64,000-foot studio. The station also is upgrading its facilities to all-digital.

One of Shapiro's first moves was to hire Chicago television veteran Neal Sabin as general manager. Sabin, 38, has spent most of his career at another upstart Chicago independent, WPWR-TV (ch. 50). He was among the core group—most recently as programming director—that helped build that station from scratch into the third serious independent player in the Chicago market. WPWR-TV now commands as much as \$70 million in annual revenue, sources say.

By comparison, WCIU-TV generated approximately \$15 million in annual revenue as a Univision affiliate. But the station has remained profitable by keeping a low market profile and a sharp eye on costs.

"One thing we don't intend to be is quiet," Sabin says. That's pretty clear from the station's on-air image and promotion campaigns. Part of the sta-



Horror flick host 'Svengoolie' lends a campy new tone to WCIU-TV's on-air image.

tion's "schtick," as Sabin refers to it, is a troupe of on-air hosts known as the "U'z Guys."

Leading the troupe is comedian

Richard Koz, who adopts several personae, including horror flick host Svengoolie and a transvestite who promotes one weekend action program block as "manly, yes, but I like it too."

"We're not going to take ourselves too seriously," Sabin says. Some of the upcoming February promotions bear that out, including a *Leave It to Beaver* package that will let viewers "watch Beaver go through puberty in four weeks."

Some competitors in the market note that the campy promotional schtick and studio hosts aren't original. But they also admit that the approach could work. That it's been done before doesn't bother Sabin: "We're doing a lot of things that were done in the '60s on independent sta-

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tions, but with '90s sensibility, style and marketing budgets."

Sabin says it's not the station's goal to match what WPWR-TV has accomplished—at least not for a while. "I will consider it a triumph if we are able to match the revenues we had as a Univision affiliate," he says.

Others in the market say significant growth beyond that will be difficult at best. Among the reasons they cite: WCIU-TV will be the seventh mainstream competitor in the market, not the sixth like WPWR-TV. Station executives add that syndicated program prices are on the rise again with the recovery of the economy.

Also, another station that covers

part of the Chicago market, WJVS-TV Hammond, Ind., has taken steps to remarket itself more as an independent and has acquired some of WGBO-TV's syndicated programming. Sources say the program and marketing strategy of the station, a former Home Shopping Network affiliate, isn't clear. Station officials could not be reached for comment.



WCIU-TV's new general manager, Neal Sabin

Sabin acknowledges that there's a limit to the amount of A-tier, first-run product the station can buy. But WCIU-TV

has created an afternoon reality/talk block with *Juvenile Justice*, *Richard Bey*, the new (much kinder and gentler) *Morton Downey Show* and *Shirley*. For prime time, it has acquired

Northern Exposure and *In the Heat of the Night*. Later this year the station will introduce a slate of kids programming.

Local programming also will be a major ingredient in the station's on-air schedule, Sabin says. A local business news block, which has kept the station in the black for years, will continue to air weekdays from 8:30 a.m.-3:30 p.m. A local dance show, *U-Dance*, is being co-produced with local radio outlet WBBM-FM.

"We could run a test pattern where the Univision programming was and still make money," Sabin says. "But we intend to be a station in the foreground. With new networks taking up time on the other independents here [Warner Bros. on WGN and United Paramount on WPWR-TV], we think we can be an alternative outlet to local advertisers who are getting squeezed out." ■

Changing Hands

This week's tabulation of station and system sales

WATL(TV) Atlanta □ Purchased by Qwest Broadcasting from Fox TV Stations (Rupert Murdoch) for \$150 million (see BROADCASTING & CABLE, Nov. 21, 1994). Qwest is a newly formed, minority-controlled broadcasting company whose principals, with 55% of the stock, are Quincy Jones, Willie Davis, Geraldo Rivera and Don Cornelius. Tribune Broadcasting is a 45% shareholder. **Seller** owns KTTV(TV) Los Angeles; KSTU(TV) Salt Lake City; KRIV(TV) Houston; KDAF (TV) Dallas-Fort Worth; WTTG(TV) Washington; WNYW(TV) New York; and WFLD(TV) Chicago. WATL will be part of the Warner Bros. Network on ch. 36 with 2682 kw visual, 402 kw aural, and antenna 1,170 ft.

WSBK-TV Boston □ Purchased by Viacom International Inc. (Sumner Redstone, chairman) from WSBK License Inc., a wholly owned subsidiary of New World Communications of Boston Inc. (Ronald Perelman, chairman of the board/CEO) for \$100 million. **Buyer** owns WLTW-FM New York, WHEC-TV Rochester

Proposed station trades

By dollar volume and number of sales

This week:

AMs □ \$2,132,000 □ 3

FMs □ \$2,035,000 □ 6

Combos □ \$4,075,000 □ 3

TVs □ \$189,000,000 □ 4

Total □ \$197,242,000 □ 16

So far in 1994:

AMs □ \$132,370,636 □ 169

FMs □ \$837,728,522 □ 325

Combos □ \$2,973,624,119 □ 154

TVs □ \$2,818,692,834 □ 89

Total □ \$6,862,416,111 □ 737

and WNYT-TV Albany, all New York; WLTJ (FM) Detroit; WLIT(FM) Chicago; WMZQ (AM) Arlington, WCPT(AM) Alexandria and WJZW-FM Woodbridge, all Virginia; KSLA-TV Shreveport, La.; KMOV-TV St. Louis; WVIT(TV) New Britain, Conn.; KBSG(AM) Auburn, Wash.; KBSG-FM Tacoma, Wash.; WMZQ-FM Washington; KYSR(FM)/KXEZ(FM) Los Angeles,

KSOL(FM) San Francisco and KYLZ(FM) Santa Cruz, all California, and KNDD(FM) Seattle. **Seller** owns 10 TVs. WSBK-TV will be part of UPN on ch. 38 with 3160 kw visual, 316 kw aural and antenna 1,161 ft. Filed Dec. 13 (BTCCT941213KU).

WVEU(TV) Atlanta □ Purchased by CBS Inc. (Larry Tisch, chairman of the board/president/CEO) from Broadcast Corporation of Georgia (David Harris, president) for \$22 million. **Buyer** owns 8 AMs, 13 FMs and 8 TVs. **Seller** has no other broadcast interests. WVEU is independent, licensed to ch. 69 with 2630 kw visual, 263 kw aural, and antenna 980 ft. Filed Dec. 6 (BALCT941206KN).

WNOL-TV New Orleans □ Transfer of control of QJP Inc. from Quincy Jones (100% stockholder of QJP Inc., parent of licensee) to Qwest Broadcasting LLC for \$17 million. **Seller** has no other broadcast interests. See WATL(TV) Atlanta, above. WNOL-TV will be part of the Warner Bros. Network on ch. 38, with 5000

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kw visual, 500 kw aural, and antenna 1,049 ft.

WRIE(AM)-WXKC(FM) Erie, Pa. □ Purchased by Atmor Properties Inc. (Lee Schubert, president/director) from K&K Radio Broadcasting LP (Jerome Koeppel and Donald Kelly, 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(AM) Hudson Falls, both New York. **Seller** owns WZVU(FM) Long Branch, N.J. WRIE has oldies format on 1260 khz with 5 kw. wxkc has AC format on 99.9 mhz with 50 kw and antenna 492 ft.

KDIA(AM) Oakland, Calif. □ Purchased by Pacific FM Inc. (James Gabbert, president, 85% voting stockholder) from 1310 Inc. (Willie Brown, president) for \$2 million. **Buyer** owns KOFY-TV San Francisco and KOFY(AM) San Mateo, both California. **Seller** has no other broadcast interests. KDIA has R&B format on 1310 khz with 5 kw. Filed Nov. 28 (BAL941128EB).

WCTT-AM-FM Corbin, Ky. □ Purchased by Encore Communications Inc. (Dallas Eubanks, president) from Crawford Broadcasting Inc. (James and John Crawford) for \$1.2 million. **Buyer** owns WKDP-AM-FM Corbin, Ky. **Seller** has no other broadcast interests. WCTT(AM) has C&W format on 680 khz with 1 kw. WCTT-FM has AC format on 107.3 mhz with 50 kw and antenna 492 ft. Filed Dec. 9 (AM: BAL941209GJ; FM: BALH941209GK).

WILN-FM Panama City, Fla. □ Purchased by Donald Cavaleri and Steven Kushner (50%-50% general partnership interest) from BayMedia Inc. for \$745,000. Cavaleri is 57% shareholder and Kushner is 24% shareholder of Empire Broadcasting System Inc., licensee of WCZR(AM) Charleston and WKAZ(FM) Miami, both West Virginia. Kushner is also an officer of licensee of WHTZ(FM) Newark, N.J. WILN-FM has CHR format on 105.9 mhz with 50 kw and antenna 406 ft. Filed Dec. 16 (BALH941216GM).

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 KZBA Broadcasting Inc. (Amador Bustos [president/director] and wife Rosalie own 72.15% of parent company Z-Spanish Radio Network Inc. Douglas Broadcasting owns 15%) from Caballero, Caballero, Caballero (Eduardo Caballero) for \$525,000. **Buyer** owns KZSA(FM) Placerville, KZWC(FM) Walnut Creek, KZSF(FM) Alameda and KHOT(AM)-KZFO-FM Madera (pending closing next month), all California. Bustos, wife Rosalie and brother John also own 90% of the stock of KZTA Broadcasting Inc., licensee of KZTA-AM-FM Yakima, Wash. **Seller** is principal of rep firm Caballero Spanish Media Inc., and has no other broadcast interests. 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 Spanish format on 102.9 mhz with 21 kw and antenna 383 ft. KKNK is dark, licensed to 750 khz with 10 kw. KKNC is dark, licensed to 730 khz with 500 w.

WDFM(FM) Defiance, Ohio □ Purchased by Steven Lankenau from Robert Wolfe for estimated \$500,000-\$600,000. **Buyer and seller** have no other broadcast interests. WDFM has AC format on 98.1 mhz with 50 kw. *Broker: Ray Rosenblum.*

KONZ(FM) Arizona City, Ariz. □ Involuntary transfer of control of Arizona City Broadcasting Corp. from its shareholders to John Saathoff in a private stock foreclosure sale valued at \$485,000. Saathoff is 100% shareholder of Cosmico Broadcasting Inc., which sold KONZ(FM) to ACBC in 1990. Stockholders are Steven Taslitz (15.83%), Bruce Goldman (15.84%), Merrick Elfman (15.84%), Douglas Becker (15.83%), Eric Becker (15.83%), Rudolph Hoehn-Saric (15.83%) and D. Geoffrey Armstrong (5%). KONZ has modern rock format on 106.3 mhz with 3 kw and antenna 298 ft. Filed Dec. 16 (BTCH941216GH).

KULM(FM) Columbus, Tex. □ Pur-

chased by Arlan Enterprises Inc. (Harold Young, president, and Jean Shaw-Young, secretary/treasurer; (50%-50% stockholders) from Wajama Productions Inc. (Arthur Canon, chairman of the board/CEO) for \$180,000. **Buyer and seller** have no other broadcast interests. KULM has C&W format on 98.3 mhz with 3 kw and antenna 253 ft. Filed Dec. 16 (BALH941216GG). *Broker: John W. Saunders.*

KCFA(FM) Arnold, Calif. □ Assignment of CP purchased by Calaveras Inspirational Station Inc. (Judy McMurtry, president and 20% member) from Central Valley Broadcasting Co. Inc. (Eric Bettencourt, president) for an amount equal to Central Valley's reimbursable expenses, not to exceed \$100,000. **Buyer** has no other broadcast interests. KCFA is licensed to 106.1 mhz with 910 w and antenna 840 ft. Filed Dec. 13 (BALED941213GH).

WWNR(AM) Beckley, W.Va. □ Purchased by Dynastar Communications Inc. (Hugh Caperton, president [33.33%], Thomas Deskins [33.33%], Henry Cook Jr. [33.33%]) from Martine Broadcasting Inc. (Albert Martine, president) for \$82,000. **Buyer and seller** have no other broadcast interests. WWNR has news/talk format on 620 khz with 1 k day and 500 w night. Filed Nov. 15 (BAL941115EB).

WOKC(AM) Okeechobee, Fla. Transfer of control of Okeechobee Broadcasters Inc. from Charles Castle to William Stokes for \$50,000. **Transferee** has no other broadcast interests. **Transferor** is applicant for assignment of license of WITS(AM)-WCAC(FM) Sebring, Fla. WOKC has country format on 1570 khz with 1 kw day and 14 w night. Filed Oct. 3 (BTC941003EB).

WYND-FM Hatteras, N.C. □ CP purchased by Coastal Broadcasting Co. Inc. (Kenneth Mann, president) from Pamlico Sound Co. Inc. (Richard Hayes, president) for \$25,000. **Buyer** owns WNHV(FM) Nags Head, N.C. **Seller** has no other broadcast interests. WYND-FM is licensed to 97.5 mhz with 50 kw and antenna 492 ft. Filed Dec. 16 (BAPH941216GL).

Hundt: Cable deregulation possible

FCC chairman says competition is key to eliminating rate controls on basic service

By Harry A. Jessell

FCC Chairman Reed Hundt has signaled his willingness to consider deregulating rates for enhanced basic cable service in markets where cable operators face real competition.

"It may be that in some markets, wireless cable, [video dialtone] packages or [direct broadcast satellite] packages can create such consumer choice that the economic evidence could assure us that cable operators will not be able or willing to charge customers unreasonable prices for enhanced basic," Hundt told members of the Washington Metropolitan Cable Club on Dec. 20. "Then we can cease rate regulation of all [cable programming service] tiers in those markets."

The FCC's video dialtone rules permit telephone companies to build broadband networks and lease capac-

ity to programmers or program packagers who could compete with cable.

In implementing the 1992 Cable Act, the FCC has regulated basic and enhanced basic rates. But, as Hundt suggested, the law gives the FCC considerable discretion in regulating enhanced basic, which includes only cable programming services.

"It's a hopeful sign," Jim Ewalt, executive vice president, Cable Telecommunications Association, says of Hundt's message. "It's no secret [that] we would like some relief from rate regulation, especially in light of the increased competition the industry faces."

National Cable Television Associa-



NCTA looks forward to deregulatory proposals from FCC Chairman Reed Hundt.

tion President Decker Anstrom says the industry looks forward to receiving details from Hundt on any deregulatory proposal. The Cable Act frees cable systems from rate regulation when they become subject to a certain level of competition. NCTA is lobbying Congress to lower the competition threshold so that systems would be freed from regulation much sooner.

Some cable lobbyists are skeptical of Hundt's initiative. They claim Hundt reneged on an earlier promise to permit cable operators to increase basic rates to cover the cost of improving their systems.

Indeed, much of Hundt's speech was given to explaining why the FCC

Top execs leave NAB

The National Association of Broadcasters has been plagued by the departure of several key executives during the past five months.

Michael Rau, senior vice president, science and technology, was the latest to give notice. He plans to join EZ Communications, a radio group in Fairfax, Va., as its top engineer starting Feb. 3.

Already out the door are Dan Phythyon, former VP, Senate government relations; Rick Dobson, former senior VP, conventions and exhibitions; and Donna Leonard, former VP, radio membership.

"Our turnover rate is slightly higher than normal," NAB President Eddie Fritts says. But it is no cause for concern, he says. Those leaving are doing so for the usual reasons: family relocation, better jobs and career changes, he says.

The NAB has been the victim of the improving economy, adds John Abel, executive VP, operations. That has created new jobs that NAB executives have been quick to grab, he says.

Some NAB insiders suggest that the departure of the vice presidents and many lower-level staff members may be due to NAB tightfistedness even as the broadcasting business booms.

"The reality is [that] the NAB doesn't pay as well as

some people on the outside [do]," Abel says.

"In order to remain competitive and keep good people," the NAB may want to address the issue of salary, one industry source says.

Rau says his decision had nothing to do with money. "I wanted to do something different, a new challenge." He says he will get it at EZ as he tries to develop new businesses that use radio to deliver data and audio to personal computers.

"My leaving should not be seen as a signal that something is rotten in Denmark," Phythyon says. He left to "pursue new opportunities in another area of communications." And, "I wanted FCC experience," Phythyon says.

Except for Rau, NAB has replaced the departees. George Barber was hired from Westwood One Radio Networks to replace Leonard, who left to join Westwood One. Haidee Calore was brought in from Convention Management Group to succeed Dobson, who signed on with another convention organizer, Atwood/Galaxy. DeDe Ferrell, director of House government relations, was promoted to fill Phythyon's slot. Phythyon joined the FCC as a top staff member in its newly formed Wireless Radio Bureau. Abel hopes to name Rau's successor before he leaves.

—HAJ

is reluctant to provide operators with so-called facilities upgrade incentives.

"If we let all single sellers of much-valued essential products raise their prices to consumers to get extra money for investment, to be fair, we'd have to do the same thing for the local telephone companies and for the local electric utilities."

And, Hundt added, he is concerned that "consumers would be highly dissatisfied with this notion of being forced to pay more for today's enhanced basic in return for being offered something hard-to-define in an uncertain future."

"We are disappointed that Chair-

man Hundt has apparently moved away from the commission's earlier intention to establish incentives for cable systems to rebuild their facilities," Anstrom said in a statement.

The lack of incentives for upgrades, coupled with the "limited" incentives for adding new programming and rate regulation, "will impair [cable's] ability to compete effectively," Anstrom said.

Anstrom also took issue with Hundt's assertion that cable has prospered under rate regulation. "The bright economic scenario the chairman described in his remarks bears no resemblance to the reality that many cable companies face today,"

he said. "The FCC's rate rules have reduced revenues and cash flow, depressed stock values, frozen the development of new cable networks and jeopardized the future of mid- and small-size cable companies."

Hundt also promised to provide regulatory relief to small cable operators, who "face particular problems because of the demands of technological change." The chairman said the FCC would revise its programming-upgrade incentives for small systems and move on a proposal to enable small systems and local regulators to work out rate disputes. And, Hundt said, the FCC is considering expanding its definition of small systems. ■

Dole takes action on pledge for better access to Congress

By Kim McAvoy

C-SPAN's efforts to open the new Congress fully to television cameras are gaining ground.

Last week Senate Majority Leader Bob Dole (R-Kan.) said he will do what he can "to increase public access to Congress." Dole, in a letter to Brian Lamb, chief executive officer, C-SPAN, also said he will "immediately open" to TV cameras his so-called dugout briefings with reporters. "I also support opening all public meetings of Senate-House conference committees to television cameras," Dole wrote.

However, the Senate leader also made clear that he alone does not have the authority to make some of the changes in coverage that C-SPAN has proposed. "While I do not have the personal authority to make many of the changes you propose, I want to do what I can to increase public access to Congress," he wrote Lamb.

Allowing TV coverage of Senate-House conference committees would require both chambers to pass a concurrent resolution, Dole said. "I will consult with [Minority Leader Tom Daschle] and Speaker [Newt] Gingrich on initiating such a resolution."

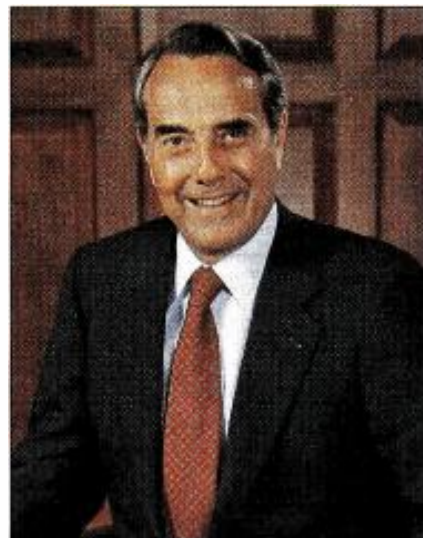
This past November, Lamb asked

Dole and Gingrich to allow C-SPAN cameras into places where they have been excluded (BROADCASTING & CABLE, Nov. 28, 1994). Specifically, Lamb asked the congressmen to open their briefings with reporters. He also suggested that cameras be allowed to pan the chamber or take reaction shots. And C-SPAN wants to operate its own cameras in the House and Senate chambers. House and Senate employees now control the cameras.

Lamb also thinks that C-SPAN should be allowed to install a permanent camera just off the House and Senate floors for interviews with members during votes and before and after coverage of each chamber when in session. C-SPAN asked the congressional leaders to permit coverage of House-Senate conference committee meetings and committee votes.

Gingrich has indicated that he will make his daily briefings with reporters open to cameras, and the House Republicans seem willing to keep committee meetings and votes open to camera coverage. The House also has assigned a task force to look at the other C-SPAN proposals.

"While I believe the current coverage of the Senate has provided the public with a greater understanding



Sen. Bob Dole will open briefings to cameras.

of the legislative process, improvements can clearly be made," wrote Dole.

"Your suggestion that we permit cameras operated by news organizations to provide coverage of the Senate is worthy of serious consideration," Dole wrote. And the senator said he would consult with Daschle about forming a working group to examine that issue.

Dole also said he would suggest that the Senate Rules Committee talk with C-SPAN and other news organizations about "appropriate changes to the procedures determining camera coverage of floor activity, with an eye toward making the coverage as complete as possible." ■

A federal appeals court began review of the FCC's rate regulations last month. During the hearing, U.S. Court of Appeals judges Douglas Ginsburg and A. Raymond Randolph asked tough questions of attorneys representing the FCC on its rate regulations. They grilled the Justice Department attorney representing the FCC and expressed concern about the amount of data the agency used when it reduced cable rates 17%. The commission's rate regulations are being challenged by the cable industry. Ginsburg, however, also appeared skeptical of the industry's argument that the regulations violate operators' First Amendment rights. He noted that operators that think they are overly burdened by rate regulations may file for cost-of-service relief.

The 1992 Cable Act is a failure, The Heritage Foundation says.

The conservative think tank charges in a recent report that the law has: only slightly cut monthly bills; lowered the overall quality of cable television programming; encouraged a shift of programming from basic-service channels to high-cost enhanced channels; led to decreased cable viewership for the first time in a decade; increased the size of the federal bureaucracy; failed to open the cable market to competition; and reduced the chances that cable carriers will be able to compete against other telecommunications companies. To make cable competitive again, The Heritage Foundation suggests that Congress repeal the 1992 Cable Act's "franchising requirements, and all other cable regulations." Also, Congress should "repeal the cable-telco ban and allow telephone competitors to enter the cable market freely." The foundation says buyout prohibitions and merger and alliance restrictions would be counterproductive. The FCC is not prepared to comment until it has had time to analyze the report, a spokesman says.

The Clinton administration's telecommunications summit is slated for next Monday,

Jan. 9, at the Commerce Department, from 9 a.m. to 1 p.m. Speakers include Vice President Al Gore, Commerce Secretary Ron Brown, NTIA head Larry Irving, FCC Chairman Reed Hundt and Justice Department Antitrust Chief Anne Bingaman. State and local regulators also expected to participate include representatives from the National Association of Counties, National Association of Regulatory Utility Commissioners, National Association of State Utility Consumer Advocates, National Association of Telecommunications Officers and Administrators and National Conference of State Legislatures.

The FCC has ordered two TV stations—WRIC-TV Richmond, Va., and KCRA Sacramento, Calif.—to supply detailed sales and programming information to two groups of political candidates that allege the stations overcharged them for campaign spots. In ordering the "limited

discovery," the FCC said the candidates had made a prima facie showing that the stations violated the law requiring them to make time available to candidates at the most favorable commercial rates or, in FCC parlance, at the lowest unit charge. **Also last week,** the agency dismissed a similar complaint against WCTV Tallahassee, Fla., saying the candidates failed to make a prima facie case. "It's on balance good," says Bobby Kahn, the Atlanta lawyer who brought the complaints in all three cases. "Given the politics of political broadcasting, we aren't going to win on every issue." Kahn will ask the FCC to reconsider the WCTV dismissal. "There are some holdings in there that don't make sense." The FCC has 18 other overcharge complaints pending against stations, according to agency official Bobby Baker. The parties in three of the cases are expected to settle soon, he says. Through FCC actions and settlements, about 20 cases have been resolved.

The FCC last week gave the green light to Cox Cable Communications' \$2.3 billion acquisition of Times Mirror's cable systems.

Transfer of the systems' microwave licenses was approved, and Cox was granted an 18-month waiver of the cable-broadcast crossownership rule. The waiver is intended to give Cox time to sell three stations near Cox's WPXI(TV) Pittsburgh and four near Cox's WHIO-TV Dayton, Ohio. The seven systems serve nearly 68,000 homes, about 4% of Times Mirror's 1.2 million subscribers. Upon closing, Cox Cable's subscriber total will swell to approximately 3 million.



The National Association of Broadcasters has made some changes in its government relations operations: DeDe Ferrell (l) becomes the top Senate lobbyist, and Kathleen Ramsey has been named vice president, broadcast government relations. Ferrell had been director, House government relations. Ramsey had been director of broadcast/congressional relations.

Classifieds

See last page of classifieds for rates and other information

RADIO

HELP WANTED MANAGEMENT

General Sales Manager. KSTP FM (KS95) one of America's leading adult contemporary radio station is seeking a General Sales Manager with a minimum of five years radio sales management in a top market. Must be familiar with the latest sales technology and industry trends. Vendor sales knowledge and an ability to lead a veteran sales staff a must. If interested submit resumes to: Hubbard Broadcasting Inc., KSTP FM, Attn: Amy J. Stedman, EEO 161-94, 3415 University Avenue, St. Paul, MN 55114. No telephone calls please. An equal opportunity employer.

General Manager, KIWR-FM, Council Bluffs, IA. Leadership of 100,000 watt NPR affiliate with a strong local focus in the Omaha/Council Bluffs market. Lead and supervise all station staff; develop and manage radio station budgets; supervise all fundraising programs and activities; develop and supervise staff in news programming and production activities; ranks as an Executive Director of Iowa Western Community College, reporting to the Vice President of Management Services. Professional degrees in communications, management or related fields. Experience in managing and fundraising for a public radio station; public relations and management skills that develop positive interaction with our staff, licensee and community. Salary commensurate with education and experience. Application deadline January 31, 1995. Send letter of application and resume to Personnel Office, Iowa Western Community College, 2700 College Road, Box 4-C, Council Bluffs, IA 51502. Iowa Western does not discriminate on the basis of age, handicap, gender, race, religion or national origin in its employment practices.

HELP WANTED TECHNICAL

STC Technician. NPR seeks two (2) technicians for its System Technical Center (STC). Candidates must have strong experience in audio broadcast and transmission operations, computer I/O literacy, audio performance measurement, and RF performance measurement. Remote transmission operations (including transportable uplink deployment) is strongly preferred. STC operates 24 hours a day, 7 days a week. The positions will require shift work, with some travel. Candidates must have a valid driver's license and a clean driving record. These positions will be full time temporary appointments for 1 year with an option to be extended. Send cover letter and resume to: National Public Radio, Dept. of Human Resources - #720, 635 Massachusetts Avenue, NW, Washington, DC 20001. NPR is an equal opportunity employer.

HELP WANTED SALES

WHKR FM Melbourne/Cocoa Beach seeks local sales rep to handle premier list. Minimum 3 years radio sales and experience in vendor. P.O. Box 7010, Rockledge, FL 32955. EOE.

HELP WANTED NEWS

Radio network news operation in Washington, D.C. is looking for news/tape editors. Must have three years radio news experience. EOE. P.O. Box 25152, Arlington, VA 22202.

HELP WANTED MARKETING

Marketing Associate. NPR's Audio Engineering Division seeks a Marketing Associate to promote its technical services to domestic and international broadcasters. Travel in the US and Europe involved. Individual will market studio technical services and modular bureau services for radio production and news gathering, must be results-oriented with effective bottom-line business skills, and have oral and written fluency in English, French and/or German languages. Bachelor's degree in Marketing, Business or equivalent work experience. Three years direct sales experience; knowledge of marketing principles and business practices. Proficient with the use of spreadsheets and database software; ability to establish rapport with clients; good working relationships with colleagues; ability to make crucial decisions without constant supervision; work under pressure; and meet strict deadlines. American citizenship or valid green card status required. For consideration send cover letter and resume to: National Public Radio, Department of Human Resources - #706, 635 Massachusetts Avenue, NW, Washington, DC 20001-3753. NPR is an equal opportunity employer.

HELP WANTED PROGRAMMING PRODUCTION & OTHERS

Radio Events Producer University of Northern Iowa. Nine-station public radio service seeks person to produce field recordings including music mixes. Serves as host or substitute host for various programs and handles occasional board shifts. Bachelor's degree in broadcasting, communications or related field and one year of experience in recording live music, handling post-production mixes and/or producing live remote broadcasts required; on-air experience helpful. Send resume, name of three references and audition tape to Carl Jenkins, KUNI/KHKE, UNI, Cedar Falls, IA 50614-0359. Application review begins February 6, 1995 and continues until appointment is made. Salary is commensurate with qualifications and experience; liberal fringe benefits. Additional information provided upon request (319-272-6400). AA/EOE.

SITUATIONS WANTED MANAGEMENT

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.

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.

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 TECHNICAL

Broadcast Engineer. Nites available 1995. Tim (614) 898-9120 days.

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.

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

The Best in Prime-Time Television Production Is Seeking The Best In Regional Television Syndication Sales Management. Send Resumes to Box 00241 EOE.

For all your Classified Needs call Antoinette Fasulo Tel: 212-337-7073 • Fax: 212-206-8327

Because facts matter and seconds count, the global business community and news media rely on Reuters. We're the world's foremost provider of on-line financial information, news and communications services and are looking for live TV news specialists who possess the commitment, knowledge and vision to lead us into the future.

OPERATIONS COORDINATOR

Will coordinate the operations of a live television program including booking crews, editors, facilities, satellites and land lines, as well as making other arrangements for the program. Will also be responsible for handling program production-related administrative and budget duties. Requires 3-5 years experience in TV production operations/coordination. Must be familiar with TV production and have experience in booking satellite time and third party facilities.

STUDIO DIRECTOR

Will direct live TV studio-presented coverage of multiple events from remote (national and international) locations. Requires 3-5 years experience directing a live TV news program, including multi-camera studio, multi-location live remotes and video tape. Should have knowledge of special events planning and be familiar with the use of sophisticated graphics.

SR. TECHNICAL DIRECTOR/ ENGINEERING MANAGER

Will play an active role in the day to day technical operations of a live news program involving studio presenter, multi-location live remotes, graphics and video tape elements. Responsibilities include managing and scheduling video, audio and MCR technicians and ensuring the smooth and efficient running of all technical facilities and support systems. Will also be responsible for preparing and monitoring budgets and expenditures for technical equipment. Requires a minimum of 5 years as a Senior Engineer/Technical Director working in live TV news programs, including managing and supervising technical staff. Experience with serial component digital technology and GVG and Abacus switching, routing and digital effects equipment is needed. Systems engineering experience and an understanding of digital compression technology is a plus.

TECHNICAL DIRECTOR

Will technical direct a live news program involving studio presenter, multi-location live remotes, graphics and videotape elements. As Technical Director, you will ensure the efficient operation and performance of all technical facilities and support systems. To qualify, you will need 5 years related experience in live TV news programs. Background to include active involvement in day to day technical operations; experience with serial component digital technology and GVG and Abacus switching, routing and digital effects equipment. Candidates with systems engineering and/or equipment maintenance experience have a plus.

MASTER CONTROL ENGINEER

Will set-up, control and monitor program input and output signals. To be responsible for the routing and quality of analog/serial component digital signals for the operation of recording and playout equipment. Troubleshoots transmission equipment and determines and resolves problems. Requires 3-5 years experience in broadcast as a Master Control Engineer in a live TV news environment and familiarity with common routing and test measurement equipment. Candidates with a background in digital compression techniques, equipment maintenance or computers have an advantage.

VISION ENGINEER

Will set-up, control and monitor studio and remote location cameras and lighting. To be responsible for operating robotic cameras, routing of signals into and between studio control equipment and establishing/maintaining video connection between remote sites and studio control. Requires 3-5 years experience as a broadcast TV studio Vision Engineer in a live TV news environment. To qualify, you must be familiar with analog and serial component digital technology, live remote production for news programs, GVG and Abacus routers and switchers, and computerized lighting control systems.

AUDIO ENGINEER

Will set-up, control and monitor audio levels and quality from studio and remote locations including IFB. To be responsible for establishing/maintaining audio connections including IFB between remote sites and studio. Operates audio tape, cassette, cart and CD replay equipment. Requires 3-5 years experience as a broadcast TV studio Audio Engineer in a live TV news environment. To qualify, you must be familiar with multi-channel audio mixers, studio talkback, IFB systems and live remote production for news programs.

GRAPHIC ARTIST

Will work closely with the show and spot producers to design and create still and animated graphics for use in live TV news program. To qualify, you must have the ability to work quickly and creatively. Requires 3-5 years experience designing/producing graphics on Quantel Paintbox for live TV news programs. In addition, you should be familiar with the use of DDRs, still stores and caption generators. Experience with Apple computer graphics a plus.

VIDEO TAPE EDITOR

Positions are available in New York and Washington, DC. Will edit video tape news stories, features and inserts for broadcast in live TV news program using both linear and nonlinear editing equipment. Must have the ability to work closely and quickly with reporters, show and spot producers. To qualify, you must have a minimum of 5 years experience working in live TV news production and be familiar with Sony Betacam SP editing equipment. Experience with nonlinear editing is a plus.

CAMERA OPERATOR

Will cover news stories and news events, both live and on video tape for use in live TV news program. To be responsible for picture/sound selection, content, video/audio levels, and quality. In this capacity, you will be expected to light locations and may be required to edit video tape when necessary. Some travel involved. To qualify, you must be accurate and possess the ability to work in a fast-paced environment. A minimum of 5 years experience working on a wide variety of video tape stories with reporters and producers is required. Must have extensive experience and knowledge of live remote coverage/technology and be familiar with industry standard ENG cameras.

Reuters provides an attractive compensation and benefits program including 401k plan, stock purchase, and comprehensive medical/dental coverage. For immediate consideration, please send your resume to **Mr. Ben Bendetti, Director of Human Resources, News and Television, Reuters America, 1700 Broadway, 39th Floor, New York, NY 10019.** We appreciate your interest, but only those candidates who best meet our requirements will be contacted. Reuters is committed to workforce diversity.

GENERAL MANAGER

KOVR-TV Sacramento seeks dynamic, experienced general manager to lead station with established momentum. We are looking for a marketing-oriented individual with a proven track-record in all phases of broadcast television. This is an equity opportunity to join River City Broadcasting as it continues to expand its broadcast group. All replies will be strictly confidential. EOE.

Please send resume to:

RICK BIAGIARDI, GROUP PRESIDENT
RIVER CITY BROADCASTING
KOVR-TV
2713 KOVR DRIVE
WEST SACRAMENTO, CA 95605

Dominant Top 50 Southeast Network Affiliate is looking for top-notch National Sales Manager. Strong TV sales background, minimum one year in sales management required. Good communication skills a must. Please send resume to Box 00246 EOE.

Chief Engineer - Midwest VHF network station needs an engineer to manage the Department and work closely with the News Department. Responsibilities include the supervision of station operations, supervision of studio and transmitter maintenance, a working knowledge of computers, direct communications with all station departments, liaison with area CATV system operators and knowledge/application of FCC rules. Send resume and salary history to Box 00242 EOE.

Local Sales Manager: WNCT-TV is searching for a detail-oriented, experienced leader. Candidate must have ability to motivate, be a master at inventory control and pricing, be creative, and anxious to take local sales team to the next level of excellence. Prefer Columbine, Tapscan, Vendor/coop experience. Top priority-New Business Development. If interested or know anyone please contact Vickie Storm, GSM, P.O. Box 898, Greenville, NC 27835-0898.

Controller: Tribune Broadcasting's WGNO seeks individual for managing financial functions of station. Undergraduate degree in financing or accounting required, CPA preferred. Requires 5-7 years of progressive financial management experience. Must have experience using PC spreadsheet software. Candidates should possess a thorough understanding of planning, budgeting and financial analysis; transaction accounting/accounting systems; accounts payable, payroll and taxes. Requires excellent communication skills and demonstrated proficiency in managerial techniques. Broadcast rights experience a plus. Send resume to Keith Cibulski, WGNO, World Trade Center, New Orleans, LA 70130. EOE.

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. EOE.

Sales Manager. For fastest growing indy (soon to be UPN) station in the fastest growing market (Las Vegas) in the country. Candidate must be a hands on leader with 5+ years broadcast sales and management experience. Skills in teaching and leading new business development, sports sales, network affiliation and research will be instrumental in building an aggressive and successful operation. If you have a high sense of urgency with the drive and skill to win, fax resume, salary requirement and references to Marty Sokoler, V.P. General Manager, KRLR-TV...(702)382-1351...EOE. Women and minorities encouraged to apply.

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 - New position available for an individual with 3-5 years Local and National Sales Management. Must have experience in new business development and market research. Independent sales experience a plus. BA preferred in communications or the advertising field. Send cover letter and resume to Lyle Banks, General Manager, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. No phone calls. WAVY-TV is an equal opportunity employer.

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.

Local Sales Manager. Organize and lead sales staff in new and existing account development, plan and implement sales projects and conduct sales training. Candidate must have minimum of 3 years broadcast sales, understand sales planning, expense management and have a thorough knowledge of the local market. Strong orientation to details is a must. The ideal candidate will have working knowledge of inventory management, comparative selling skills, understand Nielsen ratings research and systems to evaluate same. High school diploma required. Please send resume with cover letter detailing your philosophies of management, training, hiring, inventory maximization, special sales, budgeting, motivation and rewards. Mail or fax to: WJPR/WFXR Fox 21/27, P.O. 2127, Roanoke, VA 24005, Attn: Tony Kahl, GSM (fax) 703-345-1912 or 703-342-2190. No phone calls please. EOE.

Director, Broadcast Operations for educational television station (Cable, ITFS, ITV). Involves all phases of TV operation in new facilities. For job flyer and application, call (805) 636-4747 or write: Kern County Superintendent of Schools, Personnel Department, 1300 17th Street, Bakersfield, CA 93301-4533. Applications must be received by January 31, 1995.

A western Virginia TV station is seeking a Personnel Manager: Must have experience in EEO requirements, benefits administration, recruitment, Personnel record keeping, automated payroll input/administration. Bachelor's degree in Human Resources or related field required, or equivalent experience. Minimum three years experience in Personnel preferred. No phone calls. Send cover letter and resume to Personnel Department, WDBJ Television, Inc., P.O. Box 7, Roanoke, VA 24022-0007. We are an equal opportunity employer. We do not discriminate on the basis of race, religion, color, sex, age, national origin or disability.

HELP WANTED SALES

WBTW TV-13 in Florence/Myrtle Beach, S.C. is looking for a hard working experienced television salesperson for new business development and existing account list. We're number one in the market but work like we're last. You must be creative, enthusiastic, organized and able to work within a strong team of individuals. Send resume to: Nannette Frye, WBTW-TV, 3430 North TV Road, Florence, S.C. 29501. EOE/M-F.

Regional-Local Sales Manager: Outstanding opportunity for right candidate in a 100+, fast growing market. ABC affiliate with 2 satellites. Minimum of 2 years small market television management experience required. Submit resume, references and details of 1993 sales records to: G.S.M., KRCR-TV, P.O. Box 992217, Redding, CA 96099. No phone calls. EOE.

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. EOE.

Account Executive. Aggressive Milwaukee television station is seeking an experienced local account executive to handle new and existing accounts. Excellent written and verbal skills a must. Benefits and more. Send resume to General Sales Manager, WDJT-TV, 509 West Wisconsin Avenue, Milwaukee, WI 53203. No phone calls please. Equal opportunity employer.

Account Executive for dominant CBS affiliate. Hardworking, motivated, career oriented individual to develop direct retail and agency accounts. Minimum two years broadcast sales experience. Send resume to: Skip Painton, Director of Sales, WCTV, P.O. Box 3048, Tallahassee, FL 32315. No phone calls please. WCTV, John H. Phipps, Inc. is an equal opportunity employer.

Account Executive - Portsmouth/Norfolk/Virginia Beach Market. Successful candidate should be proficient in research, negotiating and servicing accounts. Expertise in news business development and cold calling a must. 2-4 years broadcast media sales experience and BA/BS in communications or the advertising field preferred. Experience with marketing research a plus. Send cover letter and resume to Lyle Banks, General Manager, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. No phone calls. WAVY-TV is an equal opportunity employer.

HELP WANTED MARKETING

One of the fastest-growing broadcast companies in the nation is looking for an outstanding Marketing Director for our station in the southeast. If you meet the following qualifications, we want to hear from you: 1) You know the difference between marketing and promotion, 2) You have demonstrated success in all the elements essential to an effective marketing effort; on-air promotion, advertising, publicity, public affairs, design, community events, research, sales marketing and strategic planning, 3) You have excellent oral and written communication skills and excel in building teamwork that transcends departmental boundaries, 4) You are a strong leader who can teach and inspire, 5) Two to three years experience in television marketing and a bachelor's degree in a related field. We're making a competitive attack on the future and our Marketing Director will be key to our success. We're looking for someone special. Tell us how you qualify. Reply to Box 00245 EOE.

Marketing Services Manager. WTHR-TV, Dispatch Broadcast Group, NBC affiliate in the 24th market is seeking a creative self-starter to produce non-traditional revenue streams unique to TV. Position requires proven ability to provide imaginative, effective marketing ideas. Individual will handle essential sales and marketing support services for local and national sales efforts. Duties include creating sales presentation materials, overseeing and coordinating sales projects, developing new business using vendor and/or coop funds. Successful candidates will have strong written and verbal presentation skills, computer literacy, and the ability to manage multiple simultaneous efforts. Candidate must possess 3-5 years experience in related fields, preferably television sales. College degree required; marketing, business or advertising major preferred. Applicants possessing these skills should submit a letter listing referral source, and a current resume to the Human Resources Department, P.O. Box 1313, Indianapolis, IN 46204. Replies will be held in confidence. Qualified minorities and women are encouraged to apply. Equal opportunity employer.

Director of Promotion and Marketing. Want to live and work in one of America's most exciting cities? WDSU-TV in New Orleans is looking for a skilled marketing professional who understands how to position and sell a newscast. Three to five years marketing/promotion management experience and a college degree are required. WDSU is scheduled to move into a brand new, state-of-the-art broadcast facility in January 1996. Join our management team today and be part of our growth! Cover letter and resume to Peter Smith, VP/Marketing, Pulitzer Broadcasting Company, 101 South Hanley Road, Suite 1250, St. Louis, MO 63105. EOE.

HELP WANTED TECHNICAL

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.**



4MC
FOUR MEDIA COMPANY

Opportunity in Singapore
for Broadcast
Professionals

Four Media Company Asia, a major Los Angeles based satellite broadcast company is expanding to the Asia/Pacific Region and has the need for a Chief Engineer and an Operations Manager for its new satellite earth station in Singapore.

CHIEF ENGINEER

- Must have a minimum of 3 to 5 years experience in the satellite broadcast industry. Areas of technology include RF, audio, video (analog and digital). Facilities include satellite transmission as well as videotape origination. Responsibilities include system design, integration, maintenance, staff supervision, and training.

OPERATIONS MANAGER

- Full responsibility for day to day operation of the satellite earth station including scheduling and supervision of earth station staff. A thorough understanding of the satellite industry in the Asia/Pacific Region is required as well as strong technical and operations background. Asian language skills a plus.

If you fulfill the requirements for either position please submit resume, salary history and availability to:

Fax: (818) 840-7389
2813 W. Alameda Boulevard
Burbank, CA 91505 USA
Attention: Human Resources

MASTER CONTROL
OPERATOR

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

Maintenance Engineer. Two years minimum experience in component-level trouble-shooting and repair of broadcast television equipment. High level computer skills required. Must have current FCC License; SBE Certification preferred. EOE. No phone calls please. Send resume to: Human Resources/WOWT, 3501 Farnam Street, Omaha, NE 68131-3356.

LARCAN-TTC is seeking a high-power television Sales and Service Engineer. Hands on experience required. Excellent compensation package for the right individual. Please rush resume in confidence to: Director of Marketing, LARCAN-TTC, 650 South Taylor Avenue, Louisville, CO 80027.

Chief Engineer for Cox CBS TV affiliate: WHIO TV, Dayton, OH's number one station is looking for the right engineering manager to complete our team. We want an excellent engineer to provide leadership and management for our department. Responsibilities will include designing, installing and maintaining all technical facilities. If you enjoy managing by example and servicing customer needs, if you're a team player with excellent skills to offer and you want to help build for the future you'll want to be considered for this opportunity with one of the industry's best broadcast groups. Send/fax resume to: David Lippoff, VP and GM, WHIO TV, 1414 Wilmington Avenue, Dayton, OH 45420. Fax 513-259-2058. No phone calls please. EOE.



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.

NY 1 NEWS SEEKS

STAFF TECHNICAL DIRECTOR

Candidate should have a minimum of 3-5 years TD experience. Preferably in news as well as some Directorial/TD experience. Knowledge of GVG 200/250 Switchers, DPM 700 and Leitch Still Shore a plus.

Send Resume, Cover Letter and Salary History to:

Manager of Network Operations
New York 1 News
460 West 42nd Street
New York, New York 10036

Equal Opportunity Employer

Technical Director. Aggressive Fox affiliate in sunny south Florida seeks a Technical Director for fast paced newscast, that has been named the Best Newscast in Florida by the Associated Press. Some knowledge of Grass Valley Switchers, Abekas DVE and computer editing is preferred. Must have experience switching live newscasts. Send resume and non-returnable tape to: Brian Culbreth/Production Manager, WFTX-TV, 621 SW Pine Island Road, Cape Coral, FL 33991. WFTX is an equal opportunity employer.

Chief Engineer - WYZZ-TV Bloomington, Illinois. Experienced in all areas of television engineering. To oversee/maintain all transmitter and studio equipment. FCC General License required. EOE. Submit resume to: David Wittkamp, Director of Operations, 2250 Seymour Avenue, Cincinnati, Ohio 45212 or Fax 513-631-2666.

Satellite Operations Engineers. Fox has openings for experienced Satellite Operations Engineers to join a fast paced environment involving Domestic and International satellite operations. The successful candidates will demonstrate proficiency with Varian GEN II and GEN III HPA's computer control systems, addressable receiver systems and the ability to perform well under extreme conditions. Please send resume indicating work experience and salary history to: Fox Tape, Personnel, 5746 Sunset Boulevard, Los Angeles, CA 90028.

TV Maintenance Engineer. Need TV Maintenance Engineer with a minimum 5 years experience repairing (component level); videotape machines, cameras, computers, RF transmission equipment, including satellite systems. Should also have experience in plant video and audio construction, with knowledge of CAD Systems. SBE Certification a plus. Reply to Box 00240 EOE.

Television Engineer. WNWO-TV is seeking a Maintenance/Operation Engineer. Applicant should have television maintenance and operational experience. FCC License and/or SBE Certification preferred. Please submit cover letter and resume to: Chief Engineer, WNWO-TV, 300 South Byrne Road, Toledo, Ohio 43615. WNWO-TV is an equal opportunity employer.

HELP WANTED NEWS

EXECUTIVE PRODUCER

Special News Programs

To head unit looking at life in the community as it has never been done before.

Also responsible for a ground-breaking children's show that kids want to watch.

Must be experienced, creative, fearless and able to prove it.

Send non-returnable tapes and resume to:

NEWS 15-SPECIAL NEWS PROGRAMS
KNXV-TV
4625 SOUTH 33RD PLACE
PHOENIX, AZ 85040
No calls please. EOE.



For all your Classified Needs call Antoinette Fasulo

Tel: 212-337-7073 • Fax: 212-206-8327

NEWSWRITER

KING 5 TV,
the Pacific
Northwest's
leading news

station is seeking a newswriter to write stories for several newscasts; field produce; and assist producers in managing scripts, videotapes, and supers for newscasts. If you are creative with strong writing skills and want to work in a fast-paced, competitive environment, please send two copies of your resume and cover letter to:

KING 5 TV
HR DEPARTMENT,
REF. #94R48



333 DEXTER AVENUE N.
SEATTLE, WA 98109

An Equal Opportunity Employer

Nightside Executive Producer. WDTN has an opening for a Nightside Executive Producer in the News Department, in a non-smoking environment. This position reports to the News Director. The Nightside Executive Producer supervises the News gathering and on-air presentation for news programming and works with Assignment Editors, Reporters, Photographers and Producers to maintain the quality of all newscast material and adherence to News Department objectives and standards. A college degree is preferred and thorough knowledge of broadcast news a must. Should have prior news supervisory experience and strong interest in current events. Send resume and non-returnable tape to Personnel Adm., WDTN TV 2, P.O. Box 741, Dayton, OH 45401. M/F/V/H. EOE.

Editor. KSBY-TV Action News has an immediate opening for a full-time editor in it's San Luis Obispo newsroom. Responsibilities include editing national, state and local news stories from NBC and CNN feeds. Editing experience is necessary. Photographer experience is helpful. Please send resume to Chief Photographer, Kelly Teel/M, KSBY-TV, 467 Hill Street, San Luis Obispo, CA 93405. No phone calls. EOE.

Executive Producer - Top 40 market! Great job! Great place to live and work! You'll have complete control of our award winning late news. Strong editorial judgement and management skills are required. Prior producing experience is mandatory, preferably in a large market. If your ultimate goal is News Manager, this is a step in that direction. Please reply with resume and non-returnable tape to Box 00244 EOE.

KTVN-TV has an immediate opening for a News Videographer. Requirements: high school education or equivalent, ability to lift and carry a minimum of 30 pounds, editing skills on 3/4" and Beta. 6 months experience required in: operating a broadcast quality camera, working under deadline pressure, working in a working television newsroom. College with emphasis on journalism and editing experience preferred. Send resume and non-returnable tape to Gary Marquardt, Chief Photographer, 4925 Energy Way, Reno, NV 89502. Qualified minorities are encouraged to apply. No phone calls. KTVN-TV is an equal opportunity employer.

1) **Post Production Editor:** This position is responsible for taking commercial and program material from conception to final high-end product. Ideal candidate will have minimum three years computer editing experience and outstanding interpersonal skills. Prefer digital tape experience and knowledge of DVE's, graphics, chyron, etc., for our all Sony D-2 suite with Sony 8000 switcher and BVE-9100 editor. 2) **EFP Photographer:** The ideal candidate will have strong shooting, editing, lighting and field production skills. Minimum three years broadcast photography experience. Looking for a self-starter who can interact with internal and external clients to produce quality programming and commercial material. 3) **News Producer:** This position is responsible for the writing of news shows, working on story ideas and development of coverage; heavy interaction with talent, directors, editors. Candidates must have one to three years experience in broadcast news and as a producer or associate producer. 4) **Assignment Editor:** This position is responsible for assigning crews to cover stories; heavy interface with outside news sources, newspaper partners and show producers. Previous experience preferred is three years in broadcast news as a reporter, producer or other management function. Send your resumes/non-returnable videotapes to Linda Bennett, CLTV News, 2000 York, Suite 114, Oak Brook, IL 60521; fax number 708-571-0489. Any phone calls will disqualify the candidate from consideration.

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.

General Assignment Reporter for Central Coast affiliate #1 rated station. Not a "first-job" shop...must have at least 18 months experience...every day general assignment reporting duties...videotape editing knowledge a must!!! Fluency in Spanish a plus!!! Please send a resume and tape to KSBW-TV, Dan Bozzo, News Director, Dept. D, 238 John Street, Salinas, CA 93901. EOE.

Photojournalist. Experienced photojournalist needed to shoot, edit and handle live shots. Creativity most critical. Resumes and non-returnable tapes to Bob Edwards, Chief Photographer, WTEN-TV, 341 Northern Boulevard, Albany, NY 12204. EOE.

Producer. 6:00 and 11:00 producer needed at ABC affiliate in Tallahassee, Florida. Not for show stackers. Our producer has wide control over the editorial and graphic look of our newscasts. T/R to Chris Huston, News Director, WTXL, 8927 Thomasville Road, Tallahassee, FL 32312. EOE.

BLIND BOX RESPONSE

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

Executive News Producer. Southeastern regional powerhouse needs person to oversee daily news producing operation. Hands-on position for manager to lead young producing staff and improve department writing and show content. Four years experience as news producer and college degree. Must pass drug screening. Tape and critique and resume and philosophy to: Martha Smith, WTVN-TV, P.O. Box 1848, Columbus, GA 31902-1848. EOE.

KTVN-TV has an immediate opening for a Video Coordinator-Tape Editor in the News Department to be responsible for editing, acquiring and organizing videotape news material for newscasts. Strong organizational skills and creative editing skills essential. Hours are varied, overtime required. Send resume to Nancy Cope, News Director, P.O. Box 7220, Reno, NV 89510. Qualified minorities are encouraged to apply. No phone calls. KTVN-TV is an equal opportunity employer.

KTVN-TV has an immediate opening for an Anchor/General Assignment Reporter. Duties include anchoring assigned newscasts, and general assignment reporter. High school or equivalent and one year experience reporting including live shots and relief anchoring required. College with an emphasis on journalism preferred. Send resume to Nancy Cope, News Director, P.O. Box 7220, Reno, NV 89510. Qualified minorities are encouraged to apply. No phone calls. KTVN-TV is an equal opportunity employer.

Creative Services Producer. West Texas, CBS affiliate, seeks a Commercial Producer. Must be able to write, shoot, and edit three-quarter inch video for broadcast. Must be organized, able to meet strict deadlines, possess people skills, and have a good driving record. Degree and prior experience preferred. Send resume and tape to Personnel Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76902. EOE.

News Anchor/Producer opening for major newscasts by affiliate with growing news operation. Live unit, remote bureau, BAY newsroom with aggressive staff, experienced management and stable ownership. Great resort community to live in. Send non-returnable tape and salary requirements to Neil Bayne, ND, WMDT TV, 202 Downtown Plaza, Salisbury, MD 21801. EOE. M/F.

News Anchor/Reporter-- To report and anchor newscasts, including live reporting. Candidates must be strong, creative writers and have solid news judgment. At least two years reporting/anchoring experience required. Resumes/tapes before January 11, 1995 to Judy Baker, WCYB, 101 Lee Street, Bristol, VA 24201. No phone calls. EOE/M/F/H/V.

News Photographer. Search re-opened for an experienced and creative photographer/editor for our Washington news bureau. Minimum of three years television station experience, and familiarity with contemporary shooting and editing styles. Bureau serves our six network-affiliated stations. Excellent opportunity for the right person. Resume and tape to Hearst Broadcasting, 1825 K Street, NW, #720, Washington, DC 20006. EOE.

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.

Wanted: Associate Producer/Director. Responsible for directing studio and remote productions including weekend news. Must have one year minimum of news directing experience plus supervisory skills and ability to motivate. Producing and writing experience preferred. Degree in communications or equivalent experience required. Send non-returnable news air-check tapes with director's track to: WBNS-10TV, Business Office, P.O. Box 1010, Columbus, OH 43216.

WJBF-TV is looking for a reporter. College degree and experience preferred. Send non-returnable tape and resume to Pete Michenfelder, ND-4, WJBF-TV, 1001 Reynolds Street, Augusta, Georgia 30903. EOE.

Television Reporter - We're looking for an excellent storyteller who is a creative self-starter and team player. Someone who has significant experience, strong writing, production and live skills. The ideal candidate will have a college degree and a minimum of three years experience with a commercial television news operation. No beginners! Send non-returnable tape and resume to Gary Stokes, News Director, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. No phone calls. WAVY-TV is an equal opportunity employer.

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.

Reporters: ICI/American University Journalism Awards for Excellence in Personal Finance Reporting seek TV stories for \$2,500 award. Entries must have aired in 1994 and arrive on VHS by March 15, 1995. For entry forms or information, write: Journalism Awards Program, Eagle Station, P.O. Box 79, The American University, 4400 Massachusetts Avenue, NW, Washington, DC 20016.

Morning Co-Anchor/Reporter. West Texas, CBS affiliate, seeks a Morning Co-Anchor/Reporter. Must be able to gather, write and edit three-quarter inch video for broadcast. On-air affiliate experience and degree required. Send resume and tape to Personnel Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903.

EP/AE: Number one station in market looking for Executive Producer/Assignment Editor to fill number two position in newsroom. Duties include overseeing the producing of newscasts and running the assignment desk. Must have prior producing experience and know what it takes to run an assignment desk. Newsroom computer experience helpful. Send resume to: Roger Lyons, News Director, WTOV 9, Altamont Heights, Box 9999, Steubenville, OH 43952. EOE. No phone calls please.

Copy Editor needed for WTTG/FOX TV's 2 1/2 hour morning news and interview broadcast located in Washington, DC. Experienced writer; some Control Room experience preferred. Please contact Susan Truitt, Executive Producer, WTTG/FOX Morning News at (202) 895-3130.

Bureau Reporter for top-15 affiliate. WTSP, the CBS affiliate in Tampa-St. Petersburg is seeking a general assignment reporter to establish a mobile bureau in Sarasota, FL--about 60 miles south of our station. You will live and work in this part of the market and, with a photographer, file daily stories out of Sarasota and Manatee Counties. We need a self-starter who can generate contacts and stories on a daily basis. If you need the assignment desk to motivate you--don't apply. If you like the independence and responsibility of working in a bureau setting--this job may be for you. Experience in a remote news bureau preferred, but not required. Send resume, non-returnable tape (Beta or 3/4"), salary requirements and a page on why you'd be right for this job to: Mike Cavender, VP/News, WTSP, P.O. Box 10000, St. Petersburg, FL 33733. No phone calls, please. EOE.

Assistant News Director/Executive Producer for California Central Coast affiliate--key member of News Department management team. Primarily functions as executive producer over early, mid-day and evening newscasts for this #1 rated station. Responsible for writing and producing quality, graphics, teasers, etc. Must have 2-5 years solid line producing experience. Please send a resume and a tape of a broadcast you've recently produced to KSBW-TV, Dan Bozzo, News Director, Dept. D, 238 John Street, Salinas, CA 93901. EOE.

News Producer: Top 60 midwest affiliate seeks a take charge person to produce a daily newscast. Solid judgement and people skills a must! Show us you can do more than stack a newscast. Send tape (3/4" or VHS). WEYI-TV, Attn: Nancy Crouter, 2225 West Willard Road, Clio, MI 48420. EOE.

Morning Anchor. Anchor/producer needed for daily morning news inserts and general assignment reporting at ABC affiliate. T/R to Chris Huston, News Director, WTXL, 8927 Thomasville Road, Tallahassee, FL 32312. EOE.

Newscast Producer. Seeking producer for newscast with an attitude. Need witty, creative individual who can do a half hour fast-paced, news and entertainment show. This is not your typical newscast, typical news producers need not apply. Looking for that rare breed of producers with a style all their own. Must have a bachelors degree and a minimum of 2 years television experience. Send tape and resume to WSVN-TV Channel 7, Personnel Department, 1401 79th Street Causeway, Miami, FL 33141. EOE.

HELP WANTED PROGRAMMING PRODUCTION & OTHERS

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.



4MC
FOUR MEDIA COMPANY

Broadcast Positions Available in Singapore

Four Media Company, a leading post-production and satellite distribution company, is seeking qualified applicants to fill the following positions in its all digital facility in Singapore.

TECHNICAL DIRECTOR

- Broadcast cable/news orientation. Must have technical experience in DVE, still store and tilting, fast moving environment.

PRODUCTION AUDIO MIXER

- Television audio production mixer. Music/music video background a plus. Seeking professional to provide creative input.

ON-AIR OPERATIONS MANAGER

- Must have broadcast facility management experience including: traffic. LMS automation and other automated playback systems. Ability to manage and train 24 hour staff. Broadcast or cable orientation.

MASTER CONTROL OPERATORS

- On-air master control experience including: traffic. LMS automation, and other automated playback systems. Broadcast or cable orientation.

PRODUCTION/POST PRODUCTION ENGINEERS

- Hands on experience in the maintenance, trouble shooting and repair of all analog and digital broadcast equipment.

Asian language skills a plus.

Excellent salary and benefits package will be provided to qualified candidates.

Please forward your resume, salary requirements and availability to:

Human Resources
2813 W. Alameda Avenue
Burbank, CA 91505 USA

EXECUTIVE PRODUCER/ SENIOR PROGRAMMER

A unique opportunity to begin at the beginning

as Executive Producer - to help design, create, and produce satellite delivered entertainment programming for a new, national, out-of-home television network. Must have magazine format or network programming experience. Send resume ASAP to

R. Jeffries, P.O. Box 5002, NY, NY 10022.

Producer/Director: WCBD-TV Charleston, S.C. Needed, versatile and creative person to work with the creative team. Must be able to oversee and execute commercial production from concept to post. Experience in all aspects of video production is essential. Send resume to Attn: Richard Fordham, WCBD-TV, P.O. Box 879, Charleston, SC 29402. EOE. M/F. Applicants drug screened.

Program Coordinator. Station liaison between network, syndicators and internal departments. Operates AS400 Enterprise Films System. Maintain program budgets. Reviews contracts and researches syndicated product. Maintains public file. Knowledge of traffic system. Scheduling, usage, Word Perfect, spreadsheet and Nielsen ratings a must. Send resume to: Human Resources, KTUL TV, P.O. Box 8, Tulsa, OK 74101. No phone calls please. EOE/MF.

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.

SHOW PRODUCER

KGO-TV is seeking a producer with at least 5 years of major market television producing experience. Responsibilities include developing show ideas, writing scripts, crew supervision, developing and coaching talent, scouting locations and supervising show budgets. Must have the ability to fully produce regularly scheduled programs, specials and segments. Candidates should be well versed in all aspects of production from researching through post production. In addition, candidate should be familiar with live and remote studio production. Must be creative, energetic, have excellent technical and writing skills along with exceptional organizational skills. Good people skills are a must. Application deadline is January 20, 1995. Please send resume, cover letter and videotape to:

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

Art Director. Top 20 independent with news seeks talented Art Director. Paint system and Mac experience a must. Send resume to Box 00239 EOE.

Production/Post-Production Marketing Representative. Looking for talented individual to market the services of "SeaGate 11" a top notch post production facility associated with WTOL-TV in Toledo, Ohio. Applicant must be a strong producer and have excellent knowledge of top-of-the-line production and editing equipment. Must be able to prepare proposals and accurate cost estimates for a wide range of projects. Will work closely with clients, creative staff and post-production personnel to insure client satisfaction. We offer a great working environment and excellent pay/benefits. Send resume to Personnel Administrator-14, WTOL-TV, 730 North Summit, Toledo, Ohio 43604. No phone calls, please. WTOL-TV is an equal opportunity employer.

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 Compositing 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.

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.

CNN is looking for an experienced on-line editor to join the staff of CNN Post Production. Candidates must have at least three years experience in a post production or broadcast environment. We would prefer applicants who have worked with the following equipment: CMX 3100B or GVG-151; ADO 3000 or the A53-D; Grass Valley 200-2; A62 DDR; and Infinit! Experience with the A83 and A57 would be helpful, but is not required. Candidates must have excellent organization and communications skills. Send tapes/resumes and references to the Post Production Manager, CNN Post Production, One CNN Center, Box 105366, Atlanta, GA 30348-5366. No phone calls please. EOE.

Producer/Director: WCBD-TV Charleston, S.C. Needed, individual who loves directing news and live programs. Previous news directing experience is essential. Send resume to Attn: Richard Fordham, WCBD-TV, P.O. Box 879, Charleston, SC 29402. EOE. M/F. Applicants drug screened.

Commercial Production Editor: Affiliate with large volume of commercial production with all the latest toys has opening for 2nd editor/Assistant Production Manager with hands-on experience with time code editing, 2-channel DVE, Still Store and CG. Work at the beach with good salary and benefit package. Send tape, salary requirements to John Cannon, WMDT TV, 202 Downtown Plaza, Salisbury, MD 21801. EOE. M-F.

HELP WANTED PROGRAMMING PROMOTION & OTHERS

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 - 149-94, USSB, 3415 University Avenue, St. Paul, MN 55114. No phone calls please. Equal opportunity employer.

Art Director. WISH-TV, the dominant station in the 24th market, seeks a graphics and animation wizard anxious to break a lot of new ground. You'll need to show us work that's contemporary and effective. At least five years station experience is desired along with a vision and spirit that will help lift our station to the highest level. Resumes at this time only: Creative Services Manager, WISH-TV, 1950 North Meridian Street, Indianapolis, IN 46202. No phone calls please. EOE.

Promotion Writer/Producer. Promotion Writer/Producer in the nation's fastest growing TV market. Las Vegas' United Paramount affiliate needs a hands on Promotion Producer. You must have a minimum of 2 years promotion experience and be able to edit in a 3/4 edit suite. If you can do it all, send your resume and reel to Program Manager, KRLR-TV, 920 South Commerce, Las Vegas, NV 89106. EOE. Women and minorities encouraged to apply.

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.

Promotions Manager. Creative and motivated writer/editor wanted to take charge of Promotions Department at small market east coast affiliate. Responsible for on-air news, weather and sports promotions, syndicated promotions and on-air station and news image. To apply, send tape with resume and salary history to John Cannon, WMDT-TV, 202 Downtown Plaza, Salisbury, MD 21801. Equal opportunity employer. EOE. M/F.

Miami, Florida's U.P.N. affiliate is seeking a Promotion/Marketing specialist to become part of our Creative Services team. Knowledge of sports helpful. Writing, producing and sales promotion skills a must. Send resume and reel to Director of Programming, WBFS-TV, P.O. Box 4633, Miami, FL 33014. EOE. No phone calls please.

HELP WANTED RESEARCH

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.

For all your
 Classified Needs
 call Antoinette Fasulo
 Tel: 212-337-7073
 Fax: 212-206-8327

HELP WANTED ADMINISTRATION

Administrative Assistant to Vice President, Engineering and Operations. Minimum three years experience in television/entertainment industry with senior executive in the administrative/secretarial capacity. Ideal candidate will have the ability to handle multitasks in a fast paced environment, excellent verbal and written communications skills, technical knowledge of industry terminology, components and formats. Please send resume indicating professional experience and salary history to: Fox Tape, Personnel, 5746 Sunset Boulevard, Los Angeles, CA 90028.

PROGRAMMING SERVICE

National Weather Network
Localized TV weathercasts Via Satellite
Including your own ON-AIR Meteorologist



- * A new local SALES Opportunity!
- * Short form stand alone insert updates!
- * Full length Weathercast with Anchor toes!
- * Completely customized for your market!
- * Experienced AMS ON-AIR Meteorologists!
- * Cash/Barter cost effectiveness!

Call: Edward St. Pe' 601-352-6673

RESUME TAPES

Career Videos prepares your personalized demo. Unique format, excellent rates, coaching, job search assistance, free dubs. Great track record. 708-272-2917.

CABLE**HELP WANTED NEWS**

Cable Service Launch: Seeks Director of News and Programming to start-up/direct consumer news. Responsible for editorial and creative development, hiring and management of reporters, producers and writers. Candidates with background in print and electronic journalism, consumer advocacy and research. New Jersey based. Fax resumes to Mr. John, 610-798-9790. All replies confidential.

HELP WANTED PRODUCTION

Production Supervisor. Aggressive cable production department seeks hands-on production supervisor to continue tradition in nationally-acclaimed local programming. Excellent "people skills" and heavy experience producing/directing multi-camera remote and studio events. Responsibilities include team-building, training of ENG photographers, reporters, editors. Not an entry level position. Send resume and tapes to: Personnel Director, Vision Cable of Pinellas, Inc., 2530 Drew Street, Clearwater, Florida 34625. No phone calls please.

The Travel Channel, a national cable network, is seeking experienced, team-oriented individuals to join our expanding programming and production unit.

DIRECTOR OF PROGRAM DEVELOPMENT

Experienced development executive to create and pilot outsourced non-fiction programming. Skills required include negotiating, production, story structure and work with celebrity talent.

PRODUCTION EXECUTIVE EVENT PROGRAMMING

Experienced professional to develop, budget and oversee production of live events and other signature programming.

PRODUCTION EXECUTIVE, GAME/QUIZ SHOWS

Game show whiz with direct experience in the production or oversight of successful series; work in cable and other development a plus.

MANAGER OF CURRENT PROGRAMMING

Responsible for shaping high quality documentary and magazine shows. Creative oversight of outsourced producers and production units. Long-form producing/writing experience a must.

COORDINATING PRODUCER

Supervise in/out-of-house production efforts. Varied responsibilities from creative oversight to line producing. Longform producing/writing experience a must; live production a plus.

SENIOR PRODUCER, ON-AIR PROMOTION

Strong conceptual writer/producer with minimum of 7 years experience producing hi-end promotional spots on both video and film. Strong producing writing skills required. Send reel that sets you apart.

EDITOR

On-line editor with off-line flair to shape our promotion and long-form programming. On-line GVG or CMX experience with digital effects is a must.

OPERATIONS SUPERVISOR

Responsible for programming and production operations and the video tape library. Experience in broadcast/cable operations a must.

VIDEO LIBRARIAN

Responsible for the day-to-day operation of video tape library, including tracking, archiving and retrieving. Strong computer skills a must.

Send resume, salary history. No phone calls. An equal opportunity employer M/F/H/V.

THE TRAVEL CHANNEL
PROGRAMMING & PRODUCTION - OPEN POSITIONS
2690 CUMBERLAND PARKWAY
ATLANTA, GA 30339

**ALLIED FIELDS****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 97270. EOE/M/F.

HELP WANTED INSTRUCTION

Communication Department Head: Jacksonville State University seeks a department head for the Department of Communication beginning Fall Semester, 1995. Duties and responsibilities include leading a department of four faculty who teach print and electronic media in a revised curriculum which includes radio/TV production, print and broadcast news, and public relations. There is also an emphasis throughout the curriculum on writing, computer usage and media technologies. The college seeks to employ faculty who are distinguished by their commitment to and skills in teaching. Service and scholarly activity are also required with the latter being broadly defined. The person appointed will be expected to have or develop strategies leading to successful external funding. The teaching load for the department head is negotiated with the dean of the college. An appropriate terminal degree or equivalent professional experience is required. A teaching emphasis in print media is preferred. Knowledge and skills in cutting-edge, media-applied computer technologies is highly desirable. This is a tenure track appointment and salary and rank are competitive. The Department Head position includes a twelve-month appointment. For additional information on duties and responsibilities direct inquiries to: Dan Marsengill, Dean College of Communication and Fine Arts. Telephone: (205) 782-5588, Fax: (205) 782-5645, Bitnet: FDM1@JSUMUS, Internet: fdm1@jsumus@uga.cc.uga.edu. To apply send a vita, three current letters of reference, and complete set of academic transcripts to: Personnel Services, Jacksonville State University, 700 Pelham Road North, Jacksonville, Alabama 36265-9982. The search will remain open until position is filled. An EO/AA employer.

Faculty Search. Columbia University. Graduate School of Journalism. Applications and nominations are invited for junior and senior faculty positions for the 1995-96 academic year. Openings are anticipated in: Broadcast Journalism (reporting, writing and producing for television and radio); and Print Journalism (newspaper or magazine reporting and writing). One-year renewable and tenure-track positions will be filled from the ranks of distinguished professionals with an interest in teaching and publication. Specific areas of specialization include urban affairs, international affairs, and computer-assisted reporting. Editing, production and multi-media experience desirable. The School strongly encourages applications from minorities and women. Please send letter, vita and three references to: Committee on Faculty Appointments, Graduate School of Journalism, Columbia University, New York, NY 10027.

University of Illinois at Urbana-Champaign Department of Journalism seeks candidates for two broadcast positions, one an assistant professor on the tenure-track, the other an associate professor with tenure, both beginning August 21, 1995. Both are full-time for the academic year, and the salary for both is negotiable. Assistant professor candidates must have significant professional television news reporting or producing experience; minimum of Master's degree. This professor will teach beginning, advanced and possibly documentary broadcast journalism. Associate professor candidates must have considerable professional television news reporting or producing experience covering at least 10 years with a record of distinction; minimum of Master's degree. This professor will teach beginning, advanced and documentary broadcast journalism. The UI Department of Journalism has a proud tradition in its focus on public affairs journalism. It has highly selective students at one of America's great public universities. A new teaching studio will soon be built. Women and minority applicants are strongly encouraged. To apply for either position, please send full details on qualifications, videotape, names and addresses of three references to: Robert D. Reid, Chair, Search Committee, Department of Journalism, University of Illinois, 119 Gregory Hall, 810 South Wright Street, Urbana, IL 61801; (217) 333-0709. To ensure full consideration, applications must be received by February 3, 1995. The University of Illinois is an affirmative action and equal opportunity employer.

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.

Assistant Professor specializing in journalism. Full-time tenure-track position contingent upon state funding. Qualifications: Doctoral degree required (ABD considered at instructor level). Professional experience in journalism and evidence of scholarly activity required. Interest in multimedia technology helpful. Responsibilities: Teach theory and practical courses in journalism, including television journalism. Send letter of application, resume, or curriculum vitae, three letters of recommendation and official graduate and undergraduate transcripts to: Dr. Ronald J. Matton, Chairperson, Department of Speech and Mass Communication, Towson State University, Towson, Maryland 21204-7097. The Department of Speech and Mass Communication is the largest of its kind in the region with more than 1,000 students enrolled as majors. The Department offers a number of undergraduate and graduate courses in journalism, including: Introduction to Journalism, News Writing, Feature Writing, Broadcast Journalism, News Editing, News Reporting, Photojournalism, Journalism Ethics, Newspaper Management, Specialized Reporting, Free Lance Writing, and Public Opinion and the Press. Salary is competitive. All applications must be received by February 14, 1995. An equal opportunity/affirmative action employer. M/F/D/V.

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WDWG(FM) Atmore, AL (BALH940929-GF)—Action Nov. 16.

WAFN(FM) East Brewton, AL (BALH-941020GH)—Action Nov. 15.

WKXN(FM) Greenville, AL (BALH9409-15GI)—Action Nov. 17.

WAZK(FM) Trinity, AL (BALH941007GL)—Action Nov. 23.

KLCR(FM) Nogales, AZ (BALH940927-GK)—Action Nov. 25.

KQST(FM) Sedona, AZ (BALH940721-GG)—Action Nov. 8.

KHIZ(TV) Barstow, CA (BTCCT940603-KE)—Action Nov. 14.

KSUR-FM Greenfield, CA (BAPLH940921-GJ)—Action Nov. 16.

KNTI(FM) Lakeport, CA (BALH940930-GE)—Action Dec. 8.

KRQC-FM Marina, CA (BALH941122GK)—Action Dec. 8.

KKSB(AM) Santa Barbara, CA (BAL941-007EA)—Action Nov. 23.

KSUR(AM) Soledad, CA (BAL940921-EA)—Action Nov. 16.

WFIA(AM) Turlock, CA (BAL940928GH)—Action Nov. 29.

KSTV-TV Ventura, CA (BTCCT940616-KF)—Action Nov. 14.

WHAI-TV Bridgeport, CT (BALCT940906-KF)—Action Nov. 14.

WTNH(TV) New Haven, CT (BALCT940-629LB)—Action Nov. 14.

WXKB(FM) Cape Coral, FL (BALH940913-GE)—Action Nov. 18.

WYNF(FM) Coral Cove, FL (BTCH940819-GG)—Action Nov. 23.

WNFT(TV) Jacksonville, FL (BTCCT941-104KE)—Action Nov. 15.

WTVX(TV) Fort Pierce, FL (BTCCT941107-KE)—Action Nov. 15.

WIMV(FM) Madison, FL (BALH941021-GK)—Action Nov. 15.

WSPB(AM)-WSRZ-FM Sarasota, FL (AM: BAL940819GE; FM: BALH940819GF)—Action Nov. 23.

WMOG(AM) Brunswick, GA (BAL940505-GE)—Action Nov. 23.

WMOG-FM St. Simons Island, GA (BALH-940505GF)—Action Nov. 23.

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 verticle; 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.

KIKI(AM) Honolulu (BAL941122GL)—Action Dec. 8.

WKEI(AM)-WJRE(FM) Kewanee, IL (AM: BAL940907GI; FM: BALH940907GJ)—Action Nov. 8.

WSMI-AM-FM Litchfield, IL (AM: BTC-941031GF; FM: BTCH941031GJ)—Action Dec. 6.

KIKR(FM) Asbury, IA (BTCH940927GI)—Action Dec. 7.

KFRM(AM) Salina, KS (BTC941011EG)—Action Nov. 23.

WQLL(FM) Louisville, KY (BALH940928-GG)—Action Nov. 29.

WMJL-AM-FM Marion, KY (AM: BAL-940906GL; FM: BALH940906GM)—Action Nov. 23.

WFLW(AM)-WKYM(FM) Monticello, KY (AM: BAL940915GG; FM: BALH940915-GH)—Action Nov. 9.

KJEF-AM-FM Jennings, LA (AM: BAL-940916EA; BALH940916EB)—Action Nov. 9.

WARA(AM) Attleboro, MA (BTC941026-GE)—Action Nov. 28.

WZZM-TV Grand Rapids, MI (BALCT941-007KJ)—Action Nov. 7.

WMTE-FM Manistee, MI (BALH940916-GF)—Action Nov. 15.

WBTZ(FM) Pinconning, MI (BALH940725-GS)—Action Nov. 4.

KNLD(TV) Duluth, MN (BAPCT940822-KG)—Action Nov. 14.

KBOA(AM) Kennett, MO (BAL940701-EF)—Action Nov. 23.

KWND(FM) Springfield, MO (BALED9404-07GG)—Action Nov. 8.

KURL(AM) Billings, MT (BAL940926EB)—Action Nov. 14.

KDBR(FM) Kalispell, MT (BTCH94091-6GG)—Action Nov. 8.

KRSQ(FM) Laurel, MT (BALH941021GF)—Action Dec. 5.

KRRI(FM) Boulder City, NV (BTCH94-1116GH)—Action Dec. 8.

WCSS(AM)-WKOL-FM Amsterdam, NY (AM: BAL941031GG; FM: BALH941031-GH)—Action Dec. 5.

WXQZ(FM) Canton, NY (BAPH940113-GK)—Action Nov. 28.

WZZZ(AM) Fulton, NY (BAL941018GM)—Action Nov. 28.

WIQT(AM)-WQIX(FM) Horseheads, NY (AM: BTC940727GJ; FM: BTCH940727-GF)—Action Nov. 23.

FACILITIES CHANGES

Applications

Butler, AL WQGL(FM) 93.5 mhz—Butler Broadcasting Corp. seeks CP to make changes: ERP: 25 kw; ant. 211.3 m.; TL: Butler, AL, and change class.

Prescott Valley, AZ KDTK(FM) 98.3 mhz—Mic Rathje seeks mod. of CP to make changes: TL: Mingus Mt., S Electronics site, 11 km (6.8 miles) SW of Cottonwood, Yavapai Co., AZ.

Batesville, AR KZLE(FM) 93.1 mhz—White River Valley Broadcasters Inc. seeks one-step app. to change class from C1 to C.

Fresno, CA KNAX(FM) 97.9 mhz—EBE Communications LP seeks CP to make changes: ERP: 10.5 kw; ant. 328 m.; TL: Owens Mtn., 4.85 km from Cooper and Armstrong Aves., Fresno Co., CA.

Grand Junction, CO KPRN(FM) 89.5 mhz—Public Broadcasting of Colorado Inc. seeks CP to change main studio location to Grand Junction area.

Pueblo, CO KNKN(FM) 107.1 mhz—Guardian Communications Inc. seeks CP to make changes: ant. 95 m.

Crystal River, FL WKTK(FM) 98.5 mhz—ECI License Co. LP seeks CP to make changes: ERP: 44 kw; class to C1.

Fort Wayne, IN WOWO(AM) 1190 khz—ICBC Corp. seeks CP to reduce nighttime power to 9.8 kw; change from class A to class B and modify DA antenna pattern.

Monticello, IN WMRS(FM) 107.7 mhz—Gerald Norman Quinn seeks CP to make changes: ERP: 2.45 kw; ant. 157 m.; TL: .35 mi. N of Carrol Co. Rd., 800 N on CR 900 W near Yeoman, IN.

Salina, KS KZBZ(FM) 104.9 mhz—Eagle Broadcasting Co., Inc. seeks one-step app. to change channel from A to C3.

Oak Grove, LA KWCL-FM 96.7 mhz—KWCL-FM Broadcasting Co. Inc. seeks CP to make changes: ERP: 6.9 kw; ant. 100 m.; TL: S of intersection of Philly Ln. and Louisiana Hwy 2, 3 km E of Oak Grove, W. Carroll Parish, LA.

Waterville, ME WEBB(FM) 98.5 mhz—Pilot Communications of Waterville Inc. seeks

FOR THE RECORD

one-step app. to change from 253C2 to 253C1.

Franklin, MA WGAO(FM) 88.3 mhz—Dean College seeks CP to make changes: ERP: 0.175 kw; correct previous height information.

Grayling, MI WQON(FM) 100.3 mhz—Gannon Broadcasting Systems Inc. seeks one-step app. to change channel to 262C1.

Staples, MN KSKK(FM) 94.7 mhz—Normin Broadcasting Co. seeks one-step app. to upgrade from C3 to C2.

Cleveland, MS WDTL-FM 92.9 mhz—Delta Radio Inc. seeks CP to make changes: ERP: 50 kw; ant. 150 m.; TL: S side of County Gravel Rd., 6 km SE of Boyle (Bolivar Co.), MS. Frequency and channel changed from 224A to 225C2 (per MM docket 92-157).

Bolivar, MO KYOO(AM) 1200 khz—KYOO Broadcasting Co. seeks CP to change TL just N of State Hwy 54, .55 miles W of Star Ridge Church, 10.2 miles N of Halfway, 6.7 miles W of Louisburg, Polk Co., MO.

Marshfield, MO KMRF(AM) 1510 khz—New Life Evangelistic Center Inc. seeks CP to increase power to 1 kw; change main SL: make changes in antenna system; change TL to N side of State Rd. "00," 2.5 km SW of western city limits, Marshfield, MO.

Conway, NH WMLY(FM) 104.5 mhz—North County Radio Inc. seeks mod. of CP to make changes: ERP: 2 kw; ant. 120.1 m.; TL: atop Oak Hill, 2.1 km S of intersection of State Rte 113 and State Rte 16, Madison Carroll Co., NH.

Manchester, NH WLMW(FM) 90.7 mhz—

Knowledge for Life seeks mod. of CP to make changes: ERP: 0.013 kw; ant 290 m.

Grants, NM KAHP(FM) 103.7 mhz—KKOR/KYVA Inc. seeks mod. of CP to make changes: ant.: 396 m.; TL: 50.3 km NW of Grants, NM, at 314' true.

Utica, NY WIBX(AM) 950 khz—950 Communications Corp. seeks CP to correct coordinates.

Wilmington, NC WMNX(FM) 97.3 mhz—Cape Fera Radio Co. seeks CP to make changes: ant. 299 m.; TL: 5.5 km S of Mill Creek on Rte. 87 in Brunswick Co., NC.

Bismarck, ND KBMR(AM) 1130 khz—Anderson Broadcasting Co. seeks MP to change TL to 3.2 km E of Bismarck (existing KBMR auxiliary antenna site), ND; reduce day power to 10 kw and make changes in antenna system.

Delhi Hills, OH WJYC(FM) 90.1 mhz—Lou Smith Ministries Inc. seeks mod. of CP to make changes: ant. 11 m.; TL: Fox Run Hill, 2 km SSW of Harrison, OH.

Penuelas, PR WENA(AM) 1330 khz—Southern Broadcasting Corp. seeks MP to change TL: approx. 1.5 km W of Yauco, PR, and make changes in antenna system.

Ponce, PR WTIN(TV) ch. 14—Hector Nicolau seeks CP to change: TL: atop Cerro Maravillas; ERP (vis): 1074 kw; ant. 773 m.

Hearne, TX KHRN(FM) 94.3 mhz—Freckles Broadcasting Corp. seeks CP to make changes: ERP: 6 kw; ant. 94 m.; frequency changed from 232 to 276 (per MM docket 89-459); correct prefix from BPED to BPH;

correct frequency to 94.3 mhz.

Colfax, WA KCLX(AM) 1450 khz—Dakota Communications seeks CP to change TL on Hilty Rd, 3.5 km N of Hwy 272, Colfax, WA, and make changes in antenna system.

Kaukauna, WI WKFX(FM) 104.9 mhz—Central States Network LP seeks CP to make changes: ERP: 3.1 kw; and ant. 141 m.

Actions

Warrior, AL WLBI(FM) 98.7 mhz—Granted app. of Teresa Lowry for CP to make changes: ERP: 6.2 kw; ant. 200 m.; TL: 1.3 km NE of intersection of Hwy 31 and Bee Line Hwy, 5.7 km SW of Blount Springs, AL; change class to C3 (per MM docket 93-277). Action Nov. 28.

Bakersfield, CA KGFM(FM) 101.5 mhz—Granted app. of Lagniappe Broadcasting Inc. for COP to make changes: ERP: 6.65 kw; ant. 396 m., and to change TL: Mt. Alelaide, 16 miles E of Bakersfield, Kern Co., CA, and to correct coordinates. Action Dec. 9.

Los Angeles KOST(FM) 103.5 mhz—Returned app. of KFI Inc. for CP to install auxiliary antenna (for auxiliary purposes only). Action Nov. 21.

Shafter, CA KXHA(FM) 104.3 mhz—Granted app. of KXHA FM Radio Inc. for CP to make changes: ERP: 6 kw; ant. 93 m. Action Nov. 15.

Glenwood Springs, CO KMTS(FM) 99.1 mhz—Granted app. of Colorado West Broadcasting Inc. for CP to change ERP: 10 kw. Action Nov. 15.

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PROFESSIONAL/SERVICES DIRECTORY NEW RATES, EFFECTIVE JANUARY 1, 1994

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Datebook

THIS WEEK

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.

JANUARY

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

Jan. 20—**The New York Festivals** 1994 International Television Programming Awards presentation. Sheraton New York Hotel & Towers, New York City. Contact: Anne White, (914) 238-4481.

• **Jan. 22-23**—22nd annual **Association of Independent Television Stations** convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 887-1970.

Jan. 23—**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 Programming 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/Alfred I. duPont Awards**, Columbia University, New York. Contact: (212) 854-5047.

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.

Jan. 31-Feb. 1—1995 A.N.A. Television

Advertising Forum sponsored by the **Association of National Advertisers**. The Waldorf-Astoria, New York City. Contact: Pat Hanlon, (212) 697-5950.

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

Feb. 16—**Federal Communications Bar Association** luncheon featuring FCC Chief of Staff Blair Levin. Washington Marriott Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

Feb. 20-22—Great Lakes broadcasting conference and expo, presented by the **Michigan Association of Broadcasters**. Lansing Center, Lansing, Mich. Contact: Karole L. White, (517) 484-7444.

Feb. 23-24—Video On Demand conference, presented by **IBC Technical Services Ltd.** The Langham Hilton, London. Contact: Caroline Bishop, +44 71 637 4383.

MARCH

March 5—Second annual Children's Interactive Media Festival, sponsored by the **Academy of Television Arts and Sciences, Academy of Interactive Arts and Sciences, International Interactive Communications Society and American Center for Children's Television**. ATAS Academy Plaza Theater, North Hollywood, Calif. Contact: (818) 754-2800.

March 5-7—**NIMA International** fourth annual midyear meeting. Waldorf Astoria, New York City. Contact: David Savage, (202) 962-8342.

March 14—51st annual **Radio & Television Correspondents' Association** dinner. Washington Hilton, Washington. Contact: Ivan Goldberg, (202) 955-1366.

• **March 14-17**—MediaVisión '95, Latin American conference on programming and promotion, co-sponsored by **NATPE International, Promax International** and **NIMA International**. Hyatt Regency Santiago, Santiago, Chile. Contact: Christine LeFort, (310) 453-4440.

March 15—**Federal Communications Bar Association** luncheon featuring Court TV's Steven Brill. Washington Marriott Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

March 19-22—**Cable Television Public**

Affairs Association annual forum. Stouffer's Resort, Orlando, Fla. Contact: Sally Flynn, (202) 667-0901.

March 20-23—Supercomm '95 global telecommunications conference and exhibition, co-sponsored by the **Telecommunications Industry Association** and **United States Telephone Association**. Anaheim Convention Center, Anaheim, Calif. Contact: (202) 326-7300.

March 26-27—**West Virginia Broadcasters Association** annual spring conference. Radisson Hotel, Huntington, W.Va. Contact: Marilyn Fletcher, (304) 744-2143.

APRIL

April 1—4th annual **Associated Press/Radio Television News Directors Association/Emerson College** regional conference and awards ceremony. Marriott Long Wharf Hotel, Boston, Mass. Contact: Bob Salsberg, (800) 882-1407.

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

April 4—**Wertheim Schroder/Variety** media conference on "The Business of Entertainment." Pierre Hotel, New York City. Contact: (212) 492-6532.

April 7-12—MIP-TV international television marketplace, sponsored by **Reed Exhibitions**. Palais des Festivals, Cannes, France. Contact: (212) 689-4220.

• **April 9-13**—**National Association of Broadcasters** annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

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

April 10-12—**Kentucky Cable Television Association** annual spring convention. Holiday Inn North, Lexington, Ky. Contact: Randa Wright, (502) 864-5352.

April 26-29—8th world conference of broadcasting unions, sponsored by **World Broadcasting Unions**. Shelbourne Conference Center, St. Michaels, Barbados. Contact: (613) 738-6564.

MAY

May 7-10—44th annual **National Cable Television Association** convention. Dallas Convention Center, Dallas. Contact: (202) 775-3669.

May 10—**Pacific Mountain Network** annual conference. Dana Point Resort, Orange County, Calif. Contact: Michele Nelson, (303) 837-8000.

JUNE

• **June 18-24**—16th annual **Banff Television Festival**. Banff Springs Hotel, Banff, Alberta, Canada. Contact: Jerry Ezekiel, (403) 762-5357.

SEPTEMBER

• **Sept. 6-9**—**National Association of Broadcasters** Radio Show & World Media Expo, New Orleans, La. Contact: Lynn McReynolds, (202) 429-5350.

• **Major Meetings**

Richard L. Barovick

In 1962, at the age of 33, Harvard Law School graduate Dick Barovick seemingly had it made: He had risen through the legal ranks of entertainment company MCA and had been handpicked by MCA Chairman Lew Wasserman to be the Hollywood power broker's personal executive assistant.

But after two years assisting Wasserman, Barovick, now chief executive of multinational programing company Grundy Worldwide Ltd., wanted something that Wasserman couldn't give: the challenge of building his own entertainment law firm. So he opted for the road less traveled and quit.

"I was truly scared to death; [Wasserman is] a wonderful guy, but kind of awesome," Barovick says. "And I'll always remember what he said after I told him I was leaving: 'You remind me of the boy who's climbing the mountain with two pails of water, and, just as he's about to get to the top, he turns around and starts going down again.' It was a flattering way to say, 'You're moving on the fast track, and why are you doing this?'"

Not for the first time, Barovick made a risky career move and reaped the rewards. Within 15 years of leaving MCA, the firm he launched with fellow Harvard Law classmate and MCA legal department alumni Ronald Konecky had grown to 110 lawyers, with clients including *Winds of War* producer Dan Curtis, HBO and the William Morris Agency.

After impressing one of those former clients, Australian media mogul and Grundy Worldwide owner Reg Grundy, Barovick in May 1994 took over day-to-day management of the \$100 million parent company. Grundy has retained the title of chairman and now is free to plot the strategic expansion of his empire. "Dick has a quality I hope I have—persistence," Grundy says.

Barovick's first job after graduation from law school in 1954 was at a large New York law firm, Nordlinger, Riegelman, Benetar & Charney. He was enlisted in the firm's efforts to



defend federal agency heads accused of "unethical" activities by Senator Joseph McCarthy.

"I believed absolutely in what I was doing, and I loved it," Barovick says. "I worked day and night, seven days a week."

But his employment came to an abrupt end a year later, and Barovick blames it on a briefcase. The partners traditionally awarded associates who passed the bar exam with an honorary briefcase. But Barovick was overlooked. Believing the partners were sending him a message and offended after all his hard work, Barovick angrily applied for an opening in MCA's legal department before confronting his boss.

Barovick was told, "'You can't resign; you've got a great future here.' But I had already accepted an offer from MCA and couldn't renege on it."

At MCA, Barovick handled a variety of financial transactions, including artist and director contracts, motion-picture production deals and television packaging, which was ground-breaking at the time given the youth of the new medium.

Figuring they could pick up business from the court-ordered divestiture of MCA's talent agency and legal services operations in 1962, Barovick and Konecky formed their firm with a number of former MCA clients, the first of whom was Phyllis Diller.

The company expanded. One specialty was serving as special counsel to companies that were new or tangentially involved in the entertainment business.

But as the business grew, so did friction among the partners. In 1982 the firm broke up because of "avarice and greed that was part of the 1980s syndrome," Barovick says.

Barovick became a partner at Hess, Siegel, Guterman, Pelz, Steiner and Barovick. In 1987 that firm merged into megafirm Loeb & Loeb. Barovick maintained many of his clients, but the resources of a larger firm with

an international reach allowed him to draw new clients and to handle larger deals.

In 1991, Grundy, a former client, approached Barovick about running his company's U.S. production operations.

"I figured that I had had very few different jobs in life, and why not do something else and expand my vista?" Barovick says.

Now with the parent company, he continues to expand Grundy's worldwide reach. In addition to the company's strong presence in Europe, Australia and Asia, it

is laying the groundwork for further expansion in the Far East, India, China and South America.

Grundy has 17 production centers around the world that locally produce game shows, including *Sale of the Century* and *Scrabble*, and serialized dramas, including *Dangerous Women* and *Prisoner: Cell Block H*. —DT

Chief executive officer, Grundy Worldwide Ltd., N.Y.; b. Sept. 21, 1929, N.Y.; BA, University of Michigan, Ann Arbor, 1951; JD, Harvard Law School, Cambridge, Mass., 1954; associate attorney, Nordlinger, Riegelman, Benetar & Charney, N.Y., 1954-55; staff attorney, later executive assistant to Chairman Lew Wasserman, MCA, N.Y., L.A., 1955-62; founding partner, Barovick & Konecky, N.Y., L.A., 1962-82; senior partner, Hess, Siegel, Guterman, Pelz, Steiner and Barovick, N.Y., 1982-87; senior partner, Loeb & Loeb, N.Y., L.A., 1987-91; CEO, Reg Grundy Productions, N.Y., 1991-present; current position since May 1994; married Joan Blackman, Feb. 1, 1958; children: Andrew, 35; Jon, 33; Harriet, 30.

BROADCAST TV

Sheila Danzy, coordinator, Employment Outreach Project, Corporation for Public Broadcasting, Washington, joins WITF-TV Harrisburg, Pa., as director, human resources.

Joanna Lei, director, Capital Cities Capital, Capital Cities/ABC, New York, named VP/director.



Wilkin

Appointments at Fox Broadcasting: **Stephen Carroll**, regional manager, affiliated stations, New York, joins as VP, eastern region, New York; **Dan Kendall**, director, affiliate promotion, named VP, eastern region, New York; **Sue Kiel**, executive director, network distribution, western region, named VP, Los Angeles; **Diana Wilkin**, director, local marketing, Fox Net, Wilmington, N.C., named executive director, Los Angeles; **Stephen Novak**, in-house counsel, Los Angeles Rams, joins as senior counsel, legal affairs.



Gerber



Biggs

Appointments at United Paramount Network, Hollywood: **Dylan Gerber**, VP, senior creative director, Jacobs & Gerber, Los Angeles, and **Tom Biggs**, executive director, marketing, also of Jacobs & Gerber, join as senior VPs, marketing and advertising.

Appointments at WOOD-TV Grand Rapids, Mich.: **Mike Harris**, photographer, WAKC-TV Akron, Ohio, joins as photojournalist; **Vivian Ehrlich**, marketing director, The Copy Center, Grand Rapids, joins as marketing representative; **Nancy Schondelmayer**, editor,

The number on that check is \$40,000, the proceeds from the 1994 BROADCASTING & CABLE Hall of Fame. That sum was presented to the International Radio & Television Fund by Peggy Conlon (l), publisher of the magazine, and received happily by Peter Lund, president, CBS Television Network; Steve Weiswasser, senior vice president and president, multimedia group, Capcities/ABC; and Joyce Tudrin, executive director, IRTF. The total was \$10,000 more than the \$30,000 given to IRTF after the 1993 Hall of Fame.



The price was right

Chicagoland, Chicago, joins as weekday videotape editor; **Colleen Pierson**, coordinator, community affairs, named manager, marketing services.

Gene Norman, software engineer specialist, Unisys, Houston, joins KTRK-TV there as meteorologist.

Appointments at KDVR(TV) Denver: **Brijie McKinney**, research analyst, named director, research; **John O'Laughlin**, promotion manager, named manager, programing and promotion.

Appointments at Major Television, Chicago: **Bob Woodruff**, VP, program development, WWOR-TV Secaucus, N.J., joins as president; **Neal Kendall**, producer, *The Jenny Jones Show*, Warner Bros., Burbank, Calif., joins as VP, program development.

Carole Cartwright, director, program information, Mayor's Office of Employment and Training, Chicago, joins WYCC(TV) there as GM.

Appointments at WBNG-TV Binghamton, N.Y.: **Luke Michaels**, news director/anchor, WUTR(TV) Utica, N.Y., joins as executive producer; **Candace Chapman**, anchor, KSWO-TV Lawton, Okla., joins in same capacity; **Michael Friedmann**, weeknight meteorologist, WLIG(TV) Riverhead, N.Y., and **Jon James**, weeknight meteorologist, WXVT(TV) Greenville, Miss., join as meteorologists.

Carolyn Presutti, reporter/anchor, WMAR-TV Baltimore, joins WUSA(TV)

Washington as co-anchor.

Paul Trelstad, GSM, KPNX-TV Mesa, Ariz., joins KTHV(TV) Little Rock, Ark., as VP/GM.

Dale Remy, GSM, WRGT-TV Dayton, Ohio, joins WKEF(TV) there in same capacity.



Berryhill

Reid Berryhill, director, legal and business affairs, named VP.

Appointments at WOIO(TV) Shaker Heights and WUAB(TV) Lorain, both Ohio: **Mike Olszewski**, director, news operations, WMMS-FM/WMJI-FM/WHK(AM) Cleveland, joins as general assignment reporter; **Dave Barker**, anchor/reporter, KCBS-TV Los Angeles, joins as chief correspondent/weekend anchor.

Rich Jacobs, sales manager, Wildcats team, Telerep, New York, named VP/GSM.

Stephen Ochoa, national/regional sales manager, Tucson Cablevision, joins KOLD-TV Tucson, Ariz., as regional

Appointments at Worldvision Enterprises, New York: **Marc Zand**, VP, legal and business affairs, Videofilm Producers International, joins as director, legal and business affairs; **Monique**

sales manager.

Dave Ulrickson, local/regional sales manager, KOVR(TV) Stockton, Calif., joins KRCR-TV Redding, Calif., as local/regional sales manager.

Pat Mitchell, senior VP, TBS Productions, Atlanta, named executive VP.

Appointments at WTVJ(TV) Miami: **Ramon Escobar**, executive news producer, WNJU(TV) Linden, N.J., joins as executive producer, special projects; **Maria Khalil-Pagani**, producer, local programming and public service, named manager, community relations; **Jodie Knofsky**, manager, public relations, Planet Hollywood, Coconut Grove, Fla., joins as director, public relations.

RADIO

Paul Holsopple, GSM, Dame Media, Harrisburg, Pa., named GM.

Ken Reisor, GSM, KVIL (AM) Highland Park, Tex., joins Prime Sports Radio, Irving, Tex., in same capacity.

Appointments at KGU(AM) Honolulu: **Greg Skaltsas**, operations manager, named station manager; **Derek Pacheco**, production director, named operations manager.

Bob Dearborn, on-air personality, WJJD(AM) Chicago, joins KIXI(AM) Mercer Island-Seattle, Wash., as program director.

Rob Scolaro, account supervisor, Silverman, Warren/Kremer Inc., New York, joins Sportsfan Radio Network there as director, marketing communications.

Michael Loures, GSM, WOCL(FM) De Land, Fla., joins KISS-FM San Antonio, Tex., as VP/GM.

Danielle Tergis, promotions coordinator, WASH(FM) Washington, named director, promotions.

Beuth leaving Capcities/ABC

Forty-year Capital Cities/ABC veteran Phil Beuth, currently president, early morning and late-night entertainment for the network, will retire later this year.

Beuth was the first executive hired by Tom Murphy in 1955 when Murphy joined the company to run its television stations. Before taking on his network post in 1986, when Capcities bought ABC, Beuth ran three of the group operator's television stations: WSAZ-TV Huntington, W. Va.; KFSN-TV Fresno, Calif., and WKWB-TV Buffalo, N.Y.

Beuth will remain at the network until a replacement is hired and for a subsequent transition period. He recently joined the board of Calyx & Corolla, a mail order flower company in which Capcities has an investment. In addition, he'll remain an officer of Capcities and will continue to devote time to causes dedicated to AIDS-related issues.

"It's been a wonderful 40-year run working for the best company in the business," Beuth told BROADCASTING & CABLE. "But there's a new generation of management at ABC now, and it's time for a new rabbi in my area as well. It sure has been a lot of fun."

—SM

Tim Spencer, operations manager/morning host, WEGR(FM) Memphis, named senior Rock program director, Radio Equity Partners LP.

Steve Rivers, program director, WXKS-FM Medford, Mass., named chief programming officer, Pyramid Communications, Boston.

Bob Dane, director, marketing, Metro Networks, Washington, joins Westwood One Entertainment, Arlington, Va., as senior director, affiliate relations.

Robert Rawls, deputy director, The Alaska Public Radio Network, Anchorage, named president/CEO.

Appointments at National Public Radio, Washington: **Pete Michaels**, senior editor, newscasts, named executive producer, newscasts, talk programming and live events; **Peggy Girshman**, deputy senior editor, science desk, named acting deputy managing editor; **Michelle DuBach**, deputy senior editor, Washington desk, named senior editor.

CABLE



Porter

Thomas Porter, VP, Discovery Enterprises Group, Bethesda, Md., named publisher/GM, Discovery Communications' Discovery Multimedia.

John Luginbill, VP/advertising

sales manager, Eastern Central region, NBC Cable Advertising Sales, named VP, advertising sales manager, Central region.

Alan McGlade, president, StarNet Inc., named president/CEO, Video Jukebox Network Inc., Miami.

Lisa Sumja, VP, domestic sales, DIC Entertainment, Burbank, Calif., joins TV Food Network, Los Angeles, as VP, Western regional affiliate sales and marketing.

Donovan Gordon, director, New England

Appointments at A. H. Belo Corporation



Moroney



Creany

James Moroney III, VP, named executive VP, television station group; **Cathy Creany**, VP/GM, WFAA-TV Dallas, named president/ GM; **Michael Grant**, VP/GM, Belo Productions Inc., named president/ GM; **Paul Fry**, controller, broadcast division, named controller/director, finance.



Grant



Fry

region, HBO, New York, joins SET Pay Per View there as VP, sales and affiliate marketing.

Lee Chaffin, director, affiliate sales and marketing, BET Networks, Washington, named VP, affiliate sales, Eastern region.

Christine Levesque, communications director, World Cup USA, Los Angeles, joins Rainbow Programming Holdings, Woodbury, N.Y., as director, corporate communications.

John Moran, VP, national accounts, Court TV, New York, named VP, broadband distribution.

Karen Donahue, director, sales strategy, The Disney Channel, Los Angeles, joins FX Networks, New York, as VP, affiliate marketing.

John Andrews, director/senior producer, animation, MTV: Music Television, New York, named VP.

Gary Grudzinskas, president, Cable Eight Productions, Pullman, Wash., joins Milestone Communications, St. Petersburg, Fla., as director, marketing.

Appointments at ESPN, Bristol, Conn.: **Barry Rona**, legal counsel/managing director, Bienstock Sports, New York, joins as assistant general counsel; **Grace Lee Nikkel**, sports anchor/reporter, WCCO-TV Minneapolis, joins as correspondent, *Sport-Center*; **Judy Fearing**, VP/GM, Nabisco Foods, Parsippany, N.J., joins as senior VP, consumer marketing.

TECHNOLOGY

Ed Hawkins Jr., regional sales manager, broadcast products, Harris/Allied, Quincy, Ill., joins Broadcast Services Co., Baltimore, as director, sales.

Laurence Osterwise, GM, production industries consulting and services, IBM Corp., Chicago, joins General Instrument Corp. there as VP and president, communications division.

John Buckett, VP, marketing strategies, Scientific-Atlanta, Atlanta, named VP, marketing and sales, international division, broadband communications group.

Larry Price, sales manager, Teleport Communications Group, Chicago, joins Amoco Laser Co., Naperville, Ill., as director, U.S. sales operations.

Phil Corvo, 1927-1994



A. Philip Corvo, 67, executive VP of NATPE International and former president of the association, died Dec. 24 of a heart attack at the UCLA Medical Center in Los Angeles after a long bout with idiopathic pulmonary fibrosis (unknown pulmonary scarring).

Corvo's career spanned nearly a half-century. He was responsible for expanding NATPE membership to encompass participation by communications professionals from more than 80 countries and from virtually every sector of the television industry. He spearheaded the expansion of the association's annual conference and exhibition from a small gathering of U.S. TV station program executives to the world's largest programing conference and product market.

Corvo was named president/COO of NATPE International in 1988, a position he held until 1992. "Phil Corvo was a kind and dear man who was instrumental in making NATPE the worldwide organization it is today," says Russ Myerson, NATPE's present chairman and chief executive. "He was universally respected by TV stations and the distribution community. His loss will be felt by all of us."

A graduate of New York University, Corvo joined NATPE as executive director in 1982 after serving as a TV program director for more than 25 years. Among the posts he held were operations manager of WATR-TV Waterbury, Conn.; announcer, writer, operations manager and program director—of WWIT-TV Hartford, Conn., and program director of KXTV-TV Sacramento, KIRO-TV Seattle and KGTV-TV San Diego.

He is survived by his wife of 45 years, Doris, nine children, four grandchildren, one brother and a sister. In lieu of flowers, the family requests that donations be made to the Lung Heart Transplant Program at UCLA Medical Center, 10833 Le Conte Ave., Los Angeles 90024. —DT

Appointments at Oracle, Redwood Shores, Calif.: **Farzad Dibachi**, VP, Oracle Cooperative Development Environment, named VP, new media division; **Louise Velázquez**, president/COO, Quincy Jones Productions Inc., Los Angeles, joins as senior VP, new media division, business development.

DEATHS

Paul Medina, 37, director, on-air promotions, ABC/Satellite Music Network, Dallas, died Dec. 17 there after suffering a massive stroke a week earlier. An 18-year veteran of radio broadcasting, Medina previously worked at KLUV(FM) and KKTX-FM, both in Texas. He is survived by his wife, Kim; son, Chris; and daughter, Ashley.

Robert D. Enoch, 86, owner, president and GM, WXLW(AM) Indianapolis, died Dec. 8 at his home there. In his early years at WXLW, Enoch became

an aggressive innovator. He developed the first major mobile broadcast unit in Indianapolis 30 years ahead of its time. He also pioneered sending reporters and news crews to cover political conventions, sports training circuits, and he broadcast his own editorials. In the 1960s he bought WXLW and served as president/CEO until his retirement in 1971. Enoch is survived by his wife, Florence, three sons, nine grandchildren and two great-grandchildren.

Clark Pollock, 69, retired president, Nationwide Communications, Columbus, Ohio, died Nov. 25 in York Harbor, Maine. Pollock became president of the broadcast group in 1981, and under his direction, NCI doubled the size of its radio division. He retired in 1988. Pollock is survived by his wife, Bette, and three children.

—Compiled by Denise Smith

FELLOWSHIPS

“Protecting the Welfare of Children”

Apply now to attend the third annual conference of the Casey Journalism Center for Children and Families at the University of Maryland

Thirty journalists will be awarded fellowships to attend a week-long conference on “Protecting the Welfare of Children,” June 11-16, 1995. Participants will join leading authorities from government, universities and the private sector for discussions on the connecting problems which challenge children and families today, and the roles that government, communities and families play in protecting and supporting children.

The conference will help journalists better understand issues that are widely covered—but rarely covered well: child abuse and foster care problems, teen pregnancy, violence, and poverty among the young.

Sessions will focus on new ways to serve children and families, including collaborations among community and state agencies and institutions.

With new leadership in Congress and many statehouses, this is a chance for journalists to explore potential changes in welfare and other programs affecting children and families. There also will be new models of project and beat reporting from around the country and sessions on the practical problems journalists face, including confidentiality rules.

Previous Casey conference speakers include Attorney General Janet Reno, Baltimore Mayor Kurt Schmoke and Children's Defense Fund president Marian Wright Edelman.

Fellowships cover instruction, lodging, meals and reading material and a travel subsidy of up to \$300. The Center is part of the College of Journalism of the University of Maryland and is funded by the Annie E. Casey Foundation.

DEADLINE FOR APPLICATIONS:

Received by March 13, 1995

The program is for experienced print or broadcast journalists. **We encourage applications from editors who direct coverage of children and family issues.** To apply, send *five copies each* of: a resume; statement of up to 500 words of reasons for wanting to attend and how this will strengthen coverage of children's issues; nominating letter from a supervisor; and three published articles, one audiotape or 1/2" VHS tape. **Contact: Cathy Trost, Director, Casey Journalism Center, College of Journalism, University of Maryland, College Park, Md. 20742-7111. Phone: 301-405-2482.**



1994 Casey Conference fellowship recipients for “Violence and the Young.” From left to right, bottom row: Andrea Neal, The Indianapolis Star; Meg James, Palm Beach Post; Lisa Paradise, Norfolk (Neb.) Daily News; Millicent Lawton, Education Week; Jennifer Maddox, Port St. Lucie (Fla.) News; Betsy Rubiner, The Des Moines Register; Martha Shirk, St. Louis Post-Dispatch; Kathy Barber Hersh, South Florida Parenting. Top rows: Karen Houppert, The Village Voice; Lori Savitch, WPXI-TV, Pittsburgh, Pa. and Nick News; Patty Edmonds, USA Today; Leslie Goldberg, San Francisco Examiner; Kimberly Mills, Seattle Post-Intelligencer; Christine Crumbo, The Wichita (Kan.) Eagle; Louise Kiernan, Chicago Tribune; Anita Diamant, freelance writer; David Zucchino, The Philadelphia Inquirer; Dorian Friedman, U.S. News & World Report; Maureen McFadden, Woman's Day; Isabelle de Pommereau, The Bristol (Conn.) Press; Anne Bothwell, The Milwaukee Journal; Jodie Sinclair, KHTV-TV, Houston; Karen Peart, Scholastic UPDATE Magazine; Janet Gardner, The Gardner Group; John Barry, The Miami Herald; Curtis Krueger, St. Petersburg (Fla.) Times; Ben Holbert, WUAB 43, Cleveland, Ohio; Carol Gunderson, Minnesota Public Radio; Jack Kresnak, Detroit Free Press. Not pictured: Bryan Denson, The Houston Post.

Photo by John De Fabbio

Comments from the 1994 recipients:

“A must for journalists serious about children's issues.” —Jack Kresnak, Detroit Free Press

“A very well-conceived crash course covering all angles of the issue.” —Patty Edmonds, USA TODAY

“An excellent source of information, data and expertise.” —David Zucchino, The Philadelphia Inquirer



Larry Tisch's Loews Corp. asked the Securities and Exchange Commission for permission to acquire more stock in CBS last week. Loews currently holds 17.9% of CBS. The company earlier sought and received approval to acquire up to 25% of the network, but said last week that approval had expired in 1990. Loews has held as much as 24.9% of CBS, but gradually sold off shares. In August, the company further reduced its holdings in the network, from about 20% to 17.9%, as a result of a CBS stock buyback program implemented after the collapse of its planned merger with QVC. Loews said it wouldn't acquire CBS stock below \$65 share prior to Feb. 21. The stock was trading late Friday at \$55.25, up 1/2 point from the previous day's trading.

Summit Media Group Inc. will syndicate a new, weekly live-action martial arts show beginning this fall. *Quest for the Dragon Star* will feature martial arts masters of various disciplines competing for the Dragon belt and is aimed at teen and young adult viewers. The half-hour will be produced by 4Kids Productions, which, like Summit, is a subsidiary of New York-based Leisure Concepts. The show will be offered on a barter basis (an even 3 1/2-minute local/national split). Co-hosting the show is Shannon Lee, daughter of the late martial arts master Bruce Lee.

The top-rated basic cable networks in prime time for fourth quarter 1994: ESPN (2.6 rating and 4.2 share, 1.6 million households); USA (2.3/3.7, 1.5 million HHs); TNT (1.8/2.9, 1.1 million HHs); TBS (1.8/2.9, 1.1 million HHs), and Nick at Nite (1.3/2.1, 784,000 HHs). Numbers are based on TBS

NSS POCKETPIECE	
(Nielsen's top ranked syndicated shows for the week ending Dec. 11. Numbers represent average audience/stations/% coverage.)	
1. Wheel of Fortune	14.4/225/99
2. Jeopardy!	12.1/214/98
3. Turner Pictures II	11.1/189/97
4. Oprah Winfrey Show	9.0/231/97
5. Star Trek: Deep Space 9	8.2/238/99
6. Entertainment Tonight	8.1/175/93
7. Imagination	7.6/181/96
8. Roseanne	7.5/182/97
9. Wheel of Fortune—wknd	6.9/163/74
10. Hard Copy	6.7/175/93
11. Family Matters	6.5/184/92
11. Inside Edition	6.5/166/93
13. Married... With Children	5.9/175/92
14. Fresh Prince of Bel-Air	5.8/128/86
14. The Simpsons	5.8/115/79

Research from A.C. Nielsen data.

Brandon Tartikoff's late-night syndicated panel discussion, *Last Call*, has been picked up by syndicator MCA TV for a second 13-week cycle, taking the show through the February sweeps. The low-rated program recently added a new executive producer, 60 Minutes veteran Marley Klaus.

MG/Perin Inc. will syndicate a new half-hour, weekly reality series based on the U.S. Coast Guard that will debut in the fall. *Coast Guard* will follow their dramatic but generally nonviolent missions, which include search-and-rescue, environmental protection, drug seizures and immigrant enforcement. The show will be produced by Tam Communications and will be shot and edited by Tam and the Coast Guard. *Coast Guard* will be introduced at NATPE and will be offered on a barter basis (an even 3 1/2-minute national/local ad split). MG/Perin recently announced another weekly, half-hour reality show for fall, *Scams*,

which will deal with swindles, stings, frauds, rip-off artists and con games. Also being offered is a new season of weekly, FCC-friendly kids half-hour show *What's Up Network* and a second season of the company's paranormal hour *The Extraordinary*.

Jeff Wald, hired to head KCOP-TV Los Angeles's news department in 1990, will leave the station early this year. Wald joined KCOP as vice president of news from top-rated news independent KTLA-TV with a mandate to build up KCOP's news division, but the station's glitzy 10 p.m. newscast failed to make headway in the news-clogged market after launching in 1993 and was halved to a half-hour in May. "We're committed to news but felt that since we hadn't made as much progress as we'd hoped in four and a half years, it was time for Jeff to go on his own and to try someone with a new approach," said KCOP General Manager Rick Feldman.

New Fox affiliates KEYC-TV Yuma-EI Centro, Ariz., and KARD-TV Monroe, La., drew strong November sweeps numbers. KEYC-TV outperformed CBS and NBC in the prime time adults 18-34 demographic to rank first in the market (there is no ABC affiliate) and number two among adults 18-49 and adults 25-54, topping the CBS local affiliate. The station, which switched to Fox from CBS on Sept. 18., increased its prime time ratings by 28% in households (6.9 vs. 5.4) compared with its November performance a year earlier with CBS, 144% in adults 18-34 (6.6 vs. 2.7), 75% among adults 18-49 (5.6 vs. 3.2) and 39% among adults 25-54 (4.6 vs. 3.3). KARD-TV finished first in adults 18-34 in prime time and second in the adults 18-49 category, outperforming the NBC affiliate, KTVE. (There has not

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been an ABC affiliate in the market since KARD-TV switched from that network to Fox on April 17, 1994.)

Local and national ad sales revenue at New York City-area radio stations topped \$400 million in 1994, according to BIA Publications' latest market analysis. BIA President Tom Buono estimates the combined gross revenue at roughly \$415 million among the nearly 50 radio stations serving the New York metro area.

LDDS Communications Inc. and IDB Communications Group were scheduled to merge in a stock swap of IDB shares to LDDS stockholders late last week. The merger calls for LDDS to take control of IDB's domestic and international transmission satellite services for radio, TV and data/voice communications. The agreement also allows for Keystone Communications to manage the video broadcast division of IDB. LDDS provides global long-distance telecommunications services to business and residential customers.

Harold Vogel, entertainment analyst at Merrill Lynch for the past 17 years, has joined Cowen & Co., a New York securities firm, as managing director and senior analyst of the entertainment, media and gaming industries. Vogel was named top entertainment analyst in 1994 by *Institutional Investor* magazine. He spent eight years at PaineWebber before joining Merrill Lynch in 1977.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Dec. 18. Numbers represent average audience/stations/% coverage.)

1. Wheel of Fortune	14.1/227/99
2. Jeopardy!	11.8/218/99
3. Oprah Winfrey Show	8.6/236/99
4. Entertainment Tonight	8.2/176/94
5. Roseanne	7.2/182/96
6. Family Festival: White Xmas	7.1/185/97
7. Star Trek: Deep Space 9	7.0/237/99
7. Wheel of Fortune—wknd	7.0/156/71
9. Hard Copy	6.5/177/93
10. Inside Edition	6.4/169/91
10. Married...With Children	6.4/176/93
12. Baywatch	6.2/209/96
12. Family Matters	6.2/188/92
14. The Simpsons	5.9/115/80
15. Fresh Prince of Bel-Air	5.8/129/86

Closed Circuit

WASHINGTON

Opening remarks

Incoming Speaker of the House Newt Gingrich and fellow House Republican leadership plan to make broadcast space available in the basement of the Capitol building to several radio talk show hosts on Jan. 4 to coincide with the House's opening session.

Sources at the Senate say the hosts will be able to conduct on-air interviews with members of Congress and take call-in questions. Syndicated newspaper columnist Tony Snowe, who is guest-hosting Rush Limbaugh's radio show this week, will be one of the hosts permitted to broadcast from the Capitol, according to Gingrich officials.

Special envoy

House Telecommunications Subcommittee Chairman Jack Fields (R-Tex.) will keep a close watch on the FCC. Not only is he paying attention to policy matters, but he'll be scrutinizing the agency's budget. Fields already has asked the House Budget Committee to detail one of its full-time staffers to Commerce to keep tabs on FCC spending. Budget Committee officials haven't officially responded, but the request is expected to be honored.

Charren for the defense

Public broadcasters can count on children's TV activist Peggy Charren to help fend off attacks by congressional Republicans to abolish their federal funding. Charren told BROADCASTING & CABLE that she'll "spend 24 hours a day," if necessary, to defend the medium that provides the nation's children with *Sesame Street*, *The Magic School Bus*, and *Lamb Chop's Play-Along*, among others.

FCC's January agenda

The FCC will try to reconcile its own cable/telco crossownership rules with recent court decisions in its next meeting (Jan. 12). The FCC bars telcos from providing programming in their own service areas but six court decisions have vacated that policy. The FCC also is considering new rules that would

encourage municipalities to approve cable overbuilds. One FCC official said the commission was acting in response to "anecdotal evidence" that some towns were discouraging overbuilds.

NEW YORK

Sports talk

Fox network sources confirm that the entertainment division is considering possible development of an annual sports awards show for prime time. Talks have been held with Sports Illustrated Television, headed by former CBS Sports executive Ted Shaker, about producing the telecast. Neither side would comment on the status of the talks.

ANCHORAGE

Both sides now

Why choose between two new networks when you can join both? That's what KYES-TV Anchorage (market 156) is doing by becoming an affiliate of the WB Television and the United Paramount networks, both of which launch in mid-January. Since the networks debut on different nights (UPN on Mondays and Tuesdays, WB on Wednesdays) there's no conflict—for now. But with the aim of each network to add more nights of programming in the future, it's likely the station eventually will be forced to choose. "It's a fluke that we have the same affiliate," says a WB spokesman. "When we [could] no longer be in pattern, we would exit the deal."



Drawn for BROADCASTING & CABLE by Jack Schmidt
"I'm opposed to censorship, but don't put that on TV!"

Time for a turnaround

Senator Pressler said it all. The South Dakota Republican who will lead the Senate Commerce Committee in the 104th Congress demolished the chairman of the FCC in a letter protesting a litany of indiscretions, and worse, in connection with the Fox foreign ownership inquiry. It was a comeuppance eminently deserved.

The set piece, of course, was an odious and unprecedented gag order imposed by the commission staff on a proceeding that deserves open and public scrutiny. "This action demonstrated to me a serious lack of forethought and sensitivity to First Amendment rights," the senator wrote in a letter to Chairman Reed Hundt. "Additionally, I view this episode as an almost paranoid level of concern over commission matters being examined and covered by the press and others."

This publication, along with the American Society of Newspaper Editors and one of the parties, had begun a challenge to the gag order. Not only was the order an affront in and of itself, but as precedent it would have been treacherous. Chairman Hundt's discretion in pulling back from the brink was the better part of valor.

He shouldn't stop there. This is a moment for new resolutions on the eighth floor. These are our top 10:

- Don't worry about the press—including this page.
- Get organized. Beef up the chairman's staff.
- Listen.
- Resist the temptation to micro-manage, both within and outside the agency.
- Be open to advice from those who've been there—and some who still are.
- Don't treat the regulated industries like regulated

enemies.

- Do something about the Cable Services Bureau.
- Don't take yourself too seriously.
- Take others more seriously.
- Remember that it's a tough job, and you're going to make mistakes. Take the hit, learn and move on.

Amicus brief

There was some good news on the cameras-in-the-court front recently. The American Judicature Society, a 10,000-member organization the vast majority of whom are lawyers and judges, argues persuasively for cameras in the courtroom in a policy statement in the latest issue of its bimonthly journal. The organization's charter includes "promoting improvements in the operation of the courts" and "increasing public understanding and appreciation of the justice system." To that end, it says, "responsible live or recorded coverage of courtroom proceedings has the unrivaled ability to inform the public about the courts and their processes."

The journal's editors point out that "virtually all arguments against TV coverage of court proceedings have been successfully addressed or shown to be unfounded." While suggesting that there is some irresponsible broadcast news coverage, the society says the solution is not to bar broadcast journalists from the courts, but instead to "help them provide better, more responsible coverage." Copies of the journal, *Judicature*, are available from the Chicago-based society. The issue should be must-reading for members of the U.S. Judicial Conference, who early next year will decide whether to allow cameras in appellate courts and on a test basis in trial courts.

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