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On TV's Leading Edge



NATPE '95

Breaking the Bank in Las Vegas

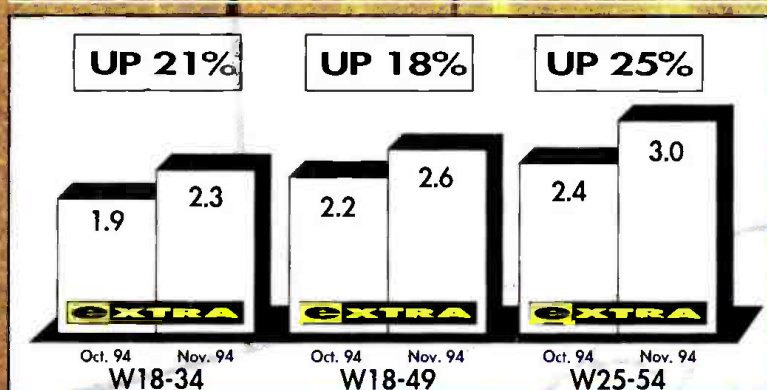
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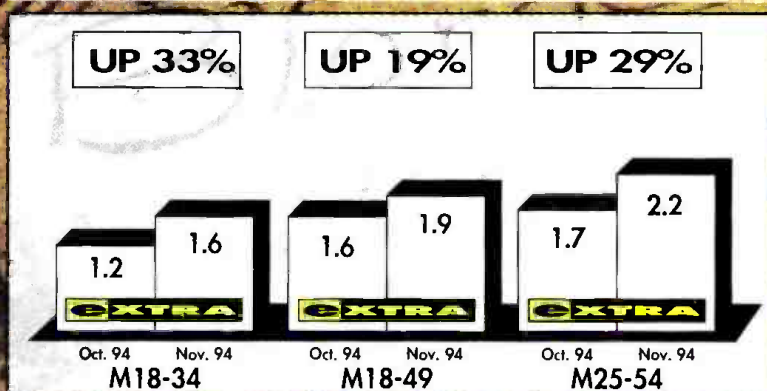
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CONCRETE

CONCRETE GROWTH IN WOMEN



CONCRETE GROWTH IN MEN



SOURCE: NIELSEN MEDIA RESEARCH

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Fast Track

MUST READING FROM BROADCASTING & CABLE

TOP OF THE WEEK

Spectrum fee may be in budget President Clinton's fiscal '96 budget is expected to contain a spectrum-fee or even an auction proposal. Such a move would raise \$5 billion over five years. / **6**

Free political ad time opposed Free airtime to political candidates? Broadcasters strongly oppose the Clinton administration idea, calling it "welfare for politicians" and "ridiculous." / **6**

Buyers fill slots in Vegas Business at this year's NATPE International convention was brisker than at last year's, despite storm clouds of industry change and problems with existing programming that led syndicators to hedge their new first-run programming bets in Las Vegas last week. / **7**

Uncertain future for syndicator-station alliances Although a syndicator's alliance with a station group is an obvious advantage "because you're automatically cleared in New York, Los Angeles and Chicago," the final chapter has not been written, a NATPE panel said. / **12**

Network players face off The programming heads of the new Warner Bros. and United Paramount networks differ over whether there's room for two more networks in the broadcasting marketplace. The seven programming executives, together for the first time at NATPE, also discussed the prospects for PBS and networks entering the syndication business. / **11**



President Clinton delivers his State of the Union address on C-SPAN.

COVER STORY

Reilly forges broadcasters' way onto infohighway

Edward Reilly Jr. is bullish on broadcasting. The president of McGraw-Hill Broadcasting, which owns four television stations, is betting on the long-term viability, if not dominance, of the local broadcasting business. In an interview, he discusses the future of McGraw-Hill—and local broadcasting. Cover photo by Tom Sobolik, Blackstar / **15**



McGraw-Hill's Ed Reilly: Broadcasters will 'continue to be the mainstay of electronic entertainment.' / **20**

PROGRAMING: NATPE '95



Rich Frank

Great debate over PTAR

Rich Frank, chairman of Walt Disney Television and Telecommunications, set the tone by wearing a yellow slicker emblazoned with a target before an audience of mostly independent broadcasters. The debate was over PTAR and the opinions flew fast and furious. / **21**

Tough times for first-run

The growth of network station alliances—such as Fox and New World Communications; CBS and Group W—threaten unaligned syndicators' access to stations. / **22**

Fox embraces new technology

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Cable complains of distribution pains

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"We should work to open the airwaves so that they can be an instrument of democracy, not a weapon of destruction."

—President Clinton during his State of the Union address

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they will use their developing brand names to try to tap into ancillary revenue streams like CD-ROM. / **28**

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Syndicators maintain that television has become much less bloody in the past two years, despite President Clinton's State of the Union reference to "the incessant repetitive mindless violence and irresponsible conduct that permeate our media." / **28**

Quello: Second channel should be free

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Radio broadcasters fear advertisers and fans may tune out if major league baseball teams field replacement players this spring. / **40**



Co-locating HDTV and NTSC signals on a single tower is hoped to combat interference.

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With the FCC studying new proposals to assign HDTV frequencies, transmitter makers are looking at techniques to prevent the digital signals from interfering with adjacent channels. / **41**

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Competitive Media Reports and Cyphertech Systems are proposing to use digital monitors in television markets to verify and record broadcast times of shows and spots. / **42**

WASHINGTON

Fields: FCC should keep out of kids TV

House Telecommunications Subcommittee Chairman Jack Fields sees no need for the FCC to take further action on children's television. "We don't like to see the FCC micromanage," Fields says. / **48**



Jack Fields

Sony, Microsoft move into set-top market

Telemedia Week

Sony and Microsoft have joined forces to develop consumer electronics hardware for interactive television, including set-top boxes, which the partners call "interactive home terminals." / **34**

57 channels and somethin' on

Interface Communications has been chosen to assemble the 57 channels of analog basic and pay TV programming for US West's FCC-sanctioned cable trial in Omaha. The pick shows that small cable operators have a role to play in the broadband networks being created across the country. / **35**

PC screens turn yellow

Nynex has hooked into Prodigy to offer an online interactive yellow pages over personal computers, and is working on expanding the service to cable modems and video dialtone networks. / **35**



Nynex's interactive yellow pages on Prodigy. / **35**

'Interactive' just a buzzword?

Interactivity may be coming, but there is plenty of disagreement over how extensive it will be and how soon it will arrive, as a NATPE panel showed. / **36**

Broadcasters wait for spectrum

Hollywood executives and interactive producers warn that broadcasters have a long wait before the interactive hype catches up with reality. / **37**

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Spectrum fees may be in Clinton budget

The Clinton administration is talking spectrum fees again.

The broadcast industry expects to see another spectrum fee or even an auction proposal in the administration's fiscal 1996 budget, which will be released next Monday (Feb 6). It is anticipated the administration will suggest raising roughly \$5 billion over five years by charging broadcasters and others for their use of the spectrum.

"The administration would be making a grievous mistake in changing 70 years of communication policy," said Eddie Fritts, president of the National Association of Broadcasters. Last year, the association succeeded in fighting off administration attempts to impose spectrum fees to offset losses under the General Agreement on Tariffs and Trade (GATT).

Fritts is encouraging NAB members to let Congress know where the industry stands. He emphasized that

broadcasters should call on new congressmen and "educate them."

One industry source thinks the spectrum fee proposal is "political theater," and that this is the administration's way of pressuring broadcasters. Indeed, FCC Chairman Reed Hundt has suggested several times that broadcasters pay for their digital channels through fees or auctions or by devoting "time to children's programming, national and local news, and free time for political debate to occur in the electronic forum."

As long as the administration is looking for revenue to reduce the deficit or perhaps help finance welfare reform, broadcasters feel spectrum fees or auctions are viable.

And some broadcasters and advertisers are worried the President's budget might recommend eliminating or reducing the deductibility of advertising expenses. ■

Broadcasters say no to free political time

NAB vows opposition; broadcasters dismiss plan as unconstitutional, 'simplistic, ridiculous'

By Harry A. Jessell

Calling President Clinton's proposal to require TV stations to give free airtime to candidates "welfare for politicians," National Association of Broadcasters President Eddie Fritts last week vowed to "strongly oppose" its adoption.

"Free, one-sided attack ads for candidates would not further public debate or understanding, and they wouldn't reduce campaign costs," Fritts says. What's more, he adds, the proposal is a First Amendment infringement that overlooks the free time that stations now voluntarily provide candidates through news coverage, public affairs shows and debates.

During his State of the Union address, Clinton asked Congress to include the free-time measure in campaign finance-reform legislation. "We should work to open the airwaves so that they can be an instrument of democracy, not a



Vice President Al Gore listens to President Clinton.

weapon of destruction, by giving free TV time to candidates for public office," said the President.

Although Congress is not expected to act soon on campaign finance reform, there is plenty of support for free airtime. Senate Majority Leader Bob Dole (R-Kan.) and House Commerce Committee Chairman Tom Bliley (R-Va.) have at one time advocated such a move.

Nonetheless, broadcasters feel they will be able to fend off the free-time proposal or divert support for it into a revision of the current law requiring stations to sell time to candidates at their lowest commercial rates. There may be other "innovative ways" to deal with the issue, said one broadcast lobbyist.

NAB reaction reflected that of broadcasters at the NATPE convention last week. "It's ridiculous," says James Evers, president and general manager of KICU-TV San Jose, Calif.

The government should look at the content of the political ads before it looks at the cost, he says. Candidates already receive time at the lowest rates, he said.

Candidates now get "far too much" from TV stations, agrees Donald Browsers, program manager, KMTV (TV) Omaha. Broadcasters should have the same First Amendment rights as does print, he says. And nobody is proposing to require print to provide free ads, he says.

A free-time mandate is a "simplistic" solution to a tough problem, says Marvin Harrison, general manager of noncommercial KNXT(TV) Fresno, Calif. There is really no answer to the "inequity" that comes from some candidates being able to afford more TV time than others, he says.

Instead of imposing new obligations, says David Wolfe of Wolfe Communications, a San Jose, Calif., consultancy, the government should try to "streamline" the procedures and reduce the paperwork involved in stations' providing time at their lowest rates. ■

Special correspondent Morrie Gelman contributed to this report.



Buyers fill slots in Vegas

Syndicator business is brisk, but with more emphasis on re-signing veterans than launching new high-stakes players

By David Tobenkin, Steve Coe,
Steve McClellan and Rich Brown

Business at this year's NATPE International convention was even brisker than last year, despite storm clouds of industry change and problems with existing programing that led syndicators to hedge their new first-run programing bets in Las Vegas last week.

Many who did bring new product to market were rewarded with rapid clearance jumps. Buena Vista Television announced a talk show hosted by Danny Bonaduce last Monday and three days later could boast of clearances on 25 stations representing 35% coverage of the country. And Columbia TriStar Television Distribution's *Tempestt Bledsoe* talk show shot from 40% coverage entering the show to 105 stations representing 80% four days later.

Syndicators and station reps alike agreed that station executives arrived at the four-day event ready to buy.

"It's been busier than in the past few years, and the stations are doing more deals," says Lanie Richberger, associate program director at station rep Seltel Inc. "A lot of it has to do with shows that are underperforming but also with the move of successful

shows like *Montel*, *Jenny Jones* and *Ricki Lake* from independent stations to affiliates who can pay more money. A lot of stations losing those shows are taking [Richard] *Bey*, *Gabrielle* [Carteris] and [Mark] *Walberg*."

Yet much of the story of this year's convention was what was not there.

There were, for instance, no high-stakes first-run access gambles like last year's introduction of *Extra*—*The Entertainment Magazine* and *The New Price Is Right*. In fact, major syndicators including King World, Paramount, MCA TV and Multimedia Entertainment—each of which introduced new shows last season—brought no new first-run product for fall.

At a King World party Wednesday night, however, brothers Michael and Roger King pitched comedian Paul Rodriguez, the party's entertainment, as a potential late-night talk show host. King World had no official comment afterward, but some sources said to look for a show sometime in 1996.

Reacting to a marketplace in which many of this year's new shows failed, King World and Multimedia instead dedicated their energy to securing long-term renewals for their successful franchise shows—effectively

hedging against an increasingly uncertain future syndication environment—while trying to save their struggling new entries from last year.

"It's time to batten down the hatches rather than lose focus and neglect the quarterbacks of our lineup," says John Nogawski, executive vice president/general sales manager for Paramount Domestic Television.

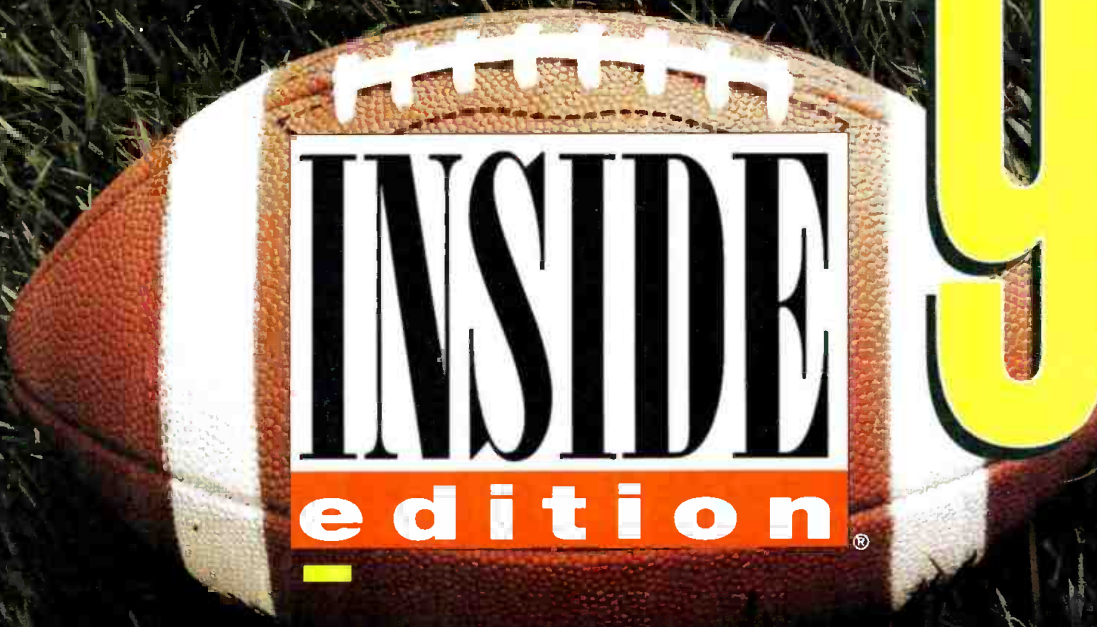
As for MCA's decision not to roll out any of its three talk shows in development, says MCA TV President Shelly Schwab: "We just felt the timing wasn't right, and a lot of people have said we made the right decision."

Many who did go to market found the going tough. Slow out of the gate for clearances have been Worldvision's *Detour* news magazine, GTV's *Living Better* talk/lifestyles show, Western International Syndication's *Downey* talk show, Turner Program Services' *Lauren Hutton And...* talk show and Cannell's last-minute talk show entry, *Armstrong Williams*. Also difficult to determine is how many shows described by their syndicators as "slow rollouts" were intended as such.

On display at the convention were examples of the growing influence of alliances of station groups and net-

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works in launching shows. The most dramatic example was the use of New World and Fox station groups to clear last-minute talk show entries *Gabrielle Carteris* and *Mark Walberg* on both of their station groups, providing each with instant 42% coverage of the country and a huge leg up on the shows of many smaller competitors.

Still, the success of one last-minute entry suggested that neither powerhouse alliances nor the clout of a major is necessary to clear an unusual show with good buzz. Worldvision Enterprises was able to clear its *Night Stand* weekly late-night talk show spoof in 45 markets representing 50% of the country after unveiling the pilot only last week. Helping to sell the show was an innovative tease campaign that sent key industry players gifts with accompanying cards signed by Dick Dietrick, the show's fictional host.

The convention itself was robust. Attendance grew 34%, from 11,650 at Miami's 1994 event to 15,622 in Las Vegas. International attendance, up 59%, helped drive that growth, from 1,560 last year to 2,476.

Some said the replacement of keynote speeches with morning general sessions featuring panels with leading programers added vigor and accessibility to the focal points of the days' scheduled sessions. The highlight among them was a historic gathering of the programing heads of all six commercial networks and PBS.

On the exhibition floor, the addition of 90 minutes of extra exhibition time each day was welcomed by many smaller distributors—although some complained that it did nothing to stem the exodus of buying traffic on the final day.

It was a conference remarkably devoid of major news developments. That contrasted with last year's convention, when the battle for UPN and WB affiliates, the unexpected resignation of Buena Vista Television President Bob Jacquemin and NBC's quashing of speculation about the future of its entertainment chief, Warren Littlefield (by re-signing him to a three-year contract), added drama to the gathering.

One exception was the disclosure

by Warner Bros. and Sony Pictures Entertainment in Las Vegas that each will launch its first international basic cable channel in Latin America. WBTV—the Warner Channel will launch in late spring with a full roll-



out by the end of summer and an estimated initial audience of 500,000. Sony will launch Sony Entertainment Television, a subscriber- and advertiser-supported service to broadcast 24 hours a day. It will be join the HBO Olé, Cinemax and HBO Brazil channels now offered in Latin America and will deliver U.S. programing in English, Spanish and Portuguese.

As for new programing, the single biggest new first-run roll of the dice—the introduction of the \$35 million early fringe, soft-edged news magazine *Day & Date* by Group W and CBS—drew closer to fruition at the convention. Top market CBS O&Os in New York, Los Angeles and Detroit, which were not required to take the program given their prior afternoon programing commitments, agreed to carry the live show after seeing the show's pilot last Monday.

The *Day & Date*'s clearances rose from less than a dozen stations before the conference to at least 25 stations covering 40% by its close.

Group W aided the show's clearance cause by moving the first feed from 4 p.m. to 3 p.m., allowing more stations with tight afternoon schedules to take the show earlier. However, the earlier clearances likely would force *Day & Date* to stand on its own, rather than as a news lead-in, the show's original *raison d'être*.

If that show countered the trend toward lower-profile new shows, Buena Vista Television was a

notable exception to the trend of fewer first-run offerings from the majors. Under recently installed president Mort Marcus, the syndicator is taking out two new talk shows, a daytime show with former Partridge family member Danny Bonaduce and late-night show *Stephanie Miller*; BVT's first-action hour, *Land's End*; three high-profile kids shows designed to help its Disney Afternoon block, strip *Gargoyles*, and weeklies *Timon & Pumbaa* and *Shnookums & Meat Funny Cartoon Show*, and one of the highest-profile educational kids shows to hit the market, *Sing Me a Story at Belle's Book and Music Shop*.

The decision to go ahead with so many shows, in addition to clearing three off-net sitcoms for fall, is an attempt to gain shelf space that may otherwise be irretrievably lost to syndicators, says Marcus.

"We may not be able to sell as much product in the future, but I know that if we get a hit on the air soon, and it works, we can keep it on the air," he says.

That relatively gloomy take on the future economics of the business, including both first-run and off-network shows, was echoed in panels consisting of the major studio syndicators and leading independents. The syndicators said all but the top off-network shows are failing to recoup their initial investment, while access to stations for first-run syndicated product is eroding with the entry of two new networks, the repeal of fin-syn rules (which block networks' entry into the syndication business) and the possible weakening of the prime time access rule and the disappearance of time slots caused by station-network alliances and local programing.

The climate for syndicators is especially tough in the kids arena. With the addition of kids blocks from the WB and UPN networks this fall, scarce clearances and fierce competition for production talent will intensify, says Janeen Bjork, Seltel vice president and director of programing. She says many of her independent station clients are considering replacing some or all of their kids blocks with talk or local news. ■



Seven network players: all together

TV programming heads offer survival techniques in a new universe

By Steve Coe

The two programming heads of the WB and UPN networks differ about the prospects for survival of the new services.

In the first-ever meeting of programming heads from the now seven broadcast TV networks, the executives discussed the future of public television, the growing presence of network in-house production divisions and the decline of news magazine shows.

Moderated by former NBC chairman Grant Tinker, "The Network Players" panel featured Garth Ancier, head of programming, WB Network; Ted Harbert, president, ABC Entertainment; Jennifer Lawson, executive vice president, PBS; Warren Littlefield, president, NBC Entertainment; John Matoian, president, Fox Entertainment Group; Michael Sullivan, president, United Paramount Network, and Peter Tortorici, president, CBS Entertainment.

"It's clear that both services have inferior distribution systems," said Ancier. "But both could survive if UPN stays on track and in pattern. Our plan is to build new stations," he said, adding, "the plan is risky and will take a long time."

Sullivan said that given the limited stations available and the competition for audience, "I doubt both will survive. I just don't think there's room for two."

Littlefield said, "The timing [of the emergence of the new networks] is fortuitous because the advertising marketplace is better than it's been since 1983. They've been given a gift."

When asked about public television's battle for funding, Lawson said the forecast is uncertain. "Are we endangered? It's impossible to forecast. If we listen to the public, I'm optimistic because of the polls that show support for PBS. But when you look at what's going on on Capitol Hill, it's discouraging." She said what is happening with public television is analogous to having "your



The seven network representatives at NATPE's giant opening session last Tuesday (l to r): Garth Ancier, Warner Bros.; Ted Harbert, ABC; Jennifer Lawson, PBS; Warren Littlefield, NBC; John Matoian, Fox; Michael Sullivan, UPN, and Peter Tortorici, CBS

public library privatized by Waldenbooks."

"Public television has a very valued place," said Tortorici. "I'd hate to see it not be there. As network broadcasters we have to be responsible to our shareholders. But being able to be broadcasters without being liable to shareholders is very valuable."

"I sympathize with Jennifer and PBS and what they are going to go through before it's over," said Harbert. "It's going to be an uncomfortable scrutiny."

With regard to recent speculation that either Viacom or Warner Bros. eventually will pull one of its series off a network in order to schedule it on its own network, Littlefield said the supplier would be cutting its own throat. "If a supplier takes a show off a network and to its own network, then that supplier had better sell its business or get out of the business because everyone else up here will look at that supplier differently," he said.

With the traditional broadcast networks just beginning to enter the syndication business, Tinker asked whether they might be entering the business too late, given the shrinking number of syndicable time slots. "The traditional networks are not getting into the syndication business at the wrong time," said Ancier. "Even

though the new networks will take up prime time slots, the bread and butter of off-network syndication is between 5 and 8 p.m." He added that with WB's plans to build new stations, more time periods will become available.

Although suppliers have traditionally worried about the networks producing more of their programming in-house, Harbert said it has not been a lucrative part of ABC's businesses. "[Program] ownership for us has meant a lot of red ink, not black ink. Hopefully, it will change. We're not trained producers, we're trained buyers. We're getting better and not going back to our *Moonlighting* days, which we produced for \$2.3 million an episode," he said, drawing laughter from the audience.

When asked about the prospects for the networks, Harbert predicted "at least one of the current networks will make a structural change in the next 10 years." Although the traditional networks will be around for a long time, said Ancier, "it's going to get increasingly tougher to be all things for all people." Fox's Matoian was less optimistic, saying: "I think the audience can handle only so many choices." Sullivan said network branding will be crucial and that "programs that try to reach too broad an audience will have trouble." ■



Joel Berman, Paramount; Sid Cohen, MGM; Mort Marcus, Buena Vista; Greg Meidel, Twentieth Television; Dick Robertson, Warner Bros.; Shelly Schwab, MCA, and Barry Thurston, Columbia TriStar Television Distribution.



Syndicator-station alliances face uncertain future

By Steve Coe

The consensus that emerged from the NATPE panel featuring the top syndication executives in the business was that the business is changing. Whether for the good of the syndication business or not was left unresolved.

One of the key topics of conversation at the convention this year was what effect syndicator-station alliances will have on the syndication business. Shelly Schwab, MCA TV president, got the discussion going when he was asked by moderator Bill Carroll if the syndication business is dying.

"It is changing," said Schwab. "You can still get a good program on, but the final chapter has not been written on the alliances. There is no guarantee that these will be successful. Group W and NBC formed an alliance that didn't last," he said.

Greg Meidel, president, Twentieth Television, said having an alliance with a station group is an obvious advantage "because you're automatically cleared in New York, Los Angeles and Chicago, which is the key." However, he added the caveat that "in the end [even with the alliances] the individual stations will buy what is best for their station."

Barry Thurston, president, Columbia TriStar Television Distribution, acknowledged that the business is indeed undergoing change, but there

remains one constant: "People still watch programs." And it remains to be seen what will happen, he said, "but the syndication business is alive and well."

Mort Marcus, president, Buena Vista Television Distribution, also agreed the business is changing and that the alliances are a factor. "We've gone in to stations with programs that the stations wanted, but are locked out from getting because of their alliances. We've seen it with the Fox stations in late night."

Dick Robertson, president, Warner Bros. Domestic Television Distribution, also said the alliances have made the business tougher, especially for B- and C-level shows. "If you have a hit show, you'll get on. But it's the other shows that drive the A-level shows. The alliances have the margins even tougher."

Robertson explained that the deficits are growing for the network production of sitcoms, while deals such as the Fox-New World alliance have driven prices down. "It's a myth that A-level product always does well. We're in serious jeopardy of killing the goose that laid the golden egg," he said.

Sid Cohen, president, MGM Televi-

"If you don't have an alliance, you're going to have to be more creative in your deal-making."

MGM's Sid Cohen

sion, agreed that A-level product will continue to get cleared. "But if you don't have an alliance, you're going to have to be more creative in your deal-making." Hit even harder in recent months has been the movie package business. In the station world of diminishing time periods, theatricals have been one of

the hardest-hit segments of the business.

"The feature business has come to a halt," said Meidel. "With the Fox deal and the UPN and WB networks, the time periods don't exist. Five years ago we were getting \$2.2 million-\$2.3 million a title. Nobody's getting that anymore." He said Twentieth recently sold an off-cable package, "and I think we'll wind up getting \$1.4 million-\$1.5 million a title."

However, Schwab was more optimistic about the future of the movie business, albeit not for syndication. "The networks are buying theatricals again," he said, possibly alluding to the NBC acquisition of "Jurassic Park," for which the network reportedly paid \$50 million. "In addition, there are new buyers like Encore, for instance."

Not surprisingly, the topic of

PTAR surfaced, with the panel split over whether it should be repealed. "We're in favor of PTAR and think it's working just fine," said Joel Berman, president, Paramount Domestic Television, who added that the studio was not worried about selling *Frasier* with top-50 market affiliates locked out from acquiring the show for access.

Meidel, who favors a total repeal of the rule, said its future may not make a difference. "Independents tend to step up and pay more anyway, possibly because they have more flexibility of scheduling." Added Thurston: "If you have a strong sitcom, you'll get into the market [with or without PTAR]. The problem is the B- and C-level sitcoms, in which we also invest \$50 million-\$60 million over a four-year period. If PTAR goes away, it'll open up the market for those B and C sitcoms."

Berman countered that if the rule is repealed, UHF stations will be unable to buy the best product. "They'll be relegated to the B and C sitcoms." ■

CNN gets bigger O.J. boost than networks

Early ratings results for live courtroom coverage of the O.J. Simpson trial show a considerable boost for CNN but relatively small gains for the broadcast networks.

The combined overnight ratings for all three networks covering the trial on Jan. 23-25 showed only slight increases when compared with ratings for regularly scheduled daytime programming, according to A.C. Nielsen Co. data supplied by the networks.

Average combined ratings for the broadcast networks on Jan. 24, noon-4 p.m., was a 15.1 rating and 45 share, compared with a 13.8/47 on Jan. 17. Ratings in the 4:30-6:30 p.m. time slot for Jan. 24 were 21.5/46 versus a 20.5/47 on Jan. 17. Similarly, ratings on Jan. 25, 1-4 p.m., were 16.9/49, compared to Jan. 18 ratings of 14.1/46. For the 4:30-6:30 p.m. time slot, ratings on Jan. 25 were 21.6/46, versus Jan. 18 ratings of 20.6/48.

Average combined ratings for the first day of coverage (noon-4 p.m. ET) by the three broadcast networks on Jan. 23 was a 15.5/45, compared with a 16.3/44 on the previous Monday.

On the cable side, CNN reported a significant ratings boost within its universe of about 63 million homes. CNN ratings for the first three days of coverage were: Jan. 23—4.6/10.5 (2.9 million households), peaking at 6.1/12.7 (3.8 million HH); Jan. 24—5.0/12.9 (3.2 million HH), peaking at 6.2/13.8 (3.9 million HH), and Jan. 25—4.6/11.0 (2.9 million HH), peaking at 5.7/13 (3.6 million HH). Typical daytime ratings for CNN (9 a.m.-5 p.m.) are 0.7/2.5 (451,000 households), according to the network. —RB,DP

Apstar-2 explodes over China

Bird blows up after lift-off; was to send U.S. cable fare to Asia

By Chris McConnell

An explosion destroyed China's Apstar-2 satellite last week about one minute after lift-off.

The satellite was scheduled to transmit a variety of U.S. cable programming to Asia and parts of Africa and Australia. Customers included HBO, Discovery Channel, ESPN, Viacom International and Turner Broadcasting System as well as Reuters Television and Hong Kong's Television Broadcasts. The Hughes Space & Communications-built satellite, owned by Hong Kong-based APT Satellite, carried 26 C- and eight Ku-band transponders.

A Chinese Long March 2E rocket carrying the satellite exploded 51 seconds after the lift-off from Xichang in China's Sichuan Province. The cause of the launch failure was not known last week.

Programers on the satellite voiced disappointment at the launch failure, but maintained that other satellites still will provide adequate coverage of the region.

"It was a nice neighborhood," HBO Engineering Director Craig Cuttner said of the collection of programers that was scheduled to transmit from Apstar-2. The satellite, he added, would have extended HBO's coverage farther toward India.

But Cuttner, whose company had leased one transponder on Apstar-2, said the satellite's loss would

not affect HBO's plans in the region. He cited transponder leases on Apstar-1 and Palapa B2P and said that the programer has a deal pending to lease capacity on an Indian Ocean region satellite. "So far we're covered," Cuttner said.

Other programers also cited alternate carriage arrangements. An ESPN spokesman said the sports programer holds capacity on Palapa B2P and Apstar-1 as well as PanAmSat PAS-4, which is scheduled for launch later this year. At Discovery Communications, a spokesman said the programer also holds transponder leases on Apstar-1 and Palapa B2P, as well as on PAS-2. "We have alternate arrangements," the spokesman said.

While the Apstar satellite had been slated for the 77 degree east orbital slot, a U.S. satellite carrier last week announced plans to procure transponders on a bird scheduled for launch to 80 degrees east. GE Americom announced a deal with international satellite organization Intersputnik to lease five C-band and two Ku-band transponders on the Intersputnik Express 6 satellite, scheduled for launch in April.

GE Americom said it hopes to use the transponders to deliver TV programming to the Indian subcontinent. The company cited English- and Hindi-language programming as examples of planned transmission services. ■

NAACP calls for Murdoch-Gingrich probe

Group says Fox may have 'lacked candor' before FCC

By Harry A. Jessell

The National Association for the Advancement of Colored People last Friday alleged that Fox may have "lacked candor" before the FCC for not promptly disclosing a Nov. 28 meeting between Fox Chairman Rupert Murdoch and House Speaker Newt Gingrich.

The NAACP demanded the FCC conduct a hearing to investigate its allegation and call Murdoch and Gingrich to testify. A finding that Fox misled the FCC could be grounds for revoking Fox's TV station licenses.

In a Jan. 12 story in the *New York Daily News*, Fox admitted that Murdoch and Gingrich had met on Nov. 28, just weeks before Murdoch-controlled HarperCollins announced a \$4.5 million book deal with Gingrich.

In a follow-up story the next day in

the *Wall Street Journal*, Fox also acknowledged that Murdoch and Gingrich had discussed the FCC investigation of Fox's ownership at the meeting. That investigation centers on whether Fox misled the FCC about the extent of the Australian ownership of Fox prior to purchasing the original six Fox stations in 1986. Federal law limits foreign ownership of broadcast stations.

The FCC last week rejected an earlier NAACP request to broaden the ownership investigation to include the Gingrich book deal. Undaunted, the NAACP asked on Friday for the separate proceeding focusing not only on Fox's candor in disclosing the meeting but on the propriety of the book deal.

"A hearing on Fox's candor relating to the book contract should be held

regardless of the outcome of the ongoing investigation into Fox's candor relating to its alien ownership," the NAACP said.

"There is absolutely nothing to any of this," said Fox lobbyist Preston Padden of the NAACP's new demand.

The NAACP filing came the same day the FCC questioned Murdoch for two and a half hours in connection with the ownership investigation in the Washington law offices of Hogan & Hartson. "It was completely routine and uneventful," Padden said, declining further comment. Former Fox chairman Barry Diller is slated to answer questions this week.

Meanwhile, a three-judge panel of the U.S. Court of Appeals in Washington last week upheld the FCC waiver allowing Murdoch to own WNYW-TV New York and the *New York Post* ■

Congress attacks tax certificates

At hearing on Viacom plan, members are critical of FCC policy

By Christopher Stern

The FCC's tax certificate policy has come under fire from congressional critics who say the policy allows big companies to enjoy tax benefits with only nominal participation by minorities.

The attention of the House Ways and Means Oversight Subcommittee was attracted by Viacom's plans to file a tax certificate after selling \$2.3 billion in cable asset to a minority-controlled partnership.

Frank Washington, an African-American businessman, is expected to be awarded the tax certificate in the deal, even though he reportedly is investing only \$1 million. Washington will be general partner in a partnership that will control 21% of the new company.

Most of the money for the deal is being put up by cable operators Intermedia Partners and Tele-Communi-

cations Inc. Both Washington and TCI declined invitations to testify at last Friday's hearing, according to subcommittee chairwoman Nancy Johnson (R-Conn.).

Several members of the committee said the policy needs to be strengthened to require a longer holding period. Minorities have to hold the property for only one year in order to qualify for the tax certificate. "We are talking about taxpayers having to pay hundreds of millions of dollars for an individual who invests for one year," said Wally Herger (R-Calif.).

Republican members of Congress and their staffs also were critical of the FCC's ability to award tax certificates without taking into consideration their cost to taxpayers. No other federal agency has as much authority to decide a tax-related issue, said Kenneth Kies, joint committee on taxation chief of staff.

Granite Broadcasting's Don Cornwell and minority broadcaster John Oxendine called for similar reforms. They say it would benefit minority broadcasters if the FCC stiffened its requirements on minority control and lengthened the holding period.

During his testimony, Kies proposed that the committee consider a cap on the tax certificate. He also suggested that costs to taxpayers be included in any decision to grant a certificate.

The average tax certificate deal is far smaller than the up-to-\$400 million tax break that Viacom is expected to receive, said FCC General Counsel Bill Kennard. The FCC has granted 330 tax certificates since 1978, he said. The average sales price for deals involving tax certificates is \$38 million for television and \$3.5 million for radio, Kennard added. He had no figures for cable. ■



Ed Reilly: forging broadcasters' way onto the infohighway

Edward Reilly Jr. is bullish on broadcasting. The president of McGraw-Hill Broadcasting Co., which owns four television stations, is betting on the long-term viability, if not dominance, of the local broadcasting business.

But big changes are afoot for the broadcasting industry, Reilly says, and broadcasters who want to survive and prosper had better be ready to embrace the multimedia convergence, or face extinction. Reilly has been an outspoken proponent of broadcasters offering digital services and making their own way onto the information superhighway. High-definition television also has won his strong support.

In an interview with *BROADCASTING & CABLE*'s New York bureau chief, Steve McClellan, Reilly discusses the future of McGraw-Hill—and broadcasting.

Is the broadcasting business on the ascendency?

Nineteen ninety-four was a year that marked [a partial] recovery from the difficult times we've gone through over the past two or three years, and it demonstrates that the business continues to be strong and well-supported. And the logic for its continuance is quite strong. We're quite optimistic about the future of broadcasting.

Corporate profits are very strong this year. People are introducing new products. They feel good about their businesses and that's good for advertising, and it will make its way into spot and local advertising in 1995.

How did McGraw-Hill Broadcasting do in 1994, in revenue and profits, and what's the outlook for 1995?

We had a very good year in 1994. [It] was one of the best growth years that we've ever had over a prior year, and '95 will be a very good year, when you consider we're going to cover all of the

COVER STORY

Congratulations to NATPE 1994

MARKET SIZE 1-20

Public Affairs

Finding Aliza: A Holocaust Story,
WEWS, Cleveland OH

Program Segments

Chronicle - Brian's Story,
WCVB, Boston MA

Sports

Rizzuto: Yankee Legend,
Hall of Famer,
WPIX, New York NY

Children's & Young Adults

First Cut, KRON, San Francisco CA

Information

The New Facts of Life:
Teens & Aids,
KRON, San Francisco CA

Entertainment

Almost Live! #1101,
KING, Seattle WA

MARKET SIZE 21-75

Public Affairs

The Music Makers:
An Evening With The
Indianapolis Symphony Orchestra,
WRTV, Indianapolis IN

Sports

Share the Dream II,
WROC, Rochester NY

Children's & Young Adults

Kids Eye View,
WCPO, Cincinnati OH

Information

The Healing Journey,
KSNW, Wichita KS

Entertainment

Pete Seeger: Visions of Children,
KUED, Salt Lake City UT

BEST OF SHOW

Finding Aliza: A Holocaust Story,
WEWS, Cleveland OH

REGIONAL PUBLIC TELEVISION

For a Deaf Son,
KERA, Dallas TX

all the Iris Winners

MARKET SIZE 76-211

Public Affairs

Children of Paradise,
KEYT, Santa Barbara CA

Program Segments

A Celebration of Courage,
KNTV, San Jose CA

Sports

The BOC Challenge Special,
WCSC, Charleston SC

Children s & Young Adults

News to Use,
KTRV, Boise ID

Information

Teen Suicide,
WCSC, Charleston SC

Entertainment

The Best of Carolina Camera,
WCSC, Charleston SC

Combatting Racism & Religious Intolerance

Spot Announcements

Kidsturn: Race Relations,
WCSC, Charleston SC



NATPE
IS KEEPING
AN EYE
ON LOCAL
PROGRAMMING

Natpe



political revenue that we had [in 1994]. We expect a modest increase in revenue and profit when you count political revenue in the '94 base.

How much of a compensation gain did you achieve from ABC, and did you basically trade guaranteed clearance levels for the compensation increases?

I think we got a fair deal with ABC, one that recognizes the value our stations bring to their distribution system, and at the same time recognizes the value that they play in our business. I don't expect that there's going to be any significant difference at all in the clearance levels that we will be providing in the future [compared with] what we've been providing in the past.

You recently told analysts that the comp gains would be more than sufficient to offset the political advertising that you won't see in '95. Correct?

The combination of revenues that will accrue from the affiliation change in Denver and network compensation should largely offset that, yes.

Are you in the market for more stations?

We have specific objectives that would see us expand in the top 50 markets. And ideally, I'd like to be able to find a station that has some significant upside potential.

What do you think of the FCC's proposed relaxation of the broadcast ownership and attribution rules? [The FCC last month proposed eliminating the 12-TV-station limit and letting broadcasters own as many stations as they want if they remain within a higher cap on total national audience reach.]

I can't say that I'm overly enthusiastic about the notion of expanding the national percentage caps. I'm not concerned about expanding the number of stations. I don't think that's an operative constraint on too many people. But I don't find any particular advantage, from a public interest point of view, in having a relatively limited group of broadcasters get much, much larger.

What about the duopoly aspect to all this? Is it a major concern?

Duopoly relaxation makes sense only in a context in which each station has an opportunity to double up with another station. Other-

wise, if you set a situation where, for example, there was some discussion about maintaining six television voices, and if you have a market with seven television stations, that means one station could buy a second station, and no others could. That creates a difficult competitive situation for those that are not able to take part. I do think it could provide significant benefits to those who manage to double up.

Are you partners with cable systems in any markets for program services?

We have quite a few ventures that resulted from retransmission consent, where we provide primarily CNN-type news cut-ins. Some of them are even customized for specific subsets within the markets that we serve.

Any interest by McGraw-Hill in exploring national cable-program services?

Certainly. We're a major business and financial publisher, and we have major holdings in education and legal publishing as well. All of those areas will eventually lend themselves to video-programing distribution, whether it be a conventional cable channel or some other form of national video distribution. We'll be exploring all of those areas.

Is that activity something you'll be involved in through your responsibilities as point man for new media at McGraw-Hill?

Yes, although it primarily remains the responsibility of the publishers in those particular disciplines. But we have been looking at opportunities for them and providing technical assistance in evaluating various projects that they might consider.

Is McGraw-Hill interested in getting into program distribution and production on a scale larger than local broadcasting?

There are a few areas that seem to make some sense to us. One would be...children's programing. One of the company's divisions is the largest school-publishing company in the country [McGraw-Hill School Publishing Co.]. In January, it is introducing a major interactive multimedia product that could become the basis of some additional television programing.

Is McGraw-Hill involved in

From books to TV to...



Ed Reilly is expanding his focus as he leads development of new media at McGraw-Hill. In addition, he is chairman of the board of the Association for Maximum Service Television, which works to assure broadcasters of access to technologies that expand their business opportunities.

Reilly is relatively new to broadcasting. He joined McGraw-Hill right out of college and worked mainly for

its book company, including a stint as group vice president for Europe, Africa and the Middle East. He returned to the U.S. in 1983 as executive vice president for the International Group, overseeing McGraw-Hill's 17 publishing subsidiaries. He joined the broadcasting company in 1985 as a senior vice president, working his way up to president two years later.

McGraw-Hill Broadcasting owns two ABC affiliates: KGTV(TV) San Diego and WRTV(TV) Indianapolis; and two CBS affiliates: KERO-TV Bakersfield, Calif., and KMGH-TV Denver. As part of the affiliate switches launched last May by Fox and New World, KMGH-TV will become an ABC affiliate sometime this year.—SM

any video-on-demand trials?

There are opportunities for us to make more than one use of the programming that we either produce ourselves, in terms of local news, and distribute in conjunction with syndicators and networks. It seems that people want to watch our news not [only at] 5 to 6 o'clock. And the major cost is in producing all of this video. I don't think we should limit ourselves only to one specific play.

There is a video-on-demand trial [of Your Choice TV by Discovery Channel founder John Hendricks] going on in our market in San Diego that we are following very closely. We had hoped to be able to directly participate in that, but some technical difficulties in terms of distribution at their headend got in the way. But we're interested in what that will show, what will happen. I'm not sure the technology is really quite there yet to get a full evaluation of what kind of potential this may offer.

Is the fundamental nature of the network-affiliate relationship changing? Or has the last year [of affiliate switches] amounted merely to so much mate-swapping?

It's more profound than simply mate-swapping. Although there have been a lot of changes, the predominant number of relationships between stations and their networks has remained the same. The relationship is evolving with longer-term deals and deals that seem to be more closely allied with ownership groups, and that has an impact in several ways. One is that it allows the senior management of the ownership groups to work in conjunction with their networks on longer-term strategies.

Is there room for five, possibly six, networks?

It looks to me like there is at least an opportunity for a fifth network, and perhaps a sixth, or perhaps a fifth and sixth combined into one distribution system, depending on how many hours they intend to get into. It depends on what your definition of a network is going to be.

Does the ABC affiliate venture NewVenco have wide affiliate support? [Affiliates formed the corporation in November 1994 to develop business ventures with ABC and others in program distribution, pay-per-view programming, interactive television, home shopping and infomercial production and distribution.]

We're getting very good feedback. We're well over halfway to our goal in terms of cash received and commitments received, so we're quite comfortable with where it's heading.

We expect to be able to get about two-thirds of the non-O&O group, in terms of national distribution. If we get more than that, that'd be terrific. But if we can get close to that goal, that will give us the critical mass to fund the



projects we're interested in; have a reasonably secure distribution system for those projects; be able to work with ABC and other people; and be able to focus new business ventures on a significant portion of the country.

Could you find yourself competing with the networks—in the area of regional buys, for example?

We've always been in competition from that perspective. We sell television advertising; they sell television advertising. We sell a particular form of television advertising that is designed to help advertisers deal with regional and local differences in their patterns of distribution, product rollouts, etc. And the networks have been able to maintain a long-standing position in terms of delivering mass audiences.

We need to be aware of the delivery capability of new technologies in terms of targeted spots delivered in network time. That is a concern in terms of the networks staying essentially in the national business, and their distribution system staying in the local and regional business.

Last July [at a conference sponsored by BROADCASTING & CABLE and Probe Research], you challenged broadcasters to create a technology center. Has the industry risen to the challenge?

I can't say that it has. We've had discussions in some industry groups, and perhaps we are making progress in building a vision or an appreciation for what such a center would do. I continue to believe that it is vital to our future. We can't simply rely on other people inventing enabling technology for us while other groups have much more proactive research-and-development projects under way.

Could you outline the plans that McGraw-Hill Broadcasting and its parent company, McGraw-Hill Inc., have for ramping up to the information superhighway?

My stations are already on the Net, so to speak. You can talk to us on America Online. Pretty soon, you'll be able to talk to us on CompuServe. We have traditional fax-based products that we're distributing from a couple of our stations, which is giving us a view on text production and distribution. We are in the process of building customer database files of people who interact with the television station, either through our community-affairs aspects or the various promotions that we run, and people who contact us in a variety of fashions.

How about the publishing side?

Many of our magazine publishers are looking at opportunities. Of course, much of their text-based material has been available through Nexus for some time. Our financial-ser-

vices people have a great deal of electronically delivered information. [McGraw-Hill-owned] *Business Week* has just launched an electronic version of its magazine.

Down the road, will the television set be distinguishable from the computer?

It's clear the convergence of what we currently refer to as a personal computer and what we currently refer to as our television set is under way. You'll end up with either general-purpose computers or very smart television sets, whichever you want to call them.

Our challenge—both in the television business and in other parts of McGraw-Hill—is to master the capabilities of these technologies and develop the editorial expertise to allow us to create new and different ways of interacting with our customers.

Growth's the trend for McGraw-Hill

Publishing powerhouse McGraw-Hill has doubled its revenue base during the past decade, from about \$1.2 billion in 1983 to \$2.2 billion in 1993. Much of that growth has come through acquisitions—about \$600 million worth since 1990. Its Broadcasting Company, comprising four network affiliates—KMGH-TV Denver, WRTV(TV) Indianapolis, KGTV(TV) San Diego and KERO-TV Bakersfield, Calif.—had one of its best years ever in 1994, Broadcasting Co. President Edward Reilly Jr. says. And it is poised for additional growth in 1995, with advertising sales growth, higher compensation from new network affiliation agreements and a change from CBS to ABC in Denver, he says. —SM

How far off is critical-mass use of the highway by consumers?

It's probably more than three years and less than 10 years away. The important point to me is not the day and date that that's going to happen; the important point is the inevitability of it and what one must do to prepare for that inevitability.

What kinds of interactive video applications will first capture viewers' imaginations?

Certainly the extension of games that can be tied to a central processor and played against other people is going to be a major application. Video/text information will be a major application. And you probably can look to some adjuncts to mainstay entertainment, perhaps built around sports or more traditional prime time entertainment.

How much longer before the typical viewer will begin receiving high-definition signals?

It's reasonable to expect that a standard can be set and spectrum allocated by the end of 1995 or the first half of

1996. Technology buildout, license application, et cetera., will go on for the rest of '96, and by the end of '97 or the beginning of '98 you could probably see the first couple of television stations beginning to generate a high-definition digital signal.

Will McGraw-Hill stations be among the group of digital HDTV pioneer stations?

We'll be relative early adopters. I would expect that markets like New York and Los Angeles, where the market size is five to seven times what it would be in a San Diego or a Denver, will probably be first.

What's the price for broadcasters?

The consensus number seems to be somewhere in the \$1.5 million range for a television station. But there's a lot of caveats, depending on the strength of your tower and so forth, and when you want to begin local origination. But it does seem that you can equip yourself to be in the digital high-definition broadcasting business for somewhere between \$1 million and \$1.5 million.

What about consumers?

You could probably acquire a digital decoder box for \$500 and play it into a conventional television screen with digital quality, which is going to be a step up, and digital surroundsound audio, which is going to be a step up. And then, depending on what kind of an investment you want to make in a large-screen display device, you could probably [pay] up to \$3,000 to \$5,000 for the more elaborate ones. To get the true benefit of high definition, you probably have to spend between \$2,500 and \$3,000 for a reasonable-size set..

What's your view on spectrum flexibility for broadcasters?

It just makes good sense. We can evolve into a sophisticated program service that will include components of high definition and components of more traditional definition in multiple forms. Those multiple forms may take the form of time-shifting; nonlinear news products; a multiple of program services; or more in the way of local program services. And it just makes sense to provide for that ability.

How do you think the over-the-air television business will change over the next five years?

First and foremost, [broadcasters] will be here, and we'll be strong in five years. And we will have made a good deal of progress in learning how to develop our businesses and in how to continue to evolve into a stronger local media presence in each of the markets that we serve. We will have made some progress toward new businesses and application of some new technology. We'll continue to refine and develop the product that we offer to our advertising client, in terms of better research [and] more targeted delivery. And we'll continue to be the mainstay of electronic entertainment for the American public, and, most certainly, we'll continue the pattern toward being the dominant newsgathering and-distributing medium in the United States. ■

1995 NATPE

'The Great Debate' on PTAR

Disney's Frank leads attack on rule most independents feel is vital; Paramount's Goldman defends status quo

By Harry A. Jessell

It has worked, it has worked well and it would be a terrible mistake to mess with it," declared Steve Goldman, president of Paramount Pictures.

The "it" Goldman was defending at the INTV convention was the FCC's prime time access rule (PTAR), which prohibits affiliates of the big three networks from airing off-network programs in prime access, generally 7-8 p.m.

Leading the attack against the rule at the packed session was Rich Frank, chairman, Walt Disney Television and Telecommunications, who wore a yellow slicker to protect his suit from any rotten tomatoes from the audience of mostly independent broadcasters who see PTAR as vital.

The rule, which the FCC now has under review, skews the market for Disney's off-network shows by excluding top-50 affiliates from it, he argued. "The supply of off-net shows has increased, but the demand remains constricted," he said. "The problem will only get worse when even more off-net shows start flowing from the Paramount and Warner Brothers networks."

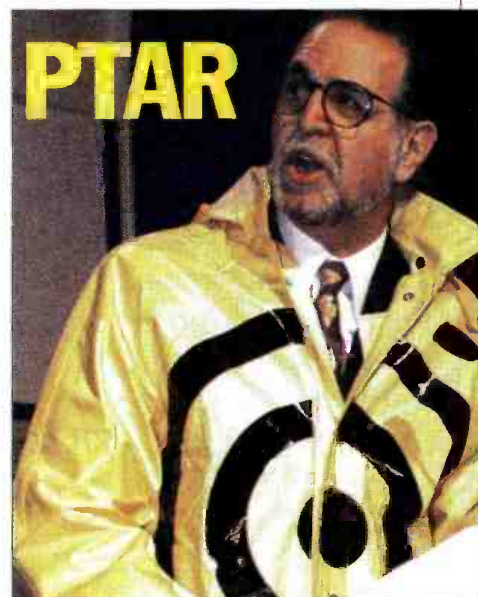
Speaking from the audience, Warner Bros.'s Dick Robertson

agreed that PTAR has weakened the off-network market. Although the most popular network programs—"the A product"—still does well, he said, the prices for "B and C programs has come down, down, down." And the ability to produce A product ultimately depends on the health of the B and C product, he said. If PTAR stays as is, he said, "we are going to kill the golden goose."

"We at Disney are acting in our self-interest," Frank admitted. "But as it happens we believe that our self-interest coincides with that of many others—independent producers, affiliate stations and, most important, the viewing public."

"Our opponents on this issue are also acting in their self interest," Frank said. "But their self-interest is only their self interest. The current PTAR regulations have given King World, Paramount and Fox a new monopoly in the nation's top 50 markets," he said. "And it has given independent stations the advantage of reduced competition and lower off-net prices."

According to Frank, King World, Paramount and Fox supply 93% of the affiliates' access programming in the top 50 markets. "Of course, it's usually the role of government to break up



"I just want you to write 'I'm the bravest guy you ever saw' for walking into this room," Rich Frank told *BROADCASTING & CABLE*.

monopolies," he said. "But in this case it has all but underwritten them."

Goldman countered that PTAR's off-network prohibition protects independent stations in the top 50 markets, which are the core market for first-run suppliers like Paramount and upon which Paramount and other expect to build new networks. Paramount is behind the new UPN network, which debuted two weeks ago.

And repeal of the prohibition "would be the death knell for new first-run product, not just from Paramount, but from everyone," Goldman said. "The financial base just wouldn't be there to support it. Developing, launching and nurturing first run is a massive and very expensive task." ■

Syndicators see tough times for first-run

Flood of new syndicated shows may soon be replaced by more economical off-net shows

By David Tobenkin

More competition and diminished returns for shows was the gloomy portrait for independent syndicators painted by a panel of some of the leading players at a NATPE general session.

The growth of network station alliances—such as Fox and New World Communications and CBS and Group W—threat unaligned syndicators' access to stations.

"The alliances with stations are good for the distributors, but not the stations if they lock them out of a buyers market and take away their ability to buy the best programing by

first run shows."

With promotional costs rising and returns dropping, independents are increasingly looking for tie-in advertising agreements and pre-sold ideas to reduce costs and ancillary revenue streams like merchandising and international to help increase earnings.

"We're in the property business—cable, games, merchandising," said New Line Television President

Robert Friedman. "We have to get smarter on how to create consumer pull when we don't have a station group to launch a show."

The two new networks are reducing prime time clearance opportunities for action hours. On the other hand, for some diversified distributors, they are providing new scheduling alternatives to the traditional choice of distributing a show via syndication or the Big Three networks. ■

"There has been an erosion of the audience for syndicated programing over the past 10 years which has resulted in a loss in revenues for new shows,"

—Chuck Larsen

forcing them to take programing developed under a formal agreement," said John Ryan, President of Worldvision Enterprises.

The flood of first-run syndicated shows may soon be replaced by more economical off-network shows, several panelists agreed.

"There has been an erosion of the audience for syndicated programing over the past 10 years which has resulted in a loss in revenues for new shows," said Chuck Larsen, president of worldwide distribution for MTM Television Distribution. "That is what's leading to more [relatively less expensive] talk and reality shows. I think we will see more off-network programing because those shows have the production value, the budgets and the stars to get viewers and because it is going to become increasingly more difficult to launch

Vegas talker in development by All American

By David Tobenkin

All American Television may soon roll the dice on a new late-night talk/variety strip that would feature stand-up comic Chuck Booms and originate from Las Vegas.

Nightlights with Chuck Booms would feature the acerbic, 31-year-old Cleveland-native in a show to be taped in the Riviera Hotel's 600-seat Mardi Gras Plaza theater.

"This show is going to be fun and unpredictable—the way no one in late night except Letterman is right now," says Booms, who signed a development deal with All American in December. "The best way I know how to describe it is to say this will be the new around-the-water-cooler show. When everyone walks in to work on Monday and Tuesday, we will have succeeded if they are talking about this show."

The hour show is being pitched to networks, including ABC, Fox and UPN, but could be syndicated. Also uncertain is the start date, with Booms saying spring or fall 1996 launch dates are under consideration, but that the show is planned to be ready sooner should one or more existing late-night shows be yanked. A pilot will be produced in February.

Booms, who co-starred in NBC's

The Return of Ironside and worked in clubs for the past six years, has been close to a late-night berth in the past. He was a writer on short-lived, late-night CBS show *The Midnight Hour*. According to Booms, he had been slated to host the show beginning in week nine. The show was axed after eight outtings.

Producing in Las Vegas will allow the show access to top entertainment talent. "Vegas is no longer the entertainment joke it was 20 years ago," says Booms. "You are getting top musical performers like Whitney Houston and even the comedy is more intelligent than it used to be. I think in Vegas you get an audience that is everyone between Los Angeles and New York. And that's the audience we need to target with this show."

Nightlights would feature a seven-person house band led by popular 1970s songwriter Gary Wright ("Dream-weaver," "Your Love is Alive").

That would be in keeping with a retro feel Booms hopes to establish for the show, with guests such as cast members of old TV hits like *Hogan's Heroes* and *Happy Days* and a weekly "retro Fridays," music segment that would feature performances by music artists like KISS, Stix, and Pat Benatar. ■

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**Great notices.
Great numbers.
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on an outstanding debut.**



Murdoch puts Fox on the offensive

News Corp. chairman tells affiliates aggressiveness is key to success

By Steve Coe



Murdoch: "There's no reason why plain old broadcasting has to be out of date."

In the midst of what he called "revolutionary change in the business," Rupert Murdoch, chairman of News Corp, said Fox Broadcasting will embrace new technologies to ensure "we'll never be at the mercy of anyone for access."

Murdoch opened the Fox affiliate meeting in Las Vegas last week and urged affiliates not to "fall into the trap of playing defense when times call for offense. I know in my bones we have to play offense," he said. "There's no reason why plain, old broadcasting has to be out of date. We have to be bold and aggressive. Those canny cable leaders have shown us the experience of how to

switch from defense to offense," he said, referring to the cable industry's years-long struggle against the telephone companies before entering into alliances and mergers with the telcos.

Affiliates were told that the aggressiveness that was exhibited by Fox and its affiliates in "resurrecting a business that others thought was dying," has helped to increase the value of all stations. He guessed that the increased value "of all of the stations [represented] in this room" is between \$3 billion-\$4 billion since the launch of Fox. "Even our competitors have increased value between \$2 billion-\$3 billion due to having to play defense," he said

referring to the maneuverings following the New World affiliation switch. "It's nice to sit in this room and talk about taking from the rich and giving to the poor."

Murdoch also credited his management for the strides the network has recently made. "We have to look to our strong management team," he said citing Chase Carey, chairman/CEO, Fox Television; John Matoian, president, Fox Entertainment Group; Preston Padden, president, network distribution, Fox Broadcasting, and Margaret Loesch, president, Fox Children's Network. "They've helped to make a lot of money for everyone in this room except maybe for me," he joked.

Fox slates new animated series for kids

The Fox Children's Network is adding several new projects to its lineup including an animated series based on the upcoming theatrical "Casper, The Friendly Ghost" from Universal Pictures and Steven Spielberg's Amblin Entertainment.

Margaret Loesch, president, Fox Children's Network announced a slate of new projects last week to affiliates attending the Fox affiliates meeting in Las Vegas at the NATPE convention.

Also coming to Fox is the animated *Siegfried & Roy, Masters of the Impossible*, an animated series based on the Las Vegas performers. *Life with Louie*, is an animated show based on the childhood experiences of comedian Louie Anderson. *Louie* has been given a 13-episode commitment. A series commitment has been given to Saban Entertainment for *Masked Rider* a live action show from the producers of



Margaret Loesch, president; Fox Children's Network

The Mighty Morphin Power Rangers.

Loesch said all of the above projects would debut on the Fox Children's Network during the 1995-96 season. "A major contributing factor to the success of Fox Children's Network has been our guiding philosophy of providing the most diverse and entertaining programs for kids," said Loesch. "As we prepare for the upcoming season, FCN is developing these exciting new properties and others in an effort to build on this success," she said.

The Fox Children's Network, which airs Monday-Friday and Saturday mornings, is the number-one rated children's network. According to Fox, the 19 hours of children's programming are seen by more than 35 million children and teens every month. The network is number one in all key demographic groups including the key 2-11 and 6-17 groups.

—SC

Reuters joins Fox in news deal

Move is part of network's push to create news service for affiliates

By Steve Coe

In another move to increase its news presence among affiliates, Fox has signed a deal with Reuters to receive news feeds for its stations.

Speaking at the network's affiliates meeting in Las Vegas, David Evans, Fox Television's president/COO, told station executives the service will begin on March 1, and "would be second to none."

Under the agreement, Reuters will provide 24-hour-a-day international news coverage to the Fox-owned stations, Fox affiliates and other participating stations. Fox and Reuters will combine for coverage of domestic news stories, and the Fox stations and affiliates will cover stories in their respective markets.

At the start, Reuters will deliver three daily news feeds. By the summer, Fox stations will begin receiving additional feeds with regional news feeds coming by the end of the year.

"Fox stations will gain direct access to a news operation second to none," which will strengthen the stations, said Evans, "It's great to be a station that viewers turn to in times of great events."

This is the latest attempt by Fox to get more of its affiliates involved in news. Evans referred to those attempts in announcing the deal: "As you know, we've been struggling to identify our needs. We've had some false starts but we feel we're on the right track."

According to Joe Saitta, vice president, affiliate news, who joined Evans at the meeting, Fox O&Os and affiliates cover 53.3% of the country with newscasts. Saitta said another 15-20 affiliates will start news operations, which should boost the service to "at least 65% national coverage."

At a press conference following the affiliates meeting, Fox and Reuters executives on hand were reluctant to put a price tag on the deal; however, Fox is thought to be spending \$15 million-\$20 million in this latest effort to bring news to its



Announcing Fox/Reuters news partnership were (l-r) David Kogan, director, television and radio, Reuters; David Evans, president and COO, Fox Television Group; Paul Eedle, senior VP and editor, Reuters America; Mitchell Stern, president/COO, Fox Television Stations.

stations.

The deal could develop into a news cooperative. Reuters executives expect to beef up their domes-

tic news coverage as part of the deal with Fox stations and affiliates supplying the news service with coverage of U.S. stories. ■

Putting a happy face on affiliation switches

By Steve Coe

A strengthened network-affiliate relationship and heightened awareness of the importance of network branding were the results of the recent affiliation switches, according to several participants in NATPE's "Affiliation Go-Round" panel. "I'd like to thank Rupert Murdoch for this wonderful opportunity," joked Tony Malara, president, CBS Affiliate Relations. "If he gives us another opportunity like this, we're going to put a contract out on him."

Malara disputed the notion that CBS was caught off guard because the network had ignored a segment of its affiliates. "When you're in this business, which is so personal in its relationships, it's hard to say we have been ignoring anybody. But of course,

in this business you're not always going to see eye-to-eye on everything."

Ken Solomon, Fox executive vice president for network distribution, said the changes have brought about a new appreciation by the networks of their affiliates. "We reaffirmed the idea of distribution and helped to strengthen the relationship. We also boosted the broadcasting business, a business that people said was a dying business," he said.

In addition to tweaking the traditional networks by labeling them "the older networks," Solomon took numerous opportunities to sell the audience on the value of affiliating with Fox. Using a series of charts and spouting a barrage of demographics, Solomon made his case for Fox as the leading network in

the business. "That's the best argument by a fourth-place network I've ever heard," quipped Bryce Rathbone, vice president and director, station relations, ABC Television Network.

Bob Selwyn, president, broadcasting, New World Stations, said the company's choice was simple when faced with the prospect of aligning with Fox. "Joining Fox allowed us to program our station as well as sell and reap the profits" from additional advertising time in daytime, access and late night. "It sounds like a pretty good deal to me," he said.

Phil Stolz, vice president and general manager, WBAL-TV Baltimore, countered that the argument was "a classic difference of philosophies. Do you want more avails at a lower rate and ratings? Or do you want fewer avails with higher ratings selling at higher rates?" he asked.

All the station executive panelists

agreed that establishing a news presence was one of the first priorities in an affiliation switch. "We threw most of our promotional weight behind our news commitment," said Selwyn, adding that New World stations more than doubled their news content. "We found out that [on a local level] a network switch is universally negative. What we also found out is that increasing news is universally positive."

"We incorporated the network [CBS] into our [news] team," said Debra Zeyen, vice president and general manager, WBZ-TV Boston. "We identified to viewers what they know and are comfortable with, then we tied in the network," she said, adding, "CBS has been supportive of our news effort."

Solomon said that in addition to the amount of avails, another benefit of Fox is the strength of its network identity. ■

Danny Bonaduce is latest to join ranks of talk shows

Buena Vista Television has decided to offer a new talk strip for this fall hosted by erstwhile *Partridge Family* star and current WLUP-FM Chicago talk show host Danny Bonaduce.

Danny!, first reported in development by BROADCASTING & CABLE (Nov. 21, 1994), is slated to be a one-hour daytime show addressing a single topic each episode, with an audience and guests, staged skits and contests.

As of Monday, the show had cleared Chris Craft/United stations WWOR-TV New York and KCOP Los Angeles.

Targeting the show in daytime will avoid competition with BVT's other new syndicated talk show, the late-fringe-targeted *Stephanie Miller*, which has been cleared for launch in the fall on 60 stations covering more than 60% of the country.

BVT officials say a selling point of the show is Bonaduce's performance on WLUP-FM. Bonaduce started on the station in April 1993 in the 2-6 a.m. weekday slot and moved in fall 1993 to weeknights in the 7-midnight slot. In that time period, he doubled women 18-49 and 25-54 and increased women 18-34 by 133% compared with the year-earlier time period in his first ratings book, leading to an upgrade in fall 1994 to weekdays, 10 a.m.-3 p.m. In that midday shift, he boosted key women's demos 17%-29% in his first book.

BVT also announced the stations that have signed for *Stephanie*, including Chris Craft/United stations WWOR-TV New York, KCOP Los Angeles, KMSP-TV Minneapolis and KUTP Phoenix. Other markets include WGBS-TV Philadelphia, WHDH-TV Boston, WDCA Washington, KTXA Dallas-Fort Worth, WKBD Detroit, KHTV Houston, KOMO-TV Seattle, WTVT Tampa, WSVN Miami and WKCF Orlando, Fla. *Stephanie* stations include eight of the top 10 markets and 18 of the top 25.

—DT

Nielsen ponders local market makeover

Service may reformat diaries to measure additional hour of daily viewing

By Steve McClellan

A.C. Nielsen will conduct a test in May in which viewers will be asked to record viewing in an additional hour, 5-6 a.m. (The test will be done with a separate ratings sample that does not count in the May sweeps.) The test and the expansion, if it occurs, would apply to the non-metered diary-only markets. In the metered markets, household viewing is recorded 24 hours a day.

In the diary markets however, viewers are asked to record viewing only from 6 a.m.-2 a.m. According to Tom Hargreaves, vice president, national sales, for Nielsen's local market ratings service (Nielsen Station Index), The company is considering the change because many stations want to see a longer ratings day in the diary markets.

The primary reason for the interest is that many more stations are producing local morning newscasts that start before 6 a.m. According to Hargreaves, stations say they want the added viewing data to help sell the programs to advertisers. According to one program executive at a rep firm, the new morning newscasts have boosted early morning viewing levels by 25% or more in some markets.

If the changes do take place, it would not be until 1996 at the earliest, says Hargreaves.

Many questions remain, including what the extra cost of the service would be, and whether stations would be willing to bear those costs. "We really haven't gotten that far into it yet," says Hargreaves.

If the additional hour of viewing data is added, it might force Nielsen to make other adjustments to keep it from exceeding one ounce. Otherwise the postal rates for mailing out the book would skyrocket, Hargreaves said. ■

'Day & Date' debut

Group W Productions officials last week screened the pilot of their new high-profile, early fringe news magazine, *Day & Date* for general managers of the CBS O&Os. Even though the show is a joint CBS/Group W production, the O&Os are being given the choice of whether to take the show, given their tight schedules and time period commitments.

One O&O GM who saw the show, wCBS-TV New York's Bud Carey, said he was "very impressed" with its content: "Right now I'm moving some chess pieces to see if I can find a place to put it; I don't want it to move someplace else in the market."

Warner Channel to launch in Latin America

Planned as first of many satellite- and cable-delivered program services

By Steve McClellan

Warner Bros. International this spring is launching what it hopes will be the first of a series of new satellite- and cable-distributed programming services in foreign markets. The first service will target Latin America and will be marketed by co-owned HBO Olé, which has an equity interest in the service.

At a press conference last week,

WBI executives said they would create and execute the program strategy while HBO Olé markets the service to potential cable system customers and sells the advertising for the basic cable service.

HBO Olé is a venture of Home Box Office, Warner Bros., Sony Pictures Entertainment and Olé Entertainment. It currently provides HBO and Cinemax to more than 1.2 million homes in Latin America.

Susan Kroll, senior vice president, programming and operations, Warner Bros. International Channels, is responsible for implementing the overall programming strategy for the new service, called WBTV-The Warner Channel. She reports to Jeff Schlesinger, president, Warner Bros. International Television Distribution.

The 24-hour service will air primarily family-oriented and children's programs and films from the Warner Bros. library. As examples, Kroll said the service may contain such programs as *Tiny Toon Adventures* and *Batman* from the animation side, or series such as *Lois & Clark* and *Babylon 5*.

Barry Meyer, executive vice president, Warner Bros. Pictures, said the strategy is to establish the Warner Bros. "brand" within the overseas cable business and with the foreign DBS market, as they both continue to expand.

Schlesinger expects the service to launch with 500,000 subscribers, with a target of 1 million subscribers after the first year of operation. The service will be fed via PanAmSat 1, with a footprint that extends from Mexico to Argentina, where 50% of the Latin American cable penetration now exists.

The Latin American cable market has more than 100 program services from which to choose, including offerings from USA, Fox, Disney, Spelling and Turner. ■

Agencies, stations debate indie discrimination

Stations say they don't get 'their due' from agencies, clients

By Steve McClellan

In a debate at an INTV panel session on whether advertisers and agencies discriminate against independent stations, Saatchi & Saatchi Executive Vice President Allen Banks framed the debate with a telling comment: "It's a nonissue, because there are no more independents. Why are we even discussing it?"

Banks, of course, was referring to the fact that most of the non-Fox independents in the country are aligning with the two new network wannabes, UPN and WB.

Be that as it may, Banks and Mike Moore, executive vice president, DMB&B, said their agencies don't give different weights to different stations so much as they differentiate among dayparts and programs.

Nevertheless, Moore said that "certain stations have points of view," but that fewer are biased against independents than might have been the case in the past. "Viewers watch programs and really don't use stations differently," he said.

But station executives on the panel said there was plenty of evidence that advertisers and agencies over the years generally shunned independents, particularly in prime time. "Most of our problems have been in prime time, due to the intransigence of agencies and their clients to give us our due" in that daypart, said Rick Feldman, vice president and general manager, KCOP-TV Los Angeles.

Ironically, said Feldman, that very intransigence is motivating stations to sign up in big numbers to new networks like UPN and WB. Advertisers have an ingrained perception that airtime on networks and affiliates is more valuable than airtime on independents. Now that KCOP-TV is a UPN affiliate, said Feldman, the station has fewer local spots to sell at a higher price.

Feldman also said independent stations have a tougher time telling their story to advertisers and agencies compared with national cable networks because of the local nature of over-the-air broadcasting. "It's all perception," he said. ■

Distribution is cable's cross to bear

New networks looking toward ancillary revenue streams to survive

By Rich Brown

New cable networks say they expect distribution to continue to be a problem at least through the end of the decade, despite boosts from the FCC's going-forward rules and the rise of new technologies such as DBS.

"Between now and the end of the 1990s we have to just hang on," says Outdoor Life Channel consultant Sharon Patrick, among several cable programmers participating in a NATPE panel session last Tuesday called "The New Cable Network Explosion." "It's not a short-term strategy."

In the interim, new networks are going to have to use their developing brand names to try to tap into ancillary revenue streams such as publishing and CD-ROM, says Patrick. Bob Jones of Jones Entertainment Networks says his Mind Extension University and Jones Computer Network are looking to boost revenue through tuition, CD-ROM and overseas markets.

Television Food Network's plan is to tap into interactive revenue, and the network has struck a deal with an as-yet-unnamed telephone company to offer recipes on demand and other services, says TVFN's Reese Schonfeld. Cable networks will look more and more to interactive services because the FCC is not regulating transactional services, he says.

"Five years from now, we'll have something called the National Association of Transactional Programming Services," says Schonfeld.

Meanwhile, new cable networks are seeing some distribution gains as a result of the FCC's going-forward rules. America's Talking has picked up 2.5 million subscribers as a result of the rules, says David Zaslav, who oversees affiliate sales for the network. TVFN has picked up commitments for 4.5 million additional subs, with 2 million of those already on board, says Schonfeld.

"But everyone has to remember that it's a short-lived onetime," Schonfeld says of the FCC rules.

DBS also is not quite the big

opportunity for which new networks had hoped, says Zaslav. He says that although the industry originally had anticipated that high-power DBS would provide a home for 75-100 new networks, DBS has given the bulk of its channels to pay-per-view movies and actually has made room for only about 35 new networks.

The Talk Channel's Paul FitzPatrick says many MSOs have not made final decisions on their program pricing under the going-forward rules and it could take as long as nine months before there is a clear picture of what the landscape will be.

FitzPatrick says the landscape that has developed in the past six months has prompted The Talk Channel to

add another year to the network's original break-even plan of four years. He says new networks will need to spend \$50 million-\$100 million before they can come into play.

Schonfeld says it likely will be four years before TVFN is able to reach 25 million homes and break even on its investment of \$50 million-\$70 million. But he and other representatives from the new networks seem confident that their investments eventually will pay off.

"I think Ted [Turner] would have been very happy to have CNN break even at \$70 million," says Schonfeld, who was among the founding executives of the 24-hour news network. "It cost a lot more than that." ■

Syndicators say Clinton off base on violence

Argue violent content has decreased during past two years

By Christopher Stern

President Clinton is behind the curve when it comes to television violence, say syndicators who maintain that the medium has become much less bloody in the past two years.

Clinton called on the entertainment industry last Tuesday night to "understand the damage that comes from the incessant repetitive mindless violence and irresponsible conduct that permeate our media all of the time." Clinton made the statement before a joint session of Congress during his annual State of the Union speech.

But syndicators at NATPE said last Wednesday President Clinton failed to acknowledge that television violence has decreased significantly during the past two years. Several said they already had responded to demands from advertisers to provide a more friendly environment for their commercials.

"What the President was speaking

about, the syndication industry reacted to a long time ago," said Genesis Executive Vice President Phil Oldham.

Oldham and others say the industry has corrected itself through marketplace pressure from advertisers. And that's the way it should be, several syndicators said.

"The solution [to television violence] is in the eyes of the consumers, in their right to change the dial. That right should not be put in any other place at all," said George Back, president, All American Distribution.

President Clinton's comments come just weeks after FCC Chairman Reed Hundt said he was satisfied with the industry's efforts to regulate itself. FCC Commissioner Andrew Barrett also said last week that he supported marketplace solutions to alleged problems with television violence.

Concerns over television violence

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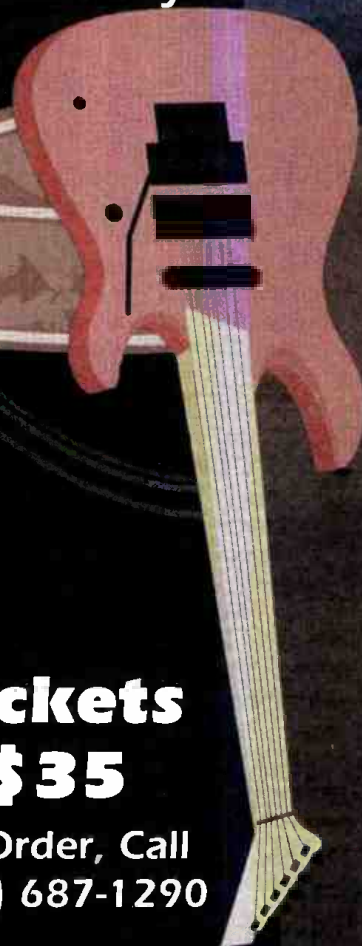
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killed *Robocop*, said Rysher Entertainment's Jim Burke. A decision to water down the show's violence contributed to its failure in the marketplace, said Burke. "We tried to please too many audiences," he said. "I don't think there really is any correlation between violence on TV and violence in society," Burke added.

Asked about TV violence, former Tribune Entertainment president Sheldon Cooper, who now heads his own Cooper Entertainment development firm, appearing on NATPE's "The Gurus of Programing" panel, said American society has always displayed and reported violence, real and fictional. He cited books (includ-

ing the Bible), movies, theater and nonfiction television—documentaries, news and tabloids. He agreed with other executives who said violence on television has declined in the past few years. But he also disputed any direct correlation between small-screen violence—in any genre—and real-life violence. ■

Quello says second channel should be free

Commissioner tells INTV crowd that broadcasters should not have to pay extra for broadcast-related ancillary services

By Harry A. Jessell

FCC Commissioner James Quello says TV stations should not have to pay for second channels used to broadcast HDTV and other broadcast-related services.

"What possible justification is there for requiring television broadcasters to pay for spectrum used for advanced television services that will be provided to the American public for free?" Quello asked in an INTV speech Sunday.

Amplifying his remarks afterward, Quello said stations are entitled to free spectrum only if the services sent over it are "complementary or ancillary" to conventional TV. If the stations use all or part of the channel to transmit non-broadcast services for a fee, he said, they should have to share their earnings with the government.

The FCC has tentatively decided to award each TV station a second channel for digital HDTV, a service promising bigger, sharper pictures

than conventional TV (NTSC). Broadcasters have been pressing policymakers for the freedom to use the channel for broadcasting multiple channels of NTSC-like TV or for transmitting data.

Quello's position may place him at odds with FCC Chairman Reed Hundt. In a speech earlier this month at the Consumer Electronics Show and in a follow-up interview with BROADCASTING & CABLE, Hundt said broadcasters should pay for the extra channel in cash or in kind—free time for political candidates, educational programing for children, or news and information.

In his speech, Quello touched on another potential point of conflict with the chairman: children's television.

"Should the commission impose new specific requirements regarding children's educational and informational programing?" Quello asked.

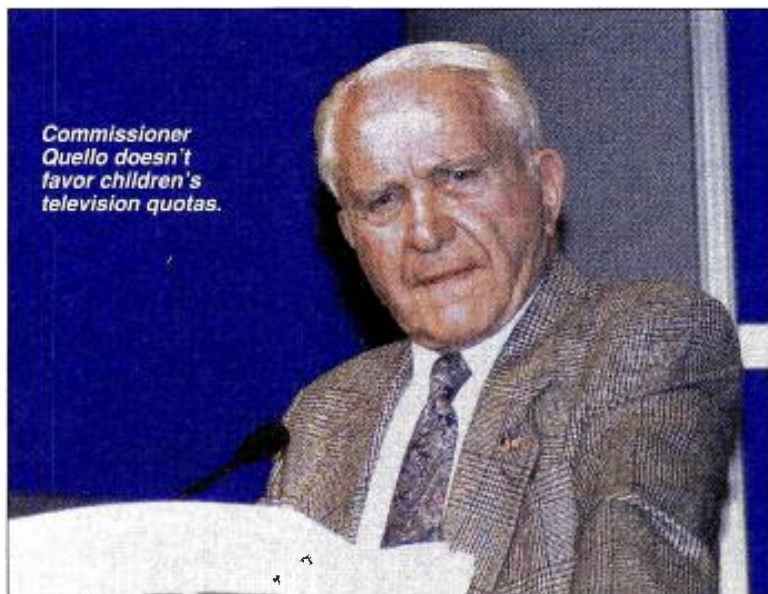
No, he answered afterward, if the "specific requirements" are a specific amount of programing. Such a

requirement would be overturned by the courts on First Amendment grounds, he said. "It's going to be tough with numbers."

The need to clarify broadcasters' statutory obligations to serve the educational needs of children could be satisfied simply by issuing new "guidelines," Quello said. The FCC would look at how closely stations followed the guidelines when they applied to renew their licenses, he said.

His plan "might not satisfy [Ed] Markey," the Democratic congressman who authored the law imposing the children's TV obligations, Quello said. "But it might satisfy the new Republican majority [in Congress.]"

Hundt has floated the idea of basing compliance with the children's TV rules on the performance of all the stations in the market rather than on that of individual stations (BROADCASTING & CABLE, Jan. 22). According to some sources, the plan contemplates using numerical quotas for programing as part of the per-



formance standard.

In his speech, Quello reassured broadcasters that he has their medium at heart. "I'll tell you right now that this commissioner does not intend to saddle the industry with overly burdensome regulations or payment schemes that will undermine your service to your communities."

And despite their differences, Quello promised to work closely with Hundt. The chairmanship is a "tough job," he said. "I'm looking forward to an improved relationship in the future." ■

BSkyB and BBC: mutually beneficial

By Steve McClellan

Rupert Murdoch's BSKyB has a relatively small share of UK TV homes (1 million out of 55 million). But he has joined with the noncommercial British Broadcasting Corp. to acquire programming and sports franchises that have helped both services boost their ratings.

Not all of the UK's established players think the strategy is a good idea. At an international panel session last week, Paul Jackson, a senior executive at Carlton UK Productions, part of the ITV network of companies, said the BBC was helping to establish another competitor in the marketplace faster than it could on its own.

But the BBC's Alan Howden responded that if the network's program strategy presented a problem for ITV, so be it. The BBC, he said, is a "fixed income" service that relies solely on subscription fees for its budgets. Thus, it is more efficient for the BBC to share program costs and windows with others. "We

Top cable shows

Following are the top 15 basic cable programs for the week of Jan. 16-22, 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. Movie: 'Rambo: First Blood Pt. II'	USA	Sun 5:00p	3,336	5.3	3.5
2. Movie: 'Roadhouse'	TBS	Sun 4:30p	3,159	5.0	3.3
3. Movie: 'First Blood'	USA	Sun 3:00p	2,860	4.6	3.0
4. Movie: 'Rambo III'	USA	Sun 7:00p	2,818	4.5	3.0
5. Movie: 'Avenging Angel'	TNT	Sun 8:00p	2,813	4.6	2.9
6. Movie: 'Tremors'	USA	Sat 5:00p	2,727	4.3	2.9
7. Movie: 'Hang 'Em High'	TNT	Sun 3:30p	2,562	4.2	2.7
8. Movie: 'Rambo: First Blood Pt. II'	USA	Fri 9:00p	2,558	4.1	2.7
9. Movie: 'First Blood'	USA	Thu 9:00p	2,529	4.0	2.7
10. Golden Globe Awards	TBS	Sat 10:00p	2,375	3.8	2.5
11. Movie: 'Rambo III'	USA	Sat 8:00p	2,370	3.8	2.5
12. Movie: 'Men at Work'	TBS	Sun 2:30p	2,345	3.7	2.5
13. Murder, She Wrote	USA	Wed 8:00p	2,301	3.7	2.4
14. Movie: 'Grease'	TBS	Mon 5:50p	2,285	3.6	2.4
15. Movie: 'Jaws'	TBS	Sun 6:35p	2,275	3.6	2.4

Following are the top five pay cable programs for the period of Jan. 16-22, ranked by the number of households tuning in. Source: cable networks based on Nielsen Media Research.

1. Movie: 'The Pelican Brief'	HBO	Sat 8:00p	3,868	18.2	4.1
2. Movie: 'The Fugitive'	HBO	Sat 10:45p	2,544	12.0	2.7
3. Movie: 'The Beverly Hillbillies'	HBO	Sun 1:00p	2,183	10.3	2.3
4. Movie: 'Taxicab Confessions'	HBO	Mon 11:45p	1,998	9.4	2.1
4. Movie: 'Night of the Running Man'	HBO	Thu 9:00p	1,870	8.8	2.0

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believe the satellite audience would have to get beyond 50% of the viewing population before we see damage to our own viewing levels," he said. And he doesn't see that happening in the next five years. "It may never happen," he said.

Also on the panel was John Sie, president of the Encore Networks. Sie said Encore was able to launch in a crowded pay TV environment

in the U.S. because it targeted viewers who wanted less violent and sexual content than the first-run theatrical movies offered by HBO and Showtime.

At Disney, Etienne de Villiers, president of the company's international TV division, said many of the classic Disney animation features will never be shown on TV—with the possible exception of Disney's

own cable networks. "It's not worth it to us," he said. The company believes it can better maximize revenue per title per viewer by marketing and remarketing films in theaters and in home video windows, he said.

"We're a brand in and of ourselves," said de Villiers. "We're less concerned about distribution than managing the brand." ■

'No-Holds-Barred' Barrett

Commissioner says FCC has no business regulating content

By Christopher Stern

Andrew Barrett took the lead last week as three FCC commissioners and the chief of the NTIA fielded questions on telecommunications policy. From multiple ownership to TV violence Barrett left no doubt as to where he stood.

"I don't think the government ought to be going around telling people what ought to go into their house," Barrett told an appreciative audience at the joint INTV/opening NATPE session. "The question is: Has there been a reduction in demand for violence?" said Barrett, adding, "People show and produce what people want."

Barrett's position appeared to be at odds with that of other panel members, including commissioners Rachelle Chong and Susan Ness. When asked if she had noticed any reduction in television violence during the past year, Chong replied, "There has been some reduction, although there is still a lot there."

Ness acknowledged industry efforts to reduce children's exposure to violence but said, "We as a national community need to think about what we are exposing our children to."

Barrett also criticized FCC Chairman Reed Hundt's recent proposal to look at children's programming obligations on a market-by-market basis, rather than station-by-station. "We don't license markets, we license sta-



FCC Commissioner Andrew Barrett

tions," said Barrett.

Commerce Department Assistant Secretary Larry Irving was also critical of the proposal. He noted the Children's Television Act, which

authorized the FCC to insure that broadcasters provide kids TV, required compliance on a station-by-station basis. Irving was an aide to former Telecommunications Subcommittee chairman Ed Markey (D-Mass.) when the legislation was passed in 1990.

Chong said she was interested in a market-by-market approach. She also said some broadcasters had approached her with a similar idea to pool their children's TV obligations. Under the proposal, one broadcaster would take responsibility for providing children's programming. In return, that broadcaster would be financially compensated by others in the market.

Barrett also expressed his support for liberalization of the ownership rules. "If you hold back stations, you diminish their value," he said. ■

Prime averages for emerging broadcast networks—Jan. 16-22

	WB
WEDNESDAY	1.9/3
8:00	100. The Wayans Bros. 2.2/4
8:30	100. The Parent 'Hood 2.2/3
9:00	102. Unhap Ever After 1.8/3
9:30	103. Muscle 1.6/3
WEEK'S AVGS	2.0/3
SSN TO DATE	1.9/3

	UPN
MONDAY	13.0/19
8:00	
8:30	22. Star Trek: Voyager
9:00	13.0/19
9:30	
TUESDAY	3.7/5
8:00	
8:30	98. Marker 4.1/6
9:00	
9:30	99. The Watcher 3.4/5
WEEK'S AVGS	8.4/12
SSN TO DATE	8.4/12

Ratings: Week 18, according to Nielsen, Jan. 16-22

	 ABC	 CBS	 NBC	 FOX
MONDAY	10.4/15	13.7/20	10.2/15	12.7/18
8:00	48. <i>Coach</i> 10.3/15	23. <i>The Nanny</i> 12.8/19	63. <i>Fresh Prince</i> 8.9/13	
8:30	73. <i>New Ballgame</i> 8.2/12	16. <i>Dave's World</i> 13.6/19	75. <i>Blossom</i> 8.1/12	24. <i>Melrose Place</i> 12.7/18
9:00		15. <i>Murphy Brown</i> 13.8/19		
9:30	40. <i>ABC Monday Night Movie—Death in Small Doses</i> 11.0/16	19. <i>Cybill</i> 13.4/19	38. <i>NBC Monday Night Movies—Out for Justice</i> 11.1/17	
10:00		14. <i>Chicago Hope</i> 14.4/23		
10:30				
TUESDAY	15.3/24	9.4/14	11.4/18	11.0/16
8:00	34. <i>Full House</i> 11.5/18	42. <i>Rescue: 911</i> 10.9/17	44. <i>Wings</i> 10.7/17	
8:30	33. <i>Me & the Boys</i> 11.6/18		56. <i>Smthing Wilder</i> 9.4/14	40. <i>R&R Skating Championship</i> 11.0/16
9:00	5. <i>Home Improvmt</i> 17.4/25	66. <i>Before Your Eyes</i> 8.7/13	20. <i>Frasier</i> 13.1/19	
9:30	6. <i>Grace Under Fire</i> 17.3/26		37. <i>J Larroquette</i> 11.2/17	
10:00	9. <i>NYPD Blue</i> 17.1/28		28. <i>Dateline NBC</i> 12.0/20	
10:30				
WEDNESDAY	12.3/20	8.8/14	11.4/18	9.2/14
8:00	58. <i>Sister, Sister</i> 9.3/15	64. <i>Women/House</i> 8.8/14	30. <i>Garth Brooks—The Hits</i> 11.7/18	38. <i>Beverly Hills, 90210</i> 11.1/17
8:30	56. <i>All American Girl</i> 9.4/14	81. <i>Hearts Afire</i> 7.8/12		
9:00	13. <i>Roseanne</i> 14.5/22	86. <i>Double Rush</i> 7.5/12	30. <i>Dateline NBC</i> 11.7/18	89. <i>Party of Five</i> 7.3/11
9:30	18. <i>Ellen</i> 13.5/21	89. <i>Love & War</i> 7.3/11		
10:00	16. <i>Primetime Live</i> 13.6/23	44. <i>Northern Exposure</i> 10.7/18	44. <i>Law and Order</i> 10.7/18	
10:30				
THURSDAY	7.8/12	9.4/14	21.0/32	8.3/13
8:00	92. <i>My So-Called Life</i> 6.9/11	44. <i>Due South</i> 10.7/16	12. <i>Mad About You</i> 16.4/25	68. <i>Martin</i> 8.5/13
8:30			6. <i>Friends</i> 17.3/26	64. <i>Living Single</i> 8.8/13
9:00	66. <i>Matlock</i> 8.7/13	81. <i>Eye to Eye with Connie Chung</i> 7.8/12	2. <i>Seinfeld</i> 23.5/35	77. <i>New York Undercover</i> 8.0/12
9:30			3. <i>Mad About You</i> 21.1/31	
10:00	84. <i>Day One</i> 7.7/12	53. <i>48 Hours</i> 9.7/15	1. <i>E.R.</i> 23.9/38	
10:30				
FRIDAY	14.0/24	10.2/17	9.4/16	6.4/11
8:00	20. <i>Family Matters</i> 13.1/22	36. <i>Diagnosis Murder</i> 11.3/19	51. <i>Unsolved Mysteries</i> 10.1/17	96. <i>M.A.N.T.I.S.</i> 4.8/8
8:30	24. <i>Boy Meets Wld</i> 12.7/21			
9:00	24. <i>Step By Step</i> 12.7/21	54. <i>Under Suspicion</i> 9.5/16	51. <i>Dateline NBC</i> 10.1/17	77. <i>The X-Files</i> 8.0/13
9:30	29. <i>Hangin w/Mr. C</i> 11.9/20			
10:00	10. <i>20/20</i> 16.9/29	53. <i>Picket Fences</i> 9.7/17	79. <i>Homicide: Life on the Street</i> 7.9/14	
10:30				
SATURDAY	7.7/13	8.8/16	7.9/14	8.6/15
8:00		81. <i>Dr. Quinn Medicine Woman</i> 7.8/14	92. <i>Empty Nest</i> 6.9/12	71. <i>Cops</i> 8.4/15
8:30	87. <i>ABC Saturday Family Movie—Every Which Way But Loose</i> 7.4/13	87. <i>Boys Are Back</i> 7.4/13	91. <i>Mommies</i> 7.1/12	59. <i>Cops</i> 9.1/16
9:00		75. <i>Five Mrs. Buch</i> 8.1/14	85. <i>Sweet Justice</i> 7.6/13	68. <i>America's Most Wanted</i> 8.5/15
9:30				
10:00	73. <i>The Commish</i> 8.2/14	43. <i>Walker, Texas Ranger</i> 10.8/19	59. <i>Sisters</i> 9.1/16	
10:30				
SUNDAY	10.8/16	17.4/27	9.8/15	7.2/11
7:00	50. <i>Am Fun Hm Vid</i> 10.2/16	4. <i>60 Minutes</i> 19.1/30	79. <i>Earth 2</i> 7.9/12	95. <i>Simpsons</i> 4.9/8
7:30	27. <i>Am Fun Hm Vid</i> 12.6/19			97. <i>Get Smart</i> 4.4/7
8:00	61. <i>Lois & Clark</i> 9.0/13	8. <i>Murder, She Wrote</i> 17.2/25	72. <i>seaQuest DSV</i> 8.3/12	48. <i>Simpsons</i> 10.3/15
8:30				68. <i>House/Buggin'</i> 8.5/12
9:00		11. <i>CBS Sunday Movie—Big Dreams, Broken Hearts</i> 16.7/26	34. <i>NBC Sunday Night Movie—A Family Divided</i> 11.5/18	61. <i>Married w/Chld</i> 9.0/13
9:30	30. <i>ABC Sunday Night Movie—The Rookie</i> 11.7/18			94. <i>Dream On</i> 6.0/9
10:00				
10:30				
WEEK'S AVGS	11.2/18	11.4/18	11.5/18	8.9/14
SSN. TO DATE	12.0/20	11.5/19	11.4/19	7.8/12

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

Telemedia

THE INTERACTIVE WORLD OF VIDEO, VOICE AND DATA

Week

Interactive

Sony, Microsoft link up for interactive set-top boxes

Sony programing assets excluded from strategic alliance

By Mark Berniker

Sony has entered into a deal with Microsoft to jointly develop consumer electronics hardware for interactive television, while continuing discussions about content on future broadband networks.

The companies say they will collaborate on hardware and software for interactive broadband networks, but refused to provide specifics.

Microsoft is working with several companies worldwide to deliver on its promise of end-to-end architecture for interactive television. The company is getting two interactive television trials up and running with TCI in Seattle and SBC Communications (formerly Southwestern Bell) in Richardson, Tex.

One facet of the deal between Microsoft and Sony is to develop set-top boxes, or "interactive home terminals," as the partners refer to them. Microsoft is working with General Instrument/Intel, NEC and Hewlett-Packard on similar in-home boxes for interactive television.

"We steer away from using 'set-top box' terminology, since in the future these devices will differ dramatically from how they look today," says Elizabeth Coppinger, director of business development, Sony New Technologies.

"We agreed the cable box connotation is not appropriate, because what we're building is a highly integrated advanced computer that will serve as a full participant in interactive broadband network," says Alan Yates, business development manager for Microsoft's Advanced Consumer Tech-

nology Group.

Sony is entering the undefined market for set-top devices, which is becoming increasingly cluttered with other consumer electronics, computing and communications manufacturers.

Yates says Sony set-top devices will be tested in Microsoft's labs and will

be used in interactive television trials, possibly as early as next year. However, Sue D'Agostino, a Sony spokesperson, says it is "too early to discuss a delivery date and it would be premature to talk about pricing."

Sony and Microsoft will also work to develop an integrated hardware and software system for video servers used in storing interactive television services. "We see the video server as a

system integrating hardware and software together," Coppinger says.

The companies signed a letter of intent last July, and recently agreed to focus on creating consumer-oriented set-top boxes and a video server product expected to be designed for specific private networks.

"Microsoft's end-to-end architecture is very interesting and gives us an opportunity to be part of emerging interactive broadband networks," Coppinger says.

Beyond Sony's acumen for making consumer electronics equipment, the company has a wealth of film, television and music in its archives and new products are churned out constantly.

Coppinger admits this material is "definitely being considered" as part of the deal, but "no specific commitment to Microsoft" has been made by Sony.

However, D'Agostino says that "programming is not part of this deal and has never been stated to be part of this agreement."

"Sony has tremendous assets on the content side," says Coppinger, "and we are actively investigating the possibilities with Microsoft of ways our content

SONY

Microsoft

Hearst sets up 'Multimedia Newsstand' on Internet

Hearst's New Media & Technology Division has launched a site on the Internet that it is calling "an interactive shopping and entertainment service," available over the World Wide Web. Hearst will sell magazine subscriptions, videotapes and audio CDs through its Internet site. The site will also include a daily comic strip called "Secret Agent X," a daily trivia quiz and collectors' trading post. Hearst plans to sell CD-ROMs and other electronic products in the future.



ChannelWorks: Digital's Onramp to the Information Highway

... For Cable Companies

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

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

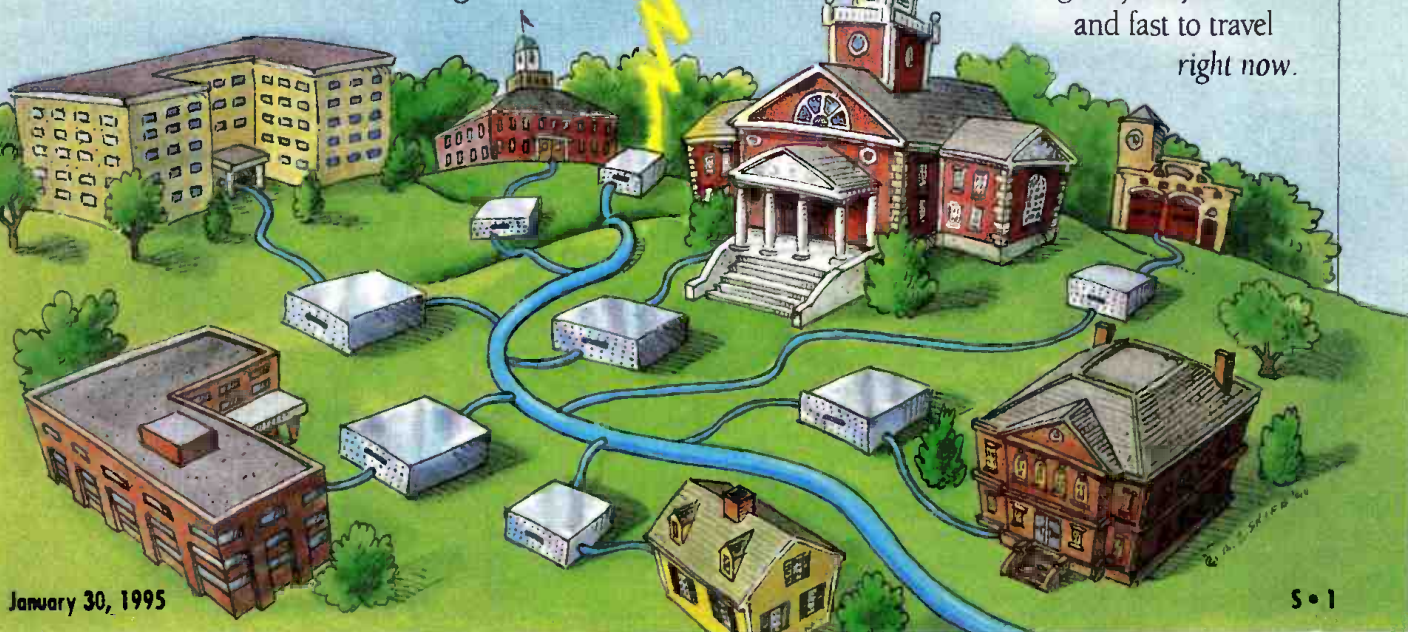
A solution has been conceived and given a name — the Information Highway. And a selection has been made: an existing

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

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

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

INTERNET



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

A New Partnership: Cable, Internet and ChannelWorks

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

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

The Internet is the Information Highway...

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

In departure from its defense- and



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

...But Access isn't Easy

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

ChannelWorks Speeds MSU's Healthcare Delivery

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

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

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

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

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

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

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

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

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

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

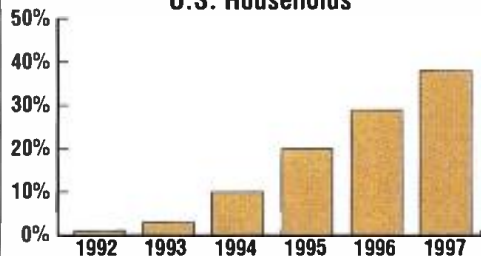
In fact, Liskey has already been witness to the exciting opportunities ChannelWorks brings to the classroom.

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

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

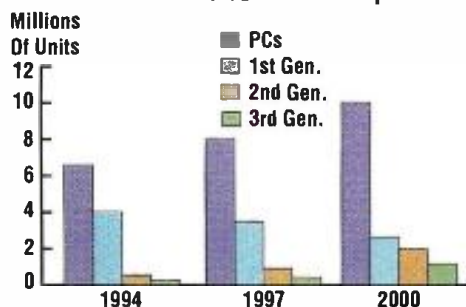
Opportunity Knocks...

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



Source: Link Resource, 1994

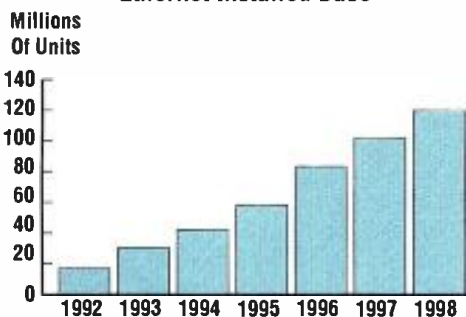
Forecast Sales of PCs and Set Top Boxes



Source: Insight Research, July 1994

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

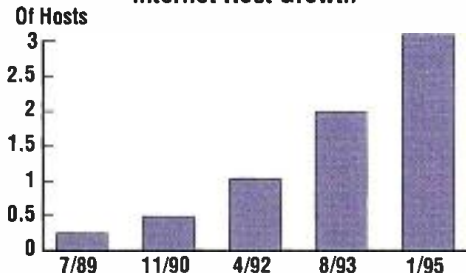
Ethernet Installed Base



Source: International Data Corporation, 1994

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

Internet Host Growth



Source: Boardwatch, 1994

...and the demand for Internet access explodes!

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

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

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

Needed: The Bandwidth and Communitywide Access of Cable

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

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

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

ChannelWorks: Cable and the Internet Together

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

What Does ChannelWorks Offer?

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

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



Ethernet over a metropolitan area.

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

The ChannelWorks Bridge

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

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

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

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

The ChannelWorks Internet Brouter

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

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

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

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

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

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

Who Can Use ChannelWorks?

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

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

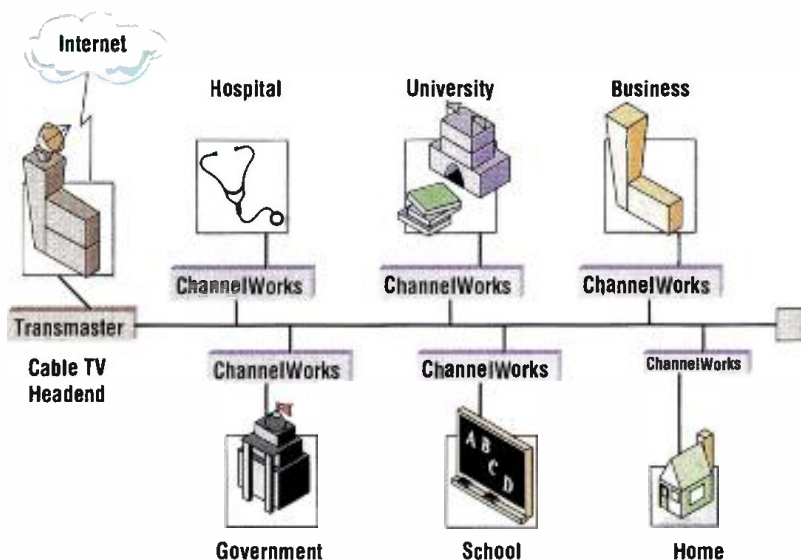
- **Networked educational systems.** Educational institutions are seeking new ways to deliver educational material and streamline administrative processes. With Digital's ChannelWorks Internet Brouter, schools can access databases and libraries and offer students easy access to today's user-friendly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

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

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

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

An Example Of A ChannelWorks Network



Source: Digital Equipment Corp.

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

ChannelWorks: The Future is Now

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

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

The Benefits of ChannelWorks for Information Highway Travelers

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

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

Today's ChannelWorks Product Family At-A-Glance

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

Source: Digital Equipment Corp.

Digital & The Internet

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

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

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

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

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

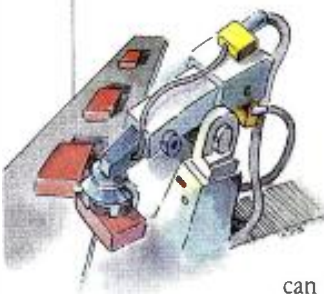
And the expertise that Digital gains in using the Internet for innovative business purposes provides the experience necessary to help customers take advantage of unique Internet opportunities in their own industries.

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

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

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

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



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

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

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

ciency and makes the network easier to manage.

• **Adherence to standards and protocols.**

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

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

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

Internet: Evolution Of An Information Highway

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

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

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

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

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

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

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

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

The Benefits of ChannelWorks for Cable Companies

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

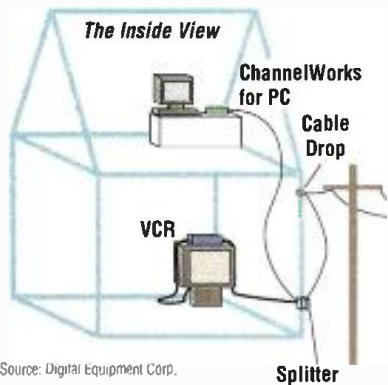
Cable operators can deliver such Information Highway services with ChannelWorks because it provides:

• **Additional separate revenue streams.**

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

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

Coming Soon: ChannelWorks Desktop Modem



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

networking and Internet access.

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

What's Needed to Get Started

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

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

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

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

Coming Soon: ChannelWorks at Home

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

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

ChannelWorks Links Hawaiian Schools

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

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

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

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

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

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

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

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

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

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

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

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

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



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

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

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

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

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



ECnet Takes Manufacturing Interactive With ChannelWorks

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

could eventually be delivered over interactive broadband networks."

Sony owns Columbia Pictures, TriStar film and television properties, Sony Music and various software-related ventures, including TriStar Interactive, Sony ImageSoft and Sony Electronic Publishing.

Microsoft has said it is spending \$150 million per year on research and development of interactive television and other systems that will link electronic devices, software and consumers. ■

Interactive

Nynex, Prodigy link for interactive yellow pages

Computer-based service could migrate to cable modems, VDT systems

By Mark Berniker

Nynex has hooked into Prodigy to offer an online interactive yellow pages over personal computers and is working to expand the service to cable modems and video dialtone networks in the future.

The venture initially will focus on Nynex's operating region in the Northeast by making the service available to 200,000 Prodigy subscribers in New York. Prodigy has more than 2 million subscribers nationwide.

Ross Glatzer, president of Prodigy services, says the "ultimate goal" is to create a nationally networked interactive yellow pages system that will electronically link telephone companies around the country.

Nynex will sell interactive ads in much the same way it sells space in its printed books. Companies will have the option of creating anything from small listings to full-color pages.

Scott Kurnit, executive vice president, consumer products, marketing and development for Prodigy, says the interactive yellow pages "port over to our cable trials."

Prodigy is now conducting cable modem trials with a number of cable operators nationwide. The tests offer

Cable Television

57 channels and somethin' on

US West picks small cable operator to supply programing for Omaha trial

By Mark Berniker

Interface Communications will assemble the analog basic and pay TV programing for US West's FCC-sanctioned cable trial in Omaha.

Interface, a small Boulder, Colo.-based cable operator, will position the telephone company's cable offering against a number of competitors in Omaha, including Metrovision, Tele-Communications Inc. and Cox Cable Communications.

"I need to be as clever as I can in the pricing, packaging and promoting of my product," says Jeff Morgan, president of Interface Communications, which has 20,000 cable subscribers in small systems in Colorado, Nevada and Florida.

Morgan is compiling an analog package of 57 channels of cable programing services for the Denver-based telco. The services will be offered in conjunction with a menu of interactive offerings under the US West TeleChoice Interactive Services brand. These interactive services will include home shopping, games, video on demand and other unnamed offerings. The precise package of programing will be announced in the next few weeks.

"We have nothing to do with the digital product," Morgan says.

Last month the FCC approved US West's channel-allocation plan for the trial in Omaha, and it is expected the telco soon will announce other video programers that will be part of its gateway. Metrovision is expected to be one, and Morgan thinks it will receive a similar number of channels.

"We will be overbuilding all of them," Morgan says, referring to the competitive cable operators in Omaha. US West has an ambitious plan to build a broadband network with far greater capacity than the existing cable systems. The telco wants to build the network in and around Omaha, then expand it throughout its 14-state operating region.

US West's Omaha trial will start sometime between Feb. 15 and March 1. It is scheduled to last six months, but Morgan says it probably won't last that long. He expects US West to shift quickly to a market trial, which will operate for one year. Interface's con-

subscribers access to the online service at speeds far greater than those available via conventional telephone lines.

Kurnit says certain "technical issues are being worked out" in those trials to eliminate "technical bugs." He says, "The return path has not been as clean



as it needs to be."

The technical trials will finish by midyear, Kurnit says, and market trials will begin in the fourth quarter. He expects a "slow rollout" of Prodigy over cable systems beginning next year and projects "over a million subscribers by the end of 1996."

Kurnit also says Nynex may provide the interactive yellow pages over its planned video dialtone trials in Massachusetts and Rhode Island. ■

tract with US West is for the duration of the trial.

Morgan says he is "living proof" that small cable operators have a role to play in the broadband networks being created by telephone companies across the country.

"I could never afford to build a fiber-to-the-node network with video file servers, compressed digital video product and set-top boxes [otherwise], because I'm too small," Morgan says.

"Interface's experience in providing

cable television service in both competitive and noncompetitive markets uniquely qualifies it to offer video programming as part of US West's interactive multimedia network," says Audley Webster, executive director, US West Communications. ■

Calendar

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

Feb. 5-8—Interactive Newspapers '95, sponsored by The Kelsey Group, Editor & Publisher and International Newspaper Marketing Association. Hyatt Regency, Reunion Center, Dallas. Contact: Natalie Kaye, 609-921-7200.

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

Feb. 28-March 3—Satellite '95, sponsored by Phillips Business Information, Sheraton Washington, Washington. Contact: 1-800-777-5006; 301-424-3338.

March 20-23—SUPERCMM '95 with ICA EXPO, sponsored by the Telecommunications Industry Association, the United States Telephone Association and the International Communications Association. Anaheim Convention Center, Anaheim, Calif. Contact: ICA, 214-716-4140; TIA, 202-457-4935; USTA, 202-326-7279.

May 7-10—Cable '95, sponsored by the National Cable Television Association. Dallas Convention Center, Dallas. Contact: NCTA, 202-775-3606.

May 31-June 3—Multimedia '95 Exposition and Forum, sponsored by Multimedia Trade Shows Inc. Metropolitan Toronto Convention Centre, Toronto, Canada. Contact: 905-660-2491.

Interactive

The new media 'evolution'

Interactivity may prove more buzzword than byword

By David Tabenkin

Interactivity may be on the way, but plenty of disagreement exists on how extensive it will be and how soon it will arrive—as was evidenced by a NATPE panel last Tuesday on "The New Media Revolution."

Bear Stearns senior managing director Clifford H. Friedman and online entertainment producer and session moderator Joshua Harris both said extensive two-way interactivity is in demand and will be on the way within the next several years.

On the other side, Satellite Broadcasting and Communications Association of America President Chuck Hewitt, McGraw-Hill Broadcasting President Edward T. Reilly and National Association of Broadcasters Senior Vice President of Television Chuck Sherman all expressed skepticism over whether demand for interactive services would grow rapidly enough to fund quick rollouts and how eager consumers are for the new services.

"People don't want to work to play [by participating in two-way entertainment], they want to play," said Reilly. "The question arises with the cost of broadband whether it is economical. In [the Time-Warner

"The question is: What percent of the market wants interactive, two-way [and] at what cost?"

**Edward T. Reilly,
president, McGraw-Hill
Broadcasting**

Full Service Network rollout in] Orlando, Time Warner could have given every citizen a Mercedes and it would have been cheaper. The question is: What percent of the market wants interactive, two-way [and] at what cost?"

"I clearly disagree with you," countered Harris, president of Jupiter Interactive Productions. "I don't think we should confuse the fact that it may initially be difficult to implement with a lack of demand. At some point in time, it will be easy to use and much more interesting than passive entertainment."

Reilly said that one clear concern about the new technology is whether it will be available to all citizens for free or at a nominal charge.

Friedman said that the advance in interactivity will take place in three stages. The first will be "pointcast"

interactive that will feature initial, basic services like video on demand that will "get the market going."

The second stage will be "passive interactive," nonlinear entertainment, such as interactive games.

However, Friedman said that the market will not really take off until a third stage, "social interactivity," is reached. Such services would include services that allow users throughout the world to talk and participate together in activities of shared interest.

Sherman pointed out that free television remains the dominant form of entertainment and said that that leadership will allow television networks and local stations to adapt to and adopt new technologies that actually pan out.

"We'll see a revolution—but broadcasters will be well prepared for it," said Sherman. "Digital upgrades will help us get into other technologies and we have a broad audience that no other service can provide."

Harris said that many interactive users are already forming regular usage patterns for online services. Use of an online chat line produced by the company, for instance, dips when ABC's *Roseanne* comes on, and returns when the show ends. ■

Interactive

Interactivity for broadcasters: waiting for spectrum

By Christopher Stern

Broadcasters still have a long wait before the interactive hype catches up with the reality, said Hollywood executives and interactive producers in Las Vegas last Tuesday.

Technology is not yet in place, and Hollywood and Silicon Valley still are trying to work out their cultural differences, members of the NATPE panel said.

Television stations will have to wait for the extra spectrum they will receive for HDTV before they can become fully interactive,

said Alliance Communications' Steve Mendelson, senior vice president, series and new media development. "The toughest nut to crack will be broadband television," said Mendelson.

The kind of interactivity consumers have come to expect through computer games and CD-ROMs could take up to 20 channels in capacity, said Graeme Devine, president of Trilobyte, an Oregon-based software company.

Devine said he is negotiating with DIRECTV to produce 10 episodes of an inter-

active program. However, one sticking point in the talks is the capacity, he said.

Devine also said the fledgling interactive industry is trying to overcome cultural and other differences with Hollywood. A key point of contention is the studio's efforts to base future software on its libraries.

Hollywood not only wants to promote its existing product, it also wants to draw on its star power to attract customers, said Columbia TriStar's Richard Glosser, senior vice president, interactive programming. He added

that the trend in CD-ROMs is toward higher production costs, which will push the industry toward the marketing tactics it knows best.

But Devine pointed out that the three top-selling CD-ROMs of the past year, *Myst*, *Doom* and *7th Guest*, were original products that were developed for less than \$500,000.

The panelists acknowledged current interactive services, such as the Interactive Network. But their broadband two-way vision goes beyond the interactivity currently provided on at least two cable networks, which requires viewers to respond over touchtone telephones.

"Some people call that secondhand interactivity," said Devine, adding, "as in secondhand smoke." ■

Minneapolis Fox affiliate sets up online site

The Fox affiliate in the Twin Cities market has decided to create an electronic online connection with its viewers. The online system will provide station information, broadcast schedules, community events, opinion polls, forums for specific shows, a photo library and an online chatting lounge. Fox 29 On-line is available for no charge and is operated by Interactive Computer Corp. of Minneapolis.

Sports Illustrated TV swimsuit issue on internet

On Feb. 7 Sports Illustrated Television will provide excerpts over the Internet from its upcoming NBC broadcast of "Sports Illustrated Swimsuit Special: Class of '95." Time Warner is combining its television, print and online programming and promotion campaigns for SI's annual swimsuit issue.

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The Atlantic Monthly
Newsweek Interactive
HotWired
Digital Ink Co.
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CNBC/America's Talking
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Shamrock deal blossoms for Interep

Companies agree to sole representation of 12 FM, 7 AMs in venture, following Infinity lead

By Donna Petrozzello

In the second agreement of its kind in less than six months, the Interep Radio Store will create a separate, dedicated rep firm to represent national advertising sales for Shamrock Broadcasting's 19 major-market radio stations.

The new venture, Shamrock Radio Sales, is similar to Interep's September 1994 deal with Infinity Broadcasting, which spawned Infinity Radio Sales. The deal with Shamrock gives Interep sole representation of the broadcaster's 12 FM and seven AM stations. The stations are expected to reap an estimated \$35 million in gross billings this year.

The majority of Shamrock's stations had contracted with the Katz Radio Group and its affiliates, East-

man Radio and Christal Radio, to represent their national ad sales. One-third of Shamrock's stations were represented by two of Interep's affiliates, Group W Radio Sales and McGavren Guild Radio.

Some of Shamrock's higher-billing stations—WHTZ(FM) New York; KLAC(AM) and KZLA-FM, both Los Angeles; and KABL-AM-FM San Francisco—had been represented by Katz affiliates Christal and Eastman. National ad sales for these and other Shamrock stations now will be handled by Shamrock.

Shamrock Radio Sales is set to launch by May 1. The sales force will include a president, not yet named, and 20-25 salespeople working from eight branches nationwide. Similar to the deal with Infinity, Interep will

own Shamrock Radio Sales.

Shamrock President/CEO Martin Loughman says Shamrock and Interep "share the same corporate values, the same dedication to quality customer service and a common vision on the future of our industry. This was a move to give us greater control of our own destiny and to increase our national sales."

Last September, when the alliance was forged with Infinity, Interep Radio Store President Les Goldberg predicted Interep would create dedicated rep firms for other radio groups.

"We pioneered the concept because it makes sense. It marries our existing infrastructure with a team of dedicated reps to provide the best possible service to the station group," Goldberg says. ■

R I D I N G G A I N

Arbitron response up

Response rates to Arbitron's latest fall 1994 listener survey were up 12.6% over fall 1993. According to Arbitron, the average metro response rate from 174 markets last fall was 40.2%, compared with 35.7% in fall 1993.

In addition, the number of survey diaries returned by males 18-24, typically a difficult demographic to reach, increased by 21%, or 12 diaries, in the fall 1994 survey over fall 1993.

Premiere Radio funding boost

Arch On Communications will provide Premiere Radio Networks with \$14.8 million to fund Premiere's growth in domestic and international radio markets. In return for roughly \$4 million of their total investment, Arch On will receive 500,000 shares of Premiere's common stock and 814,500 warrants. The investment will give Arch On a 40% interest in Premiere Radio. The transaction is expected to close in April, with Pre-

miere shareholders' approval.

California-based Premiere, a radio network and syndicated program supplier, plans to use the balance of Arch On's investment to develop new programs, expand research, develop interactive and international radio services and fund acquisitions. Arch On Communications, based in Los Angeles, is an affiliate of the merchant bank Arch On Capital Partners and was founded to invest in Premiere Radio.

ABC Radio celebrates black history

To celebrate February as "Black History Month," ABC Radio Networks will feature Portraits in Pride, a 20-part series of 60-second vignettes on politics, sports, cinema and civil rights through the "eyes of prominent African Americans."

Also to mark Black History Month, ABC Radio Networks' "Urban Gold" format will feature 60-second vignettes—10 times daily—profiling

prominent personalities in African American history. And air personalities hosting ABC Radio's The Touch format will sponsor trivia contests about African American history weekday mornings in February.

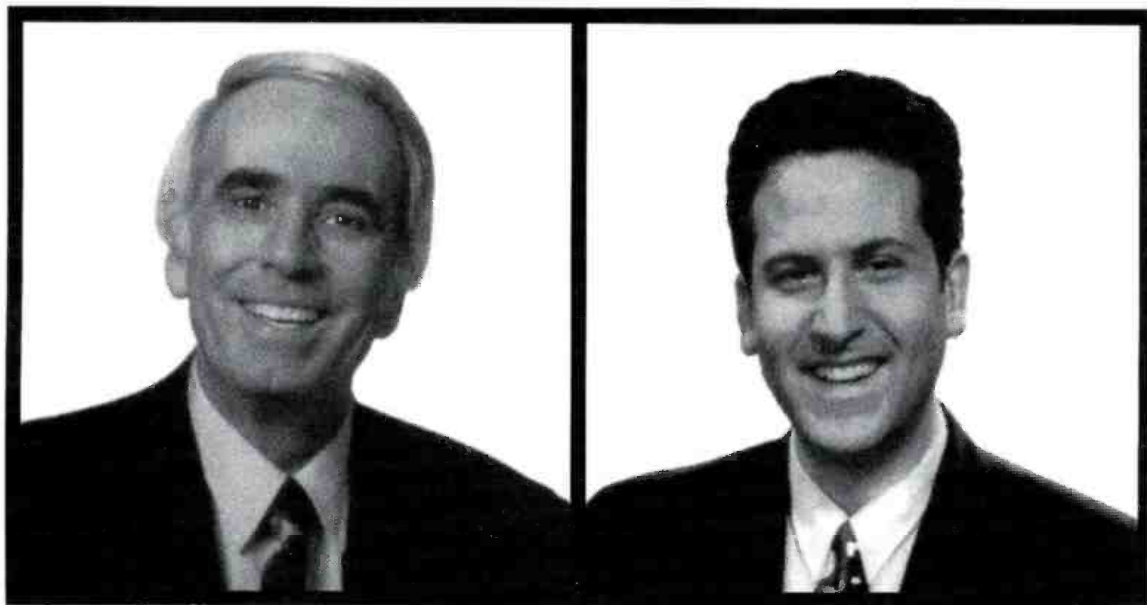
Multicultural music programming on WRTN

Through his Friday night show on WRTN(FM) New Rochelle, N.Y., DJ/record producer Lamar Thomas tries to break down format and cultural barriers. On his "multicultural music programming" show, Thomas features "music that has captured the hearts of us all as Americans—pop music."

Thomas says labeling station playlists and artists by format has prevented certain artists from being heard.

Thomas spins records by a diverse group of artists—from Barbra Streisand to Boyz II Men—so they may be "heard and accepted together."

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Baseball's second string: no cigar

Radio broadcasters fear that if strike is not settled, teams may play ball with replacement players who may not draw listeners or advertisers

By Donna Petrozzello

If major league baseball teams field replacement players this spring to counteract the ongoing strike by regular players, radio broadcasters fear both advertisers and fans may consider the games second-best.

Some program directors say they would rather air their regular sports talk shows than carry games played by replacements. Many also question whether they are legally bound to broadcast games played without a team's regular players. Replacement players are typically recruited from minor league or tryout teams, or are retired veteran players.

"There's some question as to whether we'll have to carry the games if they're not played by the real teams," says John Mainelli, program director at talk WABC(AM) New York, which holds broadcast rights to the Yankees. "If we're legally bound, we'll have to do it. But until we know more, we're

not sure how it will play out."

Also up for debate are the multi-million-dollar broadcast rights fees that radio stations pay each year to exclusively carry games played by their home teams. Broadcasters are questioning whether they should have to pay full fare for games that do not feature first-string players.

For the 1994 season, WABC had a \$5 million contract for broadcast rights to New York Yankees games. In 1995, talk WFAN(AM) New York is in the last year of a five-year, \$5.5 million contract for rights to New York Mets games. Other teams also command millions for radio broadcast rights, including the St. Louis Cardinals, which reaped \$5 million in broadcast rights at KMOX(AM) St. Louis in 1994, and the Seattle Mariners, which forged a \$5 million broadcast rights contract with KIRO(AM) Seattle last year.

"The problem is a combination of

things," says WFAN Program Director Mark Chernoff. "First, are listeners willing to listen to games played by replacement players, and will advertisers want to advertise on games that clearly have replacement players, not regular players? Everybody would feel more comfortable if we were dealing with regular players, not replacement players."

In a typical season, baseball coverage accounts for some 500-800 hours of programming, with preseason coverage starting in March and 162 regular-season games from April through October. When the strike hit in mid-August last year, most stations resorted to sports talk shows to fill the void left by unplayed games. Some stations broadcast repeats of winning games played by home teams.

Tisa LaSorte, program director at WGN(AM) Chicago, which holds broadcast rights to the Chicago Cubs, agrees that if the games are played by replacements, it could present "a harder sell to advertisers in a lot of markets." But she says fans and advertisers will be drawn to Cubs' broadcasts—even if games are played by replacements—because of the team's popularity in the market.

Chernoff says future rights contracts may include a provision that would address carrying games featuring replacement players. ■

New rep makes debut



The Interep Radio Store hosted a party at New York's Tavern on the Green restaurant to celebrate its new dedicated rep firm, Infinity Radio Sales. Pictured (l-r): Alan Leinwand, WJFK-FM Washington; Michael Weiss, Infinity Radio Sales; Mel Karmazin, Infinity Broadcasting president/CEO; Christine Messina, Bozell; Linden Singer, Bozell, and Les Goldberg, Interep Radio Store president.

Errata

CBS Radio Representatives is an independent rep firm that manages national ad sales at CBS's 21 owned-and-operated stations and roughly 40 other non-CBS-owned stations nationwide. CBS Radio Representatives is not part of the Interep Radio Store, as was implied in an article in the Jan. 16 issue, page 99. The group was affiliated with Interep only for the purpose of representing national ad sales on unwired radio networks.

HDTV transmitter makers tackle adjacent channel challenges

Digital signals pose new interference problems, engineers say

By Chris McConnell

Insuring that HDTV signals stay within their assigned channels will take some work, transmitter makers say.

With the FCC studying new proposals to assign HDTV frequencies, transmitter makers are looking at techniques to prevent the digital signals from interfering with adjacent channels, particularly any adjacent NTSC signals. The digital signals, they say, pose new problems to transmitter designers trying to prevent adjacent channel interference.

"Our challenge is to generate low-intermodulation products that do not damage or destroy adjacent signals," says Bob Weirather, director of the TV product line at Harris Allied. The "intermodulation products" are potentially interfering signals that can appear as sidebands around the main digital signals. They result from distortions at a station's amplifier and can cause problems if they spill into an adjacent NTSC channel.

The problem is easier to fix with today's analog signals because those signals have few components that can be distorted, engineers say. The intermodulation distortions, they explain, often can be traced to interaction among different parts of the signal. To prevent the distortions, a station can keep the visual and oral portions of a signal separate until they reach the transmitting antenna.

But digital signals are more complex than their analog counterparts, which consist of a video carrier, audio carrier and a subcarrier for color information. To a transmitter, the digital signal looks like an array of carriers, all of which can interact with each other to produce the intermodulation products.

"Those are our big worries," Weirather says of the digital signals.



Broadcasters hope co-locating adjacent channel HDTV and NTSC antennas on a single tower will combat interference.

Larcan Engineering Vice President John Tremblay agrees. "Everybody's got to address it," he says.

Tremblay and others say they know how to keep the interference in check, but still are working on how to do it cost-effectively. One engineering solution, for instance, would be to install a high-power "linear" transmitter, or one that produces little distortion.

But such a solution by itself is inefficient, engineers say. To keep the distortions in check, a broadcaster would need to run the transmitter far below its peak power. At the advanced television (ATV) field test center in Charlotte, N.C., for instance, technicians have been running their 50 kilowatt transmitter at 6 kw of power to stay within FCC interference rules.

Field test manager Ed Williams draws an analogy of buying a high-power engine and never driving it faster than 50 mph. "Headroom is

expensive," he says.

Williams and others also point to the use of filters and other corrective techniques to combat the interference. Micro Communications President Tom Vaughan predicts that filters will have more work to do as broadcasters begin transmitting digital signals. His company is developing products for the new signals, and he says the Micro Communications filter designs "are all...realizable."

"There are so many tricks that you have to use," Harris Allied's Weirather says, although he maintains that filters alone will not correct the intermodulation distortions.

In an effort to head off such interference concerns, broadcasters developing HDTV/NTSC channel-matching plans this month unveiled a proposal in which adjacent NTSC and ATV channels would be given to the same broadcaster.

"It's a very straightforward proposition," says Covington & Burling lawyer Jonathan Blake, adding that a broadcaster would be able to place the ATV and NTSC transmitters on one tower. Placing adjacent channel ATV and NTSC transmitters at different locations would create a thornier problem because some portions of a market would be affected by the interference more than others.

"It becomes a mapping nightmare," says Mark Aitken, manager of HDTV strategic planning at Comark Communications Inc. But Aitken also says that even with co-located transmitters, the potential exists for ATV-into-NTSC interference.

Weirather thinks manufacturers will have the co-channel interference issue under control once they begin selling the new transmitters. He predicts, though, that there will still be room for improvement. "We'll get better as time goes by," Weirather says. ■

TV verification makes moves at NATPE

Developers hope stations adopt systems for monitoring shows, spots

By Chris McConnell

Developers of broadcast verification systems were taking aim at the broadcast and syndication markets with new technologies at last week's NATPE International convention.

Both Competitive Media Reports and Cyphertech Systems brought in their systems to track TV broadcasts. The companies are proposing to use digital information monitors in television markets for verifying and recording broadcast times of shows and spots.

"It essentially becomes an electronic affidavit," Cyphertech President Dan Wasserman says of his company's system, which employs digital data that are encoded in the audio portion of a program. A personal computer decoder box reads the data to verify that a program aired at a particular time. Wasserman, whose company is encoding programs with the digital information, says Cyphertech hopes to establish decoder stations in the top 10 TV markets by early March and in all 250 markets within 12 months.

Earlier this month, Cyphertech announced it had tapped Burbank, Calif.-based Effective Engineering to supply the decoder stations that will read and record the encoded information. Wasserman hopes broadcasters will use the system to verify for advertisers the airing of spots at the proper time.

Also eyeing the audio-based encoding approach is Competitive Media Reports, which hopes to deploy audio decoders in 100 markets by June 30. In addition to the planned active audio technology, the Competitive Media system employs a

video-based system in which digital data are placed in the video portion of the program or promotion, says Broadcast Verification Services Vice President David Peeler.

Peeler says the system employs a third, "passive" technology that, rather than searching for encoded information, converts the audio portion of a TV signal into digital information to verify a spot's airing.

"Broadcasters are very interested," Peeler says of his company's system.

Broadcasters confirm they are interested, although they voice concern at the idea of encoding information within a program. "It must be transparent," ABC Engineering Vice President David Elliot says of the data encoding. ABC, he says, has reviewed the Cyphertech system along with other



Cyphertech is using its encoding equipment to place digital data in the audio portion of TV programming.

broadcast verification technologies.

Robert Seidel at CBS also voices an interest in the verification systems, but says the network frowns on the use of in-band coding. He questions the reliability of data that occupy such a small portion of the signal. Increasing the signal level, Seidel says, carries the threat of interference with the program. "It's a very difficult balancing act," he says. ■

Open door for COFDM

Proposed delivery data for HDTV alternate 'in the ballpark,' advisory committee says

By Chris McConnell

Broadcasters may still have a chance to test an alternate HDTV transmission technology.

Richard Wiley, chairman of the FCC Advisory Committee overseeing the HDTV standard-setting process, says his group might review a proposed "coded orthogonal frequency division multiplexing" (COFDM) system if hardware is delivered this summer. Although the current system under construction by the seven-company Grand Alliance employs a vestigial sideband (VSB) transmission system, a group of broadcasters has announced plans to

deliver a COFDM system for testing by July 31.

The group, called the COFDM Evaluation Project, has signed a deal with Stockholm, Sweden-based HD-DIVINE to build the COFDM system. The group, which includes NBC, Capital Cities/ABC, Fox and the National Association of Broadcasters, has said the COFDM technology might provide benefits such as increased coverage area and greater resistance to ghosting.

"My attitude has always been to keep an open door," Wiley says of the COFDM proposal, but he also stresses the advisory committee schedule, which calls for making a recommen-

Errata

In a Jan. 23 article on Super Bowl coverage (page 165), the name of ABC East Coast Operations Vice President Elliott Reed was misspelled.

dation to the FCC on an HDTV standard later this year. Although the July 31 target is still a little later than he would like, Wiley says the proposed COFDM delivery date is "in the ballpark."

"It's getting closer," he says.

Participants in the Grand Alliance, meanwhile, maintain that any COFDM hardware will meet a tough competitor in the present VSB system. "We're talking about Olympic-level competition here," says General

Instrument's Bob Rast, facilitator of the alliance's Technical Oversight Committee. "There are no free passes in this ballgame."

Wayne Luplow, vice president of consumer electronics, engineering and HDTV at alliance participant Zenith Electronics Corp., also cites the importance of designing the COFDM system to fit North American broadcast parameters, such as the 6 mhz channel size.

"There still is no concrete proposal

for the North American system," Luplow says of the COFDM technology.

The COFDM Evaluation Project plans call for shipping its system to Canada's Communications Research Centre to configure the system for 6 mhz channel transmissions. NAB Executive Vice President of Operations John Abel says HD-DIVINE already has built hardware for 8 mhz channels. "It's not a very big deal to change it for 6 mhz," he says. ■

Cutting Edge

By Chris McConnell

Tektronix Inc. last week named former IBM vice president Lucie Fjeldstad president of the Tektronix Video Systems Division. Fjeldstad, who was general manager of multimedia operations at IBM, will head Tektronix efforts "to leverage its expertise and technologies...into leading-edge products for rapidly growing audio/video information markets," the company said. Tektronix hopes to expand its Video Systems Division, a task the company says will involve combining the new Profile disk-based storage and playback system with new technologies.

TRW Space & Electronics Group last week announced a transponder lease agreement with Western Telecommunications Inc. The company, a subsidiary of TCI, will use a C-band transponder on a NASA-owned Tracking and Data Relay Satellite (TDRS) to transmit music programming to

Europe for International Cablecasting Technologies.

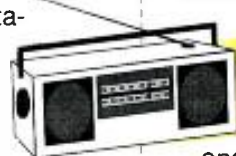
Avid Technology has extended its contract with equipment supplier Truevision. The Santa Clara, Calif.-based Truevision supplies technology used in the Avid digital nonlinear editing systems. Truevision says that the extended original equipment manufacturing agreement will be worth about \$40 million over a multiyear period.

ASC says its nonlinear Virtual Recorder has achieved an installed base of more than 150 systems since the introduction of the product a year ago. The system can be used by broadcasters for spot insertion and time delay applications. Users, ASC says, include affiliates of the four networks as well as HBO, Paramount, The Family Channel and several Scripps Howard stations.

ASC this month reported a 38% revenue increase for fiscal 1994 and is projecting a 119%

increase for 1995.

Sony says four PBS stations have adopted its Digital Betacam format for recording production and playback. Sony says New York's WNET(TV) used Digital Betacam decks to record a performance of the opera "The Dangerous Liaisons" for broadcast, while KUON-TV Lincoln, Neb., has bought seven of the Digital Betacam decks. Twin Cities Public Television also has bought seven of the machines for KTCA-TV and KTCI-TV, both Minneapolis.

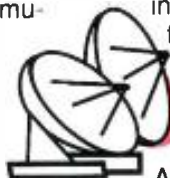


1,000 of its addressable digital audio receivers to Networx Corp. of Penfield, N.Y. Wegener says the receivers will be used in distributing three channels of stereo program audio throughout the U.S. The company's DR95 receivers use MPEG-2 digital encoding and will be used in conjunction with the Wegener Addressable Network Control Systems, a software system that controls network receivers. Initial deliveries to Networx are scheduled to begin this month.

Keystone Communications has signed a deal with Chinese Television Network (CTN) to provide transmission services for the 24-hour Chinese-language news channel. Keystone will provide multiple daily transmissions from CTN bureaus in New York, London and Taiwan to the company's Hong Kong headquarters. Keystone will use its transatlantic video circuit as well as its Pacific Skylink satellite service to provide the transmissions.

Wegener Communications has won a contract to supply more than

Hitachi Denshi America says CBS is using its digital video cameras to shoot the network's *The Bold and the Beautiful*. CBS will use the Hitachi SK-2600 and SK-2600P digital cameras, which feature increased light sensitivity and allow for lower light levels. The cameras also incorporate a "six-vector painting" feature that allows operators to enhance the level or hue of a specific color within a shot. Hitachi also announced the purchase of additional digital cameras by CBS for use in another daytime drama and an upcoming late-night show.



Changing Hands

This week's tabulation of station and system sales

WWRX(FM) Providence, R.I. N Purchased by Radio Equity Partners (George Sosson, managing general partner) from Westerly Broadcasting Co. (Natalie Urso, chairman; Philip Urso, president) for \$10 million. Buyer owns **WWBB(FM)** Providence, R.I.; **WNOE-FM/KLJZ(FM)** New Orleans; **WREC(AM)-WGR(FM)/WRQX(FM)** Memphis; **WSJS(AM)/WTQR(FM)/WXRA(FM)** Greensboro, N.C.; **KXXY-AM-FM/KTST(FM)** Oklahoma City; **WHYN-AM-FM** Springfield, Mass.; **WCKT(FM)** Lehigh Acres and **WIXI(FM)** Naples (Fort Myers), both Florida, and **WVDM(FM)/WARQ(FM)** Columbia, S.C. Seller owns **WHIM(AM)** Providence and **weri(AM)** Westerly, both Rhode Island, and is selling **wxBB(FM)** Portsmouth, N.H. (see below). **WWRX** has classic rock format on 103.7 mhz with 36.7 kw and antenna 568 ft. *Broker: Richard A. Foreman Associates.*

KTFX(FM) Tulsa, Okla. □ Purchased by New City Communications of

Proposed station trades

By dollar volume and number of sales

This week:

AMs □ **\$1,150,000** □ 2

FMs □ **\$17,994,000** □ 9

Combos □ **\$4,312,500** □ 5

TVs □ **\$0** □ 0

Total □ **\$23,376,500** □ 16

So far in 1995:

AMs □ **\$7,197,000** □ 15

FMs □ **\$38,854,000** □ 27

Combos □ **\$24,333,500** □ 17

TVs □ **\$284,000,000** □ 5

Total □ **\$404,304,500** □ 65

Oklahoma Inc. (Richard Ferguson, president/director) from Central Broadcast Co. (William Payne, president) for \$3.5 million. See "Changing Hands," Jan. 9. Filed Jan. 9 (BALH-950109GE).

WJOL(AM)-WLLI-FM Joliet, Ill. □ Purchased by Barden Broadcasting of Coal City Inc. (Don Barden, 100% shareholder) from Uno Broadcasting Corp. (Stanley Friedman, trustee) for \$1.72 million. Buyer owns **WKOT(FM)** Marseilles, Ill., and is selling **WKBW(FM)** Coal City, Ill. Barden owns **KBLU(AM)-KTTI(FM)** Yuma, Ariz.; **KTOP(AM)-KDVV(FM)** Topeka, Kan., and **KOLE(AM)-KKMY(FM)** Port Arthur/Orange, Tex. **WJOL** has AC/news/talk format on 1340 khz with 1 kw. **WLLI-FM** has adult rock format on 96.7 mhz with 3 kw and antenna 300 ft. Filed Jan. 4 (AM: BAL950104GG; FM: BALH950104 GH).

WUMX(FM) Tallahassee, Fla. □ Purchased by Catamount I Communications Inc. (Adam Levinson, president/100% stockholder) from Dolcom Inc. (Howard Dolgoff) for \$1.385 million. Buyer owns **WAIB(FM)** Lafayette, Fla. Seller has no other broadcast interests. **wumx** has AC format on 103.1 mhz with 3 kw and antenna 300 ft.

WGNE(AM)-WFSY(FM) Panama City and WEBZ(FM) Mexico Beach, both Florida □ Purchased by B. Radio Inc. (Tim O'Brien, president/director, 100% shareholder) from The Woodfin Group for \$1,312,500. O'Brien also owns majority interest in **WMTO-FM** Port St. Joe, Fla. Principals of the seller also own **WGSY-FM** Phoenix City, Ala., and have interests in **wxko(AM)** Fort Valley and **wfxm-FM** Macon, both Georgia. **WGNE** will become nostalgia format on Feb. 1, and is licensed to 590 khz with 1.75 kw day and 2.5 kw night. **WFSY** has light hits format on 98.5 mhz with 100 kw and antenna 1,090 ft. **WEBZ** will become jazz AC format on Feb. 23, and is licensed to 99.3 mhz with 50 kw and antenna 519 ft. Filed Dec. 22 (BAL941227GJ).

WXBB(FM) Kittery, Maine □ Purchased by Fuller-Jeffrey Broadcasting (Robert "Doc" Fuller, president) from Bear Broadcasting Co. (Philip Urso, president; Natalie Urso, chairman) for undisclosed price, but price estimated at \$1 million. Buyer owns **wokq(FM)** Dover, N.H.; **WBLM(FM)** Port-

KATT-FM

AND

KYIS-FM

Oklahoma City, Oklahoma
have merged to form

CARIBOU COMMUNICATIONS CO.

\$10,000,000

The undersigned acted as broker
in this transaction and assisted in the negotiations.



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land and WCYY(FM)/WCYI(FM) Biddeford (Portland), both Maine; KKSD(AM)-KJJY(FM) Des Moines, Ia., and KVVV(FM)/KLCQ(FM) Healdsburg (Santa Rosa), KSRO(AM) Santa Rosa and KSTE(AM) Rancho Cordova (Sacramento), all California. **Seller** also owns Westerly Broadcasting, licensee of WERI(AM)/WHIM(AM) Westerly (Providence), R.I. wxbb has hot country format on 105.3 mhz with 2.2 kw and antenna 371 ft. **Broker:** Richard A. Foreman Associates.

KTAN(AM)-KZMK(FM) Sierra Vista and KWCD(FM) Bisbee, both Arizona □ Purchased by D.B. Broadcasting LLC (Dennis Behan, manager) from G.C.S. Broadcasting Inc. for \$900,000. **Buyer**, which is 50.931% owned by Behan Partners, is selling KFLX-FM Kachina Village, Ariz. **Seller** has no other broadcast interests. KTAN has country format on 1420 khz with 1.5 kw day, 500 w night. KZMK has AC format on 100.9 mhz with 3 kw and antenna 46 ft. kwcd has C&W format on 92.3 mhz with 51 w and antenna 2,217 ft.

KKYD(AM) Denver □ Purchased by Children's Radio Group Inc. (Christopher Dahl, president/30.9% stockholder; Richard Perkins, director/33.2% stockholder) from Kids Airwaves LLC (Marc Hand, general manager) for \$850,000. **Buyer** owns WWTC(AM) Minneapolis and KYCR(AM) Golden Valley, both Minnesota; WDCT(AM) Fairway, Va.; WYLO(AM) Jackson, Wis.; KAHZ(AM) Fort Worth and KTEK(AM) Alvin, both Texas, and KCNW(AM) Fairway, Kan. **Seller** has no other broadcast interests. kkyd has children's radio format on 1340 khz with 1 kw. Filed Nov. 25 (BAL941125EB).

KQFX(FM) Borger, Tex. □ Purchased by Galbreath Broadcasting Inc. (Charles Galbreath, president/100% stockholder) from South Central Broadcasting Inc. (John Wiggins, president) for assumption of debt totaling \$734,000. **Buyer** owns WNKX-AM-FM Centerville, Tenn. Galbreath is principal of both buyer and seller. **Seller** has no other broadcast interests. KQFX has C&W format on 104.3 mhz with 100 kw and antenna 590 ft. Filed Jan. 3 (BALH950-103GG).

WMKJ(FM) Peachtree City, Ga. □

Purchased by Tarkenton Broadcasting Co. Inc. (Christopher Tarkenton, president/75% shareholder) from South Metro Broadcasting Co. Inc. (Dallas Tarkenton III, president/majority stockholder) for assumption of debt valued at \$655,000. **Buyer** has no other broadcast interests. **Seller** is president/majority shareholder of Newnan Broadcasting Co., licensee of WCOH(AM) Newnan, Ga. Assignor and assignee are brothers. WMKJ has AC format on 96.7 mhz with 1 kw and antenna 545 ft. Filed Jan. 4 (BALH950104GE).

KOQL(FM) Columbia, Mo. □ Purchased by Truman Broadcasting Inc. (John Ott, president/60% stockholder) from NCD Broadcasting Inc. (Thomas Cooke, 50% owner; Elmo Donze, 50% owner) for \$490,000. Ott has 10% interest in KFRU(AM) and 5% interest in KPLA(FM) Columbia, Mo. Donze owns KSGM(AM) Chester, Ill., and KBDZ(FM) Perryville, Mo. KOQL is licensed to 93.9 mhz with 3 kw and antenna 328 ft.

WJAY(AM)-WCIG(FM) Mullins, S.C. □ Purchased by Atlantic Broadcasting Co. Inc. (Fred Avent, president/21.2% shareholder; Frank Avent, 21.2% shareholder; George Avent, 21.2% shareholder) from Mullins & Marion Broadcasting Co. for \$380,000. **Buyer** owns WJMX(AM) Florence, WJMX-FM Cheraw, WSON(FM) Scranton, WGTR(FM) Bucksport and WDAR-AM-FM Darlington, all South Carolina. **Seller** has no other broadcast interests. WJAY has country/talk format on 1280 khz with 5 kw day and 270 w night. wcig has urban contemporary/religious format on 107.1 mhz with 3 kw and antenna 328 ft. **Broker:** Snowden Associates.

WIRO(AM) Ironton, Ohio □ Purchased by Adventure Communications Inc. (Michael Shott, president/85% stockholder) from Spearman Communications Inc., debtor-in-possession (Gene McCoy, president/sole shareholder), for \$300,000. **Buyer** owns WHIS(AM)-WHAJ(FM) Bluefield, WNST(AM) Milton and WKEE-AM-FM Huntington, all West Virginia; WSIC(AM)-WFMX(FM) Statesville, N.C.; WBVB(FM) Coal Grove, Ohio, and 53% of stock of New Adventure Communications Inc., licensee of WFXH-AM-FM Hilton Head Island, S.C. **Seller's** prin-

KLXV-TV, San Jose, California, from Friendly Bible Church, Inc., Roy K. Foreman, President to Paxson Communications Corporation, Lowell W. Paxson, Chairman for \$5,000,000.

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BY THE NUMBERS

BROADCASTING

Service	Total
Commercial AM	4,913
Commercial FM	5,109
Educational FM	1,733
Total Radio	11,755
VHF LPTV	530
UHF LPTV	1,047
Total LPTV	1,577
FM translators & boosters	2,281
VHF translators	2,226
UHF translators	2,463
Total Translators	6,970

Service	Total
Commercial VHF TV	559
Commercial UHF TV	601
Educational VHF TV	123
Educational UHF TV	240
Total TV	1,523

CABLE

Total systems	11,217
Total subscribers	60,495,090
Homes passed	91,250,000
Cable penetration*	66.3%

*Based on TV household universe of 95.4 million.

Sources: Nielsen, NCTA and FCC

cial, McCoy, is general partner of licensees of WPMW(FM) Mullens and WXVA-AM-FM Charles Town, both West Virginia; WGMD(FM) Rehoboth Beach, Del., and WEEL(FM) Shady-side, Ohio. WIRO has oldies format on 1230 khz with 1 kw.

WMLV(FM) Ironton, Ohio □ Pur-

chased by Simmons Broadcasting Co. (W. Lee Simmons, president; David Simmons, VP/100% stockholder) from Spearman Communications Inc., debtor-in-possession (Gene McCoy, president/sole shareholder) for \$200,000. Buyer owns WFXN(FM) Milton, W.Va., and 48% interest in New Adventure Communications, licensee

of WFXH-AM-FM Hilton Head Island, S.C. W. Lee Simmons owns WLOW(FM) Bluffton, S.C. Seller also owns WIRO(AM) Ironton, Ohio, which is being sold to Adventure Communications (see below). WMLV has easy listening format on 107.1 mhz with 3 kw and antenna 125 ft.

KXXS(FM) Toppenish, Wash. □ Purchased by T&J Broadcasting Inc. (Thomas Ingstad, president/100% shareholder) from TAD Broadcasting Inc. for \$30,000. Buyer owns KLTA(FM) Breckenridge, Minn., and KIT(AM)-KATS(FM) Yakima, Wash. Ingstad owns KKRO(FM)/KEAG(FM) Anchorage; KXIC(AM)-KKRO(FM) Iowa City, Ia., and KIMM(AM)-KFXS(FM) Rapid City and KSOO(AM)-KMXC-FM Sioux Falls, both South Dakota. Seller owns KYXE(AM) Yakima, Wash. KXXS has hot country format on 92.9 mhz with 17 kw and antenna 843 ft. Filed Jan. 9 (BALH950109GI).

KFBK(AM)-KGBY-FM Sacramento and KHYL(FM) Auburn, both California □ Transfer of control of Chancellor Communications Sacramento Licensee Inc. from HM2/HMD Sacramento Partnership to Chancellor Broadcasting Co., a wholly owned subsidiary of Chancellor Holdings Corp., controlled by Steven Dinetz. KFBK has news/talk format on 1530 khz with 50 kw. KGBY-FM has AC format on 92.5 mhz with 50 kw and antenna 499 ft. KHYL has religious/talk format on 740 khz with 10 kw. Filed Jan. 3 (BTC950103GH; BTCH950103GI; BTCH950103GJ). ■

H&D seeks cash offers

Media Venture Partners' Randall Jeffery is accepting offers for H&D Broadcasting's eight radio stations, which are being sold as part of the group's liquidation plan. The stations are WBSM(AM)-WFHN-FM New Bedford, Mass.; WKRS(AM)-WXLC-FM Waukegan, Ill.; WFPG-AM-FM Atlantic City, N.J.; and WSUB(AM)-WQGN-FM New London, Conn. Cash offers are being sought until Feb. 24 for individual properties, combinations or the entire group, Jeffery says. —JAZ

December 27, 1994

Bridgeways Communications Corp.

has completed the sale of the assets of

WHAI-TV

Bridgeport, Connecticut

to

VVI Bridgeport, Inc.

a subsidiary of ValueVision International, Inc.

The undersigned initiated this transaction on behalf of the seller.

THE
TED HEPBURN
COMPANY

Ted Hepburn, President
325 Garden Rd., Palm Beach, FL 33480
(407) 863-8995

Todd Hepburn, Vice-President
P.O. Box 43263, Cincinnati, OH 45243-0263
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Over \$35 Billion of Media and Telecommunications Transactions

America Online, Inc. has acquired substantially all of the assets of Advanced Network & Services, Inc. <i>Pending</i> \$35,000,000	Citizens Utilities Company has acquired phone properties from GTE Corporation <i>July 1994</i> \$1,100,000,000	Comcast Corporation and Tele-Communications, Inc. have acquired QVC, Inc. <i>Pending</i> \$2,200,000,000	The outstanding minority interest in Contel Cellular, Inc. has been acquired by GTE Corporation <i>Pending</i> \$253,740,000	Continental Cablevision, Inc. has acquired the Galaxy and King cable systems of the Providence Journal Company <i>Pending</i> \$1,400,000,000
Frontier Corporation (formerly known as Rochester Telephone Corporation) has acquired American Sharecom, Inc. <i>Pending</i> \$192,920,000	Frontier Corporation (formerly known as Rochester Telephone Corporation) has acquired WCT Communications, Inc. <i>Pending</i> \$125,720,000	Katz Media Corporation has been acquired by DLJ Merchant Banking Partners, L.P. <i>August 1994</i> \$287,100,000	McCaw Cellular Communications, Inc. has merged with AT&T <i>September 1994</i> \$17,546,000,000	MCI Communications Corporation has formed a joint venture with Grupo Financiero Banamex-Accival, S.A. de C.V. <i>January 1994</i> \$1,000,000,000
MCI Communications Corporation has invested in In-Flight Phone Corporation <i>August 1994</i> Undisclosed	MCI Communications Corporation has acquired a minority interest in Interactive Cable Systems, Inc. <i>September 1994</i> Undisclosed	Paramount Communications Inc. has been acquired by Viacom, Inc. <i>July 1994</i> \$10,000,000,000	Paws, Incorporated has acquired all rights and interests in the Garfield and U.S. Acres Characters <i>May 1994</i> Undisclosed	Pearson Inc. has acquired Mindscape, Inc. (formerly known as The Software Toolworks, Inc.) <i>April 1994</i> \$462,000,000
TPI Communications International, Inc. has been acquired by the Thomas H. Lee Company <i>Pending</i> Undisclosed	Young Broadcasting Inc. has acquired three television stations from Nationwide Communications Inc. <i>November 1994</i> \$148,500,000	Young Broadcasting Inc. 11 3/4% Senior Subordinated Notes Due 2004 <i>November 1994</i> \$120,000,000	Young Broadcasting Inc. 4,440,000 Shares Class A Common Stock <i>November 1994</i> \$84,360,000	Interchange Network Company, L.P. has been acquired by AT&T <i>December 1994</i> Undisclosed
	Ziff-Davis Publishing Company, L.P. has been acquired by Forstmann Little & Co. <i>December 1994</i> \$1,400,000,000	Information Access Company, L.P. has been acquired by the Thomson Corporation <i>December 1994</i> \$465,000,000	Interop Expositions Company, L.P. has been acquired by SOFTBANK Corporation <i>December 1994</i> \$202,000,000	

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Fields: FCC should keep its hands out of kids TV

By Kim McAvoy

House Telecommunications Subcommittee Chairman Jack Fields (R-Tex.) sees no need for the FCC to take further action on children's television.

"We don't like to see the FCC micromanage," Fields said when asked what the FCC should include in its proposed rulemaking on children's television. Fields spoke last Tuesday at a Media Institute luncheon in Washington.

"I have talked with broadcasters about the issue. Those conversations have borne fruit," he said.

Broadcasters also may be able to count on Fields's support to fend off spectrum fees. As long as broadcast-

ers meet their public interest obligations, "we can make a distinction" for not imposing fees, Fields said.

Fields also wants to keep a close eye on the FCC. "We need to review every FCC action and policy," he said. Fields asked, for example, "Why is there an antitrust division at the FCC. Why is it aggressive in some areas and not in others?" He said he intends to hold an FCC oversight hearing, but did not say when.

Fields also said industry leaders he met with two weeks ago expressed their concerns about the agency. "Many people feel the FCC is too regulatory, and there is much too much paperwork." Fields described his relationship with FCC Chairman Reed



Jack Fields, chairman of the House Telecommunications Subcommittee, says regulating children's TV raises "content questions."

Hundt as "good and very friendly."

As for the subcommittee's work on telecommunications reform, he predicted a bill would be introduced by mid-February. ■

Republicans differ over CPB funding

Calls for privatization met with plea from Fields for 'taking a fresh look'

By Elizabeth Rathbun
and Kim McAvoy

Not every influential Republican in Congress wants to ax federal funding for public broadcasting.

Jack Fields (R-Tex.), chairman of the House Telecommunications Subcommittee, says he's interested in "taking a fresh look" at the issue rather than zeroing out funding for the Corporation for Public Broadcasting.

"There is a role for public broadcasting," Fields said after a speech last Tuesday at the Media Institute in Washington. Fields said he has talked to House Speaker Newt Gingrich, who first called for eliminating federal funding for CPB, about examining innovative funding mechanisms.

Senate Commerce Committee Chairman Larry Pressler (R-S.D.) apparently is seeking a commercial solution to his call for privatization. He says Bell Atlantic and other

unnamed telecommunications companies are interested in buying CPB or running it as a partnership. Several other companies also expressed an interest:

■ Multiple cable system operator Jones Intercable said public television programming duplicates its Jones Education Networks. Jones also wants to syndicate public TV programs, CEO Glenn Jones wrote to Pressler last Monday.

■ Cable's Discovery Communications is interested in investing "significant dollars" in co-productions with public broadcasters. Co-produced shows would air first on Discovery, Discovery spokesman Jim Boyle said.

Bell Atlantic actually wants to co-produce shows with the Public Broadcasting Service to use on its video dial-tone networks. The telephone company also would be interested in owning equity in public television stations that

produce national or local programming, a spokesman for the telco said.

However, current law prohibits commercial entities from owning or having an equity stake in public stations. And Bell Atlantic's operation of TV stations could violate the judicial prohibition that keeps regional Bell operating companies out of the long-distance telephone business. Transmitting TV signals from one RBOC territory to another may be held to violate that prohibition.

But that would be easy to fix. Pressler already is preparing telecommunications-reform legislation that would lift the long-distance prohibition for RBOCs.

In any case, CPB and PBS (which funds the creation and acquisition of the service's programs and distributes them) have few assets—mostly staff and office supplies—that a company could buy. CPB funnels the fed-

eral money it receives—\$285.6 million this year—to PBS and National Public Radio for national programs and to about 350 public television and 600 radio stations for station operations. Money from CPB accounts for about 14% of the total public broadcasting budget.

Included in the Republicans' calls for cuts in federal funding are criticisms of public TV deals with the producers of successfully merchandised shows such as *Barney & Friends*.

In response, the CPB board of directors last Tuesday voted to negotiate new program contracts "that claim for CPB an appropriate share of ancillary income, [including] revenues from sales of program-related products such as toys and other merchandise."

Broadcasters rose to public TV's defense. "Bell Atlantic and the [other regional Bell operating companies] have been lusting to get into the television business" and are looking to public broadcasting for that access. "Any such effort should be viewed skeptically and scrutinized carefully," said Eddie Fritts, president of the NAB. ■

Break down local phone barriers, cable says

By Kim McAvoy

National Cable Television Association President Decker Anstrom has outlined the industry's legislative game plan for the 104th Congress.

NCTA would like four major provisions included in a telecommunications-reform bill, he said last Wednesday. Anstrom also repeated his call for revisions to the 1992 Cable Act's "effective competition" standard. NCTA has released a position paper making the case for a new standard. Revising the standard would speed deregulation of enhanced basic, it says.

For starters in telecommunications reform, NCTA wants to eliminate state and local barriers that prevent cable competition in local telephone markets. "We need Congress to settle these matters and open the local telephone market to competition once

and for all," Anstrom said.

Cable also wants to make sure that local phone companies meet certain conditions for local phone service. They should unbundle their networks and services, and provide equal access and interconnection to new competitors, he said, adding, "We need an umpire. The FCC should certify that the phone companies are in compliance with the law before they're allowed into the video market."

Legislation also should "prevent cities from impeding the growth of competition in local telecommunications.... We already have evidence that if they have the opportunity, cities will often block new phone services delivered on cable or levy fees that make their cost unreasonably high."

It also is important that legislation permit cable and telcos to participate in joint ventures, he said. ■

Senate scrutiny of Commerce Secretary Ron Brown's business dealings with Corridor Broadcasting intensified last week.

Senate Republicans sent a letter to Attorney General Janet Reno asking her what the Justice Department is doing to determine whether Brown has misled Congress. Senate Commerce Committee Chairman Larry Pressler (R-S.D.), one of 14 senators who wrote Reno, a week earlier had sent a letter to Brown expressing concern about "discrepancies" between information given about Brown's assets and liabilities during his confirmation process and transactions recently reported. The *Washington Post* reported that Corridor Broadcasting's Nolanda Hill repaid \$190,000 of Brown's personal debt. And *U.S. News & World Report* says a Brazilian businessman put down more than \$100,000 on a Washington townhouse that was purchased in Brown's name, but is the home of a female friend. Brown was a partner in Corridor Broadcasting's parent First International, which owns WFTY-TV Washington, but sold his stock in First International in 1993. Hill says she paid off Brown's debts as part of the buyout.

The FCC will consider deregulating some cable systems before their markets meet Congress's definition for effective competition, the commission

says. The new policy means cable operators who can prove that their rates are "constrained by the presence" of other video providers can petition the FCC to be deregulated. Congress ordered the FCC to deregulate cable systems if a competitor passes 50% of the households in the franchise area and 15% of those households subscribe to the competitor. But the FCC says cable rates may feel the effects of market pressure long before the markets meet Congress's definition of effective competition. "In

such a case, the public interest may be served by relying on the market forces instead of our rate rules to insure that the operator's rates are not 'unreasonable,'" the Cable Services Bureau says in an order released Jan. 20.



Edited By Kim McAvoy

Seven months after the U.S. Court of Appeals in Washington threw out the FCC's forfeiture policy, the agency is soliciting comments on how it can be improved. The FCC has proposed new forfeiture guidelines "that are virtually identical to the guidelines in effect prior to the court's decision." The court threw out the original forfeiture schedule because the FCC had failed to seek public comment on the new fee schedule.

Classifieds

See last page of classifieds for rates and other information

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KIXY/KKSA, West Texas highest rated CHR station is seeking an aggressive, motivated and experienced General Sales Manager. Send resume to Personnel Director, P.O. Box 219t, San Angelo, TX 76902. Equal Opportunity Employer.

WZNX FM, Decatur/Mattoon, IL format exclusive AOR. Sales Manager needed to motivate and manage 5 person staff, plus carry a list. Great first step to management for established seller. Resume to Dennis Hackett, WZNX, 400 Broadway, Urbana, IL 61801.

General Manager. Top 25 east coast market/dominant duopoly. We are looking for the brightest there is. To run this successful duopoly you must have a superb track record that includes consistent growth, exceptional leadership skills, and the ability to manage the bottom line effectively. The position affords excellent income with a respected broadcast group. Your response is absolutely confidential and even if your current situation has presented you with a level of contentment we urge you to reply. Resume to: Charles Stone, Broadcasting Resources, 1650 Tysons Boulevard, Suite 790, McClean, Virginia 22102-3915. EOE.

DAME MEDIA, Inc., one of the east's fastest growing broadcast companies, has immediate openings for Local Sales Managers/Sr. Acct Execs. in Albany, NY (#57) at legendary WGY 50,000 watt clear channel News/Talk and WRVE "The River" Rock AC. Must have broadcast sales experience... News/Talk background a plus. Please send resume and references: Michael Whalen, General Manager, WGY/WRVE, 1 Washington Square, Albany, NY 12205.

Experienced Media Pro wanted to lead new radio industry marketing sales program. Expenses + commission. Send resumes to Box 32, Glenwood Landing, NY 11547.

HELP WANTED SALES

Top-Rated San Antonio Station seeks accomplished Account Executive. If you have 5+ years of success and want to live where life is good, write me about your accomplishments: Steve McCormick, KTFM, POB 18128, San Antonio, TX 78218. EOE/Minorities encouraged.

NATIONAL SPOT SALES; Christian music Network. Nashville based; minimal travel. Team player with strong communication skills. Successful radio sales experience and CCM knowledge mandatory. FAX resume and best employment presentation! (615) 366-6749

Americus Communications, Stevens Point/Wausau, WI is seeking a successful Senior Account Manager to sell our AC station, WSPT, winner of the 1994 NAB Marconi AC Station of the year, along with our classic hits FM and our news/talk AM. Send Cover letter and resume to: Rick Muzzy, Americus Communications, PO Box 247, Stevens Point, WI 54481.

HELP WANTED NEWS

NewsWriter/Reporter. CBS owned All News radio station has an immediate opening for a Staff NewsWriter/Reporter. Candidate should have a minimum of five years professional newsroom experience. Tape and resume to: Chris Berry, News Director, WBBM Newsradio 78, Dept. B, 630 North McClurg Court, Chicago, IL 60611. An Equal Opportunity Employer. PHONE CALLS WILL NOT BE ACCEPTED.

New Jersey News Leader WOBM-FM is looking for experienced Reporters and Anchors for future full and part-time openings. Applicants must be willing to work flexible hours and weekends. Send tape and resume to Doug Doyle, WOBM-FM, P.O. Box 927, Toms River, NJ 08754. EOE.

HELP WANTED ANNOUNCERS

Morning Host/News Person: Responsible for hosting 6-8 AM news, information program on KBYR. Also, news gathering for afternoon reporting, run satellite programming when needed and other misc. duties. 40 hrs/wk split shift. License required. College or 3 years experience. Send resume/tape to K. Ferrell, KBYR-AM, 1007 W. 32nd Avenue, Anchorage, AK 99503. Closing date 2/27/95. EOE.

SITUATIONS WANTED MANAGEMENT

Problems with ASCAP, BMI, SESAC? Fees too high, audit claims, annual and per program reports. Call for help today. Bob Warner 609-395-7110.

LSM/NSM - 19 year broadcast/advertising veteran. Heavy vendor/co-op experience. Strong leadership skills. Proven record of hiring and building team. Know how to turn research into revenue. Reply to Box 00266.

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.

TELEVISION

HELP WANTED MANAGEMENT

KBHK-TV, UPN's affiliate in San Francisco, has an opening for Production Manager. The successful candidate will be a hands-on team leader possessing the creative knowledge and skills needed for quality commercial and station promotional production. This individual must have excellent interpersonal and strong managerial skills, and the ability to organize priorities and articulate same to a staff of six in a concise and clear manner. Good PC skills helpful. A minimum of three years experience producing and directing in a commercial television environment. A non-returnable tape demonstrating creativity, style, and a thorough understanding of the commercial television medium should be submitted with resume to: LARRY BURDEN, Director of Operations, KBHK-TV, 650 California Street, 7th Floor, San Francisco, CA 94108. NO PHONE CALLS. KBHK-TV is an equal employment opportunity employer without regard to race, color, religion, national origin, sex, age or handicapped status in all hiring.

Business and Personnel Manager - Looking for a team player for very busy FOX affiliate in Jackson, MS. Strong broadcast accounting background required, experience through financial statements. Human resource experience necessary, personnel record keeping, knowledge of labor laws and benefits. Prefer BBA or BS in Business with heavy accounting and human resource emphasis. Experience with Windows, Lotus 1-2-3, WP6.0 a plus. Send resume to: Personnel, FOX 40 WDBD, P.O. Box 10888, Jackson, MS 39289 by 5:00 PM 2/8/95. EOE.

Regional Account Executive - WSMH-TV serving Flint, Saginaw, Bay City, Michigan seeks an experienced sales person with a minimum of two years television sales. Salary commensurate with qualifications. Mail resume and brief cover letter to: Aaron Olander, Station Manager, WSMH-TV, P.O. Box 1566, Flint, MI 48501 or fax to 810-785-8963. No phone calls please. WSMH-TV is an EOE employer. Women and minorities are encouraged to apply.

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EOE



SALES MANAGER. New position available for an individual with 2-3 years Local or National sales experience or experience at a National Rep Firm. Must have experience in new business development and market research. Independent sales experience a plus. BA preferred in communications or advertising field. Send cover letter and resume to Lyle Banks, General Manager WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. NO PHONE CALLS PLEASE. EOE.

Local Account Manager, WXII-TV Winston Salem, NC. Network affiliate is looking for an experienced broadcast sales representative seeking to further career. Product knowledge, research and computer oriented, proficient in development of new revenue and comparative selling skills a must. Send resume to Personnel Director, P.O. Box 11847, Winston-Salem, NC 27226. EOE.

Development and Promotion Coordinator. Manages the Development Department of KAMU-TV/FM. Responsible for raising required operating funds. Plans and participates in on-air fund drives. Plans, implements and supervises special fund raising events. Secures local underwriting. Oversees underwriting and membership financial systems. Sets goals and monitors progress of development staff. Writes funding proposals. Willingness to participate in community arts and service events. On-air work required. Bachelor's degree or equivalent combination of training/experience. Outstanding benefits and retirement plan provided by Texas A&M University. Salary commensurate with experience. Send resume to: Employment Office, Texas A&M University, Suite 101A, Creekside Plaza, 809 East University Drive, College Station, TX 77843-1475. An Affirmative Action/Equal Opportunity Employer committed to diversity.

National Sales Manager/TV. NY DMA, NY City based. Cable or broadcast experience in national sales with proven track record. Reply to Box 00272 EOE.

TV Producer/Director. Manages the Television Production Department of Educational Broadcast Services and KAMU-TV. Works with university clients, estimates production costs, manages production staff, supervises billing process, and trains production staff and students. Manages financial aspects of department. Produces and directs exemplary programs for satellite, video tape and local distribution. Emphasis in distance learning. Teaches television production for Journalism Department. Must be technically competent with video editor, switcher and BetaCam and related production equipment. Requires Bachelor's degree in Television Production and five years production management and Master's degree preferred. Outstanding benefits and retirement plan provided by Texas A&M University. Salary commensurate with experience. Send resume to: Employment Office, Texas A&M University, Suite 101A, Creekside Plaza, 809 East University Drive, College Station, TX 77843-1475. An Affirmative Action/Equal Opportunity Employer committed to diversity.

WSYX-TV, River City ABC affiliate in Columbus, Ohio, looking for experienced GSM who can lead, inspire and create innovative approaches to generating revenue. Must be team player with "big picture" marketing vision. River City provides all the sales support and resources that you could possibly ask for. If you have the creativity and leadership, rush resume and statement of sales philosophy to: WSYX-TV, P.O. Box 718, Columbus, Ohio 43215-0718, Attn: GSM Search. EOE.

WTVU-TV, Channel 59 New Haven-Hartford is looking for a Station Manager/Sales Manager. This person must be a self-starter and know how to develop business. You will be responsible for hiring and training a staff and be able to take advantage of all competitive media. Minimum of 5-10 years in Sales Management required. Return all resumes to Box 00273 EOE.

TV Station Manager. Responsible for the management of KAMU-TV, a Public Broadcast Station licensed to Texas A&M University in College Station. Includes responsibility for all FCC related matters, direction of staff, planning and monitoring of spending and fund raising, and providing station services to the academic community. Provides particular leadership in the development and integration of the technical and human resource capacities of the station with the distance learning facilities of Educational Broadcast Services, including the satellite uplink, video conference network, computer networks and remote truck. Plans and designs distance learning facilities integrating traditional television equipment, video conference equipment and computer/data network equipment for TAMU campus. Develop operational plans for these facilities and manage corresponding staff. Possible teaching opportunities. Bachelor's degree required. Master's or Ph.D. preferred. Outstanding benefits and retirement plan provided by Texas A&M University. Salary commensurate with experience. Send resume to: Employment Office, Texas A&M University, Suite 101A, Creekside Plaza, 809 East University Drive, College Station, TX 77843-1475. An Affirmative Action/Equal Opportunity Employer committed to diversity.

HELP WANTED SALES

TV SALES

WRC-TV Channel 4, The Washington, D.C. NBC owned and operated TV station, is currently recruiting for the following key staff positions in the Sales Department:

LOCAL SALES MANAGER: Experience in sales management is extremely important, selling local and spot TV, strategic and tactical account planning, development of new products and packages to meet sales goals and objectives. Strong TV research, analytical, strategic and organizational skills. Proficiency with various computer data.

SALES ACCOUNT EXECUTIVE: Minimum three years broadcast TV sales or five years agency buying/supervisor experience. Ability to work with rating and research materials, create, write and present sales presentations. Advertising sales and promotional marketing preferred. Computer skills a plus.

SALES PLANNING/PRICING ANALYST: Gather and distill information from a variety of sources for revenue projection, pricing projects, strategic and business plans. Strong analytical skills and team orientation. Proficiency with computer software applications a must.

Send resume to NBC, Employee Relations Department, Dept. SD, 4001 Nebraska Avenue, N.W., Washington, D.C. 20016.
NBC is an Equal Opportunity company continuously seeking to expand its diversity to better serve its communities.



America's #1 Fox Affiliate, KMPH Fox 26, Fresno, California, is seeking an experienced broadcast salesperson. Support includes Scarborough Research, BMP, award winning creative. This is an excellent opportunity for a highly motivated individual wishing to join a growing, progressive company, Pappas Telecasting. Two years experience and a proven track record required. Send resume to: Personnel Department, KMPH Fox 26, 5111 E. McKinley Ave., Fresno, CA 93727. Applications will be accepted until 02/17/95. An E.O.E.-M/F/D. Women and minorities are encouraged to apply.

ACCOUNT EXECUTIVE: KABB-TV, a River City Broadcasting station and San Antonio's new Fox affiliate, seeks an aggressive, experienced broadcast salesperson. KABB will launch the market's first primetime newscast and needs a "hitter" to service and improve an existing client list and to develop new accounts. If you are looking to sell Fox Prime, News, Sports, and Promotions for one of America's fastest growing broadcast companies, get in touch with us now. KABB-TV, Local Sales Manager, 4335 NW Loop 410, S.A. TX 78229. An Equal Opportunity Employer.

GENERAL SALES MANAGER WNUV-TV, the U.P.N. top-rated affiliate serving Baltimore, MD seeks a creative, experienced, revenue-driven sales leader. WNUV-TV will provide all sales/marketing support resources. We seek a sales professional with 3-5 years at station sales manager level. LSM/NSM experience a must. If you have leadership, creativity and a strong successful sales background, send resume and cover letter to: Robert A. Epstein, Director of Sales and Marketing, WNUV-TV, 2000 W. 41st Street, Baltimore, MD 21211. No phone calls please. EOE.

KFMB-TV San Diego has an immediate opening for an experienced Sales Representative. Candidate must have a college degree or equivalent, a minimum of 2 years' experience in broadcast sales, exhibit strong written and oral communication skills and be a high achiever. Qualified persons should send a resume with references to Howard Zeiden, Director of Sales, KFMB-TV, P.O. Box 85888, San Diego, CA 92186. NO PHONE CALLS PLEASE.

HELP WANTED TECHNICAL

BROADCASTING ENGINEER

WRC-TV, Channel 4, the Washington, D.C. NBC owned and operated TV station, seeks two technical broadcast engineers. The ideal candidate will have experience in editing and operating a variety of production switchers. The candidate will also have excellent technical, interpersonal and leadership skills. Experience in the broadcast industry preferred. Send resume to NBC, Employee Relations Department, Dept. TD, 4001 Nebraska Avenue, N.W., Washington, D.C. 20016.

NBC is an Equal Opportunity company continuously seeking to expand its diversity to better serve its communities.



Chief Engineer/Maintenance Engineer combination for full broadcast station. UHF experience a must. KNAT-TV 23, 1510 Coors Road NW, Albuquerque, NM 87121. EOE.

BROADCAST DESIGNER/PAINTBOX WCCO-TV, CBS O & O is seeking Quantel paintbox whiz for News, Promotion, and Sales Projects. Great station, great people, new equipment! Send tape and resume to: Catherine Wompey, Design Director, WCCO-TV, 90 South 11th Street, Minneapolis, MN 55403. EOE.

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.

Chief Engineer: NBC affiliate in Northern California has an immediate opening for an experienced RF Engineer with hands-on UHF and microwave experience. Must have FCC General License and minimum three years UHF experience. Great opportunity for someone who "loves local television" and wants to "take charge!" EOE. Mail or fax resume to: Personnel, KCPM-TV, 180 East 4th Street, Chico, CA 95928-5412, Fax: (916) 893-1033.

Chief Engineer: First Class license. Two year degree or equivalent. Thorough knowledge of UHF/RF operation and maintenance, as well as production and post-production systems. Must be highly organized, have solid people skills and be willing to be a hands-on manager. Not desk job. Long-term opportunity for the right person to join a growing company. Great Florida market. An equal opportunity employer. Send cover letter, resume, salary requirements and three references to Box 00271.

Chief Engineer: Looking for highly qualified experienced CE in all aspects of broadcast engineering to oversee/maintain transmitter and studio equipment. FCC General License; SBE certification required. Submit resume w/salary requirements to Box 00274 EOE.

WUTV/Fox 29, the 36th market, has an immediate opening for an Assistant Chief Engineer with 3-5 years hands on experience. Must be able to handle all UHF transmitter and studio equipment maintenance and associated gear. Qualified candidate must be computer literate. FCC General License, SBE Certification a plus. Send resume and salary requirements to WUTV/Fox 29, Human Resources, 951 Whitehaven Road, Grand Island, New York 14072. No phone calls please. EOE.

WRDW-TV has an opening for Maintenance Engineer. Must have experience repairing broadcast equipment to component level and minimum two years training in Electronics Engineering Technology. Specific experience repairing Sony/Ampex video tape and Grass Valley switching equipment preferred. Transmitter experience and SBE certificates or FCC General Class License helpful. Resumes to: Judith Tredore, HRO, WRDW-TV, P.O. Box 1212, Augusta, GA 30903-1212. EOE.

Maintenance Engineer wanted for CBS affiliate. Responsibilities include repair and preventative maintenance of all types of television studio, ENG, TV broadcast transmitter, and other related transmitting/receiving equipment. Should possess degree in electronic theory and application or equivalent military training. Must hold a General Radiotelephone Operator License, NARTE, or SBE Certification and have a working knowledge of DOS and other computer operating systems and programs. Prefer 5 years experience in broadcast TV. Background RF theory and application helpful. Equal Opportunity Employer. Send resume to: Human Resources Director, KFVS-TV, P.O. Box 100, Cape Girardeau, MO 63702.

WRDW-TV has immediate opening for experienced engineer as Assistant to Chief Engineer. Two years training in electronics engineering technology and ability to repair Sony/Ampex VTR's, Grass Valley Switchers to component level preferred. VHF transmitter experience also preferred. SBE certificates and FCC General Class license helpful. Resumes to Judith M. Tredore, WRDW-TV, P.O. Box 1212, Augusta, GA 30903-1212. EOE.

Chief Engineer. Market leading affiliate in America's most liveable city seeks Engineering Chief. All state of the art equipment. License required. Experience in VHS transmitter, microwave, and all phases of studio equipment a must. Excellent group with great benefits. Send resume to Jerry Watson, VP-GM, KTTC-TV, 601 1st Avenue SW, Rochester, MN 55902. EOE.

HELP WANTED NEWS

ENG PHOTOGRAPHER

KGO-TV is seeking an experienced and creative news photographer. Must have experience with beta equipment and live microwave operations. Experience in news editing is required. Must have at least 5 years of news photography experience and be able to work well under deadline and with the public. Application deadline is February 13, 1995. Please send resume, cover letter and videotape to:

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

Photojournalist/Editor: CLTV News, a regional 24-hour cable news channel located in suburban Chicago, is looking for a full time news photojournalist/editor. Basic responsibilities include working independently, photographing and editing news stories, maintaining NPPA quality standards, and working closely with reporters in relating news stories with pictures. Previous experience must include two years in news photography, editing and live truck transmissions, working under deadline pressures, and the proven ability to tell a story with pictures. This position requires varying work shifts and hours. Interested candidates should submit a resume and non-returnable video tape to Linda Bennett, CLTV News, 2000 York, Suite 114, Oak Brook, IL 60521. No phone calls please.

Anchor/Reporter - CBS affiliate seeks co-anchor for daily morning newscasts. Will assist with producing, when necessary and report. Some "live" and special project reporting. Requires ability to anchor, report and edit. Candidate must be a strong writer with good news experience and judgement. Requires good driving record and ability to pass standard libel and drug tests. Contact: Mike Beecher, News Director, KFVS-TV, P.O. Box 100, Cape Girardeau, Missouri 63701. Equal opportunity employer.

Assignment Editor. WPXI has an immediate opening for a full-time assignment editor. Two years experience working on a television newsroom assignment desk is a must. Experience coordinating live feeds and knowledge of the market is also preferred. Send resume to Jennifer Rigby, Managing Editor, WPXI-TV, 11 Television Hill, Pittsburg, PA 15214. No phone calls. EOE.

General Assignment Reporter: Top market station seeks an experienced general assignment reporter. Live newsroom experience a must. Send resume and tape to: Henry Florsheim, WABC-TV, 7 Lincoln Square, New York, NY 10023. No phone calls or faxes please. We are an equal opportunity employer.

Great City, great station, great opportunity for someone with terrific anchor skills. Looking for Morning/Noon Co-Anchor. Send non-returnable tape to Emily Nielson, News Director, KLAS-TV, 3228 Channel 8 Drive, Las Vegas, NV 89109.

Major market Indy seeks a Sports Reporter/Weekend Sports Anchor. Successful applicant will combine strong writing skills, a flair for creative story-telling, an understanding that sportscasts must interest non-fans as well as fans, and a comfortable, credible, casual anchor presence. Applicants to Box 00276 EOE.

Managing Editor/Anchor/Reporter - Must be a solid journalist with exceptional presentation skills, a good communicator, and a hard worker with high ethics. Must be able to photograph and edit. Send cover letter, resume, non-returnable tape to Clyde Anderson, KAIT-TV, P.O. Box 790, Jonesboro, AR 72403-0790. EOE.

Mississippi's No. 1 TV station needs an Investigative Reporter. Good journalistic ability. At least 3 years experience as a TV News Reporter. Knowledge of the court judicial system, state and local government a must. Knowledge of Mississippi government a plus. Contact News Director, WLBT-TV, P.O. Box 1712, Jackson, MS 39215-1712. EOE.

News Director - Requires management experience with knowledge of all aspects of TV news operation. Must be capable of managing a staff with wide variety of expertise and experience. Send resume to Clyde Anderson, KAIT-TV, P.O. Box 790, Jonesboro, AR 72403-0790. EOE.

News Producer for one of the Southeast's best TV stations in a great city. Excellent writing skills, creativity and solid news judgement a must. Requires good people skills. For more information, call Jim Church, 615-756-6397. Or send non-returnable tape, writing samples and resume to: News Director, WTVC, 410 West 6th Street, PO Box 1150, Chattanooga, TN 37401. Equal Opportunity Employer.

Assignment Editor: WXII-TV, the NBC affiliate in Winston-Salem, NC is looking for an aggressive, creative, top-notch journalist to run the assignment desk. Must be able to develop, coordinate and assign news stories on a daily basis; be familiar with SNG and ENG technology; and have the ability and composure to efficiently dispatch and coordinate multiple crews. Three years television news experience a must, preferably as assignment editor. Send resume and statement of news philosophy to Bill Sandefur, News Director, WXII-TV, P.O. Box 11847, Winston-Salem, NC 27116. WXII-TV, a Pulitzer Broadcasting station, is an equal opportunity employer.

Energy, creativity, and credibility are the traits begin sought for a possible anchor/reporter opening in the spring of '95. The position is at a dominant station in a southeast market. The job will include co-anchoring a daily newscast and reporting. Candidates must have 2-3 years anchoring experience. Live reporting experience is also a must. The ability to edit is also required. Send resumes and tapes (VHS ok) to Box 00268 EOE.

Executive Producer - CBS affiliate seeks hands on broadcast journalist to oversee daily newscasts and supervise line producers. News management position will assist in recruiting and training of producers and development of news formats. Requires strong producing background and solid editorial judgement. Candidates must have good driving record and ability to pass standard libel and drug tests. Contact: Mike Beecher, News Director, KFVS-TV, P.O. Box 100, Cape Girardeau, Missouri 63701. Equal Opportunity Employer.

News Producer - Superb writing, creativity, great story-teller and solid news judgement a must. Must know how to put production values to good use. Good people skills required. Minimum of two years producing experience. Send non-returnable tape, writing, resume to: Steven D. Hammel, News Director, KMOV-TV, 1 Memorial Drive, St. Louis, MO 63102. No phone calls please. KMOV-TV is an Equal Opportunity Employer.

News Reporter: Top 60 NBC station in Mid-Michigan looking for aggressive Reporter who turns out stories without the help of a press release. We're looking for a Reporter with anchor potential. Prior experience a must. Send resume and 3/4" or VHS tape to: Personnel Director, WEYI-TV, 2225 West Willard Road, Clio, Michigan 48420. No phone calls. M/F. EOE.

REPORTER - WCBF-TV in beautiful Charleston continues its search for two reporters who can do both general assignments and investigations. The right person also has anchor potential. Send resume, references and 3/4" non-returnable tape to Reporter Search, WCBF-TV, P.O. Box 879, Charleston, SC 29402. EOE, M/F, drug test mandatory. NO phone calls.

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.

West Coast TV Station looking for prime time Weathercaster. Must have at least 2 years experience and be a great communicator. Meteorology degree preferred but not required. Tapes and resumes to Box 00275 EOE.

WFSB, a Post-Newsweek Station, is seeking a creative Sports Producer to work in our news department. The right candidate will produce highlight pieces for our newscasts, produce stand-alone specials (go U-Conn Huskies!) and oversee the scheduling of our sports personnel. Send resume and tape to Mark Effron, VP News, 3 Constitution Plaza, Hartford, CT 06103-1892. EOE.

WEATHER. Leading Gulf Coast station looking for morning/noon weathercaster. Liveline 5 experience preferred. Your presentation should be upbeat, viewer-oriented and understandable. Non-returnable tapes and resume to Chuck Bark, News Director, WALA-TV, 210 Government Street, Mobile, Alabama 36602. EOE, M/F.

Sports. If you have what it takes to anchor interesting weekend sports highlights and report several days a week, we've got the position. Our weekend anchor is moving to the main chair. Send non-returnable tapes and resumes to Chuck Bark, News Director, WALA-TV, 210 Government Street, Mobile, Alabama 36602. EOE, M/F.

ANCHOR - You've seen it before...you'll see it again until we find the right person.. WCBF-TV in beautiful Charleston continues its search for a main co-anchor. This person will also produce investigative reports. Not for beginners or prior applicants. Send resume, references, and 3/4" non-returnable tape to Anchor Search, WCBF-TV, P.O. Box 879, Charleston, SC 29402. EOE, M/F, Drug test mandatory. NO phone calls.

HELP WANTED PROGRAMMING PRODUCTION & OTHERS

Director of Production, WITF-TV/Harrisburg, PA. Excellent managerial opportunity to direct and oversee a full range of studio and remote production activities for broadcast/non-broadcast. Develop local, state and national programming; serve as executive producer for various programs; assist proposal and project development; supervise production staff; and manage departmental and project budgets. Requirements: Bachelor's degree or higher, plus minimum five years related production experience, including two years in a supervisory role; knowledge of contemporary production techniques and equipment; familiarity with production budgeting. Public broadcasting experience highly desirable. Salary negotiable, DOE, plus benefits. Please send letter detailing qualifications, resume and list of production credits to Director of Human Resources, WITF, Inc., Box 2954, Harrisburg, PA 17105. Women and minorities encouraged to apply. AA/EOE.

Murphy Entertainment Group is looking for a limited term children's talk show producer. Must be an experienced television producer & creative writer with children's television producing or entertainment programming experience. National credentials desirable. Would produce talk show for middle school age audience working closely with executive producers and host. Responsible for topics, guests & content of show. Send resume, writing samples & non-returnable tape by February 11 to: Talk Box, Box 44965, Madison, WI 53744-4965. EOE/M-F1.

Television Video Director/Producer/Editor. WTXH-TV/Channel 20 is looking for a creative, highly skilled Video Director/Producer/Editor. Minimum 2 years experience directing multi-camera studio programs as well as hands-on experience with a computerized editor and full complement of broadcast equipment is a must. Duties include directing and producing both in studio and the field, post editing, script writing and field shooting. Send resume and 3/4" or VHS tape to: Jim Bittel, Production Manager, WTXH-TV, 15 Peach Orchard Road, Prospect, CT 06712. (No phone calls please.) WTXH-TV is an equal opportunity employer.

Production Manager. WRBW Orlando seeking organized, and efficient individual. Must have strong production management experience with emphasis on post-production. Good editing and promotion writing experience are a definite plus. Reply to 2000 Universal Studios Plaza, Suite 200, Orlando, FL 32819. Send resume, include salary requirements and three references. Please no telephone calls. We are an equal opportunity employer.

Production Manager WPDE-TV in Florence/Myrtle Beach, SC, is seeking a hands-on leader for our Creative Services Department and a visionary for our SPLASH Video Productions mobile production unit. Individual should possess the creativity, knowledge and skills for quality commercial production and a passion for making quality local television. Advanced computer knowledge and skills are a plus. If you have a college degree and have at least five years experience in television production, contact Mike Reed, General Manager, WPDE-TV, 3215 South Cashua Drive, Florence, SC 29501. EOE/MF.

Technical Directors and Chyron Operators: Alert! Imagine joining a start-up team and working in sensational San Antonio! IT COULD BE YOU! KABB-TV, a River City Broadcasting station, is hiring a TD and a Chyron Op for an evening newscast and commercial editing. Equipment includes: GVG 200-1 switcher, Chyron Max, GVG DPM-700, Quantel Paintbox, GVG VPE-141 and 131 editors, and a Microtime Impact. News and Production experience are a must! Send resume and non-returnable tape to Ralph Bissey, Production Manager, KABB-TV, 4335 NW Loop 410, San Antonio, TX 78229. (No phone calls or faxes, please.) KABB is an Equal Opportunity Employer.

The Travel Channel, a national cable network, is seeking experienced, team-oriented individuals to join our expanding programming and production unit. Manager of Current Programming. Responsible for shaping high quality documentary and magazine shows. Creative oversight of out-sourced producers and production units. Long-term producing/writing experience a must. Director of Production. Responsible for management of production unit. Field/studio production, broadcast operations and budgeting experience required. Send resume and salary history to: The Travel Channel, P&P Open Positions, 2690 Cumberland Pkwy, Atlanta, GA 30339. No Phone Calls. EOE M/F/H/V.

Programming. WPHL-TV has an opportunity in a key programming position. Applicant must be true movie buff. Some research experience preferred. Send resume to: Randy Smith, WPHL-TV, 5001 Wynnefield Avenue, Philadelphia, PA 19131. EOE.

Videotape Editor - CNN Spanish, Washington Bureau, seeks experienced Editor for daily news package production. Must be fluent in Spanish and English, have at least three years editing experience, be able to meet tight deadlines, and exercise sound judgement in breaking news situations. Strong coordination/communication skills a must. Qualified candidates will be contacted for an interview. Please send cover letter and resume (no tapes at this time, please) to CNN, HR-ES, 820 First Street, N.E., Washington, D.C. 20002. No phone calls please. EOE.

Traffic Manager - WCIX the CBS station in Miami is looking for a dedicated, hard working and flexible Traffic Manager. Candidate must have the ability to direct all areas of TV traffic and operations and have at least 5 years prior experience as Traffic Manager. Send resumes to Personnel, WCIX, 8900 18th Terrace, Miami, FL 33172. No phone calls please. EOE.

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

HELP WANTED PROGRAMMING PROMOTION & OTHERS

Promotion Star. The #1 station in beautiful Albuquerque is searching for a top-notch writer/producer. If you excel in news promotion and have a reel of killer spots to prove it, we want to hear from you! We need an enthusiastic, highly creative pro with strong production skills and a get-it-done attitude. Good interpersonal skills and the ability to work well under tight deadlines are BIG PLUSES. Two years experience and college degree preferred. Resume and tape: KOAT, Marketing Director, 3801 Carlisle Boulevard NE, Albuquerque, NM 87107. No phone calls, please! Equal Opportunity Employer. Women and minorities are encouraged to apply.

Art Director. WNRW-TV Fox 45/48 is seeking an individual who can turn vague ideas into targeted, creative on-air, print, and business presentations. Must be knowledgeable in all print-related areas and experienced in using desktop publishing and computer graphics systems. If you can handle numerous projects, tight deadlines, and be creative on demand, send resume to Promotions Director, WNRW-TV Fox 45/48, 3500 Myer Lee Drive, Winston-Salem, NC 27101. No phone calls please. Refer to source of advertisement in your correspondence. EOE. M/F.

NEWS PROMOTION. The CBS affiliate in New York's Capital District is looking for a top-notch News Promotion Executive Producer to join our Creative Services team. If you can create and direct dynamic, memorable promos, send your tape and resume to: Lisa Jackson, WRGB-TV, 1400 Balltown Rd., Schenectady, NY 12309. EOE.

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HELP WANTED ADMINISTRATION

Administrative Assistant. Broadcast Music, Inc., America's top source for music performance rights for television, radio and cable is looking for an individual to perform general administrative responsibilities, assist in developing marketing materials and in administering national licensing agreements. College degree, excellent communication skills and proficient knowledge of computers required. BMI offers a competitive salary and full benefits package. Please mail or fax resume and salary range to: BMI, Suite A-1, 331 West 57th Street, New York, NY 10019. Fax 212-956-2069. No phone calls please. EOE.

STAFF ACCOUNTANT: WABC-TV has an immediate opening for an individual responsible for different phases of our Accounting System including General Ledger Maintenance, Fixed Assets, Account Analyses, Bank Reconciliations as well as other financial duties. Position requires a self-starter with strong PC skills and solid financial experience in a cost control environment. Must be a team player as position requires interaction with Station and Corporate Management. Send resume to: Steve Barry, Assistant Director of Finance, WABC-TV, 7 Lincoln Square, New York, NY 10023-0217. No telephone calls or faxes please. We are Equal Opportunity Employer.

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MARKET/AUDIENCE RESEARCH ANALYST TELEVISION INDUSTRY

Thirteen/WNET seeks an individual with at least 3-4 years experience with a TV Station, agency or rep firm. Position requires thorough knowledge of ratings and current research sources as well as strong computer skills (including spreadsheet programs and Microsoft Word). Must be proficient at using A.C. Nielsen (local and national), MRI and Scarborough data. Good oral, written, and interpersonal skills are a must. For consideration, please send/fax resume to:

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356 W. 58th St., NYC 10019

Attn: Recruitment Coordinator MMGT-185

FAX: 212-560-6865

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KXLY-TV/AM/FM/Extra! Spokane, WA is seeking a creative, aggressive and energetic Promotion and Marketing Director. A hands-on attitude is a must. You must have exceptional written and oral communication skills and be able to teach others. Responsibilities include development and implementation of our marketing plans. A special emphasis is placed on news. This is a rare opportunity for the right person. With an ABC-TV affiliate, Newstalk AM, soft AC FM, and a cable channel under one roof, you will be challenged. Competitive salary and benefits package. Please send written resume, references and tapes to: Stephen R. Herling, VP and GM, KXLY TV/AM/FM/Extra, 500 West Boone Avenue, Spokane, WA 99201 by 2/13/95. No phone calls please. EOE.

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ENGINEER. Century City cable TV network seeks a motivated independent worker to maintain all audio and video processing/distribution equipment, and perform analog and digital troubleshooting to component level. Requires knowledge of Betacam, D2, UTS AVS2, Betacart, Flexicart, various Chyron Systems, Quantel, Abekas, GVG and non linear systems. Minimum 5 years experience required, SBE certification preferred. Send resume to: P.O. Box 67B66 LA, CA 90067. Attn: KMH or Fax 310-286-3876. EOE.

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Regional Sales Managers Global Access Telecommunications Services, Inc., an industry leader in providing satellite and fiber transmission services, is now seeking Sales Managers for newly developed regions. Candidates will be aggressive self-starters with successful track records in achieving sales forecasts and growth. Industry experienced and/or knowledge preferred. Resumes only. Fax to: (617) 720-0803, Attention: K.B., Sales.

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

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

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

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

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

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

For the Record

FACILITIES CHANGES

Cordova, AK (BPH941031MD)—RISOC Inc. seeks 100.9 mhz; 1.2 kw; ant. -129 m. Address: 1 Forrestry Way, Cordova, AK 99574. Applicant is headed by John Lewis and Leslie Lewis and owns KLAM(AM) Cordova, AK.

Lake Havasu City, AZ (BPCT941031KN)—Meridian Communications Co. seeks ch. 34; 468 kw; ant. 817 m. Address: 910 Sunrise Ave., Ste. A1, Box 160, Roseville, CA 95661. Applicant is headed by Suzanne Rogers and has no other broadcast interests.

Harrisburg, AR (BPH941216MA)—Todd Robinson seeks 95.9 mhz; 11.22 kw; ant. 148 m. Address: 2144 Colony Rd., Charlotte, NC 20209. Applicant is permittee of new FM on ch. 224A Harrisburg, NC.

Maumelle, AR (BPH941019MC)—Humnok Corp. seeks 96.9 mhz; 6 kw; ant. 100 m. Address: P.O. Box 4189, Little Rock, AR 72214. Applicant is headed by Ted Snider Sr. and owns KARN(AM) Little Rock, AR.

Maumelle, AR (BPH941020ME)—George Flinn Jr. seeks 96.9 mhz; 6 kw; ant. 89 m. Address: 188 S. Bellevue, Ste. 222, Memphis, TN 38104. Applicant owns WCCL(TV) New Orleans; WHBQ(AM) Memphis and WNWZ(FM) Germantown, both Tennessee, and is permittee of CP for ch. 50 Memphis.

Maumelle, AR (BPH941031MC)—Reynaldo Hernandez seeks 96.9 mhz; 6 kw; ant. 100 m. Address: 3939 S. Old Wire Rd., Rogers, AR 72758. Applicant has no other

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—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.

broadcast interests.

Sebastian, FL (BPED941208MK)—Moody Bible Institute of Chicago seeks 95.9 mhz; 25 kw; ant. 100 m. Address: 820 N. LaSalle Dr., Chicago, IL 60610. Applicant is headed by Joseph Stowell and owns WMBI-AM-FM Chicago and WDLN-AM-FM East Moline, both Illinois; WCRF(FM) Cleveland; WMBW(FM) Chattanooga, Tenn.; KMBI-AM-FM Spokane, Wash.; WKES(FM) St. Petersburg and WRMB(FM) Boynton Beach, both Florida; WMBV(FM) Dixon's Mills, Ala.; WAFS(AM) Atlanta; WGNB(FM) Zeeland, Mich., and WJSO(FM) Pikeville, Ky.

Sebastian, FL (BPH941207MF)—Chris Hubbard seeks 95.9 mhz; 25 kw; ant. 100 m. Address: 280 8th Terrace, Vero Beach, FL 32962. Applicant has no other broadcast interests.

Sebastian, FL (BPH941208MI)—First Baptist

Church seeks 95.9 mhz; 25 kw; ant. 100 m. Address: 702 E. New Haven Ave., Melbourne, FL 32901. Applicant is headed by Cecil Jones and owns WCIF(FM) Melbourne.

Sebastian, FL (BPH941207ME)—Milagro Broadcasting Inc. seeks 95.9 mhz; 25 kw; ant. 100 m. Address: 4402 Fairway Dr. N., Jupiter, FL 33477. Applicant is headed by Joseph Antelo and Leopoldo Ramos and has no other broadcast interests.

Thomasville, GA (BPED941122MP)—Southeast Educational Radio seeks 88.1 mhz; 55 kw; ant. 379 m. Address: P.O. Box 14884, Tallahassee, FL 32317. Applicant is headed by J. Charles Ryor and has no other broadcast interests.

Galatia, IL (BPH941208MH)—W. Russell Withers Jr. seeks 98.9 mhz; 6 kw; ant. 100 m. Address: P.O. Box 1508, Mt. Vernon, IL 62684. Applicant owns KAVU-TV Victoria, Tex.; KREZ-TV Durango, Colo.; WMIX-AM-FM Mount Vernon, Ill.; KOKX-FM Keokuk, Ia.; KAPE(AM)-KGMO(FM) Cape Girardeau, Mo.; WDTV(TV) Weston, W.Va., and KREX-TV Grand Junction, Colo.

Ashland, KY—American Family Association seeks 91.1 mhz; 0.8 kw; ant. 48 m. Address: P.O. Drawer 2440, Tupelo, MS 38803. Applicant is headed by Donald Wildmon and owns WAFR(FM) Tupelo and WQST-AM-FM Forrest, both Mississippi.

Alexandria, LA (BPED941031MB)—American Family Association seeks 91.7 mhz; 1 kw; ant. 39 m. Address: P.O. Drawer 2440, Tupelo, MS 38803. Applicant is headed by

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Donald Wildmon and owns WAFR(FM) Tupelo and WQST-AM-FM Forrest, both Mississippi.

Traverse City, MI (BPH941020MF)—Salija Bokram and Michael J. St. Cyr seek 104.5 mhz; 3 kw; ant. 100 m. Address: 630 Edison Ave., Lansing, MI 48910. Applicant has no other broadcast interests.

Traverse City, MI (BPH941020MH)—The MacDonald Broadcasting Co. seeks 104.5 mhz; 0.87 kw; ant. 188 m. Address: P.O. Box 1776, Saginaw, MI 48605. Applicant is headed by Kenneth MacDonald Jr. and owns WATT(AM)-WLXQ(FM) Cadillac, WSAM(AM)-WKQC(FM) Saginaw and WMBN(AM)-WLXT(FM) Petrosky, all Michigan.

Grand Marais, MN (BPH941026MB)—Eclectic Enterprises Inc. seeks 95.3 mhz; 100 kw; ant. 164 m. Address: 111 Marquette Ave., No. 1501, Minneapolis, MN 55401. Applicant is headed by J. Thomas Lijewski and has no other broadcast interests.

Nisswa, MN (BPH941129MJ)—North Central Nisswa Radio Partners seeks 93.3 mhz; 100 kw; ant. 227 m. Address: Rte. 1, Box 312B, Aitkin, MN 56431. Applicant is headed by Margaret Hasskamp and owns KTCF(FM) Crosby, Minn.

Roseau, MN (BPH941121MM)—Robert Obie seeks 103.5 mhz; 50 kw; 48.9 m. Address: P.O. Box 130, Roseau, MN 56751. Applicant owns KRWB(AM) Roseau.

West Yellowstone, MT—Gary Petersen seeks 96.5 mhz; 6 kw; ant. -52 m. Address: P.O. Box 9, West Yellowstone, MT 59758. Applicant owns KWYS West Yellowstone, MT.

Falls City, NE (BPH941107MA)—C.R. Communications Inc. seeks 101.3 mhz; 6 kw; ant. 100 m. Address: P.O. Box 589, 1602 Stone St., Falls City, NE 68355. Applicant is headed by Charles and Karen Radatz and owns KTNC(AM) Falls City, NE.

Batavia, NY (BPCT940920KG)—Standfast

Broadcasting Corp. seeks ch. 51; 50.7 kw; ant. 106 m. Address: RR2 Box 98E, Fillmore, NY 14735. Applicant is headed by David Grant and owns WYDC(TV) Corning, NY.

The Dalles, OR (BPH941215MB)—Columbia Gorge Broadcasters Inc. seeks 92.7 mhz; 3.7 kw; ant. 259 m. Address: 1190 22nd St., Hood River, OR 97031. Applicant is headed by Gregory Walden and owns KHR(AM)-KCGB-FM Hood River, Ore.

Lewistown, PA (BPED941219MA)—Salt and Light Media Ministries Inc. seeks 90.9 mhz; .1 kw; ant. 344 m. Address: 150 Buffalo Rd., Ste 202, Lewisburg, PA 17837. Applicant is headed by Patrick Johnson and owns WGRC-FM Lewisburg, PA.

Bristol, VA (BPH941103MD)—American Family Association seeks 90.5 mhz; 0.5 kw; ant. 19 m. Address: P.O. Drawer 2440, Tupelo, MS 38803. Applicant is headed by Donald Wildmon and owns WAFR(FM) Tupelo and WQST-AM-FM Forrest, both Mississippi.

THIS WEEK

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. 6-8—"Sorting Through the Information Super Puzzle," conference presented by the *Cable Television Administration & Marketing Society (CTAM)*. Hyatt Regency Scottsdale Gainey Ranch Resort, Scottsdale, Ariz. Contact: Grace Ascolese, (703) 549-4200.

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—"The High-Tech Entrepreneur," forum in telecommunications practice presented by *Polytechnic University Center for Advanced Technology in Telecommunications*. Metropolitan Life Bldg., New York City. Contact: Ameena Mustafa, (718) 260-3050.

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. 9—3rd annual *IRTS Foundation* industry conference. New York Marriott East Side, New York City. Contact: Maria De Leon, (212) 867-6650.

Feb. 9-11—*Society of Motion Picture and Television Engineers* Advanced Television and Electronic Imaging Conference. St. Francis Hotel, San Francisco. Contact: John Izzo, (914) 761-1100.

Feb. 9-11—*Louisiana Association of Broadcasters* annual convention. Hotel Acadiana, Lafayette, La. Contact: Lou Loman, (504) 922-9150.

Feb. 10—*IRTS Foundation* newsmaker luncheon. The Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

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.

Datebook

Feb. 12-16—"The State of Media Studies," seminar presented by the *Freedom Forum Media Studies Center*. Columbia University School of Journalism, New York. Contact: Shirley Gazsi, (212) 678-6600.

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. 17—Deadline for entries to the 1995 Hometown Video Festival, presented by the *Alliance for Community Media*. Contact: Randy VanDalsen, (916) 441-6277.

Feb. 18—"Safe Harbors and Stern Warnings: FCC Regulation of Indecent Broadcasting," symposium presented by *Villanova Sports & Entertainment Law Forum*. Villanova University School of Law, Villanova, Pa. Contact: Joseph McMahon, (610) 519-7605.

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.

Feb. 24-27—*National Federation of Community Broadcasters* annual meeting. Albuquerque Hilton, Albuquerque, N.M. Contact: David LePage, (202) 393-2355.

MARCH

March 1-17—*The Museum of Television & Radio's* 12th Television Festival. Directors Guild of America Building, Los Angeles. Contact: David Lewis, (212) 621-6685.

March 3—Entry deadline for The Radio-Mercury Awards. Contact: *The Radio Creative Fund*, (212) 387-2156.

March 5-7—*NIMA International* fourth annual midyear meeting. The 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 20-22—5th annual Pan Asia Satellite and Cable Television Conference and Exhibition, presented by *AIC Conferences and Communications Equity Associates*. Hong Kong Convention and Exhibition Centre, Hong Kong. Contact: (852) 520 1481.

APRIL

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

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.

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—Radio Show & World Media Expo, sponsored by *The National Association of Broadcasters*, *The Radio Television News Directors Association*, *The Society of Broadcast Engineers* and *The Society of Motion Picture and Television Engineers*. New Orleans, La. Contact: Lynn McReynolds, (202) 429-5350.

Major Meetings

—Compiled by Kenneth Ray

Fates & Fortunes

BROADCAST TV



Lesourd

Maureen Lesourd, VP/GM, WQCD(FM) New York, joins Capital Cities/ABC there as senior VP, affiliate relations, ABC Television Network.

Sally Fitz, free-

lance reporter, joins WMAQ-TV Chicago as general assignment reporter.

Appointments at WOIO(TV) Shaker Heights and WUAB(TV) Lorain, both Ohio: **Jeff Phelps**, weekend sports anchor/reporter, named weeknight sports anchor.

Hollis Boardman, LSM, WESH(TV) Daytona Beach, Fla., joins WXII(TV) Winston-Salem, N.C., as GSM.



Schleyer

William Schleyer, executive VP, Continental Cablevision, Boston, named president/COO.

Sean Mooney, general assignment reporter, WWOR-TV Secaucus, N.J., named

co-anchor, *News 9 Tonight*.

Dale Woods, local sales manager, WRGT-TV Dayton, Ohio, named general sales manager.

Jon Yasuda, GSM, KVEA(TV) Corona, Calif., joins International Media Group, Los Angeles, as VP, sales and marketing.

Richard Bailey, account executive, Spectrum, Chicago, joins Tribune Entertainment Co. there as director, Midwest advertising sales.

Mike Walter, reporter/anchor, KMBC-TV Kansas City, Mo., joins WDAF-TV there in same capacity.

Robin Garrison, anchor, WPVI-TV Philadelphia, joins KSAZ-TV Phoenix as co-anchor/reporter.

Appointments at KAUZ-TV Wichita Falls, Tex.: **Adele Lewis**, weekend

anchor/reporter, KPAX-TV Missoula, Mont., joins as AM and noon anchor; **LeAnn Pope**, meteorologist, WALB-TV Albany, Ga., joins as AM and noon meteorologist; **Eric Gardner**, chief meteorologist, adds duties as assistant news director; **Ray Wallace**, assignment editor, named news director.

Christine Hagan, lawyer, O'Melveny & Myers, New York, joins King World there as counsel, reality-based programming.

Valerie Scoon, associate director, news and public affairs, Public Broadcasting Service, Washington, joins Harpo Entertainment, Chicago, as director, development.

Appointments at *The Oprah Winfrey Show*, Chicago: **Irma Norris**, production executive, and **Rita Barry**, editorial producer, *Good Morning America*, ABC, New York, join as manager, production, and manager, special projects, respectively; **Harriet Seidler**, senior VP, marketing, Q2, West Chester, Pa., joins as director, marketing and creative services.

H. Drew Middleton II, LSM, WYZZ-TV Bloomington, Ill., named station manager, sales and marketing.



Brewer

Appointments at Hanna-Barbera Cartoons, Hollywood: **Fonda Brewer**, associate director, human resources, Sony Pictures Entertainment, Los Angeles, joins as director, human resources; **Joshua**

Romm, product manager, Mattel, joins as director, domestic marketing; **William Quarles**, controller, named director, budgeting, forecasting and planning.

Ed Roth, writer/producer, Harpo Productions, Chicago, joins Catspaw Productions, Atlanta, as creative director.

Appointments at KENS-TV San Antonio, Tex.: **Susan Lynch**, controller, named VP/CFO, Harte-Hanks Television (parent); **Boots Walker**, GM, WXII(TV) Winston-Salem, N.C., joins

as VP, sales, KENS-TV/KENS(AM).

Jane Lodato, head, entrepreneurial ventures, Chiat/Day, New York, joins Universal Television, Universal City, Calif., as senior VP, marketing.

Gillian Rose, director, international sales, DLT Entertainment Ltd., New York, named VP.



Diaz

Jerry Diaz, manager, international television sales, ABC Cable & International Broadcast Inc., New York, joins Hearst Entertainment as director, international sales, Latin America.

David D'Antuono, VP/GM, WPMI(TV) Mobile, Ala., joins WXXA-TV Albany, N.Y., in same capacity.

Joe Muller, GM, KCIT(TV) Amarillo, Tex., joins Fox Broadcasting Company, Dallas, as executive director, network distribution, Southwest region.

RADIO

Chris Cox, program director, KEZY(FM) Anaheim, Calif., named station manager, KORG (AM)/KEZY(FM) there.

Appointments at WTMJ Inc., Milwaukee: **Carl Gardner**, VP/GM WTMJ(AM)/WKTI(FM) Milwaukee, named executive VP, radio; **Kris Foate**, station manager, WKTI, named VP/GM.

David Rimmer, program director, WWDB(FM) Philadelphia, joins SW Networks, New York, as director, talk programming.

Larry Lustig, VP/manager, Katz Radio, Seattle, joins The Interep Radio Store as senior VP/director, sales, McGavren Guild Radio, San Francisco.

Skip Bednarczyk, GM, Dimension Media Services, Newark, N.J./Mariion, Ohio, joins WAKS(FM)/WAHC(FM) Columbus, Ohio, as VP/GM.

Roger Wolski, program producer, Bonneville Broadcasting, Northbrook, Ill., joins Radio Spirits Inc., Buffalo Grove, Ill., as digital editor.

Terri Dawson, sales manager, KDAR(FM) Oxnard, Calif., named GM.

Jeff Crabtree, GM, KDAR(FM) Oxnard, Calif., joins KSLR(AM) San Antonio, Tex., in same capacity.

Appointments at WDRE-FM Garden City, N.Y.: **Michael Parrish**, assistant music director, named music director; **Jonathan Shapiro**, music director, WYYY(FM) Baltimore, joins as assistant program director.

Appointments at Radio Advertising Bureau, New York: **Ken Costa**, VP, marketing information, retires to become marketing consultant; **Dick Rakovan**, GM, WGAY(FM)/WWRC(AM) Washington, joins as senior VP, stations, Eastern region.

James Shea Jr., regional president, CRB Broadcasting Corp., New York, named chief operating officer.

Stan Roberts, LSM, KWXV-AM-FM Cathedral City, Calif., named GSM.

Charles Jacob, journalist, CNN, joins KMOX(AM) St. Louis, Mo., as reporter/host, *NewsMakers*.

CABLE



Lazzo

Mike Lazzo, VP, programing, Cartoon Network, Atlanta, named senior VP, programing and production.

Appointments at MTV Networks, New York: **John Popkowski**, senior VP, advertising

sales, named executive VP; **Doug Rohrer**, VP, advertising sales, Eastern region, named senior VP, MTV, VH1; **Todd Siegel**, director, advertising sales, Eastern region, named VP; **Frank Brown**, director, advertising sales, MTV Europe/VH1 UK, named executive VP, international; **Karl Kuechenmeister**, VP, Time Warner Interactive, joins as senior VP, One World Entertainment.

Alison Kreuch, account manager, *Disney Adventures* magazine, New York, joins *Nickelodeon* magazine there as Eastern sales manager.

Jerry Ware, director, advertising, and

Frank Mathews, director, marketing, MetroVision, Atlanta, named VPs.

Dusty Schmidt, director, marketing and promotion KPHO-TV Phoenix, joins Home & Garden Television, Knoxville, Tenn., as director, creative services.



Zaret

Teresa Zaret, director, special projects, Triax Communications Corp., Denver, named director, programing and market development.

Appointments at Showtime Networks Inc., New York: **Diane Castro**, manager, television division, Bender, Goldman & Helper, Los Angeles, joins as manager, public relations; **Ricki Goldhamer**, account supervisor, Grey Entertainment, New York, joins as director, advertising; **Jamie Padnos**, manager, film evaluation; named director, program planning.

Susan Lecki, account executive, affiliate relations, Northeastern region, E! Entertainment, Los Angeles, named affiliate marketing manager.

Henrik Jones, national marketing manager, InterMedia, San Francisco, named director, strategic planning.

Appointments at Liberty Sports, Irving, Tex.: **Denise Seomin**, media relations manager, Prime Network, named director, programing; **Cayce Hlavay**, marketing and research coordinator, Home Sports Entertainment, named director, research.

ADVERTISING/MARKETING

Appointments at Bohbot Media Worldwide, New York: **Theresa Williamson**, VP/account supervisor, named group VP/director, account management and business development; **Noreen Lampert**, senior buyer, named local broadcast supervisor; **Cindy Lancellotti**, program coordinator, named advertiser sales supervisor; **Christine Muhlbach**, manager, sales and administration, named VP, advertiser sales and administration; **John Hess**, VP/manager, central

region, named group VP/director, domestic distribution, Bohbot Entertainment Worldwide.

Appointments at Wunderman Cato Johnson, New York: **Tim Jones**, account supervisor, named VP/management supervisor; **Lisa Johnson**, senior analyst, LINK Resources Corp., Manhattan, joins as manager, interactive communications.

SATELLITE/WIRELESS

Michial Bell, director, sales, Superstar Satellite Entertainment, Tulsa, Okla., named VP.

Appointments at MicroNet Inc., Jamison, Pa.: **Gabrielle Snyder**, GM, IDB Communications Group, Staten Island, N.Y., joins as GM, earth station and TOC operations; **Jim Colonna**, VP, engineering, ICG Satellite Services, Carteret, N.J., joins as director, engineering.

Chris Brown, international market manager, Andrew Corp., Chicago, joins Microwave Networks Inc., Houston, as VP, sales, Americas.

DEATHS

Robert (Bob) Singer, 71, retired TV station executive, died Jan. 12 in Atlantic City, N.J., after suffering a stroke. For 41 years Singer served as business manager of WGAL(TV) Lancaster, Pa. He retired in June 1994. Singer is survived by his wife, Geri; three sons, Fred (also a WGAL employee), Eric and Richard; two daughters, Rae and Vicki, and eight grandchildren.

Terry P. Hourigan, 58, director, program review, The Board for International Broadcasting, Washington, died Jan. 25 following a heart attack. Hourigan began his career in commercial radio broadcasting. His first on-air position, at age 18, was with WJE(AM) Hagerstown, Md. Other experience included stints with WMAL(AM) and WTOP(AM), both Washington, Mutual Broadcasting, NBC Radio, United Broadcasting Co. and Voice of America. Hourigan is survived by his wife, Linda; five children, his mother, one sister, one brother, and eight grandchildren.

—Compiled by Denise Smith

Brian John Tregidden

Creating a channel's graphic identity means more than throwing a logo up on the corner of the screen, graphic designer Brian Tregidden says.

The former head of the BBC Graphic Design Department says channel identity is becoming more important as programming spreads over an increasing number of channels. Many of these new channels, he says, are competing by offering programming that, to the viewer, appears similar. "The programming that we get is the same as usual," Tregidden says.

But posting a logo is just the start.

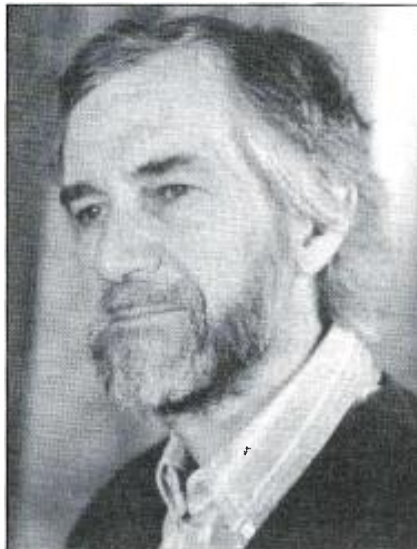
"It's an extensive exercise," says Tregidden, who this month joined New York-based Telezign Animation/Design as a guest creative director. TV channels, he says, should create comprehensive graphic elements that will play well in other media—like vans, letterhead and print advertisements—besides television.

On-screen channel IDs, he maintains, actually can undermine a programmer's efforts to break from the pack. Discussing the practice at a Broadcast Designer Association conference in London last fall, Tregidden said the logos provide "a tacit acknowledgement...that the programs cannot stand up for themselves." He also maintains that IDs can insult the intelligence of viewers, whom he regards as more visually educated than broadcasters think.

"They are very discerning," Tregidden says. "We tend to underestimate their level of sophistication."

Tregidden takes a similar view regarding excessive use of other types of on-screen graphics during programs. Too many graphics, he says, distract viewers and often repeat information already conveyed through the program. "You're only able to assimilate so much information," Tregidden says.

His interest in TV design dates to 1964. Tregidden answered an ad placed by the BBC, which was looking for an assistant in its scenic design department. The job, he says, demanded skills Tregidden had



acquired during his studies at the Willesden School of Arts and Crafts in London. "It was very much the core of my studies," he says.

From day one, Tregidden was handling on-air design chores, mostly involving the design of BBC sets. One early task included designing sets for what was then regarded as an interactive TV show—*Full House*. The late-1960s series featured presentations from all walks of the art world, to which a studio audience would offer its reactions. "It was interactive," Tregidden says of the show. "You were designing for different circumstances."

From his initial temporary appointment with the BBC, Tregidden moved to a permanent slot later in the year. In 1971 he was named senior designer, overseeing a group of designers and assistants, and in 1977 was promoted to head of visual effects. Two years later he was named head of the BBC's Graphic Design Department, a post he held until his retirement from the BBC last March.

While citing *Full House* as an

exciting project, Tregidden also voices interest in today's version of interactive programming—particularly in the task of designing on-screen guides and menus. He foresees a future in which the large networks will act as program banks for viewers rather than as providers of rigid show schedules.

"I believe their days are numbered," Tregidden says of today's TV guides, stressing the importance of developing consumer-friendly menus for pay-per-view ventures.

"The people who come up with an interesting visual route are the ones who are going to score," he says, voicing little enthusiasm for the results of work in the field. "I haven't seen any results yet," Tregidden says. "Somebody's got to get it right."

He gives higher marks to results on the professional side of computer-driven technology. Although he maintains that the television industry

has always been a business of change, Tregidden says he is "watching open-mouthed" the technological developments in graphic design tools.

"It unlocks dreams," he says of computer-based design gear. He is quick to add, however, that high-power graphics engines do not replace basic graphic design skills.

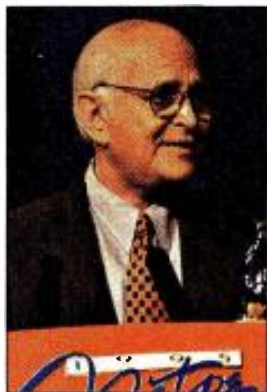
"This business of design, it is a progression," says Tregidden, who has moderated a variety of design courses and has worked with Southampton College of Further Education as a consultant on graphic design course development. He says broadcast designers still must carry a background in typography, typesetting and drawing skills before a computer can be of much use.

"You still need all the basic skills," Tregidden says. "You don't throw away the pencil."

—CM

Guest creative director, Telezign Animation/Design, New York; b. London, Sept. 27, 1937; National Diploma in Design, Willesden School of Arts and Crafts, London, 1957; design assistant, scenic design, BBC, London, 1964-65; designer, 1965-71; senior designer, 1971-77; head, visual effects, 1977-79; head, graphic design department, 1979-94; current position since January; m. Judy Gotobed, June 23, 1962; children: Jan, 31; Emma, 29.

Lear decries reliance on ratings, bottom line



The television industry not only has lost its soul but has failed to serve society to its fullest potential. That was television producer Norman Lear's message last week in Las Vegas, where he accepted the NATPE Foundation Educational Award.

Lear charged the industry with complacency. "The ambitions that we all had for television almost 50 years ago have lost both their force and greatness," said Lear. "Television has certainly become quieter and less aspiring." At the same time, he said, TV's influence on American culture continues to grow profoundly. "Yet it has responded to this development with a steadily shrinking ambition."

How did the industry arrive at this state? Lear's answer: when the industry started living and making decisions by the numbers. Ratings, quarterly results and other numerical parameters "exert an iron grip on our sense of the possible." The business, and society at large, he said, have become obsessed with numbers and bottom-line results and have become "suspicious of the unquantifiable, the intuitive and the mysterious." In doing so the business has "lost touch with the best of humanity."

It's time to start making decisions again based on gut instincts, said Lear. "The Great American Audience will be better served." Programs should be developed based on tastes and sensibilities, he said, "and from that voice within you that may be saying, even at this moment, 'this sounds right.'"

—SM

UPN's national Nielsen ratings (supplied by Paramount) came in last week for the two-hour premiere of *Star Trek: Voyager* on Jan. 16: It averaged a 13.0 HH rating/19 share. However, that number represented the ratings for all of UPN's affiliates, more than 25% of which do not air the show in pattern. According to Paramount, the show ranked number one in all key male demos. In its most recent airing (Jan. 23), it averaged a 10.9/15 in 29 metered markets. **The WB Network**—in its third week—continued to grow. Last Wednesday, the two-hour comedy block averaged a 2.2/4, according to national Nielsen numbers supplied by WB. In its debut it averaged a 1.9/3, and in its second week a 2.0/3. All of

the comedies, with the exception of *Muscle* at 9:30, were up in their time periods from the previous week.

U.S. District Court Judge Gladys Kessler ruled last Friday that the telco-cable crossownership ban is unconstitutional. The judge was responding to a suit filed by the United States Telephone Association. Kessler said she will issue an order mandating that the government should not enforce the crossownership ban for all USTA members.

NBC, like Capital Cities/ABC, has chosen a well-connected Republican to head its Washington office. Robert Okun, a former floor assistant to former House Minor-

ity leader Bob Michel (R-Ill.), has joined the network as Washington VP. Okun will run the network's government relations office. Terry Mahony will continue as VP, government relations, in Washington, responsible for communicating NBC's views in Washington and for coordinating NBC affiliates' grass-roots efforts.

House speaker Newt Gingrich (R-Ga.) has backed off his call to "zero out" federal funding for the Corporation for Public Broadcasting. The threat has been met by calls that public TV stations will be closed or commercialized. But, Gingrich said, Republicans are committed to keeping good television. "We're going to have *Sesame Street*. We're going to have *Barney*," he said last Thursday at a National Republican Congressional Committee dinner, according to the AP. Gingrich admitted that he made a mistake; his statement late last year "maximized the fear level [and] broke down the dialogue." However, at a time when Republicans have pledged to review every federal program, some things may have to change at CPB, he said, without giving specifics. The dinner raised at least \$2 million for the committee.

The Alfred I. duPont-Columbia University awards were handed out in New York last week. Winners of 12 Silver Batons for excellence in TV and radio journalism were Charles Kuralt of CBS News; CBS News *60 Minutes*; CNN; PBS *Frontline* (*Innocence Lost: The Verdict*); PBS *Frontline* (*Romeo and Juliet in Sarajevo*); WTVS-TV Detroit; WCCO-TV Minneapolis; Wisconsin Public Television; PBS's *The Great Depression*; HBO; and NPR for its coverage of Rwanda and South Africa.

CBS Radio and ABC News Radio have joined the teams of media covering the O.J. Simpson mur-

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der trial by broadcasting live from the courthouse and providing frequent news updates on the proceedings. CBS is broadcasting live, gavel-to-gavel coverage each week-day beginning at noon for the duration of the trial. CBS also has hourly updates at :31 past the hour, evening recaps, and a 14-minute summary of the day's events at 8:30 p.m. ET. ABC News Radio broadcasts the opening statements live, and also provides news updates three times hourly, daily summary news reports and news analysis. ABC also has produced the O.J. Simpson Audio Library, which offers audio clips from the trial for users of America Online. Court TV also provides ABC with a live audio feed.

FCC Chairman Reed Hundt last week again called for hooking up the nation's public schools to the Internet and other computer networks. In a speech at a computer marketing convention, he suggested several ways that goal might be accomplished: "We could use the revenues from the sale of spectrum in our current auctions. We could develop tax schemes. We could use the consumer productivity dividend from the local exchange company price cap system."

Michael Jay Solomon's global TV production and distribution venture, Solomon International Enterprises, has secured \$75 million of equity investment from Warburg, Pincus Ventures. Proceeds will likely finance SIE cable, pay TV and production projects in Asia and Latin America.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Jan. 15. Numbers represent average audience/stations/% coverage.)

1. Wheel of Fortune	15.4/225/99
2. Jeopardy!	12.8/214/98
3. Oprah Winfrey Show	9.1/230/96
4. Wheel of Fortune-wknd	8.7/178/82
5. Entertainment Tonight	8.3/178/94
6. Star Trek: Deep Space 9	7.4/234/99
7. Roseanne	7.0/184/87
8. Inside Edition	6.7/168/92
9. Baywatch	6.6/215/97
9. Hard Copy	6.6/178/93
11. Married...With Children	6.1/175/92
11. The Simpsons	6.1/126/83
13. Family Matters	6.0/194/94
14. Ricki Lake	5.8/210/86
15. Fresh Prince of Bel-Air	5.7/132/87

Fundraising frenzy

Senate Commerce Committee Chairman Larry Pressler (R-S.D.) is cashing in on his new position. Telecommunications lobbyists say Pressler is building his campaign war chest for 1996, when his term is up. Since the November election, which resulted in his chairmanship, Pressler has been "leaning heavily" on the telecom industries for financial support. Only weeks after the election, a Pressler fundraiser drew a record crowd with more than 200 lobbyists paying \$1,000 each to attend the event. But last week industry representatives and executives were asked to give \$2,500 each to attend a breakfast for Pressler sponsored by the National Cable Television Association at a hotel in Washington. Another fundraiser already is slated for Feb. 15. Pressler may be worried about his re-election bid. The South Dakota press already has begun speculating that Democratic Congressman Tim Johnson will challenge the senator. Johnson's office said the congressman has made no decision about running for the Senate.

—KM

LAS VEGAS

Long shot

Among unconfirmed reports out of NATPE is that, in extremis, the Fox station group could go to a consortium headed by Barry Diller. He, of course, is an original Fox hand, and still has an eye on building a media empire.

Colorful creature

Muller Media is considering colorizing some of the classic Godzilla films from the 1950s and '60s, which the company has just re-released in syndication after a three-year-plus rest period. "We were approached by one of the networks about colorizing the films," said Muller Media President Robert Muller. "We have to work out the economics to see if it makes sense."

WASHINGTON

Bypassing benchmark

Small cable systems will not face benchmark rate regulation if they already have reached an agreement with their local franchise authority, say FCC sources. Under the new policy, proposed by the Cable Telecommunications Association, the FCC would not require a small cable operator to lower rates to meet current regulations, even if a subscriber files a complaint. Under the FCC's current rules, small systems are defined as those with less than 1,000 subscribers. However,

the commission is now considering a change of the definition.

NEW YORK

Turing on the Juice

Although Court TV is not releasing Nielsen ratings data for its coverage of the O.J. Simpson trial, industry sources say the network scored an average 3 rating (484,000 households) for its trial coverage aired noon to 8 p.m. on Jan. 23-26. By comparison, Court TV weekday ratings for December 1994 averaged a .3 rating.

Name change?

Multimedia this week is expected to announce a number of new developments at its fledgling cable network, The Talk Channel, including a possible name change for the network to "News-Talk Television."



Drawn for BROADCASTING & CABLE by Jack Schmidt
"We can't get a handle on it!"

Table talk

The mood of the market in Las Vegas last week was mixed. Buyers were buying and sales were brisk for the big-ticket projects being pitched, but there were fewer of those than in past years, in part because of some tentativeness about how the future will shake out. With an existing flood of first-run; new networks eating up time periods and old networks getting into the act, syndicators—particularly first-run—had a lot to think about last week. One conclusion offered was that with competition slivering the pie, it will be increasingly difficult for producers of first-run to pay for production values audiences demand. One explanation of the proliferation of talk and reality shows, beyond the audience appetite, is that they are short on expensive sets and multiple star salaries. Of course, first-run's loss should be off-net's gain, since that network-quality production value is already built-in.

But if there was some healthy angst about the future, it did not cloud the generally rosy present of an ad market booming like none in a decade and a show that, at 15,000 attendees—a 50% jump over last year—proved NATPE was the software place to be in broadcasting and cable.

Still rolling

The O.J. Simpson trial got under way last week with stops and starts, charges and motions aplenty. The first benefit of televised coverage is apparent. If we didn't know why the wheels of justice grind so slowly, we ought to after watching only the first few days of this trial. We were almost deprived of that privilege by a Court TV gaffe that gave Judge Ito the opportunity to turn off the

lights. To Ito's credit, he did not use the accidental showing of an alternate juror to browbeat the media. Instead, he treated it as a big mistake, called for measures to insure that it does not happen again, and left the cameras in. That O.J. verdict was the right one.

Words from the wise

Two comments by two NATPE veterans caught our ear last week in Las Vegas. One was more from the head, the other more from the heart, but each had a ring of sincerity and experience.

The first came from Derk Zimmerman, CEO of Group W Productions, in a panel session about the syndication business. "We're all risk-takers and entrepreneurs," he said. "We bet our money, and we take our chances." Right on. The halls at NATPE were filled with big-money bets that might make it and many more that won't, offered year after year by the eternally hopeful. The economics of that business tend to reward well those who can squeak out a hit, and to send back to go those who miss. Here's to the risk-takers.

The second came at a Post-Newsweek Stations party hosted by Bill Ryan, that organization's CEO, who reminded his guests "how much we need each other, how much we rely on each other." Considering all the relationships represented in the room, and all the competition among them, we were struck by the sageness of his observation. Rarely do we think about how the station and the network really depend on each other, and the station on the syndicator, and the agency on the rep. The list is as big as the industry. To all we commend and repeat the Ryan dictum: "How much we need each other, how much we rely on each other."

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