

FEB 6

Broadcasting

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Court TV's Steven Brill COVERING TV'S TRIAL OF THE CENTURY

Deregulation on a Rampage:

- Pressler Addresses Telecom
- Hundt Addresses Broadcasting

Dilemma of Duopoly and LMA's

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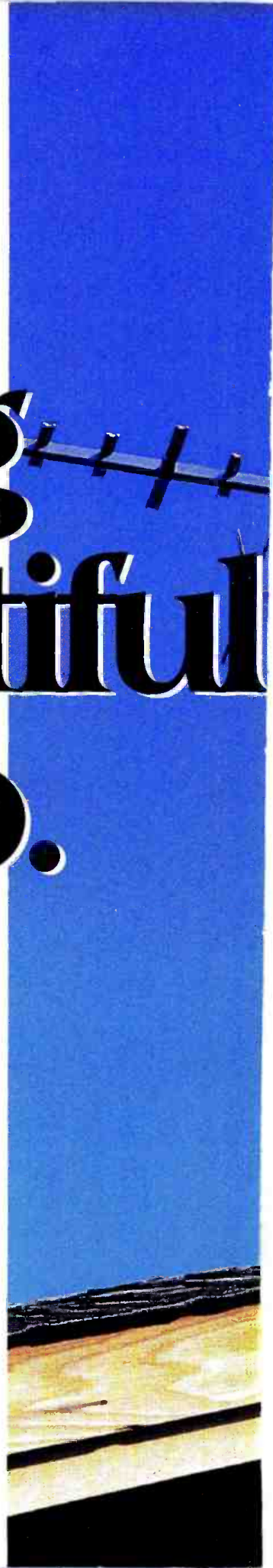


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Fast Track

MUST READING FROM BROADCASTING & CABLE

TOP OF THE WEEK

FCC sends regulatory wish-list to Hill Under an FCC proposal to Congress, some regulations would be eliminated, but it's not all good news for broadcasting and other industries. The FCC also has asked for additional auction authority, a boost in regulatory fees and a longer statute of limitations for fining stations for rule violations. / **6**

Small stations in peril? Smaller TV station owners say a legislative proposal to eliminate most broadcast ownership restrictions would upset the broadcast market and harm many stations. As one station official says, "If you don't have any caps of ownership, one company could...own every station in the country." / **7**

LMA battle is joined The broadcasting industry is embroiled in a fiery debate over local marketing agreements. While stations benefit dramatically from the agreements, many broadcasters hate them and syndicators blame them for depressing prices in their markets. / **8**

Stringer tops CAA/RBOC list CBS/Broadcast Group President Howard Stringer is one of a handful of candidates being considered to lead a programming venture of three regional Bell operating companies and the Creative Artists Agency. Former Fox Entertainment president Sandy Grushow reportedly is also being considered. / **10**

Big Four unveil sweeps stunts The three traditional television networks and Fox will present miniseries during the February sweeps, with ABC's two-part *Texas Justice* kicking off the race. / **11**



NBC is offering 10 hours of miniseries during the sweeps, including 'A Woman of Independent Means' with Charles Durning and Sally Field. / **11**

COVER STORY

Trial by O.J.

The trial of O.J. Simpson has helped bring many viewers to Court TV, but network CEO Steve Brill says the megatrial has been a mixed blessing. In general, he says in an interview, the cable network's ratings are better than planned for, and "we will have a very good business doing what we're doing in the long term." **Cover photo by Tom Sobolik/Black Star** / **43**



Steve Brill wishes the Simpson trial had never happened. / **43**

PROGRAMING



Kids' WB block will include 'Pinky & the Brain.' / **13**

WB picks Spielberg spin-off

The Warner Bros. Network is adding a spin-off of hit Fox Children's Network show *Steven Spielberg Presents Animaniacs* to its fall Saturday morning lineup: *Steven Spielberg Presents Pinky &*

the Brain will feature *Animaniacs* characters, two laboratory mice intent on taking over the world. / **13**

Donahue gets piece of NewsTalk

Multimedia Entertainment personality Phil Donahue is lending his talents to the company's fledgling news-talk cable network—and he's taking an undisclosed equity stake in the service. / **13**

PBS overhauls itself amid criticism

The Public Broadcasting Service has reorganized itself. Several of the changes appear to address Republicans' recent charges of mismanagement at PBS. / **16**

KCBS-TV news revamped

KCBS-TV Los Angeles is attempting to reverse the station's news fortunes with a new news team—and already is seeing positive results. Investigative reporting is being increased and other content shifts are under way. / **30**

RADIO

Evergreen doubles holdings

In a merger of two publicly traded radio groups, Evergreen Media has acquired stations owned by Broadcasting Partners in a deal worth an estimated \$243 million. / **48**

**"The O.J. Simpson case is a cursed trial....
Everything that can go wrong in that trial has gone wrong."
—Court TV CEO Steve Brill**

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Rating the ratings business

As the premier radio ratings service, Arbitron can use its data more effectively to help programmers compare their station's performance to that of competitors, or to analyze format trends and ratings, says Pierre Bouvard, the new general manager of Arbitron Radio. / 49

BUSINESS

Companies pleased with '94 results

Media companies cite the strong economy and record-breaking political advertising levels as factors in last year's upturn in their financial performance. / 50

WASHINGTON

Bell Atlantic outlines VDT charges

Bell Atlantic has approached the last major regulatory hurdle in its race to offer commercial video dialtone services, telling the FCC how much it plans to charge service providers in Dover Township, N.J., for access to the

Bell Atlantic

advanced video network. That could be up to \$1,700 a month just to transport the provider's video signal to Bell Atlantic's VDT headquarters. / 52

Video path opens to small telcos

Small telephone companies may never build expensive video dialtone networks, but they will begin providing traditional cable services now that a federal court has swept out the cable/telco crossownership rules. Small companies already are investing in the fiber optic lines that will allow them to provide both telephone service and television. / 52

Small cable operators expect relief

The FCC tomorrow will vote to allow small cable operators to avoid rate regulation through agreements with their local franchise authorities. / 53

TECHNOLOGY

Explosion shakes launch plans

Industry observers say studying alternate launchers is



Pierre Bouvard
wants to make
Arbitron user-
friendly. / 49

a good idea in the wake of the explosion of a Chinese Long March rocket 51 seconds after launch. China has limited experience in launching commercial payloads, they say. Meanwhile, cable programmers are eyeing new satellite options for beaming programming to the Asia-Pacific region. / 55, 56



EchoStar is worried about the planned launch of its DBS satellite this fall—the satellite is scheduled to go up on the same kind of Chinese rocket that exploded Jan. 25. / 55



Catalog 1 and Time Warner are building an interactive shopping mall for TW's Full Service Network. / 36

Telemedia Week

Catalog 1 shops around

After having trouble getting cable carriage, home shopping service Catalog 1 is taking to the Internet instead. It also will begin broadcasting its home shopping programs over two TV stations. / 36

Interactive security

While telephone and cable companies promote the next generation of interactive services, questions loom concerning the potential for electronic crime. AT&T and VLSI Technology are jointly developing integrated computer chips that will provide for secure interactive transactions. / 36

Weather Channel finds fair skies online

The Weather Channel is launching an area within CompuServe, and plans to be on other online services and the Internet soon. / 37

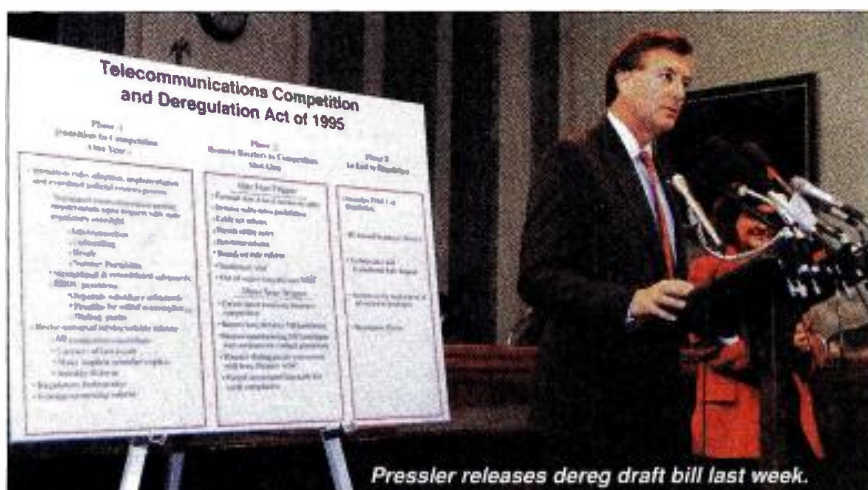
GTE, AT&T cancel Manassas trial

A planned interactive video services trial in Manassas, Va., has been canceled by GTE and AT&T. The companies say "rapid advances in technology make this trial no longer necessary." Commercial services are the way to go now, AT&T says. GTE will proceed with plans to build video dialtone networks in Florida, California and Hawaii. / 38

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TV dereg: too much of a good thing

Proposed changes raise some broadcaster fears of concentration of control

By Kim McAvoy

A legislative proposal to eliminate most broadcast ownership restrictions is splitting the broadcasting industry.

Although the broadcast networks cheered Senate Commerce Committee Chairman Larry Pressler (R-S.D.) for draft legislation that would repeal national and local ownership caps, smaller television station owners argued that such a move would upset the broadcast

market and harm many stations.

"It's a very difficult situation," says Peter Desnoes of Burnham Broadcasting, the ABC affiliates representative on the National Association of Broadcasters TV board. "Philosophically, as businessmen we recognize that less government is better. But we have a unique industry that requires structural balance."

"If you don't have any caps of ownership, one company could theoretically own every station in the

country," says NAB TV board member Clyde Payne of WBKO-TV Bowling Green, Ky. "We've got to be very careful about unshackling everybody to do everything," says Cox Broadcasting President Nick Trigony.

The station groups fear that repeal of all ownership limits would only enhance the networks' market power. NAB's TV board voted again last month to stick with a national ownership cap of 30%, instead of the 50% cap the FCC has suggested.

"The network affiliates should realize that there is much more of a threat from the lack of navigation language or by allowing cable buy-outs than there is in how many stations their network can own," says CBS Senior Vice President Martin Franks. "Once again we are forming the firing squad in a circle instead of worrying about shooting enemies outside the circle."

The NAB TV board tried to resolve the intraindustry conflict during an "emergency" telephone conference call last Friday. The meeting was lively but inconclusive, according to one source. The board plans to revisit the problem in Washington next Monday (Feb. 13).

"The broadcasters aren't going to win any profile-in-courage award," says one Republican Hill staffer.

Unveiled at a press conference last Wednesday, Pressler's draft would also repeal cable rate regulation and eliminate barriers to competition between cable and telephone.

For broadcasters, enactment of the bill would mean an end to most of the

Highlights of Pressler draft bill

- Repeal all cable rate regulation one year after enactment.
- Repeal all broadcast ownership rules, including national ownership caps, duopoly for radio and TV, one-to-a-market rule, newspaper-broadcast crossownership prohibition, broadcast-cable crossownership ban, and all rules dealing with LMAs and time-brokerage agreements.
- Permit broadcasters to use spectrum, now reserved for HDTV, for "ancillary and supplementary services, as long as the licensees provide without charge to the public at least one advanced TV program service. Broadcasters would be subject to a fee for using spectrum for subscription services.
- Allow foreign ownership of telecommunications and media companies, as long as U.S. companies are given comparable market access.
- Remove state and local barriers to permit cable to enter local telephone markets one year after enactment.
- Permit telcos to offer, one year after enactment, cable services in their service area. They would have to operate their cable service as a separate subsidiary.
- Prohibit FCC from granting video dialtone applications for one year after enactment and freeze all current video dialtone activity for one year. After that time, however, telephone companies would no longer be required to obtain authority to offer video services.
- Permit telcos to buy out cable systems in their region.

structural regulations for radio and TV. It would repeal all national ownership limits, duopoly rules for radio and TV, the one-to-a-market rule, newspaper-broadcast crossownership, cable-broadcast crossownership, and rules covering LMAs and time brokerage agreements.

The draft does much for cable. It would repeal all rate regulation and delay telco entry into cable for possibly two years. There are also no prohibitions on telco buyouts or joint ventures. Plus, one year after enactment, the measure lifts all state and local regulations barring cable's entry into the local telephone marketplace.

But it's likely cable will seek improvements. The draft fails to insure that cable operators and others offering competitive telephone service will be able to interconnect with local telephone networks on reasonable terms and conditions. What's

more, it permits the telcos to compete with cable after one year, regardless of how much they resist cable's entry into telephony.

Cable executives and lobbyists were playing their cards close to the vest last week. But they praised Pressler for getting out the draft in short order. "This is a major accomplishment that is going to light a fire under the negotiations needed to get a bill signed into law," says Tele-Communications Inc. spokesman Bob Thomson.

In addition to addressing industry concerns, Pressler will also have to work for the support of other key Republicans and Democrats on the Commerce Committee. He has asked Senator Ernest Hollings (D-S.C.), the ranking Democrat on the committee, to offer any proposed revisions by Feb. 14.

But the draft bill's sweeping dereg-

Navigation loses its way into Pressler draft

Broadcasters were dismayed that Senator Pressler failed to include so-called navigation safeguards guaranteeing TV stations a prominent place on the menus of interactive video networks. "We want consumers to have easy access to broadcast signals," says an official of the National Association of Broadcasters. "We don't want viewers to click on 18 times before getting to a broadcast station."

He says NAB hopes to add navigation language to the bill. —KM

ulatory approach may not fly with Hollings. "Hollings is bound to react negatively," says one Hill source.

"We did the cable bill for a reason," says a Hollings aide concerning

FCC proposes 7-year TV license terms

Commission also asks Congress to end license challenges

By Christopher Stern

Television license terms would increase from five to seven years and broadcasters would no longer face comparative renewal hearings unless they violated FCC regulations, according to a proposal the FCC sent to Congress last week.

Although many of the items in the proposal would eliminate regulations, not all the recommendations are good news for broadcasters and other industries regulated by the FCC. The commission also asked Congress for additional auction authority; a boost in regulatory fees, and an increase in the statute of limitations for fining stations for rule violations.

Those legislative recommendations were among 35 forwarded to Congress, the results of a yearlong efficiency study at the agency.

Jeff Baumann, general counsel of the National Association of Broadcasters, is optimistic about the proposals, calling the extension of the license term by two years and the streamlined renewal process "a very positive step."

Under the proposal, broadcasters

who comply with statutory obligations would have their licenses renewed without having to face a comparative hearing. Those who did not comply with FCC rules would immediately be designated for hearing, according to the proposal.

A recommendation to legalize gaming advertising could result in a "tremendous revenue source" for the broadcasting industry, says Baumann. Current law bars broadcasters from accepting gaming-related ads.

Broadcast spectrum was not specifically mentioned in the request for expanded auction authority, but the proposal makes broadcasters nervous, says Baumann. Television broadcasters do not want to find themselves bidding against each other for spectrum they expect to receive for high-definition television, says Baumann.



FCC Chairman Hundt and Mary Beth Richards, who prepared Hill proposals.

FCC Chairman Reed Hundt says it's up to Congress to decide whether broadcasters will have to bid for extra spectrum: "It's not my job to rule it out or rule it in."

The statute of limitations on fines would be increased from one year to five under the proposal. The FCC said it needed more time "to better enforce its regulations by allowing a longer period of time in which to uncover violations."

The FCC also called for several changes to current law to facilitate Hundt's goal of encouraging competition in the local telephone market. Among them: receiving authority from Congress to require local telephone companies to open their central offices to competitors' equipment. ■

the proposed repeal of cable rate regulation. Furthermore, Hollings has traditionally not been a proponent of broadcast deregulation. Indeed, every year he has made sure that the FCC's appropriation includes language that prevents the agency from fiddling with the broadcast-newspaper crossownership prohibition, although that was modified somewhat with respect to radio.

Among Commerce Committee Republicans, Bob Packwood (R-Ore.), chairman of the Communications Subcommittee, and John McCain (R-Ariz.) expressed dissatisfaction with the draft. Last week Packwood stated his objections to provisions dealing with Bell company entry into the long-distance telephone market. Packwood feels the proposal is still too regulatory.

The major thrust of the draft is to open up the local cable, local telephone and long-distance telephone markets to competition. The RBOCs would like immediate and simultaneous entry into the cable and long-distance markets.

But under Pressler's proposal it would be three years before the Bell companies could offer long-distance telephone service in their regions and possibly two years before they could provide cable TV service.

"It rolls back the permission we already have," says Bill McCloskey, a spokesman for the RBOCs' Alliance for Competitive Communications.

Most local telephone companies have been granted permission through the court to offer cable services. But under Pressler's draft, the telco-cable crossownership prohibition would be lifted one year after enactment and there would be a one-year freeze on all video dialtone activity at the FCC. "It stops us dead in our tracks," adds McCloskey.

"We don't see it as a big improvement over S. 1822 [legislation pushed last year by Hollings]," says one telco source.

The long-distance companies have problems with the draft too. "This draft as written fails to deliver on its most important public policy principle—ending the Bell monopolies in local telephone service," says John Tuck, executive director of the Competitive Long Distance Coalition. ■

Broadcasters battle over LMAs

Those who have them, love them; those who don't, hate them; syndicators say the deals are hurting prices of programs

By Steve McClellan
and Dave Tobenkin

Local marketing agreements are the subject of a fiery debate within the broadcasting industry. Many broadcasters hate them. Those that have them say the opponents are bitter because they didn't think of the idea first. Some syndicators blame LMAs for depressing program prices in their markets. And the FCC is

tremendously from an on-air promotion blitz from competitor KCRA-TV, the NBC affiliate in the market.

In December, KCRA-TV entered into a local marketing agreement (LMA) with KSCH-TV, after the FCC approved the sale of the station from financially troubled Pegasus Broadcasting to local owners in the Sacramento market.

John Serrao, president of Kelly



PRO-LMA

"For us, it's a method of serving the entire market and providing muscle to a station to help make it a more viable property."

—John Serrao,
Kelly Broadcast Enterprises

adding fuel to the debate with its review of LMAs and the TV duopoly rules.

But no matter where they stand, most in the industry agree that stations benefit dramatically from LMA agreements. Case in point: KSCH-TV Sacramento. In February 1994, KSCH-TV was the third-ranked independent in prime time in the market with an average 2.9 rating/4 share. Three weeks ago, the station averaged a 25/30 for the two-hour premiere of *Star Trek: Voyager*, the strongest showing in the country. The one-hour series has been tops in the time period in the market since then.

What a difference a year makes. Obviously the station benefited from months of publicity from the UPN marketing machine. But station executives around the country also point to the fact that the station benefited

Broadcast Enterprises, whose duties include oversight of the LMA agreement, says the deal has helped to maintain another broadcast voice in the market while giving KCRA-TV (owned by Kelly Broadcasting) the opportunity to program to a different audience.

Under the agreement, KCRA-TV is responsible for programming the UPN affiliate in a time brokerage arrangement. UPN agreed to affiliate with KSCH-TV only after the station changed hands and the LMA deal went through.

"For us, it's a method of serving the entire market and providing muscle to a station to help make it a more viable property," says Serrao.

But others say the LMAs allow some, and only some, an opportunity to circumvent the duopoly rules, which prohibit one owner from own-

**ANTI-LMA**

"If you're the only one in the market who can do an LMA, you can severely disadvantage your competition. The FCC and Congress should take a long, hard look at this before they act."

—Nicholas Trigony,
Cox Enterprises

ing two or more TV stations in a market.

At Cox Enterprises, broadcasting division President Nicholas Trigony argues that television LMAs create an unlevel playing field in the market because the opportunity is not available to all the players. And the one station that's able to do an LMA can exert leverage in program deals and advertising sales not available to others, he says.

"I would not be unhappy if there were no LMAs and no duopolies" on the TV side of the business, says Trigony. Cox has exploited opportunities on the radio side of its business to acquire two stations in a market. But Trigony says there is a fundamental difference between the two businesses—which is the number of outlets per market. Frequently there are 25 or more radio stations in a city, giving ample opportunity to all or

most of the players to buy more than one station and take advantage of economies of scale.

In the television business, there are between four and eight stations in a market, Trigony notes. "If you're the only one in the market who can do an LMA, you can severely disadvantage your competition," he says. "The FCC and Congress should take a long, hard look at this before they act."

Trigony also said that LMAs mean consolidation and job losses in some cases. That will mean layoffs, more often than not, for the newly hired, who tend to be younger employees and minorities. Thus, diversity within the industry will suffer, he says. Cox, says Trigony, is making efforts to establish three LMAs in its television markets as "defensive" moves.

Peter Desnoes, managing general partner of Burnham Broadcasting,

faults the government for failing to articulate a cohesive policy on the joint operation of TV stations. "What we currently have is the wild West, where we have no rules," says Desnoes. "In the absence of rules, people take advantage of the situation."

LMAs, contends Desnoes, are de facto duopolies, which are supposed to be forbidden in the TV business. "I believe it is outrageous that LMAs are allowed to happen without the appropriate public policy debate."

In Phoenix, KTVK-TV, which lost its ABC affiliation and is going independent, has executed an LMA agreement with KASW-TV, which goes on the air in September. According to KTVK-TV General Manager Bill Miller, the LMA will help the station remain competitive in the face of increasing competition.

"We see it as one way that free over-the-air broadcasting can help be sustained in the future," says Miller. "Our company owns just one television station, and we're totally dedicated to serving the Phoenix market." The LMA deal, he says, will help the company continue to serve the market without going outside it to build its asset base. "It gives us the opportunity to provide twice the service to the community for not twice the cost," he says.

Meanwhile, and not unexpectedly, major distributors aren't terribly thrilled with the LMA or duopoly concepts. Rich Frank, chairman of Walt Disney Television and Telecommunications, said at a panel session at the NATPE International convention two weeks ago that "someone should not be programming two stations in a market." After protests from some LMA operators with Disney programming, Frank later downplayed his remarks and promised not to oppose LMA or duopolies. "That's not my issue," he said.

At the same NATPE session, Dick Robertson, Warner Bros. Domestic Television Distribution president, placed LMAs and the duopolies among the "scary things" that are depressing prices for all but the most popular off-network shows. Producers are "losing their butts" on B and C product, he said. And, he warned, "You can't have the A product without the B and C product." ■

The line on LMAs

Local marketing agreements—arrangements in which one station programs another station's airtime—are allowed under current FCC rules and do not even have to be filed with the agency.

The only restriction on television LMAs is that the licensee must retain management and financial control of the station. However, the FCC is considering imposing the same restrictions on TV LMAs that it does for radio LMAs. In radio, a station counts against another station's ownership limits if 15% or more of its airtime is programmed by the other station.

Television LMAs do not count against a company's 12-station ownership limit, but they will if the FCC allows duopolies in TV, said FCC officials in December.

If LMAs do begin to count against a station's ownership limits, the FCC is considering grandfathering current LMAs under today's rules.

Legislation proposed recently by Senate Commerce Committee Chairman Larry Pressler (D-N.D.) would abolish all ownership restrictions in broadcasting, including all limits on the number of stations a broadcaster may own.

—CSS

Stringer top candidate to head RBOC/CAA venture

By Donna Petrozzello
and Steve McClellan

The telephone companies are looking to broadcast and cable executives to manage their proposed video program ventures.

CBS/Broadcast Group President Howard Stringer is one of a handful of candidates being considered to lead a programming joint venture among three regional Bell operating companies and Creative Artists Agency. Former Fox Entertainment president Sandy Grushow reportedly is also being considered.

Meanwhile, Disney Channel President John Cooke has been elevated to executive vice president—corporate affairs for Disney, giving him oversight of Disney's telco venture with Ameritech, SBC Communications and BellSouth.

The fact that Stringer is a serious contender to head the joint venture was taken as a clear sign by many that CBS Chairman Laurence Tisch is deter-

mined to sell the company sooner rather than later.

Indeed, sources say Stringer has privately expressed that same opinion within the corridors of CBS. "I have heard Howard and other top CBS executives say it's inevitable that Larry will sell and that we'll all be replaced," says one network insider. "They'd be foolish not to be having conversations" about job prospects outside the network, adds the source.

Wall Street analysts continue to believe that CBS will be sold this year. Jay Nelson, media analyst with Brown Brothers Harriman, issued a report two weeks ago saying he thinks the network will be sold during the first half of 1995.

"CBS is too narrowly focused to compete successfully with the existing media/entertainment/information giants," says Nelson. Possible buyers, according to Nelson, include Turner, Disney, Viacom, ITT and even Barry



CBS's Stringer may be tapped for new RBOC deal.



Disney's Cooke leads its telco partnership.

Diller, aligned with some new or existing entity.

Sources say the CAA-telco alliance (which includes Nynex, Bell Atlantic and Pacific Telesis) hopes to decide on a chief executive for the venture in March. CAA head Michael Ovitz is reportedly high on Stringer and views him as the leading candidate. But others say the telco heads are reserving judgment until all the candidates are known.

In Disney's joint venture with the three telcos, Cooke will serve on the operating committee and management board. Cooke says a business plan for the venture completed in December addressed the roles Disney and the telcos will play. Disney's role centers on "marketing and programming expertise and the expertise we might bring in the role of the navigator."

Cooke says the telcos are not expected to influence the programming plans or philosophy of Disney's movie, video or Buena Vista television production divisions. "Disney will go on as it always has," Cooke says. He divided the roles of Disney and the telcos in the venture, saying, "Disney is the programming and marketing force in this, not the technology force." Cooke declined to comment on specific programming plans for 1995.

With legislation that affects broadcasters expected this year from a Republican-led Congress, Cooke says he hopes to bring Disney's position in favor of competition to the table. "We recognize there will be new legislation in telecommunications, and as that materializes, we want to have a voice. Generally speaking, our point of view is pro-competition." ■

FCC expected to OK Nynex VDT

The FCC is expected to vote tomorrow (Feb. 7) to approve Nynex's application to build a video dialtone network that would pass 400,000 homes in Massachusetts and Rhode Island.

Approval of Nynex's plans would come over the strong objections of the cable industry, which has opposed the telco's plans as strenuously as it has every other VDT application. Both Bell Atlantic and Ameritech have received permission from the FCC to build VDT networks in their respective markets.

Nynex says it will build a hybrid fiber/coaxial cable plant with capacity for 21 analog channels and up to 800 digital channels. The cable industry says Nynex's plan to offer relatively few analog channels is one of the application's biggest weaknesses. (Bell Atlantic plans to offer more than 60 channels; Ameritech, more than 70.)

Nynex also attracted cable's ire because it promised broadcasters priority for 20 of the analog channels. The 21st channel would provide subscribers access to the digital portion of the network. The FCC may impose safeguards for cable if it decides the current channel allocation plan is discriminatory.

The telco plans to build interactive video networks passing 63,000 homes in Rhode Island and 334,000 homes in Massachusetts.

Tuesday's decision will be the first time the FCC will vote on a VDT application during an open meeting. Nynex and FCC officials say the FCC wanted to thank the telco publicly for its cooperation during the application process.

—CSS

TV networks unveil sweeps stunts

Miniseries, awards, skating fill February nights; Fox goes original with 'Mia'

By Steve Coe

For the first time in recent memory, all three of the traditional television networks and Fox will present miniseries during the February sweeps, with ABC's two-parter kicking off the specials. NBC is outdoing the others by offering two, for a total of 10 hours of miniseries programming.

ABC's *Texas Justice*, featuring Peter Strauss, *NYPD Blue*'s Dennis Franz and *Melrose Place*'s Heather Locklear, airs Sunday, Feb. 12, and the next night (9-11 both nights). Based on a true story, the series follows the marriage of a Texas millionaire to his mistress, their nasty divorce, two deaths and a protracted trial.

NBC weighs in with *A Woman of Independent Means*, which airs over three nights for a total of six hours. Starring Sally Field. Brenda Fricker and Ron Silver, the movie is based on the best-selling novel by Elizabeth Forsythe Haley. Parts one and two air Sunday and Monday, Feb. 19 and 20, with the finale on Wednesday, Feb. 22. All three installments run from 9-11 p.m.

Also on NBC during the sweeps is Tom Clancy's *OP Center*, which features Harry Hamlin, Lindsay Frost, Rod Steiger and John Savage. The four hours air 9-11 p.m. on Sunday and Monday, Feb. 26 and 27. Hamlin stars as the director of a secret governmental agency that looks out for U.S. interests during international crises.

CBS's miniseries contribution is the drama *Children of the Dust*, starring Farrah Fawcett and Sidney Poitier. The four-hour movie is set in the old West with revenge, romance and racism as the backdrop. Part one airs Sunday, Feb. 26, and the finale on Tuesday, Feb. 28 (9-11 both nights).

In addition to their miniseries, CBS and NBC are presenting awards shows, with CBS airing *The 37th Annual Grammy Awards* on Wednesday, March 1, and NBC showing *The*



NBC is offering the most miniseries during the February sweeps, including 'A Woman of Independent Means,' starring Sally Field and Charles Durning.

11th Annual Soap Opera Digest Awards on Friday, Feb. 17. *Mad About You*'s Paul Reiser hosts *The Grammy Awards*, while John Larroquette (*The John Larroquette Show*) hosts the *Soap Opera Awards*.

In other programming stunts, all three networks are taking to the ice with figure-skating events. ABC's presentation of the *U.S. Figure Skating Championships* airs Saturday, Feb. 11, from 8-10 p.m. On Wednesday,

Feb. 15 (9-10 p.m.), CBS presents *The Nancy Kerrigan Special* (a working title). NBC follows on Saturday, Feb. 18, with *AT&T Skates of Gold II* from 8-10.

Each network also will present a slate of theatricals, with all three airing blockbuster films and first-ever network broadcasts. "Batman Returns" and "Sister Act" air on NBC, with the former scheduled for Sunday, Feb. 12, and the latter slated for Monday, Feb. 13.

ABC will air "Sneakers," starring Robert Redford and Sidney Poitier, on Monday, Feb. 6, and "Patriot Games," starring Harrison Ford, on Sunday, Feb. 19.

Fox is airing its first-ever original miniseries, *Mia: Child of Hollywood*, over two nights (Tuesday, Feb. 28, 8-10 and Thursday, March 2, 8-10). It stars Patsy Kensit as Mia Farrow and chronicles the actress's rise to celebrity and her highly publicized relationships with Frank Sinatra, Andre Previn and Woody Allen. ■

Paxson, Infomall on the move

Lowell "Bud" Paxson brought his new infomercial network to Washington last week, lobbying the FCC for prompt action on must-carry complaints while signing deals to buy two more stations.

Over the last year, Paxson has been buying UHF stations on the fringes of major markets, many of which do not have must-carry deals guaranteeing carriage on cable systems throughout their ADIs. He rolled out his programming plan, The Infomall Network, shortly before last month's NATPE convention (BROADCASTING & CABLE, Jan. 16).

Armed with a thick packet listing backlogged cable carriage complaints, Paxson argues that the FCC is neglecting the mandate to resolve all must-carry complaints within 120 days.

"I'm not trying to hurt cable," Paxson told BROADCASTING & CABLE. "I'm just here to see that regulation is benefiting stations."

Paxson hopes to reach 22 million-25 million cable homes with 18-22 owned or affiliated stations by the end of the year, if cable operators give him the carriage he requests.

While in Washington, he signed contracts to purchase KTFH(TV) Conroe, Tex. (Houston), for \$7.9 million, and KXLI(TV) Minneapolis. Also last week, he closed on the purchase of WTGI(TV) Wilmington, Del. (Philadelphia). Once those contracts are filed, Paxson will have four purchases pending at the FCC and one awaiting closing. He controls three other stations through LMAs and owns three others.

—JAZ

First-run shows on the line

Syndicators' bags of tricks include revamps and theme shows

By David Tobenkin

This February literally could prove a sweep for some first-run syndicated shows, with many likely to be swept off station schedules if their ratings do not improve.

"We all know a number of shows on the bubble, and they include the shows in late fringe, in particular, and talkers in daytime unable to break out," says Bill Carroll, vice president and director of programming for station rep Katz Television. "Stations are hoping for better performances from them, and many stations have not yet made final decisions about the shows."

Shows looking to boost their fortunes include Buena Vista Television's *Judge for Yourself*, Group W's *Marilu* and *Jones & Jury*, Paramount Domestic Television's *Jon Stewart*, MCA TV's *Last Call*, Multimedia's *Dennis Prager* and *Susan Powter*, King World's *Rolonda*, Columbia TriStar Television Distribution sketch comedy show *The Newz*, Twentieth Television reality show *Trauma Center* and action hours *Forever Knight* of CTTD and Cannell Distribution's *Hawkeye*.

Carroll says the shows need to show an absolute ratings increase and an improvement over programming in the time period a year earlier. Many syndicators are hoping revamps of their shows will give

them that needed boost.

Paramount Domestic Television, for instance, will rework its late-night *Jon Stewart* talk show to feature the former MTV host in fewer comedy sketches and with more mainstream guests.

The New York-based show this week takes a road trip in Los Angeles, with high-powered guests including Christian Slater, Branford Marsalis, Corbin Bernsen, Kelsey Grammer, Melissa Gilbert and Shawn and Marlon Wayans. The syndicator has persuaded more than 20 stations—many belonging to its parent company's station group and that of UPN partner Chris Craft/United—to upgrade *Jon Stewart* to earlier time periods to counter what the syndicator terms insufficient sampling of the show.

Group W's *Marilu* will try to capitalize on actress/host Marilu Henner's show business connections with a host of celebrity-themed shows featuring soap opera stars and celebrity dancers, plus a "Grease" reunion and "Men of Prime Time Comedy."

MCA TV is hoping the addition of a new executive producer, *60 Minutes* veteran Marley Klaus, and the recent shuffle of *Last Call*'s on-air talent—including the addition of Howard Stern sidekick "Stuttering John" Melendez, former baseball great Pete Rose and New York Jets place-kicker Nick Lowery—will help.



Multimedia Entertainment's 'Susan Powter' hopes a daily exercise instruction and low-fat recipe will be the show's best medicine for a ratings recovery.

Twentieth Television's *Trauma Center* will air a special episode hosted by top-ranked medical drama *E.R.* star Eriq LaSalle ("Dr. Peter Benton"). The special, *Streets of Violence*, will focus on three gang-related shootings on streets across the nation and will air Feb. 18.

Worldvision Enterprises' low-rated Spelling Premiere Network recently replaced its *Heaven Help Us* with new show *University Hospital* and in the Feb. 20-26 week will air the first episode of *Robin's Hoods* to feature new cast member and former teen heartthrob Rick Springfield.

Rysher Entertainment, whose *Lonesome Dove* is the top-rated new action hour but one that has underperformed time period histories in many markets and skewed too old demographically for the syndicator's taste, will begin airing shows with more action, designed to entice younger viewers.

One healthy rookie talk show, *Gordon Elliott*, will feature interactive shows with cameras placed in the homes of viewers who can talk with Elliott in the studio while the show is in progress.

Beyond the tactics of those rookie shows, the other dominant trend for the sweeps appears to be cashing in on the O.J. Simpson trial. Entertainment magazine shows *Extra* and *Entertainment Tonight* have recruited reporters who will focus on the case. Meanwhile, the big three general interest magazine shows, *A Current Affair*, *Hard Copy* and *Inside Edition*, have lined up special commentators for the trial. ■

House GOPs call for Brown resignation

Twenty-two Republican Representatives led by Dan Burton (Ind.) have called for Commerce Secretary Ron Brown to resign in light of a string of revelations about his personal finances.

Brown's problems "continue to tarnish your administration's image," the lawmakers said in a letter to President Clinton last week. His resignation would be "in the best interest of the nation," they wrote.

The allegations center on Brown's interest in First International Communications, a partnership with Noland Hill, former owner of WFTY-TV Washington and WUNI(TV) Needham, Mass.

The House Republicans claim Brown invested nothing in First International. Yet, they say, Brown received over \$400,000 for his interest in the venture in 1993. Given First International's business failures, it is "difficult to understand how Mr. Brown's stake in the company could be worth so much," they said.

—HAJ

WB spins off Pinky & the Brain

Animaniac characters to get their own Saturday morning show

By David Tobenkin

The WB Network is adding a series spin-off of hit Fox Children's Network show *Steven Spielberg Presents Animaniacs* to the Saturday morning lineup of its new Kids' WB block, which debuts this fall.

Steven Spielberg Presents Pinky & the Brain will feature the *Animaniacs* characters, two laboratory mice intent on taking over the world. It will be produced by *Animaniacs* producer Warner Bros. Animation in association with Steven Spielberg's Amblin Entertainment, the creative combination behind *Animaniacs* and *Steven Spielberg Presents Tiny Toon Adventures*.

"Pinky and the Brain are personal



WB's new series stars, *Pinky and the Brain*

favorites of mine," says Spielberg, who will executive-produce the show. "I know they are ready for their own series. After all, as two laboratory mice intent on taking over the world, I'm sure they would consider starring in their own series

to be their manifest destiny."

Thirteen episodes of the show will be ordered and will run as part of the three-hour Saturday morning Kids' WB block. Other shows in the block include 65 episodes of Warner Bros.-Spielberg collaboration *Steven Spielberg Presents Freakazoid!*, 65 new episodes of *The Sylvester & Tweety Mysteries*, and 65 off-FCN and 13 new episodes of *Animaniacs*. Two other series soon will be

announced to round out the Saturday morning block.

An hour weekday morning kids block also will begin in the fall and will include classic Warner Bros. *Merrie Melodies* and *Animaniacs* episodes. ■

Donahue gets piece of NewsTalk

Talk Channel gets new moniker, on-air graphics and logo

By Rich Brown

Multimedia Entertainment personality Phil Donahue is lending his talents to the company's fledgling news/talk cable network and has taken an undisclosed equity stake in the service.

Donahue will produce four "Town Hall"-type specials per year for the rechristened NewsTalk Television (formerly The Talk Channel) while continuing to host his syndicated *Donahue* talk show.

Multimedia President Robert Turner says giving Donahue an equity stake in the channel does not indicate that Multimedia is seeking any other partners for the network. The strategy runs contrary to that of

many other new networks, like The Golf Channel and Television Food Network, which have given up equity stakes to cable system operators in exchange for carriage.

"We're parting with equity reluctantly," says Turner. "We believe this network is a winner. It's our capital, and we'd like to keep it."

Also, unlike other new networks, Turner says Multimedia does not and will not run infomercials on NewsTalk Television. Other newcomer networks, like rival service America's Talking, run several infomercials each week to help boost rev-



enue during the early stages of development. "If we're going to bleed, we might as well bleed good," says Turner.

Turner says Multimedia so far has invested "in the eight-digit area" in starting up the four-month-old NewsTalk Television. Start-up costs in 1994 alone were \$4.5 million, according to year-end financial results just released by the company. "You have to plan to be down \$50 million before you can turn around,"

says Turner. "You have to be able to slug it out for four or five years, at least."

Turner says the company expects the new network to break even operationally when distribution reaches 19 million-20 million subscribers, scheduled for sometime in 1998.

The network ended 1994 with distribution to 1 million cable subscribers, including 300,000 Manhattan homes receiving the channel part-time on Time Warner's leased-access channel, says NewsTalk Television President Paul FitzPatrick. NewsTalk Television also is reaching about 8 million cable homes part-time through



Phil Donahue gets equity in NewsTalk.

TCI's tv! sampler network and about two million additional homes through TVRO. FitzPatrick expects to have word on a direct broadcast satellite deal within 90 days.

Looking forward, FitzPatrick expects to have 3.5 million homes by the end of the second quarter of this year. He says there should be 6 million homes on board by the end of 1995 and

is targeting 40 million homes within 10 years.

"We do not have and never have had the benefit of retransmission consent to a significant degree," says FitzPatrick. He says the network has signed 1.6 million homes through

retransmission consent negotiations (considerably fewer than have other new channels with retransmission consent deals), 400,000 of which should be on board by second quarter 1995.

Meanwhile, the network's name change kicks in today (Feb. 6) along with new on-air graphics and logo. FitzPatrick says the name change was based in part on consumer research showing positive response to the tag line "Today's News. Today's Talk."

The network also has just signed Vladimir Pozner to serve as a Saturday afternoon host, noon-1 p.m. and 4-5 p.m. ET.

NewsTalk Television currently is airing nine hours of live programming each weekday and will expand to 12 hours daily on April 17, says Richard Thrall, senior vice president, programming. ■

H E A D L I N E S

Here's a story...

Nick at Nite this week kicks off a week-long tribute to *The Brady Bunch* that will include a sweepstakes, an online promotion, and the airing of several episodes of the classic sitcom. "Buncha Brady" Week (Feb. 12-16) kicks off each night at 8 (ET/PT) with back-to-back episodes of the original series followed by classic episodes of the *The Brady Kids* animated series and several cast reunion specials.

Featured programming during the week also will include *Brady: An American Chronicle*, an original Nick at Nite retrospective. The promotion is being done in conjunction with the theatrical release of Paramount's *The Brady Bunch Movie* and is expected to be one of numerous joint efforts within the newly merged Paramount-Viacom.

New news for Florida

Comcast Cable and the *Sarasota Herald-Tribune* plan by this summer to launch a 24-hour cable news channel in Sarasota and Charlotte counties in Florida. The *Herald-Tribune*, which is owned by

The New York Times Company, will produce the programming; Comcast will provide distribution through its Sarasota cable system and will produce a daily local talk show.

Cable reps combine

Cable rep firms National Cable Advertising and Cable Media Corporation have agreed to merge to form a new limited partnership, National Cable Communications. Katz Media Corporation will own 50% of the new venture; the other half will be owned by multiple system operators Continental Cablevision, Cox, Comcast and Time Warner. Current NCA head Robert Williams will be president/CEO of the combined operation.

Going-forward gains

Among the latest networks reporting distribution gains under the FCC's new going-forward rules: E! Entertainment Television added 4 million homes to its subscriber base in 1994 and plans to add another 2.2 million during first quarter 1995, bringing the network's total to 31.2 million homes; new subscribers for The Travel

Channel as of Dec. 31, 1994, total 1,211,000 homes, with commitments from systems for an additional 2 million new subscribers by the end of the first quarter. The network is also in negotiations to gain another 5 million subscribers by the end of 1995, according to Travel Channel executives.

Basic moves

Time Warner New York City cable systems representing 1 million households will add Sci-Fi Channel and will move SportsChannel from pay to basic on March 1, accompanied by an increase of \$1.20 per month in subscriber rates.

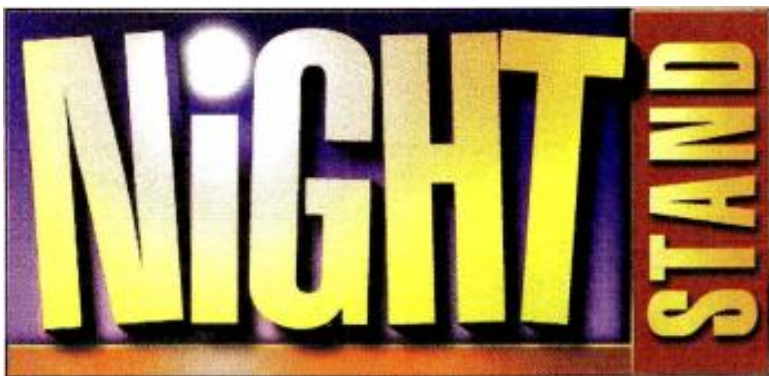
Spiced apple

Graff Pay-Per-View's Spice adult service has signed a binding letter of agreement to acquire The Adam & Eve Channel, another adult PPV service with about 3 million addressable cable homes and more than 2 million direct-to-home satellite users. As part of the deal, Spice will acquire exclusive broadcast rights to a majority of the VCA Pictures adult film library.

How's This For a Smooth Pick-up Line.

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You Don't Have Dick.



PBS overhauls itself amid criticism

By Elizabeth Rathbun

The Public Broadcasting Service has reorganized itself, an action PBS says has been in the works for several months and is not related to recent congressional criticism. However, several of the changes appear to address Republicans' charges of mismanagement at PBS.

For example, COO Robert Ottenhoff will lead an effort to make PBS "a more efficient organization" and "sharpen and improve services to PBS member stations," according to a PBS news release. PBS Learning Media will market and distribute "ancillary learning products," including videotapes, interactive media and other new media ventures.

Heading this unit will be Senior VP Eric Sass, who last year joined PBS and Turner in a venture to market videotapes of public TV programs. And a new unit, PBS Syndication Services, has been created to help public TV stations acquire programs to be offered to other stations and the National Program Service. A head for that new unit has not been named.

Overall, PBS has been realigned into three divisions: System Services, to be headed by Ottenhoff; Programming Services, to be headed by Ottenhoff until a permanent chief has been named, and Learning Ventures, led by newly appointed Executive VP John Hollar. Hollar had been senior adviser for strategic and corporate

planning to PBS President Ervin Duggan, and was legal adviser to then-FCC Commissioner Duggan. The changes took effect last Wednesday (Feb. 1).

Meanwhile, Senate Commerce Committee Chairman Larry Pressler (R-S.D.), who wants to cut federal funding to public broadcasting, continues to press his case. In a Jan. 27 letter to President Clinton, Pressler says he "would very much like to work with you, Vice President Gore and the administration on this privatization proposal."

That day, Pressler also sent a 16-page questionnaire to Henry Cauthen, chairman of the board of directors of the Corporation for Public Broadcasting, which supplies the federal dollars to public broadcasters. Pressler asked for written responses to a variety of charges. Among his requests:

- "The top 100 salaries paid related to public broadcasting [including] producers [and] vendors of merchandise";

- A list of "all books, records, CDs and other items promoted on public radio and television since 1992";

- The number of National Public Radio staff members who have worked for "evangelical Christian stations"; and

- An answer to the questions: "Doesn't the requirement for balanced and objective coverage apply equally to the controversy over pub-

lic broadcasting funding? If not, why not?"

Pressler encouraged Cauthen "to devise a privatization plan of your own.... Let's see a serious restructuring plan from CPB."

Last Thursday, Pressler backed off some of his questions, including the one about NPR staff members who worked for Christian stations. He also rescinded a request for the "gender, age and ethnicity" of NPR's employees. Pressler said he was merely seeking information about "public broadcasting's compliance with federal law requiring mechanisms to assure balance and objectivity."

In a response to Pressler's earlier letter, Cauthen wrote that "CPB does not have direct access to the answers to many of the 200 or so questions." For example, "[It has no] direct way of knowing how much financial benefit may have been derived by the three tenors—Pavarotti, Domingo and Carceras—as a result of their exposure to public TV. Only the performers might have that information."

Other questions seek private or proprietary information, Cauthen says.

House Speaker Newt Gingrich (R-Ga.) already has backed off his call for "zeroing out" CPB's federal funding. Senate Majority Leader Robert Dole (R-Kan.) told David Frost that he doubts CPB will be zeroed out. "Will there be changes made? Certainly," Dole said during an interview that was to air last Friday on PBS. ■

Paramount plans sci-fi pilot for UPN

The Paramount Television Group and German film production company UFA Film and Fernseh ("Television") will co-produce a new science fiction hour series pilot for the UPN network.

Star Command will premiere as a two-hour telefilm on the network, mostly likely in the 1995-96 season.

The show is a science fiction odyssey set in the year 2217 that chronicles the lives of six young cadets on their first training mission in deep space.

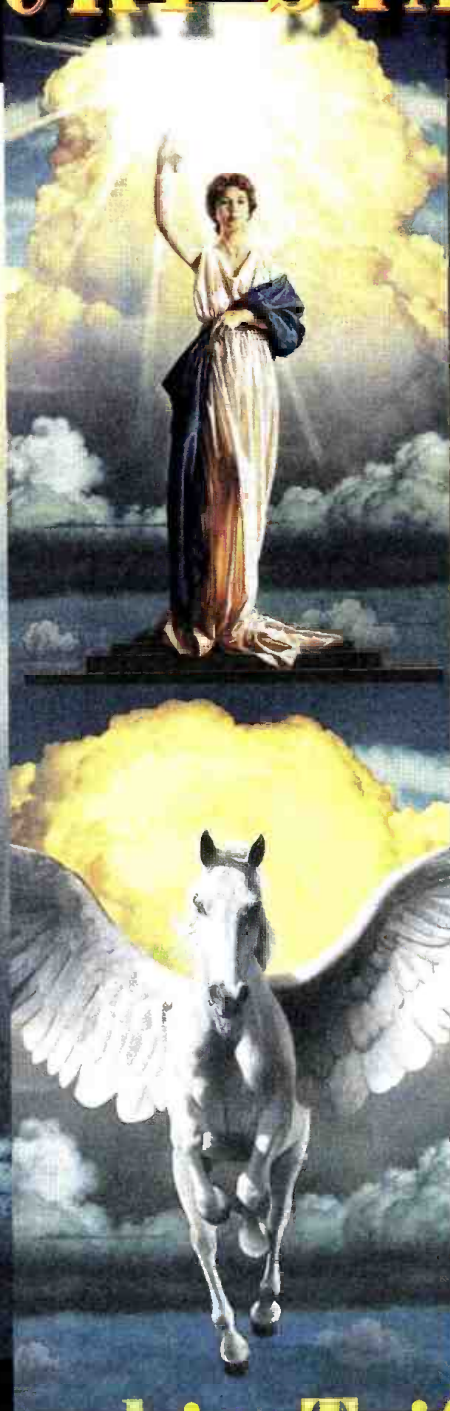
The science fiction franchise has been good to Paramount, first with the syndicated successes of the off-net *Star Trek* and its two first-run successors, and

most recently with the strong debut of UPN's *Star Trek: Voyager*.

The show will be directed by Jim Johnson and filmed on location at UFA's studio facility in Babelsberg, Germany. Casting has not yet been completed.

"This project provides a unique opportunity to use state-of-the-art equipment to produce a series that is both high quality and cost-effective," says Richard Lindheim, executive vice president of PTG. "With *Star Command*, we hope to create a new and uniquely different outer-space adventure series that will be as rich in storytelling and production values as *Star Trek*." —DT

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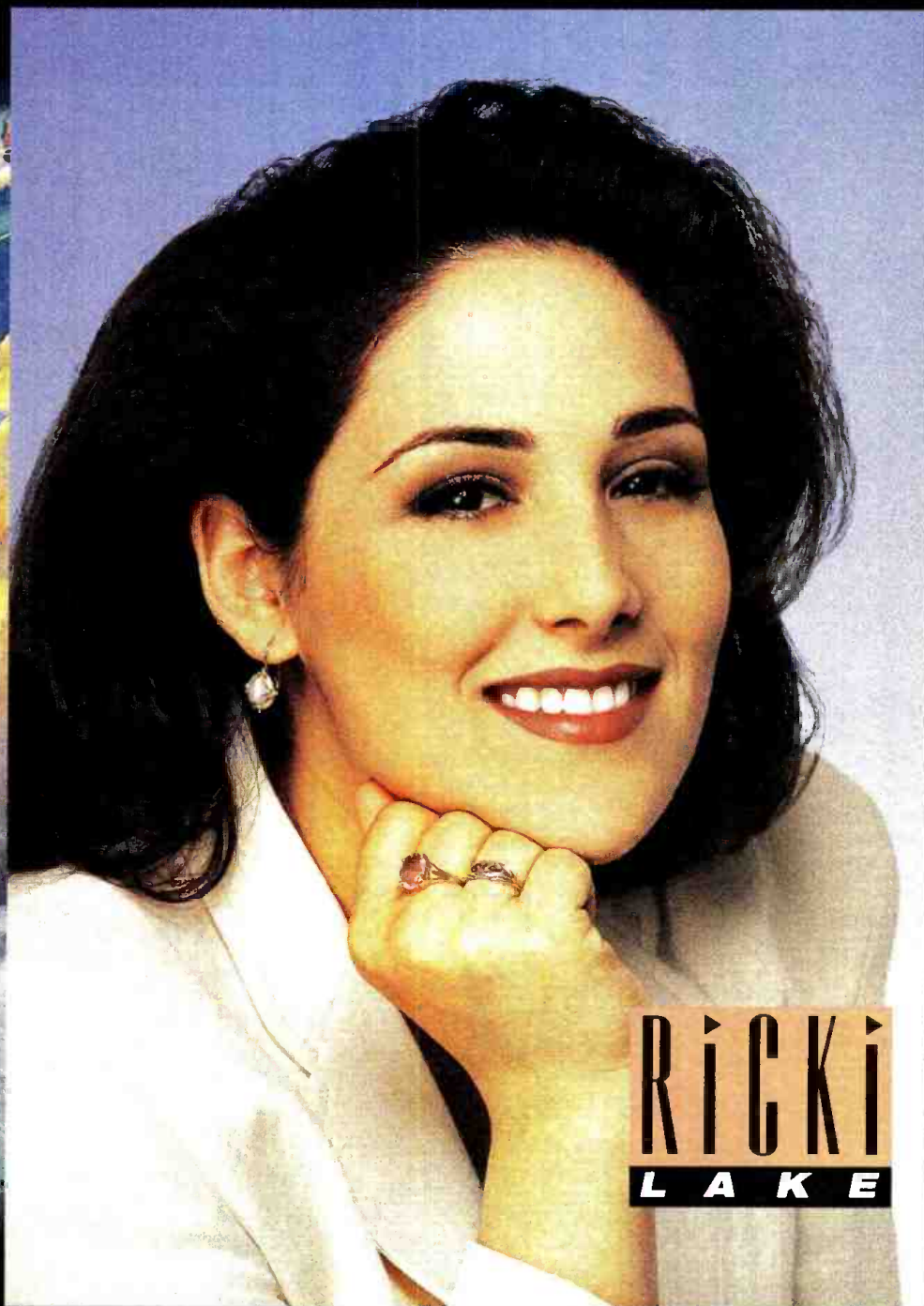
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E V E R

Households		Women 18-34		Women 18-49		Women 25-54	
PROGRAM	RATING	PROGRAM	RATING	PROGRAM	RATING	PROGRAM	RATING
Oprah Winfrey	9.8	Oprah Winfrey	6.0	Oprah Winfrey	6.3	Oprah Winfrey	6.6
Ricki Lake	6.4	Ricki Lake	5.4	Ricki Lake	4.5	Ricki Lake	4.1
Jenny Jones	4.8	Jenny Jones	3.6	Jenny Jones	3.3	Jenny Jones	3.1
Sally Jessy Raphael	4.7	Montel Williams	3.0	Montel Williams	2.6	Live-Regis & Kathie Lee	3.0
Maury Povich	4.7	Sally Jessy Raphael	2.4	Live-Regis & Kathie Lee	2.6	Sally Jessy Raphael	2.7
Live-Regis & Kathie Lee	4.7	Geraldo	2.3	Maury Povich	2.5	Maury Povich	2.7
Geraldo	4.0	Maury Povich	2.3	Sally Jessy Raphael	2.4	Montel Williams	2.5
Montel Williams	3.9	Gordon Elliott	2.1	Geraldo	2.3	Geraldo	2.3
Donahue	3.6	Jerry Springer	2.1	Jerry Springer	2.0	Donahue	2.1
Gordon Elliott	3.1	Donahue	2.0	Donahue	2.0	Jerry Springer	1.9
Jerry Springer	3.1	Live-Regis & Kathie Lee	2.0	Gordon Elliott	1.9	Gordon Elliott	1.8
Rolonda	2.0	Rolonda	1.2	Rolonda	1.3	Rolonda	1.3
Judge For Yourself	1.5	Judge For Yourself	1.0	Judge For Yourself	0.9	Judge For Yourself	1.0
Jones & Jury	1.3	Jones & Jury	0.7	Jones & Jury	0.7	Susan Powter	0.8
Susan Powter	1.3	Susan Powter	0.7	Susan Powter	0.7	Jones & Jury	0.7
Marilu	0.9	Marilu	0.5	Marilu	0.5	Marilu	0.6
Dennis Prager	0.9	Dennis Prager	0.4	Dennis Prager	0.4	Dennis Prager	0.4

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S O L D
OVER

90%

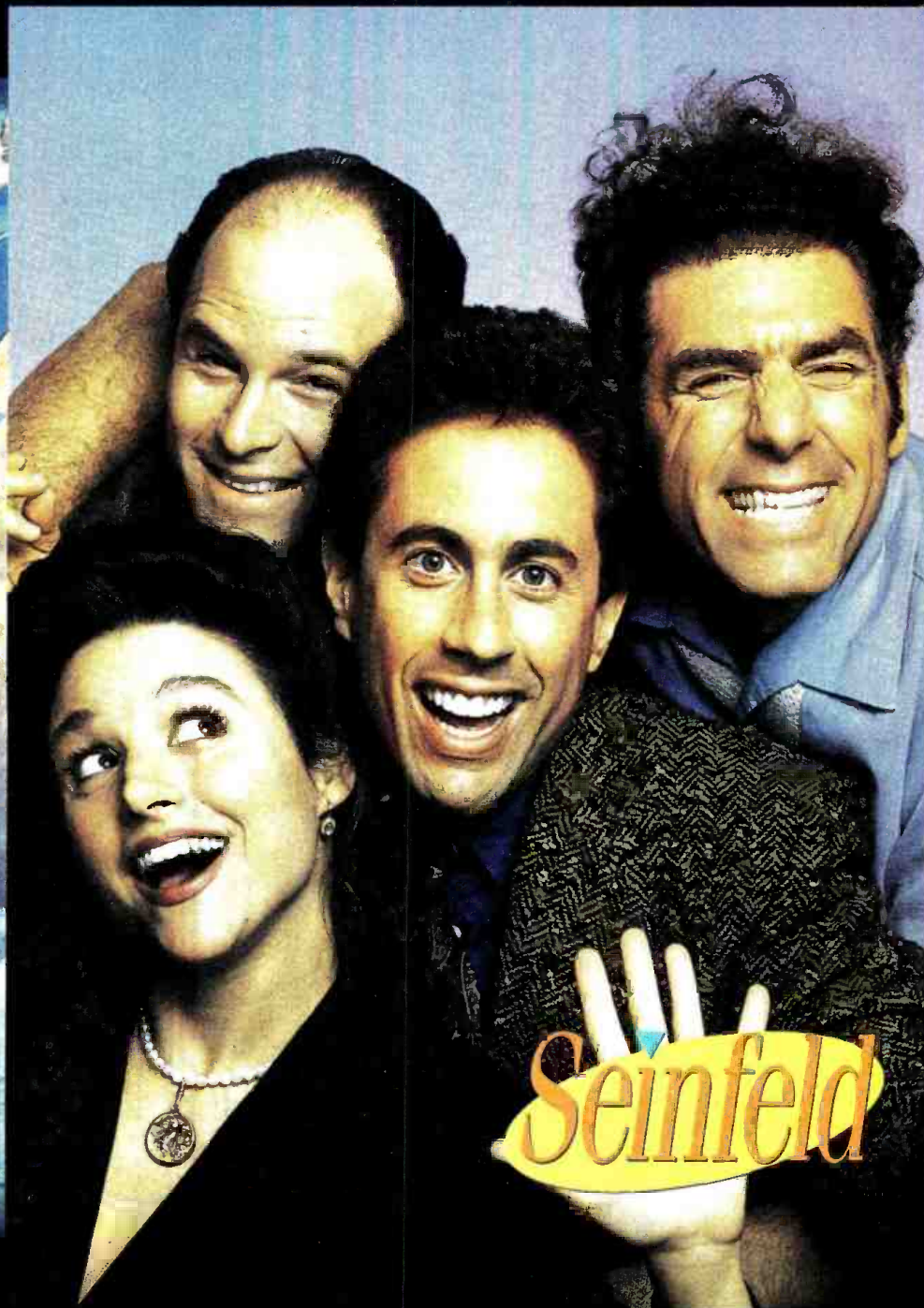
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HIGHEST RATING




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E V E R

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Kids shows unstrip

SeaGull Entertainment Inc.'s new teen-targeted first-run sitcom, *Beverly Hills Beach Club*, has been downgraded from a strip to a weekly for its fall launch. However, the syndicator still intends to produce 65 episodes of the show in its first season to satisfy foreign demand and introduce it as a strip in its second season domestically, says SeaGull President Paul Siegel. Scaling back the show has allowed it to clear 40 stations covering 50% of the country, most in early fringe time periods.

All American Television will scale back its returning *SuperHuman Samurai Syber Squad* from a strip to twice per week, a move AAT President of U.S. Syndication Sales George Back terms a direct response to the dominance of *Mighty Morphin Power Rangers* toys over *Samurai* (and other) kids show-based merchandise this past holiday season. *Samurai* has been cleared in 53% of the country for fall 1995 in its new format, he says.

KCOP rethinks kids block

Bad news for kids show syndicators may be in the offing as UPN affiliate KCOP(TV) Los Angeles considers dropping its two-and-a-half-hour weekday morning kids block. "We've found the kids market a very difficult business to be in, and we're exploring whether to get out," says General Manager Rick Feldman. Syndicated shows now running on the station weekdays include *Biker Mice from Mars*, *Exosquad*, *Sonic the Hedgehog*, *Pink Panther* and *Conan the Adventurer*.

Feldman said that the station will retain five to six hours of kids programming on Sundays. Feldman also delivered bad news to syndicator MCA TV: Its low-rated *Last Call* syndicated panel discussion show has been bumped from one of its strongest major-market clearances, at 10:30 p.m., to 1:30 a.m. to make room for a locally produced O.J. Simpson trial news roundup. The show probably will not return to its earlier perch unless its ratings improve in other markets, says Feldman.

'Pointman' on target

Warner Bros. Domestic Television Distribution's new addition to its syndicated Prime Time Entertainment Network, *Pointman*, earned a 4.1 Nielsen household rating and 7 share in 32 metered markets for its Jan. 23-29 premiere week. That was up 11% in ratings and 17% in share from the 3.7/6 of its predecessor in the time period a year earlier, although it was flat from its 4.3/7 lead-in. The show improved on its year-earlier predecessor in all five top markets, including a 100% rating and share gain on KCOP(TV) Los Angeles, but was off its lead-in in some of the markets. The show replaces *Time Trax* in the PTEN lineup and can be aired at the discretion of stations.

Hospital prognosis

Worldvision Enterprises' new *University Hospital* replacement series for its syndicated Spelling Premiere Network garnered a 3.0 Nielsen rating and a 5 share in 32 metered markets for its Jan. 16-22 premiere week, compared with a 2.8/5 lead-in. The syndicator said that year-earlier comparison numbers were not available. In New York, the show earned a 3.6/5, up greatly from a 1.0/2 lead-in; in Los Angeles, a 3.8/6, compared with a 3.1/4 lead-in, and in Chicago, a 2.6/4, compared with a 2.3/3 lead-in. Top three market results for the second week (Jan. 23-29) included a 4.0/6 in New York, up from a 3.1/4 lead-in; a 4.4/7 in Los Angeles, compared with a 6.0/9 lead-in; and a 2.5/3 in Chicago, compared with a 2.4/3 lead-in. The show replaced the canceled *Heaven Help Us*.

Personal bests

Warner Bros. Domestic Television Distribution's syndicated, off-network *Fresh Prince of Bel-Air* strip received its highest household rating ever, a 6.6 Nielsen gross average audience rating for the week of Jan. 16-20, up 16% from its season average of 5.6 and 5% over its previous high of 6.3. Genesis Entertainment's *Real Stories of the Highway Patrol* first-run reality show garnered a personal-best 4.7 GAA for the same week, up from the show's previous 4.5 high.

The show has been renewed in 60% of the country for a fourth season.

Multimedia renewals

Multimedia Entertainment's *Donahue* and *Sally Jessy Raphael* talk shows have been renewed on NBC O&Os in Los Angeles and New York and on WTVJ(TV) Miami. The shows also have signed multiyear deals with WBBM-TV Chicago. Multimedia's *Jerry Springer* talk show has recorded multiyear deals with WPLG (TV) Miami and KSAT-TV San Antonio, as well as renewal on KCAL-TV Los Angeles. Its *Rush Limbaugh* has been renewed in access on KCAL-TV.

Gabrielle gains clearances

Twentieth Television's *Gabrielle Carteris* syndicated talk show has cleared 60% of the country for a fall 1995 launch. Top stations that signed at the NATPE International conference included WLKY-TV Louisville and WDKY-TV Lexington, both Kentucky; WTGS(TV) Savannah, Ga.; WFLX(TV) West Palm Beach, Fla., and KVVU-TV Las Vegas. Twentieth also says its *Gordon Elliott* talk show has been renewed in 65% of the country, including nine of the top 10 markets, for its fall sophomore season. New NATPE renewals include KDKA-TV Pittsburgh and WDKY-TV Lexington. Twentieth's *Cops* off-net strip has been renewed in 65% of the country for fall 1995. Stations renewing the show include WAVE(TV) Louisville, Ky.; WEAR(TV) Mobile, Ala.; WFLX West Palm Beach, and WFSB(TV) Hartford, Conn.

Olympic Game Shows

King World Productions' *Wheel of Fortune* and *Jeopardy!* game shows have been designated official game shows of the 1996 Atlanta Olympic summer Games by Atlanta Centennial Olympic Properties, a joint venture between the United States Olympic Committee and the Atlanta Committee for the Olympic Games. It represents the first time that any regularly scheduled TV show has obtained an official Olympic designation. The two game shows will air 44 Olympic-themed shows between April and July 1996.

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KCBS-TV overhauls news

Station looks to reverse flagging fortunes

By David Tobenkin

The late John Houseman could have been talking about the affiliate news business in Los Angeles—rather than the securities market in Smith Barney commercials—when he said: “Some count their profits, some lick their wounds.”

And for the past several years, KCBS-TV's *Action News*—bedeviled by management and talent turnover—has been licking its wounds.

But last week, management placed the latest piece of new talent into a news team attempting to reverse the station's news fortunes and already delivering some positive results.

The addition of venerable, white-haired anchor Jerry Dunphy to co-anchor the station's 5 p.m. newscast with veteran Ann Martin reunites two of the strongest personalities in Los Angeles broadcasting—and represents an enormous investment in talent.

Both were lured away from other stations in the market: Martin from 18 years with KABC-TV Los Angeles, Dunphy from KCAL-TV Los Angeles, whose three-hour prime time news-

block he helped launch six years ago. They earlier had co-anchored at KABC-TV in the 1970s. Dunphy started his career at KCBS-TV predecessor KNXT-TV in 1960.

“We think the audience will respond better to people they know and respect, people they have invited into their living rooms for decades,” says KCBS-TV General Manager Bill Applegate. “We know that when you are trying to build or rebuild an audience base it takes a long, long time. But we hadn't had success in years, and we already have had some success.”

Indeed, the station pulled a minor upset in the November sweeps when its 11 p.m. newscast climbed 82% to finish second, topping KABC-TV.

And a new triple-access slot created Sept. 12 by moving the news back to 4 p.m. and ending with the network news at 6-6:30 p.m. paid off with improved ratings for every half hour from 5 p.m. through 8 p.m. in November, even if that was still far below the ratings of KABC-TV's and KNBC-TV's afternoon and early evening newscasts.

Dunphy and Martin represent only the most prominent examples of executive and talent changes made by KCBS-TV.

Helming the new operation is news

director Larry Perret, who worked under Applegate at KPIX(TV) San Francisco, WNEV-TV Boston and WLS-TV Chicago and most recently was executive producer of KCAL-TV's *Prime Nine News*. Named new assistant news director is Steve Blue, formerly senior producer for Special Report Television, where he supervised the daily operation and production of a national video news magazine.

The station has added popular, eccentric weatherman Dr. George Fischbeck as a special correspondent after KABC-TV curtailed his activities. Fischbeck will produce special interest reports for KCBS-TV.

Also hired from KABC-TV were political reporter Linda Breakstone, who will report on local and state politics and conduct investigative reports, and anchor Beverly Burke, who joined in August from WMAR-TV Baltimore and now teams with Martin for an unusual, two-woman-anchored 4 p.m. newscast. Michael Scott, most recently a reporter for top-rated syndicated magazine show *Entertainment Tonight*, has joined as a weekend anchor.

The news team is increasing its investigative reporting under recently rehired investigative producer Peter Noyes. The station also plans to increase special programming.

Still, a long road lies ahead. The station, for instance, has no immediate plans to revive an early 6-7 a.m. newscast that it pulled after ratings below those of the independents' morning shows in the market. ■

Good as Gold

The Alfred I. duPont-Columbia University Awards were handed out in New York Jan. 26, with the highest honor going to ABC News President Rooney Arledge and *World News Tonight* anchor/senior editor Peter Jennings. They each received the Gold Baton “for the depth and range of news coverage” in producing “outstanding television journalism.” Cited as ABC's best stories were coverage of Haiti by Linda Pattillo; “American Agenda: Women's Health Week”; *Day One*: “Smokescreen”; *Turning Point*: “Inside the Story—The Amy Biehl Story”; and “Peter Jennings Reporting—While America Watched—The Bosnia Tragedy.”

Also handed out were 12 Silver Batons for excellence in TV and radio journalism (BROADCASTING & CABLE, Jan. 30).

Bill Moyers joins NBC News

By Steve McClellan

Bill Moyers will cut back on the number of public television programs he produces to join NBC News as a senior analyst and commentator for *NBC Nightly News with Tom Brokaw*.

In a teleconference with reporters last week, Moyers insisted that PBS's current financial and political woes have “nothing to do” with the decision to cut back. He said that he and NBC News President Andrew Lack started talking about his joining the network shortly after Lack arrived in spring 1993, “when it looked like the

Democrats would be in power for the rest of our normal lives,” said Moyers. But Moyers's heart-bypass surgery last May and a commitment to finish up a PBS special on violence delayed a deal with NBC until now, he said.

Most of Moyers's PBS projects are produced by his own company, Public Affairs Television, which is managed by his wife, Judith Davidson. Moyers said he and his wife decided some time ago to reduce the output of their company as they entered their 60s. “I miss the daily journalism,” said Moyers, who will tape two or three segments a week for *Nightly*. ■



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Kushner-Locke has plethora of pilots

By Steve Coe

Kushner-Locke is producing its most ambitious pilot slate ever, with eight hours of projects for the Big Three networks, including pilots with former NFL star Howie Long and actress Lea Thompson.

For CBS, the company is producing *Sidelined*, a one-hour dramatic comedy about two mismatched process servers; *The Trade*, an action hour about a bodyguard for the rich and famous, and *Three Sides to the Story*, an hour series about a journalist covering a story from three different perspectives.

The company is producing two dramatic hours for ABC, one set in a newspaper and the other about a CIA

investigator. *Journal American* takes place at a major urban newspaper; *The Chip* is about a CIA investigator who has a computer chip implanted in his brain that allows him to become an instant expert in any field.

Kushner-Locke is producing *The Clancys* for NBC. The one-hour family dramatic series is set in New England and features a small-town judge raising four children.

The remaining two projects, which

have not been sold to a network, are *Vista Clara* and *Nick Devlin*. The former stars Lea Thompson as a Washington lawyer. *Nick Devlin* is an action hour about a widowed private investigator in Miami trying to raise two children and handle the dangers of the job.

In addition, Kushner-Locke has a six-episode commitment from CBS for a series starring football player-turned-commentator Howie Long. ■

Cox buys into BBC

By Meredith Amdur

Cox Communications has taken a 10% stake in the BBC World-wide-Pearson joint venture, European Channel Management.

The consortium recently launched two news cable/satellite channels, BBC World (news) and BBC Prime (entertainment) in Europe. The ad-supported BBC World is expected to reach 16 million European homes by the end of the year. The 24-hour news service launched in the U.S. last week on selected cable services, although this venture is currently unconnected with the Cox investment. According to reports in London, Cox will invest \$7.7 million in the two services. Cox already is partnered with the BBC and Pearson as a minority owner in UK satellite channels UK Gold and UK Living.

The move is the latest in a stream of programing investments during the past few years as Cox attempts to diversify its portfolio to cable program networks. Last year, Cox took a 50% share in a Pan-American women's cable channel, GEMS TV. ■

So-so bowl still super for ABC

Although it was not one of the top-rated Super Bowls, ABC's presentation of the annual gridiron matchup gave the network its highest-rated week-long rating since 1988, when it aired the winter Olympics from Calgary.

The game averaged a 41.3 rating and 62 share at 7-10:30 p.m. (including the postgame show). For the night of Sunday, Jan. 29, ABC pulled in a 35.9/54, followed by CBS's 10.6/16, NBC's 5.9/9 and Fox's 5.6/8. For the week of Jan. 23-29, ABC was first with a 15.7/25 average, followed by NBC's 11.3/18, CBS's 9.9/16 and Fox's 7.4/11.

This year's Super Bowl was down from last year's contest, which featured the Dallas Cowboys and Buffalo Bills (45.5/66), and will rank 21st among the past 23 Super Bowls.

The post-Super Bowl time slot, usually used by the network to launch a new show, proved a moderate success for ABC. Choosing to launch *Extreme* in the valuable lead-out slot, ABC's new action hour pulled in a 14.2/25 in the hour following the game, finishing number one in its time slot.

The game added two-tenths of a rating point to ABC's season-to-date totals. Through last Tuesday night, ABC was averaging a 12.2/20, followed by NBC with an 11.5/19. CBS was third with an 11.4/19 and Fox was fourth with a 7.8/12. Among adults 18-49, ABC and NBC remained in first and second with a 7.5 and 6.8, respectively, but Fox was third with a 5.5 and CBS was fourth with a 5.4.

—SC

Prime averages for emerging broadcast networks—Jan. 23-29

WB		
WEDNESDAY 2.3/3		
8:00	89. The Wayans Bros.	2.5/4
8:30	89. The Parent 'Hood	2.5/4
9:00	91. Unhap Ever After	2.2/3
9:30	92. Muscle	1.8/3
WEEK'S AVG		2.3/3
SSN TO DATE		2.1/3

UPN		
MONDAY 6.4/10		
8:00	45. Star Trek: Voyager	9.2/14
8:30		
9:00	87. Platypus Man	3.9/6
9:30	88. Plg Sty	3.1/5
TUESDAY 4.5/7		
8:00	85. Marker	4.2/6
8:30		
9:00	81. The Watcher	4.7/7
9:30		
WEEK'S AVG		5.4/8
SSN TO DATE		6.9/10

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Ratings: Week 19, according to Nielsen, Jan. 23-29

	 ABC	 CBS	 NBC	 FOX
MONDAY	11.4/17	14.3/22	11.3/17	9.2/14
8:00	39. Coach 10.2/15	25. The Nanny 12.2/18	39. Fresh Prince 10.2/15	30. Melrose Place 11.2/17
8:30	50. New Balgame 8.1/12	20. Dave's World 12.9/19	43. Blossom 9.7/14	
9:00		10. Murphy Brown 15.6/23	26. NBC Monday Night Movies—Escape from	63. Models Inc. 7.2/11
9:30	21. ABC Monday Night Movie—Tango & Cash	16. Cybill 14.1/21	Terror: The Teresa Stamper Story 12.0/19	
10:00	12.5/19	11. Chicago Hope 15.5/25		
10:30				
TUESDAY	17.3/27	10.0/15	7.2/11	6.6/10
8:00	4. Home Improvmt 19.1/29	37. Rescue: 911 10.6/16	57. Wings 7.5/12	70. Your Favorite Commercials 6.6/10
8:30	6. Grace Under Fire 17.3/26		66. Smthing Wilder 6.0/10	
9:00				
9:30	State of the Union Address	State of the Union Address	State of the Union Address	State of the Union Address
10:00				
10:30	35. ABC Analysis 10.8/18	69. CBS Analysis 6.7/11	51. NBC Analysis 8.0/13	
WEDNESDAY	13.2/21	7.1/11	14.2/22	6.8/10
8:00	27. Full House 11.9/19	57. Women/House 7.5/12		64. Beverly Hills, 90210 7.0/11
8:30	30. All American Girl 11.2/17	59. Hearts Afire 7.3/11	13. 30 Years of National Geographic 15.2/23	70. TV's Classic Comedy 6.6/10
9:00	18. Roseanne 13.6/20	74. Double Rush 6.3/9		
9:30	17. Ellen 13.8/21	66. Love & War 6.8/10	24. Law and Order 12.3/21	
10:00		59. Northern Exposure 7.3/12		
10:30	14. Primetime Live 14.3/24			
THURSDAY	7.1/11	9.7/15	17.6/28	7.7/12
8:00	54. My So-Called Life		12. Mad About You 15.4/24	51. Martin 8.0/12
8:30	7.7/12		9. Friends 15.8/24	48. Living Single 8.2/12
9:00		43. CBS Reports 9.7/15	3. Seinfeld 22.1/33	59. New York Undercover 7.3/11
9:30	80. The NFL at 75 5.3/8		8. Madman/People 16.3/25	
10:00			5. E.R. 18.1/31	
10:30	46. Day One 8.4/14			
FRIDAY	13.4/23	7.3/13	10.7/18	8.4/14
8:00	21. Family Matters 12.5/22		32. World Professional Figure Skating Championship 11.0/18	77. M.A.N.T.I.S. 6.1/10
8:30	21. Boy Meets Wld 12.5/21	56. Best of Country 7.6/13		35. The X-Files 10.7/18
9:00	32. Step By Step 11.0/18			
9:30	35. Hangin w/Mr. C 10.7/17	69. Under Suspicion 6.7/12	42. Homicide: Life on the Street 10.0/17	
10:00				
10:30	7. 20/20 16.9/29			
SATURDAY	5.6/10	10.4/18	11.0/19	11.1/11
8:00	76. Aliens for Breakfast	29. Dr. Quinn Medicine Woman 11.5/20	66. Empty Nest 6.8/12	54. Cops 7.7/14
8:30	6.2/11		59. Mommies 7.3/13	48. Cops 8.2/14
9:00	84. The Real Frankenstein	53. Boys Are Back 7.9/14		51. America's Most Wanted 8.0/14
9:30	4.6/8	46. Five Mrs. Buch 8.4/14	19. World Professional Figure Skating Championship 13.0/22	
10:00		28. Walker, Texas Ranger 11.6/20		
10:30	78. The Commish 6.0/11			
SUNDAY	35.9/54	10.6/16	5.9/9	5.6/8
7:00				81. Simpsons 4.7/7
7:30		39. 60 Minutes: 25th Anniversary 10.2/15		86. Get Smart 4.1/6
8:00	1. Super Bowl XXIX—San Francisco 49ers vs. San Diego Chargers 41.3/62		79. NBC Sunday Night Movie—Diana: Her True Story 5.9/9	73. Simpsons 6.5/9
8:30				74. Married w/Chld 6.3/9
9:00		32. CBS Sunday Movie—The Man Upstairs 11.0/17		64. Married w/Chld 7.0/10
9:30				81. Dream On 4.7/7
10:00	2. Postgame Show 24.7/39			
10:30	15. Extreme 14.2/25			
WEEK'S AVGS	15.7/25	9.9/16	11.3/18	7.4/11
SSN. TO DATE	12.2/20	11.5/19	11.4/19	7.7/12

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Week

Interactive



Catalog 1 shifts focus to Internet

Cable shopping channel also will sell on TV stations

By Mark Berniker

Catalog 1, a home shopping service with ambitions to serve the interactive television market, is scaling back its focus on cable TV and soon will begin selling goods over the Internet.

A joint venture of Spiegel Inc. and Time Warner Entertainment, Catalog 1 has had trouble getting cable carriage. Many systems have limited channel capacity and are reluctant to use a channel for the home shopping start-up. "It is extraordinarily difficult to get carriage," says Rod Parker, general manager.

Catalog 1 has been working closely with Time Warner to create an interactive shopping mall for TW's Full Service Network, but that deal has not generated significant revenue for Catalog 1.

By mid-March, Catalog 1 says it will have established an Internet site from which it will sell wares from upscale, nationally known retailers including Eddie Bauer, The Sharper Image, Crate & Barrel, Williams-Sonoma and The Bombay Co.

Parker sees the Internet as a form of "latent distribution," with the potential of online networks to grow explosively in the next few years.

continues on page 38

Set-Top Boxes

AT&T, VLSI to embed security into set-top chips

By Mark Berniker

As the web of networks connected to TV sets, computers, telephones and other devices grows, so too do worries about the potential for electronic crime, fraud and piracy. While telephone and cable companies promote the next generation of interactive services, questions loom concerning the security of transactions.

The new range of services for interactive television will flow from the consumer's remote control through set-top boxes, across broadband networks and through a series of servers linked to service providers.

AT&T and VLSI Technology Inc. are jointly developing integrated circuits, or

computer chips, that provide for secure transactions and privacy. The new chips will debut inside AT&T's set-top box, scheduled to be delivered to Cablevision Systems Corp. for its interactive TV trial beginning this summer.

"The current systems don't work well," says Dave Robinson, director of digital video products for AT&T Network Systems. By installing silicon chips with built-in data and privacy protection, Robinson says, security will be embedded into AT&T's set-tops.

The importance of embedding the chip in the hardware, he says, is that it makes renewable security possible and revising the

continues on page 40

Television networking via ECN

The WB Network has turned to the Electronic Communications Network (formerly NAPTE*Net), an online service geared to the broadcast industry, to communicate with its affiliates. The fledgling network is now using the network's e-mail and private bulletin boards to keep affiliates up to speed on programming, advertising, ratings, publicity, sales and operations, according to ECN's Jack Serpa. The network has 28 "mailboxes"—computers with ECN interface software—at headquarters and plans to install at least three mailboxes at each of its affiliates, he says. CBS uses the network, but only for promotion, marketing and affiliate relations, Serpa says.

Interactive

TV has tough time turning data into dollars

Few stations have found a market for digital services

By Chris McConnell

What is a good example of a profitable data service?

Local broadcasters are hard-pressed to name one, but insist they must exist.

Although displaying little enthusiasm for high-definition pictures, many in the industry see great promise in using digital transmission technology to deliver non-picture information services. "If you don't own programming, you are more likely to have incentives to do other types of digital services," says John Abel, executive

vice president of operations for the National Association of Broadcasters.

Engineers at TV stations agree with the logic. But while they claim an interest in the non-picture possibilities, they also say they have given little thought to defining specific businesses for the digits to serve.

"I haven't put a lot of study into it," says Scot Krayenhagen, chief engineer at KTIV(TV) Sioux City, Iowa. "Nobody's really thinking that heavily," adds Bernie Wimmers, engineering director at WCIX(TV) Miami.

Abel, while citing a long list of possibilities, agrees: "We just haven't focused on developing the data broadcasting business."

Research on current data broadcasting services bears him out. An NAB study of TV data broadcasting found that about 13% of stations are transmitting data or "some type of secondary communications service." The figure was based on a survey response from 732 stations, of which 97 said they were conducting some type of data service, more than half of them PBS affiliates delivering

the PBS National Datacast service. Other services include teletext, weather radar transmissions and traffic reports. Most stations deliver the services using the vertical blanking interval (VBI) in the TV signal.

"Even in the top 10 markets, over three-quarters of all TV stations indicated that they were not involved in data broadcasting or transmitting other secondary communications services," the NAB study says, adding that respondents were given four choices to indicate why they were not in the data broadcasting business.

The verdict: no interested buyer. Of stations listing reasons for their lack of involvement in data broadcasting, 81.2% said no buyers had expressed an interest in leasing data broadcasting capaci-

continues on page 40

Interactive

Weather Channel leveraging onto online, interactive TV

Cable channel going onto CompuServe; hopes to create customized interactive offerings

By Mark Berniker

If there is one kind of on-demand information that people may be interested in, it's weather. And The Weather Channel is anxious to meet that desire.

"We want [our] weather content to get out in as many ways as [possible]," says Peter Ill, TWC's director of interactive services.

The Weather Channel is launching an area within CompuServe and plans to be on other online services and the Internet soon.

Currently, TWC piggybacks weather data with its video feed to cable operators. Ill says the channel produces more than 250 maps per day and specific weather information about each region of the country. His division is working on how to take its data, graphics and video and deliver it in "multiple media."



Ill says The Weather Channel provides weather information to almost 60 million people through cable TV, while also delivering its weather data to more than 100 radio stations and a number of newspapers. The cable channel also has a 1-900-WEATHER interactive audiotext service, Ill says, which received hundreds of thousands of calls last year.

The Weather Channel's area on CompuServe started late last week on Groundhog Day (Feb. 2) with a weather forum where online users can discuss weather issues and give the channel feedback about its coverage. The Weather Channel also will provide some archival weather information, but—at least initially—will not be a real-time, downloadable weather information service.

TWC is talking with other online service providers—such

continues on page 40

Zing wins interactive TV patent

Zing Systems LP says the United States Patent and Trademark Office has awarded it a key patent on its approach to the delivery of interactive TV programming. Zing's system enables consumers to interact with broadcast, cable, DBS and commercials that are live, tape-delayed or on videocassette. Zing's system encodes interactive messages and information into TV programs, which in turn, the viewer responds to through an infrared signal with-in Zing's handheld device.

Television networking via ECN

The WB Network has turned to the Electronic Communications Network (formerly NAPTE*Net), an online service geared to the broadcast industry, to communicate with its affiliates. The fledgling network is now using the network's e-mail and private bulletin boards to keep affiliates up to speed on programming, advertising, ratings, publicity, sales and operations, according to ECN's Jack Serpa. The network has 28 "mailboxes"—computers with ECN interface software—at headquarters and plans to install at least three mailboxes at each of its affiliates, he says. CBS uses the network, but only for promotion, marketing and affiliate relations, Serpa says.

Utility to test interactive TV energy channel

Southern California Edison Co. will test a new interactive TV system that will let consumers view information about their home electrical energy consumption over their TV sets. The system is being dubbed the "advanced energy management system" and will be available in Palm Springs and parts of Orange County, Calif., to assess consumer interest in saving money on monthly utility bills.

CATALOG 1 continued from page 36

Parker says Catalog 1 has a "dual mission" to produce, package and distribute upscale home shopping items through both analog and digital channels.

To reach more consumers, Catalog 1 will begin broadcasting its home shopping programs over two TV stations—WLIG(TV) Riverhead, N.Y. (Long Island), and KRON-TV San Francisco—by essentially buying infomercial time on Saturday mornings.

Nevertheless, it is unknown whether the well-financed joint venture will make money this year, and Parker admits it may be next year before major revenue begins to flow into Catalog 1's coffers.

"We're judiciously deploying our capital," Parker says, adding that Catalog 1's programming is produced at low cost.

Catalog 1 continues to be part of Time Warner's Full Service Network, but Parker does not expect his venture to "make money from it this year." However, he is banking on Catalog 1's eventually being available via all of Time Warner's upgraded cable systems and earning a slice of revenue from every transaction.

Catalog 1 will expand production for full-motion home shopping TV programming from its current level of six to 10 shows this year. Parker also says Catalog 1 is considering participating in several cable modem trials later this year, but details have yet to be worked out. ■

Interactive

GTE, AT&T cancel Manassas trial

Companies say technological advances have rendered test moot

By Mark Berniker

GTE and AT&T last week announced that they will not conduct their planned interactive video services trial in Manassas, Va., because "rapid advances in technology make this trial no longer necessary."

AT&T Network Systems said there is no point in conducting a prototypical trial when its focus should be on delivering commercial systems and services.

GTE will proceed with its plans to construct video dialtone networks in Clearwater and St. Petersburg, both Florida, as well as in Ventura County, Calif., and Honolulu. However, the country's largest independent telephone company is awaiting FCC approval for its applications to build those new video networks.

GTE said "it would likely delay its plans to build its network in the Manassas area." Manassas is where Bell Atlantic is building its video dialtone network.

GTE still is assessing potential vendors for set-top boxes and the company it will choose as its systems integrator. GTE said it will announce those contracts within the next few months.

"The trials themselves tend to be expensive and time-consuming, but there is still a lot to learn about user demand," says Marcy Garriott, vice president of visual multimedia communications for AT&T Network Systems.

"It did not make sense to go with a prototype," Garriott says, adding that the price of the initial set-tops created by AT&T Bell Labs was "thousands of dollars, rather than hundreds of dollars" per unit.

AT&T is working not only with GTE but also with leading cable operators Time Warner Cable and Cablevision Systems Corp. and other telephone companies. (It has systems integration contracts with Pacific Telesis, SBC Communications [formerly Southwestern Bell] and SNET.)

Garriott says AT&T will manufacture "hundreds of thousands, not millions" of set-top units for interactive video service trials and commercial deployment by the end of this year. She says AT&T has proved the commercial design, manufacturing and operation of its initial set-top boxes.

Garriott hopes to see "open interworking standards" evolve quickly, so that video servers can communicate with the communications network and the variety of set-top boxes in use by consumers. She says that AT&T's joint venture with Silicon Graphics to create Interactive Digital Solutions "gave us a capability that we didn't previously have."

The deal with SGI gave AT&T high-speed computing and sophisticated software expertise that enhance its position as a bidder on overall integration contracts with telephone and cable companies entering the interactive video services market. —MB

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Feb. 7-9—Intermedia '95: International Conference and Exposition on Multimedia and CD-ROM, sponsored by Reed Exhibition Companies. Moscone Center, San Francisco. Contact: 203-840-5442.

Feb 9-11—1995 SMPTE Advanced Television & Electronic Imaging Conference, sponsored by SMPTE. Westin St. Francis Hotel, San Francisco. Contact: 914-761-1100.

Feb. 14-15—Interactive Advertising, sponsored by Kagan Seminars. The Park Lane, New York. Contact: 408-624-1536.

Feb 15-17—Interactive Television, sponsored by Multichannel CommPerspectives and The Interactive Television Association. Doubletree Philadelphia, Philadelphia. Contact: 303-393-7449.

Feb. 16—DBS: New Competition in the Sky, sponsored by Kagan Seminars. Ma Maison Sofitel, Los Angeles. Contact: Genni Russell, 408-624-1536.

Feb. 22-23—Digital Hollywood, sponsored by American Expositions Inc. Beverly Hills Hilton, Beverly Hills. Contact: 212-226-4141.

Feb. 27-March 1—Consumer Online Services II: Entry Strategies for Mainstream Media, sponsored by Jupiter Communications & CMP Publications. Crowne Plaza Hotel, New York. Contact: Harry Larson, 212-941-9252.

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

DATA INTO DOLLARS *continued from page 37*

ty. About 10% said they were simply not interested in data broadcasting.

However, the cool reception to existing data broadcast technology and services has not stopped the industry from investigating standards for a high-speed data service that will function with the current NTSC television system. In December the Advanced Television Test Lab (ATTC) in Alexandria, Va., wrapped up testing on the second of two proponent systems for carrying digital information within NTSC signals.

The proponent systems include a technology from Menlo Park, Calif.-based Digideck for delivering about 500 kilobits per second of data after error correction, enough to transmit the text of a newspaper in about 15 seconds. Another proposal, from Tempe, Ariz.-based WavePhore, allows users to insert 384 kbps of information into the TV signal. The National Data Broadcasting Committee—a joint project of the NAB and the Electronic Industries Association—is planning to select one or both of the two approaches as a voluntary standard.

The higher data rate will open the door to new business applications, says the NAB's Abel. He says cur-

rent VBI technology provides only about 20 kbps of data and attributes the past data market sluggishness in part to the low data rate.

With a higher data capacity, broadcasters might deliver information to supplement television commercials or programing, Abel says. He cites examples of sending team statistics to support sports programing, or consumer information to supplement car commercials. "All of that is digital information that could be sent along with advertisements," he says.

WEATHER CHANNEL *continued from page 37*

as Prodigy, America Online and The Microsoft Network—about creating areas on their services. Ill says there is a "strong possibility" his company will announce other online ventures within the next few months.

Ill also has been leading The Weather Channel's movement into interactive television and hopes to create a channel on cable and telco broadband systems.

"Weather would be provided on a virtual channel," he says, describing how a subscriber could create a customized weather information service, which would be one channel on an expanded cable system.

"Many of the [broadband system] tests are not ready to deal with a perishable application like weather and are more interested in video-on-demand applications," Ill says.

Ill hopes this year will see the beginning of interactive television trials by the telephone and cable companies which have gained so much attention in recent months.

The Weather Channel is working with Oracle and its media server and software tools to create a prototype of a national weather service with regional and local details. Ill says all of the video is digitized and resides on a server, and consumers are testing a range of weather-on-demand applications, including text, sound, still images and video clips. ■

AT&T, VLSI *continued from page 36*

codes less complicated if hackers break into the new set-tops connected to broadband networks.

The National Cable Television Association says cable operators lost more than \$4.7 billion in thefts related to broadcast video services last year, and pirating, tampering and descrambling are huge problems facing the cable industry.

But the AT&T-VLSI chip-based security solution is not designed for only set-top boxes; it can be used for other consumer electronic devices, including wired and wireless

telephones and home computers with CD-ROM drives.

Intellectual property holders (such as television programers, movie studios and interactive service providers) are concerned about whether the new broadband networks are secure at each step of the process and whether reliable accounting will insure that they receive the revenue to which they are entitled.

AT&T and VLSI are expected to license their security chip to other companies, but it remains to be seen whether the chip's solution will be proprietary or part of an open standard for protection against electronic crime on the information superhighway. ■



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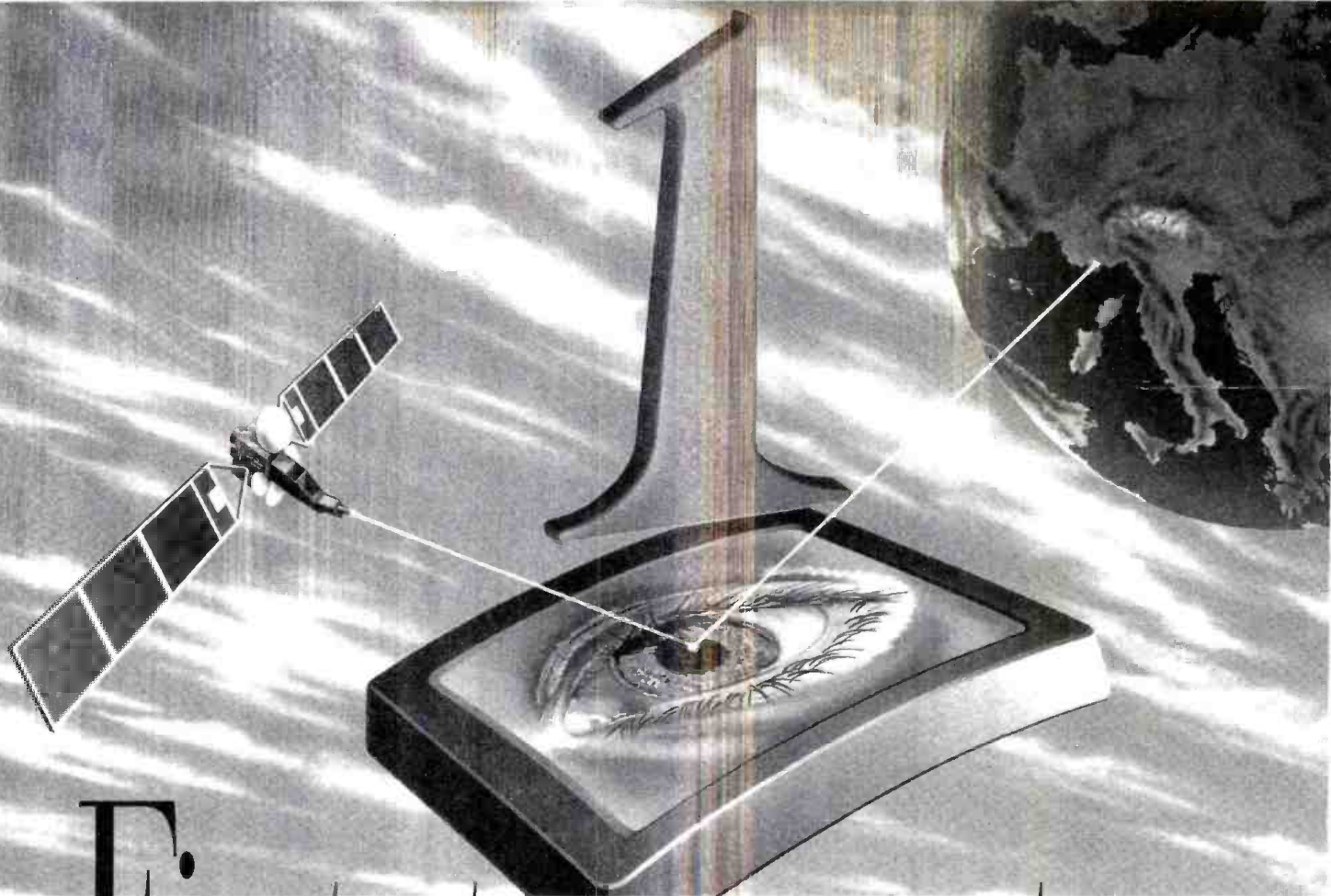
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COURT TV'S STEVE BRILL: Witness for a nation

There are certain things that Court TV founder/CEO Steve Brill won't tell you about his network. He rarely shares ratings data, and he won't disclose ad sales or other revenue figures. But one thing he does like to talk about is cameras in the court, including his mixed emotions about the celebrated O.J. Simpson case. The trial has helped bring many viewers to Court TV. On Jan. 26 from 5 to 8 p.m., for example, Court TV scored a 4.2 rating in its universe, topping CNN's 3.3 and E!'s 0.8 in that same universe, according to A.C. Nielsen Co. data supplied by the network. On the other hand, Court TV in its role as pool camera operator managed to infuriate Judge Lance Ito by inadvertently telecasting an alternate juror in the case. In the following interview with Rich Brown and Steve McClellan, Brill talks about the Simpson trial and the state of Court TV.

Because of television, the Simpson trial has riveted the attention of the American public as no other in history. Do you think the TV coverage of the Simpson trial will be a plus for our system of justice, or a minus?

Ultimately, assuming the trial goes the way it's going now, which is smoothly, it's a huge plus. Our experience has been that when high-profile cases are televised, people come away with a huge respect for the system. Once they watch the trial they not only learn more but they feel better about how the system works.

Is it possible for Simpson to receive a fair trial, given all the media attention and hype?

If you look at the most famous defendants in our history, most of them got acquitted—William Kennedy Smith, John Delorean, Marion Barry. Pretrial publicity is odious but it's hard to find any empirical evidence that it railroad the target.

Are the Dream Team defense attorneys living up to their reputations?

No comment.

COVER STORY

Can the prosecution stand up to the defense?

I think the prosecution is doing a very good job but the prosecutors always have the advantage. They have the people and the State and the flag in their favor.

What's the most significant lesson you've learned from the Simpson trial so far?

It's the lesson that I'm trying to teach the rest of the media: This is not the most important case we've ever done. There's a lot about it that, short-term, is very good for Court TV but the challenge is when we think about the long-term.

What's your most lasting impression?

There's nothing about this case that is typical. It's hard to draw any generalizations.

Is the Simpson case the best thing that ever happened to this network?

No, I think the O.J. Simpson case is a cursed trial. I think it's like a stick of dynamite. There [are] some aspects of it that [are] good for us: Short term, we get increased viewership; long term, so much depends on things that we have no control over. There is no question that we have had a much harder battle in the New York State Legislature to get the cameras in the court [see box, page 44]. That went from being a no-brainer to something that took considerable effort, in part because the whole karma of cameras in the courtroom was poisoned by stuff having to do with the Simpson trial, but which had nothing to do with cameras in the court. Legislators would say to us: 'Gee, you know, what the media's done in the Simpson case is just awful.'

To the extent that it brands us as a channel that does violent double-murder cases involving celebrities, that may get us some short-term viewership, but over the long term that is certainly not the sole dimension in which we want to be seen. And it's also just that everything that can go wrong in that trial has gone wrong.

But if I could have chosen, I would rather this event had never happened. We were doing fine and would have been fine without it.

If you really feel that way about the trial, why don't you just not cover it?

The answer is, we should cover it because it is important. It is emblematic of a lot having to do with the justice system in this country. We've certainly covered lots of other murder trials before; there's no reason we shouldn't cover it. We can't just say: 'Well, this is too hard for us to do; we're gonna walk away from it.' So it's not that we're afraid of it, it's just that we think it is a mixed blessing.

How does operating a pool affect your own coverage?

Operating the pool simply means that you have the privilege of paying the camera person and then explaining whatever goes wrong. I can't think of the benefits. There's not a lot of artistic credit and prestige to be had in operating the pool. We like to do it because we think we know how to do it, and we think we have more experience doing it.

The inadvertent telecast of the alternate juror in the Simpson trial gave the appearance of sloppy coverage. How does that affect your credibility?

We made a mistake that I'd argue anyone could make. But we made it, and I'm the one who's responsible for it. But we didn't make a mistake having to do with our journalism standards; we didn't make a mistake having to do with our integrity. In fact, if anything, I think we displayed a pretty rare kind of integrity. The only reason anybody knows about all this stuff is that we told the judge about it. We told the judge about it instantly.

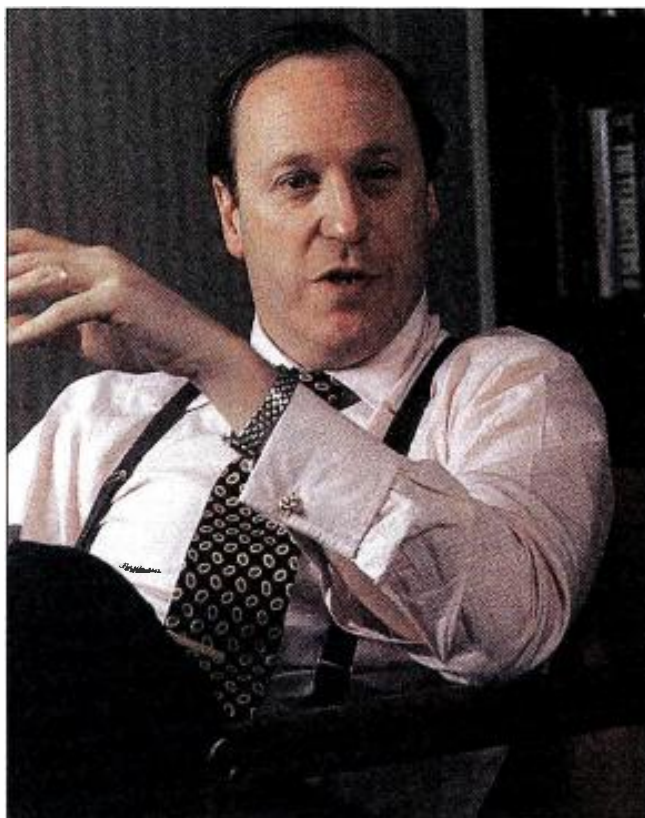
But I'll stipulate that we were dumb; I'll stipulate that it wasn't just one person who was dumb, it was two or three people who were dumb; and, worst of all, it was the guy in charge who was dumb for not realizing we could make that mistake—the guy in charge being me. I should have been on top of it, and that it was a genuine mistake—but not a mistake of integrity and not a mistake of intention.

I think in terms of credibility, what the rest of the world cares about when they think of journalistic credibility is how journalists own up to their mistakes. We will figure

Keeping the cameras on

Recent decisions in New York and Texas will keep TV cameras in state courts there. In New York last week, the state legislature passed a bill (by a 118-26 vote) that extends for another two-and-a-half-year trial period the law allowing cameras in New York courtrooms at the judge's discretion. TV news organizations must give seven days' notice, and defendants have the right to petition for a trial closed to cameras if they can show some identifiable harm beyond the mere presence of the camera. New York State Assemblyman Mark Weprin, who sponsored the bill, told BROADCASTING & CABLE last week that the wide margin of victory for the bill was probably due to the fact that it extends the test period for courtroom camera coverage and has to be revisited in June of 1997 before it becomes permanent. "The O.J. Simpson case has been a real media circus, and it hurt our case," said Weprin. "But my argument has always been you have to make a distinction between that one camera in the courtroom and coverage outside the courtroom." Without that one camera, said Weprin, the truth is distorted by the "spin" of the attorneys involved and the interpretation of reporters covering the case. In Texas two weeks ago, the State Court of Criminal Appeals threw out a lawsuit by the Harris County (Houston) district attorney seeking to limit TV coverage of criminal cases. The suit sought an interpretation of court procedural rules that would require the consent of both the prosecution and the defense to televise a criminal trial. But Brian Wice, a Houston-based criminal attorney (and frequent commentator on Court TV), argued against that interpretation, contending the rules required consent of both parties only in civil cases.

—SM



out a way, in some way or another, to make other mistakes. But the test is what you do about them when they happen.

What are your expectations for ongoing coverage of the Simpson trial?

What I hope is that once the trial really gets going and is going every day—and I think this is already happening—the coverage will be what's actually going on in the courtroom, not all this other stuff. If what dominates the news is what's going on in the courtroom—because that's where the trial is—and people are watching the news and what they're seeing is stuff coming out of the courtroom, I think the public view about all this will swing back quite dramatically. You have the notion that this is a dignified, serious and accurate way to convey a story. It is demonstrably better to have 20 or 30 seconds of ABC's coverage on the *Evening News* showing an important aspect of what happened in court than [it is] having 20 or 30 seconds of Robert Shapiro or somebody else on the courthouse steps opining about what happened.

How much airtime are you devoting to the Simpson case?

Tonight on *Prime Time Justice* we will have a mix of the [Sidney Zion malpractice] case and Simpson. I said to our producer: 'Let's talk about it at the end of the day and judge this on how much news there is, instead of the fact that it's the Simpson case.' My guess is, when you watch *Prime Time Justice* tonight, you're going to see a 60-40 mix. Now, if we were trying to blow out and be the O.J. Channel, what we would do is drop the Zion-New York Hospital case like a hot potato. We've all decided that we shouldn't change this channel and do something extraor-

dinary like that just because it's Simpson.

Now, if it happened that there were a startling development in the Simpson case today that was worth all three of those hours, we would do it—just the same as when the Rodney King verdict came down. But just because something's labeled "Simpson," we're not going to do that. And it is entirely possible—probable—that if we did an hour more of Simpson at 10 o'clock tonight we would get significantly higher ratings than doing *Instant Justice*.

What is the long-term value for Court TV in covering high-profile cases?

There are a lot of cases we consider high-profile that have done very well in the ratings, where we don't have the same dynamic of CNN covering it, let's say, which may even make our situation better. There's more than just Simpson. I mean, if you think high-profile, high-ratings cases are Simpson and Menendez, I think that's a mistake. We did extremely well in big chunks of the Rodney King case, the General Motors truck-crash case, the Zion case.

Outside of the high-profile cases, how do you make a business out of covering the courts? We noticed that your prime time numbers during fourth quarter 1994 were just 17,000 households out of a universe of more than 15 million homes. [Court TV averaged 43,000 households from 9 a.m. to 8 p.m. during the same quarter.]

I don't know what numbers you're seeing.

These were Nielsen-approved numbers for prime time, fourth quarter 1994, supplied by a competing network.

I can tell you some of our numbers, but that is not a number that I've heard. But to answer your general question: First of all, our prime time is not prime time; we've never made a secret of that. Our prime time is daytime; that's when we get our highest ratings. I couldn't tell you what our prime time fourth quarter is in our universe, but I don't think it's what you just described it as.

I literally don't know our ratings. I make it a habit not to know. But I sort of correlate ratings with the kind of call-ins we get.

What's a typical prime time audience?

We don't have a typical any time audience.

Well, what is the average audience size?

It depends on the trial. Our ratings are better than we planned for in our original plan. We're doing fine; we're headed where we're supposed to be. And, you know, our goal here is not simply to maximize profits no matter what. Our goal is to do the kind of journalism we want to do and have a very successful business doing it. But if we just throw out doing the journalism we want to do, it's just not why we're all here. And it doesn't make us martyrs. We will have a very good business doing what we're doing in the long term. A decision like blowing out *Instant Justice* tonight and putting on more Simpson, while it might get us significantly higher ratings, [is not a good business decision in terms of] establishing a brand name and building a company and a business that people

will rely on and look to in the long term.

Why are you reluctant to share your ratings if you are proud of them?

What we're reluctant to do is share them trial by trial. We don't distribute them around here. Our programming people aren't allowed to know our ratings. We don't want to be merchandising a trial. We do not want to have a press release that says: "Court TV grabs a 6 rating for Simpson case; Rena Weeks garners a 4."

But isn't that good business sense? Shouldn't a network do that?

No. A network should tell its advertisers what its ratings are—no problem there. I mean, there's no advertiser who in any way is in the dark about what they're getting for what they're paying. That's very different. You're not buying an ad from us. I think if you talk to advertising people, they may be surprised at how—just as we do with our magazine—we bend over backward to be candid about what our ratings are. It's very different from whether you announce it or put pressure on your editorial people to do something different for ratings. I think they're two separate things. And that doesn't mean we live in an ivory tower. It means that we think that's a better way to run our business.

It seems like CNN follows the ratings pretty intensely sometimes.

But they're at a different stage. They're in 60 million homes all over the world, and my guess is that a rating point for CNN means eons more money, up or down, than it does for us.

How important is advertising to the Court TV formula?

Let me put it to you this way: We have beaten every single advertising budget inside each year, significantly, and we've been able to double our ad revenue each year since we started. But I'd say our advertising revenue is probably about the same—you know, the calibration of advertising revenue to sub revenue is probably not terribly different than at most basic cable channels. I don't know enough about their ratios to know that. One of our problems, however, is that we have to blow out a lot of ads when we're doing live coverage.

It seems there are inherent problems for advertisers interested in Court TV. Advertisers like certainty, and with Court TV they're not sure what trial will be covered and exactly when their spots will appear during a trial.

We've put the environment issue to rest, I think. The inherent problem is that the time that we might have the most viewership is the time when we might eliminate a lot of commercials—because we're live in court, and it's very rare that we will cut out of live testimony.

Now, with the court system working the way it does, and life working the way it does, there are breaks every hour or hour and a half that are long, so that we do get to put back most of those commercials. But the fact is, our own budgets assume that we will lose 20% of our daytime inventory over the year.

That's in our budget from the beginning, so if we have a good quarter and we only kill 18%, from our standpoint we're doing 2% better than we thought we'd do.

Can you say what percent of revenue you expect from advertising?

This year advertising will be about 35% of revenue, and next year it's about 40%, and it levels out at something between 40% and 45%, which is low—it's relatively low. But one of the reasons it's relatively low is that our other income—nonaffiliate sales—is very high on this channel.

What falls into that category?

Oh, we sell all kinds of tapes to lawyers. We're probably the only channel that is building a significant business—actually making money—on the online services, and we have a whole variety of services using the Court TV brand name.

But those businesses are young, and it's really anyone's guess what the revenue will be from those businesses.

This is revenue now. This is a significant part of our revenue today. This isn't dreaming; this is millions of dollars today.

Can you quantify that on a percentage basis?

It's something more than 10% of our revenue going in, and it gets to be 15%, 20%. It's very significant to the channel. But remember, that's because we have a constituency that we've built up and we know how to sell to, like lawyers. And it's because we were far and away the first people here.

Does this "other" category include syndication revenue?

No. When it does, then it gets to be much more. Syndication is not in our financial plans yet. Whatever we spend to produce, we get reimbursed for. We sort of emotionally and kind of secretly think we can count on it, but in terms of budgets, we—you know, my partners—are not counting on it.

You and Time Warner have an option to take 20% chunks of the Court TV shares owned by TCI and NBC-Cablevision. How come you haven't yet opted to take those 20% shares?

Because it basically means we don't have to put the money up. You would logically do it the day the channel breaks even because the partners keep having to put money up for a season. We'll do it sooner than we thought we would because it looks like we're going to break even sooner than we thought we would.

When is that break-even point?

We originally thought we'd break even in about five years, and we'll do it in about four and a half, which means approximately the end of '95. Nielsen says we have almost 18 million cable homes now, and that will become 20 million before the end of '95.

You've said that the FCC's going-forward rules have helped in building distribution for Court TV. So do you have the going-forward rules to thank for bringing you to the break-even point?

It's because of going-forward, and it's because of the launch of the daily syndicated show, which has had economic benefits for us from the start.

How important is the syndicated show to your business?

It has no negative side because we're not putting up any of the money for it. So the worst that can happen is we get a lot of marketing support—a lot of extra press—and it fails.

You've talked before about the possibility of launching regional Court TV services. Do you still see a business in regional networks?

Yes. I think there are two ways we will go. One is we're going to look at starting a kind of professional Court TV channel, Court TV 2, which will have more business law kinds of cases that will be sort of information-on-demand trials for the kinds of lawyers that we sell the *American Lawyer* to or that we sell our Atlanta newspaper to. And, ultimately, we may deliver that over Counsel Connect [an online service owned by American Lawyer Media for legal professionals].

We did a case involving one of the first product-liability suits that came to trial in Houston over breast implants, and it was a trial we carried on Court TV. When we were finished with it, we probably sold a couple hundred thousand dollars' worth—probably more—of tapes to lawyers. And we didn't have any wonderful marketing plan. We were just sitting here minding our own business, and all the plaintiffs' lawyers who have breast-implant cases, and all the defense lawyers who have breast-implant cases, wanted to see how the first breast-implant case was argued. And, you know, there are tens and hundreds of millions of dollars involved in those cases.

That might be a situation where we show a two-hour summary on real Court TV, and then show much more of it on Lawyer Court TV. We would charge a separate monthly fee—which could be \$100, \$200 a month—for Lawyer Court TV. And whether we deliver that video through there, or through a full-service network that a cable company sets up, or who knows what—it all depends on how the world shapes up.

And as for the regional networks?

We've also been thinking about doing some statewide Court TV that would allow us to cover trials locally. It

would be on national Court TV if it's something that we think has national as well as local significance. On any given day, I could give you 10 states I know of where we could program a full channel with just trials going on in those states.

Are there any high-profile trials you haven't covered?

We weren't able to find any justifiable reason for covering the Heidi Fleiss trial.

Why not?

Two things. There's something that gave me the creeps about that trial. There was no 'there' there. The more I looked at that case, there was no significant reason that I could figure out. She was saying that she was going to name names in open court, and pumping that live, and just having someone name names, and having no idea who the names [were] or what they [were], gave me reason to pause. When we were looking at that case, we were also looking at the Rena Weeks case in San Francisco. She was the legal secretary who was accusing the largest law firm in the country of sexual harassment.

How about the case of Colin Ferguson, the accused Long Island Railroad mass murderer? Is that something you would cover?

We're covering it a little bit. The Ferguson thing is fascinating. But still, there's something that makes me uneasy about it. Because

you have someone who his own lawyers say is insane, and what he did was so gruesome.

Didn't you express some regrets in the past about covering the Charles Manson parole hearings?

No, no. I said I thought we made a mistake by sticking to it live when we were doing another trial live. We should have taped it and run it. But I don't think there's anything wrong in covering it. I think just the notion that the law in any state in the country would have either Charles Manson or Sirhan Sirhan routinely come up for parole is worth covering.

Back to the Simpson case. Would you hazard a guess on the outcome?

I have no guess on a verdict. How can you guess when you haven't heard all the evidence? ■



COURT TV
 Launched July 1, 1991
 17.4 million cable households
 Owners: Time Warner, Tele-Communications Inc. and NBC-Cablevision Systems Corp. (American Lawyer Media, a partnership of Brill and Time Warner, has an option to buy 20% stakes from TCI and NBC-Cablevision.)
 Plans include a strip version of its weekly syndicated series *Court TV: Inside America's Courts*, scheduled to debut in September.
 —RB

Evergreen doubles size with BPI acquisition

Merger of public companies makes Evergreen fifth largest radio group

By Donna Petrozzello

In a merger of two publicly traded radio groups, Evergreen Media Corp. has acquired stations owned by Broadcasting Partners Inc. in a deal worth an estimated \$243 million.

The deal doubles Evergreen's holdings from 11 major-market owned-and-operated stations to 22, including an FM signal in New York. Evergreen will add the following Broadcasting Partners stations: WYNY(FM) New York; WVAZ(FM) and WEJM-AM-FM (formerly WJPC-AM-FM),

all Chicago; WQKI(FM), WNIC(FM) and WMTG(AM), all Detroit; WPEG(FM) and WBAV-AM-FM, both Charlotte, and KSKY(AM) Dallas.

Evergreen's existing stations include KIOI(FM) and KMEL(FM), both San Francisco; KKBK(FM) Los Angeles; KTRH(AM)-KLOL(FM) Houston; WTOP(AM)-WASH(FM) Washington; WMVP(AM)-WLUP-FM and WRCX(FM), all Chicago, and WVCG(AM) Miami.

Based on 1994 pro forma estimates, net revenue at stations in the combined group would total approximately \$160 million. On a pro forma

basis, broadcast cash flow of the merged group would total more than \$60 million for 1994.

The deal calls for Evergreen to purchase all of Broadcasting Partners' common stock for a per-share rate of \$12 in cash and .46 shares of Evergreen's Class A common stock. Evergreen also has agreed to refinance nearly \$81 million of Broadcasting Partners' outstanding long-term debt.

Another part of the agreement provides that Evergreen will issue 3.8 million shares of its Class A common stock. Broadcasting Partners has

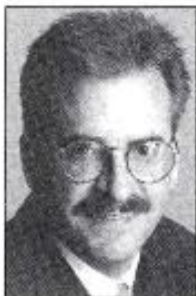
R I D I N G G A I N

Gary Hart makes radio debut

Former presidential candidate and Democratic senator Gary Hart joined the ranks of talk radio on Feb. 5 with the premiere of his *Heartland* talk show on news/talk KOA(AM) Denver. The one-hour program, which will air on Sunday evenings, will feature Hart's discussions with current and past political figures, authors and pro athletes, station management said.

Turner to head Shamrock Radio Sales

The Interep Radio Store has named Bob Turner president of its newly created dedicated rep firm, Shamrock Radio Sales. Turner had been senior vice-president and general sales manager for Group W Radio Sales, a company owned by Interep. Shamrock Radio Sales will exclusively represent national ad sales at Sham-



Bob Turner

rock Broadcasting radio stations.

SW Networks unveil programming

SW Networks, the radio programming venture between Sony Software Corp. and Warner Music Group, plans to produce and distribute its first new shows—*Pure Concrete* and *Country's Most Wanted*—the weekend of Feb. 11-12.

Pure Concrete is a two-hour, weekly hard-rock music and artist interview show, while *Country's Most Wanted* is a long-form program with interviews and reviews of recent country hits. SW Networks formed last fall.

Sales boost for winter

While many radio sales teams brace for a lean selling period from January through March, Target & Response Inc. is doing a brisk business. The Chicago-based firm provides direct-response advertising spots to fill in unsold segments of commercial time on radio.

Broadcasters can air the ads anytime during the broadcast day, and

advertisers pay the station (via Target & Response) for every phoned-in response the ads generate. If the ads do not generate a response, the advertiser does not pay.

Larry Levis, president of Target & Response, says direct-response ads help lure advertisers that traditionally prefer direct mail or television to radio by providing them with a low-cost, relatively risk-free way to use radio. "We've created new clients to radio who can't afford to buy radio in the traditional way," Levis says. Target & Response clients include Sears home improvement services, ADT home security systems and the Christian Children's Fund, he said.

Broadcasters also benefit from being able to generate sales income during commercial time that would have gone unsold, Levis says. "Between 10% and 20% of commercial time on radio goes unsold," says Levis, a former station sales rep. "We're creating an opportunity for the radio community to make some money where they couldn't and would have to play another record or talk longer." —DP

approximately 8.3 million shares of common stock. Evergreen's stock averaged \$17.50 per share last week, while Broadcasting Partners' stock averaged \$15. The deal is expected to close, pending FCC approval, in spring or early summer 1995.

However, the deal gives Evergreen four FM properties in Chicago—WVAZ, WEJM, WLUP-FM and WRCX—two more than FCC radio ownership limits allow. Scott K. Ginsburg, chairman and chief executive officer, has applied for a waiver from the FCC to allow Evergreen to operate all four Chicago FMs, once the merger is approved, for 12 months until Evergreen can sell two of the stations and meet ownership limits.

The likelihood that the FCC will approve the waiver is good. The Commission has allowed newly merged groups to own an additional AM or FM in a single market for up to 12 months until the excess property could be sold. But the FCC has yet to approve a request to operate more than two FMs in a single market as the result of a merger.

In addition to gaining a wealth of properties in Chicago, Evergreen will take on WYNY, a country station in New York that traditionally has trailed in ratings. Broadcasting Partners acquired the station from Westwood One in June 1993. Ginsburg said the New York property was just one of Broadcasting Partners' key attributes. But the New York property gives Evergreen a stake in Arbitron's first-ranked radio market and the potential to forge a New York duopoly as well.

"This is a positive trend for all equity holders," Ginsburg said. "It's a good sign to shareholders that consolidation is a fundamental part of the business." Ginsburg also said, "Evergreen's presence in the nation's largest radio revenue markets will grow significantly" as a result of the merger.

Lee Simonson, vice chairman and chief operating officer of Broadcasting Partners, said the merger will benefit the company's stockholders. Simonson said several suitors were interested in acquiring his company's holdings, but that Evergreen's "offer was the best one presented and most attractive to shareholders."

"Evergreen's offer was substantially higher than what Broadcasting

Partners' shareholders paid for their stock," Simonson said. "While we could enhance shareholder value by trying to buy more stations, it's a slow process. And a merged company is able to grow faster than either two companies alone."

Brokers and stock analysts have speculated on the merger's impact on

the industry. Broker Michael Bergner predicted there will be similar deals between both public and privately held radio groups. He contends that "most publicly traded broadcast companies are undervalued on the stock exchange" and that more mergers will occur between other public companies. ■

Bouvard wants to make Arbitron user-friendly

By Donna Petrozzello

A week before he moves in as general manager of Arbitron Radio, Pierre Bouvard has envisioned making the ratings service more valuable to station program directors and management.

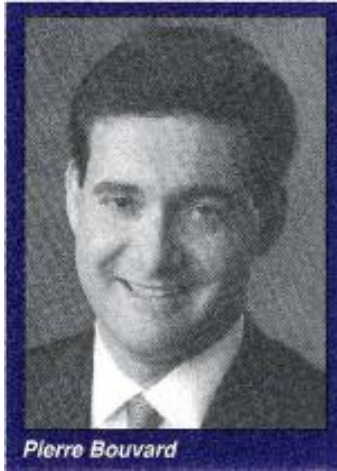
A former branch office manager at Arbitron, Bouvard contends that some salespeople and service reps at Arbitron do not know enough about the programming and daily operations aspect of the radio business and should learn more so they "will be much more able to help stations."

"Arbitron needs to get out of the data business and into the radio business," Bouvard says. "Every person at Arbitron has to learn more about radio. I want them to think more about their clients than about Arbitron."

Bouvard joined Arbitron as an intern in its Chicago office as a station service rep in 1982 and in 1989 was named manager of Arbitron's Dallas branch. Shortly after, he left Arbitron for an executive position with Coleman Research, where he consulted radio programmers and conducted research aimed at helping stations boost their ratings.

As general manager, Bouvard will manage Arbitron's national and field sales operations, marketing, cus-

tomers service and software applications. With his appointment, Arbitron Radio's sales and marketing division head, Jay Guyther, will assume his new position as general manager for "radio new ventures."



Pierre Bouvard

Bouvard said that as the premier radio ratings service, Arbitron can use its data more effectively to help programmers compare their station's performance to that of competitors, or to analyze format trends and ratings.

"Arbitron impacts every aspect of radio, from the bonuses talent gets to revenue at the station," he said. "The company needs to be customer

focused."

Bouvard rejoins Arbitron at a time when customer confidence is low. In the fall 1994 survey, software glitches caused the company to allocate lower payments than usual to some segments of the survey audience, and Arbitron delivered some of its survey books a week later than expected. In a December meeting, the Arbitron Advisory Council called for more quality control over the surveys.

Bouvard says the company has to have "a keen sensitivity to the importance of getting it right" and on time. "Quality control is going to be the watchword for 1995 in terms of the operating side of the business." ■

Companies pleased with '94 results

Political spending breaks 1992 record with \$355 million

By Steve McClellan

Media companies are starting to report their financial performance for 1994 and the results, particularly for station operations, are positive. Companies cite the strong economy and record-breaking political advertising levels as factors in last year's upturn.

Separately, the Television Bureau of Advertising has reported a final tally for last year's political spending: \$355 million, which shattered the previous record of \$299.6 million, set in 1992. TVB projects that the record will be broken again in 1996, assuming that there is a serious Democratic primary challenge to President Clinton. The total then could reach \$500 million, TVB says.

For 1994, Pulitzer Publishing reports a net operating revenue boost of 32.1% for its broadcast division, which includes WYFF(TV) Greenville, S.C.; WGAL(TV) Lancaster, Pa.; WXII(TV) Winston-Salem, N.C.; KOAT(TV) Albuquerque, N.M.; KETV(TV) Omaha; WLKY(TV) Louisville, Ky.; and WDSU(TV) New Orleans. Revenue totaled \$180.8 million. The company acquired WESH-TV Orlando, Fla., last June and KCCI(TV) Des Moines, Iowa, last September.

Belo Broadcasting shows a net operating revenue gain of 23%. Earnings from broadcast operations were up 27%, to \$80.4 million. These gains were boosted by Belo's purchase of WWL-TV New Orleans for \$110 million last June.

Belo says the gains were achieved "primarily from very strong political advertising revenues in Texas, California and Oklahoma; double-digit gains in local advertising revenues at WFAA-TV Dallas; across-the-board increases in the national advertising category; and significant increases in network compensation."

Company president Robert Desherd predicts "continued earnings growth" for this year, despite some "modest earnings dilution" from the

acquisition of KIRO-TV Seattle and the lack of political advertising. Belo also owns KHOU-TV Houston; KXTV(TV) Sacramento, Calif.; WVEC-TV Hampton-Norfolk, Va.; and KOTV(TV) Tulsa.

At Multimedia, year-end results were strong for the broadcast station division, but mixed for both the entertainment and cable divisions. Broadcast operating revenue was up 7%, to just over \$142.8 million.

Operating revenue for the cable division was flat at \$165.4 million. Operating revenue for the entertainment division, which produces and distributes the company's syndication programming (including *Donahue* and *Sally Jessy Raphael*) dropped 9%, to \$147.5 million.

Cash flow at the broadcasting division was up 26%, to \$60.4 million, the company says. But cash flow dropped 18% for the entertainment division, to

\$53.2 million, and was down 2% at the cable division, to \$84.1 million. The cable results were hurt by the second round of FCC cable rate regulations, Multimedia says.

As for the lackluster performance of the entertainment division, the company cites increasing competition in the talk show business, \$4.5 million in start-up costs for The Talk Channel on cable, and costs relating to the closing of its Los Angeles-based made-for-TV movie unit.

Multimedia did not break out earnings by division, but says overall net earnings were down 9% in 1994, to just over \$90 million.

Harte-Hanks reports that its CBS affiliate, KENS-TV San Antonio, Tex., showed a 9.6% boost in operating income to \$8.9 million on a 3% gain in revenue, to \$28.6 million; cash flow increased 7.3%, to \$11.7 million. ■

Changing Hands

This week's tabulation of station and system sales

WSAV-TV Savannah, Ga., WECT-TV Wilmington, N.C.; KOLD-TV Tucson, Ariz.; WJTV-TV Jackson and WHLT-TV Hattiesburg, both Mississippi; KSFY-TV Sioux Falls, S.D. □ Purchased by Ellis Communications (Bert Ellis) from New Vision Communications (Jason Elkin) for \$220 million. (BROADCASTING & CABLE, Nov. 21, 1994). WSAV-TV is NBC affiliate on ch. 3 with 100 kw visual, 20 kw aural and antenna 1,476 ft. WECT-TV is NBC affiliate on ch. 6 with 100 kw visual, 20 kw aural and antenna 2,054 ft. KOLD-TV is CBS affiliate on ch. 13 with 107 kw visual, 15.6 kw aural and antenna 3,610 ft. WJTV-TV is CBS affiliate on ch. 12 with 316 kw visual, 63.1 kw aural and antenna 1,630 ft. WHLT-TV is CBS affiliate on ch. 22 with 1200 kw visual, 120 kw aural and antenna 800 ft. KSFY-TV is ABC affiliate on ch.

13 with 316 kw visual, 39.8 kw aural and antenna 2,000 ft.

KIRO-TV Seattle and eight TV translators □ Purchased by Third Avenue Television Inc., a wholly owned subsidiary of A.H. Belo Corp. (Robert Decherd, chairman) from Bonneville Holding Co. (Rodney Brady, pres.) for \$162.5 million. Buyer owns WFAA-TV Dallas and KHOU-TV Houston, both Texas; KXTV(TV) Sacramento, Calif.; KOTV(TV) Tulsa, Okla.; WVEC-TV Hampton, Va. and WWL-TV New Orleans plus 7.4% of Stauffer Communications. Seller owns KBIG(FM) Los Angeles; KCMO-AM-FM/KMBZ(AM)-KLTH(FM) Kansas City, Mo.; KIDR(AM)-KCHT(FM) Phoenix; KIRO-AM-FM Seattle; KOIT-AM-FM San Francisco; KSL-AM-TV Salt Lake City; KZPS(FM) Dallas; WMXV(FM) New York and WTMX(FM) Skokie, Ill. KIRO-TV is CBS affiliate on ch. 7 with 316 kw visu-

al, 63.2 kw aural and antenna 820 ft.

KDAF(TV) Dallas □ Purchased by Renaissance Communications Corp. (Michael Finkelstein) from Fox Television Stations Inc. for \$100 million. **Buyer** owns KTTV-TV Los Angeles; KSTU-TV Salt Lake City; KRIV-TV Houston; WTTG(TV) Washington; WNYW(TV) New York, and WFLD(TV) Chicago. **Seller** owns WZL(TV) Miami; KTXL(TV) Sacramento, Calif.; WXIN(TV) Indianapolis; WPMT(TV) York, Pa.; WTIC-TV Hartford, Conn., and KFCT(TV) Fort Collins, Colo. KDAF is Fox affiliate on ch. 33 with 5000 kw visual, 500 kw aural and antenna 1,696 ft.

KDVR(TV) Denver □ Purchased by Fox Television Stations Inc. (Mitchell Stern, president of TV stations) from Renaissance Communications Corp. (Michael Finkelstein) for \$70 million. Deal is part of swap between the two groups; see KDAF item above. KDVR is Fox affiliate on ch. 31 with 5000 kw visual, 500 kw aural and antenna 1,033 ft. Filed Dec. 1 (BALCT-941201KG).

Proposed station trades

By dollar volume and number of sales

This week:

AMs □ \$0 □ 0

FMs □ \$0 □ 0

Combos □ \$0 □ 0

TVs □ \$607,500,000 □ 6

Total □ \$607,500,000 □ 6

So far in 1994:

AMs □ \$7,197,000 □ 15

FMs □ \$38,854,000 □ 27

Combos □ \$24,333,500 □ 17

TVs □ \$891,500,000 □ 11

Total □ \$1,011,804,500 □ 70

WKOW-TV Madison, WAOW-TV Wausau, WXOW-TV La Crosse and WQOW-TV Eau Claire, all Wisconsin □ Option to buy purchased by Shockley Communications Corp. (Terry Shockley, president) from Tak Communications (Sharad Tak, founder and president) for expected purchase price of \$50 million. **Buyer** owns WOLX-FM Baraboo, WOLX-FM Madison and WZTR-FM Milwaukee, all

Wisconsin, and KDAL-AM-FM Duluth, Minn. **Seller** owns WKIO-FM Champaign, Ill. Shockley is former president of TV group that owned the stations before Tak Communications bought them in 1985. WKOW-TV is ABC affiliate on ch. 27 with 1000 kw aural, 100 kw visual and antenna 1,250 ft. WAOW-TV is ABC affiliate on ch. 9 with 316 kw visual, 31.6 kw aural and antenna 1,210 ft. WXOW-TV is ABC affiliate on ch. 19 with 631 kw visual, 63 kw aural and antenna 1,137 ft. WQOW-TV is ABC affiliate on ch. 18 with 407 kw visual, 40.7 kw aural and antenna 741 ft.

KLXV-TV San Jose, Calif. □ Purchased by Paxson Communications (Lowell "Bud" Paxson, chairman) from Friendly Bible Church Inc. for \$5 million. **Buyer** is pending assignee of WTGI-TV Wilmington, Del.; WTWS(TV) New London, Conn.; KZKI-TV San Bernardino, Calif.; and owns 9 AMs, 8 FMs and 2 TVs. **Seller** has no other broadcast interests. KLXV-TV is independent on ch. 65 with 3060 kw visual, 1179 kw aural and antenna 2,667 ft. Filed Dec. 22 (BALCT941222KU).

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- Radio PSA's
- Brochures (quantity needed: _____)

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City _____ State _____ ZIP _____

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



State Farm Fire and Casualty Company Home Office Bloomington, Illinois

Bell Atlantic outlines VDT charges

FCC filing is cable's last chance to oppose telco's plans

By Christopher Stern

Bell Atlantic has approached the last major regulatory hurdle in its race to offer commercial video dialtone services, telling the FCC how much it plans to charge customers in Dover Township, N.J., for access to the advanced video network.

The so-called tariffing decision is critical because the FCC will use the rate plan to decide if the telephone company is cross-subsidizing construction of its VDT network. The cable industry has complained bitterly that telcos plan to build their expensive VDT networks with revenue from their regular telephone customers.

The tariffing process also is cable's last opportunity to oppose Bell Atlantic's VDT plans. In addition

to tariffs for Dover Township, Bell Atlantic last week filed pricing plans for its market trial in northern Virginia. Tariffs set the prices, terms and conditions for the service.

The tariffs filed by Bell Atlantic show how much each customer will be charged for access to the video dialtone network. The telco's VDT customers will be a handful of companies that will lease one or more of the 384 channels on the network. Bell Atlantic also is seeking FCC permission to provide its own video services over the network.

The pricing plan filed by Bell Atlantic for Dover Township calls for each of its customers to sign month-to-month contracts or five-year contracts. Channels will be leased individually or in groups of 24. Month-to-month customers

At a glance

Telephone companies have won the right to carry video programming in their own market in the following courts:

Ameritech: District Court, Chicago

Bell Atlantic: District Court, Alexandria, Va.; Appeals Court, Richmond, Va.; Appeals Court, Richmond has refused government's request to rehear case.

GTE: District Court, Alexandria, Va.

US West, PacTel: District Court, Seattle; Appeals Court, San Francisco

Nynex: District Court, Portland, Maine

Bell South: District Court, Birmingham, Ala.

Video way open to small telcos

By Christopher Stern

Small telephone companies may never build expensive video dialtone networks, but they will begin to provide traditional cable services now that a federal court has swept out the cable/telco crossownership rules.

"We will get into the entertainment television business—whether you call it cable or not," says Thomas McKell, president, Chillicothe Telephone. McKell's company has 30,000 customers in Chillicothe, Ohio.

A Jan. 27 decision by a federal court in Washington abolished rules that barred telcos from providing video service in their own markets. The ruling covers the entire U.S. and every United States Telephone Association member except those pursuing legal relief on their own. The case was brought by USTA on

behalf of its members.

McKell says that he and other small companies are investing in the fiber optic lines that will allow them to provide both telephone service and television. "This decision means that we will have the ability to use our facilities for everything the customer is willing to pay for," McKell says.

USTA officials say the decision clears the way for its members to get into the cable business. "A lot of these folks don't want to go spending a lot of money on video dialtone services, but they do want to expand their services to add new customers," USTA regulatory attorney Chuck Cosson says.

The decision may be especially important for some of the smallest telephone companies that already are providing cable service, Cosson says. Under FCC rules, telephone

companies with fewer than 2,500 customers are allowed to provide cable services.

So far, every major telephone company except Southwestern Bell and Southern New England Telephone has won a court decision allowing it to provide video programming in its own service area. Southwestern Bell and SNET have court cases pending.

Five district courts and two appeals courts have ruled that regulations barring telephone companies from providing video programming violate telcos' First Amendment rights. Bell Atlantic, in a 1993 ruling issued by an Alexandria, Va., court, was the first company to defeat the telco-cable crossownership restrictions.

The issue appears destined for the U.S. Supreme Court, although even cable lawyers suggest that the high court may decline to hear the case because there is consensus on the issue at the lower court level. If the Supreme Court turns down the case, the lower court rulings will stand. ■

would pay a base fee of 5 cents for each home passed.

However, there are many other costs a service provider will incur, according to the Dover Township tariff. For example, customers will have to pay a onetime service charge of \$250. Interactive services will cost \$325 a month, with an additional service charge of \$175. They also face a \$1,700 monthly charge to transport their video signal from the provider's office to Bell Atlantic's VDT headquarters.

Cable industry lawyers last week said they need more time to study the tariffs with consultants and economists before commenting. They have two weeks to file in opposition to the tariff. The FCC must reach a final decision within 45 days. The FCC can defer its decision for up to 120 days while it further investigates the tariff. After 120 days it can decide to defer its decision for up to five months.

Although the tariff application is Bell Atlantic's most imposing obstacle in its quest to begin operating its VDT network, the telco faces other regulatory hassles, including at least one petition to deny its application. In addition, it must prove to the FCC that the VDT network will not discriminate against others either on an economic or a technical basis. Bell Atlantic was the first telephone company to win permission from the FCC to operate a commercial VDT system. ■

FCC takes up VDT basket case

By Christopher Stern

The FCC tomorrow is expected to vote to expand its price-cap rules to account for costs related to video dialtone expenses.

Under price-cap rules, telephone companies must allocate their costs into separate categories, or baskets. The FCC will propose that telephone companies establish a new basket for any VDT-related costs.

The basket system was created in part to prevent telephone companies from subsidizing enhanced services with revenue from standard services. Telcos are barred from using the revenue from one basket to offset losses in another.

The cable industry has complained about the telcos' ability to use revenue from their regular ratepayers to cover the costs of building their VDT networks. Establishing a separate basket for VDT costs would be good news, cable lawyer John Seiver says.

"Video dialtone is unlike any other service the telephone companies offer; putting [VDT] in baskets with other services doesn't make sense," Seiver says. He and others say that establishing an accounting basket will make it more difficult for telcos to cross-subsidize construction of advanced interactive networks.

Several telcos have opposed establishment of a VDT basket, saying

current cost-allocation safeguards protect against any cross-subsidy.

The FCC originally proposed establishing a separate basket for VDT costs last October when it revisited its video dialtone rules. "We tentatively conclude that a separate price-cap basket for video dialtone would help prevent improper cross-subsidization," the commission said then.

Generally, commissioners like to study pricing of any new service, such as VDT, before subjecting it to price-cap rules. Industry observers say it will be at least 18 months before the VDT basket goes into effect. The FCC plans to take the first few VDT tariffs into account as it formulates plans for a separate basket. Bell Atlantic filed the first VDT tariff last week (see story, page 52).

The proposal to establish a separate basket for VDT comes as the FCC is in the middle of its regular four-year review of price-cap rules. The review is expected to be completed sometime this spring, possibly as early as next month.

The FCC also is scheduled to consider its Computer III rules, which cover access to telco networks. A California court last year said the rules do not provide enough safeguards against potential anticompetitive practices by the regional Bell telephone companies. ■

Relief expected for small cable operators

The FCC will vote tomorrow (Feb. 7) to allow small cable operators to avoid rate regulation through agreements with their local franchise authorities, FCC officials say.

The decision frees small systems to negotiate rates directly with their local regulators—avoiding FCC rate reviews. The commission will honor the agreements, even if individual subscribers file rate complaints, the officials say.

The commission also will vote at its Tuesday meeting to allow small cable operators that opted for transition relief to adjust their rates for inflation. Under transition relief, small and low-price systems did not have to reduce their rates by the full 17% called for by the FCC last March. However, they were barred from adjusting their rates for inflation, pending completion of a rate study by the FCC. The commission has not

yet finished that study.

Small systems are defined as those with fewer than 1,000 subscribers. The FCC also is revisiting its definition of small systems.

Steve Effros, president of the Cable Telecommunications Association, is pleased with the FCC's decision to revisit its rules for small cable operators, but says the commission has a long way to go. "This is very welcome, but we don't want anyone to think that one fix of a problem resolves everything," Effros says. "They have literally stopped the business in its tracks. We have thousands of cable systems and companies [that] cannot possibly deal with the thousand-page explanations on how to stay legal."

Both FCC proposals for small-system operators are based on association proposals. —CSS

He'll be there. FCC Chairman Reed Hundt will give the major address at the National Association of Broadcasters annual convention in Las Vegas in April,

the NAB said last week. Last year, the chairman upset convention organizers and many broadcasters by pulling out of his convention speaking commitment to accompany Vice President Al Gore to South America for a telecommunications trade conference. The other FCC commissioners—Andrew Barrett, James Quello, Rachelle Chong and Susan Ness—also are slated to appear.

NAB has budgeted \$70,000 for the care, feeding and transportation of government officials who attend the convention. Besides Hundt and the other commissioners, the Washington contingent will include Larry Irving, head of the National Telecommunications and Informa-

tion Administration, and a group of yet-to-be-identified members of Congress, for whom most of the money (\$45,000) is earmarked.

For the convention's international dinner, the NAB has landed the quintessential international speaker: UN Secretary-General Boutros Boutros-Ghali. The dinner is slated for April 12 at The Mirage hotel.

The NAB's 1995-96 budget also sets aside \$950,000 to help the federal government defend the must-carry law, which requires cable systems to carry local broadcast signals. The law is being challenged by cable operators on First Amendment grounds. The Association of Independent Television Stations is prepared to chip in another \$250,000 for the defense, according to President Jim Hedlund.

Washington Watch

Edited By Kim McAvoy

NAB revenue up 9.6%

According to the National Association of Broadcasters' budget for fiscal 1995-96, most of the NAB's extra revenue (\$1.5 million) will come from a 15% increase in fees NAB charges companies to exhibit at its annual convention in Las Vegas, scheduled for April 10-13. NAB projects net income of \$10.9 million on revenue of \$16.2 million from the show. Rising costs of the annual convention and the radio convention in New Orleans in September account for just over \$1 million of the association's increased expenses. A list of NAB revenue and expenses, approved last month, follows:

NAB 1995-96 revenue (in millions)

	Projected '94	Budgeted '95	% increase
Radio dues	\$3.2	\$3.4	4.1
TV dues	4.5	4.8	5.2
Associates' dues	1.1	1.1	0
NAB convention	14.2	16.2	13.7
Radio convention	4.1	4.3	5.3
NAB services	1.2	1.4	11.5
Advertising	211	201	(4.7)
Interest	430	500	16.3
Other	333	428	28.5
TOTAL	\$29,444	\$32,279	9.6

Expenses (in millions)

Government relations	\$2.5	\$3.3	28.9
Legal	1.7	1.5	(10.5)
Human resources	185	218	18
Public affairs	764	844	10.6
NAB services	1.17	1.24	5.9
Advertising	353	321	9.0
Science & technology	936	910	2.8
Research & information	1.35	1.36	2.9
Radio	1.2	1.1	3.5
TV	881	934	6.0
Meetings & special events	549	572	4.1
Conventions & exhibitions	29	33	16.3
General & administration	7.2	7.5	5.1
NAB convention	4.6	5.2	14.0
Radio convention	3.1	3.5	13.1
Board contingency	101	250	148.3
TOTAL	\$26,621	\$28,943	8.7

NBC's new Washington vice president, Robert Okun, last Wednesday assumed his duties as a lobbyist for the network.

He had been helping House Speaker Newt Gingrich of Georgia and other House Republicans during their leadership transition. During the last Congress, the 35-year-old Republican was floor assistant to then-House Republican Leader Robert Michel of Illinois. He also served as Michel's liaison to the Senate and to



Robert Okun

state and local lawmakers. Okun also worked as assistant secretary for legislation and congressional affairs for the Department of Education, and in 1981 was a media consultant to the Media Institute, where he evaluated the news for its level of economic analysis. In

1981-83 Okun also was staff director for the House Task Force on Regulatory Reform, which examined telecommunications regulation reform. A primary focus at that time was the divestiture of AT&T and cable deregulation. He is a 1981 graduate of Duke University and studied economic history at New College, Oxford, England.

The Motion Picture Association of America has a new member—Ted Turner through Turner Pictures.

The cable programmer also is in the movie business by way of Turner Pictures, which includes New Line Cinema and Castle Rock Entertainment. Turner Pictures becomes the association's eighth member.

Rocket explosion may shake up DBS plans

If Chinese launcher requires lengthy repairs, EchoStar will seek alternatives

By Chris McConnel

Chinese launcher woes could send the latest U.S. DBS venture looking to thumb a ride for its satellite.

EchoStar Communications last week was awaiting word from China Great Wall Industry Corp. on why its Long March rocket exploded 51 seconds into launch. EchoStar, which hopes to follow DIRECTV and United States Satellite Broadcasting into the high-powered, U.S. DBS business, plans to launch its first DBS satellite on a Long March rocket this fall.

The company, based in Englewood, Colo., says those launch plans have not changed, but could if China Great Wall finds design flaws with the rocket that require long-term repairs.

"It just depends on the magnitude of the problem," EchoStar Marketing Vice President David Carlson says of his company's launch plans. They are surveying the availability of launches with other companies, although no negotiations on a switch have begun, Carlson adds.

Industry observers, citing the latest failure and China's limited experience in launching commercial payloads, say studying the options with

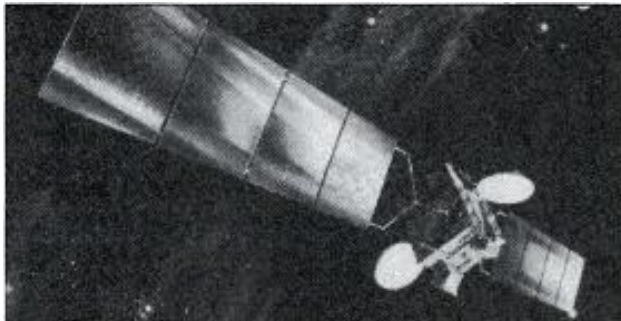
alternate launchers is a good idea.

"They just don't have the long record," satellite industry consultant Wilbur Pritchard says of the Long March program, stressing the time needed to establish a reliable launch service. "If I were the Long March project manager, I'd ask for a year's delay."

"I'd be nervous," DBS industry consultant Michael Alpert says of the prospect of launching on Long March. But he also notes the lower cost of the Chinese booster, which could help EchoStar's efforts to offer a lower-cost DBS service.

Alpert says EchoStar has an interest in launching its DBS business as soon as possible. The company, he says, could capitalize on proposed satellite services that its DBS predecessors have had to turn down because of transponder capacity restrictions. "It's important they get into the market," Alpert says.

EchoStar's Carlson agrees, saying his company wants to put its satellite on the first available launcher. "Our



EchoStar hopes to launch its first DBS satellite this fall.

issue is delay," Carlson says, adding that EchoStar will stay with the Long March rocket if the recent explosion causes little delay to the Chinese launch program.

Should China Great Wall need more time to repair its rocket, EchoStar will face a commercial booster market short on available launch slots. Arianespace put an already backed-up program on hold in December after a third-stage failure sent PanAmSat's PAS-3 satellite into the Atlantic Ocean. Although the company hopes to return to flight early next month, no openings exist on its manifest this year.

"That's why we would still try to use the Chinese," Carlson says, citing Martin Marietta Astronautics and the Russian Proton rocket as options EchoStar will examine if Long March announces a long-term delay.

Martin Marietta Astronautics also is carrying a full launch manifest this year, although a spokeswoman says launch windows can open up if satellite owners or manufacturers run into their own delays. Such a change in plans allowed DIRECTV to launch its DBS-2 satellite on a Martin Marietta Astronautics rocket last year after a launch failure slowed the Arianespace launch program.

Satellite builder Martin Marietta Astro Space, meanwhile, says the EchoStar-1 satellite is on schedule. A spokesman says the company has received no indication of a launcher switch from EchoStar. ■

U.S. extends Chinese launch deal

Commercial satellite owners will have more Chinese launch slots to choose from during the next seven years.

U.S. and Chinese negotiators last week extended an agreement between the two countries allowing China to provide commercial launches for international customers. The pact provides for up to 11 Chinese launches to geosynchronous transfer orbit for international customers through Dec. 31, 2001. A 1989 agreement, which expired last Dec. 31, had allowed China to provide nine commercial launches over a six-year period.

The Office of the U.S. Trade Representative says the new agreement requires Chinese launch prices to be "on a par" with prices offered by Western providers for comparable launches. The pact also includes conditions for increasing the number of allowed launches in order to address launch supply shortages for U.S. satellite manufacturers and users.—CM

Digital Equipment eyes ad insertion market

Company will use its VOD architecture and equipment to distribute spots to cable systems

By Chris McConnell

Digital Equipment Corp. is taking some of its video-on-demand technology to cable's ad insertion market.

The company is building a digital ad insertion system using the video server and architecture it designed for movie delivery systems. Instead of holding films, the company says, the server will hold digitally stored commercials that an ad distribution company can send to cable systems for integration into analog transmissions.

"We're using architectures and technologies that have been developed...and applying them to the business opportunity in cable ad insertion," says John Kaufmann, Digital's market development manager for video and interactive information services.

Digital Equipment plans to place one of its servers in the Los Angeles headquarters of cable ad distributor Adlink, which distributes spots to systems reaching some 2 million cable TV viewers. The digital server will distribute the spots to receivers at cable headends, which will convert the material to analog form for transmission on a cable channel. Adlink, which is spending \$9 million on the project, plans to place the digital insertion systems in 53 headends.

"We will be able to constantly update the headend [with spots]," says Paul Woidke, Adlink's vice president and director of operations. Woidke says his company currently distributes spots to about 300 tape machines in the 53 cable headends across Los Angeles.

The digital system, he adds, will allow cable systems to accept ads on shorter notice. Woidke also anticipates benefits in expanded storage capacity at the cable headends and the ability to copy spots without degrading video quality over multiple generations. "Those issues go away," he says.

Others in the cable ad distribution business agree, voicing enthusiasm

for the digital ad insertion technology. "I think everybody's very interested in it," TCI Director of Advertising Technology Carol Derr says. "We are very much looking forward to the next generation of digital systems."

Eglon Simons, general manager of New York Interconnect, says that his company last summer sent out five requests for proposals on digital ad insertion systems and since has decided to send out another round to include new entrants to the field. "The technology is moving very quickly," Simons says.

The technology planned at Digital Equipment Corp. will use MPEG-2 compression to store spots in compressed form. Although past implementations have delivered the video in VHS-quality form, Adlink's sys-

tem will need to provide a higher video quality to accommodate the advertising content, says Chris Dixon, Digital's engineering manager for ad insertion.

"This is looking to be broadcast quality," Dixon says, adding that the server will deliver the spots at about eight megabits per second. Ad insertion modules at the cable headend will be capable of inserting the advertising into 20 channels at a time.

Adlink now uses satellite paths to deliver the spots from its headquarters to cable systems. Woidke says Adlink has not selected a delivery medium for the digital signals, and may elect a hybrid

satellite/terrestrial approach. The company, he says, hopes to install the digital server this month and to have the full 53-cable system network online by year's end. ■



Digital Equipment Corp. plans to use its video server to store commercials as well as movies.

Cable programmers ponder Pacific satellite options

By Chris McConnell

Cable programmers are eyeing new satellite options for beaming programming to the Asia-Pacific region.

A Jan. 25 launch explosion prevented 26 C- and eight Ku-band transponders on China's Apstar-2 satellite from reaching an orbital slot over Asia at 77 degrees east, but since the launch failure two companies have said they plan to provide service from nearby orbital locations.

Last week, satellite consortium Intelsat announced plans to lease 11 C-band transponders on an Indian

satellite slated for a 1997 launch to the 83 degrees east location. The deal followed an announcement from domestic satellite carrier GE Americom of plans to lease transponders on a Russian satellite bound for the 80 degrees east slot. The Intersputnik Express 6 satellite is scheduled for launch on a Russian Proton rocket this April.

The newly acquired transponders, programmers say, could offer options to those looking to replace the lost Apstar-2 capacity. "They could be possible satellites for us to at least look at," says Charles Humbard,

director of international network operations at Discovery Communications.

"They both present options for us," another industry source says of the two satellites.

"The loss of Apstar creates an opportunity for other competitors," says an Intelsat spokesman. GE Americom's George Monaster agrees, adding that since the launch failure his company has received calls from U.S. cable programmers.

But Monaster, vice president of

business development, international marketing, stresses that the Intersputnik Express satellite on which his company has leased transponders will not constitute an "Apstar substitute." Although the company's two Ku-band transponders could provide an option for programmers looking to reach India, GE Americom's five C-band transponders largely have been spoken for, Monaster says.

Also reporting increased interest in satellite capacity is PanAmSat, which plans to launch its PAS-4

satellite to the 68.5 degrees east slot later this year.

Although maintaining that business on the satellite already was good before the Apstar-2 launch failure, PanAmSat President Fred Landman says the satellite's loss puts more pressure on PAS-4 capacity.

"I've always thought that demand was exceeding supply," Landman says of the Pacific market, adding that the requests for PAS-4 capacity are exceeding capacity on the satellite. ■

Cutting Edge

By Chris McConnell

Sony Corp. says it will begin marketing its DBS receiving equipment to consumers in June, assuming that Thompson Consumer Electronics has sold 1 million of the units by then. Thomson has rights to market its "Digital Satellite System" exclusively for the first 18 months of DIRECTV and United States Satellite Broadcasting (USSB) service or until the first 1 million units are sold.

Chyron Corp. says it has signed a Memorandum of Understanding to acquire all outstanding stock of the Arvada, Colo.-based Evolving Video Technologies Corp. Chyron will spend \$3.7 million in cash and stock over five years to complete the purchase.

CNN last week announced plans to use Scientific Atlanta's compression technology to distribute its Airport Network via satellite. The compression system will employ the MPEG

standard and will allow for the transmission of multiple channels over a single transponder. The CNN Airport Network reaches the waiting areas of 21 airports throughout the U.S. and carries 60-minute segments of news and features. CNN plans to begin the switch to the digital compression system this year.

Dallas Fort Worth Teleport last week said it had begun distributing the Army & Air Force Exchange Service Satellite Radio Network and Business TV Network to European facilities via the Orion 1 satellite. The teleport says it is the first full-time customer on Orion 1, which was launched late last year.

Canadian direct-to-home satellite TV proponent Expressvu says it will tap San Diego-based TV/COM to supply digital compression technology for a planned satellite TV system. TV/COM, a supplier of satellite scrambling systems, will supply Digital

Video Broadcast compression technology based on the MPEG-2 standard. Expressvu hopes to launch its direct-to-home service in September. The company also has named Ted Boyle as its president.

CIT Research is predicting that the number of homes in China with satellite TV dishes will increase to 86 times the current level during the next decade. The study, "Satellite Communications in Asia and the Pacific," predicts that the number of satellite dish-equipped homes could surpass 6 million by 2005. The report estimates the current number of such homes at 70,000. Although the number of Chinese dish-owning homes now represents less than 1% of the region's total number of dish households, CIT predicts China will account for 19% of the total by 2005. Japan now accounts for 79% of satellite TV homes in the region, but the study predicts that number will fall to 32% by 2005.

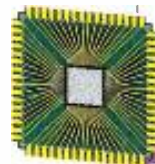
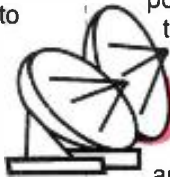
Harris Allied says its Quincy, Ill., manufacturing operation has received an international quality

accreditation. Two auditors from the National Standards Authority of Ireland awarded the "ISO 9001" accreditation to the radio and TV broadcast equipment maker's Quincy plant after a three-day inspection of the operation.

The ISO 9001 accreditation is a manufacturing quality standard accepted in 87 countries. Harris Allied's plant in Cambridge, England, won ISO 9001 accreditation last October.

C-COR Electronics is supplying about 3,000 750 mhz RF amplifiers to seven cable TV systems in Korea. C-COR is supplying the amplifiers as part of a three-to-five-year Korean cable TV project that will include 32 cable systems throughout the country. The company says service is scheduled to begin for some areas this March.

Quantel says Scripps-Howard has completed installation on \$2 million worth of Paintboxes, Pictureboxes, Picturernets and Hal equipment at six of Scripps-Howard's television stations as well as its new Home & Garden Television cable network in Knoxville, Tenn.



Classifieds

See last page of classifieds for rates and other information

RADIO

HELP WANTED MANAGEMENT

Sales Manager Wanted Only results oriented persons need apply. Strong personal sales, leadership skills, good organization, time management ability, all a must. Compensation dependent upon productivity of sales staff and self. Growing market is suburban area, only 100 miles from New York City. Resumes to: PJ Broadcasting, PO Box 920, Port Jervis, NY 12771.

General Sales Managers. Expanding Texas group is currently seeking individuals for General Sales Management with the potential for greater responsibilities. These individuals must have successful sales backgrounds and be willing to work in a structured environment. Potential to train and lead is a must. Those who may not qualify at this time could also have an opportunity to get in on the ground floor for future advancement. Salary, commission and bonuses. Good benefits. An equal opportunity employer. Send resume to Stellar Communications, Inc. at P.O. Box 130970, Tyler, Texas 75713-0970.

GSM that can lead a sales team for two 100,000 watt stations in Texas. Stations have been number one in the market for many years. Our sales team needs your leadership. Send resume to KBAT/KQIP, 3306 Andrews Highway, Midland, TX 79703.

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, McLean, Virginia 22102-3915. EOE.

GM/GSM Wanted - Top hundred northeast market needs hard-driving GSM to bring powerhouse FM to next tier. Tough market with lots of competition. Focus, self-direction and drive a must. Fax or write. Reply to Box 00279 EOE.

General Sales Manager. Apogee Communications/Tucson, 1994's top revenue growth stations in America's top revenue growth market, has immediate opening at KKLD/KJYK/KKHG. Great team and tools already in place. Currently one of top 2 billers in market! Proven skills must include leadership, hiring, training, motivation, inventory and rate management. 5 years broadcasting and 3 years sales management minimum. 4 year college degree preferred. Rush resume, management philosophy and anything else we should know about you by February 10 to: Laury Browning/Kevin O'Brien, 3438 North Country Club, Tucson, AZ 85716. EOE.

Local Sales Manager to help lead great sales team. Will also handle established account list. Resume to Colin Rosse, WINA/WQWZ/WKAV, P.O. Box 498, Charlottesville, VA 22902. EOE.

HELP WANTED SALES

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

Enterprise Media, growing company with leading radio stations in Toledo, Madison, Binghamton and Poughkeepsie seeks qualified salespeople. Send resume to V.P. Human Resources, 475 South Avenue, Beacon, NY 12508. EOE.

HELP WANTED NEWS

WEPM-WKM7 looking for a seasoned intelligent writer/reporter/anchor. Writing skills, knowledge and respect for the English Language a must. Commitment to honest, factual, unbiased reporting of local government, education and community. Must be willing to accept style guidelines and open to professional criticism. EOE. Tape, resume to Richard Strader, PO Box 767, Martinsburg, WV 25401.

Country music FM near Phoenix seeks entry level news person. Returnable tape, photo, resume to Box 292, Miami, AZ 85539. EOE.

Reporters: ICI/American University Journalism Awards for Excellence in Personal Finance Reporting seek radio stories for \$2,500 award. Entries must have aired in 1994 and arrive 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.

HELP WANTED ANNOUNCERS

Program Director/Announcer Oldies 107.9 is looking for a real team leader to fill the position of program director. Please send a resume with references and an air check. All candidates for P.D. should have at least three years experience. In addition we are looking for a full time announcer/production person with at least three years experience. Send information to Webster James, General Manager, WNCT Radio, P.B. Box 7167, Greenville, North Carolina 27835. WNCT Radio is an Equal Opportunity Employer.

BLIND BOX RESPONSE

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

Air Talent. New national classical radio network seeks personable, warm, bright, interesting on-air talents to host fast-paced 24 hour format. Exciting and challenging. Knowledge of classics preferred. Competitive salary and benefits. EOE. Send demo tape to: SW Networks, Classical, 1370 Avenue of the Americas, New York, NY 10019.

Cape Cod's "Clear Classical" WFCC seeks Announcer. Minimum 3-5 years commercial broadcast experience, pleasing voice, good diction, board and commercial production skills. Classical programming and computer skills helpful. Salary commensurate with experience and ability. Please send resume, references, demo tape to Manager, WFCC, One Villages Drive, Brewster, MA 02631. WFCC is an equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

Seeking General Sales/General Manager/Announcer position in small market. Has radio and real estate experience. Willing to relocate. Ted 914-357-9425, 914-357-4861. 399 Haverstraw Road, Suffern, NY 10901.

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

SITUATIONS WANTED PROGRAMMING PROMOTION & OTHERS

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.

TELEVISION EXECUTIVE

Large, highly regarded international communications company seeks an experienced television executive to become General Manager of its Hollywood-based Entertainment unit specializing in advertiser-supplied programming.

Candidates need to have demonstrated substantial marketing skills and a thorough knowledge of contemporary deal-making with producers, talent, and networks. Your background should include extensive experience at a broadcast or cable network, TV production company, or syndicator.

You will be supported by an excellent in-house creative group, and have the opportunity to expand a business that is already well-established.

Your reply to Broadcasting & Cable Box # 00290 will be kept in strictest confidence.

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.

KUSM Montana Public Television is seeking a motivated individual for the position of Director of Development. KUSM is a relatively new PBS affiliated educational station supported by Montana State University in Bozeman, Montana. KUSM serves the state of Montana with PBS programming, educational services and local productions. KUSM is seeking the right kind of individual who can head up our development operation while assisting our station manager and The Friends of KUSM raise financial support for the ongoing operations of the station. KUSM has received growing support from the people of Montana, the university community and civic organizations throughout the state. We are expanding our translator service to reach more rural communities not served and we are assisting the development of a "sister station" at the University of Montana in Missoula. KUSM is located in the beautiful Gallatin Valley in south western Montana. We are thirty minutes from Paradise Valley, two hours from Yellowstone National Park and four hours from Glacier National Park. We have skiing at Lone Mountain and Bridger Bowl as well as blue ribbon trout fishing on the Yellowstone and Gallatin Rivers. Bozeman is also recognized for its excellence in primary, secondary and higher educational opportunities. For further information, a position description and application information, contact: Ronn Gjestson, Chair, Development Search Committee, KUSM TV, VCB 172, Montana State University, Bozeman, MT 59717. (406) 994-3437. Application screening will begin March 20, 1995. Montana State University is an ADA/EEO/AA Veterans Preference organization.

Financial Manager - Growing group broadcaster with television and radio properties looking for quality financial managers for attractive medium to large markets and at the senior staff corporate level. We will keep all replies in strictest confidence. We are an energized group of high achievers and are looking for people to join us for the long-term. Women and minorities are to apply. Reply to Box 00281 EOE.

Local Sales Manager for unusual sales organization. NBC and ABC affiliates with united sales force, via LMA. Sharp, professional, ethical, creative, hands-on, experienced, sales winner-coach to lead large local staff. Send credentials: Diane Gower, Dir Sales, P.O. Box 7578, Ft. Myers, FL 33911. College degree, minimum 2 years sales management a must. 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.

Local Sales Manager. WPMT TV, Clear Channel's Fox affiliate on the Gulf Coast, is looking for a leader. People skills, computer knowledge, and a history of success in both local direct and agency business is required. The person we want has broadcast management experience and can motivate, train and lead. Send resume that makes me want to talk to you! Bill Parks, G.S.M., WPMT TV, P.O. Box 9038, Mobile, AL 36691. EOE.

Hot Shot Art Director. Want to break into the best market in the country and make a name for yourself??? San Diego affiliate is looking for a dynamic Art Director to lead our design team to the top in a highly competitive market. The requirements: great work, 3 years as art director, knows how to build a winning team, can develop station look from A to Z, good people skills, loves a challenge, loves to win. You'll work closely with a great promotional team in a growing department. Opportunities in San Diego don't come along every day, so if you've got what it takes...rush your resume and best shots to Judy Vance, KFMB-TV, 7677 Engineer Road, San Diego, CA 92111. No phone calls. EOE/M/F.

National Sales Manager- West Coast for Seattle CBS affiliate (effective 3/95). 5 years TV/Rep sales and 3 to 5 years national sales management experience preferred. 4 year college degree required. Mail resume and application to KSTW-TV, Attn: Polly LeMar, P.O. Box 11411, Tacoma, WA 98411. EOE.

General Manager - Heavy sales experience. Top 125 market in Carolinas. Group operator. Reply to Box 00285 EOE.

GSM: KCAU/ABC in Sioux City, Iowa. We need an aggressive and creative GSM to lead our troops! Sales marketing and successful experience in local a must. Send resume to Kim Cleaver, General Manager, KCAU-TV, 625 Douglas, Sioux City, IA 51101, or call (712)277-2345. EOE.

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.

HELP WANTED SALES

ACCOUNT EXECUTIVE

KGO-TV has an opening beginning April 1, 1995 for an Account Executive with at least 3 to 5 years major market television sales experience. Must have excellent communication skills and exceptional organizational and presentation skills. Superior PC skills required with Window software preferred. A four year college degree or equivalency desired. Application deadline is March 10, 1995. Please send resume and cover letter to:

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

Account Executive: Seeking a local account executive with at least 3 years experience in television sales or marketing, and in new business development including co-op/vendor. Strong communication skills, both oral and written are an absolute necessity. Please send resume to: Todd Wheeler, WABC-TV, 7 Lincoln Square, New York, NY 10023-0217. No telephone calls or faxes please. We are an equal opportunity employer.

Account Executive - TV. Excellent opportunity. Top CBS Affiliate seeking 2 experienced Account Execs. Minimum two years sales experience required. Previous TV or radio sales experience helpful. Send resume and salary history to Wanda Lewis, VP/sales, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. No phone calls please. M/F/EOE.

Account Executive. WDSI Fox-61 has an immediate opening for an experienced Television Account Executive. Applicant must have a minimum of two (2) years of television broadcast sales experience, be computer literate, and research oriented. Applicant must also have excellent communication skills, innovative ideas, high degree of energy, and be creative. Join the fastest growing TV station in Chattanooga. Equal opportunity employer. Apply in confidence: Local Sales Manager, WDSI-TV Fox 61, 2401 East Main Street, Chattanooga, TN 37404. Written inquiries will be answered, no telephone calls please! Deadline is February 10th.

Network affiliate in Denver, Colorado seeking experienced TV Account Executive. Expertise in Agency, Direct, Vendor development, and New Business required. Consummate professionals need only apply. Send letter of introduction and resume to Box 00280 EOE/MF.

Independent Television Station in the Bay Area has immediate opening for local sales executive. Must have proven sales record in developing local retail business. Send resume to: KICU, Inc., PO Box 36, San Jose, CA 95103, Attn: H.R. Dept.

TV Local Account Executive: WXMT TV 30 a United Paramount affiliate is seeking an aggressive, motivated, and creative local sales account executive to service and increase revenues of existing accounts and to generate new business. Excellent opportunity to join a growing company. Great income potential. Qualified candidates should possess a minimum one year of broadcast sales experience, preferably TV, excellent written and verbal presentation skills, computer literate, and a proven track record of success. If you meet our qualifications, submit cover letter and resume to: Victor Brust, General Sales Manager, WXMT TV 30, 300 Peabody Street, Nashville, TN 37210 or fax to (615) 244-7442. No phone calls please. Equal opportunity employer.

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.

KTVT-TV Dallas/Fort Worth powerhouse VHF independent, making the transition to CBS affiliate in third quarter, is seeking an experienced account executive. Minimum 3-5 years in television sales required. Send resume to: Dana Bell, Local Sales Manager KTVT-TV P.O. Box 2495 Ft. Worth, TX 76113.

We're offering a 6 figure income to someone who knows the broadcast industry, understands broadcast equipment and is willing to work long hours selling our broadcast products. We are one of the largest digital automation companies and have customers worldwide. This is a rare opportunity for a dedicated sales professional. Relocation is not necessary. Ask for John or Dave at SMARTS Broadcast Systems, 800-747-6278.

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.

HELP WANTED MARKETING

Marketing Expert for growing Fox-affiliated television group in Southeast. Multi-station responsibilities. Non-linear equipment. Hands-on experience and bachelor's degree in related field required. Send VHS tape, resume and cover letter explaining what it takes to be a marketing leader (be specific!) and how your experience qualifies. Box 00282 EOE.

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.

HELP WANTED TECHNICAL

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.

Immediate opening for Full-Time Engineer in Washington, DC metro area. Primary responsibilities are operating KU-band uplink trucks. Must be able to read schematics, perform light maintenance and in-house teleport duties. Must also be experienced with portable microwave set-up and field production. Fax resumes to: Margaret Dickens, Satellite Coordinator/Engineer 202-775-4363.

WFSB, a Post-Newsweek Station, is seeking an Assistant Chief Engineer. Candidate should have excellent people management skills, budgeting experience and knowledge of television engineering. Send resume to Mike Hayes, Chief Engineer, 3 Constitution Plaza, Hartford, CT 06103-1892. EOE.

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.

Maintenance Engineer - with experience in all phases of broadcast operations and be able to perform general maintenance on various studio, production, videotape equipment and microwave systems. Minimum 2 years experience in TV broadcasting. SBE or FCC First Class certification preferred. Must be able to work on call when needed. Send resume to Gene Brewer, WAGM-TV, Box 1149, Presque Isle, ME 04769. EOE.

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.

Assistant Chief Engineer: Trinity Broadcasting station seeks qualified engineer with SBE certification or FCC general class license, 1 or 2 years studio experience, UHF, RF familiarity a big plus. Submit resumes and salary requirements to: Chief Engineer, WHSG TV/63, 1550 Agape Way, Decatur, GA 30035. M/F EOE.

HELP WANTED NEWS

NEWS 12, the nation's first 24-hour regional news operation, has two highly visible opportunities at our Woodbury, NY location.



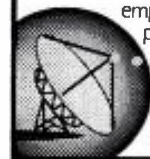
ANCHOR/REPORTER

To qualify for Anchor/Reporter for our morning news program, you must have at least 3 years of experience in a commercial tv news department and excellent live shot ability. Send resume, tape and references to address below.

ASSIGNMENT EDITOR

Enthusiastic...quick-thinking...thrives on pressure and loves tv news. If that's you...and you have at least 1 year of experience...you may be a strong candidate for this opportunity on our first rate assignment desk. Send resume and references to address below.

We offer competitive salaries, generous benefits and an upbeat environment that's conducive to professional development. For consideration, please respond to: **Patrick Dolan, News Director, News 12 Long Island, One Media Crossways, Woodbury, NY 11797.** We are an equal opportunity employer. No phone calls, please.



NEWS 12
LONG ISLAND

The #1 Spanish-language station in the country is seeking experienced individuals for several positions. These positions require 2-4 years of experience in a major market and Spanish language expertise. Qualified applicants send tape and resume to Luis Patino, Executive News Producer, KMEX-TV, 6701 Center Drive West, 15th Floor, L.A. CA 90045.

- ☐ WEEKEND ANCHOR REPORTER
- ☐ REPORTER
- ☐ SPORTS WEEKEND ANCHOR REPORTER
- ☐ VIDEOGRAPHERS
- ☐ EDITOR

ASSIGNMENT DESK RESEARCHER PLANNER

Strong organizer to establish planning department. Top applicant must have the ability to coordinate resources for special projects and investigations as well as provide creative ideas for daily stories. Must be bilingual (English/Spanish).

TECHNICAL OPERATIONS MANAGER

Assist in all aspects of managing Operations including Master control and Tape operations. Maintain staffing needs and records. Work closely with the Chief Engineer to ensure smooth operation and accurate record maintenance of department. Minimum of five years experience in Television Technical Operations and managing a dept. required. Union environment experience a plus. Must be organized, detail oriented and motivated. Interested applicants fax resume and cover letter to (310) 348-3413 or send to KMEX-TV, Human Resources Dept., 6701 Center Drive West, 15th Floor, Los Angeles, CA 90045-5073.

KMEX-TV is an equal opportunity employer and women and minorities are encouraged to apply.

**WEEKEND SPORTS ANCHOR
MORNING WEATHER REPORTER**
Meteorologist Preferred

- ✓ Must be experienced.
- ✓ Must be creative.
- ✓ Must be fearless and able to prove it.

No phone calls.

Send non-returnable tapes to:

KNXV-TV,
4625 South 33rd Place
Phoenix, AZ 85040
EOE



Weekend Weathercaster/Reporter. The #1 station on California's Central Coast is looking for a full-time Weekend Weathercaster who will also report during the week. The ideal candidate has experience presenting the weather and reporting news/feature stories. Knowledge of WSI Weatherspectrum 9000 a plus. Duties include gathering and presenting weather information on the weekends, writing VO's, VO/SOTS and packages for weekday newscasts...and back-up weathercasting for various newscasts. Send resume and 3/4" tape to Sandra McKeller-M/News Director, KSBY-TV, 467 Hill Street, San Luis Obispo, California 93405. No phone calls please. EOE.

Reporter and Reporter/Anchors. #1 NBC affiliate in Northeast 90's market seeks reporter and anchor/reporter. Reporter must be aggressive, enterprising; at least two years on-air experience. Anchor/Reporter must have anchor experience with credible, mature delivery; enjoy hard-edged reporting. Send resume and tape to Box 00284 EOE.

Producer: KCRA-TV seeks a producer for NewsCall, a daily news program featuring live studio guests and viewer phone calls. Responsibilities include selecting topics, setting up guests and producing the broadcast from the control room. We are looking for an individual with excellent writing, research and telephone skills. Applicants should have previous television newsroom experience. Submit resumes to: Jim Stimson, Executive News Producer, KCRA-TV, 3 Television Circle, Sacramento, CA 95814-0794. NOTE: Any offer of employment is contingent upon passing a medical test for drug and alcohol use. EOE M/F ADA.

Projects Producer. One of the Hottest Jobs in the best newsroom in the country. Innovative, hard working and on the cutting edge. If you can deliver to the viewers, send a resume and non-returnable tape to Amy J. Stedman, 151-94 Human Resources, KSTP-TV, 3415 University Avenue, St. Paul, MN 55114. Women and minorities encouraged to apply.

Newscast Producer. WXIA-TV in Atlanta is looking for a Producer for our early morning newscast. You must have at least 5 years newscast producing experience, and must demonstrate excellent writing skills and news judgement. The show will figure prominently in our Olympic coverage. Send tape, resume and references to: Jeff Reid, Executive Producer, WXIA-TV, 1611 West Peachtree Street, NE, Atlanta, GA 30309. No phone calls please. EOE.

Newscast Producer. If you want to work with the best in the business, we're looking for a show that's quick, slick and kicks the competition. Send a resume and non-returnable tape to Amy J. Stedman, 151-94 Human Resources, KSTP-TV, 3415 University Avenue, St. Paul, MN 55114. Women and minorities encouraged to apply.

WSYX-TV Columbus, Ohio is looking for an energetic main sportscaster. Must be able to combine the entertainment qualities of the sportsworld with a solid knowledge of sports journalism. Ability to perform during 30 to 60 minute live sports specials a must. Duties will include hosting weekly 30 minute sports show. Please send non-returnable tape & resume to: WSYX-TV Attn: Sports Anchor. PO Box 718 Columbus, Ohio 43216. No Phone Calls Please. Women and minorities are encouraged to apply. Pre-employment drug testing. EOE M/F/D.

Anchor/Reporter needed at growing New York-based TV news production division for studio- and field-based, live business and financial programming. Background and experience in European TV news/broadcasting preferred. Strong knowledge of European TV programming and reporting required. Outstanding benefits. Send resumes and tapes to WSJ-TV, 200 Liberty Street, New York, N.Y. 10281. ATTN: Executive Producer, EOE.

If you are a photojournalist that likes working on long-term projects and in-depth series, WNDU-TV, an NBC affiliate, has the job for you. The ideal applicant will be a person who likes using video and sound to tell a good story, and enjoys working alone or with a reporter. Minimum two years experience is required and NPPA membership is a plus. Send your resume and a non-returnable tape to: The WNDU Stations, Position #00108, Attention: Human Resources Manager, Box 1616, South Bend, IN 46634. No phone calls please!

Managing Editor. Conus Communications national satellite news service is looking for applicants who have 5 to 10 years experience in broadcast journalism as an assignment manager, field producer and SNG coordinator and if you've produced hundreds of news programs as well we want to see your resume. Amy J. Stedman, Human Resources, Conus Communications, 3415 University Avenue, St. Paul, MN 55114. No phone calls. Equal employment opportunity.

National Desk Editor. Conus Communications is looking for a National Desk Editor. Applicants must have extensive experience as SNG coordinator, field producer and assignment editor. Major event planning a plus. We want someone who lives on breaking news and never misses a detail or deadline. Send resume to: Amy J. Stedman, Human Resources, Conus Communications, 3415 University Avenue, St. Paul, MN 55114. No phone calls. Equal employment opportunity.

News Anchor- We are looking for a talented anchor for our early and late newscasts who we can promote and develop. Please send resume tape, future goals and a brief personal and salary history to Box 00287 EOE.

News Director - Are you ready to lead a 15 person team in a Midwest medium market? Are you strong on content, production values, and people skills? Send resume to Box 00283 EOE.

General Assignment Reporter: CBS Affiliate TV, Anchorage, Alaska. Must be aggressive at digging up stories with good writing skills. A journalism degree and a valid driver's license is required. Minimum of 1 year experience. Salary DOE. Send non-returnable tape and resume to K. Ferrell, KTVA-TV, 100 W. 32nd Avenue, Anchorage, AK 99503. Closing date 2/20/95. EOE.

News Director- Someone who can recruit, train, motivate and develop a dedicated staff. Beautiful, growing, medium size market. Please send resume, salary history, and a brief outline of your goals/philosophy to Box 00286 EOE.

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.

NWN, National Weather Network, is seeking experienced meteorologists for expanding broadcast weather service. Send resume and tape to: NWN, 916 Foley Street, Jackson, MS 39202. (610) 352-6673

Photojournalist: KFOR-TV, the market leader, is looking for a photojournalist with 3 years experience in television news photography. Must be able and willing to be creative even in the most difficult situations. Send (non-returnable) tape, cover letter and resume to K. Ashley, KFOR-TV, Box 14068, Oklahoma City, OK 73113. EOE.

Two News Photographers: Philadelphia Fox affiliate looking for videographers with strong NPPA shooting and editing skills for our Emmy award winning Ten O'Clock newscast. Send tape and resume to: WTXF-TV, News Photographer, 330 Market Street, Philadelphia, PA 19106. We are an Equal Opportunity Employer.

WKBN Television has an immediate opening for a television news co-anchor for an early afternoon news broadcast. This is a top rated news program on a top rated station. Applicants must have a resume tape showing previous experience in news anchoring and reporting. No beginners and No Calls. Send tape and resume to: Gary Hanson, News Director, WKBN-TV, 3930 Sunset Blvd., Youngstown, OH 44512. EOE.

WRDW-TV, Augusta's top-rated station, seeks 5:00PM weeknight co-anchor/reporter to complement female anchor. Great area, climate & newsteam! Must be solid anchor who wants to report and relate well to people. Send 3/4 or VHS tape to: Judith M. Tredore, Human Resources, WRDW-TV, P.O. Box 1212, Augusta, GA 30903-1212. EOE.

HELP WANTED PROGRAMMING PRODUCTION & OTHERS

Producer/Director. Producer/director needed for the Wyoming Public Television network. Applicants must have three years of experience as a producer/director. Absolutely must be capable of all aspects of production from lighting and videography through editing, directing and overall production coordination. Salary: \$25,708-\$32,708. For complete job description and application, call (307) 856-9291. Applications will be reviewed as received. Position open until filled. EEO/Affirmative action employer.

WHNS-TV FOX 21 is accepting applications for the position of Art Director. Applicants must have a fluent knowledge of Macintosh using QuarkXpress, Illustrator and Photoshop. Excellent organization skills a must. Duties include print (newspaper, brochures, newsletters, sales pieces, etc.), storyboards, print production/quoting. Send resume to WHNS-TV, Personnel-AD, 21 Interstate Court, Greenville, SC 29615. EOE M/F/H.

Duplication Operators: Dynamic, fast growing subsidiary of Viacom International is currently looking for duplication operations personnel. Qualified candidates must have experience working in a broadcast tape environment. Degrees welcomed but not necessary to qualified individual. Resumes to: Joseph E. Ashton, Engineering Manager, Viacom/MGS Services, Inc., 619 West 54th Street, New York, NY 10019.

Designer. Washington DC, ABC affiliate has immediate opening for a top notch addition to its design team. We're looking for a conceptually strong, creative talent who has imagination, energy and a contemporary style to produce work that will make its mark in the #7 market. News, promotion, programming and marketing support is all part of the job. Undergraduate degree in design and a minimum of 3 years broadcast/production house experience required. V-Series Paintbox and post production a must. SGI Matador, Mac and Chyron Scribe all a plus. No Phone Calls., EOE. Send your resume and non-returnable reel to: Design Manager, WJLA-TV, 3007 Tilden Street, NW, Washington, DC 20008.

Commercial Operations Coordinator. Top 10 market. Traffic experience required - JDS preferred. Opportunity for advancement, salary negotiable. Please send cover letter and resume outlining your experience and career goals to: Human Resources, P.O. Box 5767, Washington, DC 20016. EOE.

Director. If you think you're good enough to direct Kansas City's top-rated newscasts, we want to hear from you. We have the toys - you provide the creativity. Extensive experience directing newscasts required. Resumes and tapes to Pat Patton, KMBC-TV, 1049 Central, Kansas City, MO 64105, by February 13. 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.

Video-Tape Editor (FT) Responsible for editing videotape for fast-paced newscasts. Must work quickly and accurately under pressure. 2-3 years news editing experience required, also must have previous news photography and engineering experience. Send resume to: Linda Cooper, WPXI-TV, 11 TV Hill, Pittsburg, PA 15214. No phone calls please. EOE.

Post Production Editor: Full-time evening position. Work with ADO, ACE, A-72, BetaSP. Qualified applicants will have a proven creative ability, strong technical skills and be able to work well with clients. Work with a great team, close to the takes and Branson. Resume and tape to KDEB-TV, 3000 Cherry, Springfield, MO 65802.

HELP WANTED PROGRAMMING PROMOTION & OTHERS

Pledge Producer: WXXI TV AM FM seeks individual to produce radio and TV on-air membership drives and create year around development spots. BA degree, TV production experience and strong writing skills required. Fundraising experience desirable. Send tape, cover letter, resume and script samples to WXXI Human Resources Dept., P.O. Box 21, Rochester, NY 14601. WXXI is an equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

General Manager with 15 years experience looking for small to medium market opportunity. Bottom line oriented. Have done it all. Equity position considered. WI or MN preferred. 715-234-7188.

SITUATIONS WANTED SALES

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Successful TV ad sales executive in #1 Market seeks challenging and financially rewarding sales/marketing position in entertainment/media or cable/telephone company. 7 years sales/management experience including the launch of 3 ad sales operations. MBA in Marketing. Prefer NY based position with dynamic organization. Reply to Box 00278.

SITUATIONS WANTED TECHNICAL

30 years Broadcast Engineering. 20 years as hands-on Television Chief Engineer. Experienced people management and departmental budgeting. Extensive technical and construction experience both studios and transmitters. My fax number is (915) 944-8668.

Major Market News Maintenance Engineer seeks similar position or medium market CE/DE, experienced, qualified, factory trained betacam sp, field camcorders, digital betacam. Reply to box 00270.

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SITUATIONS WANTED NEWS

Sound Medical Advice: In a recent study conducted by CNN News, it was established that the number one topic of information sought by viewers from newscasts were "health" oriented stories. Hi, my name is Barry Scott Newman. I am a Registered Pharmacist with professional broadcast training, who is looking to enter the field of television journalism. If interested in delving further into my qualifications, or to request a copy of my audition tape please contact me. Thank you. Barry Newman RPh. P.O. Box 826, FDR Sta., New York, NY 10022.

VIDEO SERVICES

Need video shot in the New York metropolitan area? Experienced crews, top equipment. Call Camera Crew Network (CCN). 800-914-4CCN.

LEGAL SERVICES

Contract review for entry level reporters. Media attorney, 10 years experience, available to review entry-level reporters' contracts. Fees well below market rates. Mark Gould, One Town Center, Cheshire, CT 06410. 203-250-2000.

FINANCIAL & ACCOUNTING

Controller. Cable and broadcast TV company seeks experienced controller for Pacific Northwest position. Competitive salary commensurate with experience. Excellent benefits. EOE. Send resume to: 1240 South Oak Knoll, Pasadena, CA 91106, Attention: Michael.

CABLE

HELP WANTED NEWS

ANCHOR/PRODUCER - National weekly cable news program seeks qualified applicant to anchor news and produce network quality news, public affairs show and news documentaries. Must possess good writing and on camera skills. An understanding of Israel, the Middle East and Jewish issues is a plus. Send resume and demo tape ASAP to: Director of Production, 9021 Melrose Avenue, Suite 309, Los Angeles, CA 90069. NO CALLS PLEASE.

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

EDITOR

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In this challenging position, you will create, produce and edit promotional spots, video segments, stings, and bumpers to promote QVC programs and products as well as produce in-house videos for a variety of QVC departments.

To succeed in this position, you must be a progressive thinker with solid editing skills to contribute to our top-notch creative team. You must also have a Bachelor's degree in Communications or related field and a minimum of 2 years editing experience, preferably promotional editing. Knowledge of GVG 200 switcher, GVG 141 and Sony 910 controllers, Ampex ADO 2000 and GVG DPM700 DVE's and GF Dubner a plus.

QVC offers an excellent salary, comprehensive benefits and an outstanding work environment. For immediate consideration, please send your resume and reel to: QVC, Inc., Dept. MC, 1365 Enterprise Drive, West Chester, PA 19380-0844. We are an equal opportunity employer.

QVC.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Broadcast Journalism. The University of Kentucky School of Journalism and Telecommunications seeks a highly qualified team player to help build a growing broadcast journalism sequence into a premiere program. Tenure track position for an assistant or associate professor for Fall, 1995 appointment. Individual will teach courses in electronic news gathering, editing and newscast production with a strong emphasis on television news. Other courses possible depending on background and interests. Applicants should present evidence of significant professional experience and effective university teaching ability. The School is particularly interested in faculty capable of fostering connections among telecommunications, advertising and news-editorial sequences. PhD preferred. Screening will begin immediately and will continue until the position is filled. Send letter of application, curriculum vitae, video tape of on-air work and three letters of reference to: Chair, Search Committee (Broadcast Journalism), University of Kentucky, 107 Grehan Building, Lexington, Kentucky 40506-0042. Women and minorities are strongly encouraged to apply. The University of Kentucky offers assistance to dual career couples and is an affirmative action and equal opportunity university.

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HELP WANTED TECHNICAL

Video Editor. Full-service corporate video communications company seeks experienced (Minimum of 3 to 5 years) Editor with excellent communication and client skills. On line and AVID experience a plus. Send resume and salary history to: Human Resources Department, MVP Communications, Inc., 1075 Rankin, Troy, MI 48063.

UNITED STATES BANKRUPTCY COURT FOR THE WESTERN DISTRICT OF WISCONSIN

In the matter of: TAK COMMUNICATIONS, INC., Debtor in Possession.
Case No. MM 11-91-00031

NOTICE OF HEARING TO CONSIDER MOTION PURSUANT TO SECTIONS 363 AND 365 OF THE BANKRUPTCY CODE FOR AN ORDER AUTHORIZING SALE OF HAWAII AND BUFFALO STATIONS TO ARGYLE TELEVISION HOLDING II, INC. FREE AND CLEAR OF ALL LIENS, CLAIMS AND INTERESTS

1. Tak Communications, Inc. ("Tak") has agreed to sell the assets of its (a) Hawaii television stations, KITV in Honolulu and its satellite stations - KMAU, Wailuku, Hawaii; KHVO, Hilo, Hawaii; and TV translator K51BB, Lihue, Hawaii (the "Hawaii Stations"), and (b) Buffalo television station, WGRZ (the "Buffalo Station") (the Hawaii Stations and the Buffalo Station are sometimes hereinafter collectively referred to as the "Stations"), to Argyle Television Holding II, Inc. ("Argyle") in accordance with that certain Asset Purchase Agreement, dated as of January 17, 1995, by and between Argyle and Tak (the "Agreement"). Pursuant to the Agreement, Tak has agreed to sell the Hawaii Stations and the Buffalo Station for \$51 million (the "Hawaii Purchase Price") and \$91 million (the "Buffalo Purchase Price"), respectively, plus a supplemental purchase price of \$4 million if all of the Stations are purchased by Argyle, for an aggregate purchase price of \$146 million (the "Joint Purchase Price"). The Agreement is subject to the approval of the Federal Communications Commission ("FCC") and, because Tak in 1991 filed a voluntary petition for reorganization under Chapter 11, which remains pending, subject to higher and better offers for the Hawaii Stations or the Buffalo Station, individually, or the Stations (the "Competing Offers") and to the approval of the United States Bankruptcy Court for the Western District of Wisconsin (the "Bankruptcy Court").

2. Pursuant to an order of the Bankruptcy Court dated January 26, 1995 (the "Notice Order"), a hearing to consider approval of the Agreement and any and all Competing Offers (the "Hearings") will be held on February 22, 1995, at 11:00 a.m., or as soon thereafter as counsel may be heard, before the Honorable Robert Martin, United States Bankruptcy Judge, United States Courthouse, 120 North Henry Street, Madison, Wisconsin. The Hearing may be adjourned from time to time without further notice other than an announcement in open court of the adjourned date or dates at the Hearing or an adjourned Hearing.

3. The Agreement, as approved by the Notice Order, provides that initial Competing Offers, if any, must (a) be upon the same terms and as set forth in the Agreement, except if (i) for the Hawaii Stations, such Competing Offer must be at least \$53.5 million, (ii) for the Buffalo Station, such Competing Offer must be at least \$93.5 million and (iii) for all of the Stations, such Competing Offer must be at least \$149.5 million, (b) if accepted by Tak, the Official Committee of Unsecured Creditors appointed in Tak's Chapter 11 proceeding and Tak's Senior Lenders, and approved by the Bankruptcy Court, be accompanied by a certified check in an amount equal to five percent (5%) of the final Hawaii Purchase Price, Buffalo Purchase Price or Joint Purchase Price, as the case may be, made payable to Tak, for immediate tender as a deposit in accordance with the terms and conditions of the Agreement, (c) include objective evidence of the financial ability of the party submitting the Competing Offer to consummate the purchase for cash, and (d) be submitted by a party qualified under the Communications Act of 1934 and the FCC's rules and regulations to be the licensee of the Hawaii Station or the Buffalo Station, as the case may be. Notwithstanding the foregoing, in order for a Competing Offer for the Hawaii Stations, the Buffalo Station or the Stations, as the case may be, to be considered a higher and better offer, such Competing Offer, together with any Competing Offer for Station(s) not related to such Competing Offer, in the aggregate, net of fees payable to Argyle in accordance with Section 9.5 of the Agreement, must exceed \$146 million. Such Competing Offer is also subject to the right of Argyle to submit an equivalent proposal in which the purchase price contained therein equals or exceeds such Competing Offer, less the amount set forth in Section 6.2 (c) (3) of the Agreement.

4. Initial Competing Offers, if any, must be in writing, setting forth the identity of the offering party and the amount of such Competing Offer and filed with the Bankruptcy Court and served upon (i) LaFollette & Sinykin, co-attorneys for Tak, One East Main Street, Madison, Wisconsin 53701, Attn: Brady C. Williamson, Esq., (ii) Dow, Lohnes & Albertson, co-attorneys for Tak, 1255 Twenty-Third Street, Washington, D.C. 20037, Attn: Ralph W. Hardy, Esq., (iii) Weil, Gotshal & Manges, co-attorneys for the Committee, 767 Fifth Avenue, New York, New York 10153, Attn: Brian S. Rosen, Esq., (iv) Foley & Lardner, co-attorneys for the Committee, One South Pinckney Street, Madison, Wisconsin 53701, Attn: Michael B. Van Sicklen, Esq., (v) Zalkin, Rodin & Goodman, co-attorneys for the Senior Lenders, 750 Third Avenue, New York, New York, 10017, Attn: Richard S. Toder, Esq., (vi) Quarles & Brady, co-attorneys for the Senior Lenders, One South Pinckney Street, Madison, Wisconsin 53701, Attn: Roy L. Prange, Jr., Esq., and (vii) Locke Pumell Rain Harrell, attorneys for Argyle, 2200 Ross Avenue, Suite 2200, Dallas, Texas 75201, Attn: Guy H. Kerr, Esq., so as to be received no later than February 17, 1995 at 5:00 p.m.

5. The motion to approve the agreement, filed on January 18, 1995, and a supplemental motion, filed on January 27, 1995 (collectively, the "Motion"), and the Agreement itself may be modified at or prior to the Hearing to accommodate objections thereto by interested parties. Objections, if any, to the relief requested in the Motion, must be in writing, conform to the Federal Rules of Bankruptcy Procedure, set forth the name of the objectant, the nature and amount of any claims or interests held or asserted against Tak's estate or property, the basis for the objection and the specific grounds therefor, and be filed with the Bankruptcy Court and served upon the above-mentioned counsel, so as to be received no later than February 17, 1995 at 5:00 p.m.

6. The Motion and the Agreement are on file with the Bankruptcy Court and may be inspected there. Any interested party may also obtain a copy of the Motion, the Agreement and any related documents from Econoprint, 27 South Pinckney Street, Madison, Wisconsin 53703, pursuant to the Bankruptcy Court's order, dated January 9, 1991, or from counsel for Tak Communications, Inc.

Dated: January 27, 1995.

LaFOLLETTE & SINYKIN
Suite 500

One East Main Street
Madison, Wisconsin 53701
(608) 257-3911

Attorneys for Tak Communications, Inc.

PUBLIC NOTICE

The Board of Directors of National Public Radio will meet in open session on Friday, February 10, 1995, beginning at 9:00 am in the Boardroom of National Public Radio, 635 Massachusetts Avenue, N.W., Washington, D.C. Subject to amendment, the agenda includes: Approval of October 28, 1994 Minutes, Chairman's Report, President's Report and Committee Reports. The Committees will meet on Thursday, February 9, 1995 beginning at 9:00 am.



HELP WANTED NEWS

Internships: Spend six months interning with crack professional journalists in Illinois Statehouse pressroom in Sangamon State University's one-year MA Public Affairs Reporting program. Tuition waivers, \$3,000 stipends during internship. Applications due April 1. Contact: Charles Wheeler, PAC 418, SSU, Springfield, IL 62794-9243. (217) 786-7494. EOE.

EDUCATIONAL SERVICES

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WANTED TO BUY STATIONS

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

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For the Record

NEW STATIONS

Harrisburg, AR (BPH941215MC)—Mid-South Sing seeks 95.9 mhz; 16 kw; ant. 100 m. Address: 603 W. Matthews, Jonesboro, AR 72401. Applicant is headed by Paul Boden and owns KNEA(AM) Jonesboro, AR.

Grand Junction, CO (BPCT941216KE)—Grand Junction Television Partners seeks ch. 11; 138 kw; ant. 429 m. Address: P.O. Box 3004, Vail, CO 81658. Applicant is headed by William Varecha and Henry Vara Jr. Vara has interests in WXKB(FM) Fort Myers, FL.

Sebastian, FL (BPH941207MA)—Sebastian Broadcasting Co. seeks 95.9 mhz; 25 kw; ant. 328 ft. Address: 72 Dunbar Rd., Palm Beach Gardens, FL 33418. Applicant is headed by Michael Tuchman, George Pine and Jeffrey Brown. Pine owns WNIX(AM) Greenville and WIQQ(FM) Leland, both Mississippi.

Sebastian, FL (BPH941207MG)—Carl Tuter Jr. seeks 95.9 mhz; 25 kw; ant. 100 m. Address: 401 East Ontario, Ste. 503, Chicago, IL 60611. Applicant has no other broadcast interests.

Boise, ID (BPCT941215KF)—KM Commu-

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; H&V—horizontal and verticle; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; mod.—modification; MP—modification permit; ML—modification license; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power update; U or unl.—unlimited hours; vis.—visual; w—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

nications Inc. seeks ch. 14; 2,590 kw; ant. 812 m. Address: 3654 W. Jarvis Ave., Skokie, IL 60076. Applicant is headed by Myoung Hwa Bae and owns LPTVs in Atlanta, Chicago and Milwaukee.

Danville, IL (BPED950110MA)—Creative Flair Communications Inc. seeks 88.5 mhz; 0.5 kw; ant. 48 m. Address: 11024 S. Wentworth, Chicago, IL 60628. Applicant is headed by Robert Briscoe and has interests in WSSD(FM) Chicago.

Effingham, IL (BPH941221MD)—Board of Trustees of Southern Illinois University seeks 91.3 mhz; 30 kw; ant. 116 m. Address: S.I.U.E. Box 1773, Edwardsville, IL

62026. Applicant is headed by A.D. Van Meter Jr. and owns WSIE-FM Edwardsville, WSIU-FM-TV Carbondale, and WUSI-FM-TV Olney, all Illinois.

Iowa City, IA (BPCT941215KG)—KM Communications Inc. seeks ch. 20, 1,505 kw; ant. 123 m. Address: 3654 W. Jarvis Ave., Skokie, IL 60076. Applicant is headed by Myoung Hwa Bae and owns LPTVs in Atlanta, Chicago and Milwaukee.

Fredonia, KS (BPH941220ME)—KGGF-KUSN Inc. seeks 104.1 mhz; 6 kw; ant. 100 m. Address: Box 1087, Coffeyville, KS 67337. Applicant is headed by John and Fredna Mahaffey and owns KGGF(AM)-KUSN-FM Coffeyville, Kan.; KRMS(AM)-KYLC-FM Osage Beach, Mo., and has interests in KTTR(AM)-KZNN-FM Rolla, Mo. and is permittee of KTTR-FM st. James, Mo.

Gallup, NM (BPH941214MD)—Skywest Radio Associates seeks 101.5 mhz; .375 kw; ant. 364.2 m. Address: 1632 S. Second St., Gallup, NM 87301. Applicant is headed by Thomas Troland and owns KGLX(FM) Gallup, NM.

Taos, NM (BPH941220MC)—L&B Broadcasting LLC seeks 99.9 mhz; 10 kw; ant. 844 m. Address: 225 N. Mill St., Aspen, CO 81611. Applicant is headed by Charles Moss and has no other broadcast interests.

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Belle Fourche, SD (BPH941216MD)—MAS Communications Inc. seeks 102.1 mhz; 25 kw; ant. 100 m. Address: 1124 Westwood Dr., Pierre, SD 57501. Applicant is headed by Mark Swendsen and owns KPLO-FM Reliance, SD.

Belle Fourche, SD (BPH941209MC)—Ultimate Caps Inc. seeks 102.1 mhz; 30 kw; ant. 149.4 m. Address: Box 787, Belle Fourche, SD 57717. Applicant is headed by Cynthia Grimmelmenn and has no other broadcast interests.

Elma, WA (BPH950104MC)—Marvin West McWhorter seeks 102.1 mhz; 6 kw; ant. 45 m. Address: 142 Calder Rd., Elma, WA 98541. Applicant has no other broadcast interests.

Casper, WY (BPH950103MB)—Bruce Erickson seeks 97.3 mhz; 3 kw; ant. 84 m. 4932 Hazelnut Ave., Billings, MT 59106. Applicant has interests in KALS(FM) Kalispell and Belgrade, both Montana, and KUYO(AM) Evansville, WY.

FACILITIES

Actions

Leland, NC WAAV-FM 94.1 mhz—Granted app. of Hara Broadcasting Inc. for mod. of

CP for new station; change ERP: 5.5 kw. Action Dec. 9.

Waynesboro, TN WFRQ(FM) 94.9 mhz—Granted app. of Ohio Broadcast Associates for CP to make changes; ERP: 6.8 kw; ant. 189.7 m.; TL: approx. 6 km NW of intersection of Rte. 13 and Natchez Trace Pkwy near Collinwood City, Wayne Co., TN. Action Dec. 13.

Big Sandy, TX KBAU(FM) 90.7 mhz—Granted app. of Ambassador College for mod. of CP to make changes; ERP: 5.8 kw; ant. 157 m. Action Dec. 8.

Brownsville, TX KBNR(FM) 88.3 mhz—Dismissed app. of World Radio Network Inc. for CP to make changes: change frequency: 88.1 mhz; ERP: 1.2 kw; ant. 129.6 m.; TL: 7.13 km on bearing of 343.3 degrees true from the reference coordinates of Brownsville, Cameron Co., TX. Action Dec. 12.

Nekoosa, WI WVEC(FM) 93.7 mhz—Dismissed app. of Berry Radio Co. for mod. of CP to make changes: ant. 100 m.; TL: approx. 213.36 m. N of Wood Co. Hwy "Q;" 1.45 km E of intersection of Co. Hwy Q with Seneca Township Rd. Action Dec. 12.

Granted

KNAC(FM) Long Beach, CA (BALH-941028GF)—Action Dec. 15.

KOUU(FM) American Falls, ID (BAPH-941122GG)—Action Dec. 13.

WFYR(FM) Elmwood, IL (BALH941028-GE)—Action Dec. 15.

WMKT(AM)-WKHQ-FM Charlevoix, MI (BAL940504GJ; FM: BALH940504GK)—Action Dec. 9.

WBNR(AM) Beacon, NY (BAL941118-GF)—Action Dec. 15.

WENE(AM) Endicott, NY (BAL941118-GG)—Action Dec. 15.

WMRV-FM Endicott, NY (BALH941118-GJ)—Action Dec. 15.

WENU(FM) Hudson Falls, NY (BALH-930729GH)—Action Dec. 14.

WSPK(FM) Poughkeepsie, NY (BALH-941118GI)—Action Dec. 15.

WSTL(AM) South Glen Falls, NY (BAL-930729GI)—Action Dec. 14.

WMXW(FM) Vestal, NY (BALH941118-GH)—Action Dec. 15.

WBZW(FM) Loudonville, OH (BALH-940729GI)—Action Dec. 15.

WCWA(AM)-WIOT Toledo, OH (AM: BAL-941118GK; FM: BALH941118GL)—Action Dec. 15.

THIS WEEK

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. Cannon House Office Bldg., 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 *International Radio & Television Society 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. 10-11—19th annual UCLA entertainment symposium, presented by the *UCLA School of Law and the UCLA Entertainment Symposium Advisory Committee*. UCLA Schoenberg Hall Auditorium, Los Angeles. Contact: (310) 825-2890.

Feb. 10-15—35th *Monte Carlo Television Festival*. Loews Hotel, Monte Carlo. Contact: (33) 93-30-49-44.

Datebook

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

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.

FEBRUARY

Feb. 13—3rd annual ESPY Awards, presented by *ESPN*. Radio City Music Hall, New York City. Contact: Kathy Slavin, (212) 333-7500.

Feb. 14—Telecommunications legislative update, presented by the *Cable Television Administration & Marketing Society (CTAM)*. Adam's Mark Hotel, Philadelphia. Contact: (610) 668-6516.

Feb. 14—*American Women in Radio and Television* Golden Gate chapter "Queen of Hearts" benefit dance. Showplace Square, San Francisco. Contact: (415) 985-7135.

Feb. 14-16—50th annual Georgia Radio-TV Institute, presented by the *Georgia Association of Broadcasters*. Georgia Center for Continuing Education, Athens, Ga. Contact: (404) 395-7200.

Feb. 15—*Federal Communications Bar Association* reception for new members of the House Commerce Committee and the Senate Commerce, Science and Transportation Committee. Contact: Paula Friedman, (202) 736-8640.

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. 22—Richard Durham: His Friends Remember," tribute presented by *The Museum of Broadcast Communications*, Chicago. Contact: (312) 629-6000.

MARCH

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.

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, Radio Television News Directors Association, Society of Broadcast Engineers and Society of Motion Picture and Television Engineers*. New Orleans, La. Contact: Lynn McReynolds, (202) 429-5350.

Major Meetings

—Compiled by Kenneth Ray

Scott L. Klug

When Scott Klug came to Washington in 1991, he was determined to reform the government and cut federal spending.

Today, the 42-year-old Republican congressman from Madison, Wis., has added telecommunications reform to his agenda. A former broadcast journalist, Klug now sits on the House Telecommunications Subcommittee.

Judging from the success he's had in pushing for term limits and the privatization of government agencies, Klug is expected to emerge as a key player on the subcommittee.

"He's gutsy, savvy, respected and thoughtful," says Jim May, executive vice president for government relations for the National Association of Broadcasters. "And he understands and cares about broadcasting." May thinks Klug will prove to be one of the industry's most "able advocates."

"If broadcasters are going to succeed and flourish, you have to do a couple of things," Klug says. "You have to allow them greater flexibility in the use of their spectrum, although I think that comes with a price tag. It's not for free."

Klug also thinks the licensing process should be reformed. "It's clear there has to be some kind of test of public service. But when was the last time there was a successful broadcast challenge? There certainly aren't many of them."

And, he says, it's time to repeal broadcast ownership requirements. There's enough diversity across the country and across individual media markets that limits no longer are necessary, he argues.

The congressman also sees no need for the fairness doctrine. "If you want a [politically] left-of-center radio station, you can find Pacifica. If you want a conservative viewpoint, you can find Rush Limbaugh. If you don't like your local newscast, you can watch CNN or C-SPAN. There's enough diversity out there in the marketplace that you can get whatever perspective you want on the issues."

He also disagrees with administra-



tion calls for free airtime for politicians. If broadcasters are forced to turn over airtime, that mandate should apply to all media, including newspapers, magazines and direct mail, Klug says.

Klug got his start in TV journalism in 1976 at WAOW-TV Wausau, Wis., just after earning a master's degree in journalism from Northwestern University's Medill School of Journalism. He worked as a general assignment reporter and sometime anchor for the station.

From 1978 to 1981, he worked at KING-TV Seattle as a general assignment reporter. It wasn't long before he "stumbled into a bunch of scandals" and began his career in investigative journalism. In 1982 he moved on to WJLA-TV Washington, where he was part of the station's investigative team for six years.

The team's investigative reports included a series on corruption in the Maryland horse-racing industry. Also, "We hounded [a] former Veterans Administration secretary" out of office, Klug says. And the team did a

series on dogs being sold from municipal pounds for laboratory research.

But Klug got restless and left WJLA-TV for business school. "I decided that nobody in their right mind stayed in television past their mid-30s unless they owned the place." He anchored the news for WKOW-TV Madison, Wis., at night and went through the MBA program at the University of Wisconsin during the day.

By then, Klug says, he was getting fed up with the way Washington was being run. He decided to run for Congress, unseating Democratic veteran Bob Kastenmeier, former chairman of the House Copyright Subcommittee.

Broadcasters also can count on Klug to champion the First Amendment. "I am very uncomfortable when the federal government tries to tell people what to say and what not to say," he says.

Klug thinks the government should stay out of content regulation. He

oversees what his kids watch, he says: MTV "is off-limits. They can watch whatever they want on Nickelodeon." TV violence is an issue for parents to deal with, not the government, he says. "If I am an adult and I want to watch *NYPD Blue*, that's my business and it's nobody else's."

The former journalist also is well aware of the resentment lawmakers feel toward the broadcast media. "There is a resentment.

I now see it from both

sides. I think people forget that the job of the press, whether it's broadcast or print, is what H.L. Mencken described in the 1920s: to 'comfort the afflicted and afflict the comfortable.'

"I can see where the press is coming from. They're cynical, and they should be cynical if they cover this place for any time. But at the same time, not everybody is up here with all the wrong reasons in mind." —KM

Member, U.S. House of Representatives; b. Jan. 16, 1953, Milwaukee; BA, Lawrence University, Appleton, Wis., 1975; MA, Northwestern University, Chicago, 1976; MBA, University of Wisconsin-Madison, 1990; general assignment reporter, WAOW-TV Wausau, Wis., 1976-77; general assignment/investigative reporter, KING-TV Seattle, 1978-81; investigative reporter, WJLA-TV Washington, 1982-88; evening anchor, WKOW-TV Madison, 1988-90; present position since 1991; m. Tess Summers, March 4, 1978; children: Keefe, 10; Brett, 6; Collin, 3.

BROADCAST TV

Appointments at Saban Entertainment, Burbank, Calif.: **Peter Schmid**,



Schmid

Lieber

VP/GM, and **Mark Lieber**, VP, cable/syndication sales, Saban Domestic Distribution, named senior VPs; **Lou Bortone**, VP, promotions and communications, Promax International, Los Angeles, joins as director, marketing services; **Rand Brenner**, president, Futurevision, Los Angeles, joins as director, licensing; **Gregory Economos**, lawyer, Fulwider, Patton, Lee & Utecht, Los Angeles, joins as director, legal affairs, licensing and merchandising.

Dan Harrison, programing analyst, Twentieth Television, joins UPN, Hollywood, as manager, program planning.



Christl

Christle Christl, controller, Digital Domain, Los Angeles, joins Rysher Entertainment there as VP, production.

Judith Matthews Shoemaker, broadcast creative director/media buyer,

Apex, joins WLNE(TV) New Bedford, Mass., as executive producer, advertising and promotion.

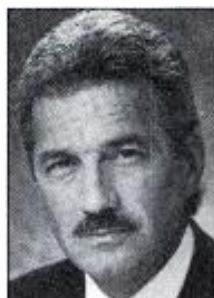
Ted Savaglio, executive editor, CBS News, New York, named VP, prime time.

Edward Dougherty, manager, television marketing, Frank N. Magid, Marion, Iowa, joins Gateway Communications, Binghamton, N.Y., as corpo-

rate director, sales and marketing.

Charles Swenson, filmmaker/writer/director, Klasky Csupo Inc., Los Angeles, named VP, production.

Appointments at KPHO-TV Phoenix: **Ken Bauer**, assistant promotion manager, KCTV(TV) Kansas City, Mo., joins as promotion director; **Carol Cavazos**, anchor/reporter, KMOL-TV San Antonio, Tex., joins in same capacity.



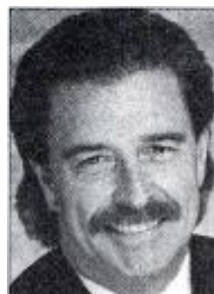
Whitaker

David Whitaker, president/GM, WTVT(TV) Tampa, Fla., joins Argyle Television Holding Inc., San Antonio, Tex., as VP, station development.

Edwin Scherzer, producer, KDVR(TV) Denver, named assistant creative services manager.

Mark Winkler, NSM, KWGN-TV Denver, joins KTVD(TV) there as LSM.

Tim Haines, director, WHIO-TV Dayton, Ohio, joins WKYC-TV Cleveland as producer/director.



Franklin

Bob Franklin, VP, news and operations, WTVT(TV) Tampa, Fla., named president/GM.

Paul Hoffman, sales manager, MCA TV, Universal City, Calif., named VP/sales manag-

er, Midwest division, Carsey-Werner Distribution.

Mary Voll, VP, off-network sales, WB Domestic Television Distribution, Burbank, Calif., named VP/sales manager, Southeast region.

RADIO

Jim Rondeau, on-air host, KOST(FM) Los Angeles, joins KCBS-FM there as air staff/afternoon drive personality.

Appointments at The Interep Radio Store: **Jill Garlaneau**, account executive, McGavren Guild, Philadelphia, named director, sales, Infinity Radio Sales there; **Doug Ferber**, senior account executive, event sales, KSCS(FM) Fort Worth, Tex., joins as director, sales, Infinity Radio, Dallas; **Bill Ninested**, account executive, McGavren Guild Radio, Detroit, named director, sales, Infinity Radio there; **Nancy Benech**, GSM, WYUU(FM) Safety Harbor, Fla., joins as director, sales, Infinity Radio, Chicago; **Pat Baker**, director, market development, ABC Radio Networks, Dallas, joins as director, sales, Infinity Radio there.



Paquette

Robert Paquette, GSM, WQCD(FM) New York, named VP/GM.

Henry Lawson, chairman, executive council, The Interep Radio Store, New York, joins Donovan Data Systems, London, as man-

aging director, Europe.

Marianne Bellinger, director, international operations, Capcities/ABC, joins Metromedia International, Dallas, as project manager, China and India.

CABLE

Appointments at Home Shopping Club, St. Petersburg, Fla.: **Thomas Connerly**, director, advertising and promotion, named VP, sales promotion; **John Winter**, VP, network operations and broadcast engineering, adds studio operations and Telemation to his responsibilities; **John Gunder**, freelance producer/director, Los Angeles, joins as VP, production design and styling.

Appointments at Prime Sports, Los Angeles: **Andre Aldridge**, sports talk show host/reporter, KMPC(AM) Los Angeles, **Randy Sparage**, sports anchor/reporter, KDFW-TV Dallas, and **Paul Sunderland**, color analyst, Prime Ticket Network, Los Angeles, join the Press Box, Irving, Tex., as anchors; **Stacy Nicholas**, advertising sales

account executive, Harrington, Righter & Parsons, Los Angeles, joins Prime Ticket in same capacity.

Jeff Flinn, supervisor, technical services, Prevue Networks, Tulsa, Okla., named manager.

Appointments at Time Warner Cable, New York: **Brien Kelley**, manager, technical operations, named director;

Denise Myers, supervisor, pay per view, named manager; **Tom Longstreet**, accounting supervisor, named manager, internal audit; **Brian Cecere**, direct sales representative, Boston, named marketing director.

Marc Edwards, VP, affiliate relations, Black Entertainment Television, New York, joins The SportsChannel Regional Network, Woburn, Mass., as senior VP/GM, SportsChannel New England.



Hensleigh

Appointments at fX, New York: **Leo Hensleigh**, creative director/VP, on-air promotion, named senior VP, marketing, and creative director; **Mike Walter**, director, operations, Morning Studios (fX), named VP, network engineering and operations.



Diamond

Brian Diamond, VP, production and programming, MTV Networks Shopping, New York, named senior VP, production.

Appointments at Sega Channel, New York:

Willard Stanback, lawyer, Reed Smith Shaw & McClay, Philadelphia, joins as associate counsel; **Clayton Banks**, regional director, Showtime Networks there, joins as VP, Eastern region.

Paul Cameron, president, Lee Rock Productions, British Columbia, Canada, joins Olympic Entertainment Group, Burbank, Calif., in same capacity.

Stephen Land, executive VP, Cinetel Productions, Knoxville, Tenn., named executive VP/GM.

ALLIED FIELDS

Rob Klemm, account executive, radio station services, The Arbitron Company, New York, named Midwest manager, Chicago.

Appointments at MCA/Universal Merchandising, Universal City, Calif.: **Debra Mostow**, freelance writer/editor, joins as director, publishing, MCA Publishing Rights; **Laura Jamet**, domestic sales coordinator, named manager, licensing sales.

Richard Vendig, CFO/senior VP/secretary, CBI Holding Co., Elmsford, N.Y., joins Katz Holding Corp. there as senior VP/CFO.

Kevin Carlton and **Charles Bauer**, partners, Price Waterhouse, New York, named chairman and managing partner, respectively, EMC Global Group there.

Ron Soodalter, VP, commercial sales, Editel, New York, joins Manhattan Transfer/Edit there in same capacity.

Dov Jacobson, director, creative development, Turner Interactive, Atlanta, named VP.

Gary Effren, assistant VP/assistant treasurer, Knight-Ridder Corp., Miami, named VP/controller.

Appointments at The Freedom Forum, Arlington, Va.: **Peter Prichard**, editor, *USA Today*, Arlington, Va., named executive director, The Freedom Forum Newseum and senior VP, The Freedom Forum; **Gerald Sass**, senior VP, named executive VP; **Christine Wells**, VP, The Newseum and international operations, named senior VP; **Everette Dennis**, executive director/VP, Media Studies Center, New York, named senior VP.

DEATHS

Natalie Purvin Prager, 87, former producer, died Jan. 25 in Lake Worth, Fla., after a brief illness. She produced *The March of Games*, a popular children's quiz show that aired on CBS Radio Network from 1938 to 1941. Prager also wrote a series of

books based on the radio program. She is survived by her daughter, Carole, a granddaughter and several nieces and nephews.

Joseph M. Higgins, 80, former president/GM, WHP stations (1968-80), died Jan. 28 at the Renova Center, Lower Allen Township, Pa. His 45-year career in broadcasting began in radio at WTHI-FM Terre Haute, Ind. He later built WTHI-TV there. During the '60s he managed WAII(TV) Atlanta, put WCIX(TV) Miami, Fla., on the air and headed the broadcast division of Commonwealth Communication Services Inc., which once owned WHP stations. Higgins came out of retirement several times to serve as manager and adviser to WHP stations. He is survived by his wife, Kathleen; two daughters, Sue and Sharon; a son, Michael, and four grandchildren.

Thomas W. Bender Jr., 70, sportscaster, died Jan. 29 at his home in Fort Myers, Fla. Bender, known as the voice of the Pittsburgh Steelers, also hosted the pre- and postgame shows of the Pittsburgh Pirates on KDKA(AM) and WTAE(AM), both Pittsburgh. From 1973 to 1991 Bender served as sportscaster, news director and community relations director for WINK-TV Fort Myers. He is survived by his wife, Marjorie; three sons, Gregg, Mark and Matthew; three daughters, Mary Beth, Kristin and Brigitte; two brothers, six sisters, four grandchildren and many nieces and nephews.

Elliott W. Henry, 79, co-founder and former president, Broadcasters Promotion Association, now known as Promax International, died Dec. 4, 1994, in Vancouver, Wash. Henry joined ABC in 1943 as director, advertising, promotion and publicity, in Chicago. Later he became director, press information, in Los Angeles. He was appointed VP, public relations, in 1972. Following his retirement in 1975, ABC retained him as a consultant for several years. He also served as a consultant to the California Broadcasters Association and the Kelly Broadcasting Co. Henry is survived by his wife, Florence; daughter, Judy, and son, Elliott.

—Compiled by Denise Smith

NBC started off the February sweeps by blasting the rest of the competition, thanks to special one-hour episodes of *Mad About You* and *Seinfeld* last Thursday night. For the first night of the sweeps month, NBC averaged a 21.5 rating/33 share in Nielsen national numbers. The next closest competitor was ABC with a 10.0/15, followed by Fox's 8.9/13 and CBS's 8.3/13. Among adults 18-49, NBC was the clear winner with a 16.2 rating, followed by Fox, which averaged a 5.7, and CBS and ABC with a 4.0 and 3.8, respectively. For the night, NBC's *E.R.* was the big winner with a 23.3/37 at 10-11 p.m. However, the show was helped by big lead-in numbers from *Mad About You* (18.6/28) at 8-9, and the 100th episode celebration of *Seinfeld* (22.6/33) at 9-10. The February sweeps conclude on March 1.

The Federal Trade Commission granted its approval Friday to the **TCI/Comcast takeover of the QVC network**. The approval comes despite objections by some staffers, sources say.

Broadcasters hope the FCC commissioners will keep them in mind this week when they consider **allocations for 50 mhz of spectrum the federal government is turning over to the private sector**. The industry has been vying for a 25 mhz slice of the "new" frequencies to support electronic newsgathering and other auxiliary broadcast operations. An allocation in the 4660-4685 mhz band, broadcasters say, would ease congestion in the broadcast auxiliary band and provide a home for future digital ENG operations. Sources following the allocation last week were confident the FCC's action will keep the door open for more ENG frequencies, though they speculated further

commission action may be needed to complete any allocation for broadcast auxiliary service.

Public broadcasting adversary Senator Larry Pressler last Thursday received a death threat over his opposition to federal funding for the Corporation for Public Broadcasting. "Does Senator Pressler know what a shotgun blast feels like? He'll know what it feels like if he keeps messing with PBS," a caller to Pressler's Senate office said, according to the Associated Press. "I don't know of [a call] we've ever had like that before," a Pressler spokeswoman said. Pressler chairs the Senate Commerce Committee, which oversees CPB. The corporation, in turn, funnels federal dollars to PBS.

Competitors on Sunday night will have at least another year to contend with *Murder, She Wrote*, as CBS announced that Angela Lansbury will return for a 12th season of the highly rated series. In addition, Lansbury will return as executive producer, her fourth season in that capacity. Showing no signs of slowing down, the series is averaging a 16.2 Nielsen rating/24 share at 8-9 p.m. and as the lead-out to *60 Minutes*.

Democratic Senator Kent Conrad last week introduced a TV violence bill, the Children's Media Protection Act. It would: require the FCC to review all TV license applications and renewals to insure compliance with the Children's TV Act; mandate V-chip technology; require the FCC to establish a violence rating system and to adopt a "safe harbor" rule that would prohibit the airing of programs with gratuitous violence from 6 a.m. to 10 p.m. The highly regulatory measure is not expected to get far in the Republican-controlled Senate.

Nielsen's basic cable program rankings for the week of Jan. 23-29 showed CNN capturing the top 15 spots, with all but one of those occupied by coverage of the O.J. Simpson trial (the other was a news update during a break in the trial). HBO movies claimed the top five pay cable spots.

Tribune's youth-targeted talk show, **Charles Perez, has cleared 45%** of the country, most for a March debut. The show has been sold to Tribune stations in New York, Los Angeles, Chicago, Philadelphia, Boston, Denver, Atlanta and New Orleans. Among the new stations signing on are KOFY-TV San Francisco, KLGT-TV Minneapolis, KTVK-TV Phoenix, WTHR-TV Indianapolis and WCCB-TV Charlotte, N.C.

Merrill Spiegel, special assistant on broadcast and cable issues to FCC Chairman Reed Hundt, will leave the FCC April 1. Her successor is expected to be John Nakahata, former aide to retired senator Joseph Lieberman (D-Conn.) and current member of the FCC's congressional relations staff.

WSTP(AM)-WRDX(FM) Salisbury, N.C., was purchased by The Dalton Group Inc. (William and Sue Dalton, owners) from WSTP Inc. (Thomas Harrell Jr. and Mary Laningham, owners) for \$3 million. *Broker: Gordon Rice Associates.*

WSJX(AM) San Jose, Calif., was purchased by Douglas Broadcasting (John Douglas, president) from Bay-Com Partners LP (Jack McSorely, COO) for \$2.1 million.

Kushner-Locke announced it is producing eight hours of pilots for prime time series for the Big Three networks. It is the largest pilot output in the company's history. The projects include three for CBS, two

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Incorporating TheFifthEstate TELEVISION Broadcasting

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for ABC, one for NBC and two that have not been sold.

The Paramount Television Group and German film producer UFA Film & Fernseh will co-produce a new science fiction series pilot for the UPN network. *Star Command* will premiere as a two-hour telefilm, most likely in the 1995-96 season, and would assume a one-hour format if ordered by the network. It will be directed by Jim Johnson and will film entirely at UFA's studio in Babelsberg, Germany.

Two direct-to-home satellite services have added the National Hockey League to their sports lineups. DIRECTV and PRIMESTAR last week announced deals with the NHL to provide regular season hockey games. Both companies will deliver the NHL Center Ice package to subscribers for \$69. PRIMESTAR said it will transmit up to 200 games this season, while DIRECTV will deliver 200-300. DIRECTV has been transmitting hockey games for free since the season opener, but will begin charging for them on Feb. 7.

Jim Burke, VP/GM of Fox O&O WTTG Washington, has been named to the same position at sister O&O KTTV Los Angeles. Also, **Leslie Lyndon**, creative director of WBBM-TV Chicago, has been appointed VP of creative services for KTTV.

As part of its recognition of **Black History Month**, the **Museum of Broadcast Communications** in Chicago on Feb. 1 opened an exhibit "African American Images in Television Advertising." The show, presented in cooperation with Burrell Communications Group, features historic commercials "that helped set a standard for effectively reaching African American consumers." For more information, call MBC at (312) 629-6000.

Matthew Jacobson, VP, Entertainment Services, Delphi Internet Services, has joined Creative Artists Agency in the company's corporate advisory group, focusing on new media and interactive entertainment services.

Chris Craft/United plan news service

Chris Craft/United Television is creating a news-sharing cooperative among six of its news-producing O&O stations. A classified ad in BROADCASTING & CABLE's Jan. 23 issue called for an executive producer to "coordinate a daily news feed for the Chris Craft UTV stations in LA, NY, San Antonio, Salt Lake City, Minneapolis, Portland and any future UTV news venture." "It is not intended for UPN at this point," says Peter Mathes, general manager of Chris Craft/United's KTVX(TV) Salt Lake City, who oversees news for the Chris Craft stations. "Our sole intention is to facilitate the sharing of news between stations." Mathes says the Chris Craft news directors came up with the idea last September at their annual meeting. The primary purpose, he says, is to coordinate the sharing of news among the six stations. Two get network feeds and the rest have agreements with Conus and CNN. Those contracts will remain in place. "This is not intended to be like CNN or other news services," he says. The operation should be up and running in the next couple of months.

—JAZ

HOLLYWOOD

Carnie coup

Score one for Warner Bros. Domestic Television Distribution, which has secured for its new *Carnie* syndicated talk show one of the cushiest spots in syndication. In the fall, the show will be ABC O&O WLS-TV Chicago's 11:05 p.m. leadout from *Nightline*, the top late-night show in the market (with a 10.8 Nielsen rating and a 20 share in January). That will push back King World Productions' *Rolonda* to 12:05 a.m. "*Rolonda* has been pretty successful, but we thought it was a good time to experiment in late night," says WLS-TV Director of Programming Fran Preston. The move came despite some improvement by the talk show, which increased from a 5.2/14 in its January

1994 debut month to a 5.7/16 last month. At NATPE, Preston renewed *Rolonda* for an additional season. WLS-TV has also pushed back another rookie talk show, *Last Call*, moving it last month from 1:05 a.m. to a post-late-night-movie, 2:35 a.m. slot.

WASHINGTON

Station search

HDTV advocates are looking for a TV station to show off their system. Retired Thomson Consumer Electronics executive Joseph Donahue is heading an effort to establish an experimental television station where advanced-TV developers could conduct research on digital broadcasting and showcase new technology as well. Sources following the project cite channel 31 in New York (public broadcaster WNYC-TV) as a possible home for the experimental station.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Jan. 22. Numbers represent average audience/stations/% coverage.)

1. Wheel of Fortune	14.9/226/99
2. Jeopardy!	12.7/219/99
3. Oprah Winfrey Show	8.7/238/99
4. Wheel of Fortune-wknd	8.3/179/82
5. Entertainment Tonight	8.2/178/94
6. Star Trek: Deep Space 9	8.0/234/98
7. Roseanne	7.4/187/97
8. Hard Copy	7.1/179/94
9. Inside Edition	7.0/172/92
10. Baywatch	6.7/209/96
11. The Simpsons	6.5/129/84
12. Married...With Children	6.4/175/92
13. Family Matters	6.2/190/92
14. Ricki Lake	6.1/215/97
15. Fresh Prince of Bel-Air	6.0/131/86



Drawn for BROADCASTING & CABLE by Jack Schmidt

"I got my name on the radio this morning—mine was the first accident reported on traffic watch."

No time for faint hearts

"Radio as free as the press" has been the rallying cry of this magazine since its founding more than 63 years ago. It hasn't happened yet, but we admit some encouragement from events this past week.

Senator Larry Pressler (R-S.D.), chairman of the Commerce Committee, wins the Spirit of Broadcasting & Cable Award for introducing a telecommunications bill that would (a) repeal all national ownership limits for radio and television, (b) repeal the radio-TV duopoly rules and the one-to-a-market rule, (c) repeal the TV-cable crossownership prohibition, (d) repeal the newspaper-broadcast crossownership prohibition, (e) allow telephone companies and cable to compete in each other's businesses, (f) permit broadcasters to use spectrum for non-broadcast services and (g) repeal all cable rate regulation. If that's not a Magna Carta, it comes close.

(What it lacks—although this is no time to be greedy—is a first principle saying the First Amendment shall govern telecommunications regulation. That would truly make the Fifth Estate as free as the press.)

We foresee two difficulties: getting Congress to go along with so sweeping a setting-free, and getting the affected industries to go along. Now that the train of deregulation is going downhill, there's a decided tendency to put on the brakes.

That's nowhere more true than in lifting broadcast ownership restrictions. FCC Chairman Reed Hundt raised that possibility some weeks ago in outlining a lifting of restrictions to allow one entity to own TV stations serving 50% of the country. Instead of signing a petition for defication, the reaction of the National Association of Broadcasters was to adopt a cautionary policy saying

that a 30% cap (just 5% above the present limit) might be OK, but it wanted to think hard about going any higher. No wonder the chairman may think that all those pleas for deregulation really disguise a desire to be regulated, but favorably.

Pressler has compounded the matter. His cap would be 100%, along with all the other freedoms propounded. The phenomenon of our times is that the FCC and the Senate appear to be engaged in a game of deregulatory poker, while some of the bystanders are calling for table stakes.

Chairman Hundt upped the ante last week by proposing a set of legislative proposals that would, among other things, lengthen TV license terms from five to seven years, eliminate competing applications at license renewal and permit the broadcast/cablecast of legal lotteries—all in the spirit of "reinventing the FCC." We'd say much more is at issue here: reinventing the Fifth Estate.

When the day comes to oppose all this freedom, we hope there are no Fifth Estaters in line.

A truly public trial

The top 15 shows on cable last week were actually one: the O.J. Simpson trial. On broadcast TV, updates, breaks and specials kept it top of mind. Even after months of buildup that conditioned us to be surfeited with Simpson, we found ourselves glued to the set.

Although CNN, with its massive reach, was getting most of the big numbers, the pool and the groundbreak- ing remained with Court TV, which has brought the Sixth Amendment into the 20th century with its extension of the public trial to the electronic nation. The C-SPAN of the judicial branch, it is providing a unique service that may be more about citizenship than commerce.

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