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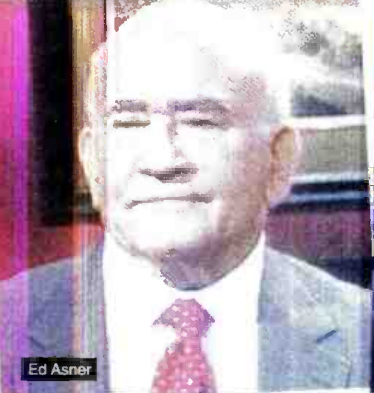




Katie Couric



Charles Rangel



Ed Asner



Al Sharpton



Gore



Barbara Jordan



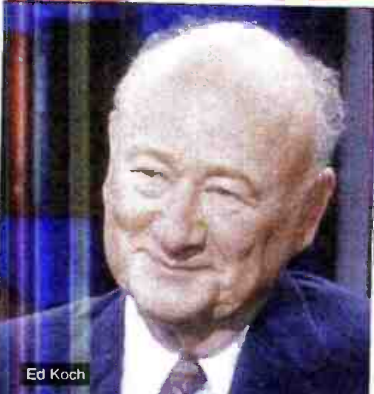
Alan Dershowitz



Mike Wallace



Barbara Bush



Ed Koch



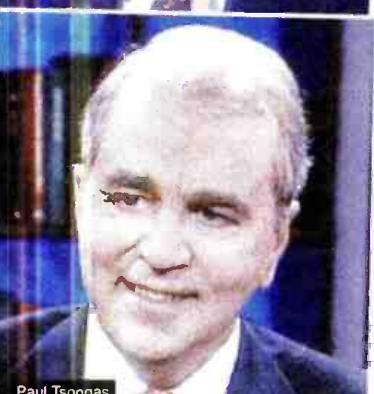
Geraldine Ferraro



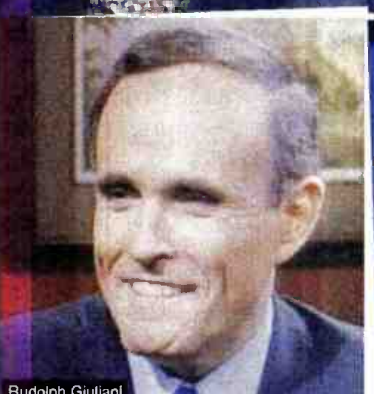
Henry Kissinger



Joe Arens



Paul Tsongas



Rudolph Giuliani



Don King



Jeane Kirkpatrick



Morley Safer



Robert Reich



Lamar Alexander

Fast Track

MUST READING FROM BROADCASTING & CABLE

TOP OF THE WEEK

NBC plans to stay in first After a four-season drought, NBC is serving notice to the other networks with its sweeps win that it is gunning to be no. 1 in prime time next season. / 6

O.J. is big factor in top three markets The O.J. Simpson trial inflicted a beating on syndicated programming and early newscast ratings of stations in the top three markets during the February sweeps. / 6

Paramount, P&G strike program deal Procter & Gamble will expand its programming reach—from soap operas and specials to first-run programming—under a new three-year deal with the Paramount Television Group. The deal insures that P&G can advertise its products on shows produced under the deal for the life of the projects. / 7

Administration seeks to regain infohighway The Clinton administration is trying to recapture the information superhighway. Vice President Al Gore took the rhetoric to an international platform last week, while the Justice and Commerce departments and the FCC, now dominated by Clinton appointees, weighed in with policy recommendations and new initiatives. / 9

O.J. coverage may cost broadcasters Los Angeles County wants O.J. Simpson trial judge Lance Ito to impose a fee on broadcasters covering the trial. The county Board of Supervisors, in unanimously recommending the fee, argued that intensive media coverage has increased county costs. / 10



'ER' led the way for NBC's February sweeps win. It was ranked No. 1 in each of its outings. / 6



Bob Wright says broadcasters shouldn't be afraid of the 'wired connection' revolution. / 37

COVER STORY

Bob Wright and the NBCs nobody knows

NBC CEO Bob Wright and his chief lieutenants run a diversified communications giant whose multimedia businesses circle the globe. From multiple ownership to HDTV to foreign ownership, Wright and the first network's top executives discuss NBC's far-flung enterprises. **Cover photo by Tim Rue/Black Star / 37**

PROGRAMING

Bringing 'Saturday Night' back to life

After another season of declining ratings and critical pans, NBC next year plans to overhaul *Saturday Night Live*. "Other than its live format and New York origin, everything else will be looked at," NBC Entertainment President Warren Littlefield says. / 19

Bochco signs deal with CBS

Veteran television producer Steven Bochco has formed a

three-series, four-year, exclusive program alliance with CBS, effective in 1997. / 20

A-T expands

America's Talking will expand to weekends with a slate of highlights from the network's already full weekday schedule. / 24

Partners set wider sights

Hoping to bounce back from a slow start launching syndicated strips last year, the Partner Stations Network programming partnership of five station groups has added four development executives and broadened its development goals. / 26

'Car Talk' leaves NPR in dust

As public broadcasting is urged to better exploit its resources, a series partly based on National Public Radio's *Car Talk* is debuting on CBS. NPR, however, will not reap economic reward; it only licenses *Car Talk*. / 28



'Grace Under Fire' is moving from 9:30 p.m. Tuesdays to 9 p.m. Wednesdays to see if the sitcom is ready to anchor a night. It displaces 'Roseanne' in the process. / 19

"If you try to kill it, we will fight you every step of the way."
—Vice President Al Gore, defending federal funding for public broadcasting

MARCH 6, 1995

RADIO

NAB board supports dereg

NAB's radio board has agreed to support draft legislation that proposes, among other things, the repeal of radio ownership rules. / 48

Public radio's worst fear

Public radio broadcasters say losing federal funding ultimately could dismantle their programming. If stations have to scale back their expenses, NPR "could be in jeopardy" if its affiliates no longer can afford to purchase its programming, network President Delano Lewis says. / 50



'For many public radio stations, zero [federal] funding means death,' Delano Lewis warns. / 50

BUSINESS

Cable clustering makes for active market

Last year was particularly active for cable-system trading as more and more multiple system operators realized that in the face of reregulation and unprecedented competition, bigger is better. / 53

Network revenue tops \$9 billion

Despite losses in the fourth quarter of last year, the Big Three networks' revenue grew by 6% in 1994. / 53

Cable channel offers dual ad opportunities

Taking a lead from the newspaper industry, The New York Times Co. has launched the first local cable news channel with two separate ad zones. KFSM-TV Fort Smith, Ark., has debuted News Channel 5, a local news service distributed on two area cable systems. / 55

WASHINGTON

FCC not kidding around with kids TV fines



Republicans have renewed their ethics attack on Commerce Secretary Ron Brown. / 59

Two TV stations may be slapped with the highest fines ever for violating the FCC's limits on commercials during children's programming. / 58

Broadcasters applaud Packwood's views

Senate Communications Subcommittee Chairman Bob Packwood last

week told broadcasters of his opposition to spectrum fees, content regulation and congressional attempts to get free airtime for political ads. / 59

TECHNOLOGY

Pioneer digs a new WORM

Pioneer's new "write-once, read-many" (WORM) system will allow users to keep digitized video on a disk at a small percentage of the cost of computer-based storage. The Digital LaserDisc Recording System will be displayed next month. / 61

Global infobattle heats up

Telemedia Week

The inevitable tension between the private sectors that hunger to build the global information superhighway and the governments that wish to regulate it left a cloud over last week's G7 conference. Access by wealthy and poorer nations was a particularly divisive issue. / 31

Telcos seek \$800 million worth of set-top boxes

Nynex, Bell Atlantic and Pacific Telesis are determined to drive down the price of set-tops by committing to volume production. Last week, they said they are seeking 4 million boxes for their video dialtone rollouts. / 31

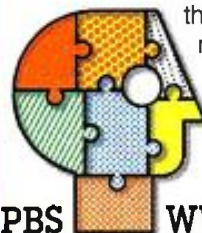


Online stakes rise with new entrants

Just as the entrenched "big three" online services—America Online, Prodigy and CompuServe—are witnessing subscriber and profit growth, the competitive stakes are rising with the impending entrance of Microsoft, AT&T and others. Another trend in the online services

Warner Bros. will launch an online site in tandem with its broadcast of 'The History of Rock 'n' Roll.' Users can view video clips, listen to audio clips and see photos. / 34

market is to provide a connection between online and CD-ROM. / 32



PBS has launched a 'Mister Rogers' Neighborhood' home page on the Internet's World Wide Web. PBS Home Videos and other products also can be ordered through PBS's site on the Net. / 36

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'ER' sews up NBC sweeps win

With first February win since 1990, NBC is primed for prime time win next season, says Ohlmeyer

By Steve Coe

They're back. By winning its first February sweeps since 1990, NBC served notice to the other networks that it is gunning for number one in prime time next season after a four-year drought.

According to Don Ohlmeyer, president, NBC West Coast, only one program, the Super Bowl, separates first-place ABC from NBC this season. "We're clearly in a position to go for number one in the fall," says Ohlmeyer.

NBC averaged a 12.6 rating and a 20 share for the month in claiming its first win in any sweeps since May 1993. ABC was second with a 12.1/19, followed by CBS with 11.7/19 and Fox with an 8.1/13. In adults 18-49, NBC averaged a 7.7 compared with second-place ABC's 7.1. CBS avoided the embarrassment of finishing fourth in that demographic again—it did so last May—by the narrowest of margins, finishing in a tie with Fox with a 5.7 average for both.

Leading the way for NBC in February were its Tuesday and Thursday night schedules, most notably *ER* on Thursday nights. The first-year hospital drama averaged a whopping 23.5 rating and 38 share in its four airings during the sweeps and was number one in each of those outings. In its last airing of the ratings month, the show pulled in a 40 share with a 24.3 rating.

The network was expected to win Thursday, but it also cut into ABC's strength on Tuesday with an episode of *Frasier* featuring an appearance by fellow *Cheers* veteran Ted Danson that came within a tenth of a ratings point of beating ABC's *Home Improvement*. Additionally, in households NBC won three of the four Mondays, two Wednesdays and all four Thursdays.

Although competitors are claiming that NBC's February win is a result of *ER*-mania, the network's across-the-board victory came from a number of sources. In long-form programming, the network claimed two of the top-five-rated shows with *Tom Clancy's OP Center* finishing second among adults 18-49 for its four hours and the theatrical "Sister Act" finishing fifth in that demographic. Also, NBC's presentation of *A Woman of Independent Means*, the six-hour miniseries starring Sally Field, won its time period in households on each of its three nights.

In specials, NBC placed three of the top five programs among adults 18-49 with *All Star Ultra Censored Bloopers* finishing first, *When Stars Were Kids* finishing second and the *Sports Illustrated Swimsuit Issue* ranking fourth.

Fox also finished with an impressive sweeps performance, posting its best-ever sweeps month as a seven-night network. The network was up 4% among adults 18-49 and 8% among adults 18-34. In household ratings, Fox was up 5% for the month.

The network is up 45% on Friday in adults 18-49 thanks to *The X-Files*, which delivered its best sweeps numbers, up 56% in households and 51% in adults 18-49 versus February 1994.

The network also pointed to the performance of the seven New World stations, which together showed an increase of 14% in prime time household numbers versus the performance of the former Fox affiliates in those markets in February 1994. Of the seven stations, Detroit's WJBK-TV and Cleveland's WJW-TV pulled in the biggest increases with 36% and 31% improvement, respectively. ■



'ER' placed number-one in the Nielsens for four straight weeks, pushing NBC to a sweeps victory.

O.J. is big factor in big three

Upsets scheduling of syndicated shows in top three markets; proves boon to news stations

By David Tobenkin

The O.J. Simpson trial inflicted a beating on syndicated programming and early newscast ratings of stations in the top three markets during the February sweeps compared with the year-earlier book.

NEW YORK

In news, WABC-TV earned its traditional win in early and late fringe newscasts, with WNBC-TV second and WCBS-TV a distant third. At 11 p.m., however, WNBC rose 19% in rating and 24% in share from 1994, to an 11.3/21, nearly snatching the crown from WABC-TV, which earned an 11.9/22. Early fringe newscasts at all the network O&Os were down from

continues on page 18

Paramount, P&G strike program deal

By Steve Coe

Signaling what likely will be greater advertiser involvement in the future development and distribution of television shows, the Paramount Television Group announced last week that it is joining in a production alliance with Procter & Gamble.

Under the three-year deal, the Paramount Television Group and P&G will jointly fund, develop and produce network and first-run programming and will be equity partners in those projects.

The deal assures P&G access to advertise its products on shows produced under the partnership including network, syndication and international distribution.

"This agreement will extend P&G's ownership of programming from our traditional daytime soap operas and specials to a full array of mass audience shows," says Edwin Artzt, P&G chairman/CEO. "We believe this action is necessary to ensure P&G brands access to the

best in advertiser-sponsored entertainment in the media environment of the future. We will pursue other such opportunities in the coming months."

The main advantage for Paramount is that the studio now has a partner to share in the escalating costs of programming. With program suppliers carrying larger deficits on series, the alliance will soften Paramount's burden by 50%. It also is expected that because Paramount will distribute the shows produced under the alliance, P&G will pay a distribution fee to the studio.

With this agreement, Paramount aligns with one of the largest advertisers on TV. P&G annually spends more than \$3 billion on advertising, with about 90% going to television.

The first project under the alliance will be announced within the next few weeks, according to Kerry McCluggage, chairman of Paramount Television Group. He said the deal calls for a minimum 10 network series and all Paramount first-run product. ■

Wind Dancer signs with Disney

If there were thoughts that Disney would sit back and allow the new DreamWorks SKG studio-in-the-making to raid Disney executive and producing talent, those suggestions were put to an end last week with the announcement that Wind Dancer Production Group has signed a development and production deal with Walt Disney Television & Telecommunications and Walt Disney Motion Picture Group.

Under the deal, Wind Dancer, which produces *Home Improvement* and *Thunder Alley*, will produce television, motion picture and theatre productions for the various Disney divisions.

There has been widespread speculation that Wind Dancer would sign a production agreement with DreamWorks, of which former Disney Studios executive Jeffrey Katzenberg is a joint founder and partner. It also was assumed that Wind Dancer would not re-sign with ABC, since the principals, especially Matt Williams, have publicly been critical of the network.

One reason for the producers' ire was ABC's move of *Home Improvement* from Wednesday to Tuesday night against NBC's *Frasier*. As a result of the move, *Roseanne* took over the 9 p.m. Wednesday slot (previously *Home Improvement's*) sparing it from the *Frasier* competition, and sapping some of *Home Improvement's* ratings strength.

While working under the ABC deal, Disney was the distributor of Wind Dancer product. Before the ABC deal, which went into effect more than two years ago, Wind Dancer had been producing exclusively the Disney banner. It was that arrangement that yielded *Home Improvement*. —SC

'Simon' to star on WB Network's second night

A comedy from the production team of NBC's *Mad About You* is the first show that the WB Network has ordered for its planned second night of programming. *Simon*, from Infront Production in association with TriStar Television, has received a 13-episode commitment from the fledgling network.

The series stars stand-up comedian Harold Williams as a five-year veteran of junior college who moves to New York City and takes a job at a cable television network.

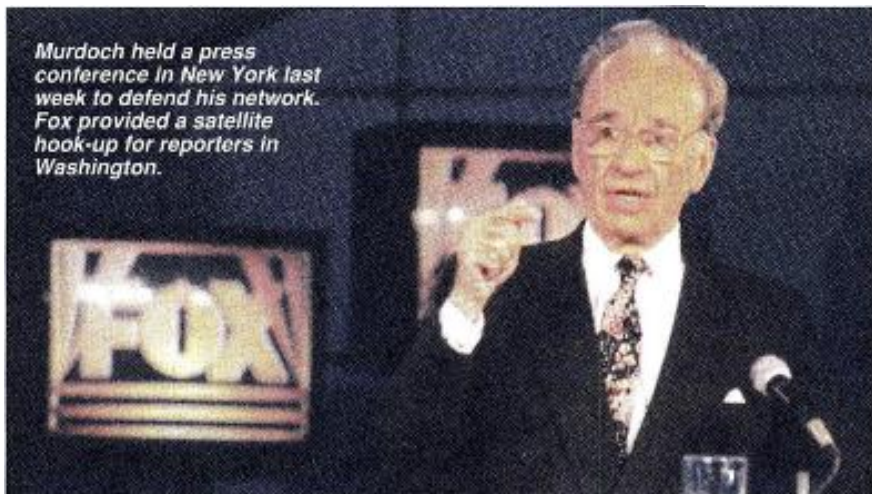
Williams most recently appeared in the blockbuster comedy "Dumb & Dumber." Peter Dobson co-stars.

According to WB, the start-up network won the project over CBS and NBC. Its second night of programming is set to debut in August on a night still to be determined. —SC



'Simon' will debut on the WB Network in August.

Murdoch held a press conference in New York last week to defend his network. Fox provided a satellite hook-up for reporters in Washington.



Murdoch, Fox defend News Corp. ownership

FCC filing says foreign ownership interest was in application

By Christopher Stern

In an effort to head off another wave of negative publicity, Fox CEO Rupert Murdoch aggressively defended his company last week against allegations that it violated FCC foreign ownership rules.

Murdoch told reporters during an hour-long press conference Monday (Feb. 27) that Fox fully disclosed Australia-based News Corp.'s stake in his network in 1985, when he applied to the FCC for permission to purchase six Metromedia TV stations: "Any fair-minded review of all the information we have given the FCC, in writing time and time again...would leave you no other conclusion."

Murdoch made the statement shortly after Fox attorneys delivered a 95-page brief to the FCC defending the network against charges it misled the commission about News Corp.'s 99% stake in Fox. The NAACP, which originally made the allegations against Fox, filed a 129-page brief.

FCC commissioners might vote on the issue as early as April. Among their options is dismissing the allegations or voting to hold a formal hearing on the charges. Fox desperately wants to avoid a hearing because that could leave the issue unresolved for

several years. The controversy already has put the brakes on Fox's plan to acquire four additional stations.

Fox's defense focused on its original application, which, it argues, laid out all the financial information the FCC needed. Fox also argued that it has accomplished a long-standing FCC

goal by establishing a fourth broadcast network with its six original stations.

Fox claims it has bolstered the financial stability of UHF stations and has increased programming for children and employment for minority producers and writers. "All of these contributions are central to the commission's vision of a robustly competitive, diverse, democratic video marketplace. None of them would have been possible without News Corp.'s investment [in Fox Television Stations]."

The NAACP argued last week that the FCC already has enough information to revoke Fox's licenses.

The NAACP also attacked Fox's corporate structure as a sham. Fox says Murdoch, a U.S. citizen, controls Fox through his 76% ownership of the network's preferred stock. The remaining 24% is controlled by a News Corp. subsidiary. The NAACP alleges that the structure was designed to mislead the FCC into believing the company complied with U.S. foreign ownership laws barring aliens from owning more than 25%.

"Fox nowhere disclosed that the 76%/24% stock structure bore no relationship to the actual equity interests that would be held in [Fox's parent company]." Fox revealed in May that News Corp. put up 99% of the equity for the 1985 Metromedia deal. ■

Administration, Hundt at odds over foreign ownership

The Clinton administration and FCC Chairman Reed Hundt are at odds when it comes to foreign ownership restrictions on broadcast properties.

The administration announced last week that it opposes relaxation of foreign ownership rules for the broadcasting industry. Assistant Commerce Secretary Larry Irving cited national security reasons for the administration's opposition to increased foreign ownership of broadcast properties. (Current rules restrict foreign companies from owning more than 25% of a broadcast property.)

But FCC Chairman Reed Hundt testified that his agency already addresses the administration's concerns by insuring that every broadcast licensee operates in the public interest. Hundt backs a reciprocal approach to relaxation of the rules, similar to a proposal by Senate Commerce Committee Chairman Larry Pressler, whose proposal would allow foreign companies to own more than 25% of a U.S. broadcast company if that country's market is open to foreign investment.

Subcommittee Chairman Mike Oxley has sponsored a bill calling for unilateral abolition of foreign ownership restrictions in the communications industry.

—CSS

Administration seeks return to infohighway

Justice, Commerce and FCC offer alternative routes

By Kim McAvoy

The Clinton administration is trying to retake the lead on telecommunications reform, an issue it lost to Capitol Hill Democrats last year and is in danger of losing to Hill Republicans this year.

At the G7 summit of the top seven industrial nations in Brussels, Vice President Al Gore again trumpeted the need for telecommunications reform, not only in the U.S. but around the world (see story, page 31). Meanwhile, back home, the Justice and Commerce departments and the FCC, now dominated by Clinton appointees, weighed in with legislative recommendations or new initiatives.

"A comprehensive national policy is preferable," Justice antitrust chief Anne Bingaman says. But if Congress doesn't act, "we...can try to incrementally make some improvements." Bingaman's comments came as she unveiled Justice's proposal for opening long-distance and local telephone competition.

Despite its ongoing interest in telecommunications reform, the administration has had little impact on congressional efforts to rewrite telecommunications law during the past two years. But through the courts and the FCC, the administration could do much to open the local and long-distance telephone markets to competition.

Bingaman promised that Justice would support regional Bell operating companies' entry into the long-distance telephone market by recommending changes to the antitrust consent decree now blocking that entry. Such support would be conditioned on evidence of actual competition in the local telephone market, repeal of state barriers to competition and establishment of anticompetitive safeguards.

Testifying last week before the Senate Commerce Committee, Assistant Secretary of Commerce

Larry Irving said the administration opposes key aspects of the Republican version of telecommunications reform: the repeal of cable rate regulations and the prohibition against foreign ownership of TV and radio stations.

But in Brussels, Gore advocated at least relaxing the foreign ownership restrictions for nonbroadcast telecommunications services, either through changes in the law or by FCC action. "We intend to open foreign investment...for companies of all countries who have opened their own markets," he said.

Meanwhile, Clinton-appointed FCC Chairman Reed Hundt announced plans to work with state officials in regulating local telcos that

offer video services. The FCC would launch a proceeding this summer to determine the respective roles of federal and state regulators, he said.

During the past few months, Hundt has initiated an ambitious agenda that includes major broadcast regulatory reform and advancing digital television and spectrum flexibility. The FCC also has pushed video dialtone, which permits local telcos to build video networks.

And the agency is talking about revisiting the effective competition standard in the 1992 Cable Act, which could lead to some rate relief for cable.

On the public relations front, Commerce Secretary Ron Brown this week will unveil a "Get Connected" campaign touting the benefits of new telecommunications technology. The campaign is to include a PSA featuring President Clinton.

And Vice President Gore is scheduled to appear at a suburban Washington elementary school Tuesday to renew the administration's commitment to high-tech education. ■

Clinton opposes repeal of cable rate regs

The Clinton administration and congressional Republicans appear to be on a collision course over cable rate regulation.

Assistant Commerce Secretary Larry Irving last week told a Senate panel that the administration opposes wholesale repeal of cable rate regulation, a position now advocated by Senate Commerce Committee Chairman Larry Pressler (R-S.D.) and other key GOP lawmakers.

"We will not support deregulation of monopolies before arrival of actual competition," Irving said. "As long as monopolies continue to exist, consumers must be protected."

Irving would not say whether President Clinton would veto any legislation containing cable rate repeal.

"I am not surprised, but I am disappointed," says Jim Wholey, a lobbyist for Jones Intercable. "It should be clear by now, at least it seems clear to some people, that the 1992 Cable Act has been a mistake."

Senate Democrats also have indicated that they won't support repeal of rate regulation.

Most cable lobbyists think a compromise will be reached, noting their own moderate position. They are asking for a new "effective competition" standard that will lead to deregulation only of enhanced basic service.

And, as Wholey says, "The really important thing for us is to get an opportunity to compete with other providers in new services on a fair basis."

—KM



NTIA's Larry Irving

Ito ponders O.J. trial charge for media

L.A. County wants news agencies to pay for increased costs

By David Tobenkin

The Los Angeles County board of supervisors, arguing that intensive media coverage of the O.J. Simpson trial has increased its cost to the county, voted unanimously last week to recommend that trial judge Lance Ito impose fees on broadcasters using video or audio feeds of the trial.

Ito, who the board believes has the sole power to impose such a fee, is studying the board's measure and an opinion by the board's legal adviser arguing that fees on coverage of high-profile trials are legal, said spokeswoman Jerriane Hayslett last week. However, she said that the legal adviser previously told Ito there were no grounds for imposing such a charge.

"Judge Ito personally requested county counsel's opinion six months ago," says Hayslett. "He was advised that there was no provision available to charge fees, and the issue dropped."

The possible fee is being strenuously opposed by most major broadcasters, who call the proposed fees an infringement of California law and the constitutional right to press cov-

erage of trials.

The supervisors are "basing their decision and vote on erroneous information that we are not paying for the trial, when in fact we have paid our way ever since preparations for the trial," says Sylvia Teague, managing editor of KCAL(TV) Los Angeles and president of the Radio and Television News Association, a Southern California broadcasting association that has managed the pool coverage of the case and access to the courtroom. "This sets a precedent we won't tolerate."

Teague says RTNA will challenge any court-coverage fees.

By early this week, the county board is expected to deliver a report to Ito outlining what portion of the Simpson case's costs—now more than \$2.5 million—it thinks are because of heavy press coverage.

The supervisors contend that press-related costs include extra security and jury sequestration. "When you take a jury to the site of the murder and you have to take 250 law enforcement officers to keep the media at bay because the jury is sequestered, the

board thinks it can be argued that the coverage has increased the cost of the trial," says Fred MacFarlane, director of communications for County Supervisor Yvonne Braithwaite Burke.

Teague says the RTNA estimates that its members will pay \$1.25 million in parking, security, sanitation, equipment and labor costs by the end of the trial. She argues that most broadcasters are carrying the trial as a public service and are not reaping significant profits from coverage. ■

CBS buys Providence V

The CBS/Broadcast Group is buying WPRI-TV Providence, R.I., from Narragansett Television LP for slightly more than \$80 million, according to network and investment banking sources. New York-based investment banking group Lazard-Freres assisted Narragansett in the sale.

Currently an ABC affiliate, WPRI-TV is expected to switch to CBS when the deal is closed, probably within six months. CBS is now affiliated with WLNE(TV) Bedford, Mass. (ch. 6), which serves the Providence market and is owned by Freedom Communications.

ABC is expected to switch its affiliation to WLNE. But Janet Gretemeyer, VP, media relations, for the ABC TV Network, says "there are options in that market, and we are exploring them."

CBS/Broadcast Group's O&Os are WCBS-TV New York, KCBS-TV Los Angeles, WBBM-TV Chicago, WCCO-TV Minneapolis, WCIX Miami, WCAU-TV Philadelphia and WFRV-TV Green Bay, Wis., and the group is awaiting FCC approval of its purchase of WGPR-TV Detroit.

WPRI-TV is on ch. 12 with 316 kw visual, 31.6 kw aural and antenna 910 feet above average terrain. —DP

House panel ignores Gore public-TV plea

Despite a public plea from Vice President Al Gore, the House Appropriations Committee last Thursday endorsed a subcommittee decision to cut federal funding to public broadcasting.

The cuts would amount to 15% in 1996 and 30% in 1997 for the Corporation for Public Broadcasting. The issue is slated to go to the full House in the next two weeks.

The same day as the committee vote, Gore appeared at American University in Washington to make the administration's first pitch for public broadcasting. He said the system should be provided with a stable, permanent source of federal dollars "insulated from politics." "President Clinton and I believe in federal funding for public broadcasting. We view it as crucial to the enterprise," Gore said.

Endorsing "reform—not extinction" of public broadcasting, Gore said the system should strengthen even further its services for children and their teachers, and for adult learners. But, he said, "If you try to kill it, we will fight you every step of the way." —EAR



IF YOU PLAY
YOUR CARDS RIGHT,
YOU COULD HAVE
THE WINNING
HAND THIS FALL...

SEINFELD BE



COLUMBIA TRISTAR



TELEVISION DISTRIBUTION
TELEVISION ADVERTISER SALES
a SONY PICTURES ENTERTAINMENT company

The Leader in Young Adult Programming.



ATS 'EM ALL!

#1 PROGRAM '94-'95

| Rank | Show | Network | H.H. Rtg. |
|------|----------------------|------------|-------------|
| 1 | SEINFELD | NBC | 20.5 |
| 2 | Home Improvement | ABC | 20.0 |
| 3 | E.R. | NBC | 19.6 |
| 4 | Grace Under Fire | ABC | 19.2 |
| 5 | Mon. Nt. Football | ABC | 17.7 |
| 6 | 60 Minutes | CBS | 17.6 |
| 7 | N.Y.P.D. Blue | ABC | 17.0 |
| 8 | Roseanne | ABC | 16.3 |
| 9 | Murder, She Wrote | CBS | 16.2 |
| 10 | Mad About You | NBC | 15.3 |
| 11 | Ellen | ABC | 14.9 |
| 11 | Friends | NBC | 14.9 |
| 11 | Madman of the People | NBC | 14.9 |
| 14 | Frasier | NBC | 14.7 |
| 15 | CBS Sun. Night Movie | CBS | 14.4 |

#1 ADULTS 18-34

| Rank | Show | Network | 18-34 Rtg. |
|------|--------------------------|------------|-------------|
| 1 | SEINFELD | NBC | 17.1 |
| 2 | E.R. | NBC | 13.1 |
| 3 | Grace Under Fire | ABC | 12.9 |
| 4 | Home Improvement | ABC | 12.7 |
| 5 | Roseanne | ABC | 11.8 |
| 6 | Beverly Hills, 90210 | FOX | 11.7 |
| 7 | Friends | NBC | 11.5 |
| 8 | Ellen | ABC | 11.4 |
| 9 | Madman of the People | NBC | 10.8 |
| 10 | Melrose Place | FOX | 10.7 |
| 11 | Mad About You | NBC | 10.4 |
| 12 | Mon. Nt. Football | ABC | 10.0 |
| 13 | N.Y.P.D. Blue | ABC | 9.7 |
| 14 | Frasier | NBC | 9.4 |
| 15 | Am. Funniest Home Videos | ABC | 9.3 |

#1 ADULTS 18-49

| Rank | Show | Network | 18-49 Rtg. |
|------|--------------------------|------------|-------------|
| 1 | SEINFELD | NBC | 16.0 |
| 2 | E.R. | NBC | 14.0 |
| 2 | Home Improvement | ABC | 14.0 |
| 4 | Grace Under Fire | ABC | 13.9 |
| 5 | Roseanne | ABC | 11.7 |
| 6 | N.Y.P.D. Blue | ABC | 11.5 |
| 7 | Ellen | ABC | 11.1 |
| 8 | Mon. Nt. Football | ABC | 10.9 |
| 9 | Madman of the People | NBC | 10.8 |
| 10 | Friends | NBC | 10.7 |
| 11 | Mad About You | NBC | 10.2 |
| 12 | Frasier | NBC | 9.8 |
| 13 | Am. Funniest Home Videos | ABC | 9.3 |
| 14 | Murphy Brown | CBS | 8.7 |
| 15 | ABC Sun. Night Movie | ABC | 8.6 |

#1 ADULTS 25-54

| Rank | Show | Network | 25-54 Rtg. |
|------|--------------------------|------------|-------------|
| 1 | SEINFELD | NBC | 16.6 |
| 2 | Grace Under Fire | ABC | 14.8 |
| 3 | E.R. | NBC | 14.7 |
| 3 | Home Improvement | ABC | 14.7 |
| 5 | N.Y.P.D. Blue | ABC | 12.8 |
| 6 | Roseanne | ABC | 11.9 |
| 7 | Mon. Nt. Football | ABC | 11.8 |
| 8 | Madman of the People | NBC | 11.5 |
| 9 | Ellen | ABC | 11.3 |
| 9 | Friends | NBC | 11.3 |
| 11 | Mad About You | NBC | 11.0 |
| 11 | Frasier | NBC | 11.0 |
| 13 | Murphy Brown | CBS | 10.0 |
| 14 | Am. Funniest Home Videos | ABC | 9.5 |
| 15 | ABC Sun. Night Movie | ABC | 9.3 |

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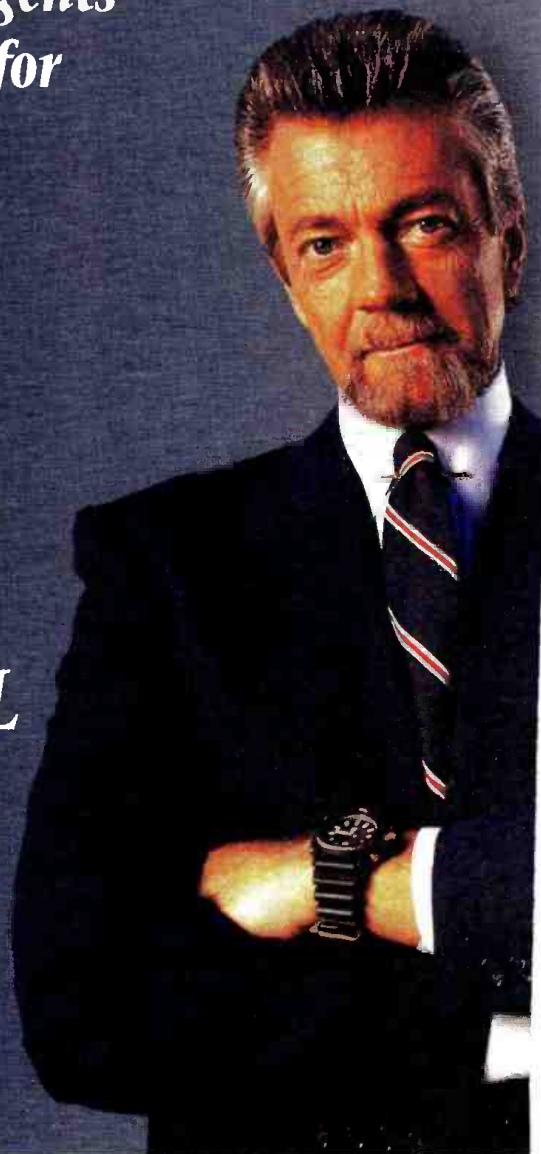
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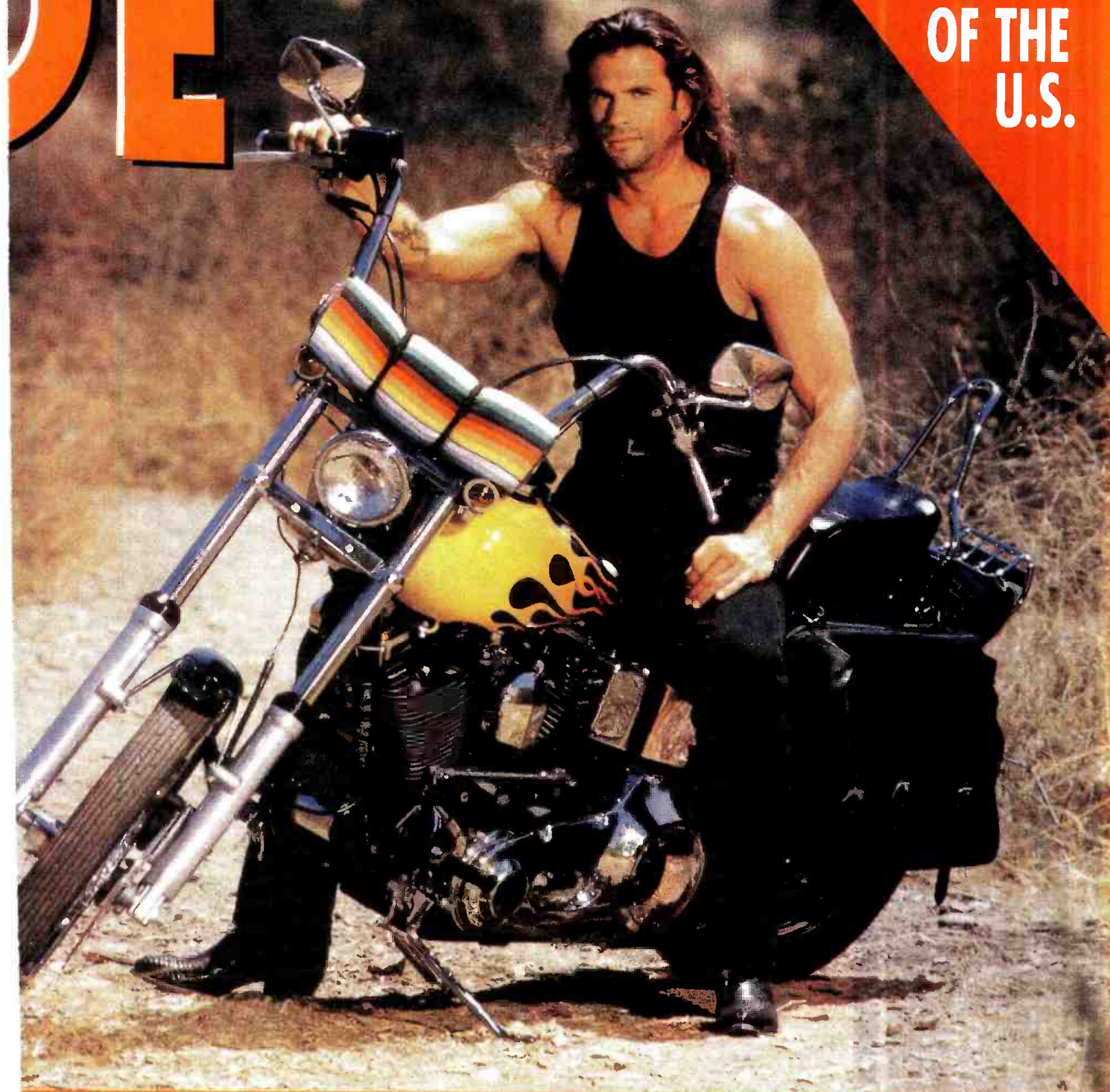


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O.J. factor

continued from page 6

last year, likely the victims of Simpson coverage. The 10 p.m. Fox/independent news race was unchanged, with WNYW(TV) followed by WPIX(TV) and then WWOR-TV.

In access, WABC-TV's *Jeopardy!* and *Wheel of Fortune* led, but with 10%-12% drop-offs in rating/share.



'Jenny Jones'

WCBS-TV's *Hard Copy* and *Entertainment Tonight* dropped substantially, and WNYW's *Simpsons* (7.9/12) was up 22%/20% over year-earlier *A Current Affair* at 7:30.

In early fringe, one bright spot for WCBS-TV was the continued strength (5.4/13) of *Geraldo* at 4 p.m., which more than doubled its 3 p.m. network-soap lead-in.

In daytime, WNYW's noon-2 p.m. coverage of the O.J. trial proved a boon for the station, earning a 4.2/12 that more than doubled the results of year-earlier programming. WWOR-TV's 11 a.m.-2 p.m. talk block dropped the time period from 1994 by 29%/22%. On WNBC, *Jerry Springer's* 5.1/18 at 11 a.m. doubled its *Leeza* lead-in and was up 82%/100% from last year.

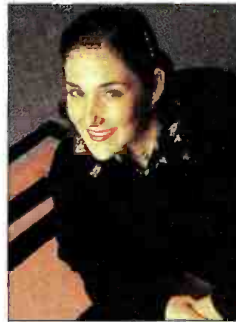
In late night, WWOR-TV's 11 p.m. second run of *Jenny Jones* scored a 5.8/12, beating WNBC's *Tonight Show* and rivaling the ratings of *Letterman*, which was down 36%/40% from its Olympics-swollen year-earlier numbers.

WNYW's *Good Day New York* continued to gain steam, rising from a 3.8/14 to a 4.8/17 and beating all

three network morning shows.

LOS ANGELES

Simpson trial preemptions wreaked havoc with scheduling. Former leading independent (now WB-affiliated) news station KTLA(TV) had a commanding daytime coverage lead, with a 6.3/18 average for its daily live coverage. That was double the ratings of year-earlier programming and significantly ahead of other stations covering the trial, including KNBC-TV's 3.8/11, KCBS-TV's 3.6/10, KCAL(TV)'s 3.0/9 and KTTV(TV)'s 2.5/7. There was little preempting on KABC-TV and almost none on UPN-affiliated KCOP(TV), which saw ratings for its daytime/early fringe talk block rise for most shows. KCOP's *Ricki Lake* rose to 6.1/12 at 5 p.m., rivaling the 6.1/16 of 3 p.m.-slated *Oprah* on KABC-TV. The latter was down 31% year-to-year. KTTV(TV)'s *Power Rangers* fell 40% in rating year-to-year at 5 p.m.



'Ricki Lake'

KABC-TV retained news dominance among Big Three O&Os in early fringe, with all those stations showing ratings declines. KNBC-TV remained in second, with KCBS-TV a distant third. KCBS-TV's new big-budget 4-4:30 and 4:30-5 newscasts averaged 15%/20% below time period predecessor *Geraldo*. At 11 p.m., KNBC-TV and KABC-TV split KCBS-TV's post-Olympics news audience of a year earlier, causing KCBS-TV's ratings to drop sharply as KNBC-TV's rose 34%/38%, to 9.8/22, and KABC-TV rose 28%/27%, to

8.6/19. Among independents at 10 p.m., the order was unchanged: leader KTLA was up substantially, then KTTV, KCAL and KCOP. KCAL's 8-11 p.m. news block rose 15%/20%, to 3.8/6. Spanish-language KMEX-TV's 6 p.m. newscast was up 33%/40% to 4/7 while its 11 p.m. newscast was up 53%/50% to 2.6/6.

A KCAL move of *Jerry Springer* to 11 p.m. generated a strong 5.1/13, which put it atop all time-period programming save KNBC-TV's *Tonight Show*.

In access, KABC-TV's *Jeopardy!* and *Wheel of Fortune* continued to lead, even increasing their ratings slightly. Replacing *A Current Affair* with *The Simpsons* at 7:30 p.m., KTTV doubled its rating and share to 12.2/19. KNBC-TV's replacement of *ET* and *Hard Copy* with *Extra* and a *Simpsons* roundup resulted in declines of 23%/23% and 30%/31%, respectively.

CHICAGO

In news, WLS-TV continued its dominance in early fringe, followed by WMAQ-TV and a plummeting WBBM-TV. Each Big Three network O&O lost ratings, with WBBM-TV's 4 p.m. newscast down 59%/58% and 4:30 p.m. down 48%/44%. The 10 p.m. news story was similar, with first-place WLS-TV and second-place WMAQ-TV up substantially and WBBM-TV falling to a distant third.

In newscasts 9-10 p.m., WGN-TV easily overcame WFLD(TV), 6.5/9 to 3.9/6.

In access, WLS-TV's *Wheel of Fortune* remained dominant at 16.6/28, showing almost no drop, while WBBM-TV's *Entertainment Tonight* fell 31%/33%, to 7.4/12, and WMAQ-TV's *Married...With Children* edged off 15%/14%. The 8.7/15 of WFLD's *The Simpsons* improved on year-earlier show *Cosby* by 61%/66%.

At 9 a.m., WLS-TV's *Oprah* earned a 10.7/40, down 16%/13%. WGN-TV's *Jenny Jones* doubled its time period at 3 p.m.

WCIU-TV, which switched from Spanish to English format on Jan. 1, earned a 1.0/2 sign-on to sign-off, up from hash marks a year earlier. ■



'Wheel of Fortune'

Cable posts viewing gains in Feb.

Although the broadcast networks saw year-to-year declines in their February sweeps numbers, cable networks reported prime time-ratings gains for the month.

Ad-supported basic cable networks attracted 14.5 million cable households during the month, up 29.3% from 1994, according to A.C. Nielsen Co. numbers supplied by the Cabletelevision Advertising Bureau. The CAB says basic cable networks averaged a 15.3 rating/24 share in prime time during February 1995, representing respective gains of 27.7% and 33.3% over the same period last year.

—RB

NBC to retool 'Saturday Night Live'

West Coast President Ohlmeyer cites weak writing and lack of star material; plans to change cast contracts to curtail outside work

By Steve Coe

For 20 years, late night on Saturday night has been, for all intents and purposes, the sole domain of NBC's *Saturday Night Live*. However, after another season of declining ratings and an almost nonstop stream of critical pans, NBC is planning an overhaul of the show for next year. Sensing blood in the water, the other networks are looking to grab a share of that coveted audience.

Although there has been some speculation that NBC might be ready to dump the show, executives say that is not on the table. "We've got too much equity [to get rid of it]," says Don Ohlmeyer, president, NBC West Coast. He did, however, acknowledge that the network is disappointed with the show's performance and that changes are imminent.

Ohlmeyer said the basic format of



NBC wants to put new life into 'SNL.'

the show will remain—if not all the performers and behind-the-camera talent. "We don't have any breakout

performers on the show now, as there were in the past. We have good sketch players. Also, the writing has been weak," Ohlmeyer said, adding, "Lorne [Michaels, executive producer] and I discuss this all the time. So you can expect to see some different performers next season as well as additions to the writing staff."

Ohlmeyer wouldn't say which performers would be dropped, but he did say that those who remain will have to make *SNL* their top priority. Throughout its history, the show has served as springboard to feature films for many of the performers. Most recently, Mike Meyers, Dana Carvey, Adam Sandler and Phil Hartman have juggled their *SNL* duties with film projects. That will end next season.

"*Saturday Night Live* has become almost a part-time job to some of the performers because of their feature

'Grace' to anchor Wednesday night for ABC

ABC has decided the time is right to find out whether *Grace Under Fire* is strong enough to anchor a night. To that end, the network will give the show a test run in the Wednesday 9 p.m. time period beginning March 29. To make room for the move, *Roseanne*, at 9-9:30, will move to 8 p.m., displacing *Sister, Sister*, which moves to Friday nights, taking over for *Boy Meets World* at 8:30. Additionally, *Ellen*, which has been following *Roseanne* in the 9:30-10 slot, will continue to follow the show, but in the 8:30-9 time period.

Grace leaves comfortable Tuesday, 9:30-10 post-*Home Improvement* time slot until at least May. The *Home Improvement* spin-off *Take Two* is expected to inherit the Tuesday 9:30 slot beginning in mid-April.

Ted Harbert, president, ABC Entertainment, says the changes on Tuesday and Wednesday nights are an experiment, with the schedule returning to its current lineup for the May sweeps. He says that the network is looking to improve its adult demographics as a result of the move, especially on Wednesday at 8-9 p.m.

The combination of *Sister, Sister* and *All American Girl* at 8-9 p.m. on Wednesday has fed *Roseanne* a

lead-in about five rating points less than the network pulls in from 9 to 10 p.m. Much of the audience is being lost to Fox's *Beverly Hills, 90210*, which regularly beats ABC's duo at 8-9.

The ABC Wednesday lineup will consist of *Roseanne* at 8; *Ellen* at 8:30; *Grace Under Fire* at 9; and the new *Bringing Up Jack*, starring comedian Jack Gallagher, at 9:30. The only change in the Tuesday schedule is the loss of *Grace* and the addition of *Take Two* in the *Home Improvement* lead-out spot.

The network is expected to pay considerable attention to its Tuesday and Wednesday fortunes given NBC's gains on Tuesday, the aging of such shows as *Roseanne*, and the network's decision not to renew the long-running *Full House*. —SC



'Grace' moves into the former 'Roseanne' slot.

film work. Next season it'll be a full-time job." Ohlmeyer said next season's cast will be contractually bound to put the show before outside interests. "I don't know if it's been in the contracts before or not, but if it has, it hasn't been enforced."

Two things that won't change about the show, according to Warren Littlefield, president, NBC Entertainment, "are live and from New York," he said, referring to the opening line used since the show's inception. "Other than its live format and New York origin, everything else will be looked at."

Coupled with the prospect of reinventing their franchise, NBC executives now are faced with the spectre of the other networks launching one of their most aggressive runs at the show. "We can't assume there won't be more competition," said Littlefield. "It's time to reinvent the show, but the good news is that it's been done in the past."

Having established a strong Monday-Friday late-night lineup rather quickly, after years of almost comic futility, CBS hopes to have a project in place in early 1996. Currently in development is a one-hour weekly, scripted show that has been described as a soap opera in the vein of *Melrose Place*, specifically for a young, late-night audience. Given that the project is slated for an after-prime time airing, the show is expected to push the boundaries in terms of content and language.

That the project will be more risque than the typical prime time soap is further evidenced by the fact that Zalman King, executive producer of Showtime's steamy *Red Shoe Diaries*, will serve as co-executive producer on the show. Also overseeing the project is Bill Bell Jr., president, Bell/Phillips Television Productions Inc. CBS executives are expecting to see a bible of the project within the next three months. Thus far, no acting talent has been attached to the show.

"We are keenly interested in the time period," says John Pike, senior vice president, late night, CBS Entertainment, adding, "It's a major priority on CBS's late-night plate."

Whatever project CBS decides on for the time period, Pike says it proba-

bly won't be an *SNL* knock-off. "The hardest thing for anyone to do is to try to reinvent what *Saturday Night Live* did beautifully for so many years."

An ABC spokeswoman says the network is "looking to develop for late night on Saturday as well as Monday through Friday. Because we're going into an area we're not currently in, any project has to be talent- and quality-driven. It has to be strong to get the stations to change what they're doing, not only for the affiliates but also for our owned stations," she said.

Fox has been looking at development projects for late night almost

since *The Chevy Chase Show* left the air. Fox executives would not comment specifically about their Saturday late-night plans other than to say the network continues to evaluate development for the time period.

Through the February 19 airing of *SNL*, the show has averaged a 7.6 rating and 21 for the season. Thus far, the show is off more than a half rating point from its 8.3/23 average last season. If the current numbers hold for the remainder of the season, the ratings would be the show's lowest since the 1990-91 season (7.6/23). At its height in the 1979-80 season, *Saturday Night Live* averaged a 13.5/39. ■

Bochco signs deal with CBS

Three-series, four-year pact kicks in in 1987

By Steve McClellan

Veteran television producer Steven Bochco has formed a new three-series, four-year, exclusive program alliance with CBS, effective in 1997.

In a teleconference last week, Bochco and CBS Entertainment President Peter Tortorici said it was likely Bochco would produce one or more shows for CBS this year or next, before the venture kicks in.

Those shows would involve projects offered to and passed on by ABC. Bochco's deal with ABC started in 1988 and still has three series and almost two years to go. But a year ago, the ABC deal converted from an exclusive setup to a first-look basis. Bochco can immediately shop all projects on which ABC passes.

Bochco's next show for ABC, the legal drama *Murder One*, is in development for the 1995-96 season.

Bochco's program distribution arrangement with Fox (including use of the Fox lot to produce his shows), sunsets with the expiration of the ABC deal. Fox would continue to distribute and syndicate the Bochco programs originally produced for ABC.

It's likely that CBS will serve as distributor of the shows Bochco produces for the network, since the two

sides will share equally in after-market revenue.

The ABC-Bochco alliance has produced memorable, if not always successful, programs. *NYPD Blue* is perhaps the biggest hit to have come from the alliance.

Doogie Howser, which debuted in 1989, was a more modest hit that lasted four seasons. But other shows from the ABC alliance never caught on, including the oddball *Cop Rock*, a police drama/musical.

Civil Wars, a legal drama based in New York, struggled for two seasons before being canceled. *Capitol Critters*, a half-hour animated political parody, lasted only a few episodes.

Bochco told reporters that he had discussions with ABC last year about extending his deal there. Asked why those talks broke off, Bochco said a number of factors were involved, "not the least of which have to do with their current successes." Asked to elaborate, Bochco said that because ABC's programming needs are currently not as great, the network would not benefit as much from extending the alliance—at least for the kind of return that Bochco was looking for. But at CBS, the timing and the need are "absolutely right." CBS has dropped from first to third in the prime time ratings. ■



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| | RTG | SHR |
|------------|-----|-----|
| FEB. '95 | 4.6 | 15 |
| FEB. '94 | 3.0 | 11 |
| % Increase | +53 | +36 |

SOURCE: NSI METERED MARKET OVERNIGHTS
2/3 - 3/2/94, 2/2 - 2/15/95

JERRY DELIVERS THE **HIGHEST** LEAD-IN INCREASE!

| | RTG | SHR |
|------------|-----|-----|
| LEAD-IN | 3.0 | 10 |
| Jerry | 4.6 | 15 |
| % Increase | +53 | +50 |

JERRY HAS **GREAT RATINGS** AND SHARES!

| | RTG | SHR |
|--------------|------------|-----------|
| Jerry | 4.6 | 15 |
| Geraldo | 4.5 | 13 |
| Jenny | 4.6 | 14 |
| Montel | 4.3 | 11 |
| Ricki | 4.4 | 11 |
| Rolonda | 3.7 | 15 |

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| | | | | | | | | |
|------------|-----|------|------------|-----|------|--------------|-----|------|
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| ST. LOUIS | M-F | 10AM | CINCINNATI | M-F | 3PM | KANSAS CITY | M-F | 1AM |
| WASHINGTON | M-F | 5AM | CLEVELAND | M-F | 10AM | MIAMI | M-F | 10AM |
| ATLANTA | M-F | 11AM | DETROIT | M-F | 10AM | SAN ANTONIO | M-F | 10AM |
| BALTIMORE | M-F | 3PM | HOUSTON | M-F | 10AM | | | |

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| Market | Lead-in Show | Lead-in SHR | Jerry RTG | Jerry SHR | %Chg SHR | Market | Lead-in Show | Lead-in SHR | Jerry RTG | Jerry SHR | %Chg SHR |
|---------------|-------------------|-------------|-----------|-----------|----------|--------------|-------------------|-------------|-----------|-----------|----------|
| New York | Leeza | 8 | 4.7 | 17 | +113 | St. Louis | DONAHUE | 19 | 5.4 | 21 | +11 |
| Los Angeles | Prime News 10P | 5 | 4.9 | 12 | +140 | Orlando | Maury | 14 | 4.6 | 15 | +7 |
| Chicago | Another World | 7 | 4.6 | 15 | +114 | Baltimore | Another World | 10 | 8.4 | 21 | +110 |
| San Francisco | Jenny Jones | 9 | 3.1 | 13 | +44 | Indianapolis | Today Show | 17 | 5.7 | 21 | +24 |
| Boston | DONAHUE | 14 | 5.2 | 25 | +79 | Portland | Top Cops | 5 | 3.0 | 9 | +80 |
| Washington | Current Affair R | 19 | 2.8 | 24 | +26 | San Diego | Judge Yourself | 5 | 3.4 | 10 | +100 |
| Dallas | Geraldo | 4 | 4.2 | 6 | +50 | Charlotte | Gordon Elliott | 5 | 4.9 | 17 | +240 |
| Atlanta | Geraldo | 21 | 7.5 | 23 | +10 | Milwaukee | Another World | 10 | 4.4 | 15 | +50 |
| Houston | DONAHUE | 17 | 6.0 | 21 | +24 | Cincinnati | Days-Lives | 15 | 8.1 | 23 | +53 |
| Seattle | Cosby Show | 5 | 2.6 | 9 | +80 | Kansas City | Rush Limbaugh | 22 | 3.7 | 27 | +23 |
| Minneapolis | Rush Limbaugh | 3 | 1.9 | 7 | +133 | Detroit | Maury | 29 | 9.4 | 32 | +10 |
| Miami | Jenny Jones | 18 | 5.4 | 22 | +22 | Cleveland | Sally | 23 | 7.2 | 26 | +13 |
| Denver | Montel R | 5 | 1.7 | 8 | +60 | West Palm B | Good Morning Amer | 11 | 3.2 | 12 | +9 |
| Phoenix | Designing Women B | 9 | 3.7 | 12 | +33 | San Antonio | DONAHUE | 16 | 8.2 | 27 | +69 |

SOURCE: NSI METERED MARKET OVERNIGHTS 2/2-2/15/95

A photograph of Jerry Springer, a man with wavy brown hair and glasses, smiling and gesturing with his right hand. He is wearing a blue button-down shirt under a grey jacket. The background is a dark blue wall with a vertical light-colored stripe.

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More talk for A-T

Cable channel expands to weekends, adds new show

By Rich Brown

Almost nine months after its launch, America's Talking is about to give birth to an expanded programming lineup and a new marketing campaign to promote the network's news and information programming.

Beginning on March 6, A-T will expand to weekends with a slate of highlights from the network's already full weekday schedule. Included will be *A-T Showcase*, an hour-long "best of" show that also will be seen on co-owned network CNBC on Saturdays and Sundays at 6 p.m. ET.

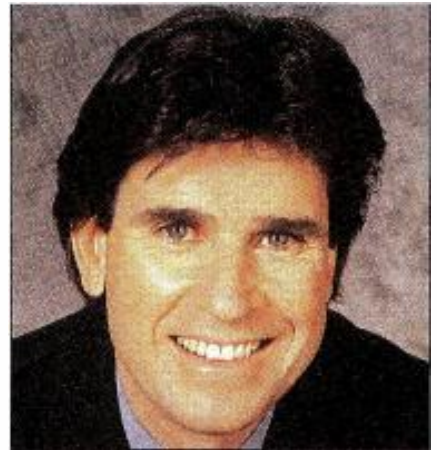
Also new to the schedule starting March 6 will be a prime time nightly talk show, *America After Hours*, hosted by former KING-TV Seattle personality Brian Tracey. The show will feature performances and talk with established entertainers as well as more cutting-edge personalities.

A-T's programming changes coin-

cide with new marketing efforts aimed at highlighting the network's news and information content. The network is looking to communicate the fact that about 65% of its lineup is news- and information-based, says A-T's vice president of programming, Elizabeth Tilson. Earlier A-T marketing campaigns did not emphasize news and information.

(Coincidentally, Multimedia just last month rechristened The Talk Channel as NewsTalk Television. Executives at the network said they made the change based on audience research showing strong interest in a combination of news and talk.)

There could be even more news/talk programming ahead for A-T, according to Roger Ailes, president of the network. He would not be specific about development plans, but did say they were looking at more news/talk shows. The network's diverse development plans range



New talk host Brian Tracey

from a media roundtable program to a parenting show.

Audience ratings are not yet available for A-T, which launched last July with an ambitious weekday slate of 14 1/2 hours of original programming per day, but Ailes said he was encouraged by viewer response to A-T's recent Presidents' Day preemption of the CNBC schedule. Ailes said 30,000 viewers—representing what would have been between a 0.7 and a 1.0 rating—called A-T on that day. ■

MaXaM goes on 'GeoSafari'

Martindale-Hillier to produce interactive 'tween' show

By David Tobenkin

Television production company Martindale-Hillier Entertainment has signed recently formed syndication company MaXaM Entertainment to distribute a new youth-targeted game show series based on popular CD-ROM title *GeoSafari*.

The project is the first series to which MaXaM, a programming and distribution partnership formed in September by media company A.H. Belo Corp. and former Columbia TriStar Television Distribution executive Ed Wilson, has been linked.

Game show host/producer Wink Martindale (*Tic-Tac-Dough*, *Trivial Pursuit*, *Jumble*) and producer Bill Hillier (*PM Magazine*) see the show as a syndicated strip for late after-

noons that could debut as early as January. The project also could receive a Saturday morning broadcast network run, or become a cable or broadcast network project entirely if there is sufficient interest. A pilot will be produced this summer.

The show would feature 18- to 20-year-olds playing a version of the multimedia game, which asks players historical and trivia questions posed and answered through the use of documentary footage and animation. "Our strategy is to do for game shows what *Ricki* did for talk shows," says Hillier. "We're shooting for a 'tween' audience."

A wrong answer might, for example, prompt an edited clip of file footage of John F. Kennedy telling the contestant that the answer was

incorrect and answering the question. The show would be hosted by 23-year-old J.D. Roth (*FunHouse*, *Masters of the Maze*).

More than 1 million units of Educational Insights' \$100 *GeoSafari* CD-ROM game have been sold during the past three years.

Glendale, Calif.-based Martindale-Hillier, formed three years ago after the producers collaborated on *Why Didn't I Think of That?*, also is developing a weekly hour interactive drama, targeted at older kids, teens and young adults, based on the solve-it-yourself teen mystery book series *Can You Solve the Mystery?* The show would feature a pair of young computer hackers and mystery-solvers cracking crimes, with viewers using online computer services to solve portions of the mystery during commercial breaks.

The show could be offered through a consortium of software and cable companies and a broadcast network, possibly for fall. ■

Interact...



Thomopoulos to head MTM Entertainment

Leaves Amblin with three series on air, including powerhouse 'ER'

By Steve Coe

Tony Thomopoulos, president of Steven Spielberg's Amblin Television, is joining International Family Entertainment as chief executive officer of IFE's MTM Entertainment.

Thomopoulos, former chairman of United Artists Pictures and an executive with ABC TV, will oversee all of MTM's operations as well as the programming activities of IFE. He will report directly to Tim Robertson, president and CEO of IFE.

Thomopoulos will be responsible for MTM TV Productions, MTM Distribution, programming The Family Channel Cable Network and the newly formed Family Channel Pic-

tures. Additionally, he will oversee the creative aspects of the Ice Capades and Great American Entertainment Company for IFE.

IFE also will begin producing theatricals under the Family Channel Pictures banner. The company plans to film up to four pictures a year in the \$8 million-\$12 million range.

Thomopoulos says the diversity of opportunities at IFE lured him to the new job. "IFE is so aggressive in so many areas, and it was the opportunity to make all the parts work together



Tony Thomopoulos

that attracted me," he says.

As for leaving Amblin, Thomopoulos says that taking the new position "allows me to broaden myself beyond television and puts me back in the theatrical business. Steven [Spielberg] has been incredibly supportive, and I have served him well."

While president of Amblin, Thomopoulos placed three series on the prime time schedule: *ER*, the number-one-rated show on television, *seaQuest DSV* and *Earth 2*, all for NBC. ■

PSN adds weeklies to its plate

Development shift reflects industry consolidation, says Lambert

By David Tobenkin

Hoping to bounce back from a slow start launching syndicated strips last year, the Partner Stations Network programming partnership of five station groups has added four new development executives and has broadened its development goals to include weeklies as well as strips.

PSN President Michael Lambert says the shift to developing weeklies reflects consolidation in the syndication industry and the launch of the WB and UPN television networks, both of which have made launching strips more difficult but have opened up prime time weekday slots on affiliates of the new networks on nights they do not run network programming.

"We are looking at using reality forms to create shows that look like dramas but are lower cost," says Lambert. He says four series pilots are being shot, including a reality "drama" show, a talk strip and two new reality strips or weeklies.

PSN was formed in September

1993 and last summer used most of its member station group's 36 stations to test two new shows. The syndicator decided not to go forward on talk/comedy/variety strip *Goodnight America*, but has managed to distribute 50 episodes of reality strip *Behind Bars* internationally and is considering offers to syndicate the show domestically. A third pilot from last year, date-and-tell strip *Three Blind Dates*, will be tested this summer on PSN stations along with one of the four new pilots for possible launches in January.

Lambert says the poor results of most new syndicated strips this season led executives of PSN-affiliated station groups to reconsider their initial decision against keeping *Behind Bars* on their stations and to consider relaunching the show in the fall.

"*Behind Bars* had a 2.8 metered-market average last summer, and at that time the stations didn't think it was worth keeping it on their schedules," he says. "But when the new fall syndicated strips came, only two did

better than that [rating], and the stations were excited and asked: 'Couldn't we put it [back] on for fall?'" PSN also will try to step up its production activity, testing one or more new series on member stations each quarter rather than annually.

As part of the revamp, Jake Tauber, vice president of programming and development at PSN, has been named senior vice president of programming and development, and PSN development executive Adam Tyler has been named vice president, programming and development.

Joining PSN as development associates are James Weitz, earlier director of research for Fox Television Stations Productions; Leigh Wetzel, a production coordinator and development associate at FTSP; Anita Trissel, a former junior high school teacher who recently worked in publicity for Group W Productions' *Jones & Jury*, and Abby Kohn, a former NBC *Days of Our Lives* writing intern and NEA filmmaker and writer. ■

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New Wendt show taps into 'Car Talk'

CBS series is based on popular radio show; NPR shut out of compensation or credit

By Steve Coe

With the heat on public broadcasting to better exploit its resources commercially, a series based in part on National Public Radio's *Car Talk* is debuting on CBS. NPR, however, will not be reaping any economic rewards.

Disney Television's *The George Wendt Show* features the *Cheers* alumnus and Pat Finn as brothers who host a weekly radio automobile-tip show. The series debuts Wednesday, March 8, at 8-8:30.

The premise of the *Wendt* show is based loosely on brothers Tom and Ray Magliozzi, who host *Car Talk*, a weekly radio automobile-tip show on NPR. According to Peter Tolan, executive producer, *The George Wendt Show*, a rights fee has been paid, but not to NPR.

"We bought the rights from [the Magliozzi brothers] to use as a jumping-off point," says Tolan, who would not say how much they were paid. Also as part of the deal, the brothers are consultants on the show, for which they are paid a per-episode fee. Finally, if the series turns a profit in syndication, the brothers also will participate.

NPR will not receive any compensation from the producers because the radio network only licenses the show and has no ownership stake. It originally acquired the show from WBUR(FM), one of two public radio stations in Boston. NPR does not own a stake in the majority of the cultural shows it airs.

According to Mary Morgan, executive director, promotions and public



'The George Wendt Show' on CBS

affairs, NPR tried to negotiate a credit on the show, but CBS was unwilling. "Their position was that the television show is very loosely based on *Car Talk*, inspired by but not based on. So we didn't get the credit."

Although NPR missed out on

reaping a financial reward, Morgan says the radio network is looking to make sure there are no more missed opportunities. "In all our acquisition contracts we're talking about reserving rights for the commercial networks. This was a unique situation. I think the more relevant usage issue would be for shows on cassette, CD-ROM or multimedia," she says.

Morgan says the radio network has been looking to reserve rights "for the past two to three years—especially in the past year because our new president has made it a priority."

When asked if NPR might take an ownership stake in any future projects, especially those that might show commercial potential, Morgan said NPR would be interested, but the economics make it impossible.

"If we wind up \$100,000 in the black, we're fortunate. But we can look for partners who are willing to put up all the money up front," Morgan said. ■

MGM staffs up for expansion

By David Tobenkin

MGM Domestic Television Distribution's success in clearing two new first-run syndicated shows for fall launches will lead the syndicator to hire at least three new salespeople and additional support personnel, division president Sid Cohen told BROADCASTING & CABLE last week.

The syndicator is interviewing candidates for one regional manager and two account executive positions and hopes by early June to add them to the division's eight domestic salespeople in four regional offices.

"With our new first-run product soon to be on the air, and additional product on the way, we are expanding and we want to make sure we can service stations properly," says Cohen.

The syndicator has cleared reality

strip *LAPD* in 118 markets representing 79% of the country, including all top 10 markets. Cohen says 65% of the clearances are from 10 p.m. to midnight; the other 35% is in early fringe and access.

Weekly science fiction anthology show *The Outer Limits* has been cleared in 147 markets representing 90% of the country, including 48 of the top 50 markets. Most clearances are on weekends, from 5 p.m. to midnight, with a smaller number during the week, including some in prime time. The show will have a second run in at least 85 markets.

The syndicator is mulling the launch of a companion reality series for *LAPD* for fall 1996. *Paradise Patrol* would track the activities of law enforcement and public safety agencies in exotic locations. ■

Kids stuff

Veteran New York TV personality Chauncey Howell has signed with BVE Productions to host a nationally syndicated kids show, *Kidstuff*. Howell most recently provided segments for cable channel New York 1 News.

PEOPLE'S CHOICE:

Ratings for emerging broadcast networks, week of Feb. 20-26

| | |
|--------------------|-------------------------------|
| UPN UPN | |
| MONDAY | 5.3/8 |
| 8:00 | 79. Star Trek: Voyager 7.7/12 |
| 8:30 | |
| 9:00 | 93. Platypus Man 3.0/4 |
| 9:30 | 94. Pig Sty 2.7/4 |
| TUESDAY | 2.9/5 |
| 8:00 | 92. Marker 3.3/5 |
| 8:30 | |
| 9:00 | 95. The Watcher 2.4/4 |
| 9:30 | |
| WEEK'S AVG | 4.1/6 |
| SSN TO DATE | 5.1/8 |
| WB WB | |
| WEDNESDAY | 1.9/3 |
| 8:00 | 96. The Wayans Bros. 2.0/3 |
| 8:30 | 96. The Parent 'Hood 2.0/3 |
| 9:00 | 96. Unhap Ever After 2.0/3 |
| 9:30 | 99. Muscle 1.8/3 |
| WEEK'S AVGS | 2.0/3 |
| SSN TO DATE | 2.0/3 |

SOURCE: NIELSEN MEDIA RESEARCH

Top cable shows

Following are the top 15 basic cable programs for the week of Feb. 20-26, ranked by households tuning in. The cable-network ratings are percentages of the total households each network reaches. The U.S. ratings are percentages of the 95.4 million households with TV sets. Source: Nielsen Media Research.

| Program | Network | Time (ET) | HHs. (000) | Rating Cable U.S. |
|---------------------------------|---------|-----------|------------|-------------------|
| 1. O.J. Simpson Trial Coverage | CNN | Thu 6:00p | 4,821 | 7.5 5.1 |
| 2. O.J. Simpson Trial Coverage | CNN | Thu 5:30p | 4,117 | 6.4 4.3 |
| 3. O.J. Simpson Trial Coverage | CNN | Fri 6:00p | 3,951 | 6.2 4.1 |
| 4. O.J. Simpson Trial Coverage | CNN | Thu 7:00p | 3,926 | 6.1 4.1 |
| 5. O.J. Simpson Trial Coverage | CNN | Fri 7:30p | 3,869 | 6.0 4.1 |
| 6. O.J. Simpson Trial Coverage | CNN | Fri 5:30p | 3,843 | 6.0 4.0 |
| 7. O.J. Simpson Trial Coverage | CNN | Thu 5:00p | 3,762 | 5.9 3.9 |
| 8. O.J. Simpson Trial Coverage | CNN | Fri 7:00p | 3,658 | 5.7 3.8 |
| 9. News Update | CNN | Fri 6:10p | 3,448 | 5.4 3.6 |
| 10. O.J. Simpson Trial Coverage | CNN | Fri 8:00p | 3,395 | 5.3 3.6 |
| 11. O.J. Simpson Trial Coverage | CNN | Wed 5:30p | 3,374 | 5.3 3.5 |
| 12. O.J. Simpson Trial Coverage | CNN | Fri 5:00p | 3,355 | 5.2 3.5 |
| 13. O.J. Simpson Trial Coverage | CNN | Tue 5:30p | 3,319 | 5.2 3.5 |
| 14. O.J. Simpson Trial Coverage | CNN | Wed 5:00p | 3,300 | 5.1 3.5 |
| 15. O.J. Simpson Trial Coverage | CNN | Fri 6:30p | 3,290 | 5.1 3.4 |

Following are the top five pay cable programs for the period of Feb. 20-26, ranked by the number of households tuning in. Source: cable networks based on Nielsen Media Research.

| | | | | |
|------------------------------|-----|------------|-------|----------|
| 1. Movie: 'Citizen X' | HBO | Sat 8:00p | 3,263 | 15.1 3.4 |
| 2. HCH/Paul Rodriguez | HBO | Sat 10:00p | 2,143 | 9.9 2.2 |
| 3. Movie: 'On Deadly Ground' | HBO | Tue 8:00p | 2,066 | 9.6 2.2 |
| 4. Real Sex 11 | HBO | Thu 11:00p | 1,918 | 8.9 2.0 |
| 5. R Simmons Def Comedy Jam | HBO | Fri 12:00m | 1,693 | 7.8 1.8 |

Seeing (or hearing) is believing!

The deadly force of a tornado can only be experienced. But through TV and radio, people can get a feeling for what a tornado is like and an understanding of how to survive.

That's why we're offering:

- Two 30-second TV public service announcements depicting life-or-death decisions during a tornado.
- Two 30-second radio spots with a similar survival message.

Also available for TV: a 10-minute program, "Funnel Facts and Fables," produced for the National Coordinating Council on Emergency Management. This light but meaningful program dispels tornado myths while getting across a survival message.

State Farm Fire and Casualty Company, in cooperation with NCCEM, developed these noncommercial announcements and offers them free as a public service. To order, simply write and specify if you want the radio PSAs, the TV PSAs or both the TV PSAs and the 10-minute video. (Specify 1/2 inch or 3/4 inch videos.)



Funnel Facts
Public Relations Department
State Farm Insurance
One State Farm Plaza
Bloomington, IL 61710



PEOPLE'S CHOICE WEEK 23 According to Nielsen ratings, Feb. 20-26

| | ABC | CBS | NBC | FOX | |
|---------------------|--|--|---|---|--------------------------------|
| MONDAY | 11.4/17 | 12.7/19 | 14.7/22 | 8.7/13 | |
| 8:00 | 59. Coach 9.2/14 | 26. The Nanny 12.7/19 | 38. Fresh Prince 11.1/17 | 53. Melrose Place 10.3/16 | |
| 8:30 | 85. New Ballgame 6.3/9 | 21. Dave's World 13.8/21 | 51. Blossom 10.4/15 | | |
| 9:00 | 24. ABC Monday Night Movie—Falling from the Sky! Flight 174 13.2/20 | 23. Murphy Brown 13.6/20 | 12. NBC Monday Night Movies—A Woman of Independent Means, Part 2 16.6/25 | 83. Models Inc. 7.0/10 | |
| 9:30 | | 28. Cybill 12.1/18 | | | |
| 10:00 | | 30. Chicago Hope 12.0/19 | | | |
| 10:30 | | | | | |
| TUESDAY | 15.8/24 | 8.8/13 | 14.9/23 | 7.1/11 | |
| 8:00 | 30. Full House 12.0/19 | 49. Rescue: 911 10.5/16 | 21. Wings 13.8/22 | 82. Fox Tuesday Night Movie—Housesitter 7.1/11 | |
| 8:30 | 32. Me and the Boys 11.7/18 | | 20. Mad About You 14.6/22 | | |
| 9:00 | 4. Home Improvmt 18.9/27 | 75. CBS Tuesday Movie—Falling for You 7.9/12 | 6. Frasier 18.8/27 | | |
| 9:30 | 10. Grace Under Fire 17.0/25 | | 15. Frasier 16.4/24 | | |
| 10:00 | 7. NYPD Blue 17.7/29 | | 25. Dateline NBC 13.0/22 | | |
| 10:30 | | | | | |
| WEDNESDAY | 12.9/20 | 10.4/16 | 13.9/22 | 8.6/13 | |
| 8:00 | 46. Sister, Sister 10.7/17 | 69. Rescue: 911 8.2/13 | 41. Dateline NBC 11.0/17 | 34. Beverly Hills, 90210 11.3/18 | |
| 8:30 | 35. All American Girl 11.2/17 | 44. CBS Special Movie—The Hunt for Red October 10.8/17 | 18. Movie of the Week—A Woman of Independent Means, Part 3 15.3/24 | 89. Party of Five 5.9/9 | |
| 9:00 | 17. Roseanne 15.5/23 | | | | |
| 9:30 | 19. Ellen 14.8/22 | | | | |
| 10:00 | 26. Primetime Live 12.7/21 | | | | |
| 10:30 | | | | | |
| THURSDAY | 8.8/14 | 10.1/16 | 21.0/33 | 8.4/13 | |
| 8:00 | 59. Matlock 9.2/14 | 46. CBS Special Movie—Simon & Simon: In Trouble Again 10.7/16 | 14. Mad About You 16.5/26 | 67. Martin 8.5/14 | |
| 8:30 | | | 9. Friends 17.5/27 | 59. Living Single 9.2/14 | |
| 9:00 | | | 2. Seinfeld 22.4/33 | 75. New York Undercover 7.9/12 | |
| 9:30 | | | 3. Friends 20.8/31 | | |
| 10:00 | 72. Day One 8.0/13 | 64. 48 Hours 9.0/15 | 1. E.R. 24.3/40 | | |
| 10:30 | | | | | |
| FRIDAY | 13.0/23 | 8.7/15 | 9.3/16 | 7.8/13 | |
| 8:00 | 41. Family Matters 11.0/20 | 56. Diagnosis Murder 9.5/17 | 63. Unsolved Mysteries 9.1/16 | 90. Tales fr/Crypt 5.6/10 | |
| 8:30 | 44. Boy Meets Wld 10.8/19 | 67. Under Suspicion 8.5/14 | 57. Dateline NBC 9.4/16 | 91. Tales fr/Crypt 5.2/9 | |
| 9:00 | 43. Step By Step 10.9/18 | | | 58. Homicide: Life on the Street 9.3/16 | 54. The X-Files 10.1/17 |
| 9:30 | 35. Hangin w/Mr. C 11.2/19 | | | | |
| 10:00 | 10. 20/20 17.0/30 | 71. Picket Fences 8.1/14 | | | |
| 10:30 | | | | | |
| SATURDAY | 7.7/14 | 10.9/20 | 8.0/14 | 7.7/14 | |
| 8:00 | 80. ABC Saturday Family Movie—The Adventures of Huck Finn 7.6/14 | 38. Dr. Quinn Medicine Woman 11.1/20 | 87. Empty Nest 6.1/11 | 78. Cops 7.8/14 | |
| 8:30 | | 55. Touched by an Angel 9.8/18 | 87. Mommies 6.1/11 | 72. Cops 8.0/14 | |
| 9:00 | | 32. Walker, Texas Ranger 11.7/21 | 64. Screen Actors Guild Awards 9.0/16 | 81. America's Most Wanted 7.5/13 | |
| 9:30 | | 72. The Marshal 8.0/15 | | | |
| 10:00 | | | | | |
| 10:30 | | | | | |
| SUNDAY | 10.0/16 | 17.4/27 | 11.6/18 | 9.3/14 | |
| 7:00 | 51. Am Fun Hm Vid 10.4/18 | 4. 60 Minutes 18.9/31 | 84. Earth 2 6.6/11 | 86. Simpsons 6.2/10 | |
| 7:30 | 28. Am Fun Hm Vid 12.1/19 | 8. Murder, She Wrote 17.6/27 | 69. seaQuest DSV 8.2/12 | 75. Simpsons 7.9/13 | |
| 8:00 | 49. Lois & Clark 10.5/16 | | | 38. Simpsons 11.1/17 | |
| 8:30 | 59. ABC Sunday Night Movie—Dances with Wolves, Part 1 9.2/14 | 12. CBS Sunday Movie—Children of the Dust, Part 1 16.6/26 | 16. NBC Sunday Night Movie—Tom Clancy's 'Op Center,' Part 1 15.8/25 | 66. House of Buggin' 8.6/13 | |
| 9:00 | | | | 35. Married w/Chld 11.2/17 | |
| 9:30 | | | | 46. Married w/Chld 10.7/16 | |
| 10:00 | | | | | |
| 10:30 | | | | | |
| WEEK'S AVGS | 11.3/18 | 11.6/19 | 13.3/21 | 8.3/13 | |
| SSN. TO DATE | 12.2/20 | 11.5/19 | 11.6/19 | 7.8/13 | |

RANKING/SHOW [PROGRAM RATING/SHARE] (nr)=NOT RANKED *PREMIERE TOP TEN SHOWS OF THE WEEK ARE SHOWN IN RED TELEVISION UNIVERSE ESTIMATED AT 95.4 MILLION HOUSEHOLDS; THEREFORE ONE RATINGS POINT IS EQUIVALENT TO 954,000 TV HOMES

YELLOW TINT IS WINNER OF TIME SLOT SOURCE: NIELSEN MEDIA RESEARCH

Telemedia

THE INTERACTIVE WORLD OF VIDEO, VOICE AND DATA

Week

Video Dialtone

Telcos seek \$800 million worth of set-top boxes

Volume VDT buy expected to drive down unit price

By Mark Berniker

When the troika of Nynex, Bell Atlantic and Pacific Telesis issues an order for 4 million set-top boxes for their video dialtone rollout, manufacturers listen.

The order by the telephone companies' still-undefined venture is expected to exceed \$800 million during the next five years.

One of the main reasons the three telcos entered into their wide-ranging alliance last October was to reduce the massive cost of entering the cable television and interactive services market. And they are determined to drive down the price of set-tops by committing to volume production.

"With volume purchases of set-tops, we will begin to influence standards bodies," says Mark Wegleitner, vice president, broadband multimedia network implementation, Bell Atlantic. Few formal standards exist for future-generation set-top boxes.

General Instrument and Scientific-Atlanta are the leading set-top manufacturers and are considered leading candidates for the multi-million-box order. However,



Bell Atlantic's Mark Wegleitner

a number of new manufacturers from both the consumer electronics and the computer industries have entered the fray. They include AT&T, IBM, Apple and Hewlett-Packard. As many as 30 companies are being considered in the "request for quote" that the telcos issued last week.

"The possibility of single supplier exists, and I can't see it being more than three," Wegleitner says.

As part of the request, the telco trio issued several basic requirements for its "digital entertainment terminal," as Wegleitner calls it. These include a "PowerPC-

BellSouth solicits programmers

BellSouth Telecommunications is accepting applications from video programmers interested in participating in the telco's upcoming interactive television trial in Chamblee, Ga. Applications will be accepted through April 3. The trial is expected to begin early next year and will pass 12,000 homes near Atlanta.

BellSouth says it will support video programming from a variety of categories, including "traditional broadcast entertainment such as that delivered by cable TV; customer choice video, including movies on demand; interactive video such as video games; transactional services such as home shopping; and enhanced personal computer and communications services, including access to online services."

Info Superhighway

Broad pact reached at global infoway summit

G7 meeting considers melding of TV, computing, communications

By Mark Berniker

The world's richest nations gathered Feb. 24-26 in Brussels to set out the agenda for coordinating development of the somewhat mythical—and undefined—global information superhighway.

The basic principles of competition and open access were advanced, but the inevitable tension between the private sectors that hunger to build it and the governments that wish to regulate it left a cloud over the conference.

The G7, which includes the UK, Canada, France, Germany, Italy, Japan and the U.S., arrived at a broad joint agreement, which while spelling out many of the key issues, was short on specifics.

"The document stresses collaboration at the highest level in the areas of interoperability, privacy and trust, intellectual property rights, universal access and access to R&D," says Rhett Dawson, president of the Washington-based Information Technology Industry Council.

One of the main divisions to emerge from the conference was the issue of equal access to the global information high-

Continues on page 34

Continues on page 36

Info Highway

Online getting boost from CD-ROM links

Growth of interactive TV seen in new connections

By Mark Berniker

The online and CD-ROM markets are quickly picking up subscribers and consumer interest, but experts agree that the future shape of these markets is unclear.

America Online, Prodigy and CompuServe are the leading online services, but just as the entrenched "big three" are witnessing growth of subscribers and profits, the competitive stakes are rising with the impending entrance of Microsoft, AT&T and others.

Russ Siegelman, general manager of Microsoft Online Services, the keynote speaker at Jupiter Communications' "Consumer Online Service II" conference in New York last week, said the online market is still in its "infancy," with subscribers accounting for only 5% of U.S. households and less than 15% of the homes with a personal computer.

Siegelman said The Microsoft Network is in the beta test phase and will be released in the third quarter of this year, along with Microsoft's new Windows95 operating system.

Microsoft's entry into the market certainly has drawn the attention of the online service market leaders, and Siegelman said there is a need for advertising and transactions fees to provide new revenue streams before online services become a "mass-market phenomenon."

There are now approximately 5 million online subscribers in the U.S. Siegel-

man said there are problems in gauging how users go online and how much time and money they spend on the services. He said there is a need for a "Nielsen equivalent" for the online market.

As Microsoft attempts to make headway into the market, America Online subscriber growth has topped 2 million; the company expects it will reach more than 2.3 million by the end of March. AOL said it is adding 8,000 subscribers each day.

With growing interest in the Internet has come a trend toward the globalization of online services. America Online said last week that Bertelsmann AG will take a 5% stake in the service through a \$50 million issue of new shares. Bertelsmann's investment will position it to become the rival to Europe Online, a group led by AT&T and several European publishers.

The principal beneficiary of increasing consumer access to the Internet has been Prodigy. Prodigy's World Wide Web browsing capability has resulted in more than 250,000 Prodigy members going on the Internet in the past month.

America Online said it will introduce World Wide Web browsing capabilities to its service "within the next 60 days."

But while America Online and Prodigy continue to grow, several other online services are caught in a second tier of services. Last week, Delphi Internet, a subsidiary of Rupert Murdoch's News Corp., announced that it is

restructuring its service, and GEnie, owned by NBC parent General Electric, also is revising its marketing strategy.

Another trend in the online services market is to provide a connection between online and CD-ROM. CompuServe has been in the lead and recently announced its Multimedia Publisher Partnership Program to facilitate links between its online service and CD-ROM products.

CompuServe, which has more than 2 million subscribers, said Cable News Network, Ziff-Davis Publishing, Block Financial Software and IVI Publishing have committed to its program of linking CD-ROM titles with its online service.

Prodigy and America Online are exploring ways to freshen a CD-ROM title, which can become out of date the moment it is published on compact disc. "You can extend the life of a

CD-ROM by going online," said Ted Leonsis, president of America Online Inc.

Leonsis said there are 14 million CD-ROM drives, and he expects there will be more than 30 million by this time next year. On the software side, InfoTech reported that sales of CD-ROM titles grew to 54 million units worldwide last year, up from 18 million a year before.

Leonsis said there is a viable business in online and CD-ROM, and although there is interest in future broadband networks with expansive bandwidth, those systems still are at least "five years away."

Steve Podradchik, president of Medio Multimedia Inc., the producer of a multimedia magazine on CD-ROM, said the production of CD-ROMs and online areas on the Internet will lead to interactive TV in the future. But he could not say when.

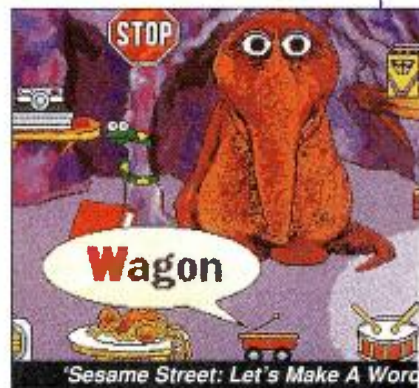
Medio Multimedia said it will launch an integrated CD-ROM/online service called MedioNet, which will contain a hybrid interface with stored content on the CD-ROM and Internet access available by going online. ■

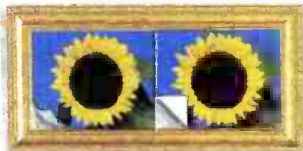
Spring brings 'Sesame Street' CD-ROM

ABC/Electronic Arts Home Software says it will release two *Sesame Street* CD-ROM titles in April. *Sesame Street: Letters* and *Sesame Street: Let's Make A Word!* are multimedia software titles designed for children ages 3 to 6.

The CD-ROMs will feature familiar characters from the PBS series, including Oscar The Grouch, Elmo and Big Bird as well as Bert and Ernie. The titles were developed jointly by ABC/EA Home Software and Children's Television Workshop. The CD-ROMs will first be available for the IBM PC at \$49.95 each, and will be released for the Macintosh at a later date.

—MB





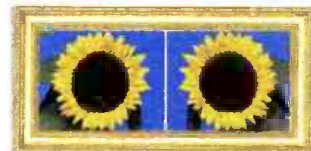
Handles transparencies and cover stock



Directional Size Magnification



Turns business reports into communication masterpieces



Mirror Image



Optional interface makes NC5006 a color scanner/printer



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Color Conversion



Color Balance eliminates guesswork

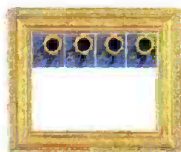


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StarSight licenses interactive guide

StarSight Telecast signed a licensing agreement with Sharp Electronics to integrate StarSight's interactive electronic program guide into Sharp's TV sets, VCRs and TVCRs. StarSight has licensed its guide to 10 different consumer electronics manufacturers, which plan to incorporate its chipset into future TV models. The guide allows consumers to view a week's worth of program listings and to record their selections using a one-button remote control.

INC deploys video dialtone

Integrated Network Corp., a Bridgewater, N.J.-based company, says it has successfully deployed Korea Telecom's video dialtone network. INC says it deployed a video server, set-top converter, ADSL loop transmission, and network-access gateway. The video dialtone system is serving 85 residential customers in suburban Seoul, South Korea. Consumers have access to video on demand, home shopping, video games, educational services and karaoke.

TW picks Tellabs

Time Warner Communications has chosen Tellabs Cable-span's telephony-over-cable system to test the delivery of telecommunications services to residential customers in Rochester, N.Y. TW will test the technological and commercial viability of a two-way, interactive broadband hybrid fiber-coax network.

Cable losing?

A new survey conducted by market research firm Odyssey says that if cable customers are offered alternative service from a telephone or satellite company, they would choose to switch. The study also suggests households with PCs with access to online services and CD-ROM's are becoming less interested in television.

TELCOS

Continued from page 31

type" chip, associated memory ranging from 2-4 megabits of RAM with expansion for 64 MB, and a "moderate level" graphics display system.

The telcos are looking for four different types of set-tops: a basic analog box, a low-level digital box and two "fully interactive digital boxes," Wegleitner says. The request also calls for optional add-ons, including card readers, PCMCIA ports and infrared remote connections.

One of the biggest stumbling blocks to the growth of the interactive television market is the high cost of set-top boxes. The estimated cost of a new set-top is \$500-\$1,000, far too high for network operators or consumers. The answer may be in renting the boxes to consumers for a few dollars per month, Wegleitner says.

The price of the set-tops will have to drop below \$500 before network operators are willing commit to

Huguez to lead DIRECTV New Media

DIRECTV Inc. last week named Edward Huguez vice president of new media and interactive programming. Huguez will be in charge of developing interactive programming and data services for the 150-channel direct broadcast satellite service. DBS uses digital satellite transmission technology to deliver video programming to home TV sets and also offers a return data path through a telephone link.



Edward Huguez

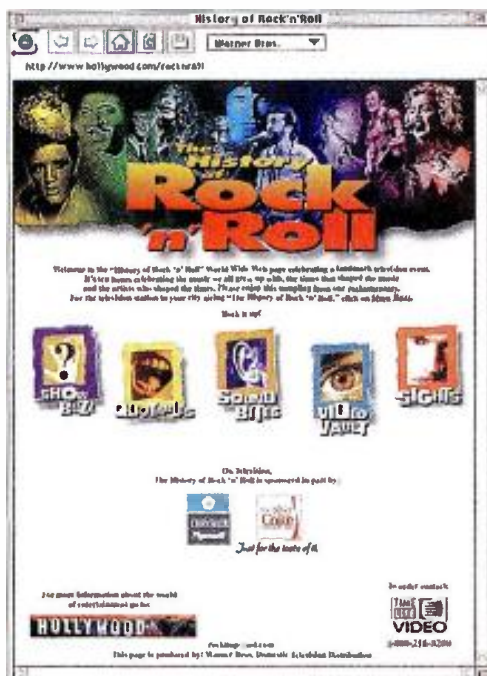
DIRECTV's digital satellite receiving unit has a built-in telephone modem and an external data port, which could be used for data access and interactive programming services such as games, polling and other return-path applications. Before his promotion, Huguez was vice president, programming acquisition, at DIRECTV. Before coming to DIRECTV, Huguez was ESPN's director of affiliate sales and marketing for the western region. —MB

purchases en masse, insiders say. Other estimates put the desired price at \$200-\$300.

However, the next generation of set-top boxes is only one of several key components that the telcos will integrate into their video dialtone platforms. The alliance also will issue "requests for quote" for

video servers, among other components.

Bell Atlantic officials say the winners of the set-top contract should be chosen by late spring. The boxes then will begin arriving in homes of consumers in California and along the Atlantic seaboard beginning next year. ■



Rock 'n' roll finds home on Internet

Warner Bros. Domestic Television Distribution's Prime Time Entertainment Network (PTEN) this week will air *The History of Rock 'n' Roll*, a 10-hour TV documentary. In tandem with the broadcast, Warner Bros. has launched its own area for the show on the Internet's World Wide Web.

The address is: <http://www.hollywood.com/rocknroll>. Online users with access to the Internet can enter the area through Time Life's Pathfinder site; the site also is linked to Hollywood Online.

Online users will be able to view video clip excerpts from the TV program, listen to audio clips from interviews, download photographs, and access other information about the music documentary. —MB

this isn't a REVOLUTION it's part of an EVOLUTION

LIVE VIA SATELLITE

Navigating the New Media

FREE INTERACTIVE TELE-WORKSHOPS

Experience the latest innovations and practical applications

part 1

March 9 2:30 - 4:00 PM EST

Our expert panel will offer an overview of currently available technology including CD-ROM, Online Services and Satellite Fed Interactive services

panelists will include:

Jeannine Parker of the **International Interactive Communications Society**; Rick Van Arnam, **CompuServe**; Peter Black of the CD-ROM developer **Xiphias** and a representative from interactive services provider **NTN Communications**

part 2

March 16 2:30 - 4:00 PM EST

Join our qualified panelists as they discuss how the simple use of technology may add additional revenue streams and make you more competitive

panelists will include:

Paul Lenburg of **ASI Market Research**; Ken Tiven, **CNN**; David Reese of the interactive programmer **ACTV**; Michael Flemming, **Game Show Network**

live demonstrations and
your opportunity to play a interactive game

LIVE SATELLITE FEED INFORMATION

All Satellite Feeds are C Band

March 9 and March 16 2:30 - 4:00 PM EST (Test Feed: 2:15 PM EST)

Satellite: **Telstar 302** Transponder: **6 Vertical** Frequency: **3920** Audio on All Feeds: **6.2 & 6.8 Mhz**

Re-feeds Repeat later same night — early morning March 10 and March 17

Re-feed 3/10 12:15 - 1:45 AM EST (Test Feed: Midnight EST) Re-feed 3/17 12:15 - 1:45 AM EST (Test Feed: Midnight EST)

Satellite: **Telstar 302** Transponder: **6 Vertical** Satellite: **Telstar 302** Transponder: **2 Vertical**
Frequency: **3920** Audio: **6.2 & 6.8 Mhz** Frequency: **3760** Audio: **6.2 & 6.8 Mhz**

Learn how the simple use of new technologies can increase your value to your viewers and advertisers

Discover what current research tells us about the impact existing technologies have on consumer viewing and purchasing habits

Explore how broadcast and cable systems can capitalize on the expanding interest in interactive advertising

Find out how to better utilize new media to enhance business and prepare for the future

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Call our 800 number with your questions and comments and interact live with our panelists (800 number made available during live satellite feeds)

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Calendar

March 14-16—New Media Expo, sponsored by The Interface Group. Los Angeles Convention Center. Contact: 617-449-6600.

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

March 23-24—Cable/Telephone Broadband Deployment Strategies, sponsored by The Information Technology & Telecommunications Division of the Institute for International Research. Wyndham Paradise Valley Resort, Scottsdale, Ariz. Contact: 212-661-8740.

March 31-April 1—Navigating the Information Superhighway and New Media, sponsored by Society of Professional Journalists. Westin William Penn Hotel, Pittsburgh. Contact: 412-392-3987.

April 3—Hollywood in Cyberspace: Staking Your Claim on the Online Frontier, sponsored by Sensational Seminars Inc. Pacific Design Center, Los Angeles. Contact: Nina Steiner, 310-288-3425.

April 4—The Big Picture: The Business of Entertainment, sponsored by *Variety* and Wertheim Schroder & Co. The Pierre Hotel, New York. Contact: Davia Temin, 212-492-6082.

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

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

BROAD PACT

Continued from page 31

way by wealthy and poorer nations. Enormous inequalities already exist in the number of telephones, computers and TV sets in the more advanced economies and that in underdeveloped countries.

Vice President Al Gore attempted to steal the show when he said the U.S. would be willing to open its telecommunications sector to foreign competitors, but only if there is reciprocal access for U.S. companies seeking to tap into markets abroad. It was a challenge to many of the Europeans, whose telecommunications systems are tightly controlled by their governments.

Gore advanced the Clinton administration's guiding principles for both the National Information Infrastructure (NII) and the Global Information Infrastructure (GII), including promoting competition, flexible regulations, open access, private investment and universal service.

Gore addressed concerns that less-developed countries would be left behind once the

richer nations built the infohighway.

"Satellite stations brought medical advice to those tending to the suffering in Rwanda. Radio and TV broadcasts in South Africa promoted the role of voting in a democracy. Wireless technologies are allowing emerging nations to leap-frog the expensive stages of wiring a communication network. For example, in Thailand, the ratio of cellular telephone users to the population is twice that of the U.S.," Gore said.

However, there are concerns even within the western alliance, particularly from France and Canada, that American pop culture and entertainment will dominate in the future.

In Brussels, several interactive services and multimedia applications were sampled, including education and training, electronic libraries, electronic museums and galleries, environment and natural resources, global emergency management, global health-care applications, government online, global marketplace for small and medium-size businesses, maritime information systems, global inventory and global interoperability for broadband networks. ■

FCC to study VDT jurisdiction

By Christopher Stern

FCC Chairman Reed Hundt told local regulators last week that jurisdictional issues involving video dialtone will be on the agenda of a Federal-State Joint Board meeting on broadband technology.

No date has been set for the meeting, but the FCC will release a notice of inquiry on

the issue this summer, said Hundt at the Feb. 28 meeting at the FCC. The joint board includes FCC commissioners and state utility regulators.


Congress preempted state regulation of VDT when it enacted legislation allowing the FCC to license the advanced interactive networks. State regulators say they should be allowed to

regulate VDT networks built within their jurisdictions.

The FCC also announced last week that it will extend the comment deadline until March 21 for a proposal to allow telcos to sell programming on their own VDT networks. The FCC said it was acting on a request from Capital Cities/ABC and NBC. The comments originally were due today (March 6).

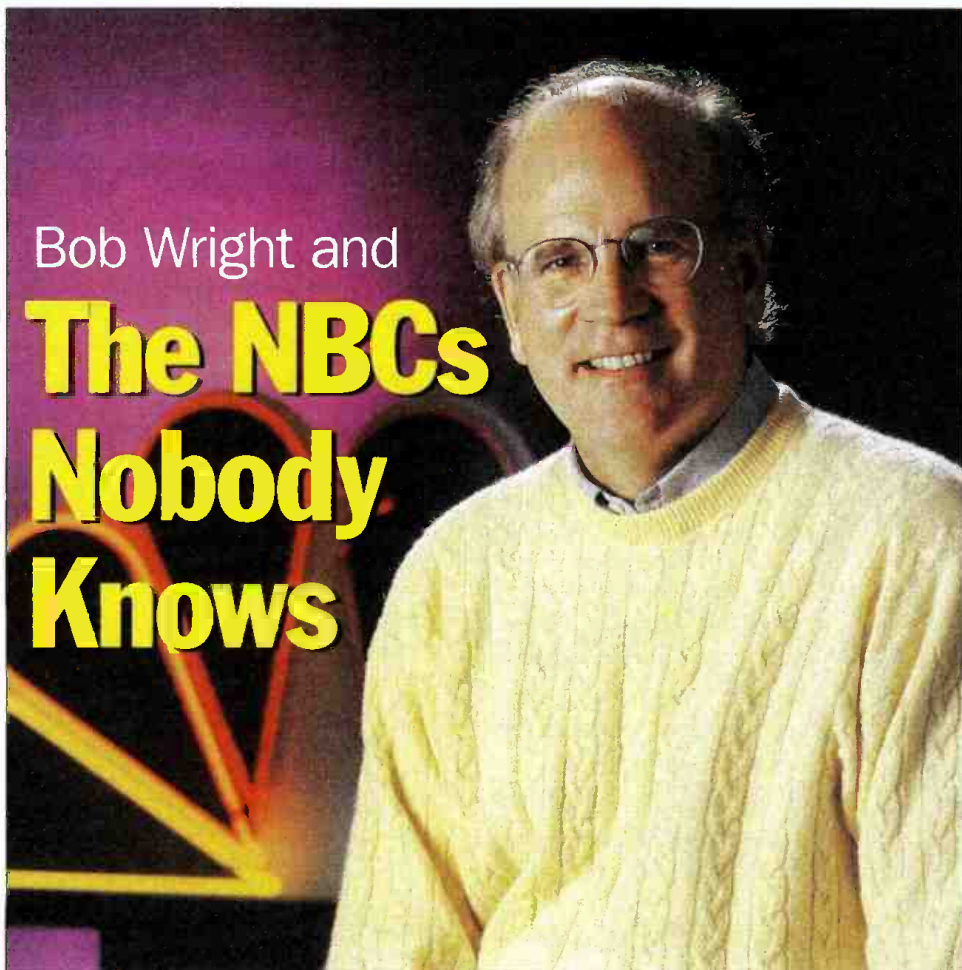
Federal courts have thrown out a ban on telco's selling their programming over their video dialtone networks. The courts ruled the ban was a violation of the telcos' First Amendment right to free speech.

Cable companies are expected to argue that a telco offering video programming should be subject to cable regulation. Telcos say they are common carriers and should not be subject to cable rules such as rate regulation, franchise agreements and must carry. ■



It's a beautiful day on the internet

PBS has launched a *Mister Rogers Neighborhood* home page on the Internet's World Wide Web. The address: <http://www.pbs.org>. The *Mister Rogers* area is linked to the PBS site and other public television web sites. Complete PBS programming guides are available in the area as well as educational program guides with activities for K-12 classrooms and PBS Adult Learning Service. Also, PBS Home Videos and other products can be ordered through the PBS site on the net.



Bob Wright and
**The NBCs
Nobody
Knows**

NBC CEO Bob Wright and his chief lieutenants run a diversified communications giant whose multimedia businesses circle the globe. Not only that, they're here to stay. After flirting for years with the possibility of cashing in by selling out, parent General Electric has decided to stay the course. It may take on a partner, and it's ready to acquire, but the majority interest isn't on the table. At 30 Rock in New York, they're setting a course of steady as she goes.

The prevailing sentiments of the first network company are reflected in this interview with Wright and BROADCASTING & CABLE editors Don West and Steve McClellan. They box the compass of Fifth Estate issues, from multiple ownership to HDTV/flexibility to foreign ownership. On pages 40-41 are profiles of the eight executives with hands-on control of NBC's far-flung enterprise.

How should one view NBC and its several parts in terms of assets and liabilities?

We don't have any liabilities, which is a real asset. We don't have any debt and we don't have any long-term obligations that cause us to be unable to do things, which is a wonderful position to be in.

On the assets side, we have the strength of a successful broadcaster with our stations and with the network. The network is a real asset as we go into a different information age here. We should be a big factor in interactive and online activities—the display and presentation of information—five or 10 years from now.

On the satellite delivery services side, we have a growing and fairly substantial portfolio of assets that has become very valuable. I see NBC and America's Talking being the most prominent because we have a 100% ownership there. The Superchannel in Europe would probably be the next most prominent investment, and we have control and probably about 70% of the ownership there. And in the Far East, we have CNBC-Asia, of which we own 100%, and we will launch an Asian version of the Superchannel over there by the end of this calendar year. So we'll have two services that will have very broad distribution in terms of geography, but still a very immature market, compared with Europe or the U.S.

Then we have our presence with Chuck Dolan and his properties, and we have a number of other properties of which we own respectable amounts—with everything from Court TV through the A&E channel. In total, about 21 different satellite services, in which we have from 100% ownership down to the smallest one at probably 17% or 18%.

What is the total revenue at this point?

When you take all the pieces together, I suppose we're in the \$400 million range. And the stations that basically drive our income are in the \$700 million range. Altogether, we're pressing the \$4 billion level.

So what's it worth on the market?

The only reason that we really pay much attention to that at this stage is when situations arise where we want to use our value in connection with an acquisition of some other asset or if a partnership seems appropriate.

The areas that we probably look at a lot—the nontraditional areas—are the satellite-related services, which probably have a value of about a billion and a half dollars. The rest of the network and the stations have market values depending upon the market. As a company we're probably somewhere in the \$6 billion valuation range.

COVER STORY

Are you more an acquisition target than an acquirer at this point?

No, I don't think so. That phase is pretty much completed, the phase of being a target. We're sort of pointing the gun now, as opposed to defending against one. There were certainly some exciting discussions with Disney and Time Warner, and they had very different bases to the discussions, but neither came to fruition. And that pretty much was the beginning and the end of anything major involving NBC.

And, of course, we had discussions with Turner. The Turner discussions held that GE would prepare to give up substantial ownership in exchange for ownership of Turner. And the proposal that we made to Turner was really very creative and was designed to minimize the amount of debt to the resulting company and maximize the opportunities for synergy and growth. In that case, we would have owned the majority of the company, more than 50%, and Turner would have retained all of his stock position, as would TCI and Time Warner, and we would go forward together without encumbering the balance sheet with a lot of new debt.

The general impression in the industry is that NBC is about to be sold or might be sold or is in jeopardy. Should people get that idea out of their heads?

Yes, that's really history. The Turner discussions clearly put that to bed.

There's a lot of speculation out there even today about the Turner thing still having some spark of life to it. What's your take on that?

I hope so. It's a good fit. We share similar viewpoints. Every one of the businesses is real, actually. You don't find that very often.

Is ours a stabilized industry at this point or are we always on the cusp of some major change in the ownership structure? I mean the telecommunications industry, the major players in television and cable.

No. There will be considerably more ongoing turmoil, if you will. The nature of the business is broadening dramatically. The presence of the telcos as major investors is a big change. And the consolidation of the cable companies is something we've always known was going to happen, but now it's really happening, and so you're seeing a lot of names disappearing.

The ability to participate in this wired and wireless world is going to cause a number of people to feel uncomfortable and a number of people will want to get in, so that you've got the makings of a market all the time. Many broadcasters who branched out into cable are now selling their cable and want to buy broadcasting. Other people are selling broadcasting to get into some entirely different business. I think you'll see a lot of change in ownership structures.

Right now, you have a very hot advertising marketplace—the best we've had in 10 years or more—and everybody's very pumped up about that. The reality is that broadcasters have to fit into this. Going forward, this is very much a wired market, in which more and more of the audience is going to be served through an intermediary. That still is a tough issue to deal with.

"Wired" meaning telephone?

Right. And the telcos don't know anything about 63% penetration; they know about 97% penetration. When you have that kind of mind-set, they're going to have a different approach to it.

At the moment, cable has the majority of connections, but broadcast has the majority of viewing. Is that going to slide? And once it does, what will keep it from going all the way?

For the near term, broadcasting will continue to have the majority of viewing. But that viewing will be more and more supplemented by wired connections. The telcos will be permitted into the full-motion-video-to-the-home business, and the combination of their connections and cable's will mean an increasing percentage of broadcasting programs delivered by wire.

Do you have any idea how high that percentage could get?

It could be significant in the latter two of the next five years. It will be both additive to cable and replacing cable. They will be in a pitched battle for customers. But the reality is that the telcos are not used to hard-wired connections that serve only a few customers. They'll market and price their programming to make it attractive to a substantial number of people as opposed to some elite service.


Is that ominous for broadcasters?

I think it is inevitable. I don't think we should be as fearful of it as we should be conscious of making sure the services we provide are valuable to consumers. It's a matter of what a broadcaster becomes in the community, and what he does with his spectrum.

But as station-owning broadcasters, how are you going to play your cards in terms of advanced television or high-definition TV or digital TV?

We would certainly like the opportunity to offer more simultaneous delivery of programs. I hate to use the word "channels" because it isn't really that. But digital television gives us the opportunity to participate in a way that we can't today.

And we're asking for a spectrum equivalent to what we have today. Basically, we're saying: "Give us an opportunity and we will deliver some very service-oriented, exciting and information-based programming to consumers



"The ability to participate in this wired and wireless world is going to cause a number of people to feel uncomfortable and a number of people will want to get in."

for virtually nothing." And people are saying, "Well, gee, you already have spectrum." But we can't give up the spectrum we have because people don't have the sets to watch digital television today.

We have an obligation to stay with the spectrum we have for X number of years, until there's enough equipment out there to receive the digital packages, at which time we'll give up that spectrum and rely entirely on the digital. There really won't be any loss of spectrum to the government. But it would be a shame if we aren't able to have the transition spectrum. We'd be limited to being a one-program-at-a-time delivery service in a world with hundreds of programs being able to be delivered at a time. That's really the frightening thing here. Going forward, you have to have the ability to have more than one program delivered to a consumer at the same time to be a factor, a major factor.

Do you see a point in the future when broadcast will be competitive with cable in terms of the number of channels and programs?

If the duopoly rule would go away, the dual-network rule, and if you had digital television, then broadcasters could be very competitive with other groups that own lots of different services. I tried to make that point when I was in Washington a couple of weeks ago, and many of the people with whom I spoke were impressed with that; they hadn't thought of it that way. They think of us as a one-channel or a one-program delivery service and we don't have to be that, but you do need that other spectrum to be able to do that.

We, as a company, are capable of programming a lot more than we do today. The reason we're so big in cable is because we couldn't do any more broadcasting. And if you eliminate the dual-network rule, then there are things you could do. So I don't think that argument has begun to be explored. There are more things that could be done.

You've talked a lot about strategic partnerships in the last six months. Do you feel that you need a strategic partnership or is it simply that you want one?

It's a question of looking very opportunistically down the road. You need to have as much scale as possible and we have accomplished all our growth principally by development, doing it ourselves, and that's the hardest way to do it. We are not averse to acquisitions or mergers or things of that nature to get to that growth. The strategic partnership is a way to grow, to have more programming at one end and more distribution at the other.

But our business is not operated on the basis of having to do that; our business is operated on the basis of accomplishing things that are in front of us. But some of us have to look at these other things at the same time. If there's a company or a business out there that really seems to fit with what we're doing, we have to look at it.

Do you sense that there's been a turnaround in the broadcasting business, aside from the fact that ad sales are up?

There's a renewed enthusiasm, aside from the fact that the ad sales are up. And it's driven by the fact that people now sense that the telco situation is a lot further away, that the cable operators are further away from the kind of interactivity that seemed so frightening a couple of years ago.

Now, the question of how far away they are is debatable, but clearly, the amount of money that has to be assembled to get that kind of interactivity and to build out all those cable systems or to bring telcos in has become so large that it has frightened off investors of all types, and everybody has sort of backed down to a more modest meal. And that has given broadcasters a planning horizon that is more attractive than the one we thought we might have three or four years ago.



"You have to have the ability to have more than one program delivered to a consumer at the same time to be a factor, a major factor."

How much credit do you give to Rupert Murdoch for the increase in the asset value of the broadcasting industry?

It depends on whether your values are up or your costs are up too. News Corp.'s interest in being a bigger owner of television stations has certainly helped the industry. Anytime you bring more money into the market, you help the asset base, so I think that's clear.

If you want to look at it another way, you could give some of that credit to Warner Bros. and Paramount. In many respects, it was their announcements that they wanted to get into the network business that caused Fox to be so aggressive to upgrade its station levels and to lock people into longer-term agreements for fear that those stations would become Paramount or Warner Bros. affiliates.

It just seemed to me, perhaps simplistically, that sometime in the last year and a half, everyone looked around and said: "Hey, the broadcast television industry is worth a lot more money than we thought it was," and so station prices started to grow again and people started to pay those prices. And with that, there seemed to be a new enthusiasm about the prospects of broadcasting surviving the wired universe.

That is the perception. It's untested in the sense that we don't have that wired universe here and we can't really go to Orlando and see it in action. I think one of the Bell operating companies made the statement that their frustration is that they can't find a place to test this concept, that it may not be testable. Literally, you have to have everything in place to test the concept.

Are any of your future interests in the area of interactivity?

Not the way cable companies are, because they're really capital-intensive and they're really hardware-oriented. We have to be interactively oriented for our television programming, to the extent that the medium is able to do it,

Continues on page 44



ROGER AILES President,
America's Talking and CNBC

IT HAS BEEN A BUSY YEAR AND A half since veteran TV producer and media strategist Roger Ailes took charge of NBC's wholly owned CNBC and America's Talking cable networks.

In just eight months of operation, distribution of America's Talking has climbed to 11.2 million cable households. And agreements already signed with cable operators guarantee distribution to 36 million

homes by 1999, says Ailes. Although retransmission consent deals went a long way in helping to fuel A-T's growth, Ailes says that more than 1 million subscribers did not involve retrans deals.

On the programming side, A-T this week is expanding its original lineup past its already ambitious slate of 14 1/2 hours a day (see story, page 24). Advertising has grown to include commitments from top sponsors, including Sprint, General Foods and Procter & Gamble. At its current growth rate, it is possible that A-T will turn profitable by the end of its second year, Ailes says.

Meanwhile, NBC's more mature CNBC network also is seeing growth on a number of fronts. Ailes says ad revenue grew 35% from 1993 to 1994; distribution climbed to 51.8 million homes, up 6% from January 1994, and the network's prime time ratings grew 58% from January 1994 to January 1995, according to A.C. Nielsen Co. figures supplied by the network. CNBC scored a 0.3 prime time rating during fourth quarter 1994, averaging 162,000 households.

DICK EBERSOL President, *NBC Sports*

NBC SPORTS WILL AIR MORE THAN 650 HOURS OF programming in 1995, and all but about 3% of it will be produced in-house. The period from October 1995 through July 1996 will be especially intense as the network produces one mega-event after another—the 1995 World Series, the 1996 Super Bowl, the NBA Playoffs and Finals, Wimbledon, the PGA Tour and the Atlanta summer Olympics.

NBC Sports is on a roll. In the past two years, it has made billions in long-term renewal commitments from the National Basketball Association, the National Football League, the Atlanta games, Major League Baseball and a host of other events.

Despite the costs, NBC Sports President Dick Ebersol has pledged to keep his division profitable. "Our profits in 1994 equaled the losses in 1990, which was not a good year," says Ebersol.

But future rights negotiations will be riskier, Ebersol thinks, because of what might be termed "the Fox factor"—where an entity views a sports franchise as a loss leader that can build overall asset value. It's a strategy he says NBC won't employ.

While Ebersol stays focused on the domestic side of NBC Sports, other executives are addressing international opportunities—most notably Superchannel, the NBC-owned pan-European satellite service.

Tomorrow (March 7) marks 500 days until the start of the Atlanta games, and coverage plans are well under way. But unless Ted Turner strikes a merger with NBC, the network won't have a cable partner for the games. "Our partnership is with our affiliates," says Ebersol.

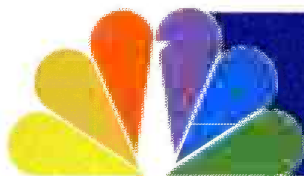


NEIL BRAUN President,
NBC Television Network

"TRIAL BY FIRE" APTLY DESCRIBES NBC Television Network President Neil Braun's first days at the network. Braun assumed his current post the same week last May that Fox and New World Communications announced their historic alliance, throwing the business of network-affiliate relations into chaos. Nine months later, the network has emerged from the affiliate turmoil in good shape, having renewed stations covering about 75% of the country with five- or 10-year agreements.

Looking ahead, Braun says the key challenges for NBC, as a television company, are to lock in access to the top program creators and packagers and to distribute product to viewers in the most efficient manner possible. "The rest is tactical," he says. Beyond that, Braun thinks the network increasingly must find ways to tap into consumer dollars. Asked how a possible alliance with Turner Broadcasting System might affect such plans, Braun says it would further them: "The beauty of a TBS combination is you have duplicative cost structures but not duplicative businesses."

At its core, NBC is in the "video-to-home business," says Braun. "As a network you have a huge competitive advantage. You can draw a huge percentage of the audience to sample a program that has no real life other than the promotion you gave it."



THE WRIGHT

ANDREW LACK President, *NBC News*

NBC NEWS PRESIDENT ANDREW LACK IS JUGGLING A LOT OF BALLS these days. In addition to managing the core programs that drive the division—*Nightly News with Tom Brokaw*, *Today*, *Dateline* and *Meet the Press*—Lack spends a good portion of each day focused on Superchannel, the pan-European satellite service. NBC owns it, and Lack is responsible for programming a large part of it—with original information programs and off-NBC news product. Lack also is involved, with other senior NBC managers, in plans to create an Asian version of Superchannel.

Beyond those two key areas of management, Lack devotes a good deal of his time to what he calls the "blue sky" part of his job—developing ideas and strategies that might be implemented in the not-too-distant future. They give a sense of where Lack hopes to lead his division. Ideas on the drawing board include a 24-hour news service—be it cable, DBS, or perhaps even a venture with NBC affiliates and the NBC News Channel. "I [think that] in the next 18 months we will have it worked out."

Another item on the longer-term agenda is the possibility of somehow integrating the nightly Brokaw newscast with local affiliate newscasts. "At this point, it is nothing more than an idea I have raised with some general managers and news directors as I explore the relationship between hometown and national news." Other ideas being explored: a noon newscast and an expanded *Today* program.





WARREN LITTLEFIELD
President, *NBC Entertainment*

IN LISTING THE ATTRIBUTES OF Littlefield, a career NBC executive, perseverance and a tenacious will to succeed would have to be at the top of the list. During his tenure at the network, Littlefield has co-piloted the network's history-making reign during the 1980s and is now the network's chief programmer during its resurrection after the decline of the early 1990s.

He has prospered and survived in a job known for burning out and tossing away its occupants. His most recent success was NBC's surprising and convincing February sweeps win, its first February victory since 1990. "I'm pleased because so much of our sweeps victory came from all over—sports, news, long-form, specials and from episodic," he says, giving credit to various departments. With an eye toward returning the network to the number-one spot, especially "number one in the 18-to-54-year-old demographic," Littlefield says NBC will be displaying a competitiveness that was lacking during its last stay at the top. "We want to continue to be aggressive in our scheduling. For many years we were the network that others made moves against. Our strategy is to constantly look at the landscape and determine our strategy," he says. For the short term, Littlefield says the network will launch "another night of must-see TV, but not necessarily a night consisting of four comedies and a drama."



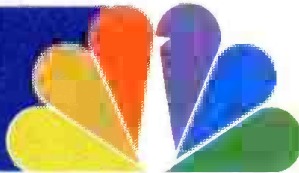
DON OHLMEYER President,
NBC West Coast

IN 1993, DON OHLMEYER TURNED his back on a successful independent production company, Ohlmeyer Communications, to assume the newly created position of president, NBC West Coast. At the time, the network was languishing in third place without much light visible at the end of the tunnel. Since then NBC has risen to a strong number two in households and an equally strong second in demographics.

Despite the success, Ohlmeyer's goal for the network remains what it was when he came aboard: "Clearly, our plan is to be number one," he says. "We set out on a three-year plan, and we're pretty much on schedule." He predicts that the network will be ready to assume the top spot next season and says that were it not for ABC's telecast of the Super Bowl, "we'd be in a dead-heat now."

Perhaps lost amid the hoopla of NBC's rise from a weak third place to a strong and growing second, says Ohlmeyer, is "that in the past 18 months, we've launched three breakthrough hits in *Frasier*, *ER* and *Friends*. That is indicative of the talent we have here." With the prime time fortunes of the network on the mend, Ohlmeyer can focus more of his attention on another aspect of his job. "We try to spend about 20% of our time looking at new business opportunities," he says, adding, "We can't stand pat. We're looking at getting into video distribution and the production of programming other than entertainment. We've also got the best advertising and promotion department in the business. How can we put those resources to work for other people?"

TEAM AT NBC



JOHN ROHRBECK President, *Owned TV Stations and Daytime*

IS THERE A NEW SOAP OPERA IN NBC'S FUTURE? IF John Rohrbeck, president of owned stations and

daytime, has his way there will be. "That's my next objective," Rohrbeck told *BROADCASTING & CABLE* last week, indicating a target date of fall 1996. By adding a new soap (and deleting one of two current morning talk shows—*Leeza* and *The Other Side*—Rohrbeck hopes to bolster the struggling NBC daytime lineup by playing to its strength.

When Rohrbeck was promoted to president of NBC's O&Os three years ago, he was one of the more vocal critics of the network's daytime performance. A year later, with little improvement in the daypart, NBC President Bob Wright added daytime to Rohrbeck's responsibilities. The network still is in third, although Rohrbeck points to some recent demographic growth for the network's two soaps, particularly among young women. "The big difference between managing daytime and other dayparts is clearances," says Rohrbeck. "That is something we have little control over, and it's a difficult situation."

Meanwhile, Rohrbeck has challenges in his other area of responsibility—the owned TV stations. A big priority is overseeing the switch of stations in Philadelphia, where NBC will move from KYW-TV to WCAU-TV around midyear. Beyond that, says Rohrbeck, "we're looking to maintain the momentum we have in audience, ratings and profits. Nineteen ninety-four was a very strong year, and we expect this year to be equally strong."

TOM ROGERS President, *NBC Cable and Business Development*, and Executive Vice President, *NBC*

NBC IS NOT YET SHOWING A PROFIT FROM MUCH OF ITS INTERNATIONAL and new-business development, but Tom Rogers says the large portfolio he has assembled during the past five years will prove to be full of valuable assets in the long term.

"NBC largely does not get the credit it should for going from a single-line broadcast company to a global networks company," says Rogers. "It's a major transformation in a short period of time."

About 75% of NBC's nonbroadcast investments are in cable TV programming. The network's cable holdings domestically include CNBC and America's Talking as well as part ownership of A&E, The History Channel, Prime SportsChannel Networks, Bravo, American Movie Classics, Independent Film Channel, Court TV, SportsChannel New York and more than a half-dozen regional sports and news channels.

Internationally, NBC paid \$23 million a little more than a year ago for its biggest overseas endeavor, SuperChannel, a pan-European satellite service now reaching 65 million homes.

Roughly 10% of NBC's non-broadcast business is in new-media activities, including NBC Desktop Video, a fledgling multimedia business—news feed service, and part ownership in San Jose, Calif.-based Interactive Network.





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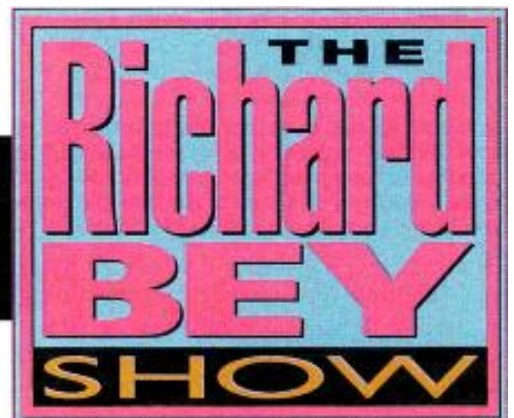
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| BN | WSBK | 12N | + 300 | + 200 |
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Continued from page 39

because the merger of the film business with the game business over the next five years is going to drive interactivity. And while I don't think that's something we will do, we'll have to do some of it.

You're getting into the film business, or will have the opportunity to do so this year, through elimination of the financial interest rules. How will that change the fortunes of NBC?

Our primary goal is to have some degree of control over programming we put on the network. And the reason we need that more than we did in the past is that, as audience shares go down, the cost of building a show to the hit level is increasing. Therefore, you're more vulnerable than ever if you potentially lose that hit. So you need to have more assurances that you can retain that program in its success period. The fin-syn issue is really driven by that.

Could this lead to a strategic partnership with a studio?

It could, although, quite frankly, that era seems to have ended. The studios are rapidly changing. They're still wedded in many respects to the thought processes of the '60s and '70s, the animosities of "They do that, we do this." But it's ending. Katzenberg and Co. has changed a lot of that.

Come this summer, probably, and next spring—because the bulk of the fin-syn moves are terminated in November this year—you'll see lots of companies entering the first-run business and whatever. It will all be quite different.

Do you have an interest, vested or otherwise, in the repeal of PTAR?

Yes. I don't see the relevance of it at all. The one thing the commission should do is just look at it today and say, "Before you even say whether you like it or not, did it achieve the purpose for which it was intended?" It didn't, so that would be the first reason you'd say you don't want it. Then you'd say, "Well, OK, it didn't do what it was supposed to do, but did it do something else of value?" And the answer is, it probably didn't do that either. These things are awfully difficult to get off the books because you've always got the constituent that is benefited by them who will lobby hard.

In recent weeks, the broad deregulation for broadcasting has changed from a possibility to a probability. That prospect appears to have panicked the broadcasting industry, most conspicuously in the area of the multiple ownership. How would you counsel the industry to proceed?

The industry is more or less guided by individuals who have multiple investments. They would like to have a lot more, but they don't want to see groups that are bigger than they are have more. And they hope that the people at the bottom won't get any more. So you've got the people

in the middle running that show, and their self-interest is in trying to have deregulation that benefits them and hopefully doesn't benefit other people.

Is it possible for you to project what might happen with the networks in a world in which there was 100% freedom of ownership? Would you buy 100% penetration of the country if it were possible?

That's a lot like the issue of ownership of programming the network 100%. You don't need to do that. But you certainly would look at attractive opportunities that came up, and if they fit what you needed, you'd certainly be in there bidding. The object of having 100% isn't all that important. You'd be tying up an awful lot of capital and, you know, you can't do everything at the same time.



"We have to be interactively oriented for our TV programming... because the merger of the film business with the game business over the next five years is going to drive interactivity."

I have a theory that broadcasters should beware of fractionalizing their market, that the great value of broadcasting is that it's got 70% or 60% or 50% of the audience at any given moment with one program. And if it starts competing against itself that it would lose the mass medium aspect of broadcasting. Is there any merit to that line of thinking?

If you're just offering the same kind of programming, I would agree with you. But given flexibility, there would be opportunities to break up your spectrum, to offer other services at the same time you're delivering your principal program. For example, if you were

watching a news report and it concluded, and you really had an interest in it, a number of people might want to stick with it for another few minutes. And if you could offer that opportunity to them on another channel, that would be attractive. We can do that now, but we just don't have the video capacity. And cable wants to do that; satellite services want to do that.

How do you feel about HDTV itself?

I'm in the digital camp. The digital picture is a better picture than the picture that we, as broadcasters, can provide today. And the digitization of the spectrum gives us more flexibility to provide services, in addition to the picture, and that's a benefit.

The HDTV concept that utilizes all six megahertz to make a better-appearing picture is less attractive than the benefits the consumer and the broadcaster get from digitization. And pursuing HDTV as an objective by itself, requiring you to have entirely different production techniques and cameras, I don't think that's working. I thought it was the right thing to go after. It may have chopped five years off the development of digitization because people were competing to deliver a better picture.

We just have to make sure that Congress doesn't see it as a withdrawal, because it isn't that at all; it's a better idea that came along in the process, and we ought to look at it that way and embrace it.

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There's been a lot of turmoil this year in affiliate relations. What's the bottom line?

It has been a wrenching experience, facing the loss of a relationship that you've had for years and then not having anyplace to go and all that. That's been wrenching. And having to write these huge checks with a revolver to your head, that's not pleasant.

The result of it all, however, is probably a good thing because we now have established a contractual relationship that will last for many years. And a lot of the uncertainty on the part of the network and the affiliate in terms of worry, constant worry about the network's going to do this or that, are they going to go away, are they going to support these kinds of programs a lot of that has gone away. Because we have so much at risk and they have a right to expect that we basically guarantee the delivery of programs for many, many years, and we're paying a lot of money in advance for their transmission of these programs. So if we don't deliver them, we've ruined our own bargain here.

I think most of the affiliates feel it's taken a lot of pressure out of the relationship. That allows for this renewed enthusiasm for broadcasting, and it gets us through the very period that we're all so worried about, which is the transition to cable and telco.

What's going to happen 10 years out? Do you anticipate saying, "My God, here we go again"?

You might. I mean, that would be the wonderful thing, if we went through this all again, the assumption being that we're all prosperous enough and we're all confident enough in the delivery system and in our ability to reach viewers. It would be a good news/bad news situation.

The worst case is where neither one of us wants to go through it because there's not enough value there. If the former is my biggest worry, I'll take it.

What is your biggest worry?

The biggest worry is our ability to continue to attract a disproportionate-size audience for our broadcast stations versus other means of gathering audience. One of the attractions that we have, and you alluded to this in your comments, is that the new services that are coming on, the new programs that people will have a chance to view in their homes, are going to have to be pretty specialized. None are going to have large audiences. And that gives us the ability to feel comfortable.

So for a national advertiser we are much more attractive than trying to come up on these other services. They'll do both. They'll want the other services for specialized approaches. But for major periods of retailing, for introducing new products, for launching new concepts or things like that, we can be healthy for a long time with advertising support as really our only source of income.

But if we're only getting a 5 rating five years from now and there are four or five cable services that are getting 4 and then there are 20 that are getting 3, then we've lost our differentiation. And that's the real battle, to make sure we can keep ourselves at a 12 versus others at a 1 or 2.

So how are you doing that?

Not perfectly. But one of the things we're not doing is introducing programs designed for a niche audience. You know, we're shying away from some very near term, intelligent concepts that [could] be pretty profitable, but which would drive us down the road to that niche audience. We've kind of locked ourselves in. We want programs on the air that are going to attract a lot of people, and we have to figure out how to pay for those programs. But we'll go to niche services for smaller audiences, and we'll stay on the network with programs designed to get large audiences. It doesn't mean that they always work, but they're designed to do that.

The one area where you seem to be sort of not delivering to a disproportionate audience is in daytime, by most accounts. Have you considered not doing daytime anymore, giving the time back?

It's certainly very frustrating; it's the toughest challenge we have from a programing standpoint. The reason is because we have lost the ability to have our programs carry the pattern, and that's a real

problem. When you introduce a new program now, it's all over the daytime schedule, so it doesn't derive the strength from the program that you have immediately in front of it or immediately after it. And your affiliate is making the choice as to what goes in front or what goes after, and if the affiliate senses the program is weak, then the program may never get strong because it may just get looped into the schedule at a weak spot.

You know, if we have a good program at the network, we generally won't put it in a weak position, unless we feel the program isn't ready. If we feel a program is ready, we're not going to put it in a weak position because it's hard to generate the kind of promotion that you need to get it up. We'll start it in a strong position and we may move it into a weaker position when we think it's strong enough to compete there.

But if you put a program on in daytime and it pops in one market at 9 o'clock, another market at 10, 11, 12 and so on all through the day, then it's very difficult to build up the kind of audience that we need to differentiate ourselves from both syndicated programing and cable.

Do you think the two new networks will have any significant impact on your having a disproportionate share of the audience?

I don't think so, not at this stage. The Warner Bros. network so far appears to be only a marginal increase in viewership



"But for major periods of retailing, for introducing new products, for launching new concepts, we can be healthy for a long time with advertising as our only source of income."

for the stations that are carrying it versus what they had in there before. The Paramount network is too early to tell because it seems to be pretty much a function of *Voyager* itself, which is a good program, as was the predecessor and the predecessor before that and the predecessor before that. So it certainly is a positive, I mean it's not adding audience, but I don't see it as any major issue right now.

What's going to happen with the Fox foreign ownership situation before the FCC, and what is your present interest in all of that?

We are encouraged that the FCC has announced rule-makings into both the foreign ownership and the attribution matters that concerned us, and that led to the oppositions we filed in the SF Broadcasting case. Once they took over that responsibility, we could stand down.

The issue is establishing what the rules are. Whatever they are, they should apply to all of us. Clearly, we want to understand what the ownership rules are, and if the FCC has a different view of that from the way they've historically looked at it, tell us and put it in black and white so that the rest of us can either enjoy the benefits of it or live with the burden of it.

If a new rationale should come out of the commission, would it affect the sale of NBC to a foreign entity?

It could affect the investment levels. It certainly could affect the whole industry from the standpoint of partners in different markets and people who would like to come into business. I mean, you know, besides Sony and Mitsuhsita, which seem to have their plates full, there are lots of other companies. There are people like Bertelsmann who have enormous appetites for programming and for ownership that you could argue would be interested in coming into the United States but don't want to come in and be a battered third party. I don't have a problem with that.

We've gotten to that point, have we?

I'm not soliciting it, but I'm saying there are a lot of fine multinational media firms. But the reality of it is, when you get into it that closely, Congress is going to conclude that there are a lot of very strong barriers to entry.

I understand you had an option to participate in the MSG deal, but opted not to. I was wondering why. Are you still intrigued at all by the home shopping business? And Superchannel Europe/Asia, how important are these things in the strategic mix now, as opposed to five years from now?

They're very important to us five years from now, and it's very important we do them today to get to five years from now. And that's the hardest thing you do because you're in a situation where you're in a loss position now. You never want to be in a loss position, but you have to invest your money; if there's nothing to buy, you have to invest in growth and you have to keep on track four or five years

from now so that you have something five years from then. So those are probably two of the biggest strategic things we have in the company, Asia and Superchannel, Europe. Madison Square Garden is a wonderful group of assets. It's just complicated for us. We already have a lot of relationships with Cablevision, we would not be in a controlling interest. It's a complicated structure, and we haven't excluded an opportunity to participate; we just haven't concluded that we feel comfortable with it yet.

OK, and home shopping?

The problem with home shopping in general is that it gets to this issue of small audiences versus large audiences. I think home shopping is a great idea, it's a great business, but the pure home shopping is a very small audience that's very attentive. I don't want to create situations that tend to reduce the scale of the network rather than increase it. So it's great on cable and it's great offline. We have fooled with the concepts of trying to have broad-based-appeal shows that have shopping elements, but you always get to this fish-or-fowl issue.

So we will continue to look, and you will see more shopping elements on certain kinds of programs that everybody puts out as people try to plug into the consumer's willingness to purchase through television. But I don't

think the hard-hitting home shopping shows will be on NBC any-time in the near-term future.

I realize this goes back to an earlier part of the interview, but will a major acquisition by NBC be the signal that NBC is off the market?

That signal was given to Turner. They wanted to buy us, and we said no. Both Jack Welch and I have said GE wants to retain majority control over NBC. I don't know how you get a clearer signal than that.

But that's not the last acquirer of choice out there. And even the Turner talks resume periodically.

As I said earlier, Turner has all the right synergies. We were willing to buy. We weren't willing to sell.

Let me put it this way. I think the scale of the business going forward and the dynamics of television in the home, which is the business we're in, are huge. And in the next five years there will be elements that we're not in that are going to be bigger than where we are today. And the excitement is trying to participate in those, the relationship with computers, the relationship with the investment that people are going to make in their homes, whether they be satellite or CD-ROMs or basically buying computers because of the television capabilities, as opposed to the computing capability. All of that is very exciting, and GE's basic conclusion is that this is no time to bail out of that option. ■



"We want programs on the air that are going to attract a lot of people, and we have to figure out how to pay for those programs."

NAB radio board to support Hill dereg

Radio station owners feel that the current rules discriminate against them because cable and telephone companies do not have similar ownership regulations

By Donna Petrozzello

Radio group owners and members of the National Association of Broadcasters radio board of directors agree that repealing radio ownership rules will help the industry.

In a telephone conference call last week, NAB President/CEO Edward Fritts and radio board members voted to support draft legislation proposed last month by Senate Commerce Committee Chairman Larry Pressler (R-S.D.) that calls for, among other things, the repeal of radio ownership rules.

In a statement issued last Thursday, NAB radio board members said they "will support proposals to eliminate all rules that limit the ownership of radio stations."

Duopoly ownership rules established by the FCC two years ago limit ownership to two AM and two FM stations in markets of at least 15 stations, and set an ownership limit by any one group at 40 stations; in markets with fewer than 15 stations, owners may own two AMs and one FM, or vice versa, but not two stations of both frequencies. Group owners in large and small markets say the rules are prohibitive and stunt growth in the industry.

"There is a strong feeling in the industry that duopoly has allowed some companies to get the attention of financial backers and advertisers and has hyped interest in the industry," says Emmis Broadcasting Chief Executive Officer Jeffrey Smulyan, who supports relaxed ownership rules. "As we consolidate, it makes us more professional, and that leads to higher asset values."

Group broadcasters argue that the rules discriminate against radio because the cable television and telephone industries are not governed by similarly limiting ownership rules. Removing the ownership barriers

would help place radio on par with the competition for advertising revenue, broadcasters say.

"I think radio companies have to be able to effectively compete with the cable and telco industries," says Group W Radio President Dan Mason. "And to have regulations on radio that these other industries don't have complicates radio's long-term growth prospects."

Others say the rules were useful when there were only 1,000 commercially licensed radio stations in the U.S. but are archaic today, when there are more than 10,000 commercial radio stations.

"It is hard to watch two companies in cable dominate an entire landscape and then feel that if I own four FMs in Los Angeles, I will dominate that market," Smulyan says. "The rationale for these rules is gone."

Also backing the NAB radio board on deregulation is the Radio Operators Caucus, a group of primarily large-market radio group owners who meet quarterly to discuss common concerns. ROC Chairman and Emmis President Steven Crane says the group later this year may join forces with the NAB to lobby Congress in support of Pressler's bill.

Deregulating radio ownership may be most beneficial to owners of stations in small and midsize markets. These markets were flooded with additional FM signals in 1984 after the FCC added 689 new FM stations to the spectrum, primarily in smaller markets.

The move doubled, tripled and even quadrupled the number of FMs in some small markets without



"The rationale for these rules is gone."

**—Jeffrey Smulyan,
Emmis Broadcasting**

changing ownership limits. Since then, small-market operators have struggled against each other for limited advertising revenue.

John F. Dille, chairman of Federated Media in Elkhart, Ind., which owns 12 stations in small and medium markets, describes the FCC action as "a disaster" and supports deregulation. Dille says that increasing ownership limits in small markets would weed out less interested broadcasters and give groups the opportunity to make money with small-market stations and offer more local programming.

"It [would] allow the remaining broadcasters to offer a diversity in programming because they [would] presumably then be financially viable," Dille says of looser ownership rules. "It [would] give the owner the ability to foster fledgling formats. I see no harm and great help in, at the very least, relaxing the rules."

Given the NAB decision, many radio owners say they are comfortable with NAB representing their support of deregulation to Congress.

"I am confident the NAB will support what radio broadcasters want because it has been their history," says EZ Communications President and Chief Executive Officer Alan Box. "The radio board of directors is a group focused on what radio needs, and they have a loud voice."

"My sense from the NAB is that they're comfortable representing the views of radio as separate and distinct from television," says Broadcasting Partners Inc. Vice Chairman and Chief Operating Officer Lee Simonson. ■

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Public radio's worst fear: 'Zero funding means death'

Noncommercial broadcasters having hard time looking on the bright side as Congress considers funding cuts

By Donna Petrozzello

As congressional leaders consider slashing federal funding to public broadcasting, public radio broadcasters say the loss of funding ultimately could dismantle their programming.

At larger public radio stations, including WNYC-AM-FM New York and KNOW(AM) and KSJN(FM), both Minneapolis/St. Paul, federal funding through the Corporation for Public Broadcasting can constitute almost 20% of the overall operating budget. However, many smaller public radio stations rely more heavily on CPB funding, which can account for 35% of the budgets.

Ginger Sisco, vice president of marketing and community relations for Minnesota Public Radio, says MPR received \$2.6 million from CPB last year, 13.4% of the group's budget. "To lose that money would be a major impact on us," Sisco says.

Most of the funds MPR received from CPB went to stations' overhead costs, program production costs and the cost of acquiring programming for MPR affiliates from National Public Radio and Public Radio International, Sisco says.

"There's no question that losing CPB money would make it difficult," says John Platt, director of marketing and communications at WNYC. CPB grants made up 18% of WNYC's operating budget, Platt says, which amounted to \$6.2 million last year.

Platt says WNYC spent the bulk of grants it received from CPB to produce the stations' local programs and to buy programming from NPR. Last year, WNYC spent \$580,000 to carry NPR shows including *Morning Edition*, *All Things Considered* and *Talk of the Nation*, he said.

The future of public broadcasting was dealt a serious blow last month when the House Appropriations

Committee labor subcommittee agreed to cut CPB's budget 15% in 1996 and 30% in 1997. The full committee was expected to follow suit.

Meanwhile, speeches by Speaker of the House Newt Gingrich (R-Ga.) describing public broadcasting as "an elitist enterprise" have sounded a call to action among public radio officials to protect their programming.

National Public Radio President Delano Lewis says the subcommittee's decision would repeal \$47 million of CPB's total \$312 million budget for 1996 and \$94 million of its \$315 million budget for 1997. He now fears those cuts voted on by the subcommittee may lead Congress to completely eliminate funding to CPB beginning in fiscal year 1998.

"For many public radio stations, zero funding means death," Lewis said after the subcommittee vote. "Last night's action by the subcommittee put public broadcasting squarely on the road to zero federal funding. Though only the first step in a long process, it was clearly a step in the wrong direction."

A relatively small percentage of NPR's budget, about 3%, is composed of CPB funds, Lewis says. However, if stations have to scale back their expenses because of CPB funding cuts, NPR "could be in jeopardy" if its affiliates can no longer afford to purchase their programming, Lewis says.

"It's clear there probably will be funding cuts, and we'll have to do some balancing in our budget," Lewis says. "Listeners can't make up the

whole difference, and neither can expanded sponsorship."

Likewise, Minnesota Public Radio produces its own shows and syndicates them to its 28 affiliate stations in return for "carriage fees" the stations pay MPR. Sisco says: "Selling shows to public radio stations is one of the ways that losing CPB funds could have an additional impact on

us. It could greatly reduce the carriage fees to a point where it could show in the production values of a specific program."

Sisco says executives with Minnesota Public Radio and its station affiliates are "working very hard to convince representatives in Washington about the value of the Corporation for Public Broadcasting."

Platt adds that cuts in CPB funding could affect independent producers of public radio

programming whose grants and donations from public and private corporate sponsors depend on the amount they receive from CPB. "Every one dollar in federal funding for public radio leverages \$5 in other funding from corporations and helps draw legitimate sponsors," Platt says.

In a recent memo to general managers at public television and radio affiliates, several public broadcasting executives described the House debate over whether to continue federal funding of public broadcasting as a "proposed takeover of public broadcasting's local stations by commercial organizations."

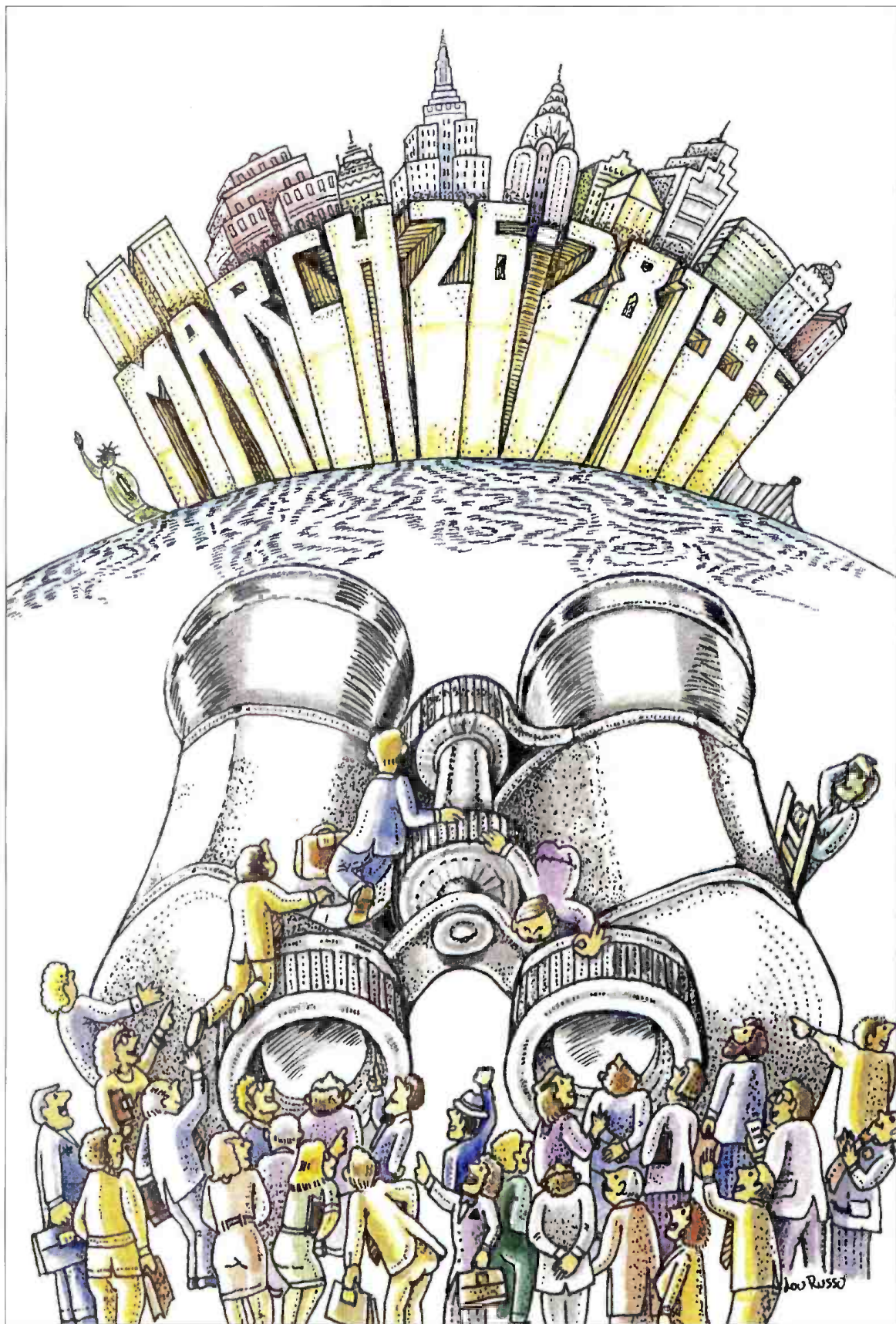
"Let us be clear about the ultimate objective of such a discussion," the executives wrote about the debate in their January memo. "It is to pull public broadcasting into the commercial arena and ultimately dismantle the system."

The memo was signed by Lewis; Stephen Salyer of Public Radio International; Gerald Baliles and Ervin Duggan of PBS; Henry Cauthen of CPB, and David Brugger of the Association of America's Public Television Stations. ■



NPR President Delano Lewis thinks that congressional cuts to CPB's budget are 'clearly a step in the wrong direction.'

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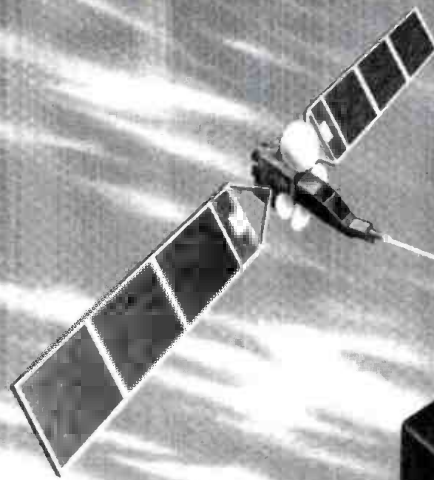
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Cable clustering makes for active market

Virtually all top system operators make or consider deals during past year

By Rich Brown

The rapid consolidation of the cable system business continues as two more multiple system operators—Chronicle Publishing and Multimedia—appear to be joining the trend.

Like many midsize cable system operators, San Francisco-based Chronicle has been looking to sell its cable properties, which serve more than 300,000 subscribers in California, Hawaii and New Mexico. And top MSO Tele-Communications Inc., which is looking to build system clusters, is said to be interested.

Meanwhile, Multimedia last month retained an investment banking firm to explore a possible sale, merger or spin-off of its operations. Systems representing another 400,000 subscribers could be up for grabs.

The past year has been particularly active for cable-system trading as more and more MSOs realized that in the face of reregulation and unprecedented competition, bigger is better.

Virtually all the top MSOs made a

Cable's top 10

| Company | No. of subs |
|---|----------------|
| Tele-Communications Inc., Denver | 14.7 million** |
| Time Warner Cable, Stamford, Conn. | 11.5 million |
| Continental Cablevision, Boston | 4 million |
| Comcast, Philadelphia | 3.4 million |
| Cox Cable Communications, Atlanta | 3.2 million |
| Cablevision Systems, Woodbury, N.Y. | 2.6 million |
| Adelphia Communications, Coudersport, Pa. | 1.6 million |
| Jones Intercable, Englewood, Colo. | 1.3 million |
| Falcon Cable TV, Los Angeles | 1.1 million |
| Sammons Communications, Dallas | 1.1 million |

Source: MSOs, as of Feb. 21. Totals include subscribers from partially owned systems as well as those from pending deals.

**Excludes 1.1 million subscribers from pending deal with Viacom

deal in the past year, or are considering one. And the deal-making is expected to grow as banks increasingly become willing to lend to media firms, according to a recent survey of media and financial organizations conducted by AdMedia Corporate Advisors, a New York-based investment banking and strategic advisory firm.

"Large-scale clusters like these improve the growth prospects not only

for our core cable business and in advertising sales, but in the telephone business and future interactive services," said Time Warner Chairman Gerald Levin, describing the company's consolidation strategy last fall.

"You have to become part of a larger entity," says Providence Journal President Trygve Myhren, commenting on his company's plans to merge with Continental Cablevision. "Size economies are enormously important to be able to deliver the range of services consumers want at prices that are going to be competitive."

Whatever happens in the year ahead, the consolidation that began last summer has contributed to significant subscriber growth for the nation's largest MSOs (see chart, preceding page). Most of the bigger deals have been priced at \$1,800-\$2,000 per subscriber, representing a multiple of about 10 times cash flow. Cable-system brokers say that cash flow figure is constant with system

Network '94 earnings top \$9 billion

Despite losses in the fourth quarter of last year, the Big Three networks' 1994 revenue grew by 6%, to \$9.29 billion, according to figures compiled by Ernst & Young for the Broadcast Cable Financial Management Association.

Gross revenues for ABC, CBS and NBC for the year reached \$9.29 billion, partly due to the strength of the winter Olympics and gains in a variety of categories including: late-night (up 12.5%); news (up 12.4%); A.M. (up 11.7%); daytime (up 5.6%), and prime time (up 3.4%). The only category showing a loss compared with 1993 was children's, which fell 9.4%.

Fourth quarter 1994 revenues were \$2.53 billion, a 3.6% drop from fourth quarter 1993. The association cites a variety of factors for the decline, including the loss of football and children's revenue to Fox, plus the strike-related absence of Major League Baseball. The sports category was down 35.6% in gross revenues in annual quarter-to-quarter comparisons.

—RB

Big Three 1994 revenue

(\$ in thousands)

| Daypart | 4th quarter '94 net revenue from time sales | % change from '93 | '94 net revenue from time sales | % change from '93 |
|--------------|---|-------------------|---------------------------------|-------------------|
| Prime time | \$1,041,754 | 13.72% | \$3,581,857 | 3.44% |
| Late night | \$98,604 | 8.99% | \$360,838 | 12.55% |
| A.M. | \$77,818 | 5.98% | \$274,986 | 11.67% |
| Daytime | \$270,525 | 3.18% | \$950,746 | 5.56% |
| Children's | \$42,246 | -10.91% | \$119,627 | -9.44% |
| Sports | \$415,184 | -35.58% | \$1,784,288 | 9.38% |
| News | \$203,661 | 4.08% | \$828,274 | 12.40% |
| Total | \$2,149,792 | -3.59% | \$7,900,616 | 6.33% |

Source: Ernst & Young for Broadcast Cable Financial Management Association

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prices during the past eight years.

Following are some of the recent major cable system deals:

June 1994

■ Comcast buys Maclean Hunter Cable TV of Canada's U.S. cable systems for \$1.27 billion. Maclean Hunter's 550,000 customers in New Jersey, Michigan and Florida expand Comcast's reach to more than 3.4 million households.

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

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

■ Adelphia Communications pays \$85 million for control of TeleMedia Corp. of Delaware, adding more than 425,000 subscribers and giving the company a reach of more than 1.6 million households.

■ Jones Intercable agrees to sell a piece of the company to Bell Canada International in hopes of funding more cable system acquisitions and expanding its base of more than 1.3 million subscribers.

August 1994

■ TCI buys TeleCable Service Corp. for \$1.4 billion in stock. TeleCable's 750,000 customers in 15 states expand TCI's reach to more than 14.7 million households.

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

September 1994

■ Time Warner Cable increases by 20% the number of "subscribers under management" through a joint venture with Advance/Newhouse Broadcasting and the \$340 million purchase of Summit Communications Group's cable division. The joint venture, which brings together 2.8 million Time Warner subs and 1.4 million Newhouse subs, is owned in proportion to the subs contributed: one-third by Newhouse and two-thirds by Time Warner, which will handle day-to-day management. The Summit systems are purchased in exchange for securities.

October 1994

■ Dallas-based Sammons Communi-

cations puts on the market its cable systems, which represent 1.1 million subscribers and have an estimated value of \$2 billion. No deal has been announced, although TCI and Adelphia appear to be front-runners.

■ TCI acquires Comcast's investment in Heritage Communications for \$290.3 million in TCI Class A Common Stock. TCI owns 100% of the outstanding stock of Heritage by acquiring Comcast's 19.9% interest in the company.

November 1994

■ Continental agrees to pay \$1.4 billion for The Providence Journal Co.'s cable systems in a non-cash exchange for shares of Continental's Class A common stock. The deal includes the assumption of \$755 million of debt on the acquired systems, which represent more than 750,000 subscribers.

December 1994

■ Gaylord Entertainment signs a letter of intent to sell for \$370 million its cable systems representing 180,000 subscribers to CCT Holdings, a corporation owned by affiliates of Kelso & Co. and Charter Communications.

January

■ Viacom announces a \$2 billion sale of its cable systems representing 1.1 million subscribers to Frank Washington and Intermedia Partners, an MSO part-owned by TCI. The deal involves a controversial minority tax-certificate program, which the House has voted to abolish. Hearings are scheduled this week in the Senate.

■ Continental Cablevision signs a definitive agreement to acquire the cable systems owned by Cablevision of Chicago, which serve approximately 86,000 households.

February

■ Time Warner confirms its plan to acquire 1.3 million subscribers from Cablevision Industries for \$2.7 billion-plus, and another 1.2 million households from Houston Industries for about \$2.5 billion. Time Warner also outlines a reorganization to simplify the company's structure and maximize the value of its cable and telecommunications assets by spinning them off into a separate enterprise. ■

Cable channel offers dual ad opportunities

Taking a lead from the newspaper industry, The New York Times Co. has launched the first local cable news channel with two separate ad zones.

Times-owned KFSM-TV Fort Smith, Ark., earlier this month debuted News Channel 5, a local news service distributed on two area cable systems. Because the two systems are roughly 75 miles apart and are separated by a mountain range, the station decided to target distinct advertisers for each community.

"It's working very well," says Gene Graham, KFSM-TV general sales manager and head of ad sales for News Channel 5. The cable channel has attracted many local retailers that previously could not afford to buy time on the KFSM-TV newscast, he says.

Charter advertisers, depending on the frequency of the buy, are able to purchase spots on the cable channel for as little as \$1, Graham says. The rate will go up in April, but still will be nominal. Less frequent advertisers could pay as much as \$250 per spot, he says.

The local cable channel, which operates 24 hours a day, reaches about 42,000 homes through the two systems. The cable channel runs a live simulcast of the KFSM-TV newscast and then repeats the newscast until the next live simulcast. The local cable ads appear only during the repeat telecasts.

Graham says there were technical hurdles that had to be overcome. The system uses a sophisticated videotape record-and-playback system combined with state-of-the-art computer software.

News Channel 5 is one of several cable news channels that have been created around the country as a result of the FCC's retransmission consent rules. Under the rules, a cable system can agree to carry such a channel in exchange for the right to carry the TV station's signal. KFSM-TV, like most stations that have created retransmission consent channels, is not required to share its ad revenue with the cable system. —RB

Changing Hands

This week's tabulation of station and system sales

WYNY(FM) Lake Success, N.Y.; **WEJM(AM) Chicago, WEJM-FM Lansing and WVAZ(FM) Oak Park, all Illinois;** **WKQI(FM) Detroit and WDOZ(AM)-WNIC(FM) Dearborn, both Michigan;** **KSKY(AM) Balch Springs, Tex.;** and **WBAV(AM) Charlotte, WBAV-FM Gastonia and WPEG(FM) Concord, all North Carolina** □ Merger of Broadcasting Partners Inc. into Evergreen Media Corp. valued at \$243 million (BROADCASTING & CABLE, Feb. 6). The surviving corporation, Evergreen Media Partners Corp., will be a wholly owned subsidiary of Evergreen.

WSCR(AM)-WXRT-FM Chicago, Ill. □ Purchased by Group W Radio (Dan Mason, president) from Diamond Broadcasting Inc. (Dan Lee, president) for \$60 million. **Buyer**

owns **KDKA(AM) Pittsburgh;** **WBZ(AM) Boston;** **WMAQ(AM) Chicago;** **WINS(AM)/WNEW-FM New York;** **KYW(AM)-WMMR-FM Philadelphia;** **WLLZ-FM Detroit;** **KFWB(AM)-KTWV-FM Los Angeles;** **KILT-AM-FM/KIKK-AM-FM Houston;** and **KPIX(AM) San Francisco.** **WSCR** has sports/talk format on 820 khz with 5 kw. **WXRT-FM** has "heritage rock" format on 93.1 mhz with 6.7 kw and antenna 1,309 ft. **Broker: Star Media Group.**

WGRF-FM/WUFX-FM Buffalo, N.Y. □ Purchased by Mercury Broadcasting Inc. (Charles Banta, president) from Rich Communications Corp. (Melinda Rich, president) for \$12.45 million. **Buyer** has no other broadcast interests. **Seller** owns **WGR(AM)/wws(AM) Buffalo, N.Y.** Simultaneously, Rich made a joint sales agree-

CLOSED!

MVP has successfully sold eight senior notes secured by various television properties for **Philips Credit Corporation.** These notes had par value of approximately \$78 million.

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ment with Keymarket Communications Inc. for WGR(AM)/wwws(AM) Buffalo, N.Y. Keymarket also owns wwkb(AM)/WBEN(AM)/WKSE-FM/WMJQ-FM Buffalo. WGRF-FM has classic rock format on 96.9 mhz with 12.5 kw and antenna 790 ft. WUFX-FM has classic rock format on 103.3 mhz with 49 kw and antenna 340 ft. *Broker: Star Media Group.*

KRCR-TV Redding, Calif., and two satellites □ Purchased by Lamco Communications Inc. (Marshall Noecker, president/COO/director) from California Oregon Broadcasting Inc. (Patricia Smullin and Carol Ann Smullin Brown, owners) for \$11.925 million. **Buyer** owns WCYB-TV Bristol, Va.; KTXS-TV Abilene, Tex.; WCTI-TV New Bern, N.C.; and WILQ/WLYC Williamsport, Pa. **Seller** owns KEVU(TV) Eugene, KLSR-TV Roseburg and KOTI-TV Klamath Falls, all Oregon. KRCR-TV is ABC affiliate on ch. 7 with 115 kw visual, 22.4 kw aural and antenna 3,620 ft. Filed Feb. 10 (BALCT950210KE). *Broker: Kalil & Co.*

KDDK-FM and KMJX-FM Little

Proposed station trades

By dollar volume and number of sales

This week:

- AMs □ \$8,000,000 □ 1
- FMs □ \$35,520,000 □ 11
- Combos □ \$395,978,500 □ 5
- TVs □ \$11,925,000 □ 1
- Total □ \$368,595,000 □ 18

So far in 1994:

- AMs □ \$25,972,000 □ 24
- FMs □ \$191,849,000 □ 56
- Combos □ \$395,978,500 □ 46
- TVs □ \$2,256,682,834 □ 71
- Total □ \$1,634,344,500 □ 135

Rock, Ark. □ Purchased by US Radio Inc. (Ragan Henry) from Galaxy Broadcasting LP (Wally Tucker, general partner) and Magic Broadcasting of Little Rock Inc. (Richard Booth, owner/general manager), respectively, for estimated \$9 million-\$10 million. **Buyer** owns 6 AMs and 8 FMs. **Sellers** have no other broadcast interests. KDDK-FM has "young country" format on 100.3 mhz with 44.3 kw and antenna 1,369 ft. KMJX-FM has

contemporary format on 105.1 mhz with 79 kw and antenna 1,053 ft.

KTCK(AM) Dallas □ Purchased by SFX Broadcasting Inc. (Robert F.X. Sillerman, chairman/CEO) from Cardinal Communications Inc. (Spence Kendrick, president/majority shareholder) for \$8 million. **Buyer** owns KRLD(AM) Dallas and KODA-FM Houston, both Texas; KJQY-FM/KYXY-FM San Diego; WSIX-FM/WYHY-FM Nashville; WMYI-FM/WSSL-AM-FM Greenville-Spartanburg, S.C.; and WMSI-FM/WJDS(AM)-WKTF-FM Jackson, Miss. **Seller** has no other broadcast interests. KTCK has sports format on 1310 khz with 5 kw.

WSPD(AM)-WLQR-FM Toledo, Ohio □ Purchased by Noble Broadcasting (John Lynch, president) from Commonwealth Communications for \$6.6 million. **Buyer** owns wvks(fm) Toledo, Ohio.; kbco-am-fm/khou-am-fm Denver; kyok(am)-kmjq-fm Houston; xtra-am-fm Tijuana, Mex. (San Diego), and katz(am)/kntz(fm)/kmjq(fm) St. Louis. **Seller** is a subsidiary of Stackpole Books, which is selling its broadcast interests to concentrate on publishing. WSPD has news/talk format on 1370 khz with 5 kw. WLQR-FM has AC format on 101.5 mhz with 19.1 kw and antenna 810 ft. *Broker: The Ted Hepburn Co.*

KRBB(FM) Wichita, Kan. □ Purchased by Wichita Acquisition Corp. (Kraig Fox, president), a newly formed corporation, from Marathon Broadcasting Corp. (Sidney Sayovitz, president) for \$3.3 million. **Buyer's** president is an employe of Sillerman Companies, and it is anticipated that Sillerman will participate in the deal's financing. **Seller** has no other broadcast interests. KRBB has AC format on 97.9 mhz with 100 kw and antenna 993 ft. *Broker: Star Media Group.*

KRRI-FM Boulder City (Las Vegas), Nev. □ Purchased by American General Media-Nevada Inc. (Anthony Brandon, president/25% shareholder; Charles Salisbury, 50%) from Rock 'N' Roll Inc. (Art Ferraro) for \$2.5 million. **Buyer** and **seller** have no other broadcast interests. KRRI-FM has oldies format on 105.5 mhz with 3.7 kw and antenna 1,588 ft. Filed Feb. 8 (BALH950208GF).

WCIB(FM) Falmouth, Mass. □ Purchased by Radio Falmouth Inc. (Albert Makkay Sr., president/24%

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has acquired

WMXN-FM

Norfolk, Virginia

from

ML MEDIA

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\$3,500,000

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



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shareholder) from Ardman Broadcasting Corp. of Cape Cod (Myer Feldman) for \$2.5 million. **Buyer** owns WPXC-FM Hyannis and WRZE-FM Nantucket, both Massachusetts. **Seller** owns WWSR-AM-FM Charleston, W. Va.; WENZ-FM Cleveland; WIRA(AM)-WOVV(FM) Fort Pierce, Fla.; and KKCCJ(FM) Liberty, Mo. WCIB has hot new country format on 101.9 mhz with 50 kw and antenna 479 ft. Filed Jan. 26 (BALH950126GF).

WCLI(AM)-WNKI-FM Corning, N.Y. □ Purchased by Corning SabreCom Inc. (Paul Rothfuss, president) from Pro Radio Inc. (Victor Michael Jr., president) for \$1.85 million. **Buyer** owns WHTO-FM Muncy (Williamsport), Pa. **Seller** has no other broadcast interests. WCLI has news/talk format on 1450 khz with 1 kw. WNKI-FM has AC/CHR format on 106.1 mhz with 40 kw and antenna 532 ft. *Broker: Media Services Group.*

WLPZ(AM) Westbrook and WCSD (FM) Portland, both Maine □ Purchased by Northland Broadcasting Inc. (Albert Kaneb, owner) from Atlantic Morris Broadcasting Inc. (Saddle River Holdings Corp., 100% stockholder) for \$1.7 million. **Buyer** owns WHLI(AM)-WKJY(FM) Hempstead, N.Y.; WTOU(AM)-WKDD(FM) Akron, Ohio; WHOM(FM) Mt. Washington, N.H.; WWKL(FM) Harrisburg, Pa.; and WGKX(FM)/WYKL-FM Memphis. WLPZ has sports/talk format on 1440 khz with 5 kw day and 1 kw night. WCSD has AC/CHR format on 99.5 mhz with 3 kw and antenna 243 ft.

KCYT(FM) Granbury, Tex. □ Purchased by Heftel Broadcasting Corp. (Cecil Heftel, chairman/co-COO/67.2% shareholder) from First Heritage Broadcasting Corp. (David Carter, president) for \$1.45 million. **Buyer** owns KESS(AM) Fort Worth, KICI(AM) Denton and KMRT(AM) Dallas, all Texas; KTNQ(AM)-KLVE(FM) Los Angeles; WQBA-AM-FM Miami; WADO(AM) New York and WGLI(AM) Babylon, both New York; is permittee of KECS(FM) Gainesville, Tex.; and has interests in WAQI(AM) Miami and WRTO-FM Goulds, both Florida. KCYT has big band/nostalgia/jazz format on 106.7 mhz with 100 kw and antenna 991 ft. Filed Jan. 27 (BALH950127GF).

KTRA(FM) Farmington, N.M. □ Purchased by Radio Properties Inc.

(Richard Thomas, owner; held jointly with wife, Mary) from Runnels Broadcasting Systems Inc. (Dewey Runnels) for \$1.1 million. **Buyer** has no other broadcast interests. **Seller** owns KRSY(AM)-KMOU(FM) Roswell, N.M. KTRA has country format on 102.1 mhz with 100 kw and antenna 1,033 ft.

KWNZ(FM) Carson City, Nev. □ Purchased by A&A Broadcasting Corp. (Lorraine Arms, owner) from PTI Broadcasting Inc. for \$1.035 million. **Buyer** owns KCBN(AM)-KRNO(FM) Reno, Nev. **Seller**, a wholly owned subsidiary of Pacific Telecom Inc., owns KDUK(AM) Eugene and KDUK-FM Florence, both Oregon; KZMG(FM) New Plymouth, Idaho; and KQLO(AM) Reno. KWNZ has AC format on 97.3 mhz with 87.1 kw and antenna 2,126 ft. Filed Jan. 13 (BALH950113GE).

WVSY(FM) Ruckersville, Va. □ Purchased by Radio Piedmont Inc. (John Hicks III, president/50.1% owner) from Ridge Broadcasting Corp. (Robert Nelson, president/director) for \$800,000. **Buyer** has no other broadcast interests. **Seller** owns WBRD(AM) Palmetto and WDUV(FM) Bradenton, both Florida. WVSY has AC format on 101.9 mhz with 6 kw and antenna 223 ft. Filed Feb. 10 (BALH950210GF).

WQNF(FM) Valley Station, Ky. □ Purchased by Otting Broadcasting of Kentucky Inc. (John Otting, president/owner) from Valley Radio Inc. (Mary Shelton, president) for \$600,000. **Buyer** owns WQMF(FM) Jeffersonville, Ind. **Seller** has no other broadcast interests. WQNF has alternative format on 105.9 mhz with 3 kw and antenna 328 ft. Filed Jan. 30 (BAPLH950130GK).

Errata

In Feb. 27 "Changing Hands" the buyer and seller of WHEZ(AM)-WFAT-FM Portage, WTVB(AM) Coldwater and WNNW-FM Kalamazoo, all Michigan, were reversed. The correct buyer is KLMS/KFMQ Inc., a subsidiary of Midwest Communications Inc. The seller is Tri-State Broadcasting Co.

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FCC not kidding around with kids television fines

Unnamed stations may face penalties of \$80,000-plus

By Christopher Stern

Two television stations soon may be slapped with the highest fines ever handed out for violating the FCC's limits on commercials during children's TV programming, according to agency sources. The proposed fines are in excess of \$80,000, those sources say.

Broadcasters got their first hint that fines were in the works from Barbara Kriesman, chief of the video services division, during the National Association of Broadcasters' State Leadership Conference.

The alleged violations by the unnamed stations were discovered during the normal renewal process, Kriesman said. Approximately 25% of all license renewals reveal at least

minor violations of the children's commercial ad limits, she added. Only a small percentage of those require official FCC action.

The Children's Television Act of 1990 limits broadcasters to 12 minutes of ads per hour of kids TV during the week, and 10.5 minutes on the weekends.

FCC audits of children's programming have shown industry compliance at well over 90%. During audits, the FCC randomly tapes children's television programs and counts the commercial time. Still, some stations have run into serious trouble. The highest fine went to KTXH Houston, which was hit with an \$80,000 fine in 1993. The most recent proposed fines come at a time when the FCC is grap-



FCC Commissioner Susan Ness says broadcasters have missed 'a great opportunity.'

pling with a proposal to tighten its children's television policy. Although the Children's Television Act directs broadcasters to provide children's educational programming, it does not impose specific requirements.

FCC Chairman Reed Hundt wants new rules to require broadcasters to air a minimum amount of children's educational programming each week. Some of that obligation could be traded to another station in the same market, according to the chairman's proposal.

The NAB opposes any minimum requirements for educational programming. But FCC Commissioner Susan Ness chastised broadcasters at the state leadership conference for failing to come up with an alternative. "No one has stepped forward. A great opportunity has been passed over—an opportunity for the industry to propose its own solution," she said. Ness and other commissioners have said that they prefer self-regulation to FCC-imposed rules.

"However, given the wildly different interpretations by industry as to an acceptable number of hours of children's programming, some clarification—perhaps in the form of a 'safe harbor'—is needed," Ness said.

A safe harbor would require broad-

IG backs increased user fees

The FCC's acting inspector general has told a House Appropriations subcommittee looking for places to cut the federal budget to follow the agency's recent recommendations to Congress.

These recommendations include increasing user fees for broadcasters and others that are regulated by the FCC. That proposal was one of 35 that the FCC made last month to Congress.

Acting Inspector General Walker Feaster was one of several inspectors general called last week by the House Appropriations Committee's subcommittee on commerce, justice, state and judiciary. Feaster reports to FCC Chairman Reed Hundt and is responsible for investigating fraud and mismanagement at the agency.

The FCC proposal also asks Congress for increased auction authority, a boost in regulatory fees and an increase in the statute of limitations for forfeitures.

Neither Feaster nor other FCC officials have said how much could be raised by increasing user fees. The FCC has proposed a \$223.6 million budget for fiscal 1996, with more than \$116 million coming from user fees. —CSS



The FCC's acting inspector general, Walker Feaster (r), greets House Appropriations subcommittee member Harold Rogers (R-Ky.).

casters to provide a specific number of hours of children's programming. It would be a minimum standard that broadcasters could rely on in order to avoid trouble at license-renewal time. A safe harbor, rather than a mandatory minimum requirement, would allow broadcasters some flexibility in addressing children's educational needs, Ness said.

Meanwhile, Congress is in an anti-regulatory mood. House Telecommunications Subcommittee Chairman Jack Fields (R-Tex.) has warned the FCC that he opposes any new children's television regulation.

The House last week passed a bill that would bar any federal agency from enacting almost any new regulation. If the bill becomes law, the FCC would be barred from proceeding with any proposal to tighten children's TV rules. ■

GOP blasts Brown for NBC deal

Lawmakers question network's forgiving \$10 million loan

By Julie A. Zier

Capitol Hill Republicans last week renewed their ethics attack on Commerce Secretary Ron Brown, questioning NBC's forgiving a \$10 million loan it made to Brown and his partners in selling WKYS-FM Washington to them in 1988.

"Is it legal for a sitting Cabinet secretary...to receive a financial windfall of this magnitude from a major corporation over which he has some control?" Representative Dan Burton (R-Ind.)



Ron Brown

asked last Tuesday on the House floor.

"It is hard to believe that a major broadcasting company would not have something pending before [the Commerce Department], and here they are forgiving a \$10 million loan to the secretary of Commerce," Burton said.

A spokesperson for Brown denies any wrong-

doing: "[Burton] should not be making statements he knows not to be true."

NBC says it wasn't doing Brown any favors. It says the loan was long overdue, and the network stood little chance of collecting on it.

Brown was a 10% owner of Albimar Communications, which bought WKYS-FM from NBC for \$42.5 million. NBC supplied \$10 million of the financing. Albimar's other principals are Bertram Lee and Skip Finley.

Struggling in the marketplace, Albimar last November announced a deal to sell the station to another black-owned group, led by veteran Washington broadcaster Cathy Hughes, for \$34 million—\$8.5 million less than what it paid. The FCC has approved the transfer, but the parties have not yet closed, partly because of the outstanding NBC loan.

Radio industry executives don't share the Republican view of the deal. They agree with NBC that forgiving the debt was the only real option. "It was a practical business move," a radio station broker says.

"The nature of a subordinated note is that it gets paid after everyone else gets paid," another radio broker says. "There's no security. If there's no money left, there's no money."

Republicans have been on Brown's case for dealings with former broadcaster Nolanda Hill, one time owner of WFTY-TV Washington and WUNI(TV) Needham, Mass. They charge that Brown invested nothing in a partnership with Hill, yet in 1993 received \$400,000 for his interest. ■

Packwood applauded for spectrum fee opposition

By Kim McAvoy

Bob Packwood (R-Ore.), chairman of the Senate Commerce Committee's Communications Subcommittee, last week told broadcasters what they wanted to hear.

Packwood, who also chairs the Senate Finance Committee, stated his opposition to spectrum fees, content regulation and congressional attempts to get free airtime for political ads.

"As long as I'm on the conference committee [that negotiates final versions of bills], I'm going to object to spectrum fees," Packwood told a group of broadcasters attending the National Association of Broadcasters' State Leadership Conference. His remarks drew a standing ovation.

Packwood added that he is "terribly opposed" to congressional attempts to gain free airtime for political advertising.

And he underscored his belief that the FCC should stay out of content regulation: "I don't care if it's children's television or the fairness doctrine." Packwood also said he is sympathetic to concerns raised by TV

network affiliates about a Senate proposal to repeal the broadcast ownership rules. And he said he understands radio has a different deregulatory agenda than do TV affiliates.

Packwood also made clear his view that in the long run, broadcasters will be better off with deregulation. But he also understands the qualms that affiliates have about changes in the ownership rules and the possible impact on local broadcasting.

"I am very impressed by local ownership. ... I get better service out of locally owned business. I've seen the difference [in] participation in civic affairs by an affiliate of a major organization where the managers rotate through every two or three years. They're nice people, but it isn't the same as belonging to communities."

Packwood, asked whether he objects to lifting the newspaper/broadcasting crossownership restrictions, said he would allow it. He added that antitrust laws would continue to guard against anticompetitive behavior. ■

House Telecommunications Subcommittee Chairman Jack Fields (R-Tex.) has warned broadcasters not to follow in the footsteps of the cable industry.

In addressing the issue of children's television, Fields last week told broadcasters attending the National Association of Broadcasters' State Leadership Conference that since Congress is considering giving spectrum flexibility to broadcasters, they should consider using some of that flexibility to program to children. "This is not a mandate or a threat," he said, but an opportunity to be good corporate citizens. Fields said the cable industry missed a golden opportunity to create a lot of goodwill after the 1984 Cable Act deregulated the industry. Cable had promised to be the "local niche" providing viewers with local baseball games, church services and Rotary Club and Chamber of Commerce meetings, Fields said. But "that wasn't done to any large extent." Consequently, cable did not create the constituent force it could have. "If [it] had created such a force in Congress, we would have never been able to pass the 1992 Cable Act," Fields said.

FCC Commissioner Susan Ness last week told broadcasters that the burden of proof rests with them to show that television duopoly would be good for the country. "If all stations in the market are allowed to be paired—and I would not want to own the only unpaired station in the market—then there is less competition for programming, and fewer independent voices will be heard," Ness told the National Association of Broadcasters' State Leadership Conference. Ness also said that digital audio radio "raises a troubling question of fundamental fairness." She is particularly concerned about a technology that will allow a single DAR operator to offer up to 50 channels in every U.S. market. Ness said recently affirmed FCC rules limit broadcasters to a total of 20 radio stations, with no more than four (two AMs and two FM) in a single market.

It looks as though a trade war with China has been averted. The U.S. and China on Feb. 26 reached a trade agreement that will protect American movies from piracy. That was good news for the Hollywood production community. "The stage has been set for a bright future," says Jack Valenti, president of the Motion Picture Association of America. "However, much still needs to be done. Piracy must be rooted out and a climate established that is congenial to creators of intellectual property, by the Americans, Chinese or others."

The Muppets helped get the word out last week for House Democrats Nita Lowey (N.Y.) and Nancy Pelosi (Calif.). The members of Congress last week sponsored a news conference with People for the American Way and released 35,000 letters from across the nation in support of public television. Muppet characters from some of public TV's most popular children's shows

delivered the letters to congressional offices. Lowey and Pelosi were hoping to pressure members of the House Appropriations Committee, which was slated to vote late last week on proposed cuts to the Corporation for Public Broadcasting's 1996-97 budget.

The Cellular Telecommunications Industry Association has recruited Senate Commerce Committee Chairman Larry Pressler (R-S.D.) to present a memento

to employees of a hospital representing cellular's 25 millionth customer. Incidentally, the hospital is in Pressler's home state. That begs the question: If the cellular industry had hit the milestone a year ago, would its 25 millionth customer have hailed from South Carolina?

FCC Chairman Reed Hundt and Commissioner Susan Ness accompanied Vice Pres-

ident Al Gore to the G7 Ministerial Conference on the Information Society in Brussels, Belgium, last week. Hundt participated in roundtable discussions with top telecommunication officials about the introduction of competition into the marketplace. Also attending the conference was Commerce Secretary Ron Brown.

FCC Chairman Reed Hundt returned from the G-7 Conference last Tuesday night to find his car had been stolen from the FCC parking lot. Anyone who spots an abandoned 1987 gray Buick should contact Hundt's office at (202) 418-1000.

Bell Atlantic CEO Ray Smith last week told local regulators that it is a "travesty" that his company can go ahead and offer video-on-demand service to customers in Rome, Italy, while awaiting FCC approval to offer video dialtone service in Dover Township, N.J. Smith's comments came in a speech to the National Association of Regulatory Utility Commissioners. "Are your citizens well-served by our having to get a permit from the federal government before we can come into your local communities and build a broadband video dialtone platform that would finally give your constituents a choice in the cable market?" Smith said. Comments are due today on Bell Atlantic's pricing plans for providing commercial VDT service in Dover Township. Bell Atlantic hopes to begin providing the service late this year.

The FCC will vote tomorrow to relax affiliation rules in small markets. Currently, in markets with only two affiliates, a third network must offer its programming to an independent station before it can make an offer to the two affiliates. One broadcaster last week said that he could not find a single market where the rule would apply. The broadcaster also said that the rule is particularly outdated since there now are five broadcast networks.



Washington Watch

Edited By Kim McAvo

Pioneer turns a new WORM

Write-once, read-many disks allow fast access to digitized video

By Chris McConnell

Pioneer is taking aim at the videotape library business with a new laser disk system.

The company next month is bringing a pre-production version of its write-once laser disk system to the National Association of Broadcasters convention in Las Vegas. Pioneer hopes its Digital LaserDisc (DLD) Recording System will allow broadcast and cable users to access stored video without having to retrieve tape reels from a library and then load them into a video server.

"People need to have online [access]," says Richard Bauarschi, marketing director of Pioneer's Cable and Broadcast Systems Group. He says that his company's new "write-once, read-many (WORM)" system will allow users to keep the digitized video on a disk at a small percentage of the cost of computer-based storage.

Current versions of the Pioneer professional disks use a magneto-optical technology to hold 32 minutes of uncompressed video. The rewritable disks allow users to record new video over existing material, but carry a price tag in the \$1,000 range. The organic dye technology used on the new laser disks will allow users to record video to a disk only once, but will cut storage costs by 50%, Pioneer says.

Bauarschi hopes the storage medium, along with 252- and 500-disk changers, will find a home among broadcast facilities looking to retain quick access to clips without keeping them on a computer disk. "The target market is archival storage and retrieval," Bauarschi says, citing the example of PBS. The broadcaster late

last year announced a project with Pioneer to use the WORM storage technology in its Smart School system, which is aimed at providing teachers with remote access to PBS programming and other educational material.

Bauarschi also cites the prospect of using the laser disks in conjunction with computer disk-based servers. He

based news production facilities in Honolulu and Seattle. Chris Travers, senior vice president of Reuters New Media Television, also voices an interest in inspecting the system.

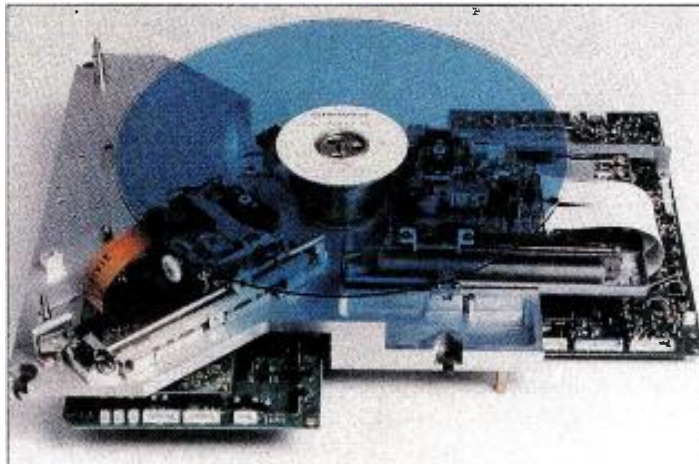
Travers, however, also is interested in being able to rerecord video onto the same medium. A "write-once" system, he says, poses a potential limitation to accommodating unforeseen changes in

video compression standards. "There's no question that compression standards are one of the most fluid things in the business," says Travers, whose company is in the process of digitizing 1,000 hours of archival footage onto DCT tape.

Pioneer plans to offer MPEG-2 encoders and decoders as components of the DLD system, although Bauarschi says the disks can hold digital material that has been compressed with other approaches, such as

JPEG. Storage time depends on the data rate used when recording video onto the disk. Each disk carries a storage capacity of 20 gigabytes, Bauarschi says. A 252-disk changer thus could provide five terabytes of storage. Equivalent storage on a computer disk-based machine, Bauarschi says, would cost about \$1.5 million. "The cost of this system is about 10% [of that]," he says, adding that the company plans to offer the 252-disk changer with all of the disks for less than \$200,000.

The price tag is still higher than tape-based storage, although Bauarschi says his company's new system will have lower maintenance costs as well as a lower cost for accessing the material. He says that the company hopes the new machines, slated for availability by year's end, will have a life expectancy of 30 years. ■



Pioneer hopes its write-once disks appeal to the video archive market.

says that facilities often load taped material onto a computer disk and then record it back to tape for storage.

Potential users are interested in the idea of installing a tapeless home for such digitized video. "I can think of a number of applications," says Kevin Ivey, production director, strategic planning, for CNN's news division. He cites one example of using the system as a short-term archive for material that is frequently used over a two- or three-month period.

Providence Journal Broadcasting Corporate Engineering Manager Al Rouff says that the system could save stored video from making a second pass through a digital compression system when it is retrieved from a library.

"You have the online storage and then near-online storage," says Rouff, whose company is installing disk-

Galaxy 3 expected to stay up

Hughes Communications last week was confident that the latest Galaxy 3 negotiations will keep the satellite flying.

The satellite carrier last month was planning an inclined orbit for the satellite, but as late as Feb. 24 had not wrapped up agreements with the transponder owners on terms of the inclined orbit operation. Hughes earlier had said it would have to de-orbit the satellite on March 1 if final agreements were not reached by the end of February.

Last week, however, Hughes executives and repre-

sentatives of the transponder owners said that they expect the satellite to remain in operation. "I think it's 99%," Hughes Communications President/Chief Executive Officer Kevin McGrath said of the Galaxy 3 negotiations.

The planned inclined orbit will keep the 24 C-band transponder satellite flying an additional seven months. Users of C-band capacity, who have been facing an increasingly scarce supply of capacity, last week voiced relief that Hughes executives expected to keep the Galaxy 3 in operation. —CM

Cutting Edge

By Chris McConnell

Group W Network Services will team with Singapore-based Yarra Films Pte Ltd. to create a TV production and transmission center in Singapore. The new company, Asia Broadcast Centre, will provide production and satellite transmission to cable networks, broadcasters and corporate video networks. Group W says the two companies are investing \$27 million in the Broadcast Centre. Group W also says that The Discovery Channel, which has launched Asian and Australia/New Zealand services, plans to use the new facility once it is completed. Until the new facility is on line, Group W will distribute The Discovery Channel from an uplink facility in San Francisco and a post-production facility in Singapore. Group W and Yarra Films hope to have their new facility in operation this fall.

Grass Valley is teaming with Marlboro, Mass.-based Data Translation to

produce a desktop video system. The VideoDesktop system will employ technology developed by Data Translation for the company's Media 100 product. Grass Valley plans to begin shipping the system in April for a base price of \$49,000. It also is supplying three of its Model 4000 digital production switchers to the TCI National Digital Television Center in suburban Denver. Grass Valley will provide the switchers along with five channels of Kaleidoscope digital effects. The company expects to supply two more Model 4000 switchers and four more channels of Kaleidoscope to the center at a later date. TCI plans to use the National Digital Television Center to supply pre-compressed packages of TV channels to cable systems.

Telesat Canada will use Scientific-Atlanta equipment to compress its satellite signals. S-A plans to supply compression tech-

nology supporting the MPEG-2 and Digital Video Broadcast (DVB) standards. The company says the switch from analog to digital equipment is scheduled for this summer.

NTL plans to build a digital terrestrial TV network in the UK. The broadcast and telecommunications group hopes to implement a "pan-UK" network for multi-channel broadcasting by 1997 and to implement a system that will allow viewers access to the digital signals by attaching a set-top decoder to their TV aerials. NTL says most portions of the country could receive at least 12 channels initially and 30 or more over time. The company also says it has begun technical trials in the London area.

PRIMESTAR Partners last week added six program services to its direct-to-home satellite service. The new services are CNBC, CNN International, The Golf Channel, Playboy TV, STARZ! and QVC.

The National Cable Television Association has asked the FCC to allow cable systems serving 5,000 or fewer

subscribers to participate on a voluntary basis in the new Emergency Alert System (EAS). In a filing with the commission, the NCTA cites the cost of new emergency-alerting equipment in urging the FCC not to require the participation of small systems.

"They simply do not have the capital base to support additional expenditures for EAS equipment, absent cost-sharing or other funding arrangements," NCTA says of the small cable systems. The association has predicted that systems will need to spend up to \$15,000 to purchase equipment for overriding the audio on all channels, supplying momentary video interrupts on all channels and supplying a video override message channel.

The NCTA also recommends the establishment of reduced EAS requirements for the smaller systems ineligible for an exemption and the adoption of waiver procedures. The association suggests that eligible systems be allowed to buy only the

EAS receiver and then consult with the local franchising authority on the best method for disseminating the emergency data to the community.



Classifieds

See last page of classifieds for rates and other information

RADIO

HELP WANTED MANAGEMENT

Super AM, in Northeast suburban major metro is looking for a Program Director. Great step to the big one. Send resume and thoughts on AM to Box 00324 EOE.

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

Group Sales Manager. Seven station Rocky Mountain group is looking for a Sales Manager with a proven non-metro record. This is an exciting top management group position for an experienced trainer and leader. Ability to grow sales and manage for the long term will bring above average rewards. Reply in absolute confidence to Box 00318 EOE.

Gulf Coast Sales Manager, WXCR-FM has immediate opening for ethical, hardworking leader who can get results. EOE employer. Cover letter and resume to: Jack Yeiser, WXCR, 300 Mary Esther Boulevard, Mary Esther, FL 32569.

Northern Exposure: Sales oriented Station Manager wanted for Alaska radio stations. All skills required to operate a radio station a must. EOE. The lazy and faint hearted need not apply. It ain't Cicely, but it could be Utopia. Resume to Steven L. Rhyner, 3161 Channel Drive, Juneau, Alaska 99801.

So, you're the best salesrep? No chance for advancement? Want to be a SM at a top rated FMC in a great town? Talk to Pat (501) 521-5566. EOE.

HELP WANTED SALES

Account Executive- Albuquerque radio stations. Self motivated. Experience necessary. Resume: Territorial Communications, 10316 Edith, NE, Albuquerque, NM 87113. Fax (505)898-5081.

Daily (Print) Publication in Elkhart, IN seeks advertising sales rep. Excellent opportunity for top sales producer with a winning attitude. Fax resume and cover letter to: JNW (708) 627-1233.

HELP WANTED TECHNICAL

Chief Engineer - Top 15 North East Market. Suburban AM/FM seeks a hands on person with SBE Certification and FCC General/1st class to handle all facets from maintenance to new construction. Minimum 3 years experience in AM Directional, FM, Marti, Satellite, Computer and Studio. Provide salary history along with resume. Reply to Box 00322 EOE.

You can now reach
Broadcasting & Cable Classifieds
on the Internet at
AFASULO@CAHNSERS.COM

NPR seeks a qualified individual to test, repair, program and install various Satellite Earth Terminals systems and related communications equipment. Qualified applicant should have completed a certified civilian or military electronics curriculum and have a minimum of five years experience in the component level testing and bench repair of satellite modulators or digital modems, receivers, up and down converters, SSPAs and HPAs. Microwave and related RF repair experience would be considered. Good verbal and writing skills as well as experience in a customer service/telephone support type atmosphere are important. A demonstrated ability in digital transmission technology and knowledge of SSCP transmission systems will be a definite plus. Must be computer literate. Send cover letter, resume and salary requirements to: National Public Radio, Human Resources Department - #001B, 635 Massachusetts Avenue, NW, Washington, DC 20001. National Public Radio is an equal opportunity employer.

HELP WANTED NEWS

Strong AM in New England major metro is enhancing its news team. This station has led three past employees to network jobs. Are you next? If you believe in AM radio news send your tape and resume to Box 00325 EOE.

Immediate opening for experienced News Director at progressive small market A.C. FM in DeKalb, Illinois. Call Jim Day for details. 815-758-0950. Women and minorities encouraged to apply. EOE.

HELP WANTED ANNOUNCERS

National company seeks professional Announcers for its Philadelphia, Washington and Baltimore markets. Individuals must be self starters with ability to handle deadline pressure. News background a must. Equal opportunity employer...Reply to: Trevor Jones, 555 City Avenue, 10th Floor, Bala Cynwyd, PA 19004.

\$50,000+ for AM Drive co-host. Now that we've got your attention, get our attention with your tape and resume. Send to Box 00294 EOE.

SITUATIONS WANTED MANAGEMENT

Seeking General Sales/General Manager or Disc Jockey/Newsman position in south Florida. But will consider other areas. Experienced in radio, TV, real estate management and announcing. Willing to relocate. Call Ted 914-357-9425 or 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.

Experienced Sales Executive (15 years, hard goods), MBA, CPA, with prior radio experience seeks LMA with purchase option. Reply to BB&T, P.O. Box 11121, Charleston, WV 25339.

Experienced GM/GSM needs a new challenge! Experienced GM/GSM needs a new opportunity! Experienced GM/GSM needs a new paycheck! We were sold and I'd like to talk to you. (309) 755-8311.

Top GM looking for quality owner. Please only nice people apply! I bring great experience, excellent management and sales skills, including duopoly experience. Call Ken Patch 803-588-9737.

Looking for a top General Manager? Have increased sales 34% running 3 radio stations in the 90th market. Write to Box 00315.

General Manager of successful group 100KW. Consistently exceeding sales, ratings and cashflow goals. For more info write to Box 00343.

HELP WANTED PROGRAMMING

National Syndication Specialist. USA Radio Network; National News and Programming Network - Dallas based. Join an exciting, aggressive team in expanding broadcast markets. Team player with strong communication skills. Experience in radio sales and or syndication. Fax resume (214) 241-6826.

TELEVISION

HELP WANTED MANAGEMENT

BROADCAST LABOR NEGOTIATOR

Associate/Assistant Executive Director Major Market (Midwest) Talent Union seeks professional negotiator to represent performers employed in television, radio, cable-tv stations and audio, film and video production companies. College degree, preferably advanced degree in Industrial Relations or Law. Resume including salary requirements to Box 00339 EOE.

Local Sales Manager - WTVZ-TV, Norfolk, Virginia has an immediate opening for a team leader in local sales. We are an aggressive Fox affiliate in need of an experienced manager that can motivate a staff to be the best. Our future LSM must have a minimum of three years local and/or national television sales experience. PC knowledge, including TV Scan, Qualitap, and CMR are crucial. Additionally, new business talents will give you an edge. Resumes and cover letters should be sent to: General Sales Manager, WTVZ-TV, P.O. Box 148, Norfolk, VA 23501-0148.

Wanted: General Sales Manager. New station acquisition in Midwest. Must be solid performer with proven track record. Reply to Box 00334 EOE.

Local Sales Manager needed for aggressive CBS affiliate in small two station market. Candidate should have TV experience, be computer literate for BMP and NSI Star, plus have a history of success in developing local, direct, and agency business. If you can motivate, train and lead an intelligent sales team, send your resume to Jim Roberts, GSM, WTRF-TV, 96 16th Street, Wheeling, WV 26003. EOE/MF. Minorities are encouraged to apply.

Local Sales Manager. Dominant Affiliate with prominent group ownership in Top 50 market seeks leader to take veteran local staff to next level of success. You must have documented skills in building local relationships, employing top resources, creating growth ideas and achieving ambitious budgets. Send facts and resume: Personnel Director, KOAT-TV, P.O. Box 25982, Albuquerque, NM 87125. No phone calls, please. Drug free workplace. KOAT-TV is an equal opportunity employer.

Wanted: General Manager for small market ABC affiliate in Midwest. Must have good leadership skills. Reply to Box 00333 EOE.

Fox affiliate ready for experienced proven Sales Manager to lead local team to full potential. Strong leadership skills, creative ideas, positive motivation and ability to market and position station. EOE. Send resume to: KMSS FOX 33, Attn: Susan Newman, P.O. Box 30033, Shreveport, LA 71130.

General Sales Manager. Fox 36 WUPW, an Ellis Communications station, seeks a sales professional for the position of General Sales Manager. The qualifying candidates have expertise in the following areas: Minimum of three years sales management experience, budget forecasting, inventory management, incentive sales (including events/direct mail). TVSCAN, NSI, Columbine and other computer software knowledge helpful. Background in sports sales a plus. Salary and benefits commensurate with experience. Resumes by 3/20/95 to Sheila Oliver, VP/GM, WUPW, Four SeaGate, Toledo, OH 43604. Equal opportunity employer. No phone calls, please.

TV Station Manager: Looking for a qualified manager who knows how to run TV station sales/production/operations; experienced with a strong track record in people and time management skills. Send resume and salary requirements to Box 00331 EOE.

HELP WANTED SALES

WNRW-TV, soon to be the newest ABC affiliate in the Carolina's, is searching for a National Sales Manager. WNRW is moving from FOX to ABC this fall and we need someone who is aggressive and thinks out of the box. Looking for an NSM who can develop a local market presence to help drive the business nationally. Must have 3 to 5 years national sales experience. Both FOX and traditional affiliate experience preferred. Scarborough knowledge a plus. If this describes you, send resume to GSM, WNRW-TV, 3500 Myer Lee Drive, Winston-Salem, NC 27101. No phone calls please. Women and minorities encouraged to apply. Please refer to source of advertisement in your correspondence. EOE, M/F.

SALES SERVICE COORDINATOR

KNBC-TV, Channel 4 seeks an experienced sales professional to support station management/sales personnel at our Burbank location. You will be responsible for spot placement on the daily station log, as well as meeting daily deadlines. You must be able to work accurately in a fast-paced environment and cross-train in other sales duties.

We require experience with the Enterprise Sales System or comparable computer knowledge. Strong communication and sales skills required.

KNBC-TV offers a competitive compensation/benefits package and a unique work environment. Please send your resume to: **KNBC Employment, Dept. SSC, 3000 West Alameda, Burbank, CA 91523.** KNBC-TV is an Equal Opportunity Employer.

KNBC-TV

UPN-44 KBHK-TV has an opening for an Account Executive with at least 3 years TV sales experience. Must be an energetic self-starter to sell advertising to agencies and develop new business. Should know how to sell value. Should be computer literate, familiar with Windows, BMP, Scarborough and Salesline. Application deadline March 17. Send resume and cover letter to Julie Collins, Local Sales Manager, KBHK-TV, 650 California, 7th Floor, San Francisco, CA 94108.

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 West 41st Street, Baltimore, MD 21211. No phone calls please. EOE.

Assistant Traffic Manager. Major St. Louis TV station is seeking a full time Assistant Traffic Manager. Candidate must have 2-3 years TV Traffic experience. Typing 70 wpm. Qualified applicants must have strong organizational, supervisory, numerical, and communication skills. Must have working knowledge of IBM computer systems, broadcast operations, experience of sales functions needs, and TV industry logging requirements. College preferred. Send resume to Box 00337 EOE.

Account Executive - Hudson Valley, NY, WTZA-TV. Bright, aggressive personnel needed for growing TV station. Cable, radio or TV experience necessary. Reply to Box 00340 EOE.

Corporate Vice-President Sales. Ellis Communications is looking for an individual to oversee all sales for its soon to be 11 station group. Candidates should have superior track record in station sales management; ideal candidate will be expert in the following areas: budget forecasting, inventory control, sales training, vendor programs, qualitative research, event sales, computer software, incentive travel, incremental revenue opportunities; salary and benefits commensurate with experience; rep experience a plus. Ellis Communications, Inc. is an EEO employer. Resumes to Terry Mackin, c/o One Buckhead Plaza, 3060 Peachtree Road, Suite 340, Atlanta, GA 30305. No phone calls please.

HELP WANTED MARKETING

International Marketing-Director of Sales. DK International Sales, a division of Don King Productions, Inc., seeks articulate individual to aggressively market major boxing programming to foreign TV networks. Must possess proven track record in broadcast sales and good writing skills. Bi-lingual is a plus. Send resume w/salary requirements to DK International Sales, Attn: DS, 871 West Oakland Park Boulevard, Ft. Lauderdale, FL 33311.

HELP WANTED TECHNICAL

KNBC, a division of NBC, is seeking a commercial integration operator for their Fort Lee, NJ offices. You will be responsible for monitoring the on-air quality of the channel, dubbing commercials, maintaining the commercial library, inputting program information into database, checking program and commercial schedules, and correcting on-air errors in the event of equipment failure.

Work experience with an automated

COMMERCIAL INTEGRATION OPERATOR

commercial integration system, especially familiarity with Odetics TCS2000, is a plus. You should have strong knowledge of video tape technology. You should also have excellent computer skills as well as the ability to work well under pressure.

For consideration, please send your resume to Personnel Manager, MCO, 2200 Fletcher Ave., Fort Lee, NJ 07024. EOE

KNBC
FIRST IN BUSINESS • FIRST IN TALK

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

OUTSTANDING OPPORTUNITIES

Group W Satellite Communications, a division of Westinghouse Broadcast Industries, currently has these outstanding opportunities at its Stamford, CT facility:

Master Control Switchers

Responsibilities include the daily switcher operations in one of the present Playback Operations and automation familiarization in associated service. 1-2 years experience in TV Broadcast operation or Satellite (Video) Communication and at least 2 years of formal experience education in communications, production or equivalent is necessary. Library and tape storage familiarization is required to supplement tape card proportion, and willingness to handle other related duties as required.

Operations Supervisor

Person with experience managing multiple Master Control Playbacks needed to supervise 24 hours per day tape origination and satellite uplink facility. Must be able to work rotating shifts. Requirements include a proficiency in MS DOS, MS Windows and associated applications. Must also have a solid background in video and audio theory, as well as a working knowledge of Beta SP and one-inch tape formats. Experience with Odetics TCS90, Sony Betacart and computerized automation systems is desired. Minimum 4 years management experience is required.

Video Maintenance Technicians

Group W Satellite Communications is seeking experienced Maintenance Techs to ensure On-Air Playback and Studio operations program technical continuity.

You will perform system analysis and restoration; repair technical equipment for on-air and base service; perform preventive maintenance on electronic broadcast equipment, calibrate and align equipment and design and implement technical and operational changes as assigned. Additionally, you will ensure proper Building and Support facilities including operating systems, electrical and air conditioning systems.

We require 4 years of electronic training, 2 years of on-line broadcast maintenance and 2-3 years of maintenance experience repairing and maintaining electronic broadcast equipment. A thorough knowledge of troubleshooting electronic equipment to the component level as well as complete knowledge of digital and analog circuitry is necessary.

Video Graphic Artist

Group W Network Services in Stamford, Connecticut is looking for a full-time Video Graphic Artist to create and design broadcast quality graphics and animation sequences on one of several state-of-the-art computer systems. These creations will be integrated into a wide range of video programming in both off-line and on-line environments. This individual will also spend a portion of his or her time creating and designing high quality print materials for ad layouts, brochures and point of purchase displays.

We require a person with at least three years of experience creating still, 2D and three D motion graphics for broadcast, marketing and corporate video projects. He or she should have a working knowledge of the Colorgraphics DP Animator (or similar system) as well as Macintosh graphic programs such as Videoshop and Quark. Experience with on-line character generators is helpful and a college degree with formal training is preferred.

The candidate must possess excellent client reaction skills, have a strong sense of design, a firm understanding of editing techniques and be able to operate under pressure. Please send tape reel when responding.

Please forward your resume with salary requirements to: **Human Resources Department, Group W Satellite Communications, 250 Harbor Drive, Stamford, CT 06904-2210.** An equal opportunity employer m/f.



DIRECTOR OF ENGINEERING & BROADCAST OPERATIONS

KDFW-TV, Channel 4; CBS affiliate soon to become a FOX affiliate in Dallas/Fort Worth has immediate opening for Chief Engineer experienced in all aspects of broadcast engineering. We are searching for a high-tech, hands-on leader who is highly organized, experienced in leading major projects, and who possesses strong, positive people skills. The successful candidate should have at least five years of recent prior experience as a top 10 market CE or assistant CE or equivalent network experience in a union environment.

The successful candidate will lead the charge in an affiliation switch, continue our successful LMA with UHF independent, and launch a second cable channel within their first year.

Our North Texas lifestyle makes this a rare opportunity. Send letter, resume, salary requirements and at least three references to:

Jeff Rosser, General Manager,
KDFW-TV, 400 N. Griffin St., Dallas, TX
75202. EOE.



Vacation Relief-ENG Editor (4 Positions): Experience in television news operation required. Ability to operate Sony 800 system a must-Sony 600 system a plus. Must be able to work unsupervised under deadline pressure. Please send resume to: Peter Menkes, WABC-TV, 7 Lincoln Square, New York, NY 10023-0217. No telephone calls or faxes please. We are an equal opportunity employer.

Transmitter System Engineer. Immediate opening for experienced transmitter technician at UHF facility. Requires knowledge of RF, microwave, analog and digital systems, 2-4 years experience desirable. Applicant must have specific knowledge of computers, VTR's switchers and related studio equipment. Applications accepted through March 10, 1995. Personnel Department, KFTY-TV, 533 Mendocino Avenue, Santa Rosa, CA 95401. No phone calls. EOE. Pre-employment drug testing.

Technician. Applicants must have previous experience in broadcast television equipment. Must be experienced and able to operate one-inch, 3/4-inch, Beta, Master Control and studio audio mixer, lighting and cameras. Send resume to: Chief Engineer, KCCI-Channel 8, P.O. Box 10305, Des Moines, IA 50306. EOE.

Engineering. KRMA-TV seeks RF Maintenance Engineer w/5 years of in-depth full power VHF experience. Familiarity with Harris Platnum, low power UHF, MRC FLR/FLH, and MACOM G-Line. Valid FCC General Class License required, SBE certification and studio maintenance experience desired. Must work well under pressure and be available for on-call 24 hours/day. Salary start: \$2,500 per month. Submit letter of intent explaining how your qualifications meet our needs. Resume, 3 professional references to: RF Search Committee, KRMA-TV, 1089 Bannock Street, Denver, CO 80204. Items must be received by 3/15/95 by 5:30 for consideration. Women and minorities are encouraged to apply! EOE.

Maintenance Engineer: Immediate opening for Maintenance Engineer. Associate Degree in Electronics and 4-6 years experience TV maintenance. FCC General Class license required--SBE certification desirable. Individual must be energetic, self-starter with experience in component level troubleshooting and maintenance of a wide variety audio, video and RF equipment. U-Matic maintenance required, Beta experience a plus, computer skills beneficial. Must also share in driving/operating KU band SNG truck (chauffeurs license required). Some weekends and nights required and occasional master control operating shift. Minorities and women encouraged to apply. Send resume listing references, salary requirements and any manufacturers technical schools to: Chief Engineer, KOMU-TV, 5550 Hwy. 63 South, Columbia, MO 65201. An EEO, affirmative action employer.

Maintenance Engineer: KDFW-TV, Dallas, TX has an immediate opening for a System Maintenance Engineer, with a strong computer background. This opening is for our lead maintenance person on our newsroom computer, master control automation system and graphics systems. A strong background in Beta and 1" is also required. Send resume to Director of Engineering, KDFW-TV, 400 North Griffin Street, Dallas, Texas 75202. EOE.

ENG Editor (Temporary): Experienced in television news operation required. Ability to operate Sony 800 system a must-Sony 600 a plus. Must be able to work unsupervised under deadline pressure. Please send resume to: Peter Menkes, WABC-TV, 7 Lincoln Square, New York, NY 10023-0217. No telephone calls or faxes please. We are an equal opportunity employer.

Broadcast Maintenance Engineer. Large college Radio-TV-Film Department is hiring a Broadcast Maintenance Engineer to design, install, maintain, repair, and modify all types of specialized equipment in a modern color broadcast television studio. Please fax or send resume to L.A. Community College, 770 Wilshire Boulevard, 4th Floor, L.A., CA 90017. (213) 891-2238. EOE/M/F/V/H.

Audio Supervisor: Florida based television group seeks a highly qualified audio person to manage audio operations, design, and maintenance. Candidates must be experienced in all facets of TV audio production and live news. Background should also include the installation and maintenance of intercom and IFB systems. Individual must possess excellent interpersonal skills and be capable of directing a large staff. Salaries are highly competitive. All resumes held in strict confidence. Reply to Box 00336 EOE.

Chief Engineer. Looking for experienced CE, highly qualified in all areas of broadcast engineering to oversee/maintain transmitter and studio equipment. SBE certification, FCC General License required. Send resume w/salary requirements to Box 00330 EOE.

Assistant Chief Engineer. KFNB-TV, Casper, WY has an immediate opening. At least 3 years experience in maintaining UHF and VHF transmitters, microwave systems, U Matic, and Beta SP decks required. Send resume to KFNB-TV, 7075 Salt Creek Highway #1, Casper, WY 82601. EOE.

HELP WANTED NEWS



NEWS PRODUCER. Cable News Network is looking for News Producers with 5-6 years experience. The Producer would oversee all aspects of a network newscast. Applicant must be editorially mature with solid knowledge of national and international news and be able to create an indepth, yet visually exciting newscast. Must also have strong people management skills needed to be a team leader. This position requires working a variety of schedules.

Send resume to:
 GRACE DYSON
 NEWS PRODUCTION DEPARTMENT
 CABLE NEWS NETWORK
 1 CNN CENTER
 P.O. Box 105366
 ATLANTA, GA 30348-5366
 An Equal Opportunity Employer

WE DON'T WANT YOU...

...Unless you are willing to take TV news to the next level. Don't apply unless you are the most creative reporter, photographer, newscast producer, aggressive assignment editor, or killer anchor (news/sports/weather) in your market. Granite Broadcasting's new CBS affiliate in Austin, Texas is building a winning team from the ground up. All positions are available immediately. Send a non-returnable tape and resume only if they show that you stand out from the crowd to:

Jeff Godlis, News Director
 KBVO-TV
 10700 Metric Boulevard
 Austin, TX 78758
 Please no phone calls!
 GBC/KBVO is an Equal Opportunity Employer.

WSB-TV, Atlanta's Number One News Station, is looking for the best Producer to work in the Olympic City.

1. SUPERVISING PRODUCER: Oversees coverage, writing, producing of 5PM and 6PM newscasts. Produces, opens and oversees all pre-production of both hour newscasts. Supervising or major market experience required.

2. PRODUCER: Atlanta's highest rated evening newscast and one of the most watched newscasts in the country. Must possess strong writing skills and ability to work with talented writers, reporters, and editors.

Please send resume tapes and writing samples to:
 LAUREN WATKINS
 ASSISTANT NEWS DIRECTOR
 WSB-TV
 1601 WEST PEACHTREE STREET, NE
 ATLANTA, GEORGIA 30309
 We are an Affirmative Action, Equal Opportunity Employer - M/F. ADA.

KPHO Arizona Five...Phoenix's CBS ...Affiliate looking for qualified candidates to fill the following positions:

- General Assignment Reporter
- Anchor
- Consumer Reporter
- Investigative Reporter
- Anchor/Reporter
- Assistant Producer
- Photojournalist
- Assignment Editor
- Investigative Producer

Send non-returnable samples of your most recent work along with a detailed resume to:

PERSONNEL/KPHO-AZ5
 4016 NORTH BLACK CANYON
 PHOENIX, AZ 85017

No phone calls, please. KPHO is an Equal Opportunity Employer.

Weekend Anchor/Reporter. Weekend Sports Anchor/Sports Reporter and Bureau Anchor/Reporter needed for Pacific Rim television and radio news department. We're a state-of-the-art newsroom with a strong emphasis on hard news and award winning investigations. We don't do puff and fluff. If you have at least a year of professional experience in a television or cable newsroom, send resume and tape to: News Director, Guam Cable TV, 530 West O'Brien Drive, Agana, Guam 96910. No phone calls.

Weekend Weather Anchor. Successful candidate will have excellent on-air skills with several years experience as a weather anchor for a commercial television station. Background in television news reporting preferred. Resume and non-returnable videotape (no calls) to Dave Davis, News Director, WPVI-TV, Suite 400, Philadelphia, PA 19131. EOE.

CLASSIFIEDS

WNRW-TV, soon to be the newest ABC affiliate in the Carolina's, is looking for a Top Gun News Director. If you've "seen it, done it, been there" and are eager for a once in a lifetime challenge, then we have the opportunity for you. This station will be switching from FOX to the ABC network within the year and is building a news operation from the ground up. Your responsibilities will be many, including fully staffing and designing the news effort and formulating a winning strategy in a very competitive news market. Candidates must have a minimum of five years experience as news director, be familiar with new technologies, have a cutting-edge eye for competition and excellent people management skills. This is a big job -- no wimps need apply. WNRW-TV is an Act III Broadcasting station and an equal opportunity employer located in Winston-Salem, North Carolina. The quality of life is very good here, but the pace will be hectic. If you are interested, please send a resume and your news philosophy to: Donita Todd, Vice President and General Manager, WNRW-TV, 3500 Myer Lee Drive, Winston-Salem, NC 27101. Fax: (910) 723-8217. No phone calls please. Women and minorities encouraged to apply. Please refer to source of advertisement in your correspondence. EOE, M/F.

Weekend Anchor/Reporter... 90s market needs a solid experienced communicator; will also require some weekday/night reporting. You must have one to two years of commercial TV news anchoring experience. No beginners--no phone calls! Non-returnable tapes and resume to News Director, WFMJ, 101 West Boardman Street, Youngstown, OH 44503. EOE.

Weekend Weathercaster needed for medium market station in the Southwest. Person must have live-line and nexrad experience and some on-air experience. Person needed to do fill-in work and Saturday and Sunday evening shows. Send tape and resume to Box 00341 EOE.

Weather leader seeks morning weathercaster. Doppler radar. Non-returnable tapes to Lee Williams, News Director. WAND-TV, Decatur, IL EOE.

Weather Anchor. Morning and noon weather anchor in the 8th market. Meteorological Degree or Seal preferred but not mandatory. Must understand contemporary weathercasting techniques. Thrive on severe weather and truly communicate with the viewer. Send tape and resume to Jim Holland, News Director, KTVT-TV, 5233 Bridge Street, Ft. Worth, Texas 76103. Minority candidates are encouraged to apply.

News Promotion Writer/Producer: Tribune Company's CLTV News has an opening for a News Promotion Writer/Producer. CLTV, located in suburban Chicago, is one of the nation's largest 24-hour regional news operations. This Producer will create and edit on-air spots and print materials. Previous TV experience producing on-air news promotion announcements required; demonstrated writing skills essential. Send tape, writing samples and resume, but please don't call: CLTV News, Attn: Nicki Lamberg, 2000 York, Suite 114, Oak Brook, IL 60521.

Producers/Writers Wanted for international television business news network. Must have 2+ years TV news experience. Business news knowledge a must. Send resumes to Box 00329 EOE.

Photojournalist. WLEX-TV, Lexington, KY, needs a story-teller, a true NPPA thoroughbred with an eye for Central Kentucky's Bluegrass beauty. We want a full time creative individual to join an expanding, progressive and innovative photography staff. A minimum of 2-4 years experience, preferably with Beta. Resume and tape to Station Relations, P.O. Box 1457, Lexington, KY 40591. EOE.

Newscast Producer: CLTV News, a 24 hour regional news cable channel located in suburban Chicago, has an immediate opening for a newscast producer. Basic responsibilities include the writing of news shows; working on story ideas and development of coverage; heavy interaction with talent, directors, editors. Candidates must have one to three years proven experience in broadcasting as a newscast producer or associate producer. Resumes and non-returnable tapes should be sent to Human Resources, CLTV News, 2000 York, Suite 114, Oak Brook, IL 60521. No phone calls please.

Rare entry-level opening for News Photographer in the 35th market. This is an overnight position. College degree. Tapes/resumes to Human Resources Manager, WYFF-TV, P.O. Box 788, Greenville, SC 29602. EOE.

Telenoticias, international Spanish cable TV, looking for a Meteorologist with computer skills. ASAP. Urgent request. Call Fran at: 305-889-7219 - Leave phone - business, beep and home. Must move to Miami.

Television ENG Photographer: Top LA network bureau opportunity for bright, hard-working, reliable shooter w/pro news experience. Resume, cover letter with salary history, references and tape to Box 00295 EOE.

Television Meteorologist: Dominant station in Wichita, Kansas seeks experienced Meteorologist. No beginners. Prefer AMS Seal. Must know how to deal with severe weather. Tapes and resume to: Eric Lerner, News Director, KWCH-TV, P.O. Box 12, Wichita, KS 67201. EOE. M/F.

The market leader in Alabama's capital city is looking for a dynamic co-anchor for its 5:00 newscast. Will anchor alongside a female anchor who is a 5-year veteran in the market. Will also report for the 10:00 newscast. Live experience a must. Must also be able to produce newscasts when needed. Send non-returnable tapes (VHS ok) and resume to: Lucy Riley, News Director, WSFA-TV, 12 East Delano, Montgomery, AL 36105. EOE.

Videographer. Named the Best Newscast in Florida by the Associated Press, Fox News at Ten, in the Ft. Myers market, needs two videographers. Two years experience required. Send non-returnable tape and resume to: Chris McKinney, Chief Videographer, 621 SW Pine Island Road, Cape Coral, FL 33991. No phone calls please. We are an equal opportunity employer.

WRDW-TV has immediate opening for Videographer to shoot and edit 3/4" tape for newscasts. Previous experience required. Tapes and resumes to: Judith Tredore, H.R.A., WRDW-TV, P.O. Box 1212, Augusta, GA 30903-1212. EOE.

Reporter. Wanted...experienced reporter for aggressive number one news team. Strong live and investigative skills a must. EEO. Send tape and resume to: Neil Goldstein, WRGB-TV, 1400 Balltown Road, Box 1400, Schenectady, NY 12301-1400.

Sports Director wanted for fastest growing medium market station in the Southwest. Person needs to be a sports journalist willing to seek out the local story over the scores and highlights standard fare. Person also responsible for only Sunday sports show in the market. Send tape and resume to Box 00342 EOE.

TV Weekend Sports/Reporter. Northwest ABC affiliate looking for Weekend TV Sports Anchor/Reporter. Minimum 2 years experience, Bachelor's Degree and demonstrated sports knowledge required. No phone calls please. Send resume, writing samples, tape, salary requirements and references to: Michael Espinoza, Executive News Director, KXLY TV/AM/FM, 500 West Boone Avenue, Spokane, WA 99201 by March 20. KXLY is an equal opportunity employer.

Two Anchors Needed: Prime weekday Anchor/Assistant News Director. Need seasoned, energetic journalist who can also help manage newsroom. Will report regularly and fill in as producer. Also need weekend Anchor/Producer, weekday Reporter. Must be aggressive, enterprising story-teller. Both jobs: Send VHS or 3/4" tape to Karen Frankola, News Director, WKJG-TV, 2633 West State Boulevard, Ft. Wayne, IN 46808. No beginners, or phone calls. EOE.

Wanted: News director for 3 station market in upper Midwest. Outstanding opportunity. Reply to Box 00335 EOE.

Executive News Producer. Responsible for the formatting and execution of all newscasts, series and specials. Oversees program line-ups, production elements, story selection and scripts. Minimum of 3 to 5 years television news production and management experience; be an excellent writer and journalist; possess keen production skills and be familiar with contemporary news production techniques; be a superb manager and motivator of people; have thorough knowledge of laws and regulations that might affect the gathering and presentation of news and have ethical standards. A college degree is preferred. An applicant tentatively selected for any position will be required to undergo and pass a test to screen for substance abuse prior to and as a condition of employment. Reply to Nancy Shafran, News Director, KPRC-TV, P.O. Box 2222, Houston, Texas 77252-2222.

General Assignment Reporter. NewsChannel 20, WICS-TV, is looking for an aggressive enterprising reporter who knows how to tell a good story. Candidate must have at least two years of reporting and live experience. Send resume and non-returnable tape to: News Director, NewsChannel 20, 2680 East Cook Street, Springfield, Illinois 62703. Women and minorities encouraged to apply. No phone calls.

NE affiliate is seeking a News Director. Applicants with prior News Director or Assistant News Director experience should send resume, no tapes please, to Box 00344 EOE.

Immediate opening for 6/10 Anchor. Number one progressive news organization seeking experienced individual. Must have excellent writing skills, good news judgement, work well under pressure. High profile, small midwest market. Send non-returnable tape and resume to Box 00332 EOE.

KTVN-TV has an opening for a Full Time News Producer to produce in the newsroom. Position requires a self-motivated individual with excellent communication, organizational, people and writing skills; a professional and positive demeanor, and the ability to use editing and computer equipment. High school or the equivalent and at least 1 year experience with an emphasis on journalism or communications preferred. Send resume and non-returnable tape to Nancy Cope, News Director, P.O. Box 7220, Reno, NV 89510. Applications are available at 4925 Energy Way, Reno, NV 89502. Qualified minorities are encouraged to apply. No phone calls please. KTVN-TV is an equal opportunity employer.

Main News Anchor. Top 80 midwest station seeks experienced communicator to compliment female co-anchor. Resumes to Box 00323 EOE.

News Producer. Fox station needs experienced, creative, take charge producer for start-up 10 PM newscast. Nontraditional thinker. Strong writing skills and excellent news judgement a must. Send resume, non-returnable tape, and salary history to L. Cochran, WSYT, 1000 James Street, Syracuse, NY 13203. EOE.

News Feature Show Producer: CLTV News, a 24-hour regional cable news channel located in suburban Chicago, has an immediate opening for a news feature show producer. This position is responsible for producing and writing a weekly feature program based on the topics in the "Kid-News" section of the Chicago Tribune newspaper; coordinating show formats between editorial departments; organizing all video elements; some video tape editing duties are also required. Previous experience must include one to three years experience as a show producer for feature programming; must have proven ability to deliver on deadlines and have excellent communication skills. This position requires varying work schedules. Interested candidates should submit a resume and tape to Human Resources, CLTV News, 2000 York, Suite 114, Oak Brook, IL 60521. Absolutely no phone calls.

News Managers Wanted to help run international television business news network. Must have 5+ years experience as a line producer or assignment editor. Strong business news knowledge preferred. Send resumes to Box 00328 EOE.

Meteorologist. Wanted...full time meteorologist for strong number one newscast. Experience a must. EEO. Send tape and resume to: Neil Goldstein, WRGB-TV, 1400 Balltown Road, Box 1400, Schenectady, NY 12301-1400.

Editor - 3-5 years experience - D2, Abekas 53, GVE200. AVID experience plus. Good client skills a must. Leading Atlanta production company. Please send tape/resume to: Barry Sikes, 1465 Northside Drive, Suite 110, Atlanta, GA 30318.

Are you one of the best reporters in the business? If so, you'll work well with the rest of our team. Extremely committed and well-equipped CBS affiliate in one of the most competitive markets in the country is looking to add to its already great reporting staff. Aggressiveness, enterprise and a demonstrated ability to humanize the story are the requirements for this general assignment position. If you've got these talents along with at least three years experience, please send non-returnable tape and resume to: Phil Bell, Executive Producer, WTVF, 474 James Robertson Parkway, Nashville, TN 37219. WTVF is an equal opportunity employer and encourages applications from members of minority groups. No phone calls, please.

Assignment Editor - Top-20 Indy needs someone to manage the nighttime assignment desk. Prefer 2-3 years experience. We need someone who can both cover spot news, and contribute creative story ideas. We're in an intensely competitive environment and we need an impact player who can step in and make an immediate difference to our nighttime coverage. Send resume to KPLR-TV, Attn: Dept 24G, 4935 Lindell Boulevard, St. Louis, MO 63108. EOE.

Assignment Editor: Looking for aggressive, take-charge person to run desk. Will supervise crews in field and help coordinate newsroom coverage. Ability to enterprise news stories and work well with people. Must have good news judgement and know what elements are needed to produce winning newscast. Satellite and microwave knowledge essential. Send resume to Liz Grey Crane, News Director, WTNH-TV, 8 Elm Street, New Haven, CT 06510. No calls please. EOE.

Broadcast Journalist (Sports). Must have 2 years education (physical education, communications or journalism) or 2 years experience as journalist. Must also have knowledge of and experience with coverage of Canadian sports events and sports events (especially Quebec teams). Salary: \$8.50 per hour. Send resume to: Attn: Job Order No. 528336, Jobs and Training Division, Vermont Department of Employment and Training, P.O. Box 488, Montpelier, VT 05601-0488.

Consumer/Investigative Reporter: Are you ready to step up to *Primetime* in the NFL (New Fox League)? We're looking for a hard hitting journalist who wants to tackle tough consumer issues. You must have the integrity of Walter Cronkite and the showmanship of Geraldo! If you have the experience (minimum 6 years) and the skills to make a positive impact, send T&R to Henry Chu, Assistant News Director, WDAF-TV, 3030 Summit, KC, MO 64108.

Executive News Producer. Named Best Newscast in Florida by the Associated Press, Fox News at 10 in the Naples/Ft. Myers market, seeks number two person in news department. Successful candidate must possess 3 to 5 years experience in top 75 market. Candidate must be a leader, an exceptional writer and Foxified. Send non-returnable tape to: Mark Pierce, Station Manager, 621 SW Pine Island Road, Cape Coral, FL 33991. No phone calls please. We are an equal opportunity employer.

Assignment Editor. Candidate must understand contemporary television newsgathering and storytelling techniques. Must be able to enterprise issues and trends stories as well as make the trains run on time. At least one year's experience on an assignment desk is preferred. Contact Fred Ertz, Assistant News Director, KTVT-TV, 5233 Bridge Street, Ft. Worth, Texas 76103.

Barbie and Ken need not apply. Fox station seeks two experienced, nontraditional thinking, working journalists to co-anchor start-up 10 PM newscast. Great news delivery, presentation, and writing skills a must. Send resume, non-returnable tape, and salary history to L. Cochran, WSYT, 1000 James Street, Syracuse, NY 13203. EOE. Deadline March 17, 1995.

HELP WANTED PRODUCTION

D-2 Editor

Are you a computer Editor looking for a chance to prove yourself on some great equipment? Our D-2 Edit Suite — complete with A-82, Impact Four & CMX Omni — needs an aggressive, artistic, cutting-edge Editor. (And if you can produce & direct, you'll get our attention *real fast!*) This just might be the opportunity you've been looking for, because we want more than cuts and dissolves... we want *magic!*

KXTX-TV is the sister station of KXAS-TV the NBC affiliate in Dallas-Fort Worth, a Top Ten market. We know raw talent when we see it, so show us your stuff! Send résumé and tape to:

- Dennis Bruns, Production Manager

KXTX-TV
3900 Harry Hines Blvd.
Dallas, TX 75219

▪ 214-523-5842



Television Editor. Immediate opening for highly qualified #1 Editor/Director for top-lite digital post suite. Minimum 3 years experience in computer video editing and strong graphics ability required. Familiarity with D-2 and Ampex Ace touchscreen preferred. Photography skills a plus. Excellent people skills absolutely essential. Must be able to take responsibility and manage projects with minimum supervision. Assignments are both long and short-form. Strong interface with News, Promotion. Great opportunity and benefits with one of America's top communications corporations. Send resume and tape to KOCO-TV, P.O. Box 14555, Oklahoma City, OK 73113, Attention Mac Troy. (405) 478-6640. Fax: (405) 475-5242.

3D Animator. Experienced 3D artist for Mac-based ElectricImage software. Excellent opportunity with leading Atlanta production company. Please send tape/resume to: Ken Virgins, 1465 Northside Drive, Suite 110, Atlanta, Georgia 30318.

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

Director. Northeast market leader seeks an energetic director with fast fingers, a sharp mind and the ability to work effortlessly under pressure. Minimum 2 years broadcast experience directing and switching news, commercials and special programs. Prefer expertise on Grass Valley 300, Abekas A51, Chyron SuperScribe and computer editors. Send resume, references and non-returnable tape (with director's track, if possible) to Box 00338 EOE. M/F.

Part-Time News Videotape Editor. Duties include editing raw videotape or network feed tape into ready-for-air news stories, playing back edited tapes in newscasts, morguing tapes for archive. Ability to work quickly and accurately a must. Experience in television with a working knowledge of news/production editing techniques. College degree preferred. Reply to Ken Cockroft, News Operations Manager, KPRC-TV, 8181 Southwest Freeway, Houston, Texas 77074.

Part-Time Television Production Technician. Operate and maintain studio cameras, lights, field cameras. Set and strike sets and props; assist in their construction. Assist Producer/Director in preparation and production of newscasts, commercials, promotions. Flexibility in hours. Experience in television production required; including studio camera and teleprompting operation, floor directing and lighting. Experience in commercial or news field production, editing or character generator preferred. Degree in Communications or related field desired. Reply to Lyle Schulze, Programming Director, KPRC-TV, P.O. Box 2222, Houston, Texas 77252-2222.

Sr. Writer/Producer. Major market station with digital post-production facilities and state of the art graphic department is searching for a Sr. Writer/Producer to handle news and program promotion, including promotion for station's new weekly primetime news magazine. Candidates should have experience in: writing/producing news series promotion; location production (tape and film), including Directing; designing and posting graphic animations. Previous television station and/or ad agency experience is essential. Send resume and reel to: Dick Goggin, KYW-TV/KYW-AM/WMMR-FM, Independence Mall East, Philadelphia, PA 19106. EOE, M/F, ADA.

On-Line Editor for Miami Post-Production facility. Great work environment! Minimum 2 years experience with 1", Beta, D-2, Abekas, ADO. Send reel, resume, references and salary requirements to Box 00320 EOE.

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.

Graphic Design Director. KSDK, #1 rated NBC affiliate has an opening for an experienced television graphic design director with prior management experience and B.A. in Graphic Design. Work with two designers on wide variety of projects in different media. Must have knowledge of paint systems and Macintosh. Qualified applicants must be motivated, creative, hands on, and able to meet strict deadlines. Send letter and resume to Human Resources, KSDK-TV, 1000 Market Street, St. Louis, MO 63101. No calls. EOE.

Television Producer with Writing and Editing Skills. Looking for talented and adventurous Production Professional to assist with syndicated half hour program and news inserts. Need track record of high production values, creative contribution and planning, shooting and posting proficiency. Unique opportunity for profitable ground-floor participation in growing new media company. Solid salary plus attractive benefits and a hand in the future. Fax resume to Holigan Group (214) 386-7141.

Production Manager. WACH-TV in Columbia, SC is looking for a strong and aggressive Production Manager. Candidate must have production management experience, good management skills, on hands experience with editing equipment, and the ability to communicate. Field experience, graphic art work, and the ability to write commercial spots will be helpful. Any one interested should send their resume to: WACH-TV, Attn: Lee Latham, 1221 Sunset Boulevard, West Columbia, SC 29169. WACH-TV is an equal opportunity employer.

Producer/Director. WCMH Operations Department has an opening for a Producer/Director. The successful applicant should have experience directing complicated news programs and at least 4 years previous broadcast television production experience. Position requires a detail oriented, self initializing team player with a creative mind. The ability to produce, edit videotape and write is a definite plus. Send resume to Paul Ernst, WCMH, P.O. Box 4, Columbus, Ohio 43216. EOE.

HELP WANTED PROGRAMMING

Program Director. Tremendous opportunity to join our team and program an independent station in Northern California. Talents should include negotiating contracts, handling paper trail, Nielsen, brilliant programming move, promotions and working with sales. If a station that has a great local news department and programming appeals to you, send resume and why we should talk to John Burgess, GM, KFTY-TV, 533 Mendocino Avenue, Santa Rosa, CA 95401. No phone calls. EOE. Pre-employment drug testing.

Membership Manager: WXXI-TV-AM-FM seeks individual to supervise membership staff and meet annual goals for membership. Responsible for billings, reports, on-air drives, direct mail acquisitions. BA degree, management experience and strong writing and computer skills required. Fundraising experience desirable. Send cover letter and resume to WXXI, Human Resources Department, P.O. Box 21, Rochester, NY 14601. WXXI is an equal opportunity employer.

HELP WANTED PROMOTION

ON-AIR PROMOTION MANAGER WSMV NASHVILLE

We are looking for a hands-on On-Air Promotion Manager who can produce clearly written, people-oriented spots that drive home viewer benefit. Must be well-organized, a people-person, interested in and able to deal with all facets of broadcast promotion. Join Meredith Corporation in one of America's best cities. Send tape, resume and salary history to: **Carolyn Lawrence, WSMV, P.O. Box 4, Nashville, TN 37202. EOE.**

Senior Promotion Writer/Producer. KARE 11, the Twin Cities leading news station is looking for a Senior Promotion Writer/Producer with marketing suave and creative energy. The candidate hired will have a minimum of five years station production experience with all the beginner's lessons learned. She or he will have excellent people skills and a strong desire for team success. A demonstrated level of expertise in large market production techniques and a reel to prove it is required. This position not only works on topicals and series, but takes a leadership role in image campaigns. Supervisory and administrative skills are a plus. Our station is a great place to work and our company offers continuing opportunities. To apply, rush a resume and a non-returnable VHS demo tape to: Sandy Sharp, KARE 11, 8811 Olson Memorial Highway, Minneapolis, MN 55427. EOE. No phone calls please.

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

We're looking for the best to work at Washington's best news and information station. W*USA-TV needs a top-notch Promotion Writer/Producer with 3-5 years promotion producing experience. A great reel w/emphasis on break-through news and programming promotion, strong writing skills and flexible hours a must. Send resume and non-returnable reel immediately to: Dawn Rodney, Promotion Manager, W*USA-TV, 4100 Wisconsin Avenue, NW, Washington, DC 20016. No phone calls please. EOE.

Promotions Director. Develop and implement promotion plans. Interact with community organizations. TV production knowledge, solid writing skills and 3 years TV experience required. Resume and tape to: KUJT-TV, Attn: E.O.E. Officer, P.O. Box 3788, Grand Junction, CO 81502. EOE.

WANTED: BIG THINKER

Writer/Producer for CBS On-Air Promotion. With creative skills, writing skills, and ideas that are big on one ingredient:

INNOVATION!

Send us your big innovative demo reel. Do not call. Reels are non-returnable.

Send to:

CBS

Ms. Barbara Lucchese

7800 Beverly Boulevard, RM 15 • Los Angeles, CA 90036

Equal Opportunity Employer

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.

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Network Production Manager. Major East Coast cable network is seeking a Production Manager with demonstrated experience in all facets of film and video production, post production, budgeting and project management. Requirements include a minimum 5-7 years of experience in documentaries as well as feature film and/or television work as a Production Manager. Must have a solid understanding of production logistics, rights issues, talent negotiations and union issues, post production, budgeting and project management. Strong communications skills also essential. For consideration, please send resume to Box 00293 EOE.

Editor sought for national cable network. Experienced on-line/off-line editor with story telling expertise. Also experienced in post-production in long-form/documentary programming, and interstitial and promo elements. GVG and CMX with digital effects experience a must. Send resume to The Travel Channel, 2690 Cumberland Parkway, Atlanta, GA 30339, Attn: Open Positions. No phone calls. EOE M/F/H/V.

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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.

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Producer/Director: Immediate opening for an experienced Producer/Director for weekly Spanish I and II language courses offered live via satellite. Second language skills, preferably Spanish, preferred but not required. Bachelors degree required. 2 years full-time experience as a producer/director required, 3 or more years preferred. For applications and salary information contact: Paula Seematter, Educational Communications Center, Bob Dole Hall, Kansas State University, Manhattan, KS 66506. (913) 532-7041. Application review begins March 20, 1995. Kansas State University is an affirmative action, equal opportunity employer. KSU encourages diversity among its employees.

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PUBLIC NOTICE

The Executive Committee of the Public Broadcasting Service will meet at 9:00 a.m. on March 22, 1995 in the offices of the Public Broadcasting Service, 1320 Braddock Place, Alexandria, VA. The tentative agenda includes reports from PBS officers, board committees and task forces on satellite operations, finance, programming, learning services, nominating, annual meeting, and other business.

The Public Broadcasting Service Subcommittee on Budget, Finance and Audit will meet in executive session at 1:00 p.m. on March 21, 1995 in the offices of the Public Broadcasting Service, 1320 Braddock Place, Alexandria, VA. The tentative agenda includes appointment of auditors, FY 1996 budget review, FY 1997 budget process, stations on deferred payment plans, reports from officers, and other business.

The public television Interconnection Committee will meet at 9:00 a.m. on March 21, 1995 in the offices of the Public Broadcasting Service, 1320 Braddock Place, Alexandria, VA. Tentative agenda includes a report on broadcast operations, FY 1994 interconnection report, transponder utilization, and other business.

FOR SALE STATIONS

KTTY TELEVISION SAN DIEGO

NOTICE OF SALE OF 62% OF THE OUTSTANDING SHARES OF SAN DIEGO TELEVISION, INC.

Pursuant to the Order of the United States District Court for the Southern District of California, approximately 62% of the outstanding shares of San Diego Television, Inc., FCC licensee for KTTY-Channel 69, San Diego, California, are to be sold by public bid and auction, pursuant to certain Bidding Procedures approved by the Court.

For copies of the Bidding Procedures, Bid Form, form Purchase and Sale Agreement and further information, contact the Court - appointed broker:

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President
RICHARD A. FOREMAN ASSOCIATES, INC.
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Stamford, CT 06902
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Only bidders pre-qualified pursuant to the Bidding Procedures will be allowed to participate in the auction, to be held on April 6, 1995.

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

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

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

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

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

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

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

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

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

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

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

For the Record

OWNERSHIP CHANGES

Granted

KOLL(FM) Maumelle, AR (BTCH940-826GF)—Action Dec. 20.

KHSL-TV Chico, CA (BALCT941213KE)—Action Dec. 28.

KFCB(TV) Concord, CA (BALCT94120-6KK)—Action Dec. 20.

KTMG(AM) Deer Trail, CO (BAL940-627EA)—Action Jan. 6.

WPBR(AM) Latana, FL (BTC941114EA)—Action Dec. 30.

WOMX(AM) Orlando, FL (BAL940223-ED)—Action Dec. 28.

WCPX-TV Orlando, FL (BALCT940728-LG)—Action Dec. 20.

WGTO(AM) Pine Hills, FL (BAL941014-EA)—Action Dec. 28.

WGNE-FM Titusville, FL (BTCH940826-GE)—Action Dec. 20.

WKXF(AM) Eminence, KY (BAL9410-27EA)—Action Jan. 6.

WFXT(TV) Boston (BTCCT941110KF)—Action Dec. 30.

WKNN-FM Pascagoula, MS (BTCH940-826GG)—Action Dec. 20.

WCPV(FM) Essex, NY (BAPH941028-GG)—Action Dec. 30.

WKDM(AM) New York (BAL940303EC)—Action Jan. 3.

WHNS(TV) Asheville, NC (BALCT9407-28KZ)—Action Dec. 30.

WERT-AM-FM Van Wert, OH (AM: BAL9-41104GF; FM: BALH941104GG)—Action Dec. 30.

WKNL(AM) Knoxville, TN (BAP940906-EC)—Action Dec. 30.

KKZR(FM) Conroe, TX (BALH941103-GH)—Action Jan. 4.

KENR(AM) Houston (BAL941110EJ)—Action Jan. 6.

FACILITIES CHANGES

Applications

Abbeville, AL WIZB(FM) 94.3 mhz—Genesis Radio Co. Inc. seeks one-step app. to change from class A to class C3 (pursuant to MM docket 92-159).

Durango, CO KWXA(FM) 99.7 mhz—Caren

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.

Lacy seeks CP to make changes: ERP: 9.2 kw; ant. 344 m.; TL: 8.5 km NE of Durango, CO (La Platte Co.), access via Forest Service Rd. 071, and to change antenna supporting-structure height.

Iowa Falls, IA KIFG-FM 95.3 mhz—PBW Broadcasting Corp. seeks CP to make changes: ERP: 6 kw.

Bayou Vista, LA KQKI-FM 95.3 mhz—Teche Broadcasting Corp. seeks mod. of CP to make changes: ERP: 16.7 kw; TL: on Cotton Rd., 2.25 km (1.4 mi.) S of US 90, approx. 3 km S of Bayou Vista, LA (St. Mary Parish).

Halfway, MO KYOO-FM 93.1 mhz—KYOO Broadcasting Co. seeks mod. of CP to make changes: ERP: 25 kw; ant. 100 m.; TL: just N of State Hwy 54, .55 miles W of Star Ridge Church, 10.2 miles N of Halfway, Polk Co., MO; frequency to 99.1 mhz, and to change class to C3 (per MM docket 93-186).

Lovington, NM KLEA-FM 101.7 mhz—Lea County Broadcasting Co. seeks mod. of CP to make changes: ant. 88 m.; TL: Country

Club Rd., Lovington, Lea Co., NM.

Chateaugay, NY WYUL(FM) 94.7 mhz—Vector Broadcasting Inc. seeks CP to make changes: ERP: 1.9 kw; ant. 634.6 m.; TL: Lyon Mtn. Communications Site, 3.98 km SE of Community of Lyon Mtn. in Clinton Co., change class to C2 (per MM docket 93-76).

Oliver, PA WASP-FM 94.9 mhz—The Humes Broadcasting Corp. seeks CP to change ERP: 1.65 kw, and to change class to B1 (per MM docket 92-314).

Rock Hill, SC WRHI(AM) 1340 khz—Our Three Sons Broadcasting seeks CP to change TL: 250 m. N of intersections E of Westminster and Camelot Drives, Rock Hill, SC, and make changes in antenna system.

Narrows, VA WZFM(FM) 101.3 mhz—Old Dominion Media Corp. seeks CP to make changes; ERP: .235 kw; ant. 366 m.; TL: 2.7 km S (180 degrees) of town of Narrows, VA, in Giles Co., on Wolf Creek Mtn.

Royal City, WA KRCW(FM) 96.3 mhz—Northwest Chicano Radio Network Inc. seeks CP to make changes: ERP: .13 kw.

NEW STATIONS

Applications

Livingston, CA (BPED950113MC)—Stockton Christian Life College seeks 89.1 mhz; 0.23 kw; ant. 71 m. Address: 1919 W. Lane, Stockton, CA 95210. Applicant is headed by Shirley Garner and owns KCJH(FM) Stockton, CA.

Sun Valley, ID (BPH950120MC)—Alpine Broadcasting Ltd. seeks 107.5 mhz; 100 kw; ant. 528.8 m. Address: P.O. Box 2158,

BY THE NUMBERS

BROADCASTING

| Service | Total |
|---------------------------|---------------|
| Commercial AM | 4,909 |
| Commercial FM | 5,122 |
| Educational FM | 1,736 |
| Total Radio | 11,767 |
| VHF LPTV | 534 |
| UHF LPTV | 1,057 |
| Total LPTV | 1,591 |
| FM translators & boosters | 2,289 |
| VHF translators | 2,215 |
| UHF translators | 2,464 |
| Total Translators | 6,968 |

| Service | Total |
|--------------------|--------------|
| Commercial VHF TV | 559 |
| Commercial UHF TV | 605 |
| Educational VHF TV | 123 |
| Educational UHF TV | 240 |
| Total TV | 1,527 |

CABLE

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

*Based on TV household universe of 95.4 million.

Sources: Nielsen, NCTA and FCC

FOR THE RECORD

Ketchum, ID 83340. Applicant is headed by Scott Parker and has no other broadcast interests.

Mt. Vernon, IL (BPED950131MA)—Illinois Bible Institute Inc. seeks 89.7 mhz; 6.2 kw; ant. 150 m. Address: P.O. Box 140, Carlinville, IL 62626. Applicant is headed by Ernest Moen and owns WIBI-FM Carlinville, WBGL-FM Champaign, WCIC-FM Pekin, WSCT-FM Springfield, WNLD-FM Decatur and WRVY-FM Henry, all Illinois, and WCRT-FM Terre Haute, Ind.

Neoga, IL (BPH950110MD)—WMS1 Inc. seeks 98.9 mhz; 6 kw; ant. 100 m. Address: 2901 S. Holmes, Springfield, IL 62704. Applicant is headed by Larry Williams and has no other broadcast interests.

Clinton, KY (BPH950113ME)—Thunderbolt Broadcasting seeks 102.1 mhz; 25 kw; ant. 100 m. Address: P.O. Box 318, Marin, TN 38237. Applicant is headed by Paul Tinkle and owns WMCT-AM-FM Martin and WCDZ(FM) Dresden, both Tennessee.

Clinton, KY—Gregory Leath seeks 102.1 mhz; 12.3 kw; ant. 145 m. Address: 1225 Connecticut Ave. NW, Ste 300, Washington, DC 20036. Applicant has no other broadcast interests.

Glasgow, KY (BPH950105MF)—Judy Crabtree seeks 94.1 mhz; 2.16 kw; ant. 167.6 m. Address: 325 Glasgow St., Edmon- ton, KY 42129. Applicant has no other broadcast interests.

Jackson, LA (BPH941223ME)—Pointe Coupee Broadcasting Co. Inc. seeks 104.5 mhz; 6 kw; ant. 100 m. Address: 8677 St. Joseph, New Roads, LA 70760. Applicant is headed by Roosevelt Gremillion and owns KCLF(AM) New Roads, La.

Pascagoula, MS (BPED950117MB)—American Family Association seeks 88.9 mhz; 30 kw; ant. 105 m. Address: P.O. Drawer 2440, 107 Parkgate, Tupelo, MS 38803. Applicant is headed by Donald Wildmon and owns WAFR(FM) Tupelo, WQST(FM) Forrest and WDFX(FM) Cleveland, all Mississippi, and KCFN(FM) Wichita, Kan.

Park Rapids, MN (BPH950123MF)—Bernadine Schumacher seeks 92.5 mhz; 3.2 kw; ant. 135 m. Address: Rte. 4, Box 430A, Park Rapids, MN 56470. Applicant has no other broadcast interests.

Park Rapids, MN (BPH950125ME)—Richard Youngbauer seeks 92.5 mhz; 6 kw; ant. 100 m. Address: 814 SW 10th St., Wadena, MN 56482. Applicant has no other broadcast interests.

Park Rapids, MN (BPH950120MB)—Roger Paskvan seeks 92.5 mhz; 6 kw; ant. 81 m. Address: 102 Lincoln Ave. SE, Bemidji, MN 56601. Applicant owns WBJI(FM) Black- duck, Minn., and is proposed assignee of KKBJ(AM)-KKBJ-FM Bemidji, Minn.

Butte, MT (BPED950124ME)—The Univer- sity of Montana seeks 91.3 mhz; 0.88 kw; ant. 577 m. Address: Missoula, MT 59812. Applicant is headed by William Marcus, act-

ing director of Telecommunications Center, and owns KUFM-FM-TV Missoula, MT.

Cascade, MT (BPH950117MC)—Frank Spain seeks 104.9 mhz; 100 kw; ant. 302 m. Address: 409 S. Beach Rd., Hobe Sound, FL 33455. Applicant owns WTVA(TV) Tupelo and WMDN(TV) Meridian, both Mississippi, and is permittee of KZJC(TV) Flagstaff, Ariz.

Pleasant City, OH (BPH950109MC)—In Phase Broacasting Inc. seeks 92.1 mhz; 6 kw; ant. 100 m. Address: 707 Green Cook Rd., Sunbury, OH 43074. Applicant is head- ed by Jean Cea and Veronica Hiner and has no other broadcast interests.

Grants Pass, OR (BPED950113MD)—American Family Association seeks 91.1 mhz; .250 kw; ant. 4 m. Address: P.O. Draw- er 2440, 107 Parkgate, Tupelo, MS 38803. Applicant is headed by Donald Wildmon and owns WAFR(FM) Tupelo, WQST(FM) For- rest and WDFX(FM) Cleveland, all Missis- sippi, and KCFN(FM) Wichita, Kan.

San Saba, TX (BPH950117MD)—Texas Country Connection Inc. seeks 97.1 mhz; .779 kw; ant. 12.9 m. Address: P.O. Box 1629, Cleburne, TX 76033. Applicant is headed by Lloyd Moss and owns KCLE(AM) Cleburne, KCLE-FM Glen Rose and KBAL(M) San Saba, all Texas.

Fisher, WV (BPH950119MG)—James Cookman seeks 103.7 mhz; 0.31 kw; ant. 422 m. Address: 22 S. Main St., Petersburg, WV 26847. Applicant has no other broad- cast interests.

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What price freedom?

EDITOR: Your Jan. 9 editorial "Free at last?" might have been more aptly labeled "Free to die!"

Commercial media have been "fair-weather friends" of noncommercial stations when our numbers and influence provided a political advantage—such as producing television that is financially deadly or low eyeball count.

Ah, but the current political target of cutting federal seed money that creates the majority of funding for noncommercial broadcasting is too much to resist. Your "American Way" caveat and the criticism of the FCC's 11th hour action in 1952 to salvage a few remote frequencies—88.1-90 mhz FM and UHF 17 and up—were a dead giveaway.

For the first 15 years we were left alone because few could see or hear us; we had precious few resources to produce quality educational materials; and we filled a void left by commercial stations. We learned how to be entrepreneurial to survive, since there wasn't much help from the rest

of the Fifth Estate.

Then along came the "Report of the Carnegie Commission on Educational Television," published in January 1967. From this landmark study the Corporation for Public Broadcasting was created to be the "buffer" between government (whoever was in power) and the stations and to manage the distribution of the support dollars to help establish and sustain local station operations. Was it a perfect plan? Of course not. Some of the 12 recommendations were never implemented.

Both "left" and "right" ends of the political spectrum complain about "balance" and "bias" and have wanted to interfere and control what viewers see. The current political discourse refers to about half of 1% of the total programming offered to local stations for possible broadcast.

The federal share is 14% of all monies—the seed dollars that foster the other public/private support. For stations in medium and small markets, that share provides 20%-50% of their operating funds. These stations will be hard-pressed to survive—there is no fat. The federal

share of funding in the large cities is closer to 5%. They will continue to flourish. This gigantic budget-slashing, deficit-reducing action (1/5,000 of the federal budget—less than \$1 per person) will kill off service to the rural areas, where a third of the public cannot afford or cannot receive cable even if they wanted to.

Your editorial stated that you can't wait to welcome us into your camp! Really! You better hope that Senator Larry Pressler does not succeed in "privatizing" public television. It's another word for "commercializing." To turn us loose to be "in your face" to survive would make us look a lot more like you—perish the thought. The commercial TV track record in serving children, schools, minorities and the public at large is why we were created.

Your crystal ball forecast of our future without any public support is much too sunny. The stations that survive likely will be some major market indies, a few university licensees and a handful of states providing a little instruction. Gee, sounds like 1967 once again!—*Elwin Basquin, president, WTVP-TV, Peoria, Ill.*

THIS WEEK

- March 5-7**—NIMA International fourth annual midyear meeting. Waldorf-Astoria, New York City. Contact: David Savage, (202) 962-8342.
- March 9-10**—"Convergence: Partners in Progress," presented by *Women in Cable & Telecommunications*. TCI Conference Center, Denver. Contact: Christine Bolletino, (312) 634-2335.

MARCH

- March 14**—51st annual *Radio & Television Correspondents' Association* dinner. Washington Hilton, Washington. Contact: Ivan Goldberg, (202) 955-1366.
- March 14-15**—"Cable 101: Past, Present and Future Challenges," presented by *Women in Cable & Telecommunications*. Viacom Conference Area, New York City. Contact: Christine Bolletino, (312) 634-2335.
- March 14-17**—MediaVisión '95, Latin American conference on programming and promotion, co-sponsored by *NATPE International, Promax International* and *NIMA International*. Hyatt Regency Santiago, Santiago, Chile. Contact: Christine LeFort, (310) 453-4440.
- March 15**—*Federal Communications Bar Association* luncheon featuring Court TV's Steven Brill. Washington Marriott Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.
- March 16**—"Setting Priorities for the Future," workshop presented by the *Cable Television Administration & Marketing Society (CTAM)*. Playboy Bldg., New York City. Contact: Rebecca Kramer, (212) 818-9151.
- March 16-17**—"The Law and Business of Refranchising," presented by *Women in Cable & Telecommunications*. Stouffer's Orlando Resort, Orlando, Fla. Contact: Christine Bolletino, (312) 634-2335.

Datebook

- March 20-23**—Supercomm '95 global telecommunications conference and exhibition, co-sponsored by the *Telecommunications Industry Association* and *United States Telephone Association*. Anaheim Convention Center, Anaheim, Calif. Contact: (202) 326-7300.
- March 21-22**—"Winning with Conflict Resolution and Negotiation," presented by *Women in Cable & Telecommunications*. ADA Conference Center, Chicago. Contact: Christine Bolletino, (312) 634-2335.

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 7-12**—MIP-TV international television marketplace, sponsored by *Reed Exhibitions*. Palais des Festivals, Cannes, France. Contact: (212) 689-4220.
- April 9-13**—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.
- April 10-11**—*Television Bureau of Advertising (TVB)* annual sales and marketing conference. Las Vegas Convention Center, Las Vegas. Contact: Robert Romano, (212) 486-1111.

MAY

- May 7-10**—44th annual *National Cable Television Association* convention. Dallas Convention Center, Dallas, Tex. Contact: (202) 775-3669.
- May 21-24**—35th annual *Broadcast Cable Financial Management Association/Broadcast Cable Credit Association* conference. The

Mirage, Las Vegas. Contact: Cathy Lynch, (708) 296-0200.

JUNE

- June 1-3**—44th annual *American Women in Radio and Television* convention. Beverly Hilton, Beverly Hills, Calif. Contact: (703) 506-3290.
- June 7-10**—Promax & BDA '95 conference & exposition, presented by *Promax International* and *BDA International*. Sheraton Washington Hotel and Washington Hilton & Towers, Washington, D.C. Contact: (213) 465-3777.
- June 8-13**—19th *Montreux International Television Symposium and Technical Exhibition*, Montreux Palace, Montreux, Switzerland.
- 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.

CONTINUING

- Through March 17**—*The Museum of Television & Radio's* 12th Television Festival. Directors Guild of America Building, Los Angeles. Contact: David Lewis, (212) 621-6685.
- Through March 31**—"African American Images in Television Advertising," exhibit presented by *The Museum of Broadcast Communications and Burrell Communications Group*. The Museum of Broadcast Communications, Chicago. Contact: (312) 629-6000.
- Major Meetings**
—Compiled by Kenneth Ray

James Van Messel

When Jim Van Messel was promoted at age 30 to assistant news director of powerhouse station WABC-TV New York in 1974, the self-described "blue-collar producer" from Flint, Mich., appeared headed for a very white-collar existence. But Van Messel soon came to regard his cushy office as little more than a gilded cage.

"I was an administrator, not a hands-on producer, and I found myself wanting the jobs of the people who worked for me," says Van Messel, now executive producer of Paramount Domestic Television's leading syndicated magazine show, *Entertainment Tonight*. "For me, the most exciting thing is to start with a blank sheet of paper, make a TV program, get it on air and walk away thinking maybe you made the world a little better because of what you did."

Twenty years later, at *ET*, Van Messel oversees a staff of 180 and production challenges that rival those of any station's news operation.

Despite the show's usually high ratings, it has faced ongoing challenges from upstart competitors. In 1987, Van Messel and then-Executive Producer David Nuell reworked the show, rescuing it from ratings stagnation and possible cancellation. And this season, Van Messel has proven the show's undiminished mettle by maintaining last season's ratings in the face of a new competitor created by Nuell, Warner Bros. Domestic Television Distribution's *Extra*—*The Entertainment Magazine*.

Van Messel began his career in 1966 by emptying trash and answering telephones for the University of Michigan's public relations wing. In 1969, he landed a spot at WXYZ-TV Detroit as producer of locally produced talk show *Haney's People*. He also was the first producer of the station's 11 p.m. news, then little more than recut stories from the station's 6 p.m. newscast. After several months, he became a full-time news producer at the station, where he says he learned much from News Director, later WABC-TV General Manager, Bill Fyffe. Van Messel was promoted to executive producer over



the entire news department by 1971.

"He was a very dedicated, bright, fast-track guy who always went for the best and delivered it," says Phil Nye, then a news director at WXYZ-TV, now president/GM, KBAK-TV Bakersfield, Calif. "He was also good to the people who worked for him.

More than once he let the regular people off on Christmas Eve and stayed to produce and write the entire show himself."

In 1973 Van Messel was hired by KPIX-TV San Francisco General Manager George Resing to be news director of the station's 50-person operation. A year later, Van Messel accepted an offer from Nye, then news director, WABC-TV, for the No. 2 news slot. That the station's *Eyewitness News* was in its heyday, with reporter Geraldo Rivera, sports reporters Howard Cosell and Frank Gifford and anchors Roger Grimsby and Bill Beutell, only increased Van Messel's frustration at not being able to actively produce.

So in 1975, Van Messel took a job as senior producer at smaller-market WRC-TV Washington, where he could produce the news. Again he moved up the ladder, to executive producer in 1978. When Nuell was promoted from

news director to station manager by then-General Manager and now NBC O&O station group President John Rohrbeck, Van Messel was tapped to take Nuell's place in the largely administrative post.

After three years, Van Messel again began pining for production. He considered launching a career as an independent producer. But fate, or more accurately, friends, intervened.

In 1986, as *ET*'s ratings began to sag and some stations downgraded the show, Paramount was searching for an executive producer. Consultant Steve Cagle of Frank Magid & Associates and *ET*'s advertising team of Ray Jacobs & Stefan Gerber all knew Nuell and Van Messel from their work for WRC-TV. So did Rohrbeck, by then general manager of influential *ET* affiliate KNBC-TV Los Angeles. The four men suggested that a Nuell-Van

Messel team might be able to set the show back on track.

The pair, with Nuell as executive producer and Van Messel as senior producer, revived the show by giving it a newsier feel, reducing the number of "insider" segments, shortening interviews and cutting the number of reporters. From a 6.9 1987-88 Nielsen rating, the show rebounded to an 8.1 by 1989-90. When Nuell left in 1992, Van Messel became sole executive producer.

Beyond a standard face-lift last fall, no changes were made to *ET* in anticipation of *Extra*. Increased viewing options for television audiences, not *Extra*, represent the greatest challenge to *ET*'s ratings, Van Messel says.

After eight years at the show, Van Messel says his interest in producing it has not diminished: "I enjoy what I do and feel invigorated each time I come to work—largely, I think, because I have such a high-quality staff." —DT

Executive producer, *Entertainment Tonight*, Los Angeles; b. July 10, 1944, Blue Island, Ill.; AA, Flint Community Junior College, Flint, Mich., 1964; BA, University of Michigan—Ann Arbor, 1966; copyboy, writer, radio/television editor, University of Michigan News Service, Ann Arbor, 1966-69; producer/executive producer, WXYZ-TV Detroit, 1969-73; news director, KPIX-TV San Francisco, 1973-74; assistant news director, WABC-TV New York, 1974-75; senior producer/executive producer/news director, WRC-TV Washington, 1975-86; senior producer, *ET*, 1987-89; current position since 1989; children: John, 26; twins Todd and Tracy, 25.

Fates & Fortunes

BROADCAST TV



Berman

Joel Berman, executive VP, distribution, Paramount Domestic Television, Las Vegas, named president.

Gabrielle DeRose, reporter/host, *On Your Side*, WTAJ-TV Altoona, Pa., named anchor, 6

and 11 p.m. newscasts.

Robin King, director, Midwest sales, Chicago, and **Kevin Brown**, account executive, Camelot Entertainment Sales Inc., New York, named VPs, Midwest sales and Eastern sales, respectively.



Sankovich

Appointments at WKRN-TV Nashville: **Dave Sankovich**, GSM/station manager, assumes additional duties as director, sales, Young Broadcasting (parent) there; **Scott**

Brady, assistant marketing director, named marketing director.

Steve Wilkins, promotion manager, KMBC-TV Kansas City, Mo., joins WXII-TV Winston-Salem, N.C., as marketing director.

Appointments at AFLAC Broadcast Division, Columbus, Ga.: **Wayne Daugherty**, president, Southern division, named executive VP, broadcast division; **Howard Meagle**, VP/GM, KFVS-TV Cape Girardeau, Mo., named president, Southern division.

Allyson Kossov Felix, VP, public relations, King World Productions, New York, joins Children's Television Workshop there as VP, marketing and communications.

Bill Burke, assistant GM, Turner Classic Movies, Atlanta, named VP/GM.

Jeffrey Gray, manager, on-air promotion, Fox Network, Los Angeles,

joins WVIT-TV New Britain, Conn., as creative services director.

Donna Hamilton, anchor, *Evening Magazine*, WJZ-TV Baltimore, joins WBAL-TV there in same capacity.

Suzanne Singer, senior producer, children's programming, KCET-TV Los Angeles, joins P.O.V., New York, as senior series producer.

Appointments at KPHO-TV Phoenix: **Greg Aiello**, senior writer/producer, WSMV-TV Nashville, joins as promotion producer; **Fred DeLuca**, sports producer, KSAZ-TV Phoenix, joins in same capacity; **Chuck George**, meteorologist, KGUN-TV Tucson, Ariz., joins as weekend weather anchor.

Larry Chavez, operations manager, KSTS-TV San Jose, Calif., joins KTTV-TV Los Angeles as manager, engineering and news operations.

Jennifer Shankman, director, development, Orr & Cruickshank Productions, Los Angeles, joins Tapestry Films, Beverly Hills, Calif., as VP, creative affairs.



Robelot

Jane Robelot, co-anchor, WCAU-TV Philadelphia, joins *CBS Morning News*, New York, as co-anchor/correspondent.

Appointments at WUSA-TV Washington: **Carolyn**

Presutti, reporter/anchor, WMAR-TV Baltimore, joins as co-anchor; **Anthony Castrille**, assignment editor, NewsChannel 8, Washington, joins in same capacity.

James Goodman, consultant, joins Viacom Productions, Universal City, Calif., as VP, business affairs.

Stacey Valenza, VP, marketing services, Hearst Entertainment Distribution, New York, named senior VP.

Steve Gigliotti, station manager, KCBS-TV Los Angeles, joins KQVR-TV Stockton, Calif., as VP/GM.

Michael Barich, LSM, WFTS-TV Tampa, Fla., joins KNXV-TV Phoenix, as GSM.



Greenblatt

Appointments at Fox Broadcasting, Beverly Hills, Calif.:

Leslie Kolins, senior producer, MTV Networks, New York, joins as director, alternative and late-night programming; **Bob**

Greenblatt, senior VP, drama development, named executive VP, comedy and drama series development.

Dan Gurlitz, director, national sales, Wood Knapp & Co., New York, joins Unapix Entertainment Inc. there as VP, Unapix Consumer Products.

Brian Moreno, senior VP, marketing, WarnerVision Entertainment, New York, named executive VP.

RADIO

Appointments at The Interep Radio Store: **Kirsten Walsh**, research analyst, research division, named director; **Bill Peterson**, account executive, Eastman Radio, Chicago, joins as director, sales, Infinity Radio Sales there; **Tammie Gietl**, account executive, D&R Radio, Atlanta, named director, sales, Infinity Radio Sales there; **Greg Orcutt**, NSM, WFNX(FM) Lynn, Mass., joins as director, sales, Infinity Radio Sales, Boston.

Appointments at WHIO(AM) Dayton, Ohio: **Kelli Austin**, morning anchor/news director, WKSX(FM) Urbana, Ohio, joins as afternoon news anchor; **Terry Lieberman**, founder/director, business operations, Pathways to Recovery, Dayton, joins as marketing director.

Appointments at WHYN-AM-FM Springfield, Mass.: **Debbie Laxton-Rizza** and **Carole Drake**, account executives, named LSMs; **Erin Cox**, reporter/anchor, WPOP(AM) Hartford, Conn., joins as news director.

Michael Shishido, program director, KSSK-FM Waipahu, Hawaii, accepts additional responsibilities of midday air personality.

Bill Hess, program director, WHYN

(AM) Springfield, Mass., named station manager, WHYN-AM-FM.

Patricia Scott, GM, KPFA(FM) Berkeley, Calif., and director, national affairs/acting executive director, Pacifica Radio Network, Berkeley, Calif., named executive director.



Scott

Lee Nye, GM, Nye and Associates and Harmony Advertising, Fresno, Calif., joins KUBB(FM) Mariposa, Calif., in same capacity.

Constance Lloyd, editor, CBS News Radio, New York, named manager, radio news operations.

CABLE

Jeff Hertrick, supervising editor, Standard News/Zap News, Washington, joins NewsChannel 8 there as senior producer.

Michael Hunsicker, account executive, Cable Advertising Network, St. Louis, named GSM.

Martin Von Ruden, VP, publicity, Nickelodeon, New York, joins American Movie Classics, Woodbury, N.Y., as VP, public relations.

Appointments at Lifetime Television, New York: **Gwynne McConkey**, VP, network operations, named VP, network operations and engineering; **Pete Sgro**, manager, post-production, named director; **Stan Briggs**, director, engineering, named director, engineering/chief engineer.

Arturo Marquez, affiliate relations manager, Central West region, CNBC, Fort Lee, N.J., named regional director, affiliate relations.

Dina Nathanson, director, human resources development, MTV Networks, and head, human resources, MTV: Music Television, New York, named VP, MTV: Music Television.

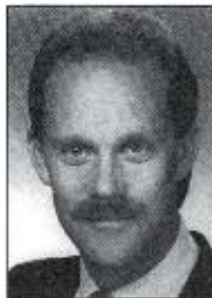
Jeffrey Ballabon, minority counsel, U.S. Senate Committee on Commerce, Science and Transportation, and legislative counsel to Sen. John Danforth (R-Mo.), joins Court TV, New York, as VP, government rela-

tions and public affairs.

Appointments at Prevue Networks, Tulsa, Okla.: **Kim Kendall**, supervisor, text production, named manager; **Rita Rowe**, marketing services coordinator, named manager.

Mary Ellen Holden, director, marketing, consumer products division worldwide, Jim Henson Productions, New York, joins Nickelodeon there as VP, consumer products/new business promotions.

Ken Wright, director, technology, Jones Intercable, Denver, joins InterMedia, San Francisco, as director, technology/chief technical officer.



Wright

Joshua Katz, senior VP, marketing, Cartoon Network, Atlanta, named senior VP, marketing and worldwide brand development.

Roy Fredriks, executive producer, WABC Radio, New York, joins America's Talking, Fort Lee, N.J., as interactive producer.

WASHINGTON

Chuck Cosson, lawyer, Kraskin & Associates, joins United States Telephone Association, legal and regulatory affairs.

Dan Bart, VP, technical and regulatory affairs, Telecommunications Industry Association (TIA), Arlington, Va., named VP, standards and technology, Electronic Industries Association/TIA.

TECHNOLOGY

Appointments at Burle Industries Inc., Lancaster, Pa.: **Ronald Starcher**, quality control manager, Interstate Electronics Corp., Anaheim, Calif., joins as manager, conversion tube manufacturing; **William Seiderman**, engineer, Ventura Optical Industries, Ventura, Calif., joins as technical marketing representative, tubes division.

Paul Burnham, engineer, power grid product group, Varian, San Carlos, Calif., joins EEV Inc., Elmsford,

N.Y., as field service manager.

Matthew Aden, director, sales, Europe, General Instrument Corp., Hatboro, Pa., named VP, international sales.

Robert Bird, district manager, North American division, Scientific-Atlanta Inc., named director, international telecommunications strategies, international division, broadband communications group.

Steven Spradlin and **Dana Myers**, instructors, broadcast technology training center, Harris Allied, Quincy, Ill., named sales application engineer, broadcast division and television mini factory team manager, respectively.

Willard Nichols, lawyer, joins UTAM Inc., Washington, as executive VP/managing director.

DEATHS

Dick Bennick, 66, horror movie host, died Feb. 18 at the Lakeland Regional Medical Center in Lakeland, Fla. He was at the Center recovering from heart surgery. Bennick developed the persona of "Dr. Paul Bearer" in the 1960s, and in 1973 he joined WTOG(TV) St. Petersburg, Fla., and hosted horror movies for more than 20 years. He is survived by his wife, Patty; a son, and a daughter.

Howard K. Finch, 83, broadcaster, died Feb. 15. His career spanned more than 50 years. He was the original announcer for the Lone Ranger, sportscaster for the Detroit Tigers and, later, Michigan State. He worked for many years at WJIM Radio-TV, Lansing, Mich., and then at KTRH(AM) Houston, Tex. His poetry shows and daily newscasts aired on KTRH from 1972 to 1984. Finch is survived by his wife, Jane; four children, and one granddaughter.

Ed Flanders, 60, actor, died Feb. 22 at his home in Denny, Calif. He committed suicide. Flanders won Emmy awards for his portrayal of Dr. Westphall on the television show *St. Elsewhere* and of Harry S. Truman in a television special.

—Compiled by Denise Smith

Disney TV Chairman Rich Frank last Friday proposed children's TV programing requirements based on ratings rather than hours. "Each station might be required to deliver, say, seven half-hour kids ratings points a week," he said at a children's TV conference in Palo Alto, Calif. "A station could choose to schedule a talking head at 6 each morning, with the goal of getting a 1 rating seven days a week to satisfy the requirement. Or, it could choose to mount something more imaginative and entertaining in a better time period with the goal of gathering a 7 rating for a single show once a week." FCC Chairman Reed Hundt has been pushing a "market" plan that would require each TV station to air a specific number of hours of educational children's programing, but allow it to make deals with other stations in its market to fulfill a portion of its obligation. Asked to comment on Frank's proposal, a Hundt aide said: "That's an innovative idea worth thinking about."

CBS is moving its Tuesday movie to Wednesday after the increased competition from ABC's *Home Improvement* and NBC's *Frasier* sapped the movie's ratings. The move is effective March 22. The new CBS Wednesday schedule will feature *The George Wendt Show* at 8 p.m. debuting on March 8, and *Double Rush* at 8:30, followed by the *CBS Tuesday Movie* at 9-11 p.m. The network, looking to counterprogram ABC's and NBC's younger-skewing comedies on Tuesday, is programing older with *Under One Roof* (8-9), *Rescue: 911* (9-10) and *Burke's Law* (10). *Northern Exposure*, on Wednesday at 10 since January, will come off the lineup and will return in May with original episodes. The show's prospects for next fall are up in the

'The Newz' signs off

Columbia TriStar Television Distribution has canceled its low-rated, late-night syndicated sketch comedy strip *The Newz*. The first-season show is already in reruns and will be pulled from the air on April 1 with 61 of its 90-episode order produced. In a release, CTTD cited ratings that were below expectations and production problems.

With a 1.5 Nielsen national household rating season-to-date, CTTD had not cleared the show for a second season on its 166 stations covering more than 85% of the country. However, sources say, production problems hastened the show's demise. Those problems included the failure of producer Production Services International to pay the cast and crew and to deliver the final 30 episodes of show. PSI executives could not be reached for comment.

CTTD and other creditors last week filed an involuntary bankruptcy proceeding for \$1.5 million against PSI in federal bankruptcy court in Orlando, Fla.

An attorney representing PSI President and *Newz* Executive Producer James McNamara said that McNamara has presented CTTD with several options to resolve PSI's obligations to talent and the syndicator—including resuming production of the show—and is awaiting CTTD response. CTTD had no comment. —DT

air. CBS also announced that *The Wright Verdicts*, starring Tom Conti, will take over the Friday 9 p.m. time slot, replacing *Under Suspicion* beginning on March 31. The CBS Tuesday movie has dropped nearly 25% since NBC moved *Frasier* to Tuesday nights last fall, adding to the competition provided by ABC's *Home Improvement* and *Grace Under Fire* at 9-10.

The FTC last week charged the Home Shopping Network with airing deceptive advertising. Alleging that HSN had made unsubstantiated claims in connection with vitamin and antismoking sprays, the FTC said it would launch a hearing seeking to require the dual broadcast-cable network to provide scientific evidence backing up claims for any food, drugs or dietary supplements it sells. HSN called the action "unwarranted and unreasonable." HSN withdrew the items in 1993 after the FTC raised questions about them, says HSN Pre-

sident Gerald Hogan. "It is important to point out that these products are safe and wholesome, and the FTC has made no claims to the contrary."

The Fox Children's Network won the February sweeps, marking the ninth consecutive sweeps win for the network in children's programing. It dominated Saturday morning by having its entire lineup, consisting of eight shows, finish number one. Additionally, the network placed first among kids 2-11, kids 6-17, and in households. Among children 2-17, Fox averaged a 6.6 Nielsen rating/25 share compared with ABC's 4.2/16 and CBS's 3.4/13.

Apogee Communications (Jim Johnson, president) **is buying KMUZ-FM Carnas (Portland, Ore.)**, from Pacific Northwest Broadcasting Corp. (Dick Schwary, president) **for \$3.5 million.** Buyer also owns one AM and FM in Portland and an AM-FM combo in Tucson, Ariz. Broker: Star Media Group.

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Latin Communications Group (Peter Davidson, president) is buying **WVEA-LP Tampa** and **W63BH Orlando**, both Florida, for **\$1,020,000** from Bahia Honda.

Buyer publishes *El Diario/La Prensa*, a Spanish-language New York newspaper. Both stations are Univision affiliates. The Ted Hepburn Co. represented the buyer.

Tribune Entertainment's Charles Perez talk show will expand from its initial launch on eight Tribune Broadcasting stations to 37 additional markets today (March 6). At least five more stations have committed to launching the show—sold in more than 60% of the country—by fall.

The first Screen Actors Guild awards were given out in Hollywood on Saturday, Feb. 25. TV winners: male actor, TV movie or miniseries—Raul Julia, *The Burning Season*; female actor, TV movie or miniseries—Joanne Woodward, *Breathing Lessons*; male actor, drama series—Dennis Franz, *NYPD Blue*; female actor, drama series—Kathy Baker, *Picket Fences*; male actor, comedy series—Jason Alexander, *Seinfeld*; female actor, comedy series—Helen Hunt, *Mad About You*; outstanding ensemble drama—*NYPD Blue*; outstanding ensemble comedy—*Seinfeld*. SAG also gave its first award for “outstanding portrayal of the American scene,” recognizing a film or TV show that “best depicts the diversity of life in America.” The winner was CBS's *Northern Exposure*.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Feb. 19. Numbers represent average audience/stations/% coverage.)

| | |
|-----------------------------|-------------|
| 1. Wheel of Fortune | 14.0/227/99 |
| 2. Jeopardy! | 11.8/218/99 |
| 3. Oprah Winfrey Show | 8.8/238/99 |
| 4. Star Trek: Deep Space 9 | 8.3/234/98 |
| 5. Entertainment Tonight | 7.9/178/94 |
| 6. Wheel of Fortune-wknd | 7.7/180/84 |
| 7. Roseanne | 7.2/185/97 |
| 8. Baywatch | 7.1/221/97 |
| 9. Inside Edition | 6.7/173/94 |
| 9. The Simpsons | 6.7/132/85 |
| 11. Family Matters | 6.5/195/94 |
| 12. Hard Copy | 6.4/184/94 |
| 13. Fresh Prince of Bel-Air | 6.3/137/88 |
| 14. Married...With Children | 5.9/177/92 |
| 15. Cops | 5.8/187/95 |

Donation dispute

The telecommunications industry should keep its collective wallet handy. At least four industry executives participating in the Republican party's upcoming telecommunications conference (BROADCASTING & CABLE, Feb. 27), say that the National Policy Forum, which is sponsoring the March 8 event, asked them to donate \$25,000 (they plan to decline). When asked about the donation requests, John Bolton, the forum's president, said: “I don't know anything about that.” Bolton said that the forum is a “separate” organization from the Republican National Committee (although both the RNC and the NPF are headed by Haley Barbour, who sent a letter requesting a donation, according to one source). Bolton also said that the forum does fund-raising for itself, which has “absolutely nothing to do with participation” in the conference. Meanwhile, House Telecommunications Subcommittee Chairman Jack Fields (R-Tex.) needs some help paying off a campaign debt he incurred in his failed bid for a Texas Senate seat. FEC records show that Fields has a \$670,000 debt, and that he loaned himself the money. Fields is sponsoring two fund-raisers, March 16 in New York and March 22 in Washington. —KM

WASHINGTON

PTAR push

The big three networks this week will advocate complete repeal of the prime time access rule, not just its off-network prohibition, which has been targeted by network affiliates and off-network syndicators. Comments in the FCC proceeding to reform PTAR are due Tuesday (March 7). Although full repeal would permit a network to program four hours of prime time each evening, that does not appear to be their intent. According to network sources, they simply want to make sure that they will be able to syndicate off-network and first-run shows for the prime access hour after the syndication ban on the networks expires this November.

Cap fanciers

The Network Affiliated Stations Alliance met with top Hill policymakers last week to lobby against changes to the multiple ownership rules. NASA, which represents TV network affiliates, wants to maintain the 25% national ownership cap. Among the lawmakers they called on: Senate Communications Subcommittee Chairman Bob Packwood (R-Ore.); House Commerce Committee Chairman Tom Bliley (R-Va.); House Telecommunications Subcommittee Chairman Jack Fields (R-Tex.), and Ed Markey (D-

Mass.), the ranking Democrat on the House Telecommunications Subcommittee. The broadcasters also were slated to meet with Senate Majority Leader Bob Dole's (R-Kan.) staff and aides to Senate Commerce Committee Chairman Larry Pressler.

NEW YORK

'Ren & Stimpy' ends production

Nickelodeon is quietly ceasing production on *The Ren & Stimpy Show*, but plans to continue airing the original cartoon series on the cable network. Nickelodeon has produced a total 52 episodes of the over-the-top cartoon, including a dozen shows scheduled to make their debut later this year.



Drawn for BROADCASTING & CABLE by Jack Schmidt
 “The good news is we got the ice off the tower; the bad news is it fell on your car!”

Peacock alley

This issue didn't start out to be an NBC special, but it turned out that way. First we were going to depose Bob Wright. Then we decided to fill in around him with his top lieutenants. And then NBC walked away with the February sweeps. When you're on a roll, you're on a roll.

The big news from the Wright interview is its assurance that NBC is no longer on the block, and that parent General Electric has decided to cast its lot with the information age. NBC, like other major players, is open to investments and to strategic alliances, and even now is engaged in explorations that could extend its reach beyond internal growth. Acquisitions have always been the faster way to go, if perhaps the more costly.

It may be premature to call NBC the model for the media company of the future, but it's not that great a stretch. NBC has its roots in broadcasting, it's staking out a position in cable programming, it's extending overseas and it's mindful of how the wired world's winds are blowing. One of the significant segments of our Wright interview is its exposition of telco/cable inevitability in distribution—not right away, but not beyond mattering, either.

Bob Wright has been positioning NBC to catch the next wave, whenever that may arrive.

Larger than life

Amid the renewed interest in the children's TV issue, the seven-hours-per-day figure for the time children spend in front of the TV found its way into print again. (It surfaced several years ago as evidence of the hold TV had

on the younger generation.) With two kids-TV bills introduced in Congress in the past two weeks, and talk from the FCC about safe harbors, it is important to keep the numbers straight.

According to Nielsen, children 2-11 averaged three hours and sixteen minutes a day at last count. (Nielsen said those numbers could go up slightly when new figures are released.) In the summer of 1994, Nielsen placed average daily viewing for all children at 2 hours and 43 minutes.

Nielsen doesn't know where the seven-hour figure comes from, and neither do we (although we suspect it can be traced to someone mistaking the household TV usage number—about seven hours—for children's viewing). If anyone can explain it, we'd be glad to hear from you.

The O.J. squeeze

The board of supervisors in Los Angeles wants Judge Lance Ito to agree to charge broadcasters a fee to cover the O.J. Simpson trial, arguing that the cost of trying the case, already more than \$2 million, is due to heavy press coverage, and that extra security and jury sequestration costs are among such press-related expenses. Ito's office says he is generally in favor of recouping costs, but has not yet made a decision on the board's request.

Several months ago, Ito questioned the board's legal adviser on the possibility of charging the media. The answer: There were no grounds for such a charge.

We're used to arguing for a free press, but this is a new take on the issue. The logistical issues aside, a tax on the media is unconstitutional. If putting a coin box on the door of the courthouse is not abridging the free exercise of the press, we don't know what is.

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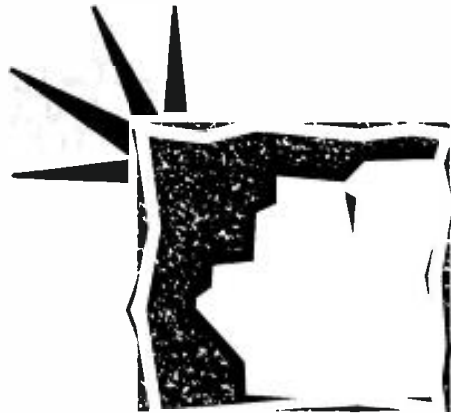
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For more information, contact Lisa Meredith at NCTA 202. 775. 3629.

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