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# Broadcasting & Cable

The Newsweekly of Television and Radio

Vol. 125 No. 11 64th Year 1995 A Cahners Publication \$3.95

**Special Report**

## Seller's Market in Satellites



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G.E. Americom's GE1

TV networks  
line up  
development  
for fall season

Dream Team gets  
billion-dollar  
backing from HBO

Coming attractions  
from Bell Atlantic...

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Telemedia  
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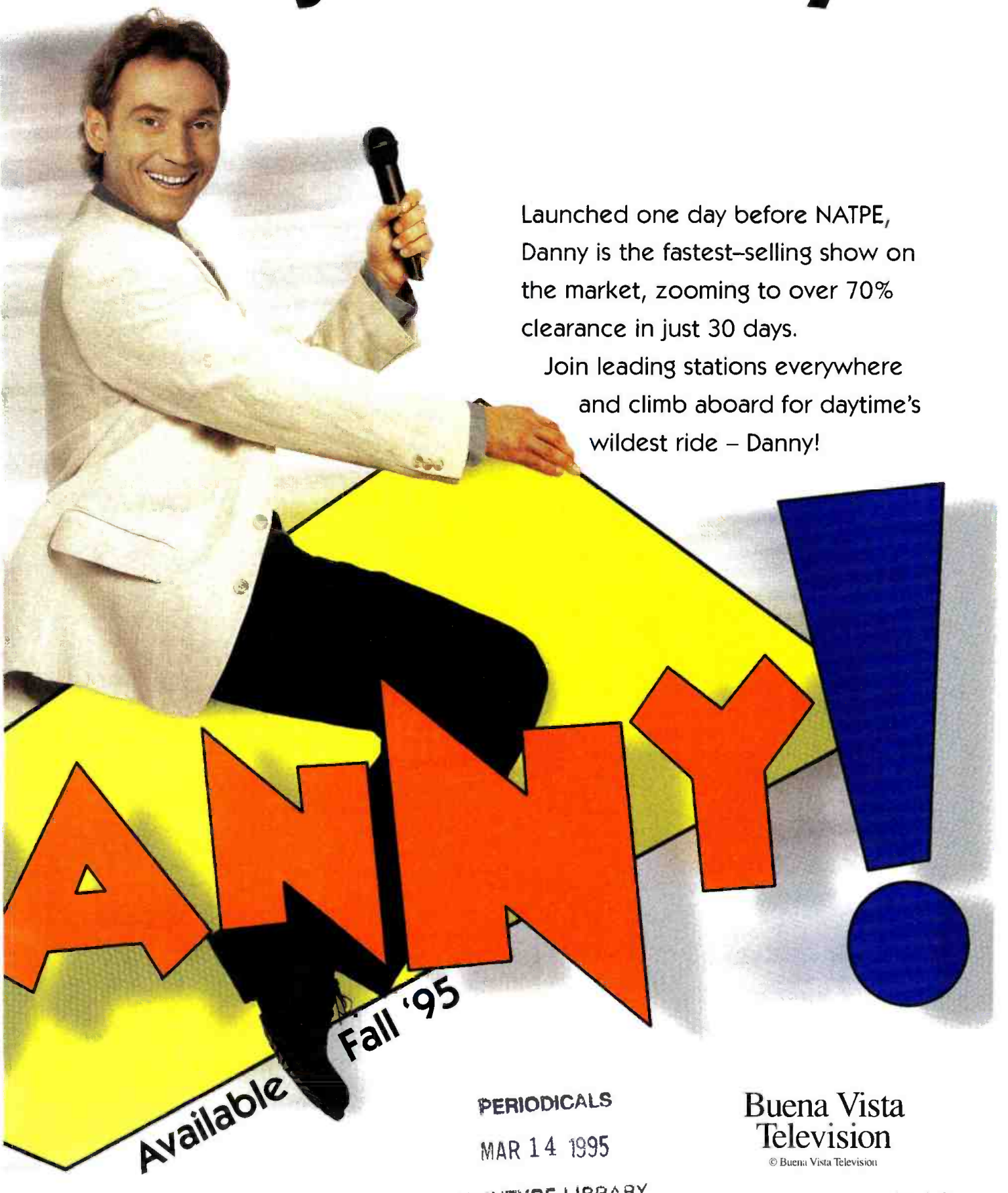
And over 70% of the country!

|      |                |      |                 |      |                |
|------|----------------|------|-----------------|------|----------------|
| WWOR | New York       | WOOD | Grand Rapids    | KEZI | Eugene         |
| KCOP | Los Angeles    | WAVY | Norfolk         | KPBI | Fort Smith     |
| WMAQ | Chicago        | KOCO | Oklahoma City   | KADN | Lafayette, LA  |
| WGBS | Philadelphia   | WPMT | Harrisburg      | WXTX | Columbus, GA   |
| KBHK | San Francisco  | WTVX | West Palm Beach | KIVI | Boise          |
| WSBK | Boston         | KRQE | Albuquerque     | KRCR | Chico          |
| KXAS | Dallas         | WHAS | Louisville      | KDF  | Corpus Christi |
| WKBD | Detroit        | WTTO | Birmingham      | KUZZ | Bakersfield    |
| WATL | Atlanta        | WXXA | Albany, NY      | KTMJ | Topeka         |
| KTZZ | Seattle        | WTLV | Jacksonville    | KOBI | Medford        |
| WOIO | Cleveland      | KMPH | Fresno          | KPEJ | Odessa         |
| WFTC | Minneapolis    | KLRT | Little Rock     | KXII | Sherman, TX    |
| WTVT | Tampa          | KOKI | Tulsa           | WUTR | Utica          |
| WDZL | Miami          | WJTC | Mobile          | WNTZ | Alexandria     |
| WPTT | Pittsburgh     | WKXT | Knoxville       | KVHP | Lake Charles   |
| KDVR | Denver         | KXAN | Austin          | KAEF | Eureka         |
| KUTP | Phoenix        | KHON | Honolulu        |      |                |
| KXTV | Sacramento     | WHEC | Rochester, NY   |      |                |
| WKCF | Orlando        | KRLR | Las Vegas       |      |                |
| WBFF | Baltimore      | KMSS | Shreveport      |      |                |
| WTTV | Indianapolis   | WAND | Champaign       |      |                |
| WCCB | Charlotte      | WAAY | Huntsville      |      |                |
| WDJT | Milwaukee      | WEVU | Ft. Myers       |      |                |
| WXIX | Cincinnati     | WKBN | Youngstown      |      |                |
| KSMO | Kansas City    | WAFB | Baton Rouge     |      |                |
| WRDC | Raleigh        | KWKT | Waco            |      |                |
| WTTE | Columbus, OH   | KZIA | El Paso         |      |                |
| WSPA | Greenville, SC | WSYM | Lansing         |      |                |
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# Fast Track

MUST READING FROM BROADCASTING & CABLE

## TOP OF THE WEEK



The Geffen-Katzenberg-Spielberg 'dream team' makes its second major TV deal, with HBO. / 10

**Full speed ahead for fall** The networks again are commissioning full pilot slates with an eye on fall schedules. This year's crop includes ABC's *Champs*, starring Timothy Busfield and Kirstie Alley, and UPN's *Babylon*, starring Edward James Olmos. / 6

**HBO's 'Dream' deal** DreamWorks, the new Hollywood studio backed by Steven Spielberg, Jeffrey Katzenberg and David Geffen, has given HBO exclusive rights to upcoming DreamWorks movies through 2006. DreamWorks plans to debut its first three features in 1996. / 10

**Tax certificate may prevail, but not unchanged** The Senate Finance Committee probably will let Viacom use the FCC's controversial tax-certificate program in the \$2.3 billion sale of its cable systems to a minority company. However, the committee also is expected either to modify the program or to direct the FCC to make changes that will eliminate any potential for abuse. / 10

**GOP wants to revise license renewal** Congressional Republicans are considering extending TV-license terms from five to at least seven years. They also may streamline renewal procedures so that radio and TV stations no longer would face comparative renewal hearings unless they violated FCC regulations. / 11

**Bell Atlantic lines up VOD programing for trial** Bell Atlantic has lined up 100 programmers—including Hollywood studios, the Big Three networks, cable networks and others—for the first U.S. commercial video-on-demand trial by a telephone company. / 14



## SPECIAL REPORT: SATELLITES

### Vying for time

Satellite time is something broadcasters say they can't get enough of. BROADCASTING & CABLE takes a look at how the satellite resale industry helps find capacity in a time of shortage, and examines plans to meet the demand with a flock of new satellites. / 30

### Occasional use: The rush is on

Scrambles for ad hoc satellite time are increasingly common among capacity brokers and resellers. The market among sports, entertainment and other programmers has been expanding, while the supply has been contracting. / 32

### International, domestic lines blur

In a series of applications that has the FCC re-examining its distinctions between international and domestic satellites, satellite operators have requested permission to provide service into or out of the U.S. from the orbital spots they now hold. / 38

### Fingers crossed over Arianespace launch

Although the payload will not be carrying U.S. domes-

tic service, domestic operators and others will be watching Arianespace's efforts to return its rocket to flight this week after a pair of commercial launch failures. / 40

## PROGRAMMING

### 'Rolonda' on a roll

A year of constant reworking of low-rated syndicated talk show *Rolonda* by distributor and producer King World Productions appears to have paid off. The show went up 27% in its rating and 15% in its share during the February sweeps, according to Nielsen. / 18

### 'Watcher' out, 'Legend' in at UPN

The United Paramount Network has its first casualty in the form of *The Watcher*. Joining the Tuesday lineup on April 18 is *Legend*, starring Richard Dean Anderson, most recently ABC's *MacGyver*. / 18



Columbia TriStar has formed a station advisory council to consult on promotional strategy for the fall 1995 off-network syndication launch of 'Seinfeld.' / 26



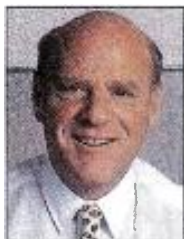
***"[The White House] talks about competition and then regulates an industry to death. It talks about the information superhighway and then throws up roadblocks."***

***—Senate Majority Leader Bob Dole (R-Kan.)***

**MARCH 13, 1995**

## **Action plans two new weeklies**

Barter sales company Action Media Group plans to step up its television production activities with two weekly animated children's series in development for fall 1996: *Young Merlin's Quest* and *The Circle*. / 19



**Diller replaced.** / 19

## **Diller replacement named**

QVC veteran Douglas Briggs will replace Barry Diller as head of the home shopping company. Diller left to find a business of his own. / 19

## **RADIO**

## **Make-goods in radio?**

A new computerized radio posting system—designed to track radio ratings between Arbitron survey periods—may significantly change the way advertising agencies buy radio time. The system can determine if a daypart's ratings declined between the time an agency decided to purchase an advertising spot on the station and the time the ad aired. / 54

## **BUSINESS**

## **Seltel adds stations, staff**

New York rep firm Seltel is restructuring to accommodate the rapid growth of its stations roster, which has grown by about 40% during the past three years. Managers and staff have been added in 19 sales offices. / 58

## **WASHINGTON**

## **Republicans attack affiliates, FCC**

House Telecommunications Subcommittee Vice Chairman Mike Oxley has lashed out at TV network affiliates for opposing any changes to broadcast ownership rules, calling them part of the "flat-Earth society." Also, Senator Larry Pressler says the FCC's staff and budget are too big for its—and the country's—good. / 64

## **Affiliation rule to be revised**

The FCC is expected to propose lifting its ban on stations' having more than one network affiliation. / 65

## **PTAR pros and cons**

What programs may network-affiliated TV stations in the top-50 markets air during prime time access, the lucrative hour (7-8 p.m.) between the evening news and

the network's prime time offerings? That's the question before the FCC as it decides whether to repeal or relax its 24-year-old prime time access rule. How are the sides lining up? Here are the answers. / 66

## **TECHNOLOGY**

## **Panasonic makes digital offerings**

Panasonic Broadcast & Television Systems is putting an uncharacteristically strong emphasis on digital products for the introduction of its new line next month at the National Association of Broadcasters convention. Among the offerings: a digital video system; a recordable digital optical videodisk recorder/player, and a complete nonlinear production system. / 70



**CBS brings March Madness to the Internet with 'The Road to the Final Four.' An ad package with Doritos includes exclusive sponsorship of the Internet area. / 43**

## **Telemedia Week** **Affiliates go online with mixed results**

A survey of television station online areas reveals the greatest interest is in markets such as Boston and San Francisco. Meanwhile, a few stations in Miami, Indianapolis and elsewhere have poured internal resources into creating dynamic online areas. "A lot of station managers are enthusiastic, but it's a tremendous amount of work to continually update an online area," one network marketer says. / 43

## **Companies enter IVDS equipment market**

Radio Telecom & Technology and S.E.A. have emerged from the shadows of the wireless interactive television business with contracts to supply radio transmission equipment in several top markets. / 43

## **Hughes targets Latin America**

Hughes Communications has reached agreements with more than 20 companies throughout South and Central America to support and administer its planned digital, direct-to-home broadcasting venture. Strong local partners are said to be key to the venture. / 44

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## Full speed ahead for fall

By Steve Coe

**A**fter several years of development cutbacks, the networks are once again commissioning full pilot slates with an eye to the schedule announcements in May.

Set to return to series television—if the pilot projects are picked up—is Gary David Goldberg, with *Champs* from DreamWorks starring Timothy Busfield and *Cheers* alumnus Kirstie Alley. A pilot featuring Alley was in the works with NBC late last week, but a deal was not finalized. According to sources, Alley is interested in remaining with NBC.

Other high-profile producers with pilot projects are Jay Tarses, with Twentieth Television's *Jackass Jr. High* for Fox, and Sam Raimi, who will oversee Universal's *American Gothic* for CBS.

Adding to the development activity are newly formed UPN and the WB network. UPN currently has seven dramas in development, including *Babylon* starring Edward James Olmos as a Hollywood private eye. The young network also is actively developing reality projects, including *Cop Files* from John Langley Productions (the co-creator of *Cops*), and a courtroom half-hour with crime re-dramatization from HBO Independent Productions.

Among WB's projects are *77 Sunset Strip* (Clint Eastwood, executive producer) and two hours from Spelling.

Below is a list of the projects in development for the four major networks. The list will change—with projects being discarded and added—until May, when the fall lineups are announced.

Steve McClellan and David Tobenkin contributed to this report.



### ABC COMEDIES

**Drew Carey project** (Warner Bros.): Comic and pals hang out.

**Guys Like Us** (Warner Bros.):

John Mendoza and Tom McTigue run rental company.

**Best Defense** (New World): Steve Landesberg, public defender

**Meredith Baxter project** (ABC): She's teacher.

**Tony Danza project** (Columbia): Divorced cop

**Champs** (DreamWorks): *thirtysomething*'s Timothy Busfield

**Betty White/Marie Osmond project** (Disney)

**Garrison Keillor project** (Witt Thomas): Pastor in Lake Wobegon-like town

**Game Night** (Witt Thomas): Terry Bradshaw as sportscaster

### ABC DRAMAS

**Second Noah** (New World): Writer and vet adopt kids.

**Charlie Grace** (Warner Bros.): Mark Harmon as single-parent detective

**Island Fever** (Warner Bros.): NYC detective moves to Long Island.



Tony Danza plays divorced cop in new ABC sitcom.

**The Monroes** (Warner Bros.): Dynasty-type family saga

**Commish** spin-off (Cannell): Women cops  
**Malibu Branch** (All American): Life in Malibu

**Murder One** (Fox/Bochco): Courtroom drama

**The Bureau** (ABC): Female FBI agent  
**Under Fire** (ABC/Columbia): Male FBI agent

**Bermuda Triangle** (TriStar): Shipwrecked family

**Patriots** (Columbia): *Avengers* update  
**Pier 66** (Spelling)

### CBS COMEDIES

**Bless This House** (Warner Bros.): Andrew Dice Clay, Kathy Moriarty revive *Honeymooners*.

**High Society** (Warner Bros.): Jean Smart as Manhattan matron

**Mother County** (Warner Bros.): Kadeem Hardison and Fisher Stevens in urban hospital comedy

**Staten Island 10309** (Warner Bros.): Seinfeld in high school

**Chatter Box** (TriStar): *Nanny* spin-off with Tracy Nelson

**Putting It All Together** (TriStar): Nora Ephron and Janis Hirsch, exec. prods.

**If Not for You** (Disney): Elizabeth McGovern and friends

**My Guys** (Witt Thomas): Lorraine Bracco is single mom in Queens.

Spin-off from Nickelodeon's *Clarissa*



**Explains It All** (Viacom)

**Joan Cusack project** (Gracie Films): Jim Brooks, exec. prod.

**Bonnie Hunt project** (Worldwide Pants)

**Hollywood Division** (Witt Thomas): Funny cops

### CBS DRAMAS

**The Client** (Warner Bros.): Based on John Grisham bestseller

**New York News** (Warner Bros.): NYC newspaper drama

**Prowler** (Warner Bros.): Scott Bakula as LAPD detective

**American Gothic**

(Universal): Horror. Sam Raimi, exec. prod.

**She-Hulk** (New World): Based on Marvel Comics. Brandon Tartikoff, exec. prod.

**Central Park West** (CBS): *Melrose Place* goes New York.

**Courthouse** (Columbia): Patricia Wettig copes with legal angst.

**Off Duty** (Rysner Entertainment): Don Johnson returns.

**Shock Treatment** (CBS): Kid and his computer-generated friend

**Last Chance** (TriStar): Keith Carradine as small-town sheriff

**Crosstown Traffic** (Spelling): Undercover



Scott Bakula as an L.A. detective in 'Prowler'

cops on Sunset Blvd.

**Educating Matt Waters** (TriStar): Montel Williams as inner-city teacher  
**Two** (Cannell): The evil twin did it.  
**Tomorrow Man** (Twentieth): Time traveler out to save world

## FOX COMEDIES

**Partners** (Universal): Two wacky architects  
**Glory Days** (Witt Thomas): *Cheers* returns.

**Too Something** (Warner Bros.): Would-be writer, astronaut are pals.

**Ned & Stacey** (TriStar): Romantic comedy with *Wings*'s Thomas Hayden Church

**Pins and Needles** (TriStar): Updated *Addams Family*.

**Daisy & Chess** (ABC): Rosanna Arquette as single mom

**David Alan Grier project** (Fox): Divorced guy

**Road Warriors** (Paramount): Traveling salesmen

**Carlos** (Fox/HBO): With comic Carlos Mencia

**Cabin Pressure** (Twentieth): Flight attendants

**Hell** (Twentieth): Waiters

**Jackass Junior High** (Twentieth): Jay Tarses, exec. prod.

**The Last Frontier** (Twentieth): Three guys and a gal in Alaska



David Alan Grier faces life after divorce.

## FOX DRAMAS

**Pastor's Wife** (Fox): Staten Island a la *Northern Exposure*

**Divas** (Warner Bros.): Four black women form quartet.

**Gemini** (Warner Bros.): He's combination New York cop and doctor.

**Strange Luck** (New World): Photographer seeks adventure.

**Profit** (Cannell): Corporate suit claws his way to top.

**Space** (Fox): "Top Gun" meets "Star Wars."

**The Kindred** (Spelling): Vampires in San Francisco

**Planet Rules** (Columbia): Travails of rock band

## NBC COMEDIES

**Ace in the Hole**

(Castle Rock): Sports nut sporting new family

**Larsens of Las Vegas** (TriStar): Gambler, ex-showgirl wife and two kids. Danny Jacobson, exec. prod.

**Single Guy** (Castle Rock/NBC): He's surrounded by married friends.

**Middle Man** (NBC): *Seinfeld*'s Wayne Knight (Newman) copes with live-in relatives. Larry Charles, exec. prod.

**Talking Shop** (Twentieth): Shop teacher doubles as guidance counselor.

**Solomon's Mind** (Paramount): Family court judge and her family

**Caroline in the City** (CBS): Greeting card artist has hots for boss.

**Man and Beast** (TriStar): Newly divorced man and his crafty dog

**Minor Adjustments** (Witt Thomas): Child psychologist never grew up.

**The Real Thing** (NBC): Finding right mate

**Brotherly Love** (Witt Thomas): With Andy, Matthew and Joey (*Blossom*) Lawrence Valdez (TriStar): Multigenerational Jewish-Latino household

**Son of a Preacherman** (NBC/Paramount): Preacher balances church and family.



## NBC DRAMAS

**The Book** (New World): Supernatural anthology

**Hearts Desire** (Touchstone): Killed on

day of divorce, couple reconciles in afterlife.

**Club Paradise**

(NBC and Gaumont): Life at Caribbean hotel

**The Tower**

(NBC/Warner Bros.): Soap set at Trump Tower.

David Jacobs, exec. prod.

**The Legal Limit**

(Paramount): Vincent Spano and a by-the-book prosecutor

**The Conversation** (Columbia): See movie of same name. Francis Ford Coppola, co-exec. prod.

**Crazy Love** (Columbia): Yuppies in San Francisco. Debora Joy Levine and Thomas Carter, exec. prods.

**Fast Company** (Viacom): Ann Jillian, TV crime reporter. Fred Silverman and Dean Hargrove, exec. prods.

**Jag** (Paramount/NBC): David James Elliot as Navy attorney

**Omen** (Twentieth): Based on feature film

**People v.** (NBC): One crime per season

**Raising Caines** (TriStar): Parents'-eye-view. Bob Brush, exec. prod.

**Rolling Thunder** (Columbia): Secret government agency on the loose

**Seventh Avenue** (Twentieth): Garment district soap. William Finkelstein, exec. prod.



Ann Jillian may be back as TV crime reporter on NBC.



Larry Tisch

## Tisch reportedly turns down offer for CBS shares

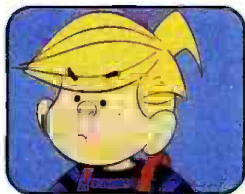
Ted Turner and TCI CEO John Malone last week offered CBS Chairman Larry Tisch \$75 per share for the 18% stake that Loews Corp. holds in CBS, according to several sources. Tisch reportedly turned the offer down. The offer was \$5 below the minimum \$80 per share that Tisch is believed to have demanded for the stock. The \$75 offer would have given Tisch more than \$825 million for Loews' 11,030,000 CBS shares.

Few details were available on the Turner-TCI offer, and it wasn't clear whether the offer was for cash or some combination of cash and stock in Turner Broadcasting System and/or TCI. It's believed that Tisch wants to cash out cleanly and would prefer not to do a deal involving stock. It also was not clear how much of CBS beyond the Loews' holdings Turner-Malone proposed acquiring. If all the outstanding common shares were acquired at \$75, the total price would be \$4.6 billion. At \$80 per share, the network would be worth \$4.9 billion. Late last Friday, CBS was trading at 65 1/2, up 1 7/8. Officials at CBS, Turner and TCI declined to comment.

—SM



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Evergreens are always in season

# HBO's 'Dream' deal: \$600 million-\$1 billion

*Pay cable service signs 10-year deal with DreamWorks for exclusive movie rights*

By Rich Brown

**T**he Spielberg-Katzenberg-Geffen troika has found yet another way to increase its coffers: the signing of a 10-year deal with Home Box Office worth \$600 million-\$1 billion.

DreamWorks, the new Hollywood studio backed by Steven Spielberg, Jeffrey Katzenberg and David Geffen, has reached an agreement with HBO that gives the pay TV company exclusive rights to upcoming DreamWorks movies through 2006. The deal kicks off next year and is expected to include the studio's first 100 or so theatrical titles.

The HBO deal marks the second major television deal for DreamWorks, which three months ago formed a joint production venture with Capital Cities/ABC. DreamWorks and Capcities each have committed more than \$100 million to their seven-year venture, which will produce and distribute television shows for various media and day-parts for Capcities and other distribution outlets.

Exactly how much HBO will spend on its own deal with DreamWorks over 10 years depends on the number of theatrical features produced and how well those movies perform at the box office. DreamWorks is expected to produce 8-14 features per year rather than the 25-30 titles released annually by each of the larger studios. At that rate, HBO expects to see 90-100 DreamWorks movies during the course of its contract.

The DreamWorks-HBO deal is fairly typical in that the pay TV network will show the titles following their theatrical, home video and pay-per-view windows. The contract will not allow for earlier windows on any of the titles, according to HBO. DreamWorks plans to debut its first three features in 1996.

The DreamWorks deal will bring new movies to HBO just as the pay TV company faces the likely loss of movies from Paramount. (Viacom, Paramount's new owner, is said to be

eager to move the studio's titles to the Viacom-owned Showtime pay cable network.) Other studios that have exclusive deals with HBO include Columbia Pictures, 20th Century Fox, Savoy Pictures and Warner Bros. HBO and Warner Bros. are both part of Time Warner.

While HBO was busy striking its DreamWorks deal, Encore Media Corp.'s competing Starz! network extended a domestic-licensing deal with Universal Pay Television, giving it exclusive rights to Universal's theatrical releases through 2003. The extension also



*Geffin, Katzenberg and Spielberg's DreamWorks will present its movies to cable over HBO through 2006.*

gives Encore exclusive domestic pay TV rights to Imagine Entertainment's theatrical releases beginning in 1996 and calls for Universal's Television Group to produce original programming for Starz! under a new co-venture. ■

## Tax certificate may prevail, but not without changes

*FCC policy—and Viacom's \$2.3 billion deal—show signs of enduring congressional investigation, but with alterations*

By Kim McAvoy

**V**iacom's plans to sell its cable systems to a minority-controlled company for \$2.3 billion may survive Congress after all.

There is strong likelihood that the Senate Finance Committee will decide not to interfere with the deal and will allow Viacom to use the FCC's controversial tax certificate program. However, the committee is expected either to modify the program or to direct the FCC to make changes that will eliminate any potential for abuse. The FCC already has devised a plan to tighten the program.

Critics of the FCC's program say it does more for well-established financially successful companies than it does to enhance minority ownership.

The FCC's tax certificate enables sellers of broadcast and cable properties to defer capital gains tax if they sell to a minority or women. Viacom is seeking a tax break under the program that would enable it to defer up to \$600 million.

The Senate panel this week is slated to vote on a House bill that repeals the FCC's program and, through a retroactivity clause, would forbid Viacom and at least 17 others from using the tax break. The House bill affects all tax certificates issued after Jan. 16. Viacom did not close its deal until after that date.

The Senate may decide to cap the amount of tax deferral allowed under the program and establish a longer holding period than one year—the current requirement.

Repeal of the tax break will be used to pay for extending a 25% health-care deduction for the self-employed. If the committee does not follow the House's lead, it will have to come up with money somewhere else to cover the deduction.

Senator Carol Moseley-Braun (D-Ill.) already has said she might propose an amendment that would save the program.

At last week's Finance Committee hearing it was clear that some senators are concerned about the tax certificate program and don't like the Viacom transaction.

"Even though I sympathize with the goals, I can't sympathize with somebody walking off with half a billion dollars," said Senate Majority leader Bob Dole (R-Kan.).

But they also don't care for the retroactive nature of the House bill. "I am inclined to oppose any legislation that retroactively and adversely changes the rules," said Orrin Hatch (R-Utah). And even Dole has a long history of opposing retroactivity clauses.

The committee's chairman, Bob Packwood (R-Ore.), was especially



Frank Washington

careful not to reveal his thinking on the issue: "I am going to keep my powder dry," he told reporters.

House Ways and Means Chairman Bill Archer (R-Tex.) targeted the program for repeal after Viacom announced it planned to sell its cable properties to Frank Washington, a California-based African-American businessman. Wash-

ington heads Mitgo, a limited partnership that will own 21% of the cable properties. Most of the money is coming from InterMedia Partners, an investment group that includes TeleCommunications Inc.

Washington played a key role in creating the minority tax certificate program in 1978 when he worked at the FCC. He defended the deal and the FCC program, saying that he continues to own every cable system he's purchased and that he has no intention of walking away from the Viacom deal after a year.

Once the Senate acts, the House and Senate will have to iron out differences on the tax break in conference. But many congressional insiders think the Senate modifications may satisfy the House. ■

## Sammons bags \$1 billion

*Marcus buys systems with 650,000 subscribers*

By Rich Brown

**D**allas-based Sammons Communications late last Friday reached a \$1 billion deal to sell two-thirds of its cable systems to fast-growing MSO Marcus Cable.

Backed by the investment firms of Goldman Sachs & Co. and Hicks, Muse, Tate & Furst, Dallas-based Marcus will acquire Sammons systems representing an estimated 650,000 subscribers and will become a top-10 MSO with more than 1.2 million total subs. Just last June, Marcus joined with Charter Communications in the \$900 million purchase of the Crown Media systems (about 990,000 households). Marcus Cable now serves approximately 580,000 customers in Wisconsin, Texas, Alabama, Delaware and Maryland.

The deal marks a homecoming of sorts for Marcus President Jeffrey Marcus, an industry veteran who served as Sammons VP of marketing 23 years ago. Marcus founded privately held Marcus Cable along with Goldman Sachs & Co. in 1990.

It had long been expected that Sammons would have a hard time finding a single buyer for its cable systems, which are spread across the country. The Sammons operation, which reaches more than 1.1 million subs through 60 small systems, has been on the market since last October. The systems sold to Marcus are in the Dallas-Fort Worth area, northern and southern California, the Midwest and the South.

The deal is the latest in the rapid consolidation of the cable industry. The past year has been particularly active for cable system trading as more and more MSOs realize that in the face of reregulation and unprecedented competition, bigger is better.

The sale is subject to regulatory approval and customary closing conditions and is expected to be completed by the end of 1995. ■

## NBC unveils Saturday morning

NBC set its 1995-96 Saturday morning lineup late last week with one new series added to the two-hour, live-action block. Last season's *Name Your Adventure* will not return to the lineup.

For the fourth season, the network continues its strategy of scheduling a live-action comedy lineup designed to attract a teen audience. "Our schedule has managed to capture the interest of a demographic group that has many options for entertainment," says Linda Mancuso, vice president, Saturday morning and family programs, NBC Entertainment. "We are very proud of the fact that our producers, writers and educational consultants have found that winning combination of entertainment and education that everyone in children's programming is striving to achieve."

According to the network, all four of the shows in the 10 a.m.-noon block qualify under the Children's Television Act.

Set to debut on Sept. 9, the NBC Saturday morning schedule: *Saved by the Bell: The New Class* (10-10:30) from Peter Engel Productions in association with NBC Productions; *Fast Break* (working title) (10:30-11) from NBC Productions; *Saved By the Bell: The New Class* (11-11:30); *California Dreams* (11:30-noon) from Peter Engel Productions in association with NBC Productions.

—SC



# GOP wants to revise license renewal

*Republicans working on language to extend terms, revise comparative renewals*

By Kim McAvoy

**C**ongress may revamp the broadcast license-renewal process.

House and Senate Republican leaders are considering including provisions in proposed telecommunications-reform legislation that would extend TV license terms from five to at least seven years, industry sources say. There also is a chance that lawmakers might include language that would streamline renewal procedures.

Hill Republicans may revise the process so that radio and TV stations will no longer face comparative renewal hearings unless they violated FCC regulations. The National Association of Broadcasters has been lobbying for the reform.

It remains unclear how far Congress will want to go. And Hill insiders say some Democrats already are balking at the idea of revising the comparative-renewal process.

Democrats and Republicans appear headed for even more areas of conflict. Those who want to see telecommunications-reform legislation pass this year fear that the measure will fall victim to partisan politics.

The tenor of the debate seems to be growing more partisan. Last week, Senate Majority Leader Bob Dole (R-Kan.) attacked the Clinton administration's stand on cable rate regulation and telecommunications reform in general.

"Under the Clinton administration, government bureaucrats will decide" the fate of the information superhighway. Under Republicans, "you will decide," Dole told telecommunications industry representatives attending the Republican party's forum on telecommunications law reform.

Dole made clear that Senate Republicans intend to repeal cable rate regulations. The administration has said it will oppose such a move. "Cable may be one area where there is a gap that can't be closed," said Dole.

The senator even lashed out at Vice President Al Gore, who pushed for Senate passage of cable rate regulation. Gore, he said, "has always been a regulator."



Bob Dole

"[The White House] talks about competition and then regulates an industry to death. It talks about the information superhighway and then throws up roadblocks," said Dole.

And some Democrats reportedly are alarmed that House Speaker Newt Gingrich (R-Ga.) is interjecting himself into the

debate on telecommunications-reform legislation. Gingrich has told House Telecommunications Subcommittee Chairman Jack Fields (R-Tex.) that he wants to review the proposed legislation.

Gingrich's involvement also may signal that the measure will be more deregulatory than the legislation passed by the House last year.

Meanwhile, House and Senate staffers continue working on proposed legislation. Dole said he and Republican Commerce Committee members will meet this week to discuss other controversial issues surrounding a bill. ■

## FCC likely to seek kids programing quota

The FCC is expected to put a broad children's programming proposal on the table next month that will include a requirement that broadcasters air a minimum number of hours of educational programming.

The five commissioners remain divided on the issue of children's television, and FCC Chairman Reed Hundt has little choice but to move forward with a proposal that takes a general approach.

Hundt's proposal imposes a minimum requirement on broadcasters, but would allow them to pay another station in the same market to fulfill some of that requirement.

"When [broadcasters have] met minimum requirements for a quantity of pro-children's broadcasting in a market, they should know that their licenses cannot be challenged for some failure to do enough," said Hundt during a speech last week to the Children's Defense Fund.

It is a "scientifically demonstrated fact" that violent

television harms children, Hundt told the CDF. He also called on the FCC to rewrite kids TV rules: "In this rewrite we should honestly recognize that in broadcasting, market values aren't necessarily family values."

Hundt would like next month's proposal to "tentatively conclude" that broadcasters must air a minimum number of educational hours, but he is having trouble lining up the votes for the April 5 meeting, according to sources.

Commissioners Andrew Barrett and James Quello have said publicly that they are opposed to the proposal. Quello said last week that he would vote against any new regulation that requires a specific amount of children's programming. However, Quello added that he would vote for next month's notice of proposed rulemaking, which he said would lead to a public debate on the issue.

Commissioners Susan Ness and Rachelle Chong have expressed support for the proposal, but, have stopped short of formally supporting it. —CSS

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# Bell Atlantic lines up product for VOD trial

*CBS, NBC, ABC agree to interactive trial; Fox, others absent*

By Mark Berniker

**B**ell Atlantic has lined up 100 programmers—including Hollywood studios, broadcasters, cable networks and others—for the first commercial video-on-demand trial by a telephone company in the U.S.

However, the telco has access to the programming only for the limited trial in Fairfax County, Va., that is scheduled to begin with 1,000 homes this spring. Bell Atlantic officials say the programming available for the trial will not necessarily be part of its ambitious commercial rollout plans along the Atlantic coast, the Northeast and California.

"We'll be testing multiple pricing points, packaging and promotion strategies," says Mitchell Praver, director of programming and content development for Bell Atlantic Video.

Bell Atlantic, along with other telcos, is investing billions in broadband video networks and is banking on the assumption that consumers

will want to move away from their cable company and pay for TV services via an a la carte pricing model.

"The earlier in the release chain, the more attractive it is to us," Praver says of the programming, adding that "the structure of the splits is to provide incentives to the programming provider."

Bell Atlantic has filed for a monthly subscriber tariff with regulatory authorities, but that fee of \$7.50 per sub is being waived for the trial.

When the system rolls out commercially in Washington; Baltimore; Norfolk, Va.; Philadelphia; Pittsburgh, and Northern New Jersey, consumers will be charged a base fee (expected to be around \$10) plus between 50 cents and \$7 for access to a menu of video-on-demand offerings.

ABC, NBC and CBS are participating in the trial, largely for their own market research. "We don't want to endanger our core business or the network-affiliate relationship that

delivers it, but we do want to take a first step into the interactive world," says Mark Harrington, CBS's senior vice president, new media.

Harrington says that CBS is providing only "five or six episodes from six or seven shows" and that the test will allow the network to figure out the "value of our existing programming assets." The programs in the trial will include *60 Minutes*; *Eye to Eye with Connie Chung*; *48 Hours*; *Dave's World*; *Rescue 911*; *Dr. Quinn, Medicine Woman*; *Walker, Texas Ranger* and several CBS Sports specials.

NBC and ABC also are participating. Not on BA's list of programmers are Time Warner and Viacom. News Corp.'s Fox Network and Twentieth Century Fox films are not part of the trial, but discussions are reported between BA and News Corp.

Harrington says there likely will be "competing distribution systems, but we're not that kind of distribution; we're a programmer." ■

## GTE contracts AT&T, GI to build video dialtone nets

GTE has chosen AT&T and General Instrument to help put the pieces of its video dialtone networks together.

GTE picked AT&T Network Systems as its prime contractor and systems integrator, and GI's next-generation set-top boxes will be used for its future hybrid analog and digital video network. The contracts are valued at \$200 million.

"We're going to build a brand-new network atop our existing telephone network," says Bob Calafell, vice president of video services for GTE Telephone Operations. He described it as an "overlay network."

Calafell says GTE does not plan to use a video server until late 1996, or even 1997, and thus will not offer video-on-demand services during the rollout of its video network.

GTE initially will roll out video dialtone networks in



Robert Calafell is leading GTE's VDT networks.

Thousand Oaks, Calif.; St. Petersburg, Fla., and Honolulu. GTE has decided to adopt hybrid fiber-coaxial cable architecture, in which 500 homes will be served by each neighborhood node.

During the first phase of the rollout, Calafell says, GTE will offer a combination of 80 analog broadcast channels and an undetermined number of digitally compressed channels, along with the company's Main Street menu of interactive services.

GTE is "considering all of the major electronic program guides" for its video dialtone networks, and will name a vendor "within the next few months," says Calafell. The leading electronic program guide vendors are StarSight Telecast, TV Guide on Screen and Preview Networks.

GTE plans to pass 500,000 homes by the end of 1996 and wants to add up to 400,000 by the end of 1997. Its goal is to deliver video and interactive services to 7 million consumers in 66 markets within the next decade.

But construction may not begin until GTE wins FCC approval. When will that approval come? "Hopefully, soon," says Calafell.

—MB



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% Share Growth February 1995  
vs. November 1994\*

| Program                         | Adults<br>18-49 | Adults<br>25-54 |
|---------------------------------|-----------------|-----------------|
| <b>Funniest Videos (7:30PM)</b> | <b>+19%</b>     | <b>+20%</b>     |
| <b>Funniest Videos (7:00PM)</b> | <b>+17%</b>     | <b>+18%</b>     |
| Fresh Prince                    | +13%            | +7%             |
| Simpsons                        | +12%            | +14%            |
| Seinfeld                        | +8%             | +5%             |
| Blossom                         | +7%             | NC              |
| Full House                      | +7%             | NC              |
| Home Improvement                | +3%             | +3%             |
| Grace Under Fire                | +3%             | +3%             |
| Family Matters                  | NC              | NC              |
| Frasier                         | NC              | NC              |
| Martin                          | NC              | -18%            |
| Living Single                   | -6%             | -7%             |
| Step By Step                    | -10%            | -11%            |
| Roseanne                        | -10%            | -11%            |

\* Source: NTL Demo Shares, February 1995 (2/2-3/1/95) vs. November 1994 (11/3-11/30/94);  
All half-hour series airing same day and time in both measurement periods.



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LEAD-IN:  
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**+60%**  
**PHOENIX**  
**KUTP**  
LATE FRINGE  
LEAD-IN:  
TOP COPS

**+100%**  
**SACRAMENTO**  
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**+33%**  
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Source: Feb '95 Nielsen metered market reports (2/2-3/1/95). % increase vs. lead-in 1/2 hour. ©1995 Genesis Entertainment.



## King World's 'Rolonda' on a roll

*Revamp yields returns in February sweeps*

By David Tobenkin

**A** year of constant reworking of low-rated syndicated talk show *Rolonda* by distributor and producer King World Productions appears to have paid off in the February sweeps.

Aided by its new incarnation as a "relationship"-driven, youth-oriented show, the strip earned a 4.2 household rating and a 15 share in Nielsen Media Research's metered-market weighted averages in February, up 27% in rating and 15% in share from its 3.3/13 of February 1994.

"If there had not been some growth in this book, the show would not be coming back," says King World President Michael King. "We have gone through four formats in the last year...turned over the entire staff, and now we have the show we've wanted. There used to be eight or 15 calls on a show; now we get 3,000 or 4,000. People who want to see the show are lined up around the building."

The February results have greatly aided the syndicator in renewing the show, which is cleared for fall in 78 markets covering 74% of the country,

**"If there had not been some growth in this book, the show would not be coming back."**

**—Michael King**



*Relationship-driven remake appears to have boosted talker's fortune.*

says King World President of Domestic Distribution Scott Towle. *Rolonda* has been renewed in more than 50% of the country, including nine of the top 10 markets and 21 of the top 30 stations, he says. New top-market stations carrying the show include WTXF(TV) Philadelphia and KOFY-TV San Francisco.

The show's improved fortunes

came too late to prevent the downgrading of many of its initial strong clearances, a significant number to late night. But the strong performance of many daytime shows as counterprogramming in late night may make that less of a problem, says Towle.

*Rolonda* is cleared on affiliates in the major markets, but once demographic results arrive from the sweeps, Towle hopes to clear it on independents building talk blocks in the smaller markets.

## 'Watcher' out, 'Legend' in at UPN

The United Paramount Network has its first casualty in the form of *The Watcher*. The series, starring rap musician Sir Mix-A-Lot, will make its last appearance on April 11.

Joining the Tuesday lineup April 18 is *Legend*, starring Richard Dean Anderson, most recently ABC's *MacGyver*. The series will debut with a two-hour episode and will assume its regular 8-9 p.m. slot April 25 as lead-in to *Marker*. *Legend* is produced by T.L. Productions and Gekko Film Corp. and distributed by Paramount Network Television.

Other changes on the network's schedule include

flip-flopping the Monday night comedies. Beginning March 20, *Pig Sty* will air at 9 and *Platypus Man* at 9:30.

*The Watcher*, which has a 13-episode order from Paramount, has aired seven times, averaging a 2.8 rating/4 share. The series will continue in production for its remaining episodes and is expected to return to the schedule at a later date. UPN's first made-for-television movie, *The Shamrock Conspiracy*, pulled in a 5.7/8 last Tuesday night in 27 of the 32 metered markets. The movie, starring Edward Woodward, recorded a 6.4/10 overall and improved on its lead-in by 2 share points.

**—SC**

King World also has recently promoted Marilyn Gill, formerly senior producer of the show and earlier a producer at *Oprah Winfrey*, to co-executive producer of *Rolonda*. Glenda Shaw, previously a producer at Paramount Domestic Television's *Montel Williams Show*, has been hired as senior producer.

Typical of *Rolonda*'s new, more sensational and free-flowing style was a sweeps show that featured a man who had lied about having the HIV virus for a year to gain sympathy, telling his girlfriend and boss the truth on-air. The boss, who had given him time off because of his alleged condition, fired him on the spot. ■

## Briggs replaces Diller at QVC

QVC veteran Douglas Briggs has been tapped to replace Barry Diller as head of the home shopping company. It is not yet clear how Briggs will decide to carry out the expansion strategy set in place with Diller's arrival two years ago.

QVC in the first nine months of 1994 alone lost more than \$27 million on its aggressive overseas expansion and the development of upscale Q2 shopping service (more recent financial data is not public because of the recent takeover of the company by Comcast Corp. and Tele-Communications Inc.). The West Chester, Pa.-based company had sales of more than \$1.4 billion last year.

Briggs has been with QVC since its inception in 1986 and most recently served as executive vice president of electronic retailing. Before joining QVC, he spent 15 years with the Franklin Mint. Briggs was not available to talk about his QVC plans at press time.

—RB

## Action plans two new weeklies

*Animated children's series are in development for fall 1996*

By David Tobenkin

**B**arter sales company Action Media Group plans to step up its television production activities with two new weekly animated children's series in development for fall 1996.

*Young Merlin's Quest* is the story of magician Merlin as a teenager discovering his magical powers and would feature live-action openings and closes, says Rick Pack, founder and chief executive of Woodland Hills, Calif.-based AMG. At least 13 episodes, and possibly as many as 26, will be produced in association with foreign partner HIT Entertainment for a syndication or network run. Talent has not yet been signed for the show.

*The Circle* would be an action-oriented show featuring three young computer hackers who track down a computer virus villain through the Internet. The company will produce 13 episodes for a cable, network or syndication launch.

Both shows are budgeted at roughly \$300,000 per episode and are targeted at kids 6-11.

The new shows will be produced by AMG's one-year-old Kookanooga Toons production subsidiary and are the latest expansion of production activities by AMG, which sells barter

time for syndicators including Mark Goodson Productions, ITC Entertainment, RHI Entertainment, Republic Pictures, Hearst, MaXaM Entertainment and Bohbot.

"We want to be able to control more of the product we bring into the market and sell to the advertising community," says Pack. "Because there are fewer independent distributors to work with, we have to control our own pipeline of product."

AMG and England's BBC/Lion-



Rick Pack

heart already produce *Madison's Adventures: Growing Up Wild*, an FCC-friendly show using BBC wildlife footage and animation that is syndicated by ITC Entertainment. The show has defied the poor fortunes of most educational shows by being renewed in 65% of the country to date for a second season in fall 1995, including top-

market WABC-TV New York, WGN-TV Chicago and KCBS-TV Los Angeles.

AMG also is producing the syndi-

## Fox pulls 'Defender'

After only one airing, Fox is pulling *The Great Defender* from its Sunday night schedule. The show debuted March 5 and recorded a 4.3 rating and 6 share in the 7-8 p.m. time period. The series was given an eight-episode order, and the network is mulling whether to bring the show back at a later date. To fill the time period, Fox will return *Encounters: The Hidden Truth* to the schedule beginning March 19. The one-hour magazine show, which focuses on unexplained phenomena, has been used in a number of time periods on the network's lineup and has proved a competent if not spectacular performer. On Sunday, March 12, the network has scheduled back-to-back repeat episodes of *Martin*. On Sunday, April 9, *Encounters* will be preempted for a special, double-pump airing of the new series *Sliders*, which will have aired earlier that week.

—SC





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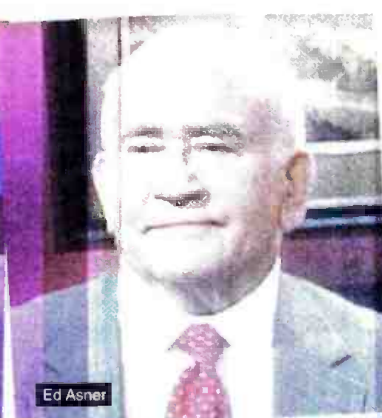




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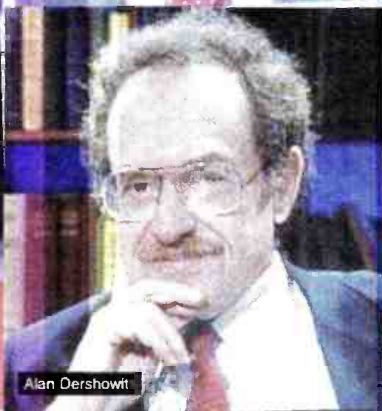
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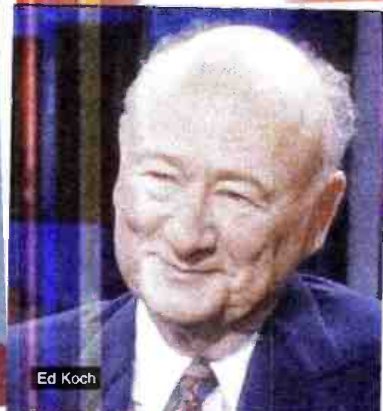
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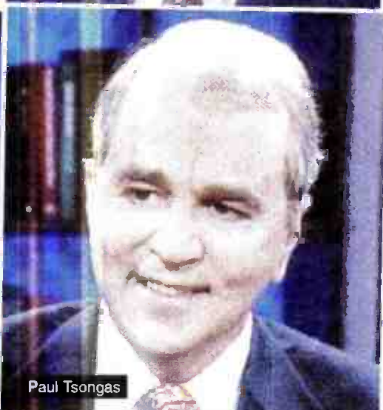
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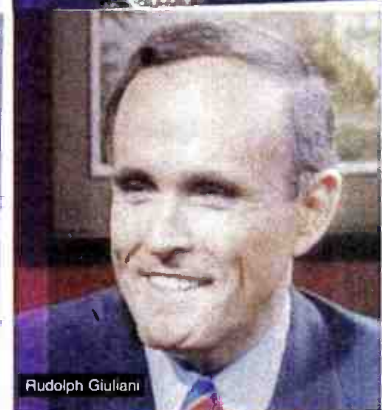
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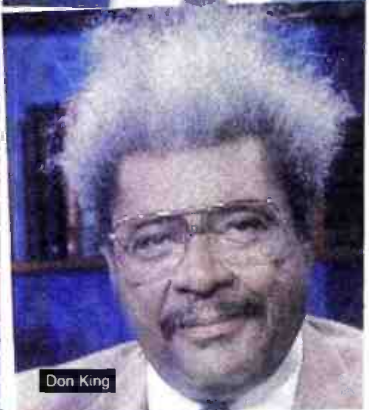
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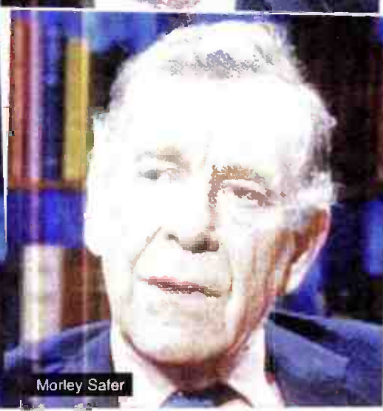
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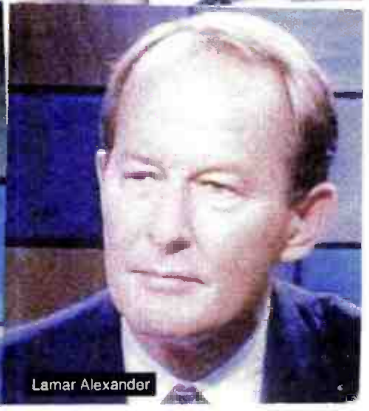
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Lamar Alexander



cated *Creatures of Delight*, a weekly animated kids show cleared by Active Entertainment on 125 stations covering 87% of the country for a fall 1995 launch.

The company also is moving into distribution of off-network and cable shows. It has jointly acquired rights to off-Science Fiction Channel movie spoof show *Mystery Science*

*Theater 3000* with syndicator Tradewinds Television, which has cleared the show on 70 stations covering 62% of the country for a fall 1995 launch. ■

## Mitchell heads Turner Original Productions

By Rich Brown

**T**urner Broadcasting System has formed a new division, Turner Original Productions, to oversee nonfiction programming for the various Turner properties.

Heading the new division is Pat Mitchell, who in her previous capacity as executive vice president of TBS Productions oversaw all original programming for superstation WTBS Atlanta; international co-productions for Turner Productions S.A., and development and production for syndication division Turner Program Services.

Mitchell will continue to oversee those areas in her new capacity as president of Turner Original Productions. Additionally, she will oversee the development, production and supervision of nonfiction programming for Turner networks' Turner Network Television and Turner Classic

Movies plus home video/interactive division Turner Home Entertainment. She also will develop concepts and programming for new, as-yet-unnamed cable networks.

Some of the areas Mitchell now oversees are further developed than others. WTBS, for example, already has scheduled more than 50 hours of high-profile, multipart documentary series through 1996. Turner Program Services, on the other hand, is about to make its debut in the first-run business with *Lauren Hutton And...*, which so far has cleared 18 markets representing 35% of the U.S.

Upcoming nonfiction programming



Pat Mitchell

on TNT includes a comprehensive biography on Frank Sinatra that will debut in December plus some high-profile specials with ties to the newly launched Turner Classic Movies network. TNT's nonfiction programming to date has been handled primarily by TNT President Brad Siegel and original programming senior

vice president Allen Sabinson (who oversees the network's big-budget fiction titles).

Before joining Turner, Mitchell was an executive producer and one of the founding partners of VU Productions. In her new post, she will report directly to Turner Entertainment Group President Scott Sassa. ■

## HEADLINES

### 'Kentucky' Costner

Kevin Costner will direct, star in and produce HBO's first original miniseries, *The Kentucky Cycle*, based on Robert Schenkkan's 1992 Pulitzer Prize-winning play. The six-hour play, which tells the stories of three families in the Cumberland Mountains over 200 years, is scheduled to begin principal photography in summer 1996.

### 'Carrier' a hit

The Discovery Channel scored its highest-ever rating with the March 5 premiere of *Carrier: Fortress at Sea*, averaging a 4.0 rating at 9-11 p.m. ET/PT, according to A.C. Nielsen Co. data supplied by the network. The special about naval aircraft carriers attracted more than

2.6 million households.

### DBS details

Eight of 10 cable subscribers who switched to direct broadcast satellite would recommend that a friend who has cable buy DBS equipment, according to a study of 200 early DBS subscribers by Larchmont, N.Y.-based Horowitz Associates and S. Liebmans & Associates on behalf of four top cable MSOs. Among other findings: ■ Roughly eight of 10 surveyed say they would be unlikely to switch back to cable if they could get back the money they spent on their DBS system. ■ More than eight of 10 DBS purchasers say their expectations have been met or exceeded in terms of service and equipment,

picture quality and reliability, programs and channels received, and sound quality. ■ On the downside, fewer than half of the DBS subs are satisfied with the reception of their local broadcast signals, and one in 10 say their DBS system and service are worse than they expected at the time of purchase.

### Infomercial PIN

Cox Communications and Jones International have completed the merger of their 24-hour infomercial networks, giving the combined programming service a reach of more than 4 million homes. The combined operation, the Product Information Network (PIN), is headed by Keith Gay, Denver-based vice president/GM. —RB

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## 'Dream' team

Bright/Kauffman/Crane Productions, the production auspices behind HBO's *Dream On* and NBC's *Friends*, has signed a new exclusive, multi-year production agreement with Warner Bros. Television.

Kevin Bright, Marta Kauffman and David Crane had been under contract to Warner Bros. since 1992. Under the agreement, the trio will continue to develop and produce all forms of television for all media for the studio.

"Kevin, Marta and David are exceptional talents and one of the best show-running teams in the business," said Leslie Moonves, president, Warner Bros. Television.

In its first season *Friends* has averaged a 15.1 rating and 23 share in Nielsen numbers, making it the top-ranked new comedy. It is the 10th-highest-rated series among households and ranks seventh among adults 18-49. The series most recently won a People's Choice Award as favorite new comedy. —SC

## Challengers tend to get subpoenas quashed

By Steve McClellan

**N**ews organizations complied with more than half the 3,519 subpoenas they received from government agencies and private litigants in 1993, according to a study

## SYNDICATION MARKETPLACE

### Grabbing 'Goose'

Martindale Hillier Entertainment is syndicating *The New Adventures of Mother Goose* for April. The one-hour special is based on the *New York Times* best-selling book of the same name and updates classic Mother Goose stories to modern times. The show stars Sally Struthers as Mother Goose and Emmanuel Lewis (*Webster*) as a 9-year-old boy who inherits Golden Goose Publishing and must save the company and its prime product, Mother Goose, from extinction. The show has been cleared by Pro-mark TV Syndication on 48 stations representing 41% of the country for an April 15-May 15 airing window.

### 'Safe Streets' segments

Syndicator Kelly News & Entertainment is encouraging affiliates of its new *Safe Streets* syndicated weekly reality television series to launch news segments and community crime prevention outreach efforts tied to the show *before* it launches this fall.

So far, the syndicator has had at least one taker, Portland ABC affiliate KATU(TV), which in January added regular *Safe Streets* crime prevention segments to four different newscasts. The station probably will schedule the hour syndicated

show Saturday in late fringe and promote it during commercial breaks adjacent to the crime prevention-themed newscast segments, says KATU News Director Mike Devlin. Kelly-owned station KCRA-TV Sacramento also has in place an existing crime prevention campaign tied to the show. The show has been cleared in 69% of the country, including 26 of the top 30 markets, for a fall 1995 launch. Recent clearances include KXAS-TV Dallas, KHOU-TV Houston, WTMJ-TV Milwaukee and KFMB-TV San Diego.

### 'Walberg' clearances

Genesis Entertainment's syndicated *Mark Walberg* talk show has been cleared for a fall 1995 launch on 91 stations covering 75% of the country, including all top 30 markets. Recent clearances include KTVU(TV) San Francisco, WNUV-TV Baltimore, WISH-TV Indianapolis, WTNH-TV Hartford and KPDX(TV) Portland.

### 'Night Stand' tops 70%

Worldvision Enterprises Inc.'s *Night Stand* weekly syndicated talk show spoof has been cleared in 73% of the country for a fall 1995 launch, including 34 of the top 40 markets. Newly cleared stations include WTXF(TV) Philadelphia, WCVB-TV Boston, KTRK-TV Hous-

ton, KING-TV Seattle and WCIX-TV Miami.

### 'Simpsons' supreme among strips in February

Twentieth Television's strip of *The Simpsons* was the top-ranked new syndicated strip in the February sweeps, as measured by Nielsen Media Research's weighted metered-market measurement. *The Simpsons* averaged an 8.4 household rating and a 14 share, up from a 6.2/11 lead-in and a 5.9/9 for programming in the time period a year earlier.

The other top shows included Warner Bros. Domestic Television Distribution's *Fresh Prince of Bel-Air*, with a 6.3/11; WBTD's *Extra—The Entertainment Magazine*, with a 4.6/10; Paramount Domestic Television's canceled *The New Price Is Right*, with a 4.4/12, and MCA TV's *Coach*, with a 4.0/9.

### 'Lauren' lands Los Angeles

Turner Program Services' *Lauren Hutton And...* syndicated late-night interview show has been cleared on KCAL(TV) Los Angeles and five other top markets for a fall 1995 launch. The show now is cleared in 18 markets covering 35% of the country. Under terms of the contracts, airings of the show must end before 2 a.m. in all markets.

# 27 OUT OF THE TOP 30 MARKETS SOLD.

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by the Reporters Committee for Freedom of the Press.

But the study also shows that when subpoenaed news organizations challenge the summonses seeking outtakes, footage, notes and other information, they were likely to prevail. Judges quashed 81.2% of the challenged subpoenas, the report says.

Overall, the number of subpoenas issued in 1993 was up 7% compared with 1991, according to the report issued last week by the Washington-based committee. The number of subpoenas issued to broadcast stations for the same two years rose 9%, to 2,461, in 1993. The number of subpoenas issued to print news organizations was up 2%, to 1,058.

Only 10% of the subpoenas issued in 1993 were challenged in court by news organizations. Editors or lawyers persuaded the issuing parties to voluntarily withdraw another 21%.

The most frequently reported legal ground for a successful challenge to a subpoena (27%) was the availability of other sources for the information. The survey quotes one Colorado

## 'Seinfeld' gets advisory councils

Columbia TriStar Television Distribution has formed a station advisory council to consult on promotion for the fall 1995 off-network launch of *Seinfeld*. Heading the promotional effort will be independent marketing executive Steve Sohmer. March 29-31 in Los Angeles, CTTD's marketing executives will meet with Sohmer, who collaborated with CTTD on the launch of *Married...With Children*, *Designing Women* and *Who's the Boss?*, and the advisory council, which will consist of about 20 general managers, sales managers, program directors and promotion executives from stations carrying the show. The campaign for *Seinfeld* will be bigger than past campaigns, says Senior Vice President of Marketing Bob Cook. He cites the high price paid by affiliates for *Seinfeld* and the critical acclaim the show has generated as factors increasing the opportunities for promotion of the strip. Even after the show's launch and rookie season, CTTD likely will hold follow-up meetings with the advisory council's members to help sustain the series' promotions, Cook says.

—DT

news executive as saying many of the subpoenas his organization receives are for published material: "We tell those lazy lawyers to go look up the back issues in the public library."

The second most successful legal ground for challenging subpoenas was failure by the issuer to show "sufficient need" for the subpoena.

Shield laws were cited as the third

most effective defense, but such laws were cited much more frequently by print respondents (21.7%) than by broadcast respondents (6.9%).

Although the survey shows that news organizations challenging subpoenas tend to win, it says such victories come at a price. In some cases, the cost impacts on budgets and curbs newsgathering activities. ■

## Top cable shows

Following are the top 15 basic cable programs for the week of Feb. 27-Mar. 5, 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.<br>(000) | Rating<br>Cable U.S. |
|---------------------------------|---------|-----------|---------------|----------------------|
| 1. O.J. Simpson Trial Coverage  | CNN     | Tue 5:30p | 4,812         | 7.5 5.0              |
| 2. O.J. Simpson Trial Coverage  | CNN     | Mon 6:28p | 4,509         | 7.0 4.7              |
| 3. O.J. Simpson Trial Coverage  | CNN     | Mon 7:00p | 4,472         | 6.9 4.7              |
| 4. O.J. Simpson Trial Coverage  | CNN     | Mon 5:30p | 4,321         | 6.7 4.5              |
| 5. O.J. Simpson Trial Coverage  | CNN     | Thu 5:30p | 4,274         | 6.6 4.5              |
| 6. O.J. Simpson Trial Coverage  | CNN     | Mon 5:00p | 4,099         | 6.3 4.3              |
| 7. News Update                  | CNN     | Tue 6:20p | 4,086         | 6.3 4.3              |
| 8. O.J. Simpson Trial Coverage  | CNN     | Mon 7:30p | 4,061         | 6.3 4.3              |
| 9. O.J. Simpson Trial Coverage  | CNN     | Tue 6:00p | 4,038         | 6.3 4.2              |
| 10. O.J. Simpson Trial Coverage | CNN     | Thu 6:25p | 3,986         | 6.2 4.2              |
| 11. Good Old Boys               | TNT     | Sun 8:00p | 3,964         | 6.3 4.2              |
| 12. O.J. Simpson Trial Coverage | CNN     | Thu 5:00p | 3,961         | 6.1 4.2              |
| 13. O.J. Simpson Update         | CNN     | Mon 6:00p | 3,929         | 6.1 4.1              |
| 14. O.J. Simpson Trial Coverage | CNN     | Tue 5:20p | 3,812         | 5.9 4.0              |
| 14. O.J. Simpson Trial Coverage | CNN     | Tue 6:30p | 3,812         | 5.9 4.0              |

Following are the top five pay cable programs for the period of Feb. 27-Mar. 5, ranked by the number of households tuning in. Source: cable networks based on Nielsen Media Research.

|                             |     |            |       |          |
|-----------------------------|-----|------------|-------|----------|
| 1. Movie: 'Major League II' | HBO | Sat 8:00p  | 3,159 | 14.3 3.3 |
| 2. Boxing: Vasquez-Whitaker | HBO | Sat 10:00p | 2,698 | 12.2 2.8 |
| 3. Movie: 'Poetic Justice'  | HBO | Sat 11:30p | 2,222 | 10.1 2.3 |
| 4. Movie: 'Fearless'        | HBO | Sun 8:00p  | 2,207 | 10.0 2.3 |
| 5. Movie: 'No Contest'      | HBO | Thu 9:00p  | 2,193 | 9.9 2.3  |

## PEOPLE'S CHOICE:

Ratings for emerging broadcast networks, week of Feb. 27-Mar. 5

| UPN         |                               |
|-------------|-------------------------------|
| MONDAY      | 5.3/8                         |
| 8:00        | 69. Star Trek: Voyager 8.0/12 |
| 8:30        |                               |
| 9:00        | 90. Platypus Man 2.8/4        |
| 9:30        | 92. Plg Sty 2.2/3             |
| TUESDAY     | 3.0/5                         |
| 8:00        | 88. Marker 3.4/5              |
| 8:30        |                               |
| 9:00        | 91. The Watcher 2.5/4         |
| 9:30        |                               |
| WEEK'S AVG  | 4.1/6                         |
| SSN TO DATE | 5.1/8                         |
| WB          |                               |
| WEDNESDAY   | 2.0/3                         |
| 8:00        | 92. The Wayans Bros. 2.2/4    |
| 8:30        | 94. The Parent 'Hood 2.0/3    |
| 9:00        | 95. Unhap Ever After 1.7/3    |
| 9:30        | 96. Muscle 1.3/2              |
| WEEK'S AVGS | 2.0/3                         |
| SSN TO DATE | 2.0/3                         |

SOURCE: NIELSEN MEDIA RESEARCH

# PEOPLE'S CHOICE WEEK 24 *According to Nielsen ratings, Feb. 27-Mar. 5*

|                     | abc <b>ABC</b>                                                       | CBS                                                               | NBC                                                                        | FOX                                                                   |
|---------------------|----------------------------------------------------------------------|-------------------------------------------------------------------|----------------------------------------------------------------------------|-----------------------------------------------------------------------|
| <b>MONDAY</b>       | <b>10.0/15</b>                                                       | <b>14.0/21</b>                                                    | <b>14.7/22</b>                                                             | <b>9.0/13</b>                                                         |
| 8:00                | 42. <b>Coach</b> 10.9/16                                             | 26. <b>The Nanny</b> 12.8/19                                      | 34. <b>Fresh Prince</b> 11.9/18                                            | 47. <b>Melrose Place</b> 10.3/15                                      |
| 8:30                | 81. <b>New Ballgame</b> 6.6/10                                       | 20. <b>Dave's World</b> 13.4/20                                   | 25. <b>Blossom</b> 12.9/19                                                 |                                                                       |
| 9:00                |                                                                      | 12. <b>Murphy Brown</b> 14.9/21                                   | 9. <b>NBC Monday Night Movies—Tom Clancy's 'Op Center,' Part 2</b> 15.8/24 | 72. <b>Models Inc.</b> 7.6/11                                         |
| 9:30                | 45. <b>ABC Monday Night Movie—Dances with Wolves, Part 2</b> 10.6/16 | 20. <b>Cybill</b> 13.4/20                                         |                                                                            |                                                                       |
| 10:00               |                                                                      | 14. <b>Chicago Hope</b> 14.7/24                                   |                                                                            |                                                                       |
| 10:30               |                                                                      |                                                                   |                                                                            |                                                                       |
| <b>TUESDAY</b>      | <b>16.8/26</b>                                                       | <b>13.8/21</b>                                                    | <b>12.0/19</b>                                                             | <b>4.3/6</b>                                                          |
| 8:00                | 23. <b>Full House</b> 13.1/21                                        | 32. <b>Rescue: 911</b> 12.0/19                                    | 27. <b>Wings</b> 12.7/20                                                   | 87. <b>Fox Tuesday Night Movie—The Mia Farrow Story, Part 1</b> 4.3/6 |
| 8:30                | 23. <b>Me and the Boys</b> 13.1/20                                   |                                                                   | 30. <b>Friends</b> 12.3/19                                                 |                                                                       |
| 9:00                | 2. <b>Home Improvmt</b> 21.0/31                                      | 14. <b>CBS Tuesday Movie—Children of the Dust, Part 2</b> 14.7/22 | 12. <b>Frasier</b> 14.9/21                                                 |                                                                       |
| 9:30                | 3. <b>Grace Under Fire</b> 20.5/30                                   |                                                                   | 38. <b>J Larroquette</b> 11.3/17                                           |                                                                       |
| 10:00               | 8. <b>NYPD Blue</b> 16.4/26                                          |                                                                   | 46. <b>Dateline NBC</b> 10.4/17                                            |                                                                       |
| 10:30               |                                                                      |                                                                   |                                                                            |                                                                       |
| <b>WEDNESDAY</b>    | <b>13.1/21</b>                                                       | <b>11.8/19</b>                                                    | <b>10.9/18</b>                                                             | <b>8.5/13</b>                                                         |
| 8:00                | 51. <b>Sister, Sister</b> 9.6/16                                     |                                                                   | 44. <b>National Geographic Special</b> 10.7/17                             | 42. <b>Beverly Hills, 90210</b> 10.9/17                               |
| 8:30                | 16. <b>Roseanne</b> 14.0/21                                          | 35. <b>37th Annual Grammy Awards</b> 11.8/19                      |                                                                            | 82. <b>Party of Five</b> 6.0/9                                        |
| 9:00                | 10. <b>Ellen</b> 15.7/24                                             |                                                                   | 41. <b>Hunt for Amazing Treasures</b> 11.0/18                              |                                                                       |
| 9:30                |                                                                      |                                                                   |                                                                            |                                                                       |
| 10:00               | 29. <b>Primetime Live</b> 12.6/22                                    |                                                                   |                                                                            |                                                                       |
| 10:30               |                                                                      |                                                                   |                                                                            |                                                                       |
| <b>THURSDAY</b>     | <b>8.0/13</b>                                                        | <b>8.2/13</b>                                                     | <b>19.2/30</b>                                                             | <b>5.4/8</b>                                                          |
| 8:00                | 72. <b>Extreme*</b> 7.6/12                                           | 62. <b>Due South</b> 8.6/13                                       | 11. <b>Mad About You</b> 15.4/24                                           | 84. <b>Fox Movie Special—The Mia Farrow Story, Part 2</b> 5.4/8       |
| 8:30                |                                                                      |                                                                   | 7. <b>Wings</b> 17.5/27                                                    |                                                                       |
| 9:00                | 59. <b>The Commish</b> 8.8/13                                        | 70. <b>Eye to Eye w/Connie Chung</b> 7.9/12                       | 1. <b>Seinfeld</b> 21.4/32                                                 |                                                                       |
| 9:30                |                                                                      | 67. <b>48 Hours</b> 8.1/14                                        | 4. <b>Friends</b> 20.4/31                                                  |                                                                       |
| 10:00               | 75. <b>Day One</b> 7.5/13                                            |                                                                   | 5. <b>E.R.</b> 20.3/34                                                     |                                                                       |
| 10:30               |                                                                      |                                                                   |                                                                            |                                                                       |
| <b>FRIDAY</b>       | <b>12.4/22</b>                                                       | <b>9.1/16</b>                                                     | <b>9.2/16</b>                                                              | <b>6.5/11</b>                                                         |
| 8:00                | 30. <b>Family Matters</b> 12.3/22                                    | 50. <b>Diagnosis Murder</b> 9.8/17                                | 65. <b>Unsolved Mysteries</b> 8.2/15                                       | 86. <b>M.A.N.T.I.S.</b> 4.7/8                                         |
| 8:30                | 35. <b>On Our Own</b> 11.8/21                                        |                                                                   |                                                                            | 65. <b>The X-Files</b> 8.2/14                                         |
| 9:00                | 32. <b>Step By Step</b> 12.0/21                                      | 59. <b>Under Suspicion</b> 8.8/15                                 | 49. <b>Dateline NBC</b> 10.1/17                                            |                                                                       |
| 9:30                | 38. <b>Hangin w/Mr. C</b> 11.3/19                                    | 59. <b>Picket Fences</b> 8.8/16                                   | 54. <b>Homicide: Life on the Street</b> 9.3/17                             |                                                                       |
| 10:00               | 19. <b>20/20</b> 13.9/24                                             |                                                                   |                                                                            |                                                                       |
| 10:30               |                                                                      |                                                                   |                                                                            |                                                                       |
| <b>SATURDAY</b>     | <b>6.2/11</b>                                                        | <b>9.7/17</b>                                                     | <b>8.0/15</b>                                                              | <b>7.7/14</b>                                                         |
| 8:00                | 83. <b>ABC Saturday Family Movie—Pee Wee's Big Adventure</b> 5.5/10  | 56. <b>Dr. Quinn Medicine Woman</b> 9.0/16                        | 76. <b>Empty Nest</b> 7.4/14                                               | 76. <b>Cops</b> 7.4/14                                                |
| 8:30                |                                                                      | 57. <b>Touched by an Angel</b> 8.9/16                             | 76. <b>Mommies</b> 7.4/13                                                  | 67. <b>Cops</b> 8.1/15                                                |
| 9:00                |                                                                      | 40. <b>Walker, Texas Ranger</b> 11.1/20                           | 80. <b>Sweet Justice</b> 7.1/13                                            | 71. <b>America's Most Wanted</b> 7.7/14                               |
| 9:30                |                                                                      |                                                                   | 52. <b>Sisters</b> 9.4/17                                                  |                                                                       |
| 10:00               | 72. <b>The Marshal</b> 7.6/14                                        |                                                                   |                                                                            |                                                                       |
| 10:30               |                                                                      |                                                                   |                                                                            |                                                                       |
| <b>SUNDAY</b>       | <b>12.1/20</b>                                                       | <b>14.7/23</b>                                                    | <b>8.8/14</b>                                                              | <b>6.3/10</b>                                                         |
| 7:00                | 37. <b>Am Fun Hm Vid</b> 11.6/19                                     | 6. <b>60 Minutes</b> 18.1/29                                      | 76. <b>Earth 2</b> 7.4/12                                                  | 88. <b>The Great Defender*</b> 3.4/6                                  |
| 7:30                | 18. <b>Am Fun Hm Vid</b> 13.8/22                                     | 16. <b>Murder, She Wrote</b> 14.0/21                              | 55. <b>seaQuest DSV</b> 9.2/14                                             | 57. <b>Simpsons</b> 8.9/14                                            |
| 8:00                | 47. <b>Lois &amp; Clark</b> 10.3/16                                  |                                                                   |                                                                            | 64. <b>The Critic*</b> 8.4/13                                         |
| 8:30                |                                                                      | 22. <b>21st Annual People's Choice Awards</b> 13.3/22             | 52. <b>NBC Sunday Night Movie—Cape Fear</b> 9.4/16                         | 63. <b>Married w/Chld</b> 8.5/13                                      |
| 9:00                | 27. <b>ABC Sunday Night Movie—What About Bob?</b> 12.7/21            |                                                                   |                                                                            | 85. <b>Dream On</b> 4.9/8                                             |
| 9:30                |                                                                      |                                                                   |                                                                            |                                                                       |
| 10:00               |                                                                      |                                                                   |                                                                            |                                                                       |
| 10:30               |                                                                      |                                                                   |                                                                            |                                                                       |
| <b>WEEK'S AVGS</b>  | <b>11.3/18</b>                                                       | <b>11.7/19</b>                                                    | <b>11.7/19</b>                                                             | <b>6.8/11</b>                                                         |
| <b>SSN. TO DATE</b> | <b>12.1/20</b>                                                       | <b>11.5/19</b>                                                    | <b>11.6/19</b>                                                             | <b>7.8/12</b>                                                         |

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



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# Demand Rockets for Satellite Space

Satellite time is something broadcasters say they can't get enough of, particularly during the peak usage requirements that come with sports and other special events. This Special Report takes a look at how the satellite resale industry helps broadcasters find the capacity in a time of shortage. On page 36 the current satellite situation is outlined along with the plans of new and existing customers to meet demand with a flock of new satellites. The impact of satellite opportunities in the U.S. and abroad on the plans of international and domestic carriers is addressed on page 38. The launch industry outlook and the impact of recent failures appears on page 40.



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Capacity resellers, such as Group W Satellite Communications, say demand is expanding while supply is contracting.

# Occasional use: The rush is on

By Chris McConnell

**T**he scramble for ad hoc satellite time is an increasingly common occurrence.

With one day to go before a broadcast, Grace Leone had a problem.

The EFC Startime president last month had booked time on the Telstar 401 satellite to broadcast a medical program to sites in the U.S. and Mexico City. The Telstar satellite had capacity available for the time, lower prices than international carriers, and transponders able to reach Mexico.

But not Leone's transponder. With the clock ticking before airtime, the space capacity broker learned that the particular transponder she had booked would not reach the receiving dish in Mexico City. The discovery sent Leone into a last-minute search for occasional-use time that could meet the program's specific broadcast time and reach requirements.

"We probably placed 15 phone calls and faxes," says Leone, who managed to find space on the Galaxy 7 satellite.

Such scrambles for part-time windows are common among capacity

brokers and resellers, who liken occasional-use C-band booking to reserving airline seats at Thanksgiving. Although aging satellites and last fall's loss of the AT&T Telstar 402 have left C-band transponders in short supply, capacity resellers say they are meeting an increased demand for satellite time to deliver sports, entertainment and other programming.

"If there were capacity, there would be a good growth curve," says Jack Morse, president of capacity reseller Global Access Telecommunications Services. "The market has been expanding at the same time supply has been contracting," says Altan Stalker, senior vice president/general manager, Group W Satellite Communications.

End users echo the demand for brokered satellite time. CBS Vice President of Broadcast Distribution Brent Stranathan says the network uses about 2,500 hours of occasional-use C-band and another 2,500 hours of occasional-use Ku-band satellite time per year, much of it procured from capacity resellers. ABC's

Richard Wolf says his company relies on the resellers for up to 25% of the network's distribution during peak times, such as college football days or game days during last summer's pre-strike baseball season.

"We need to expand and contract," says Wolf, ABC's director of telecommunications and distribution services. "Occasional capacity will always be a requirement," says CBS's Stranathan.

"The networks just don't have enough in-house capability," says Spaceconnection owner Priscilla Davis, who cites a particular demand this month with the college basketball tournament.

The total supply of domestic satellite capacity numbered 569 C- and Ku-band transponders last December, of which 107 were devoted to occasional-use video, says longtime satellite industry analyst Walter Morgan. He adds that the number is down from 141 "scheduled video" transponders the previous quarter, although the total number of orbiting transponders was still 569 during the prior quarter.

"The other transponders are sold full-time," says Global Access's Morse. As more transponders are devoted to full-time service, he and other resellers add, less capacity is available in the pool of "ad hoc" time provided by carriers. Although companies such as Global Access, Keystone Communications and IDB Broadcast lease their own transponders for resale, they still rely on brokered blocks of time to satisfy occasional-users' demands.

"That's where the squeeze is," says Morse, who adds that his company now holds leases on about 16 transponders. Keystone Communications' Melodee Baird also stresses the importance of ad hoc satellite time. "There's more demand for ad hoc business," says Baird, account manager at Keystone. "You have to com-

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***GE American Communications***

\* ORBITAL SLOT APPLICATIONS FOR GE-2 (85° W.) AND GE-3 (127° W.) PENDING FCC APPROVAL.



promise with what is available."

What is available in the ad hoc pool is not likely to change in 1995 or '96, Baird and others report. Although carriers are launching new satellites this year and next, much of the new capacity will satisfy the more profitable full-time leases.

"There is very little net change," Andreas Georghiou, vice president of commercial business services at GE Americom, says of the current ad hoc shortage. "It's going to continue."

"There will never be enough occasional-use for all of the needs," says GE Americom Chairman John Connelly. "It's great if you can buy this by the drink."

Still, Connelly and executives at other carriers voice a commitment to keeping resellers and syndicators supplied with ad hoc satellite time. AT&T Market Development Director Karl Savatiel says the company is keeping part-time capacity available on the upcoming Telstar 402R satellite. "We're committed to support the syndication industry by having a number of transponders available for part-time service," Savatiel says.

Meanwhile, the company has tightened its policies on accessing occasional-use transponders on the Telstar satellites, with requirements to cease transmissions after the planned "out-times" and penalties for canceling reservations after a certain date.

"We're trying to get as many people on and off as possible," Savatiel says. He speculates the current C-band shortage will have the greatest impact on brokers purchasing small amounts of time rather than those purchasing large blocks of time or entire transponders.

Georghiou suggests that resellers look to combine their clients' requirements to keep satellite time requests close to each other. "The value-added is to take hours and blend them together," says Georghiou. Spaceconnection's Davis says her company has been conducting such coordination, asking customers to alter their time requests in order to accommodate each other.

Some resellers expect added pres-



*Last fall's loss of Telstar 402 has added pressure to the search for capacity.*

sure to capture large blocks of satellite time to result from an anticipated consolidation in the business. Keystone and IDB Broadcast still say they are closing in on a merger agreement. The two companies had initiated merger talks before long-distance carrier LDDS Communications' Dec. 30 acquisition of IDB Communications, but had to put the negotiations on hold during the LDDS transaction.

The companies last month had expected to wrap up the resumed negotiations by the end of February. Although they did not make that target, last week both companies said they still expect to announce a deal. A letter of intent signed last fall between the two companies would have Keystone initially managing IDB Broadcast and sharing profits, with an option to buy the unit later.

Keystone sources estimate that a merged IDB Broadcast and Keystone operation would hold nine occasional-use video transponders. With the two companies' potential to amass such a large combined occasional-use supply, some predict other resellers may need to stock up on more capacity in order to compete.

"Brokers are shrinking and consolidating," says Global Access's Morse. Analyst Morgan also speculates that the merger might cause

other consolidations among the capacity resellers. "The key is going to be who has the capacity and the resources to be viable in a tight marketplace," says John Tagliaferro, president of IDB Broadcast.

The prospect concerns broadcasters, who cite industry's appetite for brokered space. "Consolidation is always a concern," says ABC's Wolf.

Others are less worried about the merger's impact on resold satellite space. What matters, says Vista Communications President Roy Liemer, is not the number of entities reselling space but the amount of time available for resale.

The shortage of that time has sent many of the resellers to alternate technologies to handle traffic. Kevin Lyngaas of Broadcast Satellite International (BSI) says his company saw an increased demand for the more plentiful Ku-band transponders and leased a Ku-band transponder on the Spacenet 4 satellite this year. Stephanie Frazier of sports programming producer/distributor Raycom Inc. says she has shifted all of the company's backhauls to Ku-band. Frazier and others say they so far have been able to find space at the needed time on Ku-band transponders, despite the increased traffic.

Others also report more reliance on fiber. Global Access now has fiber contracts with AT&T, Vyvx and MCI, Morse says. Keystone's Baird also cites an increased use of fiber. At IDB Broadcast, though, Tagliaferro says his company already has moved the traffic best suited for fiber off satellites. "Most of what remains on the satellite is multipoint distribution," Tagliaferro says.

He adds that the satellite-time supply is pressuring the syndication business to examine compression technology, although he also says broadcast and cable users have yet to agree that current technology yields sufficient picture quality. Baird also says that compression technology may allow resellers to begin getting more

*Continues on page 42*



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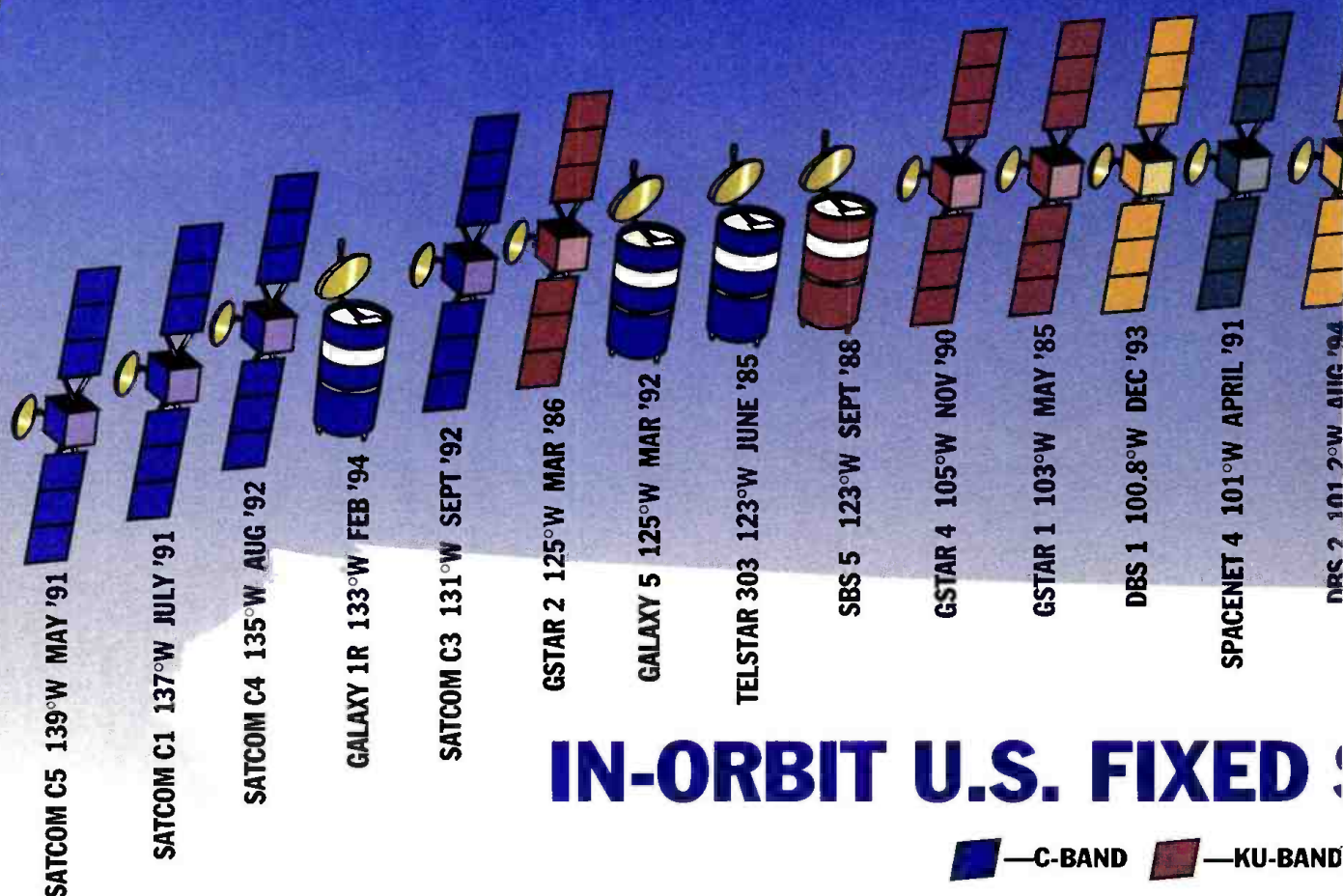
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# Launch a satellite? Take a number

*FCC has applications waiting for 16 domestic launches*

By Chris McConnell

**T**oday's shortage could be tomorrow's glut, if companies follow through on recent satellite applications at the FCC.

Beyond the next three satellites already approved for launch, the commission is holding applications to launch 16 domestic satellites (excluding domestic DBS plans). Most of the requests arrived at the FCC last month in response to a Feb. 15 filing deadline on applications for domestic orbital locations.

AT&T, for instance, has asked to construct three Telstar satellites and a

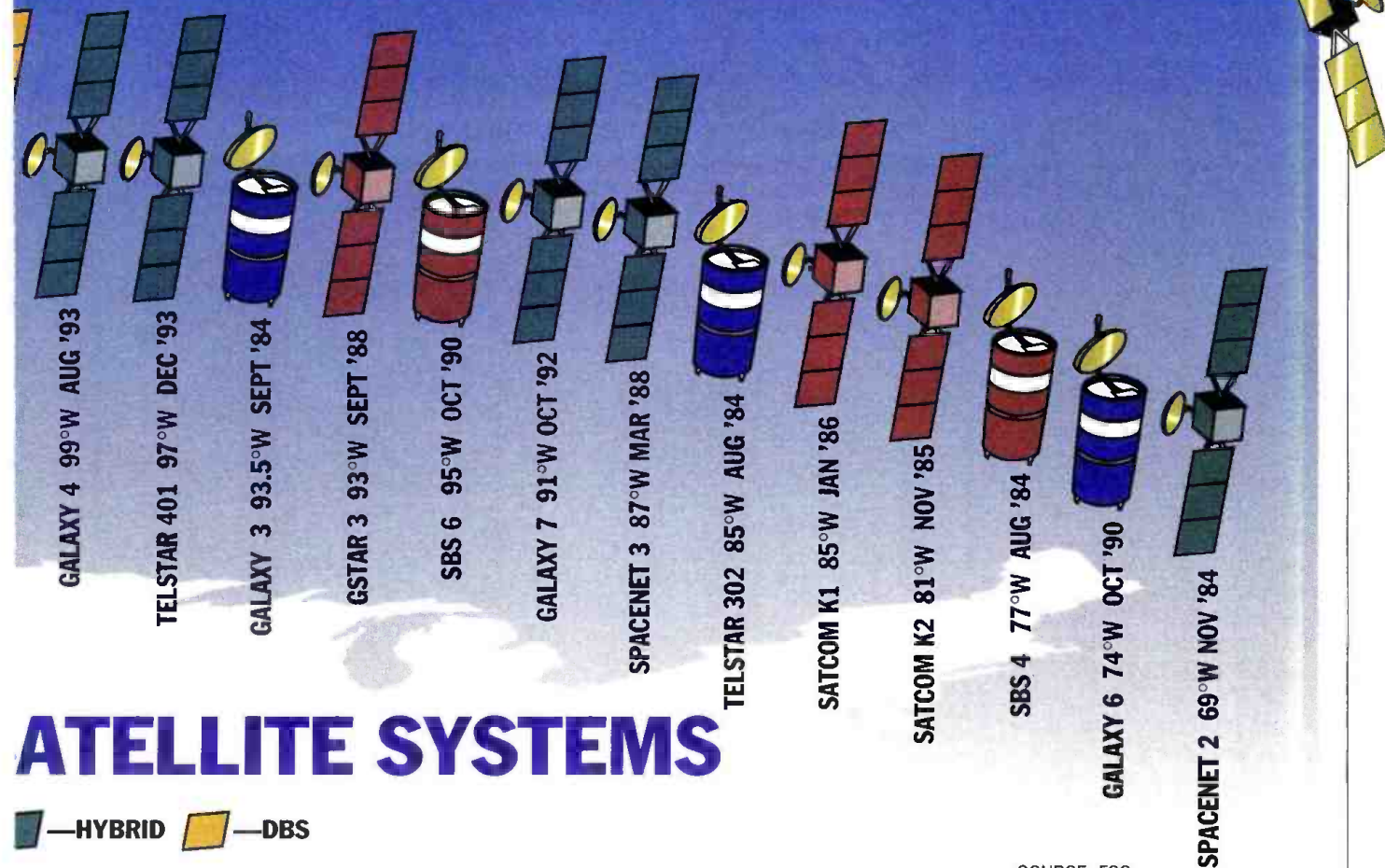
ground spare in addition to the Telstar 402R already slated for launch. Joining the carrier is GE Americom, which has asked permission to replace one satellite and launch three more. The filings follow two satellite applications GE Americom already had pending before the commission. The carrier also plans to launch an approved satellite—the GE-1—in 1996. Hughes, meanwhile, plans to launch its Galaxy 3R this year and has asked for permission to launch Galaxy 9 and 10 satellites.

But the current domestic carriers are not the only ones looking to capi-

talize on demand. Last month's filing deadline also brought applications from two would-be newcomers to a domestic business that last summer consolidated into three players. Orion Network Systems, which last year launched its Orion 1 satellite to the Atlantic Ocean region, asked to orbit a domestic Ku-band satellite to provide satellite newsgathering and other services. Also looking to get in on the domestic business is Loral Aerospace Holdings Inc. (LAHI), which applied to launch two satellites. The applications followed a request last year from EchoStar Corp. to orbit two domestic Ku-band satellites.

Loral Aerospace, owner of satellite manufacturer Space Systems/Loral, cited the current transponder shortage in making its request.

"There is currently a significant shortage of C-band capacity on satellites. LAHI's proposed satellites will alleviate the current shortage," said Loral, which plans to provide service



SOURCE: FCC

## ATELLITE SYSTEMS

to cable headends and homes from the two hybrid satellites.

Others worry that alleviating a shortage will be the least of the industry's concerns if all the current applications lead to actual satellites.

"I'm not convinced we need 10 new satellites over the United States today," says Hughes Communications President/CEO Kevin McGrath. McGrath compares the satellite industry with the housing market in a given neighborhood, maintaining that the difference between a shortage and a glut can be as few as two houses. "If we've got an extra 300 transponders up there, we may see a real crash in the transponder prices," he says.

Before the industry worries about that problem, however, it will first face the issue of sorting out the current round of applications, several of which place multiple applicants in contention for the same orbital slot. The three current carriers and two of the new applicants, in fact, all have

requested at least one orbital slot that also is sought by another company.

Both Orion and GE Americom, for instance, have applied to launch satellites at 127 degrees. GE Americom also is in contention with AT&T for 93 degrees. Competition is more fierce at 129 degrees, where Loral, AT&T and Hughes are each seeking to park satellites. At 83 degrees, AT&T and GE Americom are seeking to launch new birds, and Hughes has asked to move its SBS-6 to the spot. AT&T has opposed the Hughes request at the commission.

With so many applications for slots, several in the industry worry that the FCC will take a new approach to assigning orbital locations.

"There may be a rush to adopt an in-vogue methodology...called an auction," says AT&T's Karl Savatiel. Hughes's McGrath also voices concerns that the FCC will bring auctions to the geostationary satellite business. "I'm not convinced that gets you to

the right outcome," McGrath says.

Orion cited the possibility of auctions in its application, maintaining that the threat is hindering fundraising efforts for its satellite. "The use of competitive bidding is perceived by many observers—most notably by those in the financial community—to be a possibility," Orion said, asking the commission to defer its requirements for filing financial showings.

FCC officials say they have not yet considered the auction issue, although one staff member says: "If we have a mutually exclusive situation, then auctions are always a processing possibility." The officials add, however, that multiple applications for the same orbital position do not necessarily constitute mutual exclusivity, as applicants might be assigned to other slots. Applications would be considered "mutually exclusive" if the commission found itself with more requests for satellites than available orbital slots. ■



# The grass is greener on the other side of the satellite fence

*Domestic and international carriers want to get into each other's business*

By Chris McConnell

**A** pot of gold is waiting on the other side of the border, according to the latest plans of international and domestic satellite operators.

With demand for capacity increasing both in and outside the U.S., domestic and international carriers are looking to follow the satellite business into each other's side of the industry. In a series of applications that has the FCC reexamining its distinctions between international and domestic satellites, companies have requested permission to provide service into or out of the U.S. from the same orbital spots they now hold.

In other instances, companies also have looked to move into the domestic or international side of the business by applying for a new orbital slot or leasing transponders in another part of the world.

"These companies are following their customers," industry analyst Timothy Logue of Washington's Reid & Priest says of the cross-industry moves. "Satellite communications is a global business anyway."

Adrian Bull of London-based consulting firm Communication Systems Ltd. cites the opportunities beyond traditional domestic and international territories. "There is a need for capacity virtually everywhere," he says.

Focusing on the need for capacity have been international "separate systems," which have looked to provide service into the U.S. In an application last summer, Columbia Communications Corp. requested, and received, permission to provide domestic service from the Tracking and Data Relay Satellite (TDRS) transponders it leases from NASA. Also filing for



*Columbia Communications Corp. has won temporary permission to provide domestic service from its transponders over the Atlantic and Pacific ocean regions.*

permission to provide domestic service was Orion Atlantic, which late last year asked to use six of its newly launched Ku-band transponders to provide domestic service.

Columbia's Ken Gross attributes the current C-band shortage with driving separate-system interest in domestic service, but adds that his company foresees providing domestic service not solely to U.S. sites but as one link in an international chain. "The barriers between domestic and international will break down," says Gross, Columbia's chief operating officer.

"The line between domestic and international seems to be a bit arbitrary," says Dick Shay, Orion's vice president of corporate and legal affairs. "Why should an artificial regulatory constraint limit you from addressing one of those markets?"

Shay's company also is seeking another approach to providing domestic service: filing for an orbital slot over the U.S. at 127 degrees. In that application, the company seeks to provide domestic satellite news-gathering and other services from a new Ku-band satellite.

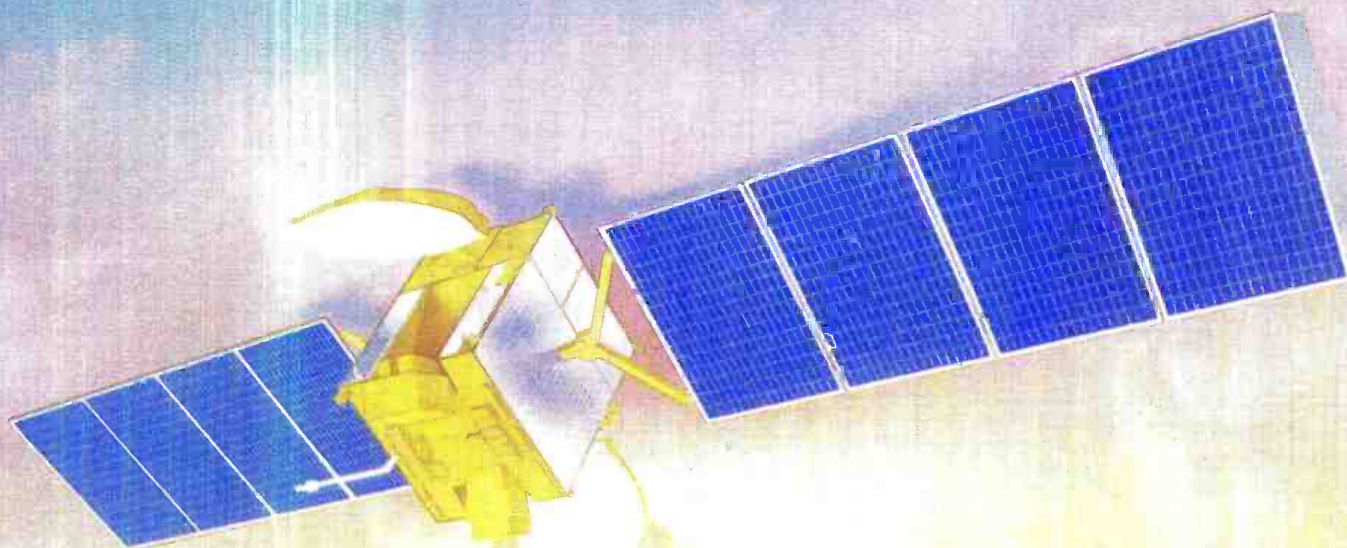
Also seeking a new location from which to provide service is GE Americom. In this case, branching from domestic to international business, the domestic carrier has leased transponders on an Intersputnik Express 6 satellite scheduled for launch to the 80 degrees east slot next month. GE Americom plans to provide television programming to the Indian subcontinent from the C- and Ku-band transponders on the Russian satellite.

"We have a customer base here that wants to go off-shore," GE Americom Chairman John Connelly says of the company's international plans. "To just be a U.S. player is really going to inhibit you in the new millennium."

Also looking to provide service to sites outside the U.S. is Hughes Communications, although the carrier is taking a different approach than is GE Americom. Hughes, which wants to provide direct-to-home service to Latin America, is looking to provide the service initially from the domestic Galaxy 3R satellite scheduled for launch this fall.

The company's plan calls for

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launching the service from 24 Ku-band transponders on the 3R satellite. In 1998 the carrier then would co-locate a Galaxy 8I (I for international) satellite at the same orbital position. The new satellite would take over the Latin America service, and the Ku-band transponders on the 3R would then return to domestic carriage, Hughes says.

Hughes Vice President of Galaxy Latin America Joseph DelRiego cites Latin America's low pay-TV and cable penetration in discussing his company's interest in the international project. "We've got DIRECTV up and running," DelRiego says. "The question is, how do we keep this going?"

Others would prefer the carrier keep an international DBS business going from a slot outside the U.S. domestic arc. Satellite capacity resellers question the use of domestic transponders for international service during a domestic capacity shortage. "Should Hughes be allowed to go outside when

there is a shortage inside the country?" asks one industry source.

Executives at separate system PanAmSat also cite domestic shortage along with other issues in objecting to the Hughes plan. "There's a general shortage of decent slots," says PanAmSat counsel Henry Goldberg, whose company also plans to deliver a direct-to-home service from the PAS-3 replacement satellite and later to dedicate an entire satellite to the service.

Goldberg, who says the current collection of international and domestic applications does not constitute a general industry trend, maintains that the domestic orbital slots should be used for domestic service.

Hughes executives counter that the shortage is in C-band capacity rather than in the transponders it plans to use for the Latin America service. "Right now, there isn't a shortage of Ku-band," says Hughes President/CEO Kevin McGrath. Del-

Riego adds that the company plans to use the transponders for a limited period, returning them to U.S. service once the Galaxy 8I is operating. "It's not meant to get around any regulations," he says of the Latin America plan.

Regulations on the issue are the subject of a review at the FCC. In response to the applications from Hughes and the separate systems, the FCC is examining its regulatory distinctions between international and domestic satellite carriers, says the commission's Scott Harris.

"It is being looked at very closely," says Harris, chief of the FCC's International Bureau. Staff members, he says, are examining whether current distinctions between the two sides of satellite service still make sense and what policies will foster competition in the industry. Harris adds that the bureau hopes to offer a recommendation on the issue to commissioners within the next few months. ■

## Fingers crossed over Arianespace launch

*Series of rocket and satellite failures has industry on edge*

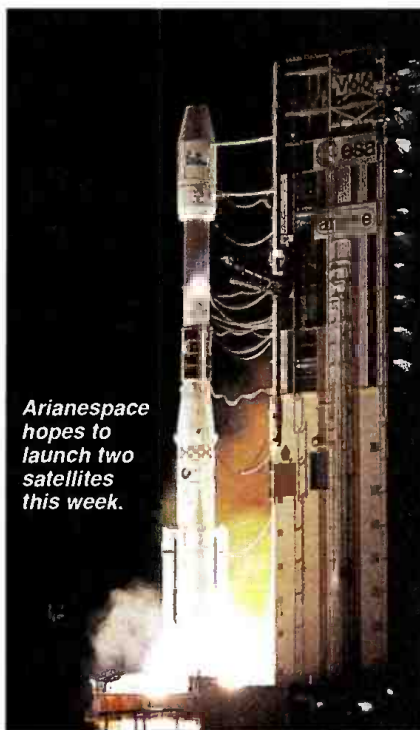
By Chris McConnell

**S**atellite users and operators will be keeping their eyes on French Guiana this week.

European launch consortium Arianespace is scheduled to launch the European Hot Bird 1 and Brazilian Brasilsat B2 satellites from the Guiana Space Center. Although the payload will not be carrying U.S. domestic service, domestic operators and others will be watching Arianespace's efforts to return its rocket to flight.

"I think any launch right now is very important for the satellite industry," says AT&T Market Development Director Karl Savatiel.

The Arianespace launch will follow a pair of commercial launch failures in the past four months, and a year in which the launch insurance industry paid out more in claims than it collected in premiums. Most recently, an explosion destroyed China's Apstar 2 satellite during a



*Arianespace hopes to launch two satellites this week.*

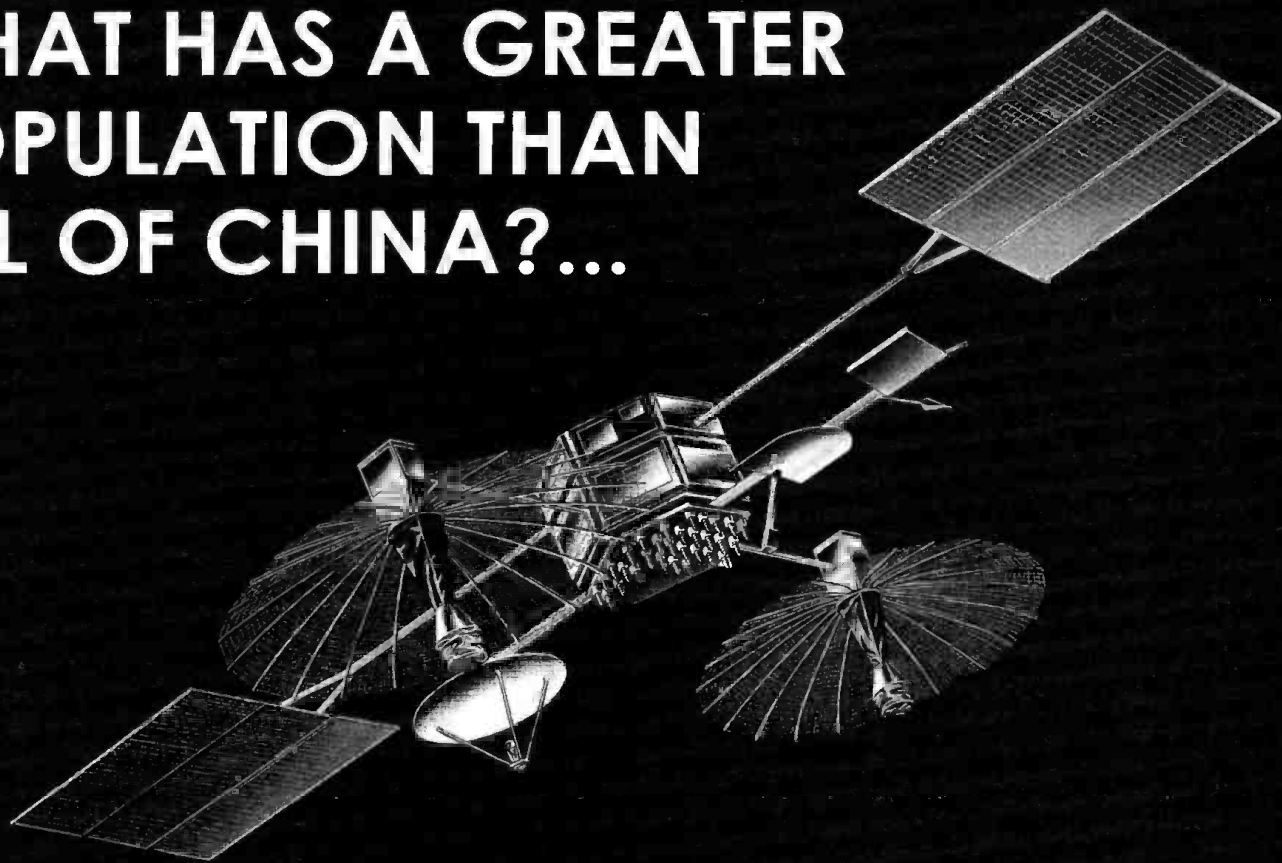
launch attempt. That mishap followed a December Arianespace launch failure that sent PanAmSat's PAS-3 satellite into the Atlantic Ocean.

That accident capped a year that began with an Arianespace launch failure in January and also saw the Martin Marietta Astro Space-built Telstar 402 satellite fail shortly after a successful launch in September.

Industry observers say the accidents so far have not drastically affected launch-insurance rates, despite the fact that the insurance business has paid more than \$700 million after collecting more than \$500 million in premiums during the past year. Jean-Michel Eid, vice president of International Space Brokers, says the insurance underwriting capacity has remained high, placing a downward pressure on launch-insurance rates.

Insuring a launch and a satellite's

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operation for one year. Eid and others say, usually costs 16%-22% of the launcher and satellite price tag. Although some underwriters have begun to differentiate among launchers, the launch problems have not affected rates across the board, Eid says. But he speculates that the situation will change if the industry suffers another failure in the next few months. Others add that some recent insurance deals have crept past the 20% mark.

"Some of the underwriters have been impacted," says insurance broker Dan Cassidy, who maintains that the rates reflect a combination of both long-term launching trends and the short-term jolts. He adds that the current situation falls short of the industry's launch slump during the mid-1980s, when insurance rates passed the 25% mark.

More important than insurance rates, others say, is the impact of launch failures on already-crowded manifests. "There's a backlog of

three years," says one industry source.

"The backlog could be the big problem," says EchoStar Marketing Vice President David Carlson, whose company hopes to launch its first DBS satellite on a Chinese Long March rocket later this year. "There are just so many launch vehicles being built."

And programmers need to avoid relying too heavily on any one of them, says HBO's Bob Zitter. Zitter, senior vice president of technical operations, stresses the importance of anticipating bad luck and spreading reserved capacity over several launchers and satellites.

Zitter maintains that his company, which held transponders on both the PAS-3 and the Apstar-2, has managed to maintain carriage over the Atlantic and Pacific despite the two failures.

"We'll never have a total reliance on any one vehicle," says Zitter. "No one launch vehicle is impervious." ■

## RUSH IS ON

*Continued from page 34*

mileage from the available transponders. She voices hopes that syndication and sports will be the next services to adopt the digital technology.

Others are less sure. Global Access's Morse cites lingering MPEG-2 issues and the question of who will bear the expense of digital encoding and decoding equipment. EFC Startime's Leone says the technology lends itself less to the ad hoc business than to full-time leaseholders, who can implement the technology for a dedicated application.

A faster solution to finding space capacity has come from placing satellites into inclined orbit. An inclined-orbit transponder, says Morse, works well for a two-hour feed.

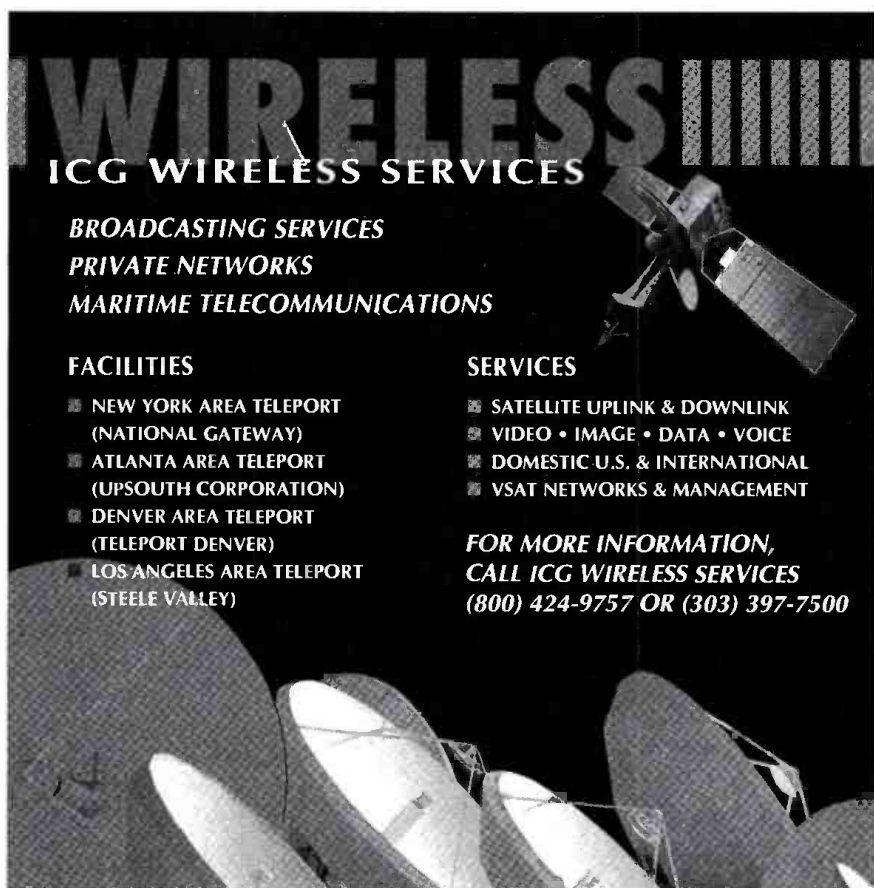
"People are pleased to use it as a source now," Morse says. ABC's Wolf agrees, citing his network's use of inclined-orbit satellites as "bridge" capacity during the current shortage.

Other resellers say that despite the fiber and inclined-orbit alternatives, broadcast and cable customers today still must bring some flexibility to the satellite market. "Some people just can't get their first [time] choice anymore," says Morgan.

Leone stresses the importance of starting a search for space early and calling capacity providers back to capitalize on anyone else's change in plans. "It's very fluid," she says of the ad hoc time supply. "No one has any secret source of transponders."

BSI's Lyngaas, who describes scrambles for part-time windows as a daily occurrence, says that his company has gone to some clients to help other clients find the right window. "Inevitably, we find it," says Lyngaas, satellite service manager. Vista's Liemer says the brokers also have looked to each other during the capacity crunch. He describes a friendly competition among the brokers in assisting each other in meeting demand.

"There has to be friendly competition," says Liemer. "Everybody is really working hard with everybody else." ■



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## Week

### Online Services

## Local affiliates find mixed results going online

ABC, NBC going through AOL; CBS pushes for Internet sites

By Mark Berniker

A number of TV stations have set up Internet online areas and are experiencing mixed results from their forays onto the net.

Several ABC and NBC affiliates have their own areas on America Online; CBS is working with its affiliates through Prodigy and over the Internet.

A survey of television station online areas reveals the greatest interest is in markets such as Boston and San Francisco, while a few stations in Miami, Indianapolis and elsewhere have poured

internal resources into creating dynamic online areas.

"Through America Online, we are empowering our affiliates to take advantage of the online environment," says Bruce Maggin, executive vice president of Capital Cities/ABC Multimedia Group. He says the results have been "mixed," with some affiliates "taking advantage, while others don't."

Maggin cites KTRK-TV Houston's local job-posting area and schedule of local events and KGO-TV San Francisco's daily weather report broadcast online, and says

that WRTV-TV Indianapolis has developed a detailed local information area on America Online.

"A lot of station managers are enthusiastic, but it's a tremendous amount of work to continually update an online area," says Alan Cohen, NBC-TV's executive vice president for marketing.

Forty NBC affiliates have areas on America Online and another "40 or more are waiting to go online," Cohen says. America Online has been slow to add capacity for new stations, which has been "a rather large frustration for us."

According to Maggin, ABC is experiencing the same frustration bringing more affiliates online.

Julie Buccholz, NBC manager of interactive marketing who is handling the network's online relationships with its affiliates, says WIS-TV Colum-

*Continues on page 50*

### IVDS

## RTT, S.E.A. enter IVDS equipment market

Eon in turmoil; RTT signs eight deals; S.E.A. ships eight systems

By Mark Berniker

Two companies, Radio Telecom & Technology (RTT) and S.E.A. Inc., have emerged from the shadows of the wireless interactive television business, known as IVDS, with contracts to supply radio transmission equipment in several top markets.

IVDS (Interactive Video and Data Services) is a portion of the radio spectrum immediately adjacent to channel 13, over which data may be transmitted as the return path of interactive TV services in the future.

Although more than 600 IVDS licenses were auctioned by the FCC last year, the commission also conducted a lottery for two IVDS licenses in each of nine top markets.

Those 18 IVDS lottery winners must purchase base station radio transmission equipment so that they meet the FCC's requirement for a basic level of 10% IVDS signal coverage within their markets by the end of this month.

*Continues on page 44*

### CBS brings March Madness to Prodigy, Internet

CBS has created a new area within its area on the Internet through Prodigy. *The Road to the Final Four* is accessible through the Internet World Wide Web via CBS Eye on the Net (address is <http://www.cbs.com>). CBS will broadcast live coverage of the annual college basketball tournament, and has sold Doritos a far-ranging ad package that bundles its TV exposure with exclusive sponsorship for the Internet area. CBS announcers and commentators, including Jim Nantz, Pat O'Brien and Billy Packer, will make online appearances. Online users also will be able to enter the CBS Sports Virtual Press Room for news and comprehensive stats about the college hoop tournament.





# Hughes targets Latin America for DBS

New service will offer 200-plus channels via 24-inch dishes

By Chris McConnell

**H**ughes Communications is teaming with a group of Central and South American companies to send DIRECTV south of the border.

Announcing details of its Latin America project last week, the satellite carrier said it has reached agreements with more than 20 companies throughout South and Central America to support and administer the planned digital, direct-to-home broadcasting venture. Participants include the Venezuela-based Cisneros Group of Companies, Brazil's Televisao Abril (TVA) and Mexico's MVS Multivision.

"We're going to have very strong local partners," Cisneros Group Chairman/CEO

Gustavo Cisneros says of the partnership, to be called Galaxy Latin America. Participating companies are acquiring equity in the new partnership (with Hughes retaining a majority interest) and also will administer service provisions in the local markets and manage the venture's relationship with local governments and subscribers.

"That's going to be the key to success of this venture," says Cisneros, whose group includes more than 50 companies with total 1993 revenues of \$3.6 billion. "This is our own big NAFTA."

Hughes, which last year filed its application at the FCC to provide the service, plans to launch DIRECTV Latin America from 24 Ku-band transponders on the Galaxy 3R satellite sched-

uled for launch this fall. The company last week said it hopes to deliver 144 TV and 60 music channels from the satellite to 24-inch receiving dishes. Hughes later plans to launch a dedicated satellite, the Galaxy 8(I), to take over the DIRECTV Latin America service.

To receive the channels, subscribers in Latin America will need a slightly larger dish than the 18-inch version offered in the U.S. Hughes President/CEO Kevin McGrath describes the dish size as an important feature of the service and says the Latin America version will exceed the U.S. dish by only six inches. He also says the company expects consumer receivers for DIRECTV Latin America to come from Thomson Consumer Elec-

tronics and other companies.

Half of the 144 channels on the service will carry Spanish-language programming, with the other half providing Portuguese-language material, Hughes says. The company expects to offer the service for an average monthly subscription fee of \$28.

McGrath says the partnership has pegged the breakeven point at just over 1 million subs. Although Hughes estimated it would need about 3 million subscribers to break even with its domestic DIRECTV service, the Latin America venture will carry lower capital costs, McGrath says.

PanAmSat, meanwhile, last week said it has tapped Hughes Aircraft Co. for a direct-to-home satellite. The company, which also plans to deliver a direct-to-home service to Latin America, already has contracted with Space Systems/Loral for a satellite. The Hughes satellite will add 24 Ku-band transponders to the service, which PanAmSat hopes to launch from the PAS-3 satellite. TM

## IVDS

Continued from page 43

Until recently, Eon Corp. was the only company with IVDS equipment sanctioned by the FCC and was perceived as the leader of the fledgling IVDS market. But Eon is in turmoil following the departure of CEO Mike Sheridan, and in the meantime a "management committee" is running day-to-day operations.

However, Eon is providing base station equipment to four lottery licenseholders in New York, Los Angeles, Dallas and Washington. Spokesman Michael Sheward says Eon is delivering and installing the base station equipment "this month to meet the signal obligations of the FCC."

"We're not in a position to comment on which licenseholders we're working with," says Len Smith, Eon's director of business development, who also refused to discuss what IVDS-based services may be offered.

One of Eon's competitors is RTT, which says it will supply its base station equipment to eight of the 18 lottery licenseholders in the top markets by the end of this month.

RTT's equipment was "type-accepted" by the FCC in December, but although the company can supply radio-based transmission equipment, it still is unclear whether the

company will supply software, back-office support and applications development.

Louis Martinez, RTT president, says his company has won eight contracts in the nine markets that must have at least 10% coverage by March 31. Those markets are New York, Los Angeles, Philadelphia, Boston, San Francisco, Dallas, Houston and Washington.

Those contracts are "worth well over \$1 million," says Martinez, who has had an acrimonious relationship with Eon. He says his system is cheaper than Eon's and can cover a wider service area.

"Eon's got a back end, which no one has seen from RTT," says Andrew Sernovitz, president of the Interactive Television Association.

But Eon and RTT both are facing increasing competition from Seattle-based S.E.A. Inc., an upstart in the IVDS base equipment business. Dave Thompson, S.E.A. president, says his company has shipped eight radio communications systems to IVDS lottery licenseholders. The units cost \$15,000 each. S.E.A. is also in discussions with other IVDS licenseholders.

Although there is an urgent need to supply equipment to the lottery licenseholders, the larger market will be the IVDS auction winners. They will need to purchase IVDS transmission station equipment by early next year. TM

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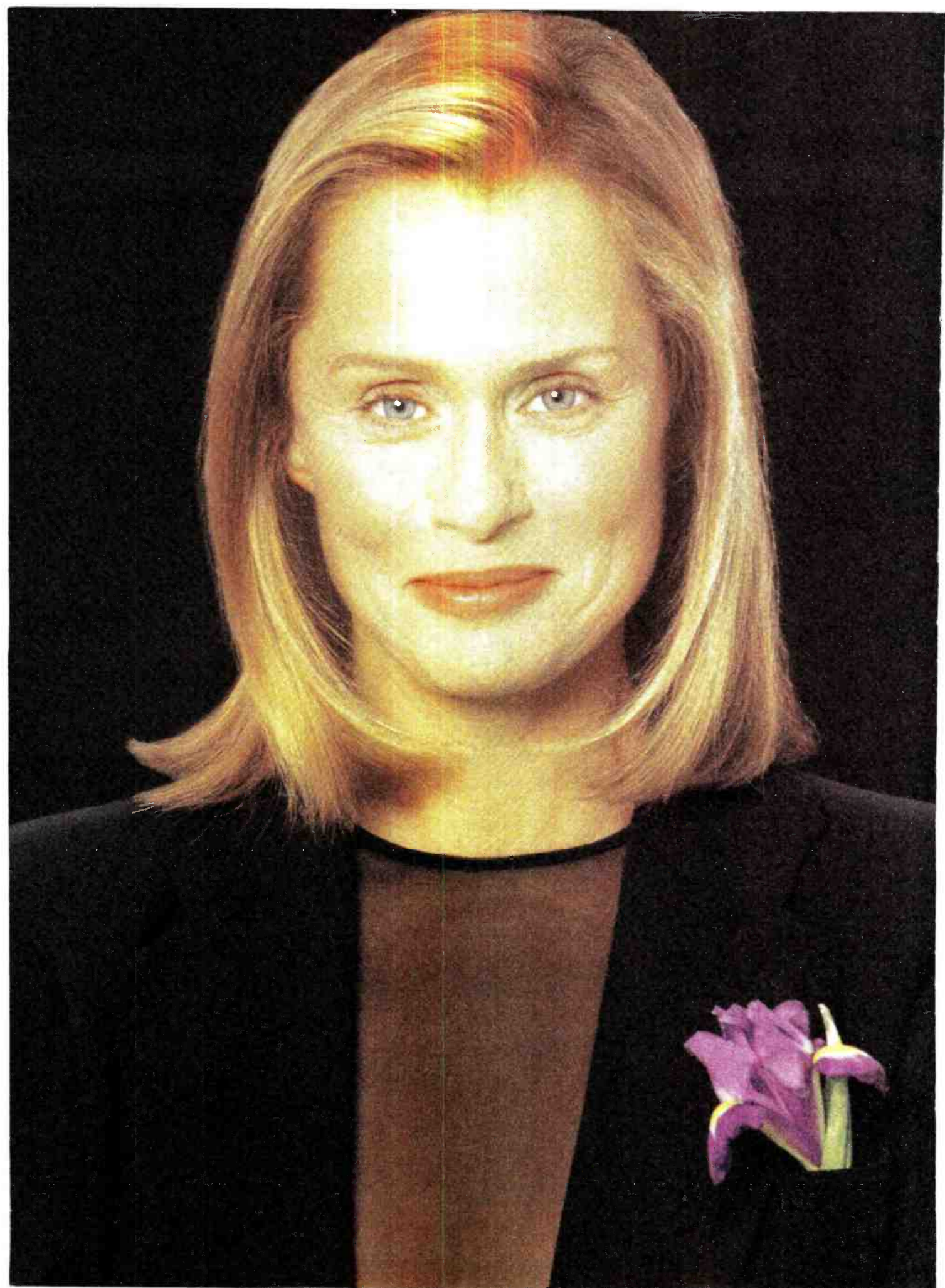
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**KTXH** Houston

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**WTSP** Tampa

**KTVK** Phoenix

**WCCB** Charlotte

**WDJT** Milwaukee

**WDAF** Kansas City

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**WMC** Memphis

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we've been calling it a new idea...

these stations are calling it  
the right idea.



PROGRAM SERVICES

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# The great satan: A free cyberspace

*A commentary by Robert Corn-Revere, a partner at the Washington law firm Hogan & Hartson and teacher of First Amendment law at Catholic University of America School of Law*

**T**he right-wing Jamaat Islamic group recently advocated extraditing Madonna and Michael Jackson to Pakistan to stand trial for "spreading obscenity."

Such a thing, we are told, could never happen here. But in late 1994, a grand jury in Stephens County, Ga., recommended banning the dissemination of "any pornographic, adult and sexually oriented materials" within its jurisdiction. The grand jury further voted for a standing order to authorize the local sheriff to conduct random inspections and investigations. The target? The grand jury's statement specifically named some R-rated videos that were available at a local rental store, including Madonna's *Body of Evidence*.

Now comes Senator James Exon (D-Neb.), who would extend the community standards of Islamic fundamentalists and rural Georgia to the wide-open reaches of cyberspace. On Feb. 1, Senator Exon (along with Vermont Senator Slade Gorton) introduced S. 314, the Communications Decency Act of 1995. If adopted, the bill would impose jail terms and fines on anyone who uses a "telecommunications device" to "make, transmit or otherwise make available any comment, request, suggestion, proposal, image or other communication which is obscene, lewd, lascivious, filthy or indecent." Not only would mere transmission of prohibited material be criminalized, but any entity that "knowingly permits any telecommunication facility under his control" to be used for such purposes would be subject to the same penalties.

The proposed law would make all participants in telecommunications, including carriers, online services, electronic bulletin board operators and individuals, strictly liable for all content transmitted over their facilities. The measure would have special relevance for providers of video services in a video dialtone world. It would apply to all programers—including broadcasters—to the extent their images would be transmitted over telecommunications networks.

The law would whipsaw the participants between the statute's conflicting demands: on one hand, it would hold them strictly liable for any tainted image or information made available over their facilities whether or not they had knowledge of the transgression; on the other hand, it also would penalize any "knowing" transmission of disapproved material.

The Center for Democracy and Technology, a cyberspace public interest group, warned in a recent online alert that S. 314 would "compel service providers to choose between severely restricting the activities of their subscribers [e.g., by monitoring and censoring all communications] or completely shutting down their e-mail, Internet access and conferencing services under the threat of criminal liability."

Heads the government wins, tails the First Amendment loses. When he introduced an earlier version of the bill last year, Sena-

tor Exon said he was concerned about the law's ability to keep pace with new technology. "Before too long," he told his Senate colleagues, "a host of new telecommunications devices will be used by citizens to communicate with each other. Telephones may one day be relegated to museums next to telegraphs. Conversation is being replaced with communication, and electrical transmissions are being replaced with digital transmissions.... Anticipating this exciting future of communications, the Communications Decency amendment I introduce today will keep pace with the coming change."

But if this amendment becomes law, Congress needn't worry about the pace of change, for the future will take longer to arrive. And when it does, it will be far less exciting.

Last year the investment consulting firm Bernstein Research predicted that the electronic superhighway would develop more slowly than many anticipated—and certainly more slowly than federal policymakers would like—because of legal uncertainties. Among the concerns was uncertainty over transmission of sexually oriented images. The Center for Democracy and Technology agrees, calling S. 314 "a tremendous step backward on the path to a free and open National Information Infrastructure."

The overpowering irony is that most of the "bad news" about the purported dangers of cyberspace that Senator Exon seeks to avoid is the good news. Broadband networks connected to computers have been promoted because they can connect individuals to an unprecedented array of information and entertainment sources with the added feature of interactivity. The new medium can empower individuals in ways that are unmatched by any previous technology. Now, however, legislation is being demanded because the NII threatens to connect individuals to an unprecedented array of information and entertainment sources.

Another irony is that no legislative solution is needed to address whatever dangers may lurk out there. Most interactive software already includes the capability to allow parents to screen out unwanted information. Internet browsers and software for online services, such as CompuServe and America Online, allow users to limit access to specified information sources. Another service—Prodigy—markets itself as a family-oriented service that limits potentially offensive content for its subscribers. In most cases, subscription to an online service requires the subscriber to have a credit card, thus assuring some measure of adult involvement—and, hopefully, supervision. The same types of control mechanisms are increasingly available with subscription video services.

The Supreme Court has said that the Constitution prohibits the government from reducing the adult population to reading only what is fit for a child. S. 314 would reduce cyberspace to transmitting only what is fit to be on over-the-air television. Adopting it would be a crime. *TMW*

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DOMINATES  
THE DEMOS.**

**HE  
SLEEPS IN  
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Congratulations to Dave,  
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# TV on the web

Television stations with Internet Home Pages on the World Wide Web

| Station | Market           | Affiliation | Address                                                                                                             |
|---------|------------------|-------------|---------------------------------------------------------------------------------------------------------------------|
| KCAL-TV | Los Angeles      | Ind         | <a href="http://tvnet.com/TV/CATV/KCAL.html">http://tvnet.com/TV/CATV/KCAL.html</a>                                 |
| KGO-TV  | San Francisco    | ABC         | <a href="http://www.dnai.com/~jcasabel/kgo-tv/homepage.html">http://www.dnai.com/~jcasabel/kgo-tv/homepage.html</a> |
| KLAS-TV | Las Vegas        | CBS         | <a href="http://www.infi.net:80/vegas/KLAS-TV/">http://www.infi.net:80/vegas/KLAS-TV/</a>                           |
| KOMU-TV | Columbia, Mo.    | NBC         | <a href="http://www.missouri.edu:80/~journswv/">http://www.missouri.edu:80/~journswv/</a>                           |
| KVR-TV  | Austin, TX       | Ind         | <a href="http://wwwhost.cc.utexas.edu/finearts/tstv.html">http://wwwhost.cc.utexas.edu/finearts/tstv.html</a>       |
| KXAS-TV | Dallas-Ft.Worth  | NBC         | <a href="http://www.pic.net/kxas/kxas-tv.html">http://www.pic.net/kxas/kxas-tv.html</a>                             |
| WABU-TV | Boston           | Ind         | <a href="http://web.bu.edu/com/html/wabu.html">http://web.bu.edu/com/html/wabu.html</a>                             |
| WAFF-TV | Huntsville, Ala. | NBC         | <a href="http://www.traveller.com/waff/">http://www.traveller.com/waff/</a>                                         |
| WAGA-TV | Atlanta          | Fox         | <a href="http://www.america.net/com/waga/waga_1.html">http://www.america.net/com/waga/waga_1.html</a>               |
| WDIV-TV | Detroit          | NBC         | <a href="http://wdiv.com/">http://wdiv.com/</a>                                                                     |
| WFAA-TV | Dallas           | ABC         | <a href="http://rampages.onramp.net/~news8/">http://rampages.onramp.net/~news8/</a>                                 |
| WISH-TV | Indianapolis     | CBS         | <a href="http://www.wish-tv.com/8/">http://www.wish-tv.com/8/</a>                                                   |
| WITI-TV | Milwaukee        | Fox         | <a href="http://www.execpc.com/~business/tv6.html">http://www.execpc.com/~business/tv6.html</a>                     |
| WOLO-TV | Columbia, S.C.   | ABC         | <a href="http://www.scsn.net/biz/wolo">http://www.scsn.net/biz/wolo</a>                                             |
| WRTV-TV | Indianapolis     | ABC         | <a href="http://www.wrtv.com/wrtv6/">http://www.wrtv.com/wrtv6/</a>                                                 |
| WSMV-TV | Nashville        | NBC         | <a href="http://www.wsmv.com/pages/wsmv/welcome.html">http://www.wsmv.com/pages/wsmv/welcome.html</a>               |
| WTVF-TV | Nashville        | CBS         | <a href="http://www.infi.net/nc5/nc5top.html">http://www.infi.net/nc5/nc5top.html</a>                               |
| WVEC-TV | Norfolk, Va.     | ABC         | <a href="http://www.wvec-tv13.com/wvec/">http://www.wvec-tv13.com/wvec/</a>                                         |

Source: TV Net c/o World Wide Web (<http://www.tvnet.com>)

## LOCAL AFFILIATES

Continued from page 43

bia, S.C., created an online/on-air connection for a recent technology news series, and KWWL-TV Waterloo, Iowa, provided recipes online as an adjunct to one of its cooking shows.

Meanwhile, CBS has its own aggressive online program, and its affiliates can be contacted through e-mail on Prodigy. However, Prodigy has not created dedicated areas for each station, as AOL has done for NBC and ABC. CBS's focus is more toward the Internet, and it is using online as a promotional, marketing and advertising vehicle.

"We're involved in a growing business of affiliate web sites assisted by the network," says George Schweitzer, CBS executive vice president of marketing, who is involved in helping affiliates create Internet areas.

Stations that want to create a bare-bones area can do so for around \$500, says Schweitzer, while those interested in more developed Internet sites can spend \$20,000 or more.

But although CBS and others are gung-ho about the Internet and its prospects as a promotional vehicle (and possibly as an advertising-driven platform in the future), there are also doubts.

"If somebody can tell me how we're going to make money on the Internet, then we'll be there," Maggin says, adding, "our major play is with the commercial online services." Cohen says NBC will have a well-developed Internet site connecting its affiliates by early summer.

Maggin thinks that by creating online areas, stations can expand their community outreach programs and provide much useful local information that often cannot be squeezed into local newscasts. All of the network executives said affiliate online sites are an excellent way to create a two-way relationship with local viewers.

"There is a lot more activity around the media centers and technology areas around the country," Schweitzer says. "It all depends on the personnel at the station, but the creative, technical, marketing and sales talent exists within each affiliate."

So although certain stations are finding the merits of devoting personnel and dollars to creating online areas, many of the stations in smaller markets have neither the time nor the resources to invest in cyberspace.

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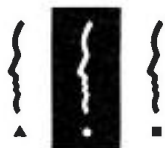
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**The New York Hilton**

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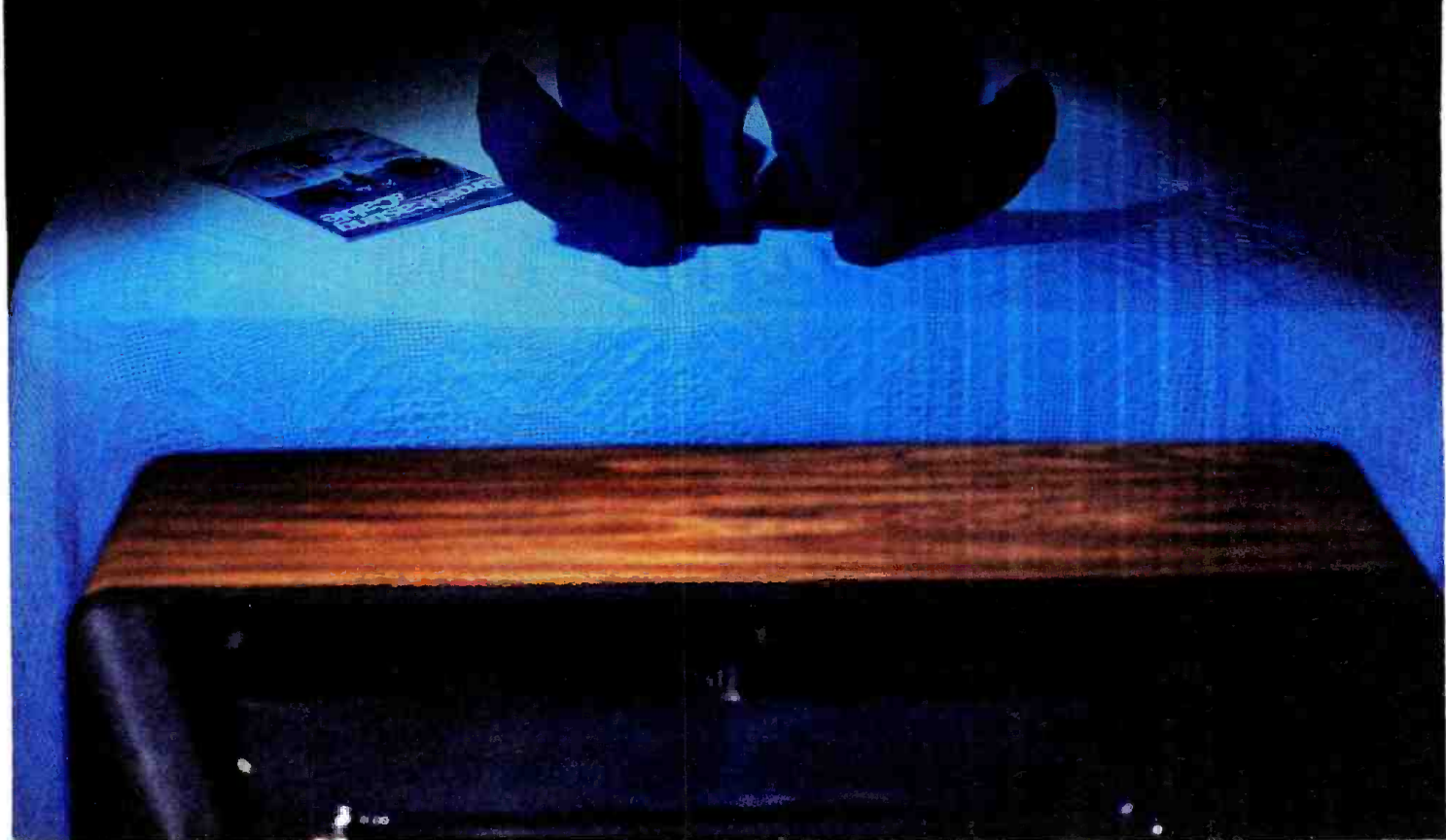


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Discover The Difference.



**The most efficient way  
to cover over 500,000 square  
feet of NAB'95...**





# the in-room program from Broadcasting & Cable.

**Make sure attendees see your product message everywhere they go...**

***In their hotel rooms with NAB Today:*** This in-room program will provide attendees with the latest news and information on what's happening at NAB'95. A new show will be produced daily and will run 24 hours a day in all major Las Vegas hotels, as well as across North America and Europe via satellite. Your commercial will run 1X per hour for all four days for a total of 96X throughout the show.

***In the convention center on Videowalls:*** NAB Today will also be broadcast continuously on Videowalls in the convention center. These "walls" of high-resolution video monitors will literally stop attendees in their tracks – and focus their attention on your commercial.

***On their office desks in Broadcasting & Cable magazine's special issues:***

**April 3 Pre-Show issue** – Alert attendees to the products you'll feature at NAB'95. Features "Migration to Digital, Part IV." **Close: March 24.**

**April 10 Show issue** – Features show coverage, "Broadcasters on the Information Highway Special." **Close: March 31.**

**April 17 Post-Show issue** – wrap-up issue with highlights from the convention floor. **Close April 7.**

***In the magazine they'll reach for at the show!***

Bonus distribution of the April 10 issue to NAB'95 attendees at the show. Over-runs of the "Migration to Digital, Part IV" supplements will be stitched into these bonus copies.

**Don't wait for 70,000 NAB'95 attendees to come to your booth – send your message to them!** Get your product – and company – the exposure they deserve at NAB'95. Call (212) 337-7026 *today* and ask for Robert Foody to learn about our special exhibitor packages.





## Make-goods in radio?

*New system keeps track of ratings between survey periods; practice of advertisers seeking refunds could come to radio*

By Donna Petrozzello

**A** new system designed to track radio ratings between Arbitron survey periods may significantly change the way advertising agencies buy radio time.

The computerized radio posting system designed by New York-based Donovan Data Systems can determine if a station's ratings declined for an individual daypart between the time that an agency decided to purchase an advertising spot on the station and the time that the ad aired.

If the system is widely adopted and used by radio advertising buyers, those agencies may introduce to radio the "make-good" concept common in television advertising. Agencies may begin to hold radio stations to the same ratings standards to which advertisers hold television networks—and seek refunds from stations that cannot maintain ratings.

However, radio rep firm researchers say ratings methods for radio and television are vastly different. They warn that if posting is used, agencies may place too much emphasis on ratings points in making radio buys.

"We don't want radio sales to turn

into a stock market with people looking just at numbers," says Gerry Boehme, senior vice president of research, Katz Media. "We're not against posting because we're not against accountability, but ratings for radio are not like those for television."

Others argue that the differences between ratings methods used for radio and television may make it difficult for advertisers to hold radio stations to the same standards to which television is held. Television ratings measure individual programs, and radio ratings evaluate weekly schedules. In addition, radio buys cover broad dayparts, while television buys may include just one program.

Researcher Marla Pirner of The Interop Radio Store says that radio programming is "more stable" than television programming and that radio schedules cover daily timeparts. Pirner adds that advertising buys in radio are usually evaluated on a station's past performance, rather than on ratings projections, which is common in television.

Both Boehme and Pirner say post-

ing may not be as accurate for radio where ratings are based on past performance and often vary greatly between survey periods. But a slight decline in ratings does not necessarily prove the station had fewer listeners during that survey, Boehme says. Those variations, or statistical "wobbles" between ratings surveys, Pirner says, "should not be confused with an actual change in a station's audience size." ■

## Clear Channel to buy network in Australia

By Donna Petrozzello

**S**an Antonio, Tex.-based Clear Channel Communications has announced plans to purchase 50% of the Australian Radio Network (ARN) for approximately \$75 million from Australian Provincial Newspapers Holdings Ltd.

ARN owns nine radio stations in major markets, two radio rep firms and a satellite uplink and distribution facility. It rivals Australia's other large radio network, Austereo Ltd.

Clear Channel President/CEO Lowry Mays says recent legislation permitting duopoly ownership of radio stations under Australia's Broadcast Services Act of 1992 made entering the market attractive.

"We believe that the Australian broadcast industry will benefit from the improved industry dynamics afforded by duopoly, just as the U.S. radio industry has benefited from similar relaxation of ownership regulations," Mays says.

Australian laws do not prohibit foreign ownership of radio stations, but they do limit ownership, by both domestic and foreign investors, to two commercial stations per market. Clear Channel's investment is pending approval from the Australian Foreign Investment Review Board. ■

### Westwood goes live in Nashville

To mark the annual Country Radio Seminar in Nashville March 1-4, Westwood One staged a live recording session featuring Grammy nominee Martina McBride. The performance will be part of a 90-minute show, *Acoustic Country*, to air on Westwood One April 1-2. Gathered at the taping:



ered at the taping: Ed Salamon, president, programming, Westwood One Radio Networks; McBride; Cathy Martindale, host of *Acoustic Country* and air personality, WSM-FM Nashville; Tommy Daniel, VP, RCA Records, and Pam Green, director, artist relations, Westwood One Radio Networks.

# A Commitment to Miami's "Lite" and "Majic!"

*Jefferson Pilot's Miami duopoly,  
WLYF-FM "Lite 101.5" and  
WMXJ-FM "Majic 102.7,"  
has joined up with CBS Radio  
Representatives. We are fortunate  
to have such powerful forces  
on our side!*

Two of the most consistent stations in  
one of America's most vibrant markets  
are now part of the CBS Radio  
Representatives family.

Like the other Jefferson Pilot properties  
on our short list, they were attracted by  
our shared values and our unmatched  
commitment to sales excellence and  
broadcast professionalism.

We look forward to a long relationship  
with these two premier radio stations.  
What could be better than working with  
"Lite" and "Majic?"

## CBS RADIO REPRESENTATIVES

*...representing America's  
most influential radio stations.*

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|-----------------------------------------|--------------------------------------|---------------------------------------|------------------------------------------|---------------------------------------|-----------------------------------------------|---------------------------------------------|------------------------------------------|--------------------------------------------|--------------------------------------------|------------------------------------------------|----------------------------------------|



# National spot revenue up 38%

By Donna Petrozzello

**N**ational radio ad revenue in January increased an average of 38% over January 1994 revenue, the Radio Advertising Bureau reported last week.

The largest increases in national revenue were reported by stations in Southwest markets, which tallied an average 49% increase over January 1994. Markets in the East and West reported an average 40% revenue increase, while Midwest markets were up 39% and Southeast markets rose 30%.

RAB President Gary Fries says that "the 38% growth in national spot revenue is just that—pure incremental growth for an industry that continues to attract new advertisers and larger budgets."

Meanwhile, local ad revenue increased an average of 11% nationwide, and combined local and national radio ad revenue totals were an average 15% higher than in January 1994, the RAB reported.

Fries adds that "January's 15% jump is all the more significant when you consider that we're using as the

basis for comparison January 1994, a month when radio revenue grew 12%."

Markets showing the most growth in local ad revenue were those in the East and West, which both reported average 12% growth in January 1995 over January 1994. Southwest markets were up, on average, 10%, while Southeast and Midwest markets rose an average of 9% and 8%, respectively.

The RAB calculations were based on a survey of 100 markets by the accounting firms of Miller Kaplan Arase & Co. and Hungerford Aldrin Nichols & Carter.

## R I D I N G G A I N

### Oliver North joins ranks

Former senatorial candidate Lt. Col. Oliver North was scheduled to hit the Washington airwaves today (March 13) on WWRC(AM) at 3-6 p.m. Famous for his involvement in the Iran-Contra affair during Ronald Reagan's presidency, North debuted teasers for his weekday show that encouraged President Bill Clinton to appear as a guest and urged him "not to dodge this one."

North's show will be syndicated by Salem Radio Networks, which plans to make it available nationally April 3. Salem's Leigh Dowe describes the show as "conservative" featuring guests and a call-in segment. Dowe says news/talk stations in Houston, San Diego and Seattle may pick up the show in early April. Salem also syndicates *The Right Side*, hosted by Armstrong Williams.

### Limbaugh bio a big draw

PBS's *Frontline* biography "Rush Limbaugh's America" was the series' highest-rated show of the season and the fifth-highest-rated *Frontline* of the past six years.

The biography of the talk radio megastar, which aired Feb. 28, earned a 4 Nielsen rating/6 share. *Frontline* typically gets a 2.3/4, according to PBS. In Sacramento, Calif., where Limbaugh's radio

career took off, the show earned a 7.8 rating. Limbaugh declined to be interviewed for the segment, but friends, family and colleagues offered insights.

### Advice show takes off

After less than a year in syndication, radio psychotherapist Dr. Laura Schlessinger's frank advice on love and relationships is now broadcast over stations in 120 markets in the U.S. and is gaining national attention.

Breaking into radio nearly 20 years ago as a co-host on a KFI(AM) Los Angeles talk show, Schlessinger launched her call-in advice show in 1991. The show is now top-rated in the 11 a.m.-2 p.m. PT time slot at its flagship station, KFI. The prominence also earned Schlessinger a feature segment on CBS TV's *Eye to Eye with Connie Chung* scheduled to air last Thursday.

California-based SMI Broadcasting produces *The Dr. Laura Sch-*

*lessinger Show* and introduced it nationally last July. The show has cleared five of the top 10 markets since its debut into syndication. New York-based Radio Today Entertainment handles the show's affiliate marketing. Schlessinger also was rated the third most popular daily syndicated talk show host, based on Arbitron ratings among people ages 12+, according to Radio Today officials.

Schlessinger, a licensed marriage and family counselor with a Ph.D. in physiology from Columbia University, attributes her success not to the boom in talk radio but to the show's content and her blunt style.

Other, more traditional call-in advice shows, which Schlessinger dubs "shrink shows," "have been deathly clinical and extremely liberal. Psychology on the air hasn't worked.

"My show is a success because of my personality," Schlessinger says. "My bluntness is very much appreciated. People need to balance their rights with responsibilities and obligations, and that's new to hear."

—DP



Schlessinger (r), who was scheduled to be profiled on CBS's *'Eye to Eye with Connie Chung'* last week, with Chung and Alan Fuller, president and general manager of SMI Broadcasting, which produces *'The Dr. Laura Schlessinger Show.'*

# Now Tucson Knows What Commitment Is All About!

*CBS Radio Representatives is now providing our unique brand of national sales excellence to Apogee Communications' KKLD-FM, KJYK-AM and KKHG-FM in Tucson. We are proud of our expanding association with such a quality broadcasting company.*

These three dominant Tucson properties join Apogee's Portland, Oregon combo as part of our exclusive family of America's best-repped radio stations.

Tucson is an exciting and growing radio market, and these stations reflect the quality and commitment of both of our companies. We look forward to delivering on our commitment for Tucson and to our continued partnership with Apogee Communications.

## CBS RADIO REPRESENTATIVES

*...representing America's  
most influential radio stations.*

|                                         |                                      |                                       |                                          |                                       |                                               |                                             |                                          |                                            |                                            |                                                |                                        |
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| Atlanta<br>Linda Weaver<br>404/233-8281 | Boston<br>Amy Caplan<br>617/728-1916 | Chicago<br>Chad Brown<br>312/951-3286 | Dallas<br>Laurie Montoya<br>214/526-0557 | Detroit<br>David Rice<br>810/351-2181 | Los Angeles<br>Scott Springer<br>213/460-3701 | Minneapolis<br>Karen Miller<br>612/371-9051 | New York<br>Peter Burton<br>212/975-8769 | Philadelphia<br>Bill Burns<br>610/668-5990 | St. Louis<br>Chuck Gerding<br>314/444-3221 | San Francisco<br>Marco Camacho<br>415/765-4006 | Seattle<br>Larry Adams<br>206/654-4104 |
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## Seltel adds stations and staff to roster

By Steve McClellan

**S**eltel, the New York rep firm co-owned with Katz Television, is restructuring to accommodate the rapid growth of its station roster, which has grown by about 40% during the past three years.

The company, which has added 50 new stations since May 1992, has added managers and staff in 19 sales

offices around the U.S., including New York, Chicago, Los Angeles, Dallas and Atlanta.

The company's annual billings have grown dramatically in the past three years as well—from less than \$3 billion in 1992 to almost \$6 billion currently, according to well-placed rep sources. Seltel officials refused to comment on those figures.

In 1995 alone, Seltel has added seven new TV stations, including the three stations in the Paramount station group it didn't already represent—WVEU-TV Atlanta (from Roslin); WSBK-TV Boston (from New World) and WKBD(TV) Detroit (from Telerep). Other recently acquired clients include Clear Channel's WXXA(TV) Albany, N.Y. (from Blair), and WLMT-TV Memphis (from Petry); Weigel Broadcasting's WDJT-TV Milwaukee (from Adam Young) and KAAL-TV Austin, Minn. (from Blair).

Seltel's fortunes have climbed somewhat in lockstep with the Fox network. Almost half of the company's station clients, which now total 139, are Fox affiliates. The rest are a mix of Big Three affiliates, indepen-

### NBC's '94 profits hit \$500 million

NBC almost doubled its operating profit in 1994—to \$500 million—on \$3.361 billion in revenue (up 8%), according to parent company General Electric's just-released 1994 annual report. The report cited stronger ad revenue for sports, prime time, its O&Os and CNBC. Operating profit gains were attributed to generally higher ad rates, higher ratings and CNBC. —SM

## HEALTH JOURNALISM COMPETITION

### 1994 ENTRIES

**Closing Date  
For 1994 Extended  
To May 15, 1995!**

If you have been responsible for a program or story that is meritorious in bringing public attention to the health needs of our nation...if your work has served to motivate your community to a better understanding of a health problem.



### 1995 ENTRIES

**Prepare Now By  
Doing A Story  
During This Year!**

Plan now to do a story or feature dealing with a health-care issue. Any story that promotes better public understanding and awareness belongs in this competition. Enter your own program or nominate a colleague's work.

For Rules and Entry forms, write to: American Chiropractic Association  
**HEALTH JOURNALISM AWARDS**  
c/o Clayton-Davis & Associates  
8229 Maryland Ave., St. Louis, MO 63105

**CASH PRIZES AND RECOGNITION TROPHIES WILL BE AWARDED FOR  
CATEGORY ENTRIES IN NEWSPAPER, MAGAZINE AND TELEVISION!**

*This announcement appears as a matter of record only.*

January 1995



**CHARTER**  
COMMUNICATIONS, INC.

through a newly formed special purpose subsidiary  
CM Acquisition Corporation  
has acquired the cable television business of

**Crown Media, Inc.**

a subsidiary of

**Hallmark Cards, Inc.**

---

*Toronto Dominion acted as financial advisor to  
Charter Communications, Inc.*

---

*This announcement appears as a matter of record only.*

January 1995

**CCA Holdings Corporation**

a newly formed subsidiary of



**CHARTER**  
COMMUNICATIONS, INC.

**\$68,000,000**

**Common Equity**

---

*Toronto Dominion acted as financial advisor in placing  
private equity with Kelso & Company, Inc.*

---

*This announcement appears as a matter of record only.*

January 1995

**Charter Communications II, L.P.**

a newly formed limited partnership of



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*Toronto Dominion acted as financial advisor in placing  
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dents and UPN and WB affiliates.

At its New York office, Seltel has created two separate divisions—Knights and Warriors. Michael Rix has been named head of the Knights as senior vice president. His counterpart for the Warriors is David Schwartz, also senior vice president. ■

## Lee buys last SJL stations

By Julie A. Zier

**T**he last two TV stations owned by SJL Management sold last week to newspaper-TV group

Lee Enterprises.

NBC affiliates KSNW(TV) Wichita (NBC) and KSNT(TV) Topeka, both Kansas, plus three translators, sold for \$48.75 million and about \$2.7 million in working capital.

"We feel strongly there will continue to be an important role [on the information superhighway] for network-affiliated local television stations that understand customer service and provide the kind of news, information and entertainment to meet the needs of both viewers and advertisers," says Lee's president/CEO, Richard Gotlieb.

Lee now holds 4% of U.S. viewing households, with seven TV stations, four satellite stations and more than 100 translators. The stations and their affiliations are KOIN-TV Portland, Ore. (CBS); KRQE-TV Albuquerque, N.M. (CBS); WSAZ-TV Huntington, W.Va. (NBC); KGMB-TV Honolulu (CBS); KMTV(TV) Omaha (CBS); KGUN-TV Tucson, Ariz. (ABC), and KZIA(TV) Las Cruces, N.M./El Paso, Tex. (UPN).

This acquisition gives Lee three NBC affiliates. "We are looking forward to expanding our relationship with NBC, which currently shows prime time growth and in 1996 has both the Super Bowl and the summer Olympics," says Lee Broadcasting VP Gary Schmedding.

Also, the Kansas stations will provide a "geographical link" between Lee's Omaha and Southwest stations.

Created in 1983, SJL Management grew into a six-station venture capital group run by George Lilly and MC Partners. Last year, SJL retained Salomon Brothers to sell its stations. Capcities/ABC bought WJRT-TV (ch. 12) Flint, Mich., and WTVG-TV (ch. 13) Toledo, Ohio, for \$155 million last October. Closure of that deal is awaiting FCC approval.

Lilly plans to redirect the sale profits into a new TV group of network affiliates in small to midsize markets. The group will be under his control and will not use venture capital money again. ■

## Sony buying out W in SW

Sony Software is negotiating to buy out its partner Warner Music Group's estimated \$12 million-\$12.5 million stake in SW Networks radio syndication company.

According to SW officials, Sony wants to continue SW Networks under the Sony umbrella. Sony and Warner linked last May in a "roughly" equal partnership to launch SW Networks. Soon after announcing the collaboration, SW Networks President Susan Solomon said the network's offerings would include long-form syndicated music and talk programs tapping into the self-help/self-empowerment genre. Companion online programs also were planned.

SW Networks launched its first shows in January, each a music format that has attracted several major-market affiliates. The network's only 24-hour format, "Smooth FM," features new adult contemporary music and last week landed its first top-10 affiliate, KHYS(FM) Houston. The network's four 2-hour, short-form shows include a country music countdown and programming for formats ranging from hard rock to urban/hip-hop. The programs have a combined 150 affiliates. —DP

## COSMOS BROADCASTING

has acquired

# WLOX-TV

Biloxi, Mississippi  
from

## LOVE BROADCASTING

# \$41,000,000

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



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# Changing Hands

This week's tabulation of station and system sales

**KRBB-FM Wichita, Kan.** □ Purchased by Wichita Acquisition Corp. (Kraig Fox, president/100% owner) from Marathon Broadcasting Corp. (Sidney Sayovitz, president) for \$3.3 million. **Buyer and seller** have no other broadcast interests. KRBB-FM has AC format on 97.9 mhz with 100 kw and antenna 993 ft.

**KOKE(FM) Giddings, Tex.** □ Purchased by Sinclair Telecable Inc. (John Sinclair, director/64% owner) from Radio Lee County (William Jamar) for \$2.73 million. **Buyer** owns WNIS(AM) Norfolk, WCDX(FM) Mechanicsville, WGCV(AM)-WPLZ-FM Petersburg and WROX-FM Cape Charles, all Virginia. **Seller** has no other broadcast interests. KOKE has Christian gospel format on 101.7 mhz with 3 kw and antenna 328 ft. **Broker:** *Americom Inc.*

**KYNN(FM) Lincoln and translator in Omaha, both Nebraska** □ Purchased by Mitchell Broadcasting Co. of Iowa Inc. (John Mitchell, president/96.97% owner) from KLMS/KFMQ Inc. (Dwight Wright, president) for \$1.7 million. **Buyer** owns KOIL(AM) Bellevue, Neb., and KQKQ(FM) Council Bluffs, Iowa. Mitchell owns 80% of KGFW(AM)-KQKY(FM) Kearney and KODY(AM)-KXNP(FM) North Platte, both Nebraska, and 50% of KKR(AM) Omaha. **Seller** owns WGEE(AM)-WIXX(FM) Green Bay, WOZZ(FM) New London and WGEE-FM Sturgeon Bay, all Wisconsin; WKKQ(AM) Nashwauk and WTBX(FM) Hibbing, both Minnesota, and is proposed assignee of WTVB(AM)-WNWN(FM) Coldwater and WHEZ(AM)-WFAT(FM) Portage, both Michigan. KYNN has country format on 101.9 mhz with 100 kw and antenna 1,132 ft. **Broker:** *Chapin Enterprises.*

**WPGR(AM) Philadelphia** □ Purchased by Global Radio LLC (James Weitzman, manager/50%; Edwin Tornberg, 50%) from All Star Radio Inc. for \$1.4 million. Weitzman holds minority stock interests in SBC Technologies Inc., licensee of WACO-AM-FM Waco, Tex., and WVMX(AM) Stowe, Vt. Tornberg is licensee of WABS(AM) Arlington, Va. WPGR has oldies format

## Proposed station trades

By dollar volume and number of sales

This week:

AMs □ \$4,195,000 □ 8  
 FMs □ \$10,111,720 □ 12  
 Combos □ \$5,068,300 □ 7  
 TVs □ \$487,000 □ 2  
 Total □ \$19,862,020 □ 29

So far in 1995:

AMs □ \$30,167,000 □ 32  
 FMs □ \$201,960,720 □ 68  
 Combos □ \$401,046,800 □ 53  
 TVs □ \$973,212,000 □ 21  
 Total □ \$1,606,386,520 □ 174

on 1540 khz with 50 kw. Filed Feb. 8 (BAL950208EA).

**KHSL(AM) Chico and KHSL-FM Paradise, both California** □ Purchased by Alta California Broadcasting Inc. (John Power, president) from Golden Empire Broadcasting Co. (Hugh McClung, president) for \$1.15 million. **Buyer** has LMA/option on FM under construction in Shingletown, Calif. **Seller** has no other broadcast interests. KHSL has country format on 1290 khz with 5 kw. KHSL-FM has country format on 103.5 mhz with 1.6 kw and antenna 1,250 ft. **Brokers:** *The Exline Co. and Crisler Capital Co.*

**KWNO(AM) Winona and KWNO-FM Rushford, both Minnesota** □ Purchased by KAGE Inc. (Jerry Papenfuss, president/100% owner) from Wheeler Broadcasting of Minnesota Inc. (Ray Wheeler) for \$1 million. **Buyer** owns KAGE-AM-FM Winona, KBRF-AM-FM Fergus Falls and KBEW-AM-FM Blue Earth, all Minnesota. **Seller** owns WTCH(AM) Shawano, Wis., and WJNR-FM Iron Mountain, Mich. KWNO has oldies format on 1230 khz with 5 kw. KWNO-FM has AC format on 99.3 mhz with 2.56 kw and antenna 499 ft. Filed Feb. 15 (AM: BAL-950215EA; FM: BALH950215EB). **Broker:** *Johnson Communication Properties.*

**WECL(FM) Elk Mound and WEAQ (AM)-WIAL(FM) Eau Claire, both**

**Wisconsin** □ Merger of Super Star Communications Inc. (Emalee Payne, president) and Broadcaster Services Inc. (Steve Dickoff, president). The initial capital contribution will be in the form of assets, the stated value of which is \$968,300. The two groups are forming a partnership to be called RadioWorks of Eau Claire GP. WECL has lite contemporary format on 92.9 mhz with 3.3 kw and antenna 446 ft. WEAQ has MOR format on 790 khz with 5 kw. WIAL has AC format on 94.1 mhz with 85 kw and antenna 350 ft.

**WIQT(AM)-WQIX(FM) Horseheads (Elmira/Corning), N.Y.** □ Purchased by Sabre Communications Inc. (Paul Rothfuss and Dan Farr, principals) from Panosian Enterprises Inc. (Daniel Panosian, president) for \$750,000. **Buyer** owns WFXX/WZXR South Williamsport and WHTO-FM Muncy, both Pennsylvania; WHDL/WPIG Olean, N.Y., and has contracted to buy WCLI(AM)-WNKI(FM) Corning, N.Y. **Seller** has no other broadcast interests. WIQT has traditional country format on 820 khz with 5 kw day, 1 kw night. WQIX has modern country format on 100.9 mhz with 3 kw and antenna 245 ft. **Broker:** *Kozacko Media Services.*

**WSHO(AM) New Orleans** □ Purchased by Shadowlands Communications LLC (William Ainsworth, president/75% owner) from Cascade Louisiana Inc. (David Jack, president) for \$675,000. **Buyer** has no other broadcast interests. **Seller** owns KBIF(AM) Fresno, Calif. WSHO has Christian music/talk format on 800 khz with 1 kw day and 233 w night. Filed Feb. 13 (BAL950213EA).

**WTMS-FM Presque Isle, Me.** □ Purchased by Four Seasons Communications Inc. (Timothy Martz, president/90% owner) from Cavan Communications Corp. (J. Dominic Monahan) for \$600,000. Martz owns 90% of WFNL(FM) Sturgeon Bay, Wis.; WZNL(FM) Norway and WUPQ(FM) Newberry, both Michigan; is permittee of WXXM(FM) Canaan, Vt., WYUL (FM) Chateaugay, N.Y., and WENL (FM)



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## BUSINESS

Gladstone, Mich.; and is 81% owner of WKNW(AM)-WYSS(FM) Sault Ste Marie, Mich. WTMS-FM has rock/top 40 format on 96.1 mhz with 95 kw and antenna 130 ft.

**WKEU(AM) Griffin, Ga.** □ Purchased by WLT Associates LP (William Taylor, managing partner) from Design Media Inc. (Leonard Bolton) for \$575,000. **Buyer** has no other broadcast interests. **Seller** owns WQUL(FM) Griffin, Ga., and wols (AM)-WNSL(FM) Hattiesburg, Miss. WKEU has AC format on 1450 khz with 1 kw. Filed Feb. 6 (BAL950206- EA).

**WDCQ(AM) Pine Island Center, Fla.** □ Purchased by Fort Myers Broadcasting Co. (Arthur McBride Jr., president/80% owner) from Network Properties of America Ltd. (Robert Paston) for \$560,000. **Buyer** owns WINK-AM-FM-TV Fort Myers, Fla. **Seller** has no other broadcast interests. WDCQ has talk format on 1200 khz with 10 kw day and 2.5 kw night. Filed Feb. 9 (BAL950209EA).

**WECY-AM-FM Seaford, Del.** □ Purchased by Conner Broadcasting Delaware Co. (J. Parker Conner, president/51% owner) from South Jersey Radio Inc. (Howard Green, owner) for \$550,000. **Buyer** owns WJDY(AM) Salisbury, Md., and is 55% shareholder of WSBY-FM Salisbury. **Seller** owns WOND(AM)-WMGM(FM)/WMGM-TV Atlantic City and WONZ (AM) Hammond, both New Jersey, and WENY-AM-FM-TV Elmira, N.Y. WECY (AM) has AC format on 1280 khz with 1 kw day and 250 w night. WECY-FM has AC format on 98.3 mhz with 3 kw and antenna 328 ft.

**WHIR(AM)-WMGE(FM) Danville, Ky.** □ Purchased by Hometown Broadcasting of Lancaster Inc. (Robert Scheibly, president/19.8% owner; Philip Leslie, 37.1%; John McGinniss, 37.1%) from Perkey Inc. (Wayne Perkey, president) for \$525,000. **Buyer** owns WLGC-AM-FM Greenup and WRNZ-FM Lancaster (Danville), both Kentucky. **Seller** has no other broadcast interests. WHIR has AC format on 1230 khz with 1 kw. WMGE has country format on 107.1 mhz with 3 kw and antenna 185 ft. *Broker: Henson Media Inc.*

**WKRH(FM) Bath, Me.** □ Purchased

by Blount Communications Inc. (William Blount, president/director/51% owner) from Kaleidoscope Inc. (J. Frank Burke) for \$375,000. **Buyer** owns WARV(AM) Warwick, R.I., and WFIF(AM) Milford, Conn. **Seller** owns WJTO(AM) Bath. WKRH has classic rock format on 105.9 mhz with 50 kw and antenna 499 ft. Filed Feb. 16 (BALH950216GH).

**KSKE-FM Vail, Colo.** □ Purchased by QMI KSKE Inc. (Dino Ianni, president/CEO/director) from Debbie Varecha, court appointed receiver, and Amatro Group Ltd. (holder of senior security interest) for \$375,000. **Buyer** owns KISZ(FM) Cortez, Colo., and is proposed assignee of KRYD (FM) Telluride, Colo., and KBAC(FM) Las Vegas, N.M. KSKE-FM has country/hot AC format on 104.7 mhz with 100 kw and antenna 451 ft. Filed Feb. 1 (BALH-950201GY).

**KDOV(AM) Phoenix, Ore.** □ Purchased by Applegate Christian Fellowship (Jim Courson, president) from Perry and Peggy Atkins on (50% interest each) for \$375,000. **Buyer** and **seller** have no other broadcast interests. KDOV has news/talk format on 1300 khz with 20 kw. Filed Feb. 9 (BTC950209EB).

**KMVU(TV) Medford, Ore., and two translators** □ Stock purchased by 914 Broadcasting Co. (Robert Hamacher, 53.4% shareholder) from Junko and Bobby Shehan for \$287,000. **Buyer** and **seller** have no other broadcast interests. KMVU is licensed to ch. 26 with 28.5 kw visual and antenna 1,348 ft. Filed Feb. 1 (BAPCT950201KE).

**WSFU(FM) Union Springs, Ala.** □ Purchased by Montgomery Christian Radio Inc. (Bishop L.E. Willis, president) from Central Alabama Media Group Inc. for assumption of \$285,000 debt. **Buyer** owns 16 AMs and 11 FM. **Seller** has no other broadcast interests. Filed Jan. 24 (BALH950124GF).

**KDNR(FM) (formerly KZPY-FM) Los Lunas, N.M.** □ CP purchased by Guardian Communications Inc. (Mark McNeil, president/69.69% owner) from Patricia Bennis Komorowski for either \$210,000 or the appraised value of the station. **Buyer** owns KARS(AM)-KLVO-FM Belen

**SOLD!**

and KKIM(AM) Albuquerque, both New Mexico; KFEL(AM)-KNKN(FM) Pueblo, Colo.; WCCD Parma, Ohio; WTSJ Cincinnati, and WITH(AM) Baltimore. KDNR is unbuilt, licensed to 106.3 mhz with 100 kw and antenna 656 ft. Filed Feb. 13 (BAPH950213GF).

**KTEM(AM) Temple, Tex.** □ Purchased by Bell Broadcasting Co. (Lynn Woolley and Clint Formby) from Stellar Communications for \$200,000. Formby owns KPAN-AM-FM Hereford and 50% of KSAM-AM-FM Huntsville, both Tex. **Seller** owns KKIK-FM Temple and KCKR-FM Waco, both Texas. KTEM has news/talk format on 1400 khz with 1 kw. *Broker: Whitley Media.*

**KSBS-TV Steamboat Springs, Colo.** □ Purchased by GreenTV Corp. (Davis Drucker, president/owner) from Steamboat Broadcast Systems Inc. (Thomas Gear, president) for \$200,000. **Buyer** owns KDMD(TV) Anchorage and has interests in KUBD(TV) Denver, KRRU(AM) Pueblo and KXRE(AM) Manitou Springs, all Colorado. **Seller** has no other broadcast interests. KSBS-TV is licensed to ch. 24 with 5500 kw visual, 500 kw aural and antenna 515 ft.

**WMMN-FM Barrackville-Fairmont, W.Va.** □ Purchased by Cat Radio (Richard Greene and Phil Phillips, owners) from Fantasia Broadcasting Inc. (Rosemary and Nick Fantasia, owners) for \$200,000. **Buyer** owns WBUC-AM-FM Buckhannon and WAFD (FM) Webster Springs, both West Virginia. **Seller** owns WMMN(AM) Clarksburg-Morgantown, W.Va., and is pending assignee of WFGM(FM) Fairmont, W.Va. WMMN-FM has easy listening format on 93.1 mhz with 6 kw. *Broker: Ray Rosenblum.*

**KSWB(AM) Seaside, Ore.** □ Foreclosed and purchased by Ken's Corp. (Kenneth Ulbright, 100% shareholder) from Monte Corp. (Monte Clark) for \$200,000. **Buyer** owns CP for new FM at Seaside, Ore. **Seller** has no other broadcast interests. KSWB is dark, licensed to 840 khz with 1 kw day and 890 w night. Filed Jan. 10 (BAL950110EH).

**WSKP(FM) Key West, Fla.** □ Purchased by Spanish Broadcasting Systems of Florida Inc. (Pablo Raul Alarcon, chairman of the board) from CSJ Investments Inc. (Hilario

Ramos, president) for \$180,000. **Buyer** owns WSKQ(AM) Newark, N.J.; WCMQ-AM-FM Miami Springs/Hialeah, WZMQ(FM) Key Largo and KLAX-FM Long Beach, all Florida; WSKQ-FM New York, and KXED(AM) Los Angeles. **Seller** has no other broadcast interests. WSKP has Spanish-language format on 107.9 mhz with 100 kw and antenna 472 ft. Filed Feb. 10 (BAPH950210GK).

**WAPC(FM) Edmonton, Ky.** □ Purchased by Metcalfe Communications Inc. (Judy Crabtree, president/12.5% shareholder) from Newberry Broadcasting Inc. for \$175,000. **Buyer** has no other broadcast interests. **Seller** owns WHHT(FM) Cave City, Ky., and is permittee of WXPB (FM) Horse Cave, Ky. WAPC has country format on 99.1 mhz with 3 kw and antenna 328 ft. Filed Feb. 10 (BALH950210GH).

**WSCP-AM-FM Sandy Creek-Pulaski (Syracuse), N.Y.** □ Purchased by Tri-County Broadcasting Inc. (James Cronk and Richard Stevens Sr., principal owners) from Allan Bentkofsky, bankruptcy trustee, for \$170,000. **Buyer** and **Seller** have no other broadcast interests. WSCP(AM) is off-air, licensed to 1070 khz with 2.5 kw. WSCP(FM) is off-air, licensed to 101.7 mhz with 3 kw. *Broker: Ray Rosenblum.*

**WDKC(FM) Covington, Pa.** □ Purchased by Mid-Atlantic Broadcasting Inc. (Kevin Gluszcak, president/director/14.3% owner; Thomas Gluszcak, 57.1% owner) from PAC Advertising Inc. (John A. Kennedy Jr.) for \$105,000. **Buyer** has no other broadcast interests. **Seller** owns KJDE(FM) Sandpoint, Idaho, and WBRX(FM) Patton, Pa. WDKC is dark, licensed to 101.5 mhz with 1.45 kw.

**WKGH(FM) Allegan, Mich.** □ Purchased by Spectrum Communications Inc. (James Leighty, chairman of the board/12.4% shareholder) from Midpoint Broadcasting (Michael and Thomas Olejniczak) for \$91,720. In exchange, sellers will receive 3,750 shares each of Spectrum common stock. **Buyer's** president, Todd Mohr, is 100% licensee of WCLX-FM Mio, Mich. WKGH has oldies format on 92.3 mhz with 860 w and antenna 600 ft. Filed Jan. 27 (BALH950127GE).

**WGXA-TV, Macon, GA,** from Russell-Rowe Communications, Inc., Herman J. Russell, Chairman, Don Elliot Heald, President, Bud Sereteau, Secretary/Treasurer, to GOCOM Television of Macon, L.P., Ric Gorman, President, for \$11,750,000.

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## Republicans attack affiliates, FCC

*Oxley warns that ownership rules will change*

By Kim McAvoy

**H**ouse Telecommunications Subcommittee Vice Chairman Mike Oxley (R-Ohio) has lashed out at TV network affiliates for opposing any changes to broadcast ownership rules.

"I am amazed that a segment of the broadcast industry is still part of the flat-Earth society," Oxley said last Wednesday during the Republican Party's National Policy Forum telecommunications conference. "These rules are going to change."

As subcommittee vice chairman,

Oxley is working closely with Chairman Jack Fields (R-Tex.) on the House Republicans' version of telecommunications-reform legislation.

Representatives of TV affiliates two weeks ago made the rounds on Capitol Hill to argue against proposals for repeal of the national ownership cap and other broadcast ownership rules.

However, Oxley said, while there would be some relaxation of the national ownership cap, he was skeptical that the restrictions for local markets would be repealed.

Oxley seemed to take umbrage at some broadcasters' concerns about his proposal to lift foreign ownership restrictions. He told the group that it's

time "we demystified broadcasting.... It's a commodity, and it's time it was treated that way."

Furthermore, Oxley said, foreign ownership of newspapers and Hollywood studios has had no effect on content.

Bill Ryan of Post-Newsweek Stations, who appeared on the same panel with Oxley, cautioned against hasty government action in lifting the foreign ownership restrictions. "I would move slowly on this issue," Ryan said, adding that many foreign governments are "inhospitable to American media."

Ryan also told the Republican audience that broadcasters oppose any attempts by the FCC to impose programing quotas or specific guidelines on children's TV. He also underscored the need for Congress to pass a bill that gives spectrum flexibility to broadcasters.

John Siegel, senior vice president, Chris Craft Industries, emphasized the importance of having "navigational safeguards" in any telecommunications reform measure. Such safeguards would insure viewers easy access to broadcaster signals in a 500-channel world.

Siegel also said legislation should restrict telephone-company buyouts of cable systems: "We don't want to substitute one monopoly for another."

A call for major broadcast deregulation came from NBC President Bob Wright and Tribune Broadcasting President Jim Dowdle. "Most of the rules that govern broadcasting are 30 to 50 years old. We have to 'relook' at all those rules and examine them in a 1995 perspective," Wright said.

Dowdle called the FCC ownership restrictions "potential roadblocks" to the industry's ability to compete in a multichannel competition. He also called for an end to the broadcast-newspaper crossownership ban. Tribune is also in the newspaper business. ■

### Pressler: FCC's too big

**T**he FCC again came under sharp attack by key Republican policymakers last week during a conference sponsored by the party's National Policy Forum.

Senate Majority Leader Bob Dole (R-Kan.) questioned the need for the agency, which he said is "too big already." Dole suggested adding the FCC to the House Republicans' Contract with America, which targets government waste and inefficiency.

Also during that forum, Senate Commerce Committee Chairman Larry Pressler (R-S.D.) said the FCC is "heading in exactly the wrong direction." Clinton administration plans to reinvent government have "ballooned both FCC staff and bud-

*The FCC is "heading in...the wrong direction," says Senate Commerce Committee Chairman Larry Pressler.*

get." The number of FCC staff has increased about 30%, from 1,753 to 2,267, in just three years, he said. The addition of a Cable Services Bureau accounts for less than half of the FCC's 514 new employees, Pressler said.

Pressler also said the agency's proposed 1996 budget—\$222.6 million—is 21% higher than that of 1995 and 66% higher than the FCC budget recommended by President Bush in 1993.

—KM



## Affiliation rule to be revised

The FCC is expected to propose lifting its ban on stations' having more than one network affiliation.

Eliminating the rule could clear the way for the Big Three and other networks to establish secondary broadcast networks. The decision to reexamine the rule is part of the agency's ongoing evaluation of its broadcast regulations.

Abolishing the restriction on dual networks could be particularly important to broadcasters if they get extra spectrum to provide high-definition television. Broadcasters hope to use at least part of the extra spectrum to deliver a second or third channel.

Last week, the FCC eliminated rules that restricted broadcast ownership and programming in small markets. That decision strikes down rules that barred networks from owning stations in small markets. The FCC also eliminated a rule that effectively banned secondary affiliation agreements in markets with only two affiliates.

Both rules have become obsolete through changes in the marketplace, according to the Roy Stewart, Mass Media Bureau chief. The FCC adopted the station-ownership rule in 1946 and has been invoked only six times. It never has blocked a network purchase of a station.

The secondary affiliate rule covers markets with only two affiliates. It requires a third network to give independent stations first refusal of its programming. It was adopted in 1971 in an effort to promote UHF stations, which most likely were to be independent stations.

—CSS

## INTV examining Nielsen pricing

By Harry A. Jessell

**W**ith a little help from the Justice Department, the Association of Independent Television Stations aims to find out if Nielsen has been jacking up the price of its TV ratings service since Arbitron quit the business in 1993.

Justice last week gave the trade association antitrust clearance to gather information from member stations about how much they are paying for the ratings service. The association, known as INTV, plans to publish the information so each station can compare its Nielsen bills against those of similarly situated stations. INTV has promised not to divulge what any one station is paying.

"We're trying to figure out whether Nielsen is taking advantage of its monopoly position by substantially raising prices," INTV President Jim Hedlund says.

"INTV is getting hung up on the issue of pricing," says Jack Loftus, vice president, communications, Nielsen Media Research. "It is one of pricing to us. It's one of value—customer service, quality and technology."

Loftus acknowledges that prices have risen: "Prices are not generally known to go down." But, he adds, "We have not heard a hue and cry from stations about pricing."

The Justice Department has "no current intention to challenge the exchange and publication of information" as long as INTV keeps its promise to mask what individual stations are paying and each station continues to deal individually with Nielsen. Assistant Attorney General for Antitrust Anne Bingaman says in a March 7 letter to INTV.

"It is possible that INTV's proposal will have pro-competitive effects," the letter adds. "To the extent that it increases information available to INTV members or induces new entry in the television ratings business, INTV's proposed information exchange could result in increased efficiency and output."

## Station, ABC settle differences

By Chris McConnell

**W**WSB Sarasota, Fla., which had been scheduled to lose its network affiliation next month, will retain its ABC affiliation for another three years.

The agreement ends a feud in which wwsb owner Southern Broadcast Corp. accused Scripps Howard Broadcasting of requiring ABC to drop the Sarasota station as an affiliate, as a condition of an affiliation deal with Scripps Howard's WFTS-TV in adjacent Tampa. In a complaint filed with the FCC, Southern Broadcast maintained that the deal violated the FCC's network territorial exclusivity rule. Scripps Howard denied the charge.

In another filing late last year, Southern Broadcast sought to block ABC's purchase of two VHF stations because of the network's participation in the Scripps Howard deal. The stations are WJRT-TV Flint, Mich., and WTVG-TV Toledo, Ohio.

In its petition to deny ABC's acquisition applications, Southern Broadcast says ABC violated FCC rules and thus lacked "the basic qualifications to be a commission licensee."

As part of the settlement, the broadcaster will drop its complaints against ABC and Scripps Howard.

"Based on the settlement agreement, there is no violation," says Matt Leibowitz, an attorney who represents Southern Broadcast. The broadcaster last fall sought to bolster its efforts to retain the affiliation with a letter-writing campaign to FCC commissioners and staff members stressing the importance of network programming in supporting local news.

The station's deal with ABC will allow it to continue uninterrupted as an affiliate of the network, Leibowitz says. Although the affiliation is to expire next month, the network will extend it while the FCC reviews the settlement between ABC and wwsb.

The agreement also carries conditions for wwsb's continued network affiliation after April 1, 1998. The deal requires wwsb to meet a ratings test and says the station may not branch into the Tampa-St. Petersburg market.

"We are a Sarasota station," Leibowitz says of the settlement conditions. "We have no desire to be anything else."



# PTAR PROS AND CONS

*What's before the FCC is what's on before prime time*

By Harry A. Jessell

**W**hat programs may network-affiliated TV stations in the top-50 markets air during prime time access, the lucrative hour (7-8 p.m.) between the evening news and the network's prime time offerings?

That's the question before the FCC as it decides whether to repeal or relax its 24-year-old prime time access rule (PTAR), which in essence prohibits the top-50 affiliates from airing network or off-network programs during that hour.

The agency last week received conflicting advice on what its answer should be from a sharply divided TV industry during the initial round of comments on its PTAR reform proceeding. The proceeding is expected to take several months.

The Big Three networks

argued for total repeal, saying the affiliates should be able to schedule anything they want in the hour. The top-50 affiliates said that they ought to be able to air off-network shows, but they prefer to keep the network restriction in place to keep the networks from forcing another hour of network programming on them. And

eager to expand their market, off-network syndicators joined affiliates in calling for an end to the off-network restriction. On the other hand, first-run syndicators and independent broadcasters urged that the FCC keep the rule as is.

Major League Baseball weighed in on the side of the Big Three, arguing that the rule should be relaxed so that network broadcasts of live baseball games could air in access. MLB, ABC and NBC have a joint venture to broadcast MLB games.

Most of the commenters claimed that their position was pro-competitive. Some opponents of the rule based their arguments on First Amendment grounds. The Media Institute, The Freedom Forum and WCPX-TV Orlando, Fla., said the rule abridges a station's free-speech rights by restricting its programming choices. ■

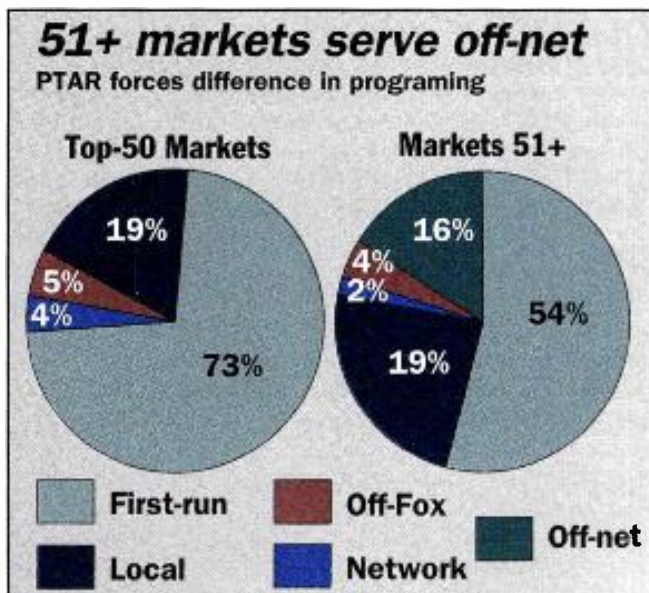
## A PTAR primer

Hoping to encourage local and diverse programming, the FCC in 1971 adopted the prime time access rule. PTAR limits affiliates in the top 50 Arbitron markets to filling no more than three of the four hours of prime time (7-11 p.m.) with network or off-network programs. In 1974 the FCC strengthened the rule, requiring stations to set aside 7:30-8 p.m., Monday-Saturday, for programs other than network or off-network. Exceptions were made for documentaries, children's specials, network-originated breaking news, special events and sports that run past 7 p.m. Under a 1975 exception, stations can exceed the three-hour limit to air a half-hour of network news at 7 if it immediately follows an hour of local news.

## FOR TOTAL REPEAL

### Who:

ABC, NBC, CBS



### What they say:

- The television market has changed dramatically since PTAR took effect in 1970. Changes include the growth of cable, the emergence of Fox as the fourth network, and the increased strength of independent stations.
- PTAR can't be justified as a means to protect producers against network market power, because no such market power exists.
- PTAR unfairly shelters independent stations and the Fox, United Paramount and Warner Bros. network affiliates from competition from the Big Three network affiliates.
- PTAR has caused public harm by driving viewers away from television during the 7:30-8 p.m. time period.
- PTAR has hurt diversity, not helped it. Four companies—Fox, Paramount, Warner Bros. and King World—provide 96% of programming during the week-day access period. All but King World now have their own broadcast networks.

# FOR REPEALING ONLY OFF-NET RESTRICTION

## Who:

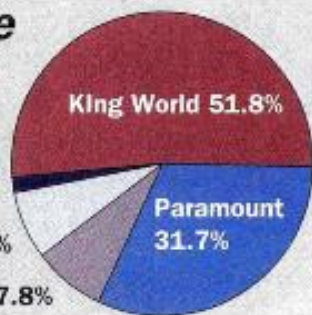
Coalition to Enhance  
Diversity  
Walt Disney  
Burnham Broadcasting  
Hubbard Broadcasting  
Providence Journal Co.  
Pulitzer Broadcasting

Scripps Howard  
Broadcasting  
Screen Actors Guild  
Writers Guild of America  
(East and West)  
MCA  
Stephen Cannell, producer

### Five Dominate Top 50

Here's what first-run  
programmers offer

Genesis 1.4%  
Fox 7.3%  
Warner Brothers 7.8%



## What they say:

- PTAR has caused unfair ripples in the marketplace. For example, in 1991 Fox's *Married...With Children* earned syndication fees of \$2.4 million per episode, while ABC's *Roseanne* earned \$1.8 million. *Married...With Children* is not subject to the rule, while *Roseanne* is.
- The network programming restriction should remain. This restriction allows affiliates to carry programming more suited to local tastes from diverse sources.
- Most UHF stations in the top 50 markets no longer suffer the "inherent competitive disadvantage" of over-the-air reception because of advances in cable.
- The off-network restriction artificially constrains demand for syndicated programming. Eliminating the ban will allow affiliates greater freedom of program selection.

# FOR KEEPING RULE AS IS

## Who:

Association of Independent Television Stations  
King World Productions  
Viacom  
UPN Affiliates Association  
Small Business Administration

### A Big Hit in Prime Access

Here is the ratings loss independent TV  
stations would suffer if PTAR were repealed:



## What they say:

- Repealing PTAR's off-network provision would cause the average independent TV station to drop 2.34 ratings points (58%) during the prime access hour.
- PTAR has contributed to "phenomenal growth" in local TV advertising markets by clearing all markets of network-originated programming during the access period.
- PTAR has been and will continue to be a pro-competitive check against the market power of the major networks during prime time. Its repeal would raise barriers to entry and reduce competition.
- Without PTAR, network affiliates would outbid independent stations for the best off-network shows. Denied such shows and having to compete against them, independent stations would lose revenue and face increasing costs.
- The prospects for first-run syndicated programs cleared primarily on independent stations would be bleaker in the absence of PTAR.
- PTAR helps emerging networks like United Paramount and WB by strengthening the base of independent stations and building audiences for the new networks' prime time programming.



**More coincidences of the Washington kind:** FCC Chief Economist Michael Katz (see profile, page 85) came from the University of California at Berkeley. The Disney-led coalition calling for elimination of PTAR's off-network restriction hired two economics professors from Berkeley to prepare the study undergirding its arguments. Meanwhile, to help make its case, three parties urging preservation of the rule—the Association of Independent Television Stations, Viacom and King World—retained the Law and Economics Consulting Group, a firm founded and still based at Berkeley. And defending Fox against charges that it misled the FCC with regard to its foreign ownership two weeks ago, Rupert Murdoch distributed a supportive legal opinion by Columbia University law professor Marvin Chirelstein. Chirelstein, it turns out, taught for many years at Yale Law School. Among his former students are three current FCC officials: Chairman Reed Hundt, Chief of Staff Blair Levin and General Counsel Bill Kennard.

## Washington Watch

**"Get Connected."** That's what the Clinton administration is calling its new educational campaign aimed at informing the public about the benefits of the so-called Information Age. The campaign was unveiled last week by the Commerce and Agriculture departments, along with the result of a Census Bureau study revealing what the administration feels is the growing gap between information "haves" and "have-nots." Among the study's findings:

- Households headed by someone with at least a college degree are almost 11 times more likely to own a computer than households headed by someone who did not complete high school.

- White households with incomes above \$75,000 are three times more likely to own a computer than white households with incomes between \$25,000 and \$30,000.

**The Network Affiliated Stations Alliance is calling up the troops.** Last week, the group sent out an urgent alert to broadcasters across the country telling them to call House and Senate members and register their opposition to proposals that would repeal the cable-broadcast and cable network crossownership provisions, and raise the national ownership caps. The alliance represents some 650 stations affiliated with ABC, CBS and NBC. The group also is establishing a war chest to help pay for its lobbying effort in Washington. The money will be used to cover expenses of local broadcasters who come to Washington. "Since the [National Association of Broadcasters] cannot take a position on the ownership issues, we must step up and make our voices heard," says alliance chairman Ben Tucker of Retlaw Broadcasting. "Put simply, these proposals would severely damage localism in our broadcasting industry, since they would undermine the abili-

ty of broadcasters to make local programing decisions such as preempting network programing in favor of local news, public interest and sports programing, or because the station manager thought the network program was inappropriate for the local market."

**Spectrum fee proposals are back.** This time, the Progressive Policy Institute says broadcasters should pay a tax on their spectrum use. Previous attempts in Congress and the administration to implement spectrum fees have failed. PPI estimates that an annual tax on radio and TV stations could raise \$11 billion over five years. PPI, which is sponsored by the Democratic Leadership Council, last week issued a report on so-called corporate welfare. The report highlights ways the government can help reduce the federal deficit. The report also says Congress should eliminate businesses' ability to deduct advertising expenses, which would result in a savings of \$18.3 billion. And PPI also suggests repealing the FCC's tax-certificate program for broadcasters, which would save taxpayers a half-billion dollars.

**The Radio-Television News Directors Association wants Congress to force the FCC to review all its program content regulations.** RTNDA wants the issue addressed as part of telecommunications-reform legislation. In light of new developments in distribution technology and changes in the programing marketplace, RTNDA says, legislation should mandate that the FCC review the rules and report to Congress.

**President Clinton is doing his bit for cable's Voices Against Violence campaign.** He recorded two 30-second PSAs that

will debut the week of March 19 on 51 cable networks. That week, many networks have agreed to televise other PSAs, films, documentaries, talk shows and special series episodes, all aimed at mitigating violence in American society. CNBC will point viewers toward the antiviolence programing each evening at 7:30. Cable also hopes the campaign will discourage periodic congressional efforts to regulate violent content in cable programing. The tag line of the Clinton spots: "It's our country and our problem. Let's solve it together."



President Clinton tackles violence in a cable public service announcement.

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## Panasonic to roll out digital line at NAB

*New TV production line features optical disk, computer-based products*

By Rich Brown

**P**anasonic Broadcast & Television Systems will put an uncharacteristically strong emphasis on digital products when it introduces its new line next month at the National Association of Broadcasters convention in Las Vegas.

The company last week placed a press embargo on one of its biggest new product announcements: a digital video system that will be officially unveiled this Thursday (March 16) in Japan. But the company did share details on a broad line of professional equipment that will be on display at the show, including:

- A re-recordable digital optical videodisk recorder/player (LQ-D5500) that provides broadcast-quality recording and playback of digital and analog video. The unit records up to 45 minutes of digitally compressed video with two channels of PCM audio and instant access to any ran-

dom, individual frame on the disk. The unit has an average access time of about five seconds across the disk, and each disk can be rewritten at least 10,000 times and played back 1 million times. It will be available this summer.

- The WJ-MX1000 Postbox, a complete nonlinear production system that edits digitized video from standard, small-computer hard drives. The unit utilizes a pen and tablet system and comes equipped with a character generator featuring 32 fonts; a variety of precisely timed rolls and crawls; a paint program for creating graphics and touch-ups on selected scenes, and a digital audio editor. Panasonic will begin shipping the unit in June.



*Panasonic will bring its Postbox editor to the NAB convention.*

- The Smart-Cart automated record/playback system, a mini-cassette library for small to medium-size facilities. The unit has the flexibility to be configured with library bins to accept both small and medium-size cassettes in a setup that doubles library capacity. The

unit uses the Tektronix Profile, a disk-based audio and video storage system introduced at NAB 1994.

- An enhanced version of Panasonic's D-3 VTR, the AJ-D351, a composite digital VTR that the company says features improved tape-handling ballistics that provide a faster response to tape shuttle commands and a quicker and more reliable response to edit commands. The unit will be available in April.

## Broadcasters fight mobile spectrum plan

Broadcasters are keeping up their battle against invasions into their newsgathering spectrum.

In a joint filing at the FCC, 11 broadcast organizations have asked the commission not to support an international allocation for mobile satellite service (MSS) until it has addressed broadcast industry demands on auxiliary spectrum. "The allocation of the 1990-2025 mhz band to MSS services would make intolerable the crowding that already exists in this band," say the broadcaster groups, which include the Association for Maximum Service Television (MSTV), the National Association of Broadcasters, Capital Cities/ABC, Fox, CBS, NBC and PBS.

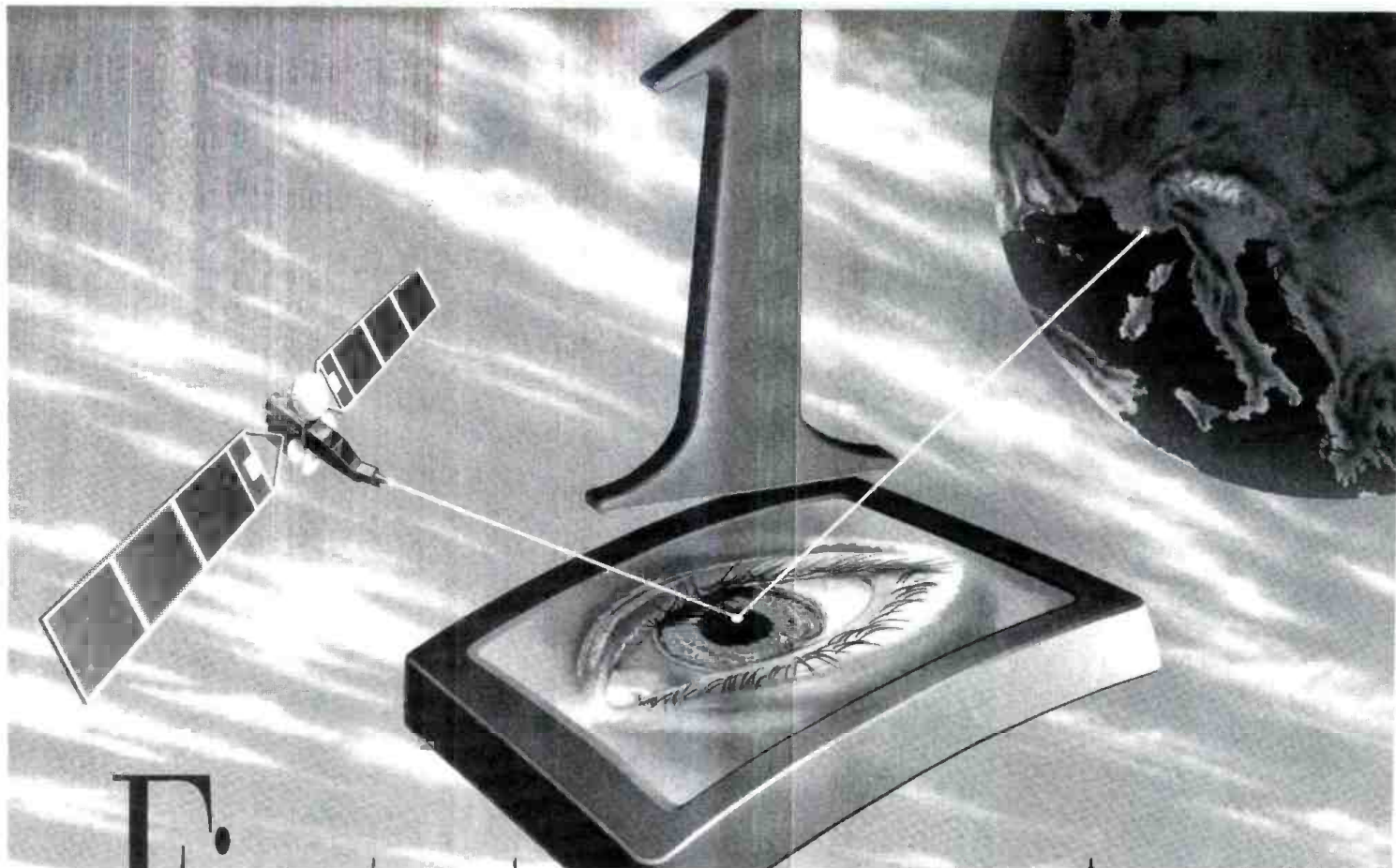
The action follows a request from the commission for comments on whether the U.S. should support an international allocation for mobile satellite service in the 1990-2025 band. A 1992 World Administrative Radio Conference already has set an international MSS allocation in the 1970-2010 mhz band, although the FCC last year devoted the lower 20 mhz of that band to PCS. The FCC now is considering an MSS allocation at 1990-2025 mhz.

Proponents of mobile satellite ventures have said they will need the spectrum to support a variety of planned services, including mobile telephone and data transmissions.

Broadcasters now use spectrum in the 1990-2110 band for studio-to-transmitter links, intercity relays and electronic newsgathering. The industry has said the band already is congested and can ill afford encroachment from a new technology. The broadcast filing stresses industry's reliance on the spectrum for newsgathering activities.

"In recent years, many local television stations have dramatically increased the scope of their local news coverage," the broadcasters say. "Just the amount of time devoted to local news has increased tremendously."

The industry stressed demand on newsgathering spectrum in another recent FCC action concerning the allocation of spectrum moving from government to private sector use. In that proceeding, the FCC devoted spectrum in the 4660-4685 mhz band to "fixed and mobile" services. Broadcasters hope that will allow for broadcast auxiliary operations in the band. —CM



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## RADIO

### HELP WANTED MANAGEMENT

**Development Director, KEDM-FM** (Public Radio) Monroe, LA. KEDM-FM (Northeast Louisiana University) seeks experienced, motivated professional Development Director. Responsibilities: direction of all station development efforts, including on-air and direct mail fundraising, underwriting solicitation, grant proposals, business and accounting functions of development, coordination of station PR. Qualifications: Minimum 2 years fundraising/development, experience in non-profit/public radio. Bachelors degree in Marketing, PR, Broadcasting, etc. Excellent writing, speaking and interpersonal communication skills. Computer literacy (MEMSYS experience a plus). Salary: competitive, commensurate with experience. Deadline: application review begins immediately, continues until filled. Send letter of application, resume, college transcripts, 3 letters of recommendation to: Kerry Cordray, General Manager, KEDM, Northeast Louisiana University, Monroe, LA 71209-6805. (318) 342-5556. EEO/AA.

**General Sales Manager.** GSM wanted for Straus Media Group's AM/FM Combo in Ellenville, NY. Group owner (8 radio stations and 5 newspapers) seeks a GSM who practices consultant selling, spec spots, written presentations. Send resume with references and letter explaining the methods you would use to lead the sales staff and increase sales to: Eric Straus, WELV/WWWK Radio, Ellenville, NY 12428 or Fax to 914-647-5008. Women and minorities are encouraged to apply. Straus Broadcasting, Inc. is an EOE.

**Looking for Mr./Ms. General Patton.** GM/GSM wanted--Rapidly expanding regional radio group is seeking an aggressive, motivated leader with a strong sales background to lead our recently acquired small market AM/FM to its full revenue potential. Leadership, high energy and the ability to manage people in the trenches is a must! Send resume and salary requirements to Jim Gregori, P.O. Box 1035, Neenah, WI 54957-1035. EOE M/F.

### HELP WANTED SALES

**103.9FM WDRE, Philly's Modern Rock** seeks sales professionals with 1-3 years radio or related industry experience. Resumes to: Mark Ferri, Sales Manager, WDRE, 100 Old York Road, A-1, Jenkintown, PA 19046. No calls. EOE.

**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.

**If you have experience selling** collegiate or professional sports in radio and you are aggressive, anxious to make a lot of money and are willing to move, please fax your resume to: 404-528-1422.

**Advertising Sales:** We have an immediate opening for experienced Account Executives at WGR NewsRadio 55. Those who apply should have a minimum of one year successful outside sales or advertising sales experience and should be interested in making a solid career move. We're looking for creative, hard-working, dedicated, self-motivated individuals who want to become the best of the best. We offer competitive compensation (salary plus commission) commensurate with your experience and track record, on-going training, a comprehensive medical and benefits plan and guidance toward a rewarding career with a major national broadcast company. Send resume and cover letter detailing your career goals and experience to: Ken Casseri, General Sales Manager, WGR NewsRadio 55, 464 Franklin Street, Buffalo, NY 14202. KeyMarket Communications is an equal opportunity employer.

### HELP WANTED PRODUCTION

**Executive Producer radio programming.** Create new programs, assign time slots, produce news, music and talk format programs. Edit news and write editorials. Review programming for compliance with FCC regulations on content. Draft annual budgets based on marketing information, programming planned and projections of revenue and expenses. Create concept for and produce promotional events. Design advertising concepts to appeal to Caribbean market. Hire broadcast personalities. Requires bachelor's degree in Broadcasting or its equivalent plus 4 years experience as radio producer, 3 years of which must be as producer of radio programs, both news and music, for Caribbean market or Caribbean ethnic audience. Salary of \$600 per week. 40 hours per week, 9:00 am to 5:00 pm. Apply by resume to: Job service of Florida, 2660 West Oakland Park Boulevard, Ft. Lauderdale, Florida 33311-1347 Ref: Job Order #FL-1197437.

### HELP WANTED ANNOUNCERS

**Clark Broadcasting** is looking for talented, morning personalities as well as News talent as we continue to improve and build on our three great stations in beautiful Central Virginia. All of our properties are market leaders with a proven success formula. Experienced talent may forward their tapes, resume, and salary requirements to: Clark Broadcasting Company, Box BC, 1160 Pepsi Place, Suite 110, Charlottesville, VA 22901. Please, no phone calls. Clark Broadcasting is an equal opportunity employer.

**Broadcast Host:** Prestigious foreign policy organization seeks rising star or undiscovered talent as voice of its weekly half-hour talk show carried on NPR. NY-based program features new, younger thinkers, policymakers, business people and other players in international arena. Must be creative, have flexible schedule and knowledge of foreign affairs topics and personalities. Fax resume to Human Resources (212) 861-2759.

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

**Classical Music Announcer.** Prestigious NYC classical radio station seeks a regular part-time music announcer. Candidate should have classical radio experience and a thorough knowledge of the repertoire. Send tape and resume to Programming Department, WQXR-FM, 122 Fifth Avenue, New York, NY 10011. No phone calls, please. EOE.

### SITUATIONS WANTED MANAGEMENT

**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.

**Seeking position as General Manager/General Sales Manager or DJ/Newsman** in small to medium market. Experienced in radio and TV management, and real estate. Top biller. Ambitious. Prefer south Florida or NY State or PA but will consider other areas. Ted 914-357-9425, 914-357-4861.

**Your bottom line** is my top concern! Experienced GM/GSM looking for a long term opportunity. Sale/LMA makes me available. (309) 755-8311.

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## TELEVISION

### HELP WANTED MANAGEMENT

**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.

**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.

**Director of Programming and Public Affairs.** Production experience and four year college degree or its equivalent required. Must have excellent written and verbal communication skills. Reply to Box 00345. This company is an equal opportunity employer.

**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.

**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.

**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.

**Need General Manager** for top 50 Southeast affiliate. Dominant station. Send replies to Box 00350 EOE.

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

**Local-Regional Sales Manager:** Opportunity for top notch TV Sales Rep., ready to move up! New business development, vendor, co-op, comparative sales and management skills a must. Minimum of 2 years small market TV sales required. Submit resume detailing sales experience to: G.S.M., KRCR-TV, P.O. Box 992217, Redding, CA 96099. No phone calls. EOE.

**Director of Sales and Marketing** for growing midwest Fox affiliate. Seeking a skilled Sales Manager with fresh ideas and a winning attitude. Reply in confidence to Box 00352 EOE.

**General Manager** for top 25 West Coast independent. Must be strong and tested leader. All replies held in strict confidence. Send replies to Box 00349 EOE.

**Marketing Director.** WVTM is seeking a strong, creative person with a minimum of 3-5 years experience in TV promotion. Applicant should have management, daily topical news, affiliate, station image and special projects marketing experience. Rush resume and other material to: Carol Wells, Human Resources, WVTM-TV, 1732 Valley View Drive, Birmingham, Alabama 35209. 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.

**Account Executive:** Southern California Independent seeks local direct AE with winning attitude and strong desire to succeed. Experience in TV or radio preferred. This is a solid opportunity with excellent earnings potential. Send resume to Steve Sipe, KHIZ-TV, P.O. Box 6464, Victorville, CA 92393. EOE.

**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.

**Join one of the hottest** broadcasting companies in the country in one of the healthiest markets - Columbus, Ohio, home of Six on Your Side - WSYX-TV and the Ohio State Buckeyes. We're looking for an experienced TV seller (minimum 3 years experience) who is creative, hard working, aggressive and loves selling new advertisers on the value of TV. Interested??? Send your resume to: WSYX-TV, P.O. Box 718, Columbus, OH 43216-0718, Attn: Account Executive. No phone calls please. Women and minorities are encouraged to apply. Pre-employment drug testing. EOE. M/F/D.

**Local Sales Manager.** WNDU-TV, South Bend, NBC affiliate has a challenging opportunity for an organized sales professional with a strong disciplined work ethic. Our candidate will have new business development, vendor, prior TV sales management experience, as well as knowledge of computers. Send cover letter, resume and salary requirements to: The WNDU Stations, Position #00109, Attention: Human Resources Manager, Box 1616, South Bend, IN 46634. No phone calls please!

**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.

### HELP WANTED TECHNICAL

**Paxson Communications Corporation.** Currently accepting applications for Chief and Facility Engineers. We are a very dynamic, non-traditional, fast-growing network. Candidate must have experience with high power UHF transmitters, must be highly motivated, a self-starter and have good management skills. Minimum of 3 years experience required. All qualified persons send resumes and salary requirements to: Cathy Jones, Engineering Coordinator, Paxson Communications, 11300 4th Street North, Suite 318, St. Petersburg, FL 33716. No telephone calls please.

**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.

**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.

**Engineering.** KRMA-TV seeks RF Maintenance Engineer w/5 years of in-depth full power VHF experience. Familiarity with Harris Platinum, 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 Technician:** Requires at least three years broadcast experience with an emphasis on maintenance and operation of ENG vehicles. CDL license and experience with operation of a Satellite News Vehicle a plus. Send resume and cover letter to Carolyn Simmons, WDSU-TV, 520 Royal St., New Orleans, LA 70130. EOE.

**Maintenance Engineer:** Top broadcast/production facility based in New York City seeks full time staff Maintenance Engineer. Experience with Ikegami studio cameras, 1" and Betacam tape machines. Good bench skills. Several years experience in maintenance to component level repair required. Knowledge of UNIX workstations desirable. Send resume with references and salary requirements to Box 00348 EOE.

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



**Director Production and Technical Operations.** Highly experienced engineering director needed to oversee station's production operations and management of stages, production services, post production facilities, and field operations. Also, you'll enjoy managing technical operations related to broadcast systems engineering, on air operations, maintenance, transmitter and microwave systems. Must have working knowledge of FCC regs, degreed in electronics or equivalent television production and engineering, prior management experience with union negotiations, and computer literate with databases and CAD systems. Work flex hours and some weekend. Submit resume, with salary history to: KCET, HR/Tech Ops, 4401 Sunset Boulevard, Los Angeles, CA 90027. Equal opportunity employer.

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

**Major Los Angeles VHF** is rebuilding/revitalizing its maintenance staff. Several positions now open. If you have a winning, can-do attitude and what to join a leading team apply to Box 00351 EOE. These won't be open long - don't delay. 4+ years of experience in TV maintenance required.

#### HELP WANTED NEWS

#### PRODUCER-DIRECTOR

Creative, energetic and resourceful director for Baltimore's best newscasts. Extensive experience directing news broadcasts. Strong visualization and conceptual skills. Become a part of the talented and successful team at:

WBAL-TV  
3800 Hooper Ave.  
Baltimore, MD 21211  
Attention: Emerson Coleman  
Director of Broadcast Operations

Women and minorities are encouraged to apply. EOE

**NO PHONE CALLS PLEASE!**



**Weather/News Combo:** Dominant small market news leader in the southeast looking for an experienced, versatile communicator who can anchor weather on weekends and report news three days a week. One year professional experience required, meteorology a plus. College degree required. Resume and non-returnable tape (VHS and 3/4") to Box 00347. Equal opportunity employer.

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

## CORRESPONDENT

Cable News Network has an excellent opportunity for a Correspondent in our Environment Unit, Atlanta. Highly creative, energetic and hard-working reporter/producer to cover stories for the network, and weekly environmental magazine.

Candidate must have 3+ years on-air reporting as well as producing experience. Knowledge of the environmental beat a plus. Send resume and non-returnable tape to:



CABLE NEWS NETWORK  
ENVIRONMENT UNIT - 7 SOUTH  
ATTN: TEYA RYAN  
ONE CNN CENTER  
ATLANTA, GA 30303

*No phone calls please. An equal opportunity employer.*

**TV News Photographer.** Midwest affiliate looking for photographer to join top rated team. If you are not afraid to take your camera off your sticks for a live shot, if you understand that natural sound is major part of the story and if you want to work in a place where good, creative photography is valued, then we should talk. Minimum two years experience or one year experience and college degree. Women and minorities are encouraged to apply. Send resume, references and non-returnable videotape to Assistant News Director, KMBC-TV, 1049 Central, Kansas City, MO 64105. Absolutely no phone calls. 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.

**TV Director.** Dominant market leader seeks experienced on-air TV Director for live newscasts. Good working conditions, excellent benefits. Mail resume to: Laura Roberts, Personnel Director, KNOE-TV, P.O. Box 4067, Monroe, LA 71211. KNOE is an equal opportunity employer and minorities are encouraged to apply.

**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.

**Reporter.** Minimum of three years fulltime television reporting experience, including live microwave/satellite. Duties include gathering, and processing info for news stories plus writing and supervision of story production. Send resume to Director of News Operations: WCPX-TV, P.O. Box 606000, Orlando, FL 32860. EOE.

**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.

**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.

**Senior Producer.** WPBT's national business news program, "Nightly Business Report," has challenging opportunities for a Senior Producer. Individual will select stories for each night's broadcast, supervise development of stories, write and copy-edit, produce daily program line-up, maintain overall timings on the program, and assume responsibility for consistency of style, accuracy of information and quality of content. Candidate must possess degree in journalism, or mass communications, 5 years experience in TV news producing and writing; studio and remotes, working knowledge of videotape editing off-line and on-line. Extensive experience in assembling stories and supervising editorial content and personnel, familiarity with, and strong interest in economic, business and government news. The Senior Producer will be based in Miami. Send resume with salary requirements to: Manager, Human Resources, WPBT2, 14901 N.E. 20th Avenue, Miami, FL 33181. An equal opportunity employer. M/F/D/V.

**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.

You can now reach  
Broadcasting & Cable Classifieds  
on the Internet at  
**INTERNET:AFASULO@CAHNNERS.COM**

**Weekend Producer.** Midwest affiliate looking for experienced producer to take over our weekend newscasts. Chance to learn and grow with top rated station. Emphasis on creative writing, production skills and team attitude. Lots of bells and whistles. Applicant should have college degree in broadcasting and/or TV news experience. Send resume, references and non-returnable videotape to Assistant News Director, KMBC-TV, 1049 Central, Kansas City, MO 64105. Absolutely no phone calls. EOE.

**Videographers:** WXII-TV, the NBC affiliate in Winston-Salem, NC is looking for two (2) experienced, creative photojournalists. We believe pictures and sound make the story. Must have ENG/SNG experience and know how to shoot and edit Beta SP. Send non-returnable tape and resume to Tod Lilburn, Chief Photographer, WXII-TV, 700 Coliseum Drive, Winston-Salem, NC 27116. WXII-TV, a Pulitzer Broadcasting Station, is an equal opportunity employer.

**General Assignment Reporter:** Do you know how to communicate with the viewer? Do you put people in your stories? Are you a motivated, enterprising journalist with excellent live reporting skills? Do you want to work in one of the most competitive markets in the country? If so, WXII, the NBC affiliate in Winston-Salem, NC wants you! Minimum two years commercial television experience required. Send tape, resume and news philosophy to Bill Sandefur, News Director, WXII-TV, 700 Coliseum Drive, Winston-Salem, NC 27116. Equal opportunity employer.

**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.

**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.

**Producer.** 2-3 years experience. Top 20 market needs hard working, smart producer for 9:00 to 10:00P news. We like a fast-paced, news heavy newscast. If you're thoughtful, imaginative and can think on your feet, we'd like to see your tape and resume. Send your resume to KPLR-TV, Attn: Dept. 24G, 4935 Lindell Boulevard, St. Louis, MO 63108. EEO Employer.

KTVN-TV has an opening for a Full Time Assignment Manager to oversee the news gathering operation of the News Department. Duties will include generating story ideas, scheduling staff and assigning stories, and working with producers to shape newscasts. Two years previous professional newsroom experience required, previous experience with Assignment Editor's duties preferred. College education with an emphasis on journalism and/or communication 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.

**Health Reporter:** Miami CBS-TV station needs a "breakthrough" specialty reporter who can grab viewers where it matters. Story-telling, energetic, self-produced, health/med idea-generators with a tape to prove it, should apply. All others need not. No phone calls. Resume and tape to: Sue Kawalerski, News Director, WCIX-TV, 8900 NW 18 Terrace, Miami, Florida 33172. 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.

**Late News Producer.** This is a great job with a great station. We've got live vans, a sat truck, and we're expanding operations with new bureaus. Successful applicants must create a nighttime feel with lots of live. Tape and resume to Dave Busiek, News Director, KCCI-Channel 8, 888 9th Street, Des Moines, IA 50309. EOE.

**News Bureau.** KCCI is expanding its news coverage by opening a bureau in Ames and is accepting applications for a reporter and photographer. Send tape and resume to Dave Busiek, News Director, KCCI-Channel 8, 888 9th Street, Des Moines, IA 50309. EOE.

**News Director.** Dominant, West Texas, CBS Affiliate looking for top notch News Director to manage aggressive, 21-person department. Need strong journalistic and people skills. Responsible for 29 weekly newscasts in a very competitive, cable penetrated market. Previous news management experience essential. Prior on-air anchor experience helpful. Send complete resume and salary history to Personnel Director, KLST-TV, P.O. Box 1941, San Angelo, TX 76902. EOE.

**News Director.** Trapped in a traditional newsroom? Does your station's newscast bore you as much as it bores viewers? Are you screaming for creativity and no one's listening? We hear you! WLEX-TV seeks a non-traditional news director - an "out of the box" thinker who understands that good journalism and an interesting style are not incompatible. Young, talented, aggressive staff already here. If this intrigues you, send resume and statement of philosophy to Jim Allison, Station Relations, P.O. Box 1457, Lexington, KY 40591. EOE.

**News Director:** KREM-TV, a King Broadcasting Company station and a division of Providence Journal Broadcasting is seeking a news director to continue providing a leadership position in news programming within the Spokane market. Must have demonstrated leadership experience in newsroom management. Excellent planning, organizational and interpersonal skills. Ability to orchestrate a team toward common objectives. Send resume and statement of newsroom management philosophy to Human Resources Director, KREM-TV, 4103 South Regal, Spokane, WA 99223. EOE - M/F/D/V.

**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.

**Managing Editor.** Managing Editor wanted for #1 ABC affiliate in the Great Southwest. Managing Editor will supervise assignment editors and be in charge of the overall news coverage of a 50-person staff; which includes 5 remote bureaus and an award-winning investigative unit. Helicopter equipped and SNG truck on the way. Candidate must have excellent News judgement and at least 10 years news experience, with 2-3 years in a management role. Prefer someone who looks at this job as a step to eventually being a News Director. Send resume and references to: Jon Janes/News Director, KOAT-TV, P.O. Box 25982, Albuquerque, NM 87125. Drug free workplace. KOAT-TV is an equal opportunity employer.

**News writer -** Major market East Coast station seeks experienced news writer. Ideal candidate must have extensive experience writing news, cutting reporter packages, Vo's and VO-SOT's. Familiarity with NewStar computer system a plus. Send resume and writing sample to Bart Feder, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are an equal opportunity employer.

**News Photographer/Editor:** KREM-TV, a King Broadcasting Company station, and a division of Providence Journal Broadcasting is seeking a news photographer/editor to shoot and edit news stories. Must have the ability to communicate news stories through video. Candidate must have a minimum of 1 year experience videotaping and editing news footage on BETA and 3/4" equipment. Related college degree preferred. Send non-returnable tape and resume to Human Resources Director, KREM-TV, 4103 South Regal, Spokane, WA 99223. EOE - M/F/D/V.

**News Producer:** WXYZ-TV Detroit. We are looking for someone who recognizes the major stories of the day and know how to creatively put them on TV. Previous news producing experience required. Must be able to motivate and lead. Send resume/tape to: Walter Kraft, News Director, WXYZ-TV, P.O. Box 789, Southfield, MI 48037. No phone calls. 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.

**Photographer Editor.** Minimum of five years full time Television News photography and editing experience, including live Microwave/Satellite Truck operations. Send resume to Director of News Operations: WCPX-TV, P.O. Box 606000, Orlando, FL 32860. EOE.

**Photojournalist.** Independent? Self-starter? Creative? Be the master of your own destiny shooting anchor packages for our 11pm newscast. Must have at least three years photojournalism experience, good news judgement and good story ideas. Ability to write a plus, but not a must. Send non-returnable 3/4", Beta, MII or VHS tape to WRAL-TV, PO Box 12800, Raleigh, NC 27605. EOE/MF.



**A Photojournalist's Dream!** WNDU-TV, an NBC affiliate and major league station in a medium sized market, is looking for a Photojournalist that likes working on long-term projects and in-depth series. The ideal applicant will be a person who likes using video and sound to tell a good story, and enjoys working alone or with a reporter. Minimum two years experience is required and NPPA membership is a plus. We have a great news team in a great facility with all the toys! Send your resume and a non-returnable tape to: The WNDU Stations, Position #00108, Attention: Human Resources Manager, Box 1616, South Bend, IN 46634. No phone calls please!

**Anchor/Reporter/Producer.** CBS affiliate is looking for a strong journalist who can be serious or fun and complements our established male anchor. Our anchors are totally involved in crafting the newscast, including writing and editing. We have a wonderful staff, a great facility, and management that lets us do our work. Must have 3+ years anchoring experience. Send to: Dave Hoglin, KXJB Television, P.O. Box 10399, Fargo, ND 58106.

**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.** Leading Gulf Coast newsroom looking for strong manager. Ability to direct 50-person staff; coordinate story assignments; supervise series and specials. Previous experience in news management preferred. Resume to Chuck Bark, News Director, WALA-TV, 210 Government Street, Mobile, Alabama 36602. EOE, M/F.

**Assignment Editor.** Read our ad for a news director. WLEX-TV has one of the most interesting and talented middle-market news departments in the country. We seek an assignment editor whose switch is in the "on" position. If that's you, we need to be in touch. Now. Send resume to Jim Allison, Station Relations, WLEX-TV, P.O. Box 1457, Lexington, KY 40591. EOE.

**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.

**Chief Photographer.** Applicants should have a minimum of five years fulltime television news photography and editing experience, including live microwave/satellite truck operation. Applicants with prior supervision and/or managerial experience strongly preferred. Send resume to Director of News Operations: WCPX TV, P.O. Box 606000, Orlando, FL 32860. EOE.

**Fullerton-based TV Producer.** Major home improvement retailer seeks self-motivated producer for monthly, news-magazine-style show. To be based in Fullerton, CA. Work in "field-assignment" setting. Report to Manager of Programming at Atlanta office. Investigate div. issues, produce motivational features and others assignments from Atlanta office. Travel a must. All candidates considered. California residence preferred. Reply to Box 00353 EOE.

**Experienced Reporter Wanted.** WWSB Channel 40 is looking for the right person to cover a general assignment beat. No beginners, please. Send me a VHS or 3/4 inch tape that shows me you know how to tell a story. Respond no later than March 20 to: Dave Collins, News Director, WWSB TV, 5725 Lawton Drive, Sarasota, FL 34233. No phone calls, please. Minorities are encouraged to apply. WWSB is an equal opportunity employer.

**Co-Author/Producer:** Number one station in the Ohio Valley is looking for a morning Co-Author/Producer to compliment our male Anchor. Must have experience in both anchoring and producing. Newsroom computer experience helpful. Send non-returnable tape and resume to: Roger Lyons, News Director, WTOV 9, Altamont Heights, Box 9999, Steubenville, OH 43952. No phone calls. EOE.

**Executive News Producer:** Miami CBS-TV station needs a "hot" editorial and production-oriented manager to re-invent and produce the late weeknight newscasts. Creative, idea-generators with a tape to prove it should apply. Must be a strong writer and leader. The right person will go far. No beginners. No phone calls. Resume and tape to: Sue Kawalerski, News Director, WCIX-TV, 8900 NW 18 Terrace, Miami, Florida 33172. EOE.

**Executive Producer - Nightside.** KSDK, #1 NBC affiliate and St. Louis #1 all news time periods, offers excellent opportunity for top Executive Producer with minimum of five years experience. Rush your tape, news philosophy and resume to Warren Canull, Director of Human Resources, KSDK-TV 5, 1000 Market Street, St. Louis, MO 63101. No phone calls please. EOE.

### HELP WANTED PRODUCTION

**Log Editor.** WJLA, Washington DC ABC affiliate has an immediate opening for a star player in its Traffic department. Effective individual will prepare daily logs for on-air use in a mainframe computer environment, and work closely with management to produce accurate log figures. Attention to detail and a minimum of 3 years of Radio/TV background required. If you are "the one" we are looking for, send your resume, cover letter, and salary requirements to: Traffic Manager - Sales, WJLA-TV, 3007 Tilden Street, Washington, DC 20008. No phone calls accepted! EOE.

**Director/Chyron.** Small market, CBS affiliate, seeks experienced Director/Chyron for local newscast directing, commercial production, and related Chyron. Experience on Grass Valley 250 Switcher, ADDA Still Store, Ampex ADO-100; and Chyron IV preferred. Send complete resume and salary history to Personnel Director, KLST-TV, P.O. Box 1941, San Angelo, TX 76902. EOE.

## SENIOR EDITOR WANTED

We need a sports minded editor with a minimum of 5 years experience on the Sony 9000 editor, Grass Valley 300 switcher, and Abekas A53. If you have great client skills, love sports, and have creative editing talent, we want you! Come to the Sports Capitol of the World - Bristol, CT and work with New England's leading post-production facility! Send resume to Alden Video Productions, 10 Ronzo Road, Bristol, CT 06010, or fax to (203) 584-4130, to the attention of Mike Perry.

**Former Network T.V. News Producer** sought for very lucrative (\$75K+) N.Y.C., D.C., Atlanta or Miami-based position as a consultant to an expanding, high-powered TV publicity firm with national contacts. We do publicity to high journalistic standards. We require the same commitment plus a good working relationship with the most influential contacts at the network TV news level. Work from your home year-round, on easy schedule. Send resume plus general outline of areas of media influence to: New Century Communications, Inc., 1632 South Bayshore Court #502, Miami, FL 33133.

**Investigative Producer.** Investigative Producer for one of the top investigative units in TV. Applicant should have strong writing, research and producing skills. Experience in in-depth investigative journalism. Send tapes or resumes: Amy J. Stedman, EEO 50-95, KSTP-TV, 3415 University Avenue, St. Paul, MN 55114. No phone calls. Equal opportunity employer.

**Newschannel 8 Director/Technical Director.** Regional 24-hour cable news channel serving metro Washington, D.C. seeks Director/Technical Director. Candidates should have one year newscast directing experience. Must be able to direct live newscasts and other programs, supervise studio and control room operations and function as Technical Director. Please send resume and salary history to: Newschannel 8, HR Dept., 7600-D Boston Blvd, Springfield, VA 22153. EOE No phone calls please.

**Tribune Broadcasting-** owned TV station seeks an experienced Segment Producer of investigative and in-depth reports for crime reality program. College degree plus 2 years experience or equivalent required. Must be creative and possess superb broadcast writing skills. Only self-starters who consistently produce compelling packages need apply. Resume and non-returnable VHS to Keith Cibulski, #2 Canal Street, Suite 2800, New Orleans, LA 70130. EOE.

### HELP WANTED PROMOTION

**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: KJCT-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

### 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.

**Advertising/Promotion Manager.** Join WRCB-TV's management team as a Department Head. Strong writing, production, post-production and media-buying skills required. Must be aggressive, well organized and creative. Must have 2 years experience in broadcast promotion. Send a cover letter, resume and tape of your best work (topicals, image, community service, etc.) to: Tom Tolar, President/General Manager, WRCB-TV, 900 Whitehall Road, Chattanooga, TN 37405. EOE.

**TV Promotion Manager** - Three years experience supervising a creative team that can change viewing habits. We need a persuasive writer with an intimate knowledge of electronic and graphic arts. Work with a southeastern, group-owned affiliate at a competitive salary. Show us what you're proud of. Send resume and tape to WJKS-TV, Personnel Department, P.O. Box 17000, Jacksonville, FL 32245. EEO-M/F. Drug testing.

**Art Director.** Fox owned station in Chicago is looking for an Art Director to oversee the look of the station and manage a team of designers. Candidates should have excellent supervisory skills and extensive design experience in News, Sports and Promotion. Send work samples to: VP Creative Services, WFLD-TV, 205 N. Michigan Ave., Chicago, IL 60601. Fox is an equal opportunity employer.

**Promotion Producer:** Do you crank out compelling on-air sports with a passion? Does your work have a signature that sets you above the rest? Are you ready for the top fifty? Do you want to live in the Northeast? If so, send a tape of your best stuff to Box 00346. We've got a state of the art facility with a nonlinear digital edit suite and much more for you to produce your best work. EOE/MF.

**Promotion Writer/Producer.** Station committed to being #1 has an opening for a Promotion Writer/Producer. Applicants must be skilled copywriters with at least three years experience in television promotion and advertising. Some experience in print and radio ad production is desired. If you have a passion for creating award-winning spots, send a resume and non-returnable tape to WTHR, Human Resources Department, P.O. Box 1313, Indianapolis, IN 46206. Replies held in confidence. Female and minorities encouraged to apply. Equal Opportunity Employer.

**Senior Creative Director, Denver.** KMGH-TV, soon to be an ABC affiliate, seeks experienced, hands-on Senior Creative Director to assist Promotion Director in creating, planning and executing promo strategies. Assist in supervision of promo staff and projects. Four to five years experience in medium to large market, college degree, computer savvy, supervisory skills, technical expertise. Send resume, references and tape to: Carl Stieneker, Director of Promotions, KMGH-TV, Denver, CO 80203. Equal opportunity employer.

### 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.

### HELP WANTED RESEARCH

**Group Research Manager.** Leading NYC representative company seeks hands-on manager to generate sales and marketing support materials for a list of major market TV stations (sales promotion audience analysis, etc.) and to supervise research analyst. The successful candidate should have excellent analytical, quantitative, communication and leadership skills. Must have knowledge of PC applications (Lotus, WP, experience working with Nielsen ratings). A minimum of 2-3 years experience required. TV/Rep industry background a+. We offer a competitive salary and excellent benefit program. For consideration please send your resume with salary requirements to Petry, Inc., Human Resources Department, 5th Floor, 3 East 54th Street, NY, NY 10022. No phone calls please. EOE.

**Research Analyst:** PA Top 50 Fox Affiliate seeking experienced Research Analyst. Candidate must be able to work with Sales Management on strategic planning and development of Sales promotional materials. Candidate must have a solid broadcasting or agency background and be P.C. proficient in a windows environment. Reply to Box 00354. EOE.

### HELP WANTED MISCELLANEOUS

The following positions are open at WTVU-TV, Channel 59, New Haven-Hartford, a new Warner Brothers affiliate: Account Executives, Editor/Photographer, Promotion Writer/Producer, Broadcast Technicians (PT), Traffic Clerk, Accounting Clerk, Sales Assistants. Send resumes and/or tapes to Lee St.Martin, Director of Personnel, WTNH-TV, 8 Elm Street, New Haven, CT 06510. EOE.

### SITUATIONS WANTED TECHNICAL

**Chief Engineer, Project Engineer, Overseas Employment Desired.** Highly talented, VHF/UHF Television and AM/FM Radio Engineer, seeks contract or full time Stateside or overseas employment. Extensive US and overseas studio and RF design, construction, maintenance experience. Challenging projects welcome. Available to relocate worldwide. Call anytime for immediate resume. (909) 223-8955.

### SITUATIONS WANTED NEWS

**Fifteen years** radio announcer, salesman, production, plus one year TV anchor. Seek anchor job. But will consider radio or TV sales. Adept first call closer. Energetic worker. Credible. High integrity. Small to medium market. Ray 214-270-1114.

### PROGRAMMING SERVICES

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

- \* A new local SALES Opportunity!
  - \* Short form stand alone insert updates!
  - \* Full length Weathercast with Anchor tosa!
  - \* Completely customized for your market!
  - \* Experienced AMS ON-AIR Meteorologists!
  - \* Cash/Barter cost effectiveness!
- Call: Edward St. Pe' 601-352-6673

### PUBLIC NOTICE

## PUBLIC AUCTION, FLORIDA TV STATION.

Assets, including broadcast license of WNPL-TV 46 (Naples, Fort Myers) for sale. U.P.N. affiliate. Auction to be held 4-5-95, subject to court approval. For information please call Bill Darling, G.M., 813-261-4600.

### VIDEO SERVICES

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



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Human Resources  
Court TV  
600 Third Avenue  
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As an accredited state college of New Jersey offering 50 undergraduate and graduate programs, the institution is committed to educational excellence, cultural diversity and community outreach. WPC is an Equal Opportunity/Affirmative Action Employer.

Please send letter and vitae to:

Dr. Barry F. Morganstern, Chair  
 Department of Communication (Draw B&C)  
**WILLIAM PATERSON COLLEGE**  
 300 Pompton Road, Wayne, NJ 07470  
*Review of applications will begin on April 30, 1995.*  
 Position will remain open until filled.



## ASSISTANT PROFESSOR RADIO AND TELEVISION PRODUCTION

*Department of Communication  
 School of Arts & Communication*

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 Department of Communication (Draw BC)  
**WILLIAM PATERSON COLLEGE**  
 300 Pompton Road, Wayne, NJ 07470  
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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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| FLA | Class A ..... | 1 Million   |
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## OWNERSHIP CHANGES

### Granted

**WNTM(AM)-WMXC(FM) Mobile, AL** (AM: BAPL940923GG; FM: BALH940923GH)—Action Dec. 15.

**KBHR(FM) Big Bear City, CA** (BAPH-941227GH)—Action Jan. 17.

**KRML(AM)-KAXT(FM) Carmel, CA** (AM: BTC941213EB; FM: BAPLH941024EC)—Action Jan. 13.

**KIDD(AM) Monterey, CA** (BAL941024-EB)—Action Jan. 13.

**WQBA-AM-FM Miami** (AM: BAL941220EG; FM: BALH941220EF)—Action Jan. 13.

**WGBD(FM) Attica, IN** (BALH941220GF)—Action Jan. 10.

**WKLO(FM) Seymour, IN** (BTCED930927-GE)—Action Jan. 10.

**WHAS-TV Louisville, KY** (BTCCT940825-LJ)—Action Dec. 14.

**KVBR-AM-FM Brainerd, MN** (AM: BAL-940706EA; FM: BAPLH940706EB)—Action Jan. 13.

**WVMI(AM) Biloxi, MS** (BTC940826GL)—Action Dec. 20.

**WMJY(FM) Biloxi, MS** (BTCH940826-GM)—Action Dec. 20.

**WKNN-FM Pascagoula, MS** (BTCH-940826GG)—Action Dec. 20.

**KKCD(FM) Omaha** (BAPLH941024GF)—Action Dec. 14.

**KASA-TV Santa Fe, NM** (BTCCT940825-LH)—Action Dec. 14.

**WEZO(FM) Avon, NY** (BALH941006GF)—Action Dec. 30.

**WGLI(AM) Babylon, NY** (BAL941220EE)—Action Jan. 13.

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

**WADO(AM) New York** (BAL941220EH)—Action Jan. 13.

**WCNC-TV Charlotte, NC** (BTCCT940825-LI)—Action Dec. 14.

**KATT-FM Oklahoma City** (BLH940922-GE)—Action Sept. 27.

**KBOY-FM Medford, OR** (BALH94111-6GF)—Action Jan. 13.

**KROG(FM) Phoenix, OR** (BALH94111-6GE)—Action Jan. 13.

**KGW(TV) Portland, OR** (BTCCT94082-5KF)—Action Dec. 14.

**WHP(AM)-WRVV(FM) Harrisburg, PA** (AM: BAL931209HD; FM: BALH9312-09HC)—Action Dec. 23.

**WVOC(AM) Columbia, SC** (BTC941219-EA)—Action Jan. 13.

**KVCT(TV) Victoria, TX** (BALCT941107-KF)—Action Dec. 20.

**WNTW(AM)-WUSQ-FM Winchester, VA** (AM: BAL941209EC; FM: BALH941209-ED)—Action Jan. 13.

**KBGE(TV) Bellevue, WA** (BTCCT941220-KE)—Action Jan. 6.

**KING-TV Seattle** (BTCCT825KE)—Action Dec. 14.

**KITZ(AM) Silverdale, WA** (BAL941212-EB)—Action Jan. 13.

**KREM-TV Spokane, WA** (BTCCT940825-KG)—Action Dec. 14.

### Dismissed

**WHP(AM) Harrisburg, PA** (BAL931209-GW)—Action Jan. 18.

**WKBO(AM) Harrisburg, PA** (BAL931209-GY)—Action Jan. 18.

**WRVV(FM) Harrisburg, PA** (BALH931209-GX)—Action Jan. 18.

## FACILITIES CHANGES

### Actions

**York, AL WSLY(FM)** 104.9 mhz—Granted app. of Grantell Broadcasting Co. for CP to make changes; tower height to 152 m. Action Jan. 12.

**Independence, CA KDAY(FM)** 92.5 mhz—Granted app. of Benett Kessler for mod. of CP for changes: ERP: 0.87 kw; ant. 889.3 m.; TL: Mazourka Peak Communications site, 20.6 km NNE of Independence, CA; frequency 92.5 mhz and class: B (per MM docket 91-284). Action Jan. 13.

**Basalt, CO KVVY(FM)** 106.1 mhz—Dismissed app. of Caren Lacy for mod. of CP to make changes: ETP: 3 kw; ant. -28 m.; TL: on Red Mtn., approx. 3.1 km N of Aspen, in Pitkin Co., CO, and to change antenna supporting-structure height. Action Jan. 18.

**Greeley, CO KGLL(FM)** 96.1 mhz—Dismissed app. of Duch. Comm. Co. of Colorado Inc. for CP to make changes: ant. 230 m.; TL: 5.4 km W of Pierce, CO, on Weld Rd. 90. Action Jan. 9.

**Panama City Beach, FL WPCT(TV)** ch. 46—Granted app. of Beach TV Properties Inc. for MP to change ERP: (vis) 126 kw; ant. 59 m.; TL: approx. 0.1 km S of US Hwy 98, 2 km (1.2 mi) E of Panama City Beach, Bay Co., FL. Action Jan. 6.

**Pearl City, HI KUCD(FM)** 101.9 mhz—Granted app. of Newtex Communications of Honolulu LP for mod. of CP to make changes to DA. Action Jan. 11.

**Seymour, IN WKLO(FM)** 91.5 mhz—Granted app. of Good Shepherd Radio Inc. for CP to make changes; ERP: 5.6 kw; ant. 107 m.; TL: on County Rd. 1100 S, 2.8 km SE of Uniontown exit on I-65, in Jennings Co., IN; main studio location from Westport in to Seymour, IN. Action Jan. 10.

**Kent, OH WKSU-FM** 89.7 mhz—Granted app. of Kent State University for CP to make changes: ant. 278 m.; TL: 2 km SE of Cope-ly (Summit), OH. Action Dec. 30.

**Lahoma, OK KMKZ(FM)** 95.7 mhz—Grant-

## BY THE NUMBERS

### BROADCASTING

| Service                   | Total         |
|---------------------------|---------------|
| Commercial AM             | 4,909         |
| Commercial FM             | 5,122         |
| Educational FM            | 1,736         |
| <b>Total Radio</b>        | <b>11,767</b> |
| VHF LPTV                  | 534           |
| UHF LPTV                  | 1,057         |
| <b>Total LPTV</b>         | <b>1,591</b>  |
| FM translators & boosters | 2,289         |
| VHF translators           | 2,215         |
| UHF translators           | 2,464         |
| <b>Total Translators</b>  | <b>6,968</b>  |

| Service            | Total        |
|--------------------|--------------|
| Commercial VHF TV  | 559          |
| Commercial UHF TV  | 605          |
| Educational VHF TV | 123          |
| Educational UHF TV | 240          |
| <b>Total TV</b>    | <b>1,527</b> |

### 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

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ed app. of Donald McCoy for mod. of CP for new station; change ERP: 10.4 kw; ant. 153 m.; class to C3 (pursuant to MM docket 93-138). Action Jan. 9.

**Galliano, LA** KLEB-FM 94.3 mhz—Granted app. of Callais Cablevision Inc. for CP to make changes: ERP: 23 kw; ant. 181 m.; change class to C2 (pursuant to MM docket 93-12). Action Jan. 12.

**Houlton, ME** WHOU-FM 100.1 mhz—Granted app. of Peak Communications Inc. for one-step app. to change channel to 261C3. Action Jan. 18.

**Portland, ME** WBLM(FM) 102.9 mhz—Granted app. of Fuller-Jeffrey Broadcasting Corp. for CP to make changes: ant. 436 m. Action Jan. 11.

**Rockland, ME** WMCM(FM) 103.3 mhz—Granted app. of Rockland Radio Corp. for CP to make changes: ERP: 20.6 kw; ant. 235 m.; TL: Benner Hill, Rockland City, Knox Co., ME. Action Jan. 13.

**Cleveland, MS** WOHT(AM) 1410 khz—Granted app. of Delta Radio Inc. for CP to operate at night with .023 kw and make changes in antenna system. Action Jan. 10.

**North Las Vegas, NV** KJUL(FM) 104.3

mhz—Granted app. of Eight Chiefs Inc. for CP to make changes: ERP: 25.6 kw; ant. 1133 m.; TL: Potos Mtn., 40 km SW of Las Vegas, Clark Co., NV. Action Jan. 10.

**New York** WQCD(FM) 101.9 mhz—Granted app. of Tribune New York Radio Inc. for CP to install an auxiliary system (for auxiliary purposes only). Action Jan. 13.

**Hickory, NC** WAAE(FM) 90.3 mhz—Granted app. of University Radio Foundation Inc. for MP to make changes: ERP: 4 kw; ant. 127 m.; TL: Rte 1717, 0.5 km from Pine Mtn. Rd., 1.6 km E of Hudson, Caldwell Co., NC. Class changed to C3. Action Jan. 5.

**San Juan, PR** WSJN-TV ch. 24—Granted app. of S&E Network for CP to make changes TL: 0.8 km E of State Rd. 186, near Cubuy, ant. 58 m.; ERP: (vis) 680 kw. Action Jan. 5.

**Rock Hill, SC** WRHI(AM) 1320 khz—Granted app. of Our Three Sons Broadcasting for CP to change TL: 250 mi N of intersection of Westminster and Camelot drives, Rock Hill, SC, and make changes in ant. system. Action Dec. 21.

**St. Joseph, TN** WJOR-FM 101.5 mhz—Granted app. of Brenda Chandler for CP to

make changes: ERP: 4 kw; ant. 123 m. Action Jan. 12.

**Big Spring, TX** KBST-FM 95.9 mhz—Granted app. of KBST Inc. for CP to make changes; ERP: 8.75 kw and ant. 140 m. Action Jan. 9.

**Gilmer, TX** KFRO-FM 95.3 mhz—Granted app. of Curtis Broadcasting Stations Inc. for CP to make changes: ERP: 5.85 kw; ant. 203 m.; and TL: atop Tidwell Mtn., 1.7 mi NE of W Mtn., Upshur Co., TX. Action Dec. 14.

**Houston** KCOH(AM) 1430 khz—Granted app. of KCOH Inc. for CP to increase night power to 330 w and make changes in antenna system. Action Jan. 12.

**Covington, VA** WKEY(AM) 1340 khz—Dismissed app. of WKEY Inc. for CP to change TL to atop Fore Mtn., 5.3 km ENE of Covington, Alleghany Co., VA, and make changes in antenna system. Action Jan. 10.

**Pasco, WA** KOLU(FM) 90.1 mhz—Granted app. of Riverview Baptist-Christian Schools for CP to change ERP: 305 m.; ant. 7.5 kw; TL: site 6 mi S of Kennewich, WA, take Owens Rd. to Jump Off Joe Cut Off, continue 1.4 mi. S to Owens Rd.; site: 3 mi. W of Owens Rd., change class to C2. Action Jan. 10.

## THIS WEEK

**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 programing 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.

**March 19-22**—*Cable Television Public Affairs Association* annual forum. Stouffer's Resort, Orlando, Fla. Contact: Sally Flynn, (202) 667-0901.

## MARCH

**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

## Datebook

Center, Chicago. Contact: Christine Bolletino, (312) 634-2335.

**March 22-25**—*National Broadcasting Society—Alpha Epsilon Rho* annual convention. Omni at CNN Center, Atlanta, Ga. Contact: Richard Gainey, (419) 772-2469.

**March 23**—*National Association of Black Owned Broadcasters* 11th annual communications awards dinner. Sheraton Washington, Washington. Contact: Fred Brown, (202) 463-8970.

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

## APRIL

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

**April 3**—*Foundation of American Women in Radio and Television* Commendation Awards presentation. Waldorf-Astoria, New York City. Contact: (703) 506-3290.

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

**April 7-10**—40th annual *Broadcast Education Association* convention. Las Vegas Convention Center, Las Vegas. Contact: Lara Sulimenko, (202) 429-5354.

**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 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

## Michael Louis Katz

**I** have every intention of remaining an outsider in Washington," says Michael Katz, the FCC's chief economist.

That won't be a problem if Senate Majority Leader Bob Dole (R-Kan.) is successful in his bid for the presidency. Katz had been in Washington only four months last April when Dole denounced him on the floor of the Senate, singling out the "Berkeley economist" in a scathing critique of the FCC.

Katz has flaunted his outsider status by publicly citing the hypocrisy of the FCC's regulated industries. He recently was quoted in the *New Yorker*, analyzing the various regulatory stands of broadcasting, cable and telephony.

"Broadcasters don't want to be deregulated. There's an irony because they have adopted some of the rhetoric of the day and criticize the commission for being too regulatory, but most of the industry in broadcasting says that we are being too deregulatory," Katz says. The exception is the deep-pocketed networks that can take advantage of an open market.

FCC proceedings on the prime time access and multiple ownership rules are good examples of the broadcasting industry's internal struggle over regulation. In both cases, the FCC put broad deregulation on the table, only to be told by segments of the industry that it was moving too fast, Katz says.

He points out that the cable industry is highly supportive of at least some FCC regulations. "An awful lot of the people in the cable industry, as much as they loathe us in some aspects, are glad we are doing what we are doing in [video dialtone]," Katz says. "They say, 'Deregulate us, but do regulate everyone else.'"

One of the reasons Katz wants to remain an outsider is that he misses his life in California. Asked about the difference in lifestyle between California and Washington, Katz says: "Don't make me sad."

Katz was born in Berkeley, Calif., where his parents met as students. But he spent his high school years in Albany, N.Y., where his parents are professors. His mother teaches law, his



father mathematics. In taking the FCC job, Katz took a temporary leave of absence from his duties at Berkeley's business school, where he was a popular professor. Shortly after he left for Washington, Berkeley's student newspaper published a story asking why construction of the information superhighway couldn't wait another six months for Katz's help.

Katz's presence at the FCC is a manifestation of Chairman Reed Hundt's emphasis on economics. Hundt wants to move away from a process that emphasizes lawyers and lobbying to one that rests on the market and economics.

Hundt has a mantra when it comes to doing business in front of the FCC: "Read the law, study the economics, do the right thing." The "terrifically talented" Katz is central to the FCC's mission of achieving the nirvana of a competitive marketplace, Hundt says. "We want to be the Federal Competition in Communications Commission," Hundt says. "If you want to do that, you have to do the economics."

Katz is reluctant to embrace the nascent direct broadcast satellite business as the answer to the FCC's call

for cable competition. Cable is pushing the FCC to accept DBS as a viable competitor because the Cable Act of 1992 provides regulatory relief in so-called competitive markets.

But Katz points out that DBS customers do not receive local broadcast stations, and face stiff equipment and programming costs. Although many retail stores report backlogged orders, only 500,000 DBS dishes have been manufactured; cable is in more than 60 million homes.

It could take up to two years for the FCC to determine whether the new technology provides real competition for cable, Katz says. Video dialtone, which still does not have any commercial customers, is even further behind.

Despite his affinity for marketplace solutions, Katz has won high marks from some members of the public interest community. "Although we have different regulator philosophies, I think he has brought a spritely sense of creative inquiry into the FCC," says Andrew Schwartzman, executive

director, the Media Access Project.

Katz has more faith in the marketplace than Schwartzman does, Schwartzman adds. "He tends to give less weight to qualities that cannot be easily quantified. If you can't put a dollar sign on it, he gives less weight to it."

Katz says he has some, but not much, tolerance for an argument on broadcasting issues that can't be reduced to economics.

"Typically, that is a code for 'I don't like what you're doing so I'm going to claim some vague undefined public interest,'" he says.

Katz says he's not blind to public interest arguments—they just need to be made in an economic context: "People have to make sound arguments that have logic and facts, and that includes if you want to talk about something like diversity [or PTAR]." —CSS

**Chief economist, FCC, Washington; b. Jan. 24, 1957, Berkeley, Calif.; BA, Harvard University, Cambridge, Mass., 1978; D.Phil., Oxford University, England, 1982; teaching assistant, Harvard, 1980-81; assistant professor, economics, Princeton University, N.J., 1981-87; associate professor, business administration, University of California at Berkeley, 1987-89; professor, Berkeley, 1989-present; current position since December 1993; m. Jennifer Hobart, Aug. 31, 1980; children: Sarah, 7; Matthew, 6.**



# Fates & Fortunes

## BROADCAST TV

Appointments at Turner Pictures, Atlanta: **Joy Every**, creative executive, feature animation, Walt Disney Pictures, Los Angeles, joins as VP, feature animation development; **Ilene Hoffman**, VP, development, motion pictures, Hanna-Barbera Cartoons Inc., Hollywood, Calif., joins as director, feature animation development.

**Fran Charles**, sports anchor/reporter, WDTN(TV) Dayton, Ohio, joins WHDH-TV Boston as weekend sports-caster.

**Melanie Kim**, producer, KNBC-TV Los Angeles, joins WMDT(TV) Salisbury, Md., as reporter/co-anchor.



Marson

**Bruce Marson**, GM, Hearst Broadcasting Productions, Needham, Mass., named VP/GM.

**Christopher Jacquemin**, research analyst, Rysher Entertainment, Los

Angeles, named senior research analyst.

**Danielle Knox**, anchor/reporter, WVIT(TV) New Britain, Conn., joins WTVJ(TV) Miami, Fla., as general assignment reporter.

**Mary Anne Wallner**, executive producer, KCTS-TV Seattle, Wash., joins New Hampshire Public Television, Durham, N.H., as director, broadcasting.

Appointments at WMTW-TV Poland Spring, Me.: **Robert Rice**, GM, named VP/GM; **David Kaufman**, GSM, named station manager/director, sales.

**Phylis Geller**, senior VP, national/international production, Maryland Public Television, Owings Mills, Md., joins WETA-TV Washington as senior VP, cultural programming and new media.

**Stephen Cohen**, executive producer, Court TV, New York, joins KCOP(TV) Los Angeles as news director.

Appointments at KYMA(TV) Yuma, Ariz.: **Manny Alvarez**, promotion

director, named program/promotion director; **Mark Berryhill**, news director, KHIZ(TV) Barstow, Calif., joins in same capacity; **Lee Poole**, maintenance technician, named chief engineer.



Harris

**Donna Harris**, head, Donna Harris Productions, Los Angeles, joins Leeza Gibbons Enterprises, Hollywood, Calif., as president.

**Laurie Roberts**, anchor, KSNW(TV) Wichita, Kan., joins KSHB-TV Kansas City, Mo., as anchor/reporter.

Appointments at New World Entertainment, Los Angeles: **Geoffrey Silverman**, development coordinator, Fox Broadcasting Co., Hollywood, Calif., joins as director, drama and series; **Wendy Bernier**, controller, Time-Warner's Telepictures Productions, Los Angeles, joins as VP, production.

**Andy Naden**, independent television producer/writer/story editor, joins Maryland Public Television, Owings Mills, Md., as acting director, national/international production.

**Joanne Mazzu**, director, business affairs, Columbia Pictures Television, Culver City, Calif., named VP.

**Sherrie Sissac**, public affairs director/weekend anchor, KDNL-TV St. Louis, Mo., elected to Board of Governors, NATAS-St. Louis chapter.

**Troy Roberts**, co-anchor, CBS News, New York, *Up to the Minute*, named co-anchor/correspondent, *CBS Morning News*.

## RADIO

**Nancy Brazil**, senior account executive, KRTH(FM) Los Angeles, joins MediaAmerica Inc., New York, as managing director, Western region.

**Oz Medina**, afternoon drive personality, KBCO-AM-FM Boulder, Colo., named morning show host.

**Robert Calvelli**, account executive, WBZT(AM)/WIRK-FM West Palm Beach, Fla., named co-regional sales manager.

Appointments at WHP(AM)-WKBO(AM)/WRVV(FM) Harrisburg, Pa.: **Kathy Stone**, station manager, WKBO and WHP, named manager, customer sales and marketing; **Rolla Lehman**, LSM, WKBO and WHP, named GSM.

Appointments at WVAZ(FM) Oak Park, Ill.: **Maxx Myrick**, acting program director, named program director; **Jamillah Muhammad**, morning show producer, named assistant music director.

Appointments at Westwood One Radio Networks, New York: **Catherine Mongarella**, VP, New York sales, named VP, Eastern sales; **J. Kelly Harrington**, account executive, named VP, New York sales.

**Val Garris**, manager, research and data, Burkhart/Douglas & Associates, Atlanta, named VP, programming and research.

## CABLE

**Tom Walter**, director, administration, MTV Networks, New York, named VP.

**Maureen Flaherty**, human resources recruiter, Cablevision, Boston, named director, human resources, Cablevision, Connecticut.

Appointments at Discovery Networks, Bethesda, Md.: **Kim Martin**, regional director, named regional VP, Eastern region; **Chris Lonergan**, account manager, named regional director, Northeast region; **Kevin Barry**, director, Eastern region, named director, operations and local advertising sales.

**Gino Natalicchio**, director, international distribution, Turner Pictures Worldwide Distribution, Atlanta, joins Video Jukebox Network, Miami, Fla., as VP, international development.

Appointments at E! Entertainment Television, Los Angeles: **Andy Hann**, partner/creative director, Nagasawa & Hann, joins as VP/creative director, on-air design; **Karin Rainey**, pro-

duction manager, named director, on-air design.

Appointments at HBO, New York: **Ellen Collett**, head, Collett/Dozoretz Productions, joins HBO Pictures as VP; **Roger Strong**, director, market analysis, named VP, marketing strategy and analysis; **Lino Garcia**, manager, ethnic marketing, named director, HBO en Español.



**Stephen Croncota**, VP, creative services, The Cartoon Network, Atlanta, named senior VP.

**Susannah Eaton-Ryan**, VP, TV Food Network, New York, named senior VP.

**Christopher Glowacki**, manager, business development and strategic planning, CNBC and America's Talking, Fort Lee, N.J., named director.

**Theo Killion**, senior VP/director, human resources, Macy's East, joins Home Shopping Network, St. Petersburg, Fla., as senior VP, human resources.

**Pete Demas**, supervising producer, news and specials, MTV, New York, named executive producer, MTV Home Video.

**Kathleen Nitting**, manager, public relations, West Coast, Turner Broadcasting System, joins fX Networks, Los Angeles, as director, public relations.

Appointments at Liberty Sports, Irving, Tex.: **Dan Casey**, director, research, planning and marketing, KCAL(TV) Los Angeles, joins as director, research/ad sales; **Don Meek**, VP, event properties, Prime Sports-West, named VP, Prime Sports Event Group, Los Angeles.

## ADVERTISING/MARKETING

**Douglas Harris**, partner, Harris & Scott Creative Broadcasting Strategies, Houston, joins CRN International, Hamden, Conn., as director, creative services.

**Kate Merlino**, senior account executive, David Kratz & Co., New York, joins Dan Klores Associates there as VP.

**Patty Gehron**, director, local broadcast,



*Ray Jacobs (r) and Scott Friedland have merged their respective companies, Jacobs Creative Inc. and Imagine One Inc., to form Friedland Jacobs Communications Inc. The company, located in Burbank, Calif., will specialize in entertainment advertising. Assuming key roles at the new agency will be John Varvi, senior VP/associate creative director; Kenton Rand, VP, production; Scott Jacobs, VP, print and broadcast design; Sheri Stratz, CFO; Rob Lawe, senior producer, broadcasting, and John Behring, director/cinematographer.*

BBDO Chicago, named VP.

**Ken Lombardo**, creative director, McQueeney David Kohm & Partners, New Jersey, joins Princeton Partners Inc., Princeton, N.J., as creative director.

## ALLIED FIELDS

**Cory Mitchell**, founder/president, Poseidon Entertainment, Los Angeles, joins SNET, New Haven, Conn., as president, multi-media services unit.

**Robert Osher**, senior VP, business and legal affairs, Walt Disney Pictures and Touchstone Pictures, Los Angeles, joins Turner Pictures Group there as executive VP.

**Janet Patterson**, research director, WBZ-TV Boston, joins Audience Research & Development, Dallas, as senior research project director.

**Laura James**, director, marketing research, Rainbow Advertising Sales Company, New York, joins Nielsen Media Research there as manager, local cable market development.

**Raymond Boller**, VP, national accounts, Showtime Network, New York, joins GTE Main Street Inc., Stamford, Conn., as senior VP, marketing and affiliate sales.

**Melinda Gipson**, editor, *Multimedia Daily*, Washington, joins Newspaper

Association of America, Reston, Va., as manager, new media analysis.

## INTERNATIONAL

**William Fisher**, director, program acquisitions and co-production, STAR TV, Hong Kong, joins HBO, Singapore, as senior VP, HBO International, and VP, HBO.

Appointments at STAR TV, New York: **Lindsay McHugh**, director, sales, London, moves to New York in same capacity; **Ashley Marable**, sales, Turner International, joins as VP, advertising sales.

Appointments at CNN International, London: **Charles Hodson**, freelance presenter, Deutsche Welle TV, Berlin, joins as European business correspondent, *World Business Today*; **Charles Hoff**, bureau chief, Jerusalem, named deputy bureau chief, London.

**Peter Jamieson**, senior VP, Asia/Pacific region, BMG International, Hong Kong, joins MTV: Music Television, New York, as president, MTV Asia.

## DEATHS

**Timothy Flack**, VP, creative affairs, CBS Entertainment, died March 8 at Midway Hospital, Los Angeles, after a long battle with AIDS. He worked in the entertainment industry, first for ABC as VP, casting; then for Carsey-Werner Productions, where he helped to develop *The Cosby Show*. He later moved to NBC as VP, casting, and for a while headed his own company, Tim Flack Casting. During a stint with Columbia Pictures Television he executive-produced the television movie *Stranded*. Among the shows he helped develop at CBS were *Major Dad*, *The Nanny* and *Dave's World*. He is survived by his mother, a brother, one sister-in-law, and two nephews.

**Leslie Hill Nixon Barton**, 52, died March 4 of cancer at her home in Ponte Vedra Beach, Fla. She worked at WJXT(TV) Jacksonville, Fla., in broadcast sales. Barton is survived by her husband, Robert; her father and stepmother; a brother and sister-in-law; and two nephews.

—Compiled by Denise Smith



## Republicans, public broadcasters seek funding solutions

With House action on CPB's budget expected Wednesday (March 15), House Republicans and public broadcasters are trying to formulate a solution to CPB's funding dilemma.

Top public broadcasting executives met late last month with House Telecommunications Subcommittee Chairman Jack Fields (R-Tex.), Labor Subcommittee Chairman John Porter (R-Ill.) and Telecommunications Subcommittee member Scott Klug (R-Wis.). The group is scheduled to meet again next month.

During February's meeting, Fields said public broadcasters could make money by selling space on a second

channel that is to be set aside for HDTV and other digital services. Although this idea is "grounded in reality," a public broadcasting official says, it's 10-15 years off.

CPB faces a more immediate crisis: The House this Wednesday is to consider cutting CPB's \$285.6 million budget by 15% in 1996 and 30% in 1997. These cuts will be considered as part of an overall \$17.2 billion rescission package.

One solution may be to allow more advertising on public stations, a topic that also was discussed at the meeting. —EAR

Walt Disney Co. Chairman **Michael Eisner** and Disney Television and Telecommunications Unit Chairman **Rich Frank** last week discussed renewal of Frank's contract amid

reports that Frank may wish to leave the studio. A Walt Disney Co. spokeswoman denied reports of friction between the two. Frank denied the rumors a week earlier in published

reports. A source close to Frank dismissed rumors of conflict between the pair, but said that "certain provisions [discussed for inclusion in the new contract] are critical" to Frank if he is to stay at the company.

## Firm for the First



Walter Cronkite and Tom Johnson were honored by the Radio-Television News Directors Foundation in Washington last week. CNN President Johnson (at right), receiving the First Amendment Leadership Award, cited the need for owners and management to support newsmen in their pursuit of First Amendment freedoms and pointed to CBS president emeritus Frank Stanton, there to present the award to Cronkite, as an example. The former CBS newsman received the Leonard Zeidenberg First Amendment Award, named in honor of BROADCASTING & CABLE's late chief correspondent. He's shown accepting the award from Zeidenberg's widow, Beverly, as Cronkite's wife, Betsy, and David Bartlett, president of the Radio-Television News Directors Association, look on.

Among the evening's rhetorical moments: Bill Moyers, now a commentator for NBC News, referring to the Vietnam War as "in service of the Big Lie"; Stanton's warning about succumbing to the digital age's temptations to distort television's pictures; Cronkite's saying "the first target of the demagogues is the free press." —DW

**MSO Cablevision Systems Corp. and ITT Corp. last Friday completed their \$1.009 billion purchase of Madison Square Garden**, the MSG regional sports network and the Knicks and Rangers sports franchises. The seller is Viacom, which has been eager to reduce the debt from its year-ago purchase of Paramount.

**During a March 6 taping of Jenny Jones**, program guest Scott Amedure revealed he had a crush on a surprised Jonathan T. Schmitz, 24, a heterosexual man who assumed his secret admirer was a woman. **Three days later Amedure was dead** and Schmitz was in custody after admitting to the killing, according to the AP (the episode is not scheduled for broadcast). Schmitz told police the show had "eaten away at him," according to the report. In response to the story, Jim Paratore, president of Jones producer Telepictures Productions, said, "We understand that there have been some allegations leveled against one of the producers of our show.... I can definitively say there

Printed in the U.S.A. Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Telecasting* introduced in 1945. *Television* acquired in 1961. *Cablecasting* introduced in 1972. *Broadcasting/Cable* introduced in 1989. *Broadcasting & Cable* introduced in 1993. *Broadcasting & Cable* is a registered trademark of Reed Publishing (Nederland) B.V., used under license. \*Reg. U.S. Patent Office.

## Incorporating TheFifthEstate TELEVISION Broadcasting

*Broadcasting & Cable* (ISSN 0007-2028) (GST #123397457) is published weekly, except at year's end when two issues are combined, by the Cahners Publishing Co., at 245 West 17th St., New York, NY 10011, is a division of Reed Elsevier Inc., 275 Washington St., Newton, MA 02158-1630; Robert L. Krakoff, Chairman/Chief Executive Officer; Timothy C. O'Brien, Executive Vice President/Finance and Administration; John J. Beni, Senior Vice President/General Manager, Consumer/Entertainment Division. Second-class postage paid at New York, NY, and additional mailing offices. Postmaster, please send address changes to: *Broadcasting & Cable*, PO Box 6399, Torrance, CA 90504-0399. *Broadcasting & Cable* copyright 1995 by Reed Elsevier Inc. Rates for non-qualified subscriptions, including all issues: USA, \$117; Canada, \$149 (includes GST); Foreign Air, \$320; Foreign Surface, \$169. A reasonable fee shall be assessed to cover handling costs in the event of cancellation of a subscription. Except for special issues where price changes are indicated, single copies are \$3.95 US. Please address all subscription mail to: *Broadcasting & Cable*, PO Box 6399, Torrance, CA 90504-0399. Microfilm of *Broadcasting & Cable* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, MI 48106 (1-800-521-0600).

was no wrongdoing on anyone's part connected with the show. No one was lied to; no one was misled. We observed nothing confrontational or any signs of embarrassment between any of the guests before, during or after the taping."

**Fox has formed a new production division** designed to exploit the resources of all News Corp. divisions with the purpose of developing and creating children's and family programming. The new unit will be overseen by Karen Barnes, senior vice president, programming, Fox Children's Network, who will serve as the division's executive vice president.

**Arianespace last Friday postponed its launch of the European Hot Bird 1 and Brazilian Brasilsat B2 satellite.** The launch, previewed this week in a story on page 40, had been scheduled for March 15, but was pushed back following the story's deadline. Arianespace rescheduled the launch for March 20.

**Sony Software Corp.** announced late last Friday it had **acquired full equity in SW Networks**, the radio syndication company Sony launched in partnership with Warner Music Group in May 1994 (see page 60).

**Errata:** A story on page 18 says that King World Productions' *Rolonda* was up 27% in rating and 15% in share this February sweeps from February 1994. The comparison period was actually November 1994.

## NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Feb. 26. Numbers represent average audience/stations/% coverage.)

|                               |             |
|-------------------------------|-------------|
| 1. Wheel of Fortune           | 13.6/226/99 |
| 2. Jeopardy!                  | 11.3/218/99 |
| 3. Oprah Winfrey Show         | 8.5/238/99  |
| 4. Star Trek: Deep Space Nine | 8.1/237/99  |
| 5. Baywatch                   | 7.7/222/97  |
| 6. Entertainment Tonight      | 7.4/180/94  |
| 7. Wheel of Fortune-wknd      | 7.3/174/82  |
| 8. Roseanne                   | 6.9/186/97  |
| 9. Inside Edition             | 6.5/173/93  |
| 10. Hard Copy                 | 6.4/186/95  |
| 10. The Simpsons              | 6.4/133/85  |
| 12. Family Matters            | 6.0/195/94  |
| 13. Married...With Children   | 5.9/179/93  |
| 14. Cops                      | 5.8/188/95  |
| 14. Fresh Prince of Bel-Air   | 5.8/137/87  |

## HBO checks out

Facing new competing interactive services and some strong existing local competitors, HBO is scrapping its hotel room video-information network after two years serving 10 markets. On April 30, the HBO Visitor Information Network, which nationally provided roughly 100,000 hotel rooms with a 30-minute laser disk video show describing hotel amenities and local tourist attractions looped 24-hours-a-day via closed circuit, will be discontinued in at least eight markets, says Larry Carlson, president of HBO Satellite Services. VIN will be dropped in Atlanta, Chicago, Dallas, Washington, Los Angeles, Phoenix, Orange County and Florida's Gold Coast, he says. The service may be retained in New York and Orlando, Fla., where it had the greatest success. —DT

### HOLLYWOOD

#### 'Customs' cleared, 'Williams' dropped

Cannell Distribution Co. has cleared weekly reality show U.S. Customs: Classified on 57 stations covering 62% of the country, but is pulling the plug on its late-night *Armstrong Williams* talk strip. Stations clearing Customs, hosted by producer Stephen Cannell, include WWOR-TV New York; WPCR-TV Gary, Ind. (Chicago); WPHL-TV Philadelphia; and KBHK-TV San Francisco. As for the Williams project, a Cannell spokeswoman said the show was unable to secure enough late-night commitments in major markets.

### WASHINGTON

#### Tough sledding

Network TV affiliates may have a long way to go in convincing some Senate Republicans not to change the multiple ownership rules. A group of affiliates making the rounds in Washington met with David Wilson, an aide to Senate Majority Leader Bob Dole (R-Kan.). The meeting was not particularly productive, according to a source who said Wilson remains in favor of lifting the caps. They apparently made little headway with the staff of Senate Commerce Committee Chairman Larry Pressler (R-S.D.) and may also have their work cut out in the House. Last week, they were blasted by Representative Mike Oxley (R-Ohio), vice chairman of the House Telecommunications Subcommittee, who labeled them part of the "flat-Earth society."

### CLEVELAND

#### Standard practice

OmniAmerica Communications Chairman and CEO Carl Hirsch disputed claims his company set up an individual licensing partnership for its WMMS(FM) Cleveland separate from OmniAmerica's other holdings to prevent county prosecutors from including each of its stations in charges they may file against WMMS. Last June, a former employee of WMMS was charged with cutting a transmission wire for *Howard Stern's* broadcast from Cleveland, interrupting Stern's live show. A story appearing in *Small Business News* of Cleveland charges that OmniAmerica "moved WMMS into a separate financial entity, apparently to protect the rest of OmniAmerica's holdings from legal exposure." Hirsch countered that separate licensing partnerships are a common practice and that, in fact, one exists for each of OmniAmerica's O&Os, with WMMS no exception. Hirsch said, "Anyone who draws another conclusion is ignorant of the facts."



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## Fixing Fox

We've come to a Scotch verdict in the Australian ownership case: Not proven.

We refer to the charges that Rupert Murdoch and News Corp. were deficient in candor when they asked the FCC to approve their 1985 purchase of the Metromedia station group for \$1.6 billion. In our view, while they might have been more explicit in advising the FCC that the resultant Fox station group would be owned 99.9% by an Australian company, the information was there to prompt any who would ask the right questions. No one did.

Until, that is, the NAACP brought its license challenge over a year ago. Since then, platoons of Fox lawyers have attested that the world should have known of the News Corp. ownership, if only they'd read and rightfully interpreted the documents Murdoch filed on that occasion. If, for example, they had realized that the phrase "contributed as capital" in the purchase application meant that News Corp.'s \$600 million in foreign borrowings would go toward equity (if it had gone to debt, News Corp. wouldn't be under question today). Or had they paid more attention to the statement that profits and losses would go to the common stock, all held by News Corp.

The reality is, the FCC in 1985 cared very little about ownership, and very much about control. It focused on the fact that Rupert Murdoch was to have 76% control of the News Corp. subsidiary that would operate the stations, while News Corp. was reined in at 24%. Of pivotal importance in the FCC's eyes was that Rupert Murdoch had agreed to become a U.S. citizen.

If there is a smoking gun, it is in the hands of that 1985 FCC (Chairman Mark Fowler and Commissioners James Quello, Mimi Dawson and Dennis Patrick), which

clearly failed in its due diligence, at either the staff or the commissioner level. Or both.

Could the 1985 FCC have found News Corp.'s 99.9% alien ownership to be in the public interest? Under the statute, yes; the Communications Act affords the discretion to go beyond the commonly accepted 25% limit. But only once before, in a relatively obscure action, had the FCC approved an alien broadcast ownership over 25%. If it were going to endorse 99.9% in the News Corp. case, the FCC clearly had some explaining to do.

It's not enough that transfers of this significance not again be treated in so laissez-faire a fashion. How are they to be treated? What is the law and how should it be administered? Is control or ownership critical, or are both? And how much of either? Answering those questions is within the scope of the FCC's announced rulemaking into foreign ownership, and Congress's own new look into the issue.

So what about Murdoch and News Corp. in the instant proceeding? The 1995 FCC must find the law in compliance with News Corp. or bring News Corp. into compliance with the law. If the former, no problem. If the latter, we say give them a pass, conditioned on their coming into line with whatever emerges as the new national policy after the FCC and Congress work their wills. A consent order strikes us as the right instrument, bringing to any necessary restructuring the proper tax certificates or other regulatory remedies to make the transition transparent.

Rupert Murdoch has done as much or more than any other individual in recent history to advance the causes of this medium and the public interest. To laud his accomplishments at this point is to gild the lily; not to recognize them would be myopic. If Murdoch was ahead of the curve in 1985 we wouldn't be a bit surprised; he's been out in front most of the time during his exceptional career, generally to the benefit of the common weal.

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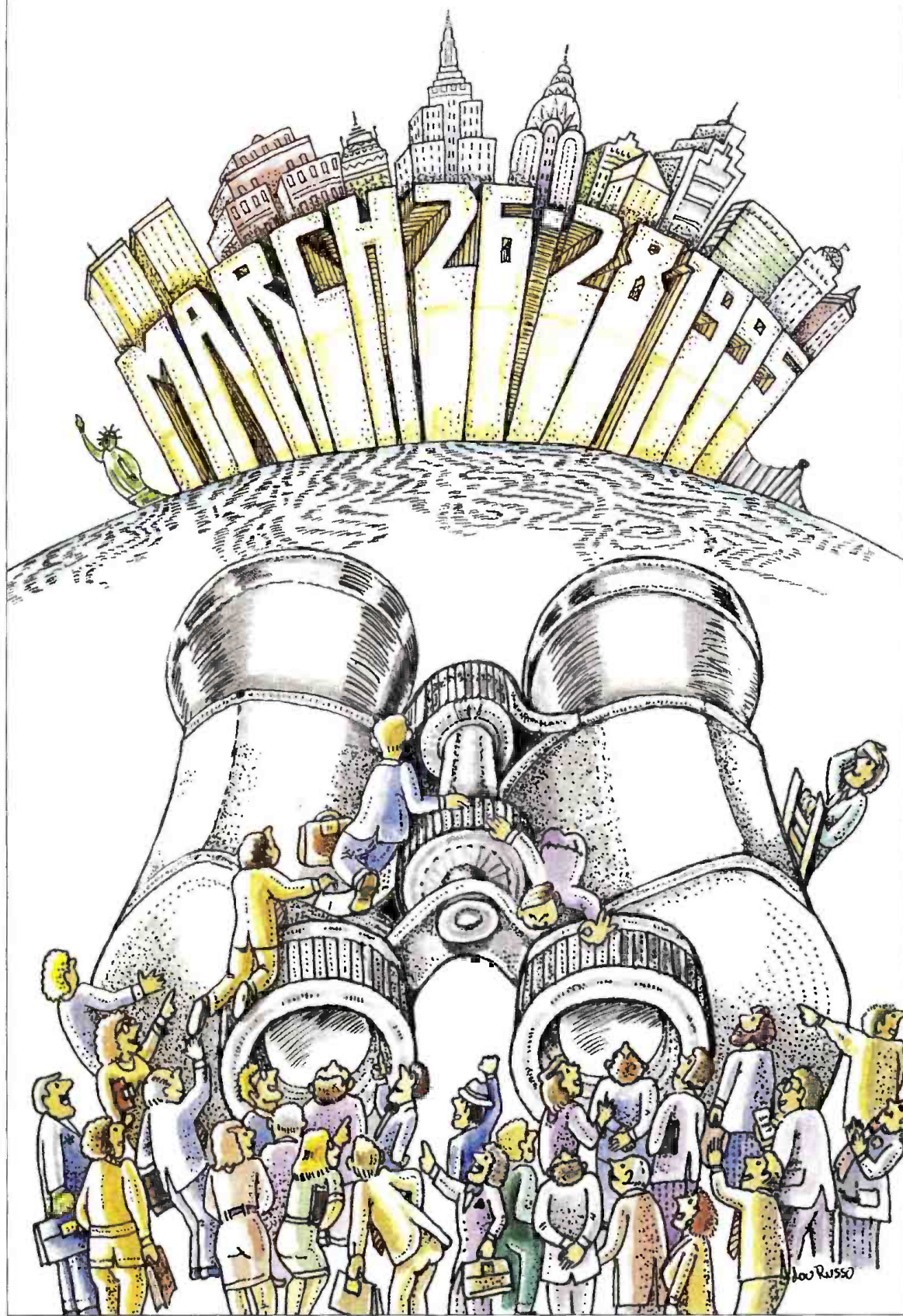
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