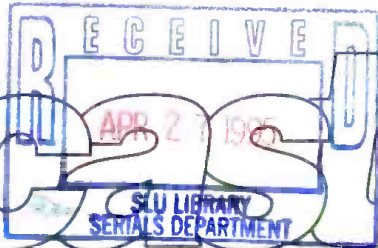


APRIL 24



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# Broadcasting & Cable

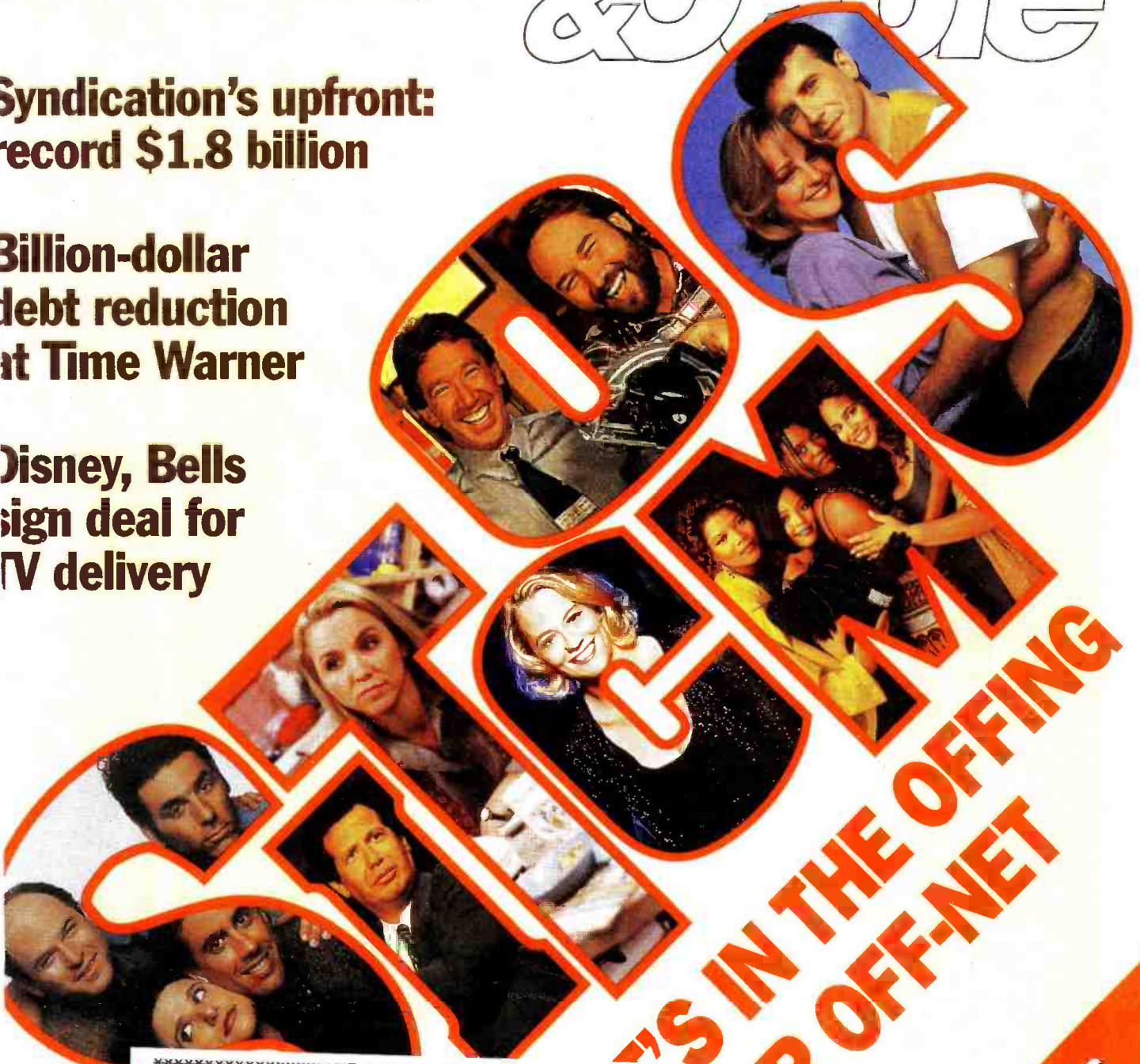
The Newsweekly of Television and Radio

Vol. 125 No. 17 64th Year 1995 A Cahners Publication

**Syndication's upfront:  
record \$1.8 billion**

**Billion-dollar  
debt reduction  
at Time Warner**

**Disney, Bells  
sign deal for  
TV delivery**



**TV'S IN THE OFFING  
FOR OFF-NET**

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**Telemedia**  
*Week*  
Page 33



Stanley E. Hubbard  
Stanley S. Hubbard



\$3.95

## ***The Newsweekly of Television and Radio***

## Syndication's upfront: record \$1.8 billion

# Billion-dollar debt reduction at Time Warner

# Disney, Bells sign deal for TV delivery



# WHAT'S IN THE OFFING FOR OFF-NET

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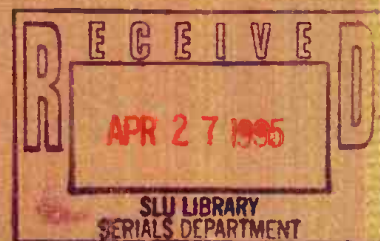
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STANLEY E. HUBBARD  
STANLEY S. HUBBARD

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Stanley S. Hubbard





# 1995 Distinguished Service Award

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# Fast Track

MUST READING FROM BROADCASTING & CABLE

## TOP OF THE WEEK

**Syndication's upfront: \$1.8 billion** The bulk of the upfront syndication ad market was sold in the past two weeks—two months earlier than usual. The good news continued as the market commanded double-digit rate increases. / 8

**FCC staff seeks Fox ownership shift** FCC staff members have recommended that Fox be forced to bring the ownership of its TV stations into compliance with the law that limits foreign ownership of broadcast stations to 25%. FCC Chairman Reed Hundt reportedly supports the recommendation. / 9

**NBC goes for two in a row** NBC, hoping to make it two in a row after its February sweeps victory, has scheduled the TV debut of "Jurassic Park" for the May sweeps. / 14

**Mixed bag of affiliate switches** The cost to some stations that switched to Fox has been a drop in local household ratings, according to rep firm Seltel. However, the switches helped Fox to beat CBS for the first time in viewership among adults 18-49. / 15

**Fox pencils in fall shows** Fox will add four to five hours of new programming to its fall schedule, including reality-based series for the Sunday 7-8 p.m. lineup following football. / 64



All three major broadcasting networks and CNN devoted extended news coverage to last week's car bombing in Oklahoma City. CNN turned the tragedy into a full-scale project, assigning principal Washington anchor Bernard Shaw and a crew of 60 to maintain its continuous live coverage. / 10

## COVER STORY

### Sitcoms: What's in offing for off-net

This fall, the syndication spotlight is squarely focused on *Seinfeld* and *Home Improvement*. The two comedy heavyweights are joined by other sitcoms, but future projects may never approach the duo's hype, license feed and anticipated ratings. / 19

### Vast coverage

*Home Improvement* has cleared 97% of the country, while *Seinfeld* has cleared 94%. Most markets will carry the shows in access. / 22



Will 'Grace Under Fire' (r) achieve the heavy-weight syndication status of 'Home Improvement' (top) and 'Seinfeld'? / 19

between TPS and Castle Rock, a Turner Broadcasting System subsidiary and producer of *Seinfeld*. / 24

### 'Pointman' return in doubt

Recently launched *Pointman* remains a question mark in Warner Bros. Domestic Television Distribution's syndicated action hour block. Expected to return this fall, however, are *Babylon 5* and *Kung Fu*. / 24

### President gets equal 'un time'

Both ABC and NBC last week passed on network coverage of President Clinton's prime time press conference. Those same networks also opted not to air an address by House Speaker New Gingrich earlier this month. / 27

### AMC thinks young

American Movie Classics hopes to widen its audience base with younger blood by launching an \$8 million ad campaign aimed at yuppies. The theme: "Put Something Comfortable On This Weekend." / 30

## RADIO

### Ownership clock ticks for Evergreen

With a temporary waiver from the FCC to operate more stations than regulations allow, Evergreen Media officials hope ownership limits will be lifted before the waiver expires. / 37

## PROGRAMING

### Turner pitches action hour

Turner Program Services is pitching stations a western action hour starring Robert Urich. The first-run syndication series, *The Lazarus Man*, is the first collaboration

**"We looked at the newsworthiness and made a decision not to."**  
 —ABC spokesman Arnot Walker on why the network passed  
 on President Clinton's news conference

APRIL 24, 1995

## Chicago ball changes hands

In a deal worth close to \$32 million, Evergreen Media has signed a five-year deal for the radio broadcast rights to Chicago White Sox baseball and Chicago Bulls basketball games, beginning with the 1996 season. / 37



Westwood One Chairman Norman Pattiz is 'giving back' to the radio industry and is talking with several universities about creating an 'international radio center.' / 38

## BUSINESS

### Time Warner's billion-dollar debt reduction

Keeping its promise to reduce its debt this year, Time Warner has picked up a big chunk of cash by selling its majority interest in the Six Flags amusement parks for \$1 billion. / 39

## WASHINGTON

### Continental comment period extended

Local regulators have been given more time to express their concerns about the FCC's proposed "social contract" with Continental Cablevision. The locals say the contract may do little for consumers. / 44



The upcoming NCTA convention in Dallas will be the largest in the industry's history. / 44

### Telephony to star at NCTA

Telephony—wireless and wired—is on the minds of many cable operators heading to next month's National Cable Television Association convention in Dallas. / 44

### Administration airs gripes about telecom reform

The White House is opposing key broadcast-deregulation provisions of Senate telecommunications-reform legislation, including raising the national TV station ownership cap and removing the broadcast-cable crossownership ban. / 45

## TECHNOLOGY

### WavePhore retests technology

Data-broadcasting proponent WavePhore has taken its

technology back to the lab in an effort to bolster the company's case for including the system in a voluntary datacasting standard. / 47

### Compression key to transponder problems

With occasional-use transponder prices headed for another increase later this year, compression developers are looking to give broadcasters a hedge against costs—and decreasing supply. / 47

### Jumping the international-domestic satellite hurdle

Satellite providers from both sides of the international and domestic fence are welcoming an FCC proposal to eliminate regulatory barriers between the two businesses. / 48



Satellite deregulation may be on the horizon. / 48

### Disney, Bells sign delivery deal

As expected, Disney has entered into an as-yet-unnamed entertainment programming and distribution venture with three regional Bell operating companies. The companies will invest \$500 million to deliver linear and interactive video services. Plans are for services to be available as early as the end of the year. / 33

## Telemedia Week



### VDT moves ahead

The FCC's Common Carrier Bureau expects to eliminate its backlog of pending video dial-tone applications by the end of May. / 34



Interactive TV games based on the NFL draft are available from NTN Communications and Interactive Network. / 33

### PacTel joins wireless migration

Pacific Telesis last week bought all the stock and debt of Cross Country Wireless for \$175 million, quickly staking a position in the wireless cable business. Plans call for service to 5 million California customers by the end of 1996. / 35

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**In head-to-head competition no one  
comes closer to Oprah. No one.**



# MAIN EVENT

'THE CHAMPION'

# OPRAH

VS.

'THE CONTENDER'

# MONTTEL



## The Titans of Talk



THIS SEASON, THE GLOVES ARE OFF.

### MONTTEL WILLIAMS vs. Oprah Winfrey

13 markets - Ratings

WMN  
18-34

WMN  
18-49

**MONTTEL WILLIAMS**

**6.9**

**6.1**

Oprah Winfrey

6.7

6.6

**% DIFFERENCE**

**+3%**

**-8%**

Source: NSI, February 1995. Unweighted ratings.



## Upfront syndication nears \$1.8 billion

*Selling season is earlier and busier than ever*

By Steve McClellan

**D**riven by extremely strong demand for daytime advertising and a strong second-quarter scatter market, along with concern that network ad prices will skyrocket this year, the bulk of the upfront syndication ad market was sold in the past two weeks—two months earlier than usual. Sellers and buyers alike say the market commanded double-digit rate increases.

Daytime price hikes were said to be 15%-20%. For the first time in several years, the price of movie packages increased—7%-10%, according to sources. Syndication now accounts for about 45% of all daytime viewing to nationally broadcast shows, says Tim Duncan, executive director of the Advertiser Syndicated Television Association.

When all the receipts are counted, ASTA says this year's upfront for syndicated adult shows may reach \$1.8 billion.

According to Dan Cosgrove, president, media sales, Group W Productions, demand for daytime this year "went through the roof. I've never seen anything like it, and I've been selling daytime since *Mike Douglas*."

In a departure from most years, the upfront syndication market preceded the network upfront market. In fact, sources say this year's near completion of upfront for syndication is the earliest they can recall.

The syndication market also moved in a much quicker spurt this year, more akin to the kids upfront, sales executives say. In the past two upfronts, selling rolled out over an eight-week or longer period.

Even some advertisers were taken by surprise by the quick syndication



*'Home Improvement' and 'Day & Date' host Dana King—two of the shows with active ad sales.*



market—including Coke and Ford, which didn't have media budgets in place to make deals. But sellers say they held back some time to accommodate such clients.

This year, advertisers or their agencies began making efforts to buy blocks of syndicated adult shows as early as February. Televest, for example (buying for Procter & Gamble, Kraft General Foods, Mars, Burger King and others), began pushing early for deals. "You can hold the floodgates back only so long," says one sales executive.

"The sales cycle since NATPE has almost been seamless," says Rich Goldfarb, vice president, syndication ad sales, New World Sales and Marketing. The kids upfront market also occurred early, in February, and shortly thereafter advertisers began inquiring about the adult syndication market, says Goldfarb.

Sources say a number of advertisers, including Wrigley, General Motors, Sears, Kmart and JC Penney, put more money into syndication than in previous years.

"I think the big story for syndication this year is that a lot of advertisers gave us a second look," shifting

more dollars into syndication, says Mike Shaw, senior vice president of advertising sales for Buena Vista Television. Given the high cost of network, a lot of advertisers came back."

Buena Vista has one of the two hottest off-network sitcoms debuting next fall—*Home Improvement*. The other is *Seinfeld*, from Columbia

TriStar. Agency sources say *Home Improvement* is commanding around \$100,000 per 30-second spot, while *Seinfeld* is getting slightly less. The cost-per-thousand for adults 18-49 for both shows is \$12-\$13, buyers say.

Buena Vista also did well in late night with its new *Stephanie Miller* as did New World's *Tales from the Crypt*.

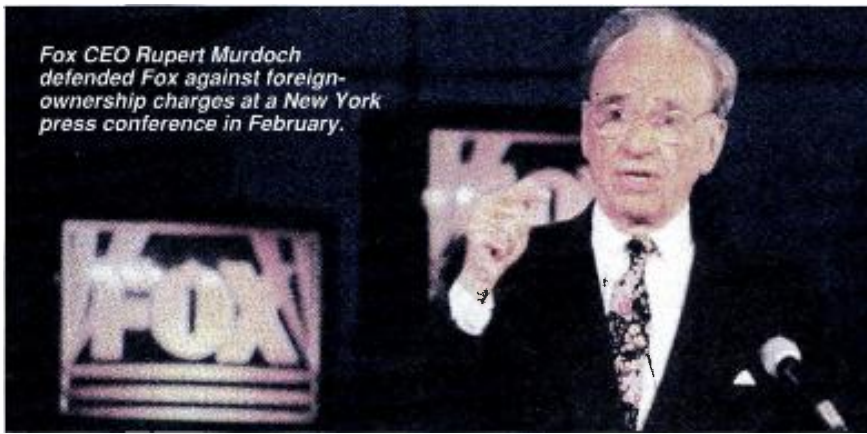
Despite some advertiser concern over the content of certain talk shows, demand for time outweighed those concerns. Multimedia and King World talk product was largely sold, executives say. New talk shows did well too. At New World, for example, the new *Mark Walberg Show* is approximately 80% sold, Goldfarb says.

At Group W Productions, Cosgrove reports that the company sold 86% of the time in the new CBS-Group W strip *Day & Date* to more than 15 different advertisers, including AT&T, Sears, American Home and Nabisco.

Meanwhile, there was little activity in the network upfront arena last week. Network and agency executives say they don't expect the prime time market to unfold until after the networks unveil their schedules between May 15 and 25. The prime time market is expected to break last year's record \$4.4 billion total. ■



Fox CEO Rupert Murdoch defended Fox against foreign-ownership charges at a New York press conference in February.



## FCC staff proposes Fox restructuring

*Recommends foreign ownership of stations be limited to 25%; issue now goes to commissioners*

By Christopher Stern

**A**fter a four-month investigation, FCC staff last week recommended that the agency force Fox to bring ownership of its TV stations into compliance with the law limiting foreign ownership of broadcast stations to 25%, according to FCC sources.

But the recommendation is only that. Whether Fox will have to restructure or take other corrective action is now in the hands of FCC Chairman Reed Hundt and the four other commissioners.

Hundt probably supports the recommendation, since staff recommendations rarely emerge without the chairman's imprimatur. But Quello has let it be known that Fox should be cleared without penalty. Commissioners Andrew Barrett, Susan Ness and Rachelle Chong have been silent about the issue.

The staff had hoped for a private vote, but Barrett and Quello are said to be pushing for a public one, either at the scheduled May 4 meeting or at a special meeting this week or next.

The good news for Fox is that FCC staff did not propose a formal hearing to determine whether its broadcast licenses should be revoked on grounds it misled the FCC in 1985 as to the extent of its foreign ownership.

FCC staff did not charge Fox with

"misrepresentation" or "lack of candor," infractions that virtually mandate a hearing, the sources say. However, they say, the staff says Fox failed to reveal fully the nature of its ownership.

The staff proposes to conditionally grant SF Broadcasting's purchase of WLUK-TV Green Bay, Wis. Fox is 24% owner of SF.

The NAACP began raising questions about Fox's foreign ownership in opposing the network's purchase of a Philadelphia TV station in November 1993. The civil rights group charged that Australia-based News Corp. controlled the Fox stations with ownership far in excess of the permitted 25%.

Although Fox dropped its bid for the station, the NAACP renewed its allegations five months later in opposing the license renewal of Fox's WNYW-TV New York. The FCC launched a full-scale investigation in December after NBC raised similar questions about Fox that resulted in a front-page story in the *New York Times*.

During the course of the FCC inquiry, Fox conceded that 99% of the equity in Fox was held by News Corp., an Australian company. But, it argued, it had divulged that fact when it applied to acquire its original six stations from John Kluge in 1985 for \$1.5 billion. And in any event, it

said, the extent of the equity interest is irrelevant in light of Rupert Murdoch's undisputed control of both News Corp. and Fox. Murdoch became an American citizen in 1985 to allay foreign-ownership concerns.

If forced into strict compliance with the law, Fox will have to determine how to convert at least 75% of News Corp.'s ownership to U.S. ownership.

Fox has complained in the past that a restructuring would have dire tax consequences for the company. But Wall Street appeared confident last week that News Corp. could handle any adverse tax consequences.

"Nobody wants to write a check for a couple hundred million dollars, but even in the worst-case scenario, it's quite manageable," said Smith Barney's John Reidy.

Analysts also pointed out that News Corp.'s financial condition has never been healthier. It has an estimated \$2 billion in annual revenue, and the eight Fox stations alone have almost doubled in value during the past six months. The stations are worth \$4.2 billion, according to Jessica Reif, Oppenheimer & Co.

Fox sources say the potential impact cannot be estimated until they see the conditions of the restructuring. It is not known how much time Fox will have to restructure, if that is required. Furthermore, Wall Street expects Murdoch to come up with a restructuring plan, if required, that would have relatively little financial impact. "He can just spin [Fox Television Stations] as a separate subsidiary," said Porter Bibb, managing director, Landenburg, Thalmann & Co. Bibb said the deal could be transparent to News Corp. stockholders, who would "just get a new piece of paper."

Congress could bail out Fox. There is growing sentiment on Capitol Hill—primarily among Republicans—for lifting the foreign-ownership restrictions. The Senate telecommunications-reform bill would permit foreign companies to own broadcast stations, but only if U.S. ownership is permitted in their countries. Australia currently restricts foreign ownership.

According to one source, FCC staff also has recommended that the NAACP lacks standing. Such a ruling would make it more difficult for the NAACP to appeal the FCC's final decision. ■

# Radio, TV mobilize in Oklahoma City

*Stations drop commercials for news; many feed networks*

By Donna Petrozzello

**T**he tragic bombing of the federal building in Oklahoma City last week transformed many of the city's radio and TV stations into 'round-the-clock newsrooms, causing them to preempt regular programming and cancel commercials.

When the bomb exploded shortly after 9 a.m. on Wednesday, April 19, the three TV network affiliates—KFOR-TV (NBC), KOCO-TV (ABC) and KWTW-TV (CBS)—interrupted network programming and began broadcasting live from the scene.

KFOR-TV broke from its live news coverage on Thursday morning only to broadcast *Today*, which was devoted to the bombing and originated live from Oklahoma City. KFOR-TV spokesperson Ann Ezick said the station would continue live coverage of the disaster "until everyone is accounted for" who was known to be missing.

The Fox affiliate, KOKH-TV, did not preempt its regular programming, but covered the blast in its scheduled newscasts and broadcast phone numbers for emergency-care units.

Clear Channel Communications' news/talk KTOK(AM) was a leader in

radio coverage. A station spokesman said it broadcast continuous live coverage for 37 hours, until about 10 p.m. Thursday. KTOK fed news from the scene to radio networks including ABC.

Clear Channel's two FMs in Oklahoma City, country KEBC(FM) and contemporary hits KJYO(FM), abandoned their regular formats to simulcast KTOK's coverage.

At about 10:30 a.m. Wednesday, city police evacuated Clear Channel's KEBC, KTOK and KJYO, which are located in a building that houses an FBI office. Police feared that it was targeted for a second bombing. Only the KTOK news team remained in the building and broadcast from there on Wednesday, a KTOK spokesperson said. Employees of all three stations returned to their offices Thursday morning.

Other area radio stations, including album rock KATT-FM and adult contemporary KMGL(FM), preempted their regular broadcasts on Wednesday. KATT-FM's morning team stayed on the air from about 5:30 a.m. to 5:30 p.m. broadcasting news, said KATT-FM/KYIS(FM) General Manager



Larry Bastida.

And as news of the blast unfolded, the impact of the disaster shook television and radio news staffs. "We live in the Bible Belt, and the worst thing that happens here is a tornado, maybe," said KWTW special projects coordinator Sandra Ochoa.

"The bombing has been our central focus since 9:02 a.m. Wednesday," said KMGL's Kathi Yeager.

Network radio, particularly ABC News Radio, CBS News Radio and Westwood One's Mutual, NBC Radio and CNN Radio News networks also adjusted their news programming. Beginning Wednesday morning, each network provided news updates several times per hour and anchored live coverage from the scene.

ABC also offered 3,000 affiliates

## The television link to terror

All three major broadcasting networks and cable channel CNN provided extended coverage of last week's Oklahoma City car bombing, starting with news bulletins during Wednesday morning's regular schedule.

ABC, CBS and NBC began their coverage with one-to-two-minute bulletins at around 10:30 a.m. that were followed by continuous coverage that preempted regular programming and commercials from 11:30 a.m. to 2 p.m. All three returned to regular programming after 2, but NBC and ABC provided spot updates on the hour throughout most of the afternoon.

CNN devoted uninterrupted coverage to the blast from 10:30 a.m. to 7:30 p.m. (CNN did not have to choose between the bombing its regular coverage of the O.J. Simpson trial, since the trial had the day off.) CNN got live TV coverage of the bombing first, courtesy of a standing news-exchange agreement with ABC, CBS and NBC Oklahoma City affiliates. CNN went on the air at 10:45 a.m. with a video feed from NBC affiliate KFOR-TV and later from CBS affiliate KWTW.

CNN assigned CNN principal Washington anchor Bernard Shaw and a network crew of 60—including 11 correspondents, six camera crews and a makeshift bureau set up in Oklahoma City—to maintain continuous live coverage through last weekend.

CBS News coverage began at 10:43 a.m. with a two-minute report, then switched to extended coverage from about 11:20 a.m. to 2 p.m.

ABC News first came on with one-minute spots at 10:56 a.m. and 11:21. The network allotted 90-minute continuous coverage from 11:30 a.m. to 2 p.m. and later followed with one-to-two-minute spot coverage at 2:26 and 3 p.m.

NBC News started with four-minute coverage at 10:51 a.m., then returned with continuous coverage at 11:20 until about 2 p.m. In the afternoon, NBC delivered 90-second updates at 58 minutes past the hour until 5 p.m.

Even Fox Broadcasting's start-up Fox News was able to tie into local CNN and CBS affiliates to provide coverage late Wednesday afternoon.

—JM



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# ***FAR AND AWAY SYNDICATE***



Source: NSS, February 1995. Demos equal 18-34, 18-49, 25-54. GAA% where available.  
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## STAR TREK

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### DEEP SPACE NINE<sup>®</sup>



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soundbites from KTOX and KOCO-TV, bulletins and special reports. ABC correspondent Jim Ryan of WBAP(AM) Dallas traveled to Oklahoma City to broadcast from the scene.

Using three satellite channels, CBS provided news updates, live anchored coverage and unedited news feeds from KWTW and from CBS affiliate KOMA(AM) to the network's 600 affiliates.

Westwood One's Mutual Broadcasting and NBC Radio News fed press briefings throughout Wednesday and Thursday to their combined 1,300 affiliates. Westwood One's CNN Radio News provided special

reports twice hourly to its 500 affiliates, and through its Newslink service offered live wall-to-wall coverage through Friday.

AP Network News and AP All News Radio provided live reports from their Oklahoma City bureau every 10 minutes until midday Thursday. AP also set up a "hotline channel" that carried the press briefings and conferences live to the two networks' combined 800 affiliates.

By late last week, most television and radio stations that preempted their programming had not determined how much revenue they had lost from canceled commercials. Bastida, how-

ever, estimated that KATT-FM and KYIS combined lost an estimated \$15,000 on Wednesday.

At KFOR-TV, Ezick said that advertising spots were "moved aside" to make time for live broadcasts and that there "was no tally put to the loss of revenue."

KOCO-TV news producer Theresa Merola said her station preempted all ABC programming and broadcast almost no local or network commercials from 9 a.m. Wednesday morning through Thursday afternoon.

"This thing has been so numbing that the money aspect hasn't really been an issue," Bastida said. ■

## Movies, minis, magic: It must be May

In the final flex of programming muscle before the new season, the networks are rolling out the last of the 1994-95 miniseries and remaining original series episodes.

Highlights include the TV debut of "Jurassic Park" (NBC); *Buffalo Girls* (CBS), another miniseries from the pen of Larry McMurtry (Lonesome Dove); *The Langoliers* (ABC), a miniseries from the twisted pen of Stephen King, and a season-cliffhanger *Simpsons* episode from Fox: "Who Shot Mr. Burns?"

The May sweeps, designed solely to help stations set ad rates, runs from April 27 to May 24.

NBC, hoping to make it two in a row after its February sweeps victory, will air two 4-hour miniseries. *Naomi & Wynonna*, a look at the lives of the singing Judds, airs Sunday, May 14, and Monday, May 15, at 9-11 p.m. *Liz: The Elizabeth Taylor Story* airs Sunday, May 21, and Monday, May 22, also at 9-11 p.m.

NBC theatricals will be headlined by blockbuster "Jurassic Park," making its TV debut Sunday, May 7, 8-11 p.m. "Forever Young" airs Saturday, May 6, 9-11 p.m., and "Problem Child 3" airs Saturday, May 13, 8-10 p.m.

Among the specials set to air on NBC are *The 30th Annual Academy of Country Music Awards* on Wednesday, May 10, 8-11 p.m.; *The 22nd Annual Daytime Emmy Awards*, Friday, May 19, at 9-11 p.m., and *The American Film Institute Salute to Steven Spielberg* on Saturday, May 27, 10-11 p.m.

CBS counters with the four-hour *Buffalo Girls*, based on the McMurtry novel of the same name. Starring Anjelica Huston, Melanie Griffith, Gabriel Byrne, Peter Coyote, Sam Elliot and Reba McEntire, the miniseries airs Sunday, April 30, and Monday, May 1, at 9-11 p.m.

The theatrical list for CBS includes "Ghost" (Sunday,



NBC has Liz and lizards on tap for the May sweeps. Above, Sherilyn Fenn as Liz Taylor.

May 7, at 9-11:30 p.m.), "A League of Their Own" (Wednesday, May 3, 8:30-11 p.m.), "A River Runs Through It" (Wednesday, May 17, 8:30-11 p.m.) and "Die Hard 2" (Thursday, May 18, 8-11 p.m.).

The CBS May specials include the long-running *The Magic of David Copperfield XVI: Unexplained Forces* (Monday, May 1, 8-9 p.m.); *The Miss Universe Pageant* (Friday, May 12, 8-10 p.m.); a Barbra Streisand special (Sunday, May 21, 9-11 p.m.), and *The Brady Bunch Special* (Wednesday, May 24, 8-9 p.m.).

ABC, which has scored well in the past with Stephen King-based miniseries, offers the four-hour *The Langoliers* (Sunday, May 14, and Monday, May 15, 9-11 p.m.). It will go head-to-head with NBC's *Naomi & Wynonna*.

Among theatricals scheduled are "Unforgiven" (Sunday, April 30, 8:30-11:15), "The Bodyguard" (Monday, May 1, 8-11 p.m.), "Total Recall" (Thursday, May 4, 9-11:20 p.m.) and "Passenger 57" (Sunday, May 21, 9-11 p.m.).

The network's specials include *Superstar American Gladiators* on Thursday, May 4, at 8-9 p.m., *Who Makes You Laugh?* on Saturday, May 6, at 10-11 p.m., *Will You Marry Me? III* on Sunday, May 7, at 8-9 p.m., and *The Laverne & Shirley Reunion* on Monday, May 22, at 8-9 p.m.

Although the season ratings period is officially over, Fox will air season-ending episodes of several series: *Melrose Place* (Monday, May 22, 8-10) with a two-hour special; *Married...With Children*, and in a twist on *Dallas*, *The Simpsons* season finale is titled: "Who Shot Mr. Burns?" The showcase of Fox's Tuesday movie night will be the premiere of the made-for *White Dwarf*, a "mythological odyssey that takes place hundreds of years in the future." —SC



# The mixed bag of affiliate switches

*Fox and some stations now better off; CBS, other stations are hurting, says Seltel study*

By Steve McClellan

**T**he TV network affiliate switches this season helped Fox beat one of the Big Three, CBS, for the first time in viewership among adults 18-49, a highly coveted advertiser demographic. But the cost to some of the stations switching to Fox has been a drop in local household ratings, according to an analysis of the switch markets by the Seltel rep firm.

"I can't think of a station that became a Fox affiliate that is jumping up and down and saying how wonderful it is," says Janeen Bjork, Seltel vice president and director of programing. "It's an incredible adjustment that the audience has yet to catch up with."

For CBS, the switches clearly have benefited the stations and dragged down the network's overall season performance, the Seltel analysis

showed. Indeed, some of the network's new sign-ons, including WGPR-TV Detroit and WDJT-TV Milwaukee, now find themselves on the Nielsen map, where previously their numbers were too low to be recorded.

Some of the biggest benefactors are stations that didn't switch. In Phoenix, where switches took place in three phases, KPNX, the NBC affiliate that stayed put through all the turmoil, is now tops in the market, according to Seltel. In February 1994 the station was in third place in households and key demographics.

The biggest gainer in Kansas City, Mo., where the Fox and NBC stations flipped, is independent and UPN affiliate KSMO-TV. "The affiliation switch is the best thing since meters to happen to KSMO," says Bjork.

Jim MacDonald, KSMO-TV's vice president/general manager, reports that ratings gains are translating to

more ad dollars: "The revenue side is just phenomenal." He adds that the station already has billed the equivalent of the first nine months of 1994.

In Cleveland, New World's WJW-TV, which switched from CBS to Fox, has dropped 6 share points sign-on to sign-off and 7 share points in prime time since switching six months ago. But general manager Virgil Dominick says the station's revenue is at a record level due largely to its younger-demographic profile. He also says New World has funded the expansion of the news department, allowing it to almost double its output to 7 1/2 hours a day.

According to the Seltel analysis, news viewing is roughly flat in markets where at least one additional station is doing news as a result of the affiliate switches: "An additional player hasn't altered the viewers' appetite for news."

## Switched Stations—How They're Faring

| Market/<br>Switch Date  | Station | Affil. | Full Day<br>Rating/Share | Prime Time<br>HH R/S | Rating<br>18-49 |
|-------------------------|---------|--------|--------------------------|----------------------|-----------------|
| <b>Cleveland</b>        |         |        |                          |                      |                 |
| 9/3/94                  | WOIO    | F to C | 5/11 (-1)                | 10/15 (+3)           | 5 (-2)          |
|                         | WJW     | C to F | 5/11 (-6)                | 8/12 (-7)            | 6 —             |
| <b>Phoenix</b>          |         |        |                          |                      |                 |
| 9/10/94                 | KPHO    | I to C | 5/13 —                   | 10/16 (+10)          | 4 (-2)          |
|                         | KSAZ    | C to I | 4/10 (-6)                | 6/10 (-8)            | 5 —             |
| 12/12/94                | KSAZ    | I to F | 4/10 (-1)                | 6/10 (+4)            | 5 (+4)          |
|                         | KNXV    | F to I | 4/10 —                   | 10/15 (+4)           | 7 —             |
| 1/9/95                  | KNXV    | I to A | 4/10 —                   | 10/15 (+4)           | 5 (-2)          |
|                         | KTVK    | A to I | 5/12 (-4)                | 7/11 (-8)            | 3 (-5)          |
| <b>Kansas City, Mo.</b> |         |        |                          |                      |                 |
| 9/12/94                 | KSHB    | F to N | 4/10 (-1)                | 10/16 (+5)           | 7 (+1)          |
|                         | WDAF    | N to F | 6/14 (-2)                | 9/13 (-6)            | 7 —             |
| <b>Tampa, Fla.</b>      |         |        |                          |                      |                 |
| 12/12/94                | WFTS    | F to A | 4/10 (+2)                | 9/14 (+5)            | 7 (+1)          |
|                         | WTVT    | C to F | 5/12 (-6)                | 7/11 (-9)            | 6 —             |
|                         | WTSP    | A to C | 7/15 (-1)                | 11/17 (+2)           | 6 (-3)          |
| <b>Atlanta</b>          |         |        |                          |                      |                 |
| 12/12/94                | WATL    | F to I | 4/9 (-3)                 | 6/9 (-6)             | 4 (-4)          |
|                         | WAGA    | C to F | 7/16 (-3)                | 11/17 (-3)           | 8 (+1)          |
|                         | WGNX    | I to C | 4/9 (+2)                 | 9/13 (+6)            | 5 (+2)          |

| Market/<br>Switch Date   | Station | Affil. | Full Day<br>Rating/Share | Prime Time<br>HH R/S | Rating<br>18-49 |
|--------------------------|---------|--------|--------------------------|----------------------|-----------------|
| <b>Detroit</b>           |         |        |                          |                      |                 |
| 12/12/94                 | WKBD    | F to I | 4/10 (-2)                | 5/8 (-3)             | 3 (-2)          |
|                          | WJBK    | C to F | 5/11 (3)                 | 8/12 (-8)            | 6 —             |
|                          | WGPR    | I to C | 3/7 —*                   | 8/12 —*              | 4 —*            |
| <b>Milwaukee</b>         |         |        |                          |                      |                 |
| 12/12/94                 | WCGV    | F to I | 3/8 (-3)                 | 5/7 (-3)             | 3 (-2)          |
|                          | WITI    | C to F | 4/11 (-5)                | 7/11 (-9)            | 5 (-1)          |
|                          | WDJT    | I to C | 3/7 (+5)                 | 7/10 (+7)            | 3 —*            |
| <b>Boston</b>            |         |        |                          |                      |                 |
| 1/2/95                   | WHDH    | C to N | 6/16 (+1)                | 13/20 (+1)           | 9 (+3)          |
|                          | WBZ     | N to C | 5/13 (-4)                | 11/17 (-2)           | 6 (-2)          |
| <b>Baltimore</b>         |         |        |                          |                      |                 |
| 1/2/95                   | WJZ     | A to C | 8/18 (+1)                | 13/20 (+1)           | 4 (-1)          |
|                          | WBAL    | C to N | 7/17 (-3)                | 13/20 —              | 3 —             |
|                          | WMAR    | N to A | 7/16 (-3)                | 11/17 (-1)           | 3 (-1)          |
| <b>Flint, Mich.</b>      |         |        |                          |                      |                 |
| 1/16/95                  | WEYI    | C to N | 5/13 (+3)                | 11/18 (+1)           | 7 (+1)          |
|                          | WNEM    | N to C | 7/20 (-8)                | 12/19 (-2)           | 5 (-4)          |
| <b>San Antonio, Tex.</b> |         |        |                          |                      |                 |
| 1/16/95                  | KRRT    | F to I | 3/8 —                    | 5/7 (-3)             | 4 (-2)          |
|                          | KABB    | I to F | 5/10 —                   | 8/11 (+2)            | 6 (+2)          |

Source: Seltel, based on Nielsen Station Index, February 1995, and May and November, 1994. Full-day and prime time ratings/shares are Feb. '95 household averages, numbers following both in parentheses are gains or declines in share points from the last pre-switch sweep. Feb. '95 adult 18-49 prime time demographic average in right column is followed by parenthetical drop or gain in demo ratings points from the last pre-switch sweep. A=ABC, C=CBS, F=Fox, I= independent, N=NBC. — means no change; —\* means not applicable.

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Deborah Norville, *Anchor*

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# Politicians take aim at television

*Candidates, legislators accuse industry of 'poisoning minds' with 'destructive messages'*

By Chris McConnell

**T**he '96 campaign trail is looking to be a long, rugged ride for TV. Republican presidential candidates have had harsh words for the industry in the early going, with one hopeful kicking off his presidential bid with a shot at TV violence. Announcing his candidacy last week, Richard Lugar (R-Ind.) cited statistics predicting that the typical child will watch 8,000 murders and more than 100,000 acts of violence on TV before completing elementary school.

"The moral and family values that have been the basis for our success have shown signs of erosion," said Lugar, citing teen pregnancy and homicide statistics along with the TV violence figures. "I will work tirelessly with community leaders, with clergy of all faiths, with those in the media and entertainment, and all who must be enlisted in our endeavor."

The speech followed tough talk

earlier in the month by Republican presidential candidate Senator Robert Dole (R-Kan.). Speaking in Columbus, Ohio, Dole pointed the finger at TV programing as the chief culprit in "bombarding our children with destructive messages of casual violence and even more casual sex."

"Nowhere is this more evident than in what we see on television," Dole said. "Prime time programing was once for families. No more." Dole maintained he does not favor censorship of TV programing, but pressure "from the American people themselves.... Society pays a steep price when the entertainment industry poisons the minds of our young people," he said.

The criticism follows more angry mass media rhetoric from Washington in recent months. In a March interview with BROADCASTING & CABLE, House Speaker Newt Gingrich (R-Ga.) maintained that rap

music that encourages the raping and mutilation of women "is sick and should not be on the air."

Earlier in the year, President Clinton also criticized the entertainment industry during his State of the Union speech. ■

## Supreme Court upholds Coors in labeling dispute

**B**roadcast attorneys hailed a decision by the Supreme Court last week that limited the federal government's ability to restrict speech in advertising.

The nation's highest court ruled that the federal government could not bar Coors Brewing from including a product's alcohol content on its label. The government had argued that such labeling was not in the public interest because it could lead beer companies to emphasize alcohol content in advertisements.

But the court ruled that the government cannot restrict speech based on speculation. The government must be able to prove that such speech will cause harm and that its proposed remedy will reduce that harm.

Although last week's decision has no direct impact on television or radio advertisers, it does show that the Supreme Court will hold the government to a high standard when restricting speech in advertising, says Timothy Dyk of Jones, Day, Reavis & Pogue.

"This is a clear victory for commercial speech," says Dan Jaffe, executive vice president, government relations, of the Association of National Advertisers. Jaffe says the decision could affect other advertising cases making their way through the court system.

One such case is in the Ninth Circuit Court of Appeals and involves casino gambling. Casinos may advertise on TV, but they can make no reference to gambling. —CS

## 'Forever Knight' gets dual run



*Knight bares fangs on stations and cable.*

Columbia TriStar Television Distribution is pursuing a novel distribution plan for the second season of its syndicated first-run action hour, *Forever Knight*. TV stations and cable's USA Network will air episodes nearly simultaneously.

The deal will give stations a weekend window before episodes of the show, a vampire detective series that originated on the CBS late-night roster, are run midweek on the USA Network.

"*Forever Knight* is ideally suited for a share distribution plan," says CTTD President Barry Thurston. "The series already has a fanatically loyal fan base, despite limited exposure from its

primarily late night broadcast history. We believe this scheduling pattern will raise the show's profile, expand its audience base and, most important, drive viewers to both the cable and syndication markets."

An agreement between CTTD and the USA Network already has been struck, and the show has been renewed on 70 stations covering 50% of the country, including CBS O&Os in Los Angeles and Chicago, Thurston confirmed. The show, cleared in many markets in late fringe, has delivered a so-so 2.5 Nielsen rating season-to-date. But CTTD officials say it has grown 13% year-to-year in adult men and women 18-49. The ad split for the straight-barter show will remain seven minutes each for stations and the syndicator.

—DT



# Post-'95 sitcom strength debated

Some see lack of heavyweights beyond 'Home Improvement' and 'Seinfeld'; others cite syndication potential of 'Grace,' 'Frasier' and others

By Steve Coe

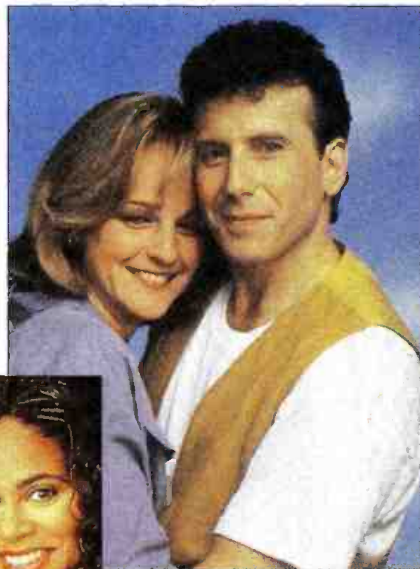
**T**he syndication marketplace, which sees the debut of *Home Improvement* and *Seinfeld* into off-network syndication this fall (see story, page 22), is unlikely to see a repeat performance in the foreseeable future, say some handicappers.

In addition to those two heavyweights, Buena Vista's *Dinosaurs* and *Blossom* and Warner Bros.' *Step by Step* will launch this fall, but the spotlight is squarely focused on Columbia TriStar's *Seinfeld* and Buena Vista's *Home Improvement*. The latter has been described as the ultimate off-net sitcom, with its broad demographics and perceived ability to play in a variety of dayparts and markets. To its credit, *Seinfeld* finished the just-ended network season as the number-one-rated series after several years of dominance by *Home Improvement*.

This is not to say that there will be any shortage of sitcoms coming to syndication during the next few seasons, but opinions are mixed on whether future projects will approach the hype, license fees and anticipated ratings of this fall's two heavy hitters.

"I'd agree one hundred percent that *Home Improvement* and *Seinfeld* represent the last of the blockbuster shows for the foreseeable future," says Dick Kurlander, vice president, director of programing, Petry Television. "There's no scarcity of product out there, but there is a lack of heavyweights in the future. I don't think any of those coming out in the next few years have the potential to measure up to *Home Improvement*. If you set out to make the perfect sitcom for syndication, it [would be] *Home Improvement*," he says.

"I wouldn't call any of the future sitcoms heavyweights," says Janeen Bjork, vice president, director of programing, Seltel, looking down the list of future off-net entrants. "I don't mean to discredit them because I think many will do well. But *Home*



Among the potential post-'95 off-net offerings will be (clockwise from top): 'Grace Under Fire,' 'Mad About You' and 'Living Single.'

*Improvement* is a phenomenon. You see maybe only a couple in a decade."

Although there is a perceived lack of what's considered blockbuster sitcoms available for fall '96, '97 and possibly '98, station reps and distributors are bullish about the prospects for the sitcom marketplace in years to come. In fact, most distributors don't necessarily buy the notion that after this fall the A-level offerings will be scarce.

"Both *Grace Under Fire* and *Frasier* are A-level titles," says Mort Marcus, president, Buena Vista Television. "And with five networks there will be more to come. I don't know if *Frasier* and *Grace* will pull in the same kind of dollars as *Home Improvement* and *Seinfeld*, but they have the kind of ensemble casts and demographics that stations find attractive," he says.

"In the genre of *Seinfeld* and *Home Improvement*, I guess there is going to be a scarcity of those types of shows," says Barry Thurston, president, Columbia TriStar Television. "But you'd have to show me what an A-level show is. There are plenty of sitcoms out there, including B titles, that have played well in syndication."

Indeed, a top five household ranking during its network run is no guarantee of off-network success. Conversely, a series that may have had trouble breaking the top 20 might prove to be a sleeper in syndication. "*The Simpsons* wasn't a top-five show, and it's doing extremely well in syndication, the same with *The Fresh Prince of Bel-Air*," says Bjork. "On the other hand, *Murphy Brown* was a number-one show, debuted in syndication at the height of the Dan Quayle controversy and did bupkus in syndication."

Greg Meidel, president, Twentieth Television Distribution, says the two big '95 launches have yet to prove that they can compare with this season's off-net heavyweight (*The Simp-*

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sons], much less set the standard for the future. "There's no question you've got two sitcoms with marquee value. But they've got to live up to the standards set by *The Simpsons*. [Down the road] *Frasier* and *Grace Under Fire* are two terrific shows, and while it may seem there are slim pickins' out there, these are two that could be big."

The list of sitcoms tentatively set to launch in 1996 includes Warner Bros.' *Martin* and *Hangin' with Mr. Cooper*, Columbia TriStar's *Mad About You* and *Hearts Afire* and Shukovsky English Productions' *Love & War*. Possible 1997 launches include Buena Vista's *Boy Meets World*, *Frasier* from Paramount, Carsey-Werner's *Grace Under Fire*, Columbia TriStar's *The Nanny* and *The Larry Sanders Show*, Warner Bros.' *Living Single* and *The John Larroquette Show* (if it is renewed by NBC) and *Dave's World*, which is from CBS Productions. Looking down the road to 1998, possible candidates include *Ellen* from Buena Vista and *Friends* from Warner Bros.

Kurlander says that at least four of the previously mentioned '96 and '97 candidates have the potential to perform well in syndication, citing *Martin*, *Frasier*, *Mad About You* and *Grace Under Fire*. Seltel's Bjork lists the same four series and includes *Living Single* in the mix.

Distributors for some of the future entrants each say that their projects will perform well and point to ratings strength or demographic appeal.

"*Martin* is more like *Married...With Children* and *The Simpsons*," says Scott Carlin, senior VP, sales, Warner Bros. Domestic Television Distribution, referring to two off-Fox syndication successes. "It has the Fox pedigree and a lot of stations have jumped on it because they recognize the disproportionate value of an off-Fox sitcom." He says that many of the viewers who watch Fox sitcoms are also the same viewers who are watching "independent television at 6-8 p.m. So you don't have to make over your audience."

Columbia TriStar's Thurston says, "We look at *Mad About You* and see a show that is still growing, especially among adults 25-54. It's an 8 p.m. show, but people look at it like a 9 p.m. [anchor] series. It might not hit

*Seinfeld* status, but who knows?" He says the exact launch date for the series will be determined in large part by the market. "It could go in '96 or '97," he says, adding: "We've already gotten a lot of interest from stations for it as we wind down sales for *Seinfeld*."

One constant among the future off-net sitcoms in the pipeline is that nearly all are adult-driven series rather than kid- and teen-oriented comedies like *Full House* and *Family Matters*. That appears to bode well for the syndication marketplace for a number of reasons, according to distributors.

"Traditionally, the shows that have been adult-driven like *M\*A\*S\*H* and *Cheers* have been long-lasting. The others that featured kids tended not to last as long," says Thurston. "I think it's a healthy trend because stations are looking for young adults, as the networks are."

"The impact of this move to adult-driven shows is a couple of years out," says Warner Bros.' Carlin. "Those stations that have built busi-

nesses with primarily kid- and teen-driven shows like *Full House*, *Family Matters* and *Fresh Prince* won't have those kinds of shows, so we'll be benefiting because of the second and third runs. Otherwise, stations won't be able to get those 5-7 p.m. shows." Additionally, he says, those stations that continue to program the younger-skewing comedies will be counterprogramming adult sitcoms.

Of course, the off-net sitcom marketplace equation could be rewritten in the next few years if the prime time access rules are revised or junked. In that event, with an increased number of bidders—especially top-market affiliates—many of the future off-net projects could wind up commanding *Seinfeld*- or *Home Improvement*-type coin.

"Eighty percent of the revenue generated for sitcoms comes from the top 50 markets," notes Buena Vista's Marcus. "If PTAR went away and the affiliates in those top markets could buy sitcoms for access, revenue would go up." ■

## Columbia, BVT wield big guns for '95

'*Seinfeld*,' '*Home Improvement*' are next big-ticket rollouts

By David Tobenkin

**T**his year's tag team of top off-network sitcoms, Buena Vista Television's *Home Improvement* and Columbia TriStar Television Distribution's *Seinfeld*, are set for fall launches in most markets.

*Home Improvement* has cleared 97% of the country and 180 stations, including the top 85 markets, say BVT officials. *Seinfeld*, brought to market nine months later than *Home Improvement*, has cleared 190 stations covering 94% of the country. The show has cleared all top-50 markets save Philadelphia, where station ownership switches have delayed a transaction, say CTTD officials.

The shows will be carried in access in most markets. Exceptions may be markets with strong late-

night sitcom blocks and Central time zone stations with commitments in their half-hour access slot that may instead run the off-network shows at 10 p.m.

Station reps say that in markets where the shows are carried by different stations, the smart move will be to avoid head-to-head competition.

The license fees for both shows have been a subject of much debate, but sources say *Home Improvement* may have exceeded \$3 million per episode and *Seinfeld* between \$2.5 million and \$3 million. Others say that those figures are overinflated, although they unanimously give *Home Improvement* a significant edge in both clearances and fees.

An unknown is how much both shows will reap from the sale of the



one minute of barter time each will receive from stations.

CTTD's ability to sell *Seinfeld* in smaller markets defied predictions by some that the show's offbeat humor might not play as well in those markets. "You don't become the number-one show in the country if you are lagging in large sections of the country," says CTTD President Barry Thurston.

The delay in selling *Seinfeld* until early last year, criticized at the time, appears to have worked in the show's favor, given its network ratings rise to finish as the number-one show this season. Buena Vista, for its part, was savvy to sell its show before it dropped from first place to third this season.

Perhaps the most remarkable fact of the clearances is that stations in 40 markets covering 30% of the country, including 40% of the top 50 markets, are carrying both shows. In fact, that has led some stations carrying them to suggest joint promotions with the talent of both shows.

CTTD officials say they would be



'Home Improvement' (l) vs. 'Seinfeld' is shaping up as the big off-net story of fall '95.



willing to consider such marketing, while BVT officials declined comment on promotional plans.

Both syndicators say that they are open to any promotional suggestions by stations and will continue to support the shows past launch. "We have such a vested interest in the success of the show that we will be open to a lot of different things," says BVT

Senior Vice President of Sales Janice Marinelli.

Some were surprised that CTTD will not offer a second run of *Seinfeld*, as BVT will with *Home Improvement* and as CTTD has with past off-network shows. Thurston was mum on his reasoning save to say the company approaches each show on a case-by-case basis. ■

## C-W tries do-it-yourself sitcom sales

The trend in syndication may be consolidation, but newly revived syndication operation Carsey-Werner Distribution's contrarian theme is that small is beautiful.

The independent production company in December launched operations to distribute four of its production company parent's sitcoms. Those shows include the hit *Roseanne*, the aging *Cosby Show*, the thinly cleared *A Different World*—all of which were bought back by C-W from Viacom—and rising network star *Grace Under Fire*, which is scheduled for launch in fall 1997. That is a far cry from the five dozen shows, many of them sitcoms, that Carsey-Werner Distribution President Joseph Zaleski used to distribute as president of Viacom Domestic Distribution. And that relative scarcity of projects is a key asset offered to stations by C-W-D, argues Zaleski.

"The major reason we reacquired these properties is that we think we can promote and distribute them better than a major and give them the care and TLC that will make them last a long time," he says. "Who's going to care more about these projects—the guys who have 64 shows on their catalogue or us, with all four of our shows produced by our own company?"

The company still is formulating a battle plan for sales efforts. Top priorities are clearing *Grace Under Fire* for its off-network launch and renewing *Roseanne* for a second cycle beginning in 1998.

Zaleski says the company also is seeking other pro-

duction companies' off-network projects to syndicate, although many station reps note that there are not many strip candidates not already attached to a syndicator. Zaleski says broadcast network-produced shows may need such services if, as he predicts, some of the networks do not establish syndication arms after the November sunset of the fin-syn rules that bar such activity. One candidate, observers say, might be CBS Entertainment Productions' *Dave's World*, now finishing its second season.

Glickman has predicted that *Roseanne*, the top-rated off-network show season-to-date in households, will sell for considerably more than \$900,000 per episode in its second cycle, compared with the \$1.5 million per episode it received in its first.

The syndicator also may seek an unprecedented one minute of barter time from stations in the second cycle, which would double the existing 30 seconds received by the syndicator and mark the first time a distributor has received time in a show's second cycle. Zaleski did not deny the report, but says that terms for the show have not yet been decided.

One station rep executive says that stations likely would balk at such a plan unless the cash license fee for the show were sharply reduced. "We're talking about 1998; it's hard to forecast what *Roseanne* will do in 1998." —DT

## Turner pitches new action hour

Show could get simultaneous airing on WTBS or cable network

By David Tobenkin

**T**urner Program Services is pitching stations a new Castle Rock Entertainment-produced, western-themed action hour starring Robert Urich for launch in first-run syndication in January 1996.

*The Lazarus Man*, the first collaboration between TPS and Turner Broadcasting System subsidiary and *Seinfeld* producer Castle Rock, centers on a mysterious stranger (Urich) who is freed from a grave in which he was buried alive in the post-Civil War Reconstruction era. He has lost his memory and is on a quest to rediscover his identity.

The first season's 22 episodes may receive a simultaneous airing on Turner's TBS Superstation and a subsequent run on a Turner or other

cable network, says TPS President Russ Barry. It will launch with a two-hour pilot and will be executive-produced by Michael Ogiens, an independent producer and former CBS Entertainment vice president involved in the production of shows including *The Young Riders*, *Into the Badlands*, *Designing Women* and *Kate and Allie*.

Dick Beebe (*Tales from the Crypt*) joins the creative team as supervising producer. Colleen O'Dwyer, head of program development at the Ogiens/Kane Co., will serve as co-producer on the series.



'Lazarus' star Robert Urich

The show will be targeted primarily to men and aimed at weekend early fringe and prime time weekday time periods, Barry says. It is being offered on a straight barter basis, with a 7-minute national/7-minute local split.

The show is the second adult series targeted for syndication to

be announced by TPS for the 1995-96 season. Late-night interview strip *Lauren Hutton And...* has been cleared on nearly 50 stations covering 50% of the country for a fall launch, including nine of the top 10 markets. ■

## Fate of WB's 'Pointman' undecided

By David Tobenkin

**W**arner Bros. Domestic Television Distribution's Prime Time Entertainment Network syndicated action hour block is expected to return in the fall with shows *Babylon 5* and *Kung Fu*, but the fate of recently launched *Pointman* has yet to be determined, confirmed the syndicator.

"It's too soon to make a decision after only six weeks of original episodes [of the January-launched *Pointman*], but my guess is that we will have the same lineup as we do right now," said WBTD President Dick Robertson.

Under consideration, a source said, is allowing stations to run the *Kung Fu* and *Babylon 5* shows separately outside of prime time, a move that would further reposition PTEN away from a network concept toward individually syndicated shows.

Robertson dismissed that report as

premature and likely inaccurate, given the continuing nature of negotiations between the syndicator and the steering committee of leading station groups carrying the shows.

The source also reported that *Pointman*, which is significantly lower rated than the other two shows, would definitely not return as part of PTEN. However, the chairman of the PTEN steering committee, Chris Craft/United Television President Evan Thompson, dismissed that comment. "I assume they are speculating; no decisions have been made, since the executive committee has seen only six episodes of *Pointman*. It's much too early to make a decision on what we've seen," Robertson noted that part of *Pointman*'s rating lag is that it does not have double runs, as do *Babylon Five* in 53 markets and *Kung Fu* in 20.

An official determination of the form of PTEN, which launched in

January 1993 and is cleared on 177 stations in 94% of the country, is expected within several weeks.

Station group executives at the meeting also reportedly turned down a new Warner Bros. series proposed for PTEN, *Alien Night*, to be executive-produced by *Babylon Five* creator and executive producer J. Michael Straczynski, said the source.

Overall, PTEN has delivered solid ratings this season. *Babylon 5* has averaged a 4.3 Nielsen household rating season-to-date and *Kung Fu* a 4.2, with strong key 18-34 demo ratings for both. But *Pointman*, which replaced *Time Trax* in January, has averaged a 3.1 and trailed its predecessor.

Still, some PTEN-affiliated stations are restive because of the block's barter split, which gives nine minutes per hour of time to the syndicator, while leaving only five minutes to stations. ■



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# Lifetime pledges \$100 million to originals

*New series, movies highlight programming effort*

By Rich Brown

**L**ifetime over the next eight months plans to spend \$100 million on an original programming slate that includes new series and a monthly slate of made-for-TV movies.

Joining the schedule at 11 a.m. ET/PT weekdays as of June 5 is *Biggers & Summers*, an hour live daytime talk show that replaces *Live from Queens*. Former *Queens* host Sissy Biggers will be joined on the new show by Marc Summers, who hosts Lifetime's *Our Home* morning show.

Summers will continue to host *Our Home*, which no longer will be seen mornings on Lifetime but will air weekdays at 12:30 p.m. Both Biggers and Summers will be on hand from 9-11 a.m. each weekday to provide

live interstitials.

Other changes in Lifetime's daytime as of June 5 will be the cable debut of the syndicated *Martha Stewart Living* show, airing twice daily at 9:30 a.m. and noon. Also new to the Lifetime schedule is *Talk It Over*, an original women's talk and advocacy series hosted by Blair Brown and Toukie Smith. The series will have a special premiere April 26 at 11 p.m. ET/PT and will air regularly on Saturday at 11 a.m. beginning May 6.

Lifetime's new schedule of monthly original movies kicks off June 7 with the debut of *Shame II: The Secret*, starring Amanda Donohoe. Other titles include *Dancing in the Dark* with Victoria Principal (July); *Silence of Adultery*



'Let's Talk About It' co-hosts Blair Brown (l) and activist Toukie Smith

with Kate Jackson (August), and *Almost Golden: The Jessica Savitch Story* with Sela Ward and Ron Silver (September). ■

## KPHO-TV launches younger-skewing news

*Station hopes to hang on to its 'Ricki' audience*

By David Tobenkin

**K**PHO-TV Phoenix today debuts a new half-hour weekday newscast at 5 p.m. that it hopes will capture the young, primarily female leadout audience of *Ricki Lake* yet still transition to the older-skewing *CBS Evening News* a half hour later.

The newscast, *Five*, is the latest attempt to resolve a growing dilemma in many markets caused by the proliferation of talk shows in early fringe. That has resulted in many younger-skewing talk shows serving as lead-ins to older-skewing news shows.

"This whole show is geared to appeal to a younger audience to take advantage of the lead-in of *Ricki*," says Patrick North, vice president and general manager for KPHO-TV, which switched from being an independent to a CBS affiliate last September. "We think we are looking to *Ricki Lake* and localizing it. With four other newscasts in the market at 5 p.m., we think we are giving the

audience an alternative."

*Five* will feature a quick wrap-up of important news to the younger generation, then the big story of the day taken from a human interest angle, lifestyle segments on trends in entertainment, fashion and wellness and a final five-minute segment consisting of more traditional news and sports designed to transition viewers into the older-skewing *CBS Evening News*.

It will all be approached from a decidedly different angle than a traditional newscast, says *Five* producer Helen Howard Carroll. "We will not be doing traditional health segments, for instance," says Carroll. "We might do pieces on 'How to get a safe tattoo' rather than 'Are tattoos safe?' because tattoos are very popular with

the younger generation. We'll also do relationship-oriented pieces like 'Do you hate your boyfriend or girlfriend?' or 'How to flirt.'"

The show's anchor, Michelle Muro, and its special assignment reporters, Tim Hattrick, Willie D. Loon, and Pat Powers, are all in their early 30s. Loon and Hattrick are radio personalities on KMLE(FM) Chandler (Phoenix), Ariz., and Powers was formerly at KPSN(FM) Phoenix.

A matter of fierce debate is the strength of the younger talk shows as news lead-

ins. Many say that unlike older, newsier talk shows like *Oprah*, *Donahue* and *Geraldo*—all seen as good transitions to news—the younger shows bring audiences that disappear as newscasts begin.

Some talk show syndicators dis-

**"This whole show is geared to appeal to a younger audience to take advantage of the lead-in of 'Ricki.'"**

**KPHO-TV VP and General Manager Patrick North**



agree. Columbia TriStar Television Distribution, for instance, says that of the 14 markets where its *Ricki* serves as an early news lead-in, 11 showed ratings increases in February compared with the most recent sweeps without *Ricki* as a news lead-in. Over all 14 markets, the early evening newscasts rose 27% for adult viewers 18-34, increased 25% for adults 18-49 and rose 15% for adults 25-54.

However, the general manager of the station that showed the largest jump in news viewership, WJKS(TV) Jacksonville, Fla., said that he could not attribute the station's 123% adults 25-54 newscast jump to *Ricki*. "I'm not ready to say it was the news lead-in that caused the jump," says WJKS General Manager Jim Matthews. "But we thought moving *Ricki* there could have been a disaster for our news and it wasn't."

One station rep executive said that without detailed audience flow information, it is difficult to accurately track the interface between talk shows and their news lead-outs. An audience flow report by Katz Television found that in November in the 41 markets it represents, newscasts following *Oprah* retained 54% of the show's audience, while newscasts following *Ricki* retained 42% of its audience. ■

## Nets give equal 'un time' to President

*ABC and NBC opt not to cover press conference*

By Jim McConville

**C**ontending that President Bill Clinton wasn't likely to say anything newsworthy, both ABC and NBC decided to pass on network coverage of the President's press conference last Tuesday night (April 18).

The same two networks also had opted not to air Newt Gingrich's speech on April 7. And as with Gingrich, CBS, CNN and C-SPAN carried Clinton's fourth prime time news conference live.

NBC spokeswoman Lynn Gardner said NBC decided to bypass Clinton's address after conferring with the White House on what topics the President would cover. Gardner said NBC makes coverage decisions of the President's press conferences on a case-by-case basis. "We decided that there was not any major news

announcement and we could pick it up on *Dateline*," she said.

ABC also gave Clinton's news conference a low news-value rating. "We looked at the newsworthiness and made a decision not to," said ABC spokesman Arnot Walker.

Benjamin Tucker, chairman of the Network Affiliated Station Alliance (NASA), which represents 600 ABC, NBC and CBS affiliates, said the ABC/NBC Clinton refusal happened so quickly that NASA officers didn't have time to develop an opinion on whether affiliates should cover it.

Tucker added that "once CBS decided to cover Clinton and Gingrich, there was less incentive for ABC and NBC affiliates to cover it."

Two weeks ago NASA had exhorted network affiliated stations to run Gingrich's speech. The number of

ABC and NBC affiliated stations that actually did represented a fraction of NASA's affiliate station membership.

At press time Tucker said NASA hadn't compiled its final figures on which affiliates did cover the Gingrich message.

ABC News spokeswoman Janice Gretmier said that only three ABC affiliates informed ABC of their plans to run Gingrich's 30-minute progress report on the Republicans' Contract with America.

NBC spokesman Bob Niles said five NBC affiliate stations contacted NBC that they would run the broadcast. Satellite broadcaster Conus Communications said five ABC and 15 NBC affiliates asked to be hooked into the company's live satellite feed of the address. ■

## HEADLINES

### Duet

MTV Networks and PolyGram last Friday jointly launched a Mandarin-language MTV network in Asia and on May 5 will join forces to also launch an English-language MTV in the region. MTV retains principal creative responsibility for the channels, which are headed by former BMG International executive Peter Jamieson. MTV Mandarin is being delivered via satellite on Apstar 1 and PanAmSat 2 to more than 20 Asian countries. MTV Asia will be delivered via

satellite to more than 39 Asian countries via Palapa B2P (moving to Palapa C1) and PanAmSat 4. Both services originate in Singapore.

### Cable aids AIDS awareness

Not-for-profit industry organization Cable Positive on June 21 will hold its third annual "Day of Compassion" for individuals who are HIV-infected or who have AIDS. Nineteen cable networks have committed to participate by either running AIDS-awareness PSAs, sched-

uling AIDS-related programming for that day or making AIDS the subject of their original programming for June 21.

### Handyman special

The Discovery Channel and Hearst Broadcasting Productions have agreed to produce 50 episodes of a new weekday series, *The Popular Mechanics Show*, based on the Hearst-owned magazine. The hour magazine show will debut on the network on Sept. 25 at 5 p.m. ET/PT. —RB

**news** \ˈn(y)üz\ *n pl* a report of what is happening, usually in the form of a newspaper, periodical or newscast [*syn bylines, teleprompters, makeup, hair-spray, sound bytes, packages, tabloid*]



**America's Talking** *n* a new form of news – 1: not just what is happening, but why it's happening and what it means to you. 2: a national conversation connecting The People with events and issues that affect their lives [*syn intelligent, irreverent, in-depth, innovative, interactive*]



**A new form of news.**

## AMC thinks young

American Movie Classics (AMC) hopes to widen its audience base with younger blood by launching an ad campaign next month aimed straight at capturing yuppie viewers.

AMC will launch its \$8 million campaign May 6 to boost viewership of its Saturday Movie Classics programming with ads designed to attract viewers younger than its 35-59-year-old audience base. Titled "Put Something Comfortable on This Weekend," AMC's TV ads (strikingly similar to Blockbuster Video's "Make It a Blockbuster Night") feature casually dressed 30-ish couples who change into more casual clothing, then snuggle on a couch to watch an AMC Saturday Classics movie. Kate McEnroe, executive VP and general manager, AMC, says the campaign also hopes to raise AMC's cable ratings from its current 1.2 to 1.4-1.5. The campaign comes at a time when 11-year-old AMC faces added cable competition for the nostalgia movie market, from Turner Classic Movies (TCM); fXM: Movies from Fox; and Encore. AMC's media budget calls for 15 weeks of TV, radio and print spaced out over five months with periodic weekly coverage breaks. AMC plans to boost its original programming content this year from 10% to 20% by airing a handful of in-house documentaries. Seeking new licensed movie programming, AMC is negotiating to gain use of film libraries of two unnamed Hollywood studios, McEnroe says. —JM

## Paxson's Infomall goes cable

*Paxson shopping service to go on bird Aug. 1*

By Rich Brown

**A**nother infomercial network is heading to cable systems courtesy of Home Shopping Network creator and co-founder Lowell "Bud" Paxson.

Paxson plans to launch his Infomall Cable Network via satellite by Aug. 1 with a 24-hour lineup of 30- and 60-minute infomercials. Info-

## SYNDICATION MARKETPLACE

### 'Feud' finished

All American Television's *Family Feud* is ceasing production after seven seasons in syndication, including this season's unsuccessful attempt to revive the show by bringing back original host Richard Dawson. All American says the show will return this fall as a stripped package of reruns.

### 'Trooper' troubles

Saban Entertainment's *V.R. Troopers* has been downgraded from early fringe to daytime or early morning time slots in 12 of the 32 metered markets following a sharp drop in ratings in the February sweeps. The show earned a 7.5 Nielsen metered-market average rating and a 16 share in early fringe, down 22% from the November sweeps. It also has faced tough competition from early afternoon talk shows. There were high expectations in many markets for the show as a *Mighty Morphin Power Ranger* lead-out. "Stations expect the show to hold on to the 27 share of *Power Rangers*, which can't be done, and also say the show lacks the demos *Ricki* or *Montel* has," says Saban Senior Vice President

of Domestic Syndication Peter Schmid. The show's morning ratings also were significantly off its year-earlier time period predecessor, according to an analysis of Nielsen numbers by Petry Television. However, the show is a firm go for 1995-96 after clearing 86% of the country, says Schmid.

### NATPE sponsors syndication seminar

NATPE International will present the latest seminar in its ongoing

NATPE Insider Series on May 18, "Syndication: Walking the Television Tightrope." The seminar will be held from 9:30 a.m. to 12:30 p.m. at the headquarters of Creative Artists Agency in Beverly Hills and will provide a panel discussion on the future of syndication. Panelists include Carol Myers Martz, KCOP(TV) Los Angeles; Karen Miller, Worldvision Enterprises; CAA agent David Tenzer, and Joe Zaleski, Carsey-Werner Distribution. Comedian and producer David Steinberg will moderate.

### 'AgDay' expands

Syndicated farm television show *AgDay Television* will offer four new services. *AgDay: Direct* is a daily hour-and-a-half satellite-delivered version of the syndicated show that will launch in midsummer. Included as part of *AgDay: Direct* will be *AgDay Connection*, a satellite program that will allow farmers to call an 800 number for additional information on material in the program. *AgDay* also plans to launch *The Farmer's Digest*, a quarterly videocassette program, and is working on an *AgDay* CD-ROM program of technical information. —DT

### NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending April 9. Numbers represent average audience/stations/% coverage.)

|                                 |             |
|---------------------------------|-------------|
| 1. Wheel of Fortune             | 12.5/228/99 |
| 2. Jeopardy!                    | 10.0/217/98 |
| 3. Oprah Winfrey Show           | 7.0/233/97  |
| 4. Entertainment Tonight        | 6.6/180/94  |
| 5. Star Trek: Deep Space 9      | 6.5/236/99  |
| 6. Inside Edition               | 6.2/175/92  |
| 7. Hard Copy                    | 5.9/186/94  |
| 8. Lgndry Journeys of Hercules  | 5.8/186/95  |
| 9. Roseanne                     | 5.7/183/94  |
| 10. Family Matters              | 5.4/192/94  |
| 11. Wheel of Fortune-wknd       | 5.3/173/77  |
| 12. Baywatch                    | 5.2/220/97  |
| 12. The Fresh Prince of Bel-Air | 5.2/138/87  |
| 12. Married...With Children     | 5.2/178/92  |
| 12. The Simpsons                | 5.2/135/86  |



mall will find itself up against Product Information Network, an existing infomercial-based network owned by multiple system cable operators Cox Cable Communications and Jones Intercable and delivered to more than 2.5 million households nationally. Also scheduled to debut this year is Consumer Resource Network, a New York-based infomercial network.

The Infomall Cable Network will complement Paxson's existing network of infomercial programming delivered over broadcast stations. His broadcast infomercial network airs over 10 UHF stations located on the fringes of major markets and either owned or operated by Paxson Communications. Signed agreements with eight more affiliates will bring the broadcast network's total reach to more than 20 million U.S. homes by year's end, according to Paxson.

The Infomall Cable Network will guarantee cable system operators a minimum of \$4 per year per residential subscriber. The network also will give participating cable operators 65% of the gross revenue based on merchandise sold in their markets. ■

## PEOPLE'S CHOICE: TOP CABLE SHOWS

Following are the top 15 basic cable programs for the week of April 10-16, 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     | Thu 5:30p | 3,797         | 5.9             | 4.0  |
| 2. O.J. Simpson Trial Coverage  | CNN     | Wed 5:30p | 3,567         | 5.5             | 3.7  |
| 3. O.J. Simpson Trial Coverage  | CNN     | Thu 6:00p | 3,325         | 5.1             | 3.5  |
| 4. O.J. Simpson Trial Coverage  | CNN     | Thu 5:00p | 3,236         | 5.0             | 3.4  |
| 5. O.J. Simpson Trial Coverage  | CNN     | Tue 6:00p | 2,976         | 4.6             | 3.1  |
| 6. O.J. Simpson Trial Coverage  | CNN     | Fri 2:00p | 2,916         | 4.5             | 3.1  |
| 7. O.J. Simpson Trial Coverage  | CNN     | Tue 5:30p | 2,882         | 4.5             | 3.0  |
| 8. O.J. Simpson Trial Coverage  | CNN     | Wed 5:00p | 2,843         | 4.4             | 3.0  |
| 9. 'Joseph,' Pt. 1              | TNT     | Sun 8:00p | 2,799         | 4.4             | 2.9  |
| 10. O.J. Simpson Trial Coverage | CNN     | Fri 1:00p | 2,759         | 4.3             | 2.9  |
| 11. O.J. Simpson Trial Coverage | CNN     | Thu 3:00p | 2,740         | 4.2             | 2.9  |
| 12. O.J. Simpson Trial Coverage | CNN     | Tue 6:27p | 2,732         | 4.2             | 2.9  |
| 13. O.J. Simpson Trial Coverage | CNN     | Tue 7:00p | 2,727         | 4.2             | 2.9  |
| 14. O.J. Simpson Trial Coverage | CNN     | Fri 3:00p | 2,695         | 4.2             | 2.8  |
| 15. O.J. Simpson Trial Coverage | CNN     | Tue 5:00p | 2,666         | 4.1             | 2.8  |

Following are the top five pay cable programs for the week of April 10-16, ranked by households tuning in. Source: Nielsen Media Research.

|                                     |     |            |       |      |     |
|-------------------------------------|-----|------------|-------|------|-----|
| 1. Movie: 'The Chase'               | HBO | Sat 8:00p  | 2,893 | 12.8 | 3.0 |
| 2. Movie: 'Naked Gun 33 1/3'        | HBO | Fri 10:30p | 2,333 | 10.3 | 2.4 |
| 3. Movie: 'Naked Gun 33 1/3'        | HBO | Tue 8:00p  | 2,280 | 10.1 | 2.4 |
| 4. Movie: 'Demolition Man'          | HBO | Wed 8:00p  | 2,026 | 9.0  | 2.1 |
| 5. Movie: 'The Beverly Hillbillies' | HBO | Sun 8:00p  | 1,974 | 8.8  | 2.1 |

## PEOPLE'S CHOICE:

Ratings for emerging broadcast networks, week of April 10-16

| UPN                |                               |
|--------------------|-------------------------------|
| <b>MONDAY</b>      | <b>4.4/7</b>                  |
| 8:00               | 77. Star Trek: Voyager 6.5/11 |
| 8:30               |                               |
| 9:00               | 94. Pig Sty 2.4/4             |
| 9:30               | 96. Platypus Man 2.3/4        |
| <b>TUESDAY</b>     | <b>2.7/5</b>                  |
| 8:00               | 93. Marker 3.0/5              |
| 8:30               |                               |
| 9:00               | 94. The Watcher 2.4/4         |
| 9:30               |                               |
| <b>WEEK'S AVG</b>  | <b>3.6/6</b>                  |
| <b>SSN TO DATE</b> | <b>4.3/7</b>                  |
| WB                 |                               |
| <b>WEDNESDAY</b>   | <b>1.7/3</b>                  |
| 8:00               | 97. The Wayans Bros. 2.0/3    |
| 8:30               | 98. The Parent 'Hood 1.7/3    |
| 9:00               | 99. Unhap Ever After 1.6/3    |
| 9:30               | 100. Muscle 1.3/2             |
| <b>WEEK'S AVG</b>  | <b>1.7/3</b>                  |
| <b>SSN TO DATE</b> | <b>1.9/3</b>                  |

SOURCE: NIELSEN MEDIA RESEARCH



### The RIAS Berlin Commission & the Radio and Television News Directors Foundation

Announce  
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#### German Study Trips for U.S. Journalists

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#### For Application Information, contact:

Pat Seaman, Program Coordinator, 301-977-7210  
Or RTNDF, 202-659-6510 Fax: 202-223-4007

# PEOPLE'S CHOICE WEEK 30 *According to Nielsen ratings, April 10-16*

|              |  |  |  |  |
|--------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| MONDAY       | 10.3/17                                                                           | 11.9/19                                                                           | 11.5/19                                                                            | 7.3/11                                                                              |
| 8:00         | 34. Am Fun Videos 9.8/16                                                          | 33. The Nanny 10.0/17                                                             | 37. Fresh Prince 9.7/16                                                            | 48. Melrose Place 8.5/14                                                            |
| 8:30         |                                                                                   | 18. Dave's World 11.7/19                                                          | 24. In the House* 11.1/18                                                          |                                                                                     |
| 9:00         | 28. ABC Monday Night                                                              | 8. Murphy Brown 13.5/21                                                           | 16. NBC Monday Night                                                               | 79. Medicine Ball 6.0/9                                                             |
| 9:30         | Movie—Arachnophobia                                                               | 10. Cybill 13.0/20                                                                | Movies—Perry Mason: Case                                                           |                                                                                     |
| 10:00        | 10.4/17                                                                           | 19. Chicago Hope 11.5/19                                                          | of the Jealous Joker                                                               |                                                                                     |
| 10:30        |                                                                                   |                                                                                   | 12.1/20                                                                            |                                                                                     |
| TUESDAY      | 15.4/25                                                                           | 8.4/14                                                                            | 9.8/16                                                                             | 4.7/8                                                                               |
| 8:00         | 22. Full House 11.4/20                                                            | 61. Under One Roof 7.5/13                                                         | 34. Wings 9.8/17                                                                   |                                                                                     |
| 8:30         | 14. Thunder Alley 12.6/21                                                         |                                                                                   | 41. Newsradio 9.6/16                                                               | 89. Fox Tuesday Night                                                               |
| 9:00         | 1. Home Improvmt 21.0/32                                                          |                                                                                   | 31. Frasier 10.2/16                                                                | Movie—Hero 4.7/8                                                                    |
| 9:30         |                                                                                   | 47. CBS Tuesday Movie—                                                            | 58. Pride & Joy 7.8/12                                                             |                                                                                     |
| 10:00        | 9. NYPD Blue 13.2/22                                                              | With Hostile Intent 8.9/14                                                        | 26. Dateline NBC 10.8/18                                                           |                                                                                     |
| 10:30        |                                                                                   |                                                                                   |                                                                                    |                                                                                     |
| WEDNESDAY    | 13.4/22                                                                           | 7.1/12                                                                            | 9.8/16                                                                             | 8.5/14                                                                              |
| 8:00         | 24. Roseanne 11.1/19                                                              | 81. George Wendt 5.9/10                                                           | 49. Cosby Mysteries                                                                | 37. Beverly Hills, 90210                                                            |
| 8:30         | 16. Ellen 12.1/20                                                                 | 89. Double Rush 4.7/8                                                             | 8.4/14                                                                             | 9.7/17                                                                              |
| 9:00         | 5. Grace Under Fire 15.6/25                                                       |                                                                                   | 28. Dateline NBC 10.4/17                                                           | 66. Sliders 7.2/11                                                                  |
| 9:30         | 6. Coach 14.2/22                                                                  | 54. CBS Wednesday                                                                 | 27. Law and Order 10.6/18                                                          |                                                                                     |
| 10:00        | 7. Primetime Live 13.6/24                                                         | Movie—Original Sins 8.0/13                                                        |                                                                                    |                                                                                     |
| 10:30        |                                                                                   |                                                                                   |                                                                                    |                                                                                     |
| THURSDAY     | 8.6/15                                                                            | 7.0/12                                                                            | 15.8/28                                                                            | 6.8/12                                                                              |
| 8:00         | 54. Matlock 8.0/15                                                                | 75. Due South 6.6/12                                                              | 23. Mad About You 11.2/21                                                          | 78. Martin 6.2/12                                                                   |
| 8:30         |                                                                                   | 69. Eye to Eye with Connie                                                        | 19. Hope & Gloria 11.5/21                                                          | 63. Living Single 7.3/13                                                            |
| 9:00         | 51. The Commish 8.2/14                                                            | Chung 7.1/12                                                                      | 3. Seinfeld 17.9/30                                                                | 74. New York Undercover                                                             |
| 9:30         |                                                                                   | 63. 48 Hours 7.3/13                                                               | 2. Friends 18.1/30                                                                 | 6.8/11                                                                              |
| 10:00        | 37. Day One 9.7/17                                                                |                                                                                   | 3. E.R. 17.9/31                                                                    |                                                                                     |
| 10:30        |                                                                                   |                                                                                   |                                                                                    |                                                                                     |
| FRIDAY       | 10.5/21                                                                           | 7.0/14                                                                            | 8.5/17                                                                             | 6.2/12                                                                              |
| 8:00         | 46. Family Matters 9.0/19                                                         | 63. Burke's Law 7.3/15                                                            | 53. Unsolved Mysteries                                                             | 91. VR5 4.0/8                                                                       |
| 8:30         | 37. Sister, Sister 9.7/20                                                         | 69. The Wright Verdicts                                                           | 8.1/17                                                                             | 50. The X-Files 8.3/16                                                              |
| 9:00         | 41. Step By Step 9.6/18                                                           | 7.1/13                                                                            | 44. Dateline NBC 9.2/17                                                            |                                                                                     |
| 9:30         | 43. On Our Own 9.5/18                                                             | 75. Picket Fences 6.6/13                                                          | 51. Homicide: Life on the                                                          |                                                                                     |
| 10:00        | 13. 20/20 12.7/25                                                                 |                                                                                   | Street 8.2/16                                                                      |                                                                                     |
| 10:30        |                                                                                   |                                                                                   |                                                                                    |                                                                                     |
| SATURDAY     | 5.7/11                                                                            | 7.6/15                                                                            | 6.7/13                                                                             | 7.6/15                                                                              |
| 8:00         | 84. ABC Saturday Family                                                           | 72. Christy 7.0/14                                                                | 86. Amazing Grace 5.4/11                                                           | 66. Cops 7.2/15                                                                     |
| 8:30         | Movie—Spring Fling                                                                | 85. The Office 5.5/11                                                             |                                                                                    | 61. Cops 7.5/15                                                                     |
| 9:00         | 5.6/11                                                                            | 79. Five Mrs. Buch 6.0/11                                                         | 72. Sweet Justice 7.0/13                                                           | 56. America's Most Wanted                                                           |
| 9:30         |                                                                                   | 32. Walker, Texas Ranger                                                          | 59. Sisters 7.6/15                                                                 | 7.9/15                                                                              |
| 10:00        | 81. The Marshal 5.9/11                                                            | 10.1/19                                                                           |                                                                                    |                                                                                     |
| 10:30        |                                                                                   |                                                                                   |                                                                                    |                                                                                     |
| SUNDAY       | 9.6/17                                                                            | 12.2/22                                                                           | 9.8/18                                                                             | 5.2/9                                                                               |
| 7:00         | 59. Am Fun Hm Vid 7.6/17                                                          | 10. 60 Minutes 13.0/28                                                            | 56. NBA Basketball Game 2                                                          | 92. R&R Skating Highlights                                                          |
| 7:30         | 34. Am Fun Hm Vid 9.8/20                                                          |                                                                                   | 7.9/18                                                                             | 3.1/7                                                                               |
| 8:00         | 45. Lois & Clark 9.1/16                                                           | 12. Murder, She Wrote                                                             | 81. seaQuest DSV 5.9/10                                                            | 69. Simpsons 7.1/13                                                                 |
| 8:30         |                                                                                   | 12.9/23                                                                           |                                                                                    | 86. House of Buggin' 5.4/9                                                          |
| 9:00         | 30. ABC Sunday Night                                                              |                                                                                   | 15. NBC Sunday Night                                                               | 66. Married w/Chld 7.2/12                                                           |
| 9:30         | Movie—Texas, Part 1                                                               | 19. CBS Sunday Movie—                                                             | Movie—Doc Hollywood                                                                | 88. Dream On 5.0/8                                                                  |
| 10:00        | 10.3/17                                                                           | A Mother's Gift 11.5/19                                                           | 12.3/21                                                                            |                                                                                     |
| 10:30        |                                                                                   |                                                                                   |                                                                                    |                                                                                     |
| WEEK'S AVGS  | 10.5/19                                                                           | 8.9/16                                                                            | 10.2/18                                                                            | 6.5/11                                                                              |
| SSN. TO DATE | 12.0/20                                                                           | 11.1/18                                                                           | 11.5/19                                                                            | 7.7/12                                                                              |

RANKING/SHOW [PROGRAM RATING/SHARE] TOP TEN SHOWS OF THE WEEK ARE SHOWN IN RED YELLOW TINT IS WINNER OF TIME SLOT (nr)=NOT RANKED \*PREMIERE  
TELEVISION UNIVERSE ESTIMATED AT 95.4 MILLION HOUSEHOLDS; ONE RATINGS POINT EQUALS 954,000 TV HOMES SOURCE: NIELSEN MEDIA RESEARCH COMPILED BY KENNETH RAY



# Telemedia

THE INTERACTIVE WORLD OF VIDEO, VOICE AND DATA

# Week

BOC<sub>1</sub>

## Bells close Disney video services deal

*Basic services to be delivered by year's end; interactive offerings delayed until late '96*

By Mark Berniker

**S**urprising no one, Disney has entered into an entertainment programming and distribution venture with three regional Bell operating companies to deliver linear and interactive video services.

Disney's pact with Ameritech, BellSouth and SBC Communications will invest \$500 million during the next five years to assemble a line-up of programming and deliver it via the phone companies' evolving video dial-tone networks.

The as-yet-unnamed venture will be based in Los Angeles. The partners in the deal are searching for a CEO and refused to disclose details on staffing or financial arrangements.

Patrick Campbell, Ameritech executive vice president for strategy, says the venture is "open to other partners," but he would neither confirm nor deny reports of discussions with GTE or any other companies.

Jim Adams, SBC group president of International and Cable, says the Disney-Bell venture is "absolutely considering" Microsoft's end-to-end software system for interactive TV services. SBC, as well as TCI, is working with Microsoft on separate prototype interactive TV trials.

The venture will build a digital production facility in

the Los Angeles area similar to Bell Atlantic's multimillion-dollar Reston, Va., studio, which prepares content for transmission over the network.

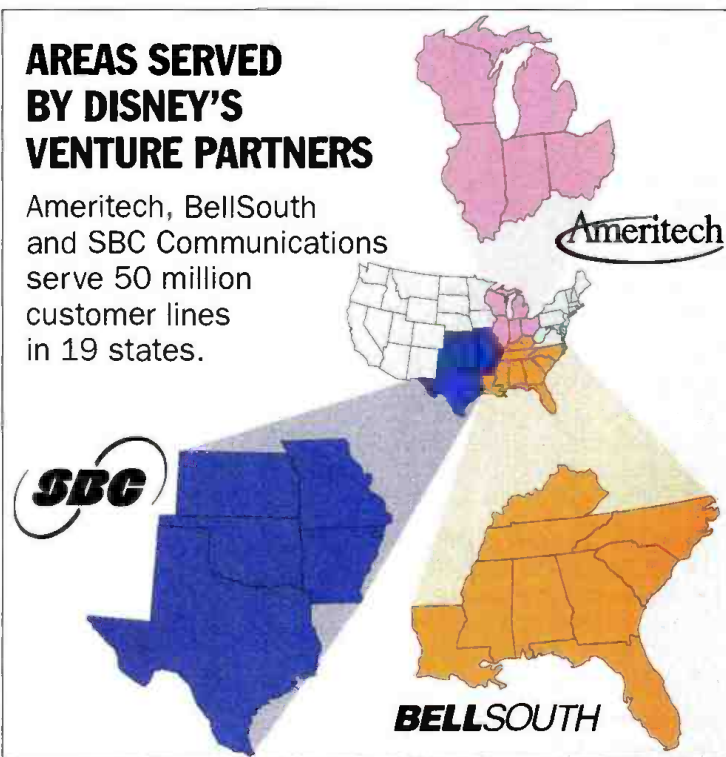
Bill Reddersen, BellSouth senior vice president, says the venture is committed to creating an open software environment designed to facilitate the development of interactive services by the production and software communities.

Although the deal was announced formally last week, the partners have been working for several months in "operating teams" to develop the delivery platform, line up programming and consider ways the venture may market services to potential subscribers.

"We must offer everything they can get in the market today—and more,"

### AREAS SERVED BY DISNEY'S VENTURE PARTNERS

Ameritech, BellSouth and SBC Communications serve 50 million customer lines in 19 states.



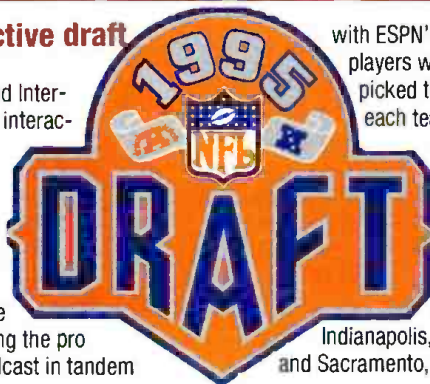
says Reddersen, adding that it will be a challenge to woo customers away from their cable operators. But, he says, the telephone companies will offer a new suite of

services in addition to improved billing, customer service and network reliability over that of cable operators.

But although the venture

### NTN, IN offer interactive draft

Both NTN Communications and Interactive Network are marketing interactive television games associated with last weekend's NFL draft. Under an agreement with the NFL, NTN produced a live program enabling users of its interactive gaming system to predict each pick in the draft of college players entering the pro ranks. NFL Draft IQ was broadcast in tandem



with ESPN's coverage of the draft; game players were awarded points if they picked the correct player chosen by each team in the first round of the draft. Interactive Network also offered its subscribers a game that allowed them to pick the players and teams chosen in the first round.

IN's game was offered to its subscribers in San Francisco, Indianapolis, Chicago, South Bend, Ind., and Sacramento, Calif.

—MB

has the potential to reach as many as 50 million customers in 19 midwestern and southern states, each telephone company is starting with no subscribers—and it will take some time to carve away at cable's market share.

"We'll begin offering service as early as the end of this year," says Campbell, who adds that Ameritech will start in two communities: suburban Chicago and Troy, Mich., a suburb of Detroit.

Initially, the telephone companies' focus will be on providing linear broadcast and cable programming. Later they will add interactive programming services.

The rollout of interactive services hinges on the cost of deploying those services (including the price of set-top boxes) and consumer demand for new—and still undefined—services.

Reddersen says affordable set-top boxes must precede the deployment of interactive services. He doesn't expect that interactive services will begin to be available before the end of 1996.

"We're still a year away from [large-scale] manufacturing of set-top boxes," Reddersen says, adding that the telephone companies are willing to pay "\$300 to \$350 at most" for the next generation of set-tops equipped with computing and high-speed-



Ameritech executive VP  
Patrick Campbell

communications power.

All three companies are pooling their efforts as they enter the TV distribution business, but there are major differences in their goals.

Ameritech is the only one of the three with

an ambitious goal of reaching 1.2 million homes by the end of next year and 6 million households in the Midwest by 2001 at an investment of \$4.4 billion.

Both BellSouth and SBC Communications have been far more reserved about their plans and have refused to commit to offering video services via their telecommunications networks.

"We are not committed to building out our network for video until the rules and [the] marketplace are more defined," Adams says.

By entering into this deal, BellSouth and SBC get into the TV programming and distribution business without

exposing their shareholders to huge risks.

Nevertheless, for slightly more than \$100 million each, the three telcos have entered into an alliance that, down the road, could evolve into a nationally branded TV programming and distribution network.

Disney's primary role will be to help choose the initial slate of programming and co-develop the navigator (the user interface that will enable consumers to find the programming they are interested in watching).

"The venture will be willing to license the broad package of programming and the navigator," says John Cooke, Disney's executive vice president, corporate affairs. He says the venture still is in the process of sorting out what the initial programming lineup will be and is talking to a number of programming providers.

Cooke says that Disney's participation in no way will preclude it from offering its movies, TV programs and other content over other video distribution networks.

T.M.

## Calendar

**April 30-May 2**—The Consumer at the Controls: Technology and Telecommunications in the Information Age, sponsored by the National Consumers League. Executive Tower Inn, Denver. Contact: (202) 639-8140.

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

**May 11-13**—Electronic Entertainment Expo, sponsored by Knowledge Industry Publications and Infotainment World. Los Angeles Convention Center. Contact: (800) 800-5474, x3028.

**May 14-17**—Interactive '95 Conference & Expo, sponsored by Softbank Institute. Anaheim Convention Center, Anaheim, Calif. Contact: (617) 393-3344.

**May 31-June 3**—Multimedia '95 Conference & Trade Show, sponsored by Multimedia Trade Shows. Metro Toronto Convention Centre. Contact: (416) 324-3233.

**June 5-7**—Digital World 95, sponsored by Softbank Expos. Los Angeles Convention Center. Contact: (415) 578-6963.

**July 16-19**—CTAM '95: Wake Up and Smell the Competition, sponsored by Cable Television Administration and Marketing Society. San Francisco Marriott. Contact: M.C. Antil, CTAM, 703-549-4200.

## Video Dialtone

# FCC says VDT will move in May

**V**ideo dialtone is on the front burner in the FCC's Common Carrier Bureau, which expects to eliminate its backlog of pending applications by the end of May.

The bureau expects to send applications submitted by Pacific Bell, Bell Atlantic, US West and GTE to the agency's five commissioners by April 28. It will take up to four weeks for the commission to reach a decision on all the applications, which cover 6.5 million homes.

The following applications are scheduled for a decision by May:

### Bell Atlantic:

Mid-Atlantic areas, including northern New Jersey, Philadelphia, Delaware, Baltimore and southeastern Virginia

2 million homes passed

Washington, D.C., area

1.2 million homes passed

### GTE

Manassas, Va.

109,000 homes passed

Central Florida

476,000 homes passed

Ventura, Calif.

122,000 homes passed

Honolulu

334,000 homes passed

### US West

Denver

357,000 homes passed

Portland, Ore.

162,000 homes passed

Minneapolis-St. Paul

357,000 homes passed

Boise, Idaho

90,000 homes passed

Salt Lake City

160,000 homes passed

### Pacific Bell

Orange County, Calif. 210,000 homes passed

San Francisco

490,000 homes passed

Los Angeles

360,000 homes passed

San Diego

250,000 homes passed



Wireless Cable

# PacTel joins wireless migration

Plans call for 5 million customers by end of next year

By Mark Berniker

**W**ith one quick move, Pacific Telesis has staked out a position in the wireless cable business.

Pacific Telesis last week bought all the stock and debt of Cross Country Wireless for \$175 million. With the purchase, PacTel will begin offering alternative cable service via wireless technology in Southern California. At the same time, it will be building its statewide video dial-tone (VDT) network.

The purchase of Cross Country Wireless will speed PacTel's plans. The California telephone company has said it will invest \$5 billion in VDT by 2000 with hopes of reaching more than 5 million households. Through Cross Country Wireless, PacTel will be able to offer video services to 5 million customers in Los Angeles and Orange counties, San

Diego and Riverside by the end of next year.

Cross Country Wireless has 42,000 wireless cable subscribers in Riverside and licenses for other Southern California markets.

"This deal provides us with an early opportunity to reach a lot of customers in

**PACIFIC TELESIS**

our developing video network," says Steve Harris, vice president, external affairs, Pacific Telesis.

However, Cross Country Wireless uses analog wireless cable technology, which can transmit only 34 channels of programming. Pacific Telesis intends to invest \$20 million to upgrade Cross Country's analog facility to a digital headend, Harris says. The facility then will be capable of transmitting more than 100 channels of programming in direct competition with local cable operators.

Pacific Telesis will have to put up millions more to equip each subscribing household with an antenna and set-top box as well as in-home wiring. The cost per home is expected to be \$400-\$800.

As part of its technology and programming deal with Nynex, Bell Atlantic and the Creative Artists Agency, PacTel plans to deliver conventional video and interactive services over its VDT network.

"We will develop the best mix over time," Harris says. Some geographic areas may be offered digital wireless video services, while others may be more suited to high-capacity hybrid fiber.

The telco sees its investment in wireless cable as a way by which to attract customers to its evolving video network and to defer some of the costs of building expensive hybrid fiber optic/coaxial cable networks.

PacTel's purchase of Cross Country Wireless comes on the heels of Nynex and Bell Atlantic's \$100 million investment last month in CAI Wireless Systems.

There are 700,000 subscribers to wireless cable services in the U.S. and close to 3 million subscribers worldwide. **TM**

## BA buying BBT warrants

Bell Atlantic is purchasing six-year warrants from BroadBand Technologies for \$7 million, which will entitle the telco to purchase 1 million shares of BBT common stock. However, Bell Atlantic still must receive relief from the AT&T consent decree's restrictions on manufacturing. BBT is supplying Bell Atlantic fiber-to-the-curb technology, which allows for the transport of video and telephony services to consumers.

## Prodigy backs online newspapers

Online service Prodigy has announced that it will support the New Century Network, a new company formed by several of the country's largest newspaper companies to encourage the development of local online services. New Century Network participants include Advanced Publications, Cox Newspapers, Gannett, The Hearst Corp., Knight-Ridder, Times Mirror, Tribune Co. and The Washington Post Co.

## TeleWest's UK cable, phone subs grow dramatically

TeleWest, a joint venture of TCI and US West, has added 12,960 cable TV subscribers in the first quarter and now has 192,056 subs in owned-and-operated franchises in the UK. TeleWest also has added 23,219 residential telephony subscribers, a 421% increase, bringing its total phone subscribers to 151,368.

Interactive

## Time Warner taps Gordon, Bruce for Full Service Net

**T**ime Warner Cable has named Yvette Gordon director of system software for its Full Service Network, based in Maitland, Fla. Gordon, formerly FSN manager—software specialist, will oversee the integration of the complex software required to support 4,000 subscribers of FSN by the end of this year. Also at FSN, Susan Bruce was named director of interactive education and health programming.

Bruce had been president of Bruce Media Connections, an Atlanta consulting firm specializing in the design and marketing of multimedia programs. —MB



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# Ownership clock ticking for Evergreen

*Company hopes station limits will be lifted before time runs out on its temporary FCC waiver that allows it to operate four FM stations in Chicago*

By Donna Petrozzello

**W**ith a temporary waiver from the FCC to operate more stations than regulations allow, Evergreen Media Corp. officials are hoping that ownership limits will be lifted before the waiver expires.

The FCC has allowed Evergreen to own and operate four FM stations—two more than ownership regulations permit—in Chicago for one year. Evergreen owns WMVP(AM), WLUP-FM and WRCX(FM) and acquired WEJM-AM-FM and WAVZ(FM), all Chicago, in February when it merged with Broadcasting Partners Inc.

Under the waiver, Evergreen must sell the two FM stations it acquired from BPI within one year after the merger transaction closes, which is expected in mid-May. Evergreen Chairman/CEO Scott Ginsburg says the company will “look for a minority buyer” for at least one of those FM stations if it is

required to sell the stations.

But if ownership limits are lifted within that year, Evergreen may be permitted to hold all six stations, giving the company ownership of more stations in that major market than any other single group.

However, Evergreen legal counsel Eric Bernthal says that at the moment there is “no proposal before the FCC to eliminate radio multiple ownership rules.” Discussion of eliminating radio ownership limits was omitted from a draft bill proposal circulated by Senator Larry Pressler (R-S.D.) in March that supported deregulation and included a provision to expand ownership caps in broadcast TV.

Bernthal also says the temporary waiver issued to Evergreen did not mention that the radio ownership limits might be lifted and did not discuss Evergreen’s ownership of those

properties if the rules were relaxed.

Bernthal notes, however, that there is congressional support for radio ownership deregulation and that a provision to loosen radio ownership limits may be included in future deregulation proposals.

And, Bernthal says, “It’s inconceivable that if the regulations change[d] and the limits [were] abolished, the FCC would prevent Evergreen from keeping the stations.”

Evergreen executives are optimistic. “It is our hope that before the expiration of the waiver period, ownership regulations will change,” says the company’s chief financial officer and treasurer, Matthew Devine.

“It has always been our hope to dominate in major markets, and we hope to maintain and develop these stations ourselves,” says James deCastro, Evergreen president and chief operating officer. ■

## White Sox, Bulls move to WMVP(AM)

Evergreen Media Corp. has signed a five-year deal for the radio broadcast rights to Chicago White Sox baseball and Chicago Bulls basketball games on its sports talk WMVP(AM) Chicago beginning with the 1996 season.

The deal is worth close to \$32 million, according to sources. However, Sox/Bulls owner/chairman Jerry Reinsdorf could reap up to \$45 million in additional promotional and advertising revenue. The contract check includes a provision to renew with WMVP another five years.

Acquiring the Sox and Bulls broadcasts was key for WMVP, which has lagged in Arbitron ratings behind Group W’s sports talk WSCR(AM) and nighttime sports talk WMAQ(AM), both Chicago, since WMVP switched to an all-sports format in October 1993. WMAQ has been the flagship station for Sox games for more than 20 years and has held the broadcast rights to Bulls games consistently since 1991. Nineteen ninety-five marks the final year of a four-year contract between WMAQ and the Sox.

WMAQ General Manager Weezie Kramer says simply: “It all came down to economics.” Evergreen’s decision to outbid Group W for the rights “was not made on the economic viability of the deal,” Kramer says. “[Evergreen] had to do it to stay in the format.” WMAQ paid \$3 million in rights fees for the Sox in 1994, according to BROADCASTING & CABLE’s annual baseball survey.

With the Sox and Bulls, WMVP becomes the first sports station in Chicago to hold the broadcast rights to three teams simultaneously. WMVP already broadcasts Chicago Blackhawks hockey. WMVP President/General Manager Larry Wert says, “White Sox baseball and Bulls basketball have always been part of our original vision for WMVP.”

Neither the Sox nor the Bulls is expected to cut its contract short with WMAQ before moving over to WMVP. For the remainder of the 1995 baseball season, the Sox will be heard on WMAQ. WMAQ will continue to broadcast Bulls games during the 1994-95 season playoffs and throughout the 1995-96 season, which stretches through spring 1996.

—DP

# Westwood's Pattiz has vision for radio

By Donna Petrozzello

**F**rom the mid-1970s through the early 1990s, former Westwood One Inc. chairman and CEO Norman Pattiz had little time to concentrate on anything except building the company he founded into one of radio's top program distributors and network groups.

But since late 1993, when Infinity Broadcasting purchased a strong ownership stake in the Westwood One Companies, Pattiz's role has been trimmed to chairman of the board at Westwood One, and he has devoted more time to "give back" to the industry that made his career.

During the past year, Pattiz has donated thousands of dollars to the Broadcast Education Association (BEA) and has lectured at several universities. He participates on the BEA board of directors and is help-

ing to establish a California branch of the Museum of TV & Radio.

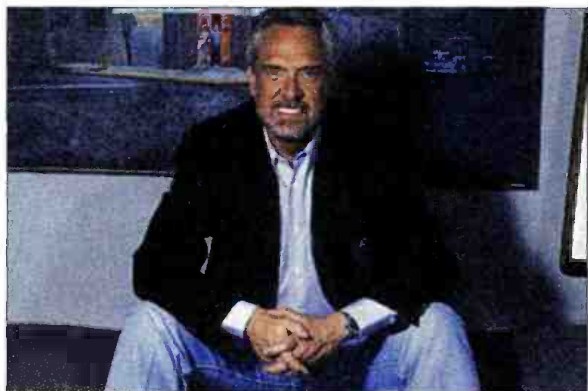
Pattiz also has helped build the Hamilton Academy of Music in Los Angeles, which he describes as a "magnet high school for music." The school contains the Norman Pattiz Concert Hall.

Pattiz is talking to several universities about creating an "international radio center" and developing a broadcast communications curriculum centered on the business of radio internationally and in the U.S. As radio industry revenue increases and the business consolidates, Pattiz says, "it is getting harder to find quality people to run" radio stations, and college courses for emerging

radio broadcasters are limited.

"A communications student has more opportunities to find a job in radio than in TV," Pattiz says. "But there isn't anything at most universities that would qualify them for anything other than entry-level positions."

"With the expansion of radio, the pool of talent is getting smaller and the demands of existing management are getting greater," Pattiz says. "Network radio has been inbred. It's time to expand the gene pool." ■



Norman Pattiz in his office in Los Angeles.

## R I D I N G   G A I N

### WABC drops lawsuit against N.Y. Yankees

Less than a month after filing a breach of contract suit against the New York Yankees for threatening to use replacement players in the 1995 season, talk radio WABC(AM) New York withdrew its suit earlier this month soon after the regular players settled their strike.

WABC paid an estimated \$5 million for radio broadcast rights to Yankee games for the 1995 season. The station threatened a \$5 million suit against the Yankees, claiming that "games played by replacement players are valueless to WABC" because advertisers did not want to buy time on them.

### CRN, Weicker deal off

Syndicator CRN International has scrapped plans to syndicate a radio talk show hosted by former Connecticut governor Lowell Weicker before the show was launched.

CRN and Weicker struck a deal less than two months ago, CRN officials say, but earlier this month had a "mutual parting of the ways." Weicker's preempted show, slated to be called *America Speaks* and broadcast from Washington, was described as a retort to "right-wing" talk radio.

### Coffee mugs spark L.A. radio rivalry

Two rival Los Angeles AC radio stations are vying for Judge Lance Ito's attention. When KBIG(FM) Program Director Dave Ervin heard of Ito's fondness for coffee, he sent

over a KBIG mug, which Ito perched on his bench.

The KBIG mug made it on camera. When competitor KOST(FM) saw the mug on TV, it rushed over a KOST mug that Ito also has used and shown on the air. Los Angeles-area radio executives predict that the bidding war between radio stations for camera time in the Simpson trial will become more heated. Says Ervin of competing stations: "If they haven't already sent him a coffee mug, they probably will soon."

### SW Networks roll out entertainment news

SW Networks soon will introduce *SW Entertainment News*, a syndicated program featuring news from the entertainment world, celebrity interviews and related lifestyle and technology reports. SW will deliver five distinct news feeds varied to match different radio formats. The program is expected to be available to stations in June.

—DP



Judge Lance Ito



## Park sale nets millions for Time Warner

*Meanwhile, cash flow up, operating losses down this year*

By Jim McConville

**K**eeping its promise to reduce its debt this year, Time Warner has picked up a big chunk of cash by selling its majority interest in the Six Flags amusement parks for \$1 billion.

Time Warner also surprised industry pundits by posting increased cash flow and lower operating losses in the first quarter of the year, with all five of its core businesses recording operating gains.

Time Warner's Six Flags deal will net it \$850 million after taxes and fees. Last February, Time Warner Chairman Gerald Levin said the company will reduce \$2 billion-\$3 billion of its approximately \$15 billion debt during the next 18 months, and separate its content and distribution businesses. Time Warner got \$200 million from selling its shares of QVC last March to Tele-Communications Inc. and Comcast. The Six Flags sale brings Time Warner within \$1.1 billion of its debt-reduction promise.

The deal calls for Time Warner to sell 51% of its amusement park group to investment firm Boston Ventures in exchange for \$200 million cash, as well as a transfer of \$800 million of Time Warner's debt off its balance sheet. Time Warner, which bought Six Flags three years ago for \$700 million, will keep a 49% stake in Six Flags and continue to manage the 10 Six Flags theme parks.

Although the move goes a long way toward helping Time Warner reach its debt-reduction goal, it still is likely that the company will look to sell its 19.4% stake in Turner Broadcasting System, says Dennis McAlpine, analyst, Josephthal Lyon & Ross. "They're clearly trying to separate the big-ticket assets from the small ones," he says.

Analysts say Time Warner's to-sell list also probably includes its \$1 billion worth of cable systems. Accord-

ing to Time Warner officials, the company is in discussions with US West about a possible deal to give the regional Bell operator a larger ownership of Time Warner's cable system. Time Warner also reportedly is talking with TCI about trading some of their cable systems.

MCA from Matsushita.

The first executive casualty is Six Flags Chairman Robert W. Pittman, who has run the theme parks for the past 6 1/2 years. Boston Ventures reportedly refused to meet Pittman's multiyear contract, which called for a yearly salary of \$2 million-\$3 million and an equity interest in Six Flags that would have been worth more than \$100 million.

Pittman, who will stay on at Six Flags through the summer, says he decided not to sign Boston Ventures' five-year contract.

Time Warner also posted stronger-than-expected cash flow last week. Cash flow rose 7%, to \$681 million for the first quarter of the year, compared with \$639 million last year. The company also lowered its first-quarter loss to \$47 million, or 13

## TIME WARNER

UBS Securities remains skeptical that Time Warner can get its debt under control this year. The investment firm put a "hold" status on Time Warner stock, citing concerns about the potential sale by Seagram of its 56.7 million shares (15%) of Time Warner common stock now that Seagram has purchased 80% of

### DBS boosts HBO earnings

Time Warner says the direct broadcast satellite business is partly to thank for a rise in distribution and revenue for its HBO programming business in the first quarter of this year.

Time Warner's HBO programming group had record first-quarter business of \$71 million, up 16% over first quarter 1994, based on earnings before interest, taxes, depreciation and amortization. The company attributes the financial gains to subscriber growth of its HBO and Cinemax pay channels on cable systems as well as in the developing DBS business.

More than half of the approximately 500,000 homes that subscribe to USSB's DBS service pay \$34.95 per month for an Entertainment Plus package that includes five channels of HBO and three channels of Cinemax. USSB offers a variety of packages with HBO and gives subscribers the option of ordering five channels of HBO alone for \$10.95 per month.

HBO's programming group posted income of \$256 million on sales of \$390 million during the quarter. The group includes several divisions, including HBO Downtown Productions, HBO Pictures, Time Warner Sports and HBO International, and interests in Comedy Central, E!, BET and the Sega Channel. Subscriber growth at HBO and Cinemax was "overwhelmingly responsible" for group gains during the first quarter, HBO spokesman Jim Noonan says.

Cable system operators are seeing a rise in their pay TV business because they are paying greater attention to the category, Noonan says. Many operators are focusing more on the unregulated revenue stream in the wake of cable industry reregulation, he says. HBO's subscriber base now stands at more than 27 million, up more than 2 million from a year ago.

—RB

cents per share, compared with \$51 million, or 14 cents a share, for the same period last year. Revenue for the period rose to \$3.9 billion from \$3.5 billion.

TW's cable operations income

increased to \$431 million from \$422 million last year. Cable sales jumped to \$578 million compared with \$551 million a year ago. Time Warner attributed the rise to a 5% increase in the number of its basic

cable subscribers.

Time Warner's Broadcasting Division posted a \$21 million loss from start-up costs in launching its one-night-a-week WB Network in January. ■

## NBC out of SportsChannel game

Also exits from News 12 partnership

By Rich Brown

**N**BC has sold its half-ownership in SportsChannel New York and News 12 to partner Rainbow Programming Holdings for approximately \$93 million.

NBC exercised an option in the partnership that requires Rainbow to buy out its stake. The companies continue to be partnered in a variety of programming ventures, including American Movie Classics, Bravo, NewSport, Prime SportsChannel Networks, Independent Film Channel and several regional sports channels. The companies are looking at other possible joint projects, Rainbow president Josh Sapan says, but he would not elaborate on those plans.

Owning a piece of SportsChannel New York made less sense to NBC following Cablevision's recent decision to purchase (with ITT) competing regional sports service Madison Square Garden Network, says Tom Rogers, president, NBC Cable and Business Development executive vice president. NBC passed on an earlier option to join Cablevision and ITT in the MSG purchase.

"We already have a huge news and sports presence in the New York market," Rogers says, referring to NBC-owned flagship WNBC-TV New York.

And NBC's exit from News 12 comes as Rainbow maps out an expansion of the regional news oper-

ation. Rainbow, which is owned by multiple system cable operator Cablevision Systems, plans to expand the concept into other Cablevision system clusters in Connecticut, New Jersey, Westchester and the Bronx/Brooklyn, N.Y. The original News 12 Long Island regional news service has not turned a profit after more than eight years of operation.

Rainbow has entered into an amended, restated credit agreement with a group of banks and with Toronto Dominion and the Canadian Imperial Bank of Commerce as co-agents, increasing the company's credit facility from \$105 million to \$202 million to pay for the NBC transaction. ■

## Changing Hands

This week's tabulation of station and system sales

**WLAC-AM-FM Nashville; WJCE-FM Russellville, Ky.; WJCE(AM)-WRVR-FM Memphis; KBLA(AM) Santa Monica, Calif.; WBEN(AM)-WMJQ(FM) Buffalo and WWKB(AM)-WKSE(FM) Niagara Falls, both New York; WGBI(AM)-WGGY(FM) Scranton and WILK(AM)-WKRZ(FM) Wilkes-Barre, both Pennsylvania, and WWL(AM)-WLMG(FM) New Orleans** □ Purchased by River City License Partnership (Barry Baker) from Keymarket Communications (Kerby Confer) for \$123.225 million (BROADCASTING & CABLE, April 3). *Broker: Star Media Group.*

**KFXX(AM)-KGON-FM Portland, Ore., and KMUZ-FM Camas, Wash.** □ Purchased by Entertainment Communications Inc. (Joseph Field, president) from Apogee Communications

### Proposed station trades

By dollar volume and number of sales

This week:

AMs □ \$6,670,000 □ 4

FM □ \$2,452,500 □ 6

Combos □ \$151,830,000 □ 6

TVs □ \$0 □ 0

Total □ \$160,952,500 □ 16

So far in 1995:

AMs □ \$47,850,500 □ 54

FM □ \$285,026,221 □ 111

Combos □ \$647,509,800 □ 80

TVs □ \$1,275,362,000 □ 36

Total □ \$2,255,748,521 □ 281

Inc. (James Johnson, president) for \$24.5 million. **Buyer** owns KITS(FM) San Francisco; KLDE-FM Houston-Galveston, Tex.; KMTT-AM-FM Seattle-

Tacoma, Wash.; KEGE(AM) Minneapolis; WDXF-FM/WDSY-FM/WEPP(AM) Pittsburgh; WYUU-FM Tampa-St. Petersburg and WISP-FM Sarasota, both Florida. **Seller** owns KKHG-FM/KJYK(AM)-KKLD-FM Tucson, Ariz. KFXX has sports format on 1520 khz with 50 kw day and 15 kw night. KGON-FM has classic rock format on 92.3 mhz with 100 kw and antenna 1,266 ft. KMUZ-FM has modern rock format on 94.7 mhz with 3.7 kw and antenna 850 ft. *Broker: Blackburn & Co. Inc.*

**WOPA(AM) Chicago** □ Purchased by Heftel Broadcasting Corp. (Cecil Heftel, chairman/co-CEO/70.3% voting stockholder) from CID Broadcasting Inc. (Arthur Velasquez, president) for \$4.495 million. **Buyer** owns KTNQ(AM)-KLVE(FM) Los Angeles; KECS(FM)



## Sinclair to make public offering

Hoping to pare its debt and finance additional station purchases, Sinclair Broadcast Group has filed a registration statement for an initial public offering with the Securities and Exchange Commission.

The Baltimore-based Sinclair is offering 3.75 million shares of Class A common stock at \$20 per share. Of the proceeds raised, \$68.8 million of which will be used to reduce outstanding bank debt, according to the statement.

Sinclair also is earmarking \$9 million of the proceeds to purchasing the options to acquire KSMO-TV Kansas City, Mo., and WSTR-TV Cincinnati from the controlling stockholders. Chase Securities, Smith Barney and Alex. Brown & Sons are underwriting the offering.

Last week, Moody's Investors Service, a New York-based debt rating company, upgraded Sinclair's rating from B3 to B2. Moody's cites improved operating performance and the likely IPO as among the reasons for the upgrade. —JAZ

Gainesville, KMRT(AM) Dallas, KESS(AM) Fort Worth, KCYT(FM) Granbury and KICI(AM)-KDZR(FM) Denton, all Texas; WADO(AM) New York and WGLI(AM) Babylon, both New York; WQBA-AM-FM Miami, and is proposed assignee of KICI-FM Corsicana, Tex. **Seller** owns KSOL-FM and KYLD-FM San Francisco. WOPA has Spanish format on 1200 khz with 10 kw day and 1 kw night. Filed March 20 (BAL950320EA).

**WALL(AM)-WKOJ(FM) Middletown, N.Y.** □ Purchased by Crystal Communications Corp. (Robert Dyson, president/100% interest) from Atlantic Morris Broadcasting Inc. for \$3.55 million. Dyson is president/director/100% voting shareholder of Chrismol Inc., parent of WEOK Broadcasting Corp., licensee of WEOK(AM)-WPOH(FM) Poughkeepsie, N.Y.; president/director/100% voting stockholder of Beehive Entertainment Corp., licensee of WCZX(FM) Hyde Park, N.Y. **Seller** owns WKTU(FM) Ocean City, N.J., and is selling WABT(FM) Dundee, Ill., to M&M Broadcasting and WLPZ(AM)-WSCO(FM) Portland, Me., to Northland Broadcasting. WALL has news/talk format on 1340 khz with 1 kw. WKOJ has AOR format on 92.7 mhz with 3 kw and antenna 300 ft. Filed March 29 (AM: BAL950329GU; FM: BALH950329-GW).

**WGKA(AM) Atlanta, Ga.** □ Purchased by Roy Henderson from WGKA Inc. (Eathel Holley, president) for \$1.05 million. **Buyer** owns KMIA(FM) Jasper, KFRD(AM) Belleville and KMPQ-AM-FM Rosenberg-Richmond, all Texas. **Seller** has no other broadcast interests. WGKA has classi-

cal format on 1190 khz with 10 kw. Filed March 29 (BAL950329EB).

**WHFX(FM) Waycross (Brunswick), Ga.** □ Purchased by Rowland South Georgia Radio Inc. (Marshall Rowland, president/50% interest; Carol Rowland, 50% interest) from Teletronics Inc. (James Rivers) for \$1 million. **Buyer** owns WJAD(FM) Leesburgh and WBGH(FM) Waycross (Brunswick), both Georgia. **Seller** owns WACL(AM) Waycross, Ga. WHFX has hot AC format on 103.3 mhz with 100 kw and antenna 1,100 ft. Filed April 5 (BALH950405GJ). **Brokers:** Jorgenson Broadcast Brokerage and Gordon Rice Associates.

**WESL(AM) East St. Louis, Ill.** □ Purchased by M&R Enterprises Inc. (Robert Riggins, president/50% interest; Mozella Riggins, 50% interest) from Willis Broadcasting Corp. (Bishop L.E. Willis, president) for \$800,000. **Buyer** has no other broadcast interests. **Seller** owns 15 AMs and 11 FMs. WESL has gospel format on 1490 khz with 1 kw. Filed March 23 (BAL950323EB).

**KMBQ(FM) Wasilla, Alaska** □ Transfer of control of KMBQ Corp. from Alaska Broadcast Communications Inc. (Roy Paschal, president) to Gary Buell Sr. for assumption of debt totaling \$475,000. **Buyer** has no other broadcast interests. **Seller** owns KJNO(AM)-KTKU(FM) Juneau, KTKN(AM)-KGTW(FM) Ketchikan and KIFW(AM)-KSBZ(FM) Sitka, all Alaska. KMBQ has AC format on 99.7 mhz with 51 kw and antenna -187 ft. Filed April 5 (BTCH950405GE).

# SOLD!

WEYI-TV, Flint, Michigan, WROC-TV Rochester, New York, and WTOV-TV Steubenville, Ohio, from Television Station Partners, L.P., I. Martin Pompadur, Chief Executive Officer, to Smith Broadcasting Group, Inc., Robert Smith, President, for \$63,500,000.

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## TSP TVs go for 12 times cash flow

California-based broadcaster Smith Broadcasting Group is buying Television Station Partners' WROC-TV (CBS) Rochester, N.Y., WTOV-TV (NBC) Steubenville, Ohio, and WEYI-TV (NBC) Flint, Mich., for \$63.5 million (BROADCASTING & CABLE, Feb. 27).

The cash-flow multiple for the TSP stations, including WRDW-TV (CBS) Augusta, Ga., is more than 12, one source says. The purchase price was not broken down by station, but the 1994 operating income for WROC-TV, WTOV-TV and WEYI-TV is said to be \$5.5 million.

Nine stations run by TSP CEO/General Partner Marty Pompadur have been on the block since last October, five under limited partnerships ML Media Partners and ML Media Opportunity Partners. To date, Gray Communications is buying WRDW-TV for \$34 million. Spartan Radiocasting signed a letter of intent on WRBL-TV (CBS) Columbus, Ga., for an estimated \$23 million. Charleston, S.C.-based Evening Post Publishing reportedly is buying KATC-TV (ABC) Lafayette, La., for under \$25 million. Letters of intent have been signed on KATC-TV and WREX-TV (ABC) Rockford, Ill., broker Ted Hepburn says, and contracts should be signed in the next couple of weeks.

Northeastern TV Investors, another limited partnership run by Pompadur, will retain WBRE-TV Wilkes-Barre, Pa., until it can increase cash flow and bring a higher return, Pompadur says.

Smith Broadcasting owns five TV stations in New York, Pennsylvania and California. President Robert Smith joined minority partner Joe Aragon to buy four Viacom TVs last November for almost \$400 million. But Viacom withdrew from the deal following controversy over minority tax certificates.

Media Venture Partners' Brian Cobb brokered the sale of the stations in Rochester, Steubenville and Flint. Pompadur also owns eight radio stations, which he is not selling, a daily newspaper, and companies that specialize in programing production, cellular telephones, and investment and consulting for European media.

—JAZ

**WLWW(FM) Waxhaw, N.C.** □ Transfer of control of 255,000 shares of common stock of Union County Communications Inc. from Jeffrey Sigmon (51% shareholder) to GHB of Waxhaw Inc. (George Buck Jr., president/director) for \$325,000. **Buyer** owns WNAP(AM) Norristown, Pa.; WOLS(AM) Florence, WXXC-FM Aiken, WSLT(FM) Clearwater, WRIP(AM) Lake City and WAVO(AM) Rock Hill, all South Carolina; WHVN(AM) Charlotte and WHYM(AM) Statesville, both North Carolina; WEAM(AM) Columbus and WYZE(AM) Atlanta, both Georgia; and WMGY(AM) Montgomery, Ala. WLWW has religious format on 106.1 mhz with 20 kw and antenna 365 ft. *Broker: Olin Tice.* Filed April 5 (BTCH950405GF).

**KQLO(AM) Reno** □ Purchased by Universal Broadcasting Inc. (Flordelisa Liriano, president/50% interest; Baudilio Liriano, 50% interest) from PTI Broadcasting Inc. (Roy Robinson, president) for \$325,000. **Buyer** has no other broadcast interests. **Seller** owns KDUK(AM) Eugene, KDUK-FM Florence, both Oregon; and KZMG(FM) New Plymouth, Idaho. KQLO

has news/talk/information format on 920 khz with 5 kw day and 1 kw night. Filed March 30 (BAL950330EB).

**KQMT(FM) Eagle, Colo.** □ Purchased by L&B Broadcasting II LLC (Charles Moss Jr., manager/member/51% interest) from Mountain High Communications Inc. (Patricia Kaplan, president) for \$275,000. Moss is 51% shareholder of KSPN(FM) Aspen, Colo. **Seller** has no other broadcast interests. KQMT has AC format on 101.5 mhz with 36 kw and antenna 2,210 ft. Filed March 28 (BALH950328GM).

**WRDO(FM) Fitzgerald, Ga.** □ Purchased by M&M Broadcasting Co. Inc. (Tony Mooney, president/51% interest; Denise Mooney, 49% interest) from Gralean Broadcasting Co. (Margaret Graham, president) for \$257,500. **Buyer** owns WKAA-FM Ocilla and WBHB(AM) Fitzgerald, both Georgia. Tony and Denise Mooney are husband and wife. **Seller** has no other broadcast interests. WRDO has oldies format on 96.9 mhz with 6 kw and antenna 328 ft. Filed April 5 (BALH950405GI).

**KQKD-AM-FM Redfield, S.D.** □ Purchased by James River Broadcasting Inc. (Robert Ingstad, president/director/100% voting stock) from Victoria Broadcasting System Inc. (Steve Kaiser) for \$255,000. **Buyer** owns KGFX-AM-FM Pierre, S.D.; KBUF(AM) Holcomb, KKJQ(FM) Garden City and KFLA(AM)-KSKL(FM) Scott City, all Kansas; KQPR(FM) Albert Lea, KDHL(AM)-KQCL(FM) Faribault, KMFX(AM) Wabasha, KMFX-FM Lake City, KASM-AM-FM Albany, KWEB(AM)-KRCH(FM) Rochester, KNFX(AM) Austin and KXSS(AM)-KLZZ(FM) Waite Park, all Minnesota, and KOVC-AM-FM Valley City and KDDR(AM) Oakes, both North Dakota. **Seller** has no other broadcast interests. KQKD(AM) has country/news/talk format on 1380 khz with 500 w day and 140 w night. KQKD-FM has country format on 103.7 mhz with 50 kw and antenna 324 ft. Filed March 27 (AM: BAL950327EB; FM: BALH950327EC).

**WRRL-AM-FM Rainelle, W.Va.** □ Purchased by Faith Broadcasting Corp. (Tommy Holbrook, president/20% voting stockholder) from R-B Co. Inc. (Darrell Cales, president) for \$200,000. **Buyer** and **seller** have no other broadcast interests. WRRL(AM) has gospel format on 1130 khz with 1 kw day. WRRL-FM has AOR format on 95.3 mhz with 3.1 kw and antenna 460 ft. Filed March 21 (AM: BAL950321GJ; FM: BALH950321GI).

**KHOX(FM) Hoxie, Ark.** □ Purchased by John J. Shields from Mitchell Broadcasting Co. Inc. (Dennis Mitchell, president) for \$120,000. **Buyer** and **seller** have no other broadcast interests. KHOX has country/classic rock/top 40 format on 105.3 mhz with 6 kw and antenna 156 ft. Filed April 4 (BALH950404GG).

**KZME(FM) Hudson and KCFI(AM) Cedar Falls, both Iowa** □ Purchased by Fife Communications LC (James Coloff, 50% interest; Anthony Coloff, 25% interest; Susan Coloff, 25% interest) from Donald Rabbitt for \$10,000 and \$90,000. **Buyer** has interests in KIOV-FM Forest City and KMCH-FM Manchester, both Iowa. **Seller** owns KWOA-AM-FM Worthington, Minn. KZME is unbuilt on 96.1 mhz with 3 kw and antenna 312 ft. KCFI has news/sports/talk format on 1250 khz with 500 w. Filed March 22 (KZME: BAPH950322EA; KCFI: BAL950322EB). ■



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**Broadcasting & Cable  
TV FAX**

WEDNESDAY □ MARCH 22, 1995

**FOX WINS ON KTTV**—U.S. Court of Appeals for D.C. affirmed FCC's 1988 decision granting license renewal to Fox Broadcasting's KTTV-TV Los Angeles, rejecting challenge of Rainbow Broadcasting.

**DEREG DISPUTE GOES PUBLIC**—Broadcasting industry's dispute over deregulation went public Tuesday at Commerce Committee hearing on telecommunications reform. Fox's President Padden and Ellis Communications CEO Burt Ellis, called for total deregulation of broadcasting industry. They said deregulation is necessary to compete with multichannel rivals DBS, cable and video dialtone. Network affiliates, represented by Jim Waterbury, chairman, NBC affiliates organization, said complete deregulation would put too much power in hands of networks and bring about demise of localism in broadcasting.

**ABC AMENDMENT**—Premiering earlier announcement regarding its Wednesday night lineup, ABC said Tuesday that Coach will join Wednesday lineup at 8 p.m. on March 29. Show is Wednesday comedy lineup that features Roseanne at 8, Ellen at 8:30 and Grace Under Fire at 9. Network had previously said Bringing Up Jack will debut in 9:30 time slot beginning March 29, but that new project will now debut at 11 p.m. Above lineup will be in place May 9, when Grace returns to its regular Tuesday slot. On Roseanne and Ellen rerun Wednesday slots.

**USA Networks** multi-year agreement to carry program-based C/net. The Computer Network Central, Entertainment Tonight on both USA and Sci-Fi Channel include Microsoft co-founder Paul Allen. Programming service veteran Kevin Wendle.

**Pamela Reed** has been named as family court judge. In other television news, actor Tom Selleck has signed actor and Mariel Hemingway will head BS's Central Park West.

**RIVER, KEYMARKET MERGER**—River City CEO Barry Baker confirms negotiations with Augusta, Ga.-based Key Communications are nearing conclusion. Deal is expected to be merger between radio companies. New company is said to be worth \$900 million. Baker says River City will be finalized within week.

**Keymarket** owns 9 AMs and 10 FMs, with purchase of additional AM-FM combo pending. River City owns seven TVs, 1 AM and 4 FMs. Star Media Group is brokering deal. "There is 50/50 chance of deal being completed at this time," says broker Bill Steding.

**RATE RELIEF**—Cable industry representatives told Senate Commerce Committee yesterday they need relief and they need it now. National Cable Television Association President Decker Anstrom said any telecommunications reform "must include rate relief for cable." Anstrom said cable companies "must compete with telcos in local telephony unless it can attract capital. Banks will be reluctant to increase their investment in industry without rate relief, Anstrom said. Small cable companies around country are collapsing under weight of current cable regulations, said Richard Cutler, Small Cable Business Association board member. Senators Olympia Snowe (R-Maine) and Jay Rockefeller (D-W.Va.), who represent large rural states, expressed concern that deregulating cable rates could lead to dramatically higher cable bills.

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|--------|-------|------------|
| W18-34 | 24    |            |
| W18-49 | 17    |            |

**PROPERTY FORMS PPV UNIT**—Communications Inc. subsidiary Corp. has liberty

**EMERGENCY CALL**—Genesis Entertainment firm goes for fifth season after clearing 60% of country for 1995-96. Top markets that will carry show next season include WCBS-TV New York, WMAQ-TV Chicago and WRC-TV Washington.

## Cities question Continental's 'social contract' with FCC

*Municipalities say they were left out of the process*

By Christopher Stern

**L**ocal regulators have serious concerns about the FCC's proposed "social contract" with Continental Cablevision, saying the contract may do little for consumers.

"It is unclear what the benefits are, except there appears to be some administrative benefit to the FCC," says Arnold & Porter's Stephanie Phillipps, who represents municipalities.

The agreement has the potential to resolve all of Continental's 370 outstanding rate complaints. Local officials may opt out of the contract.

Local regulators and their lawyers were caught off guard by the proposed contract when it was announced earlier this month.

"We did not know anything about it until the day it was announced," says Susan Littlefield, president, National Association of Telecommunications Officers and Advisors. "We view ourselves as co-regulators with the FCC."

The local regulators say they should have been part of the talks with Continental from the beginning. "Given that it is called a social contract, it is kind of ironic they did not include the people who represent society," said Susan Herman, a Los Angeles County cable regulator.

But one FCC official said the contract would have been impossible to negotiate if "all 294 complainants had participated. All it would have taken is one medium- or large-size city to drop out, and the whole thing would have broken down." Continental has 3.1 million subscribers in 650 communities.

But some lawyers say the FCC is in too much of a hurry. "What we have here is an agency that has devised an agreement it likes and is ramming it through without getting any significant comment," said Joseph Van

Eaton, an attorney with Washington-based Miller, Canfield, Paddock and Stone.

The FCC last week said it would extend the the original 30-day comment period from May 3 to May 22.

In addition to resolving Continental's outstanding rate complaints, the contract would require the cable company to invest \$1.35 billion in its cable infrastructure and refund approximately \$9.5 million to consumers for alleged overcharges.

But some local regulators and their attorneys last week said Continental planned to invest in its cable plant. "We know for a fact that Continental

was already planning to upgrade," Van Eaton said.

Phillipps and others also were critical of the FCC's decision to allow Continental to provide \$9.5 million in refunds through in-kind services such as free installation or programming.

Continental's Robert Sachs, senior vice president, corporate and legal affairs, dismisses critics of the deal, saying they are more concerned with legal fees than with the public interest. "It is not surprising to me that some members of the federal communications bar are concerned about an agreement that would reduce their business," he says.

Sachs expects the "vast majority" of local communities to sign on to the social contract. Those who opt out may continue to challenge Continental's cost-of-service filings at the local and federal levels.

Not all local regulators are skeptical of the agreement. The Massachu-

## Telephony to star at NCTA

By Kim McAvoy

**W**here is the cable industry heading?

For the answer, take a look at who will be exhibiting wares at the National Cable Television Association annual convention in Dallas May 7-10, organizers say.

Of 337 exhibitors, 47 will be offering gear aimed at putting cable operators in the telephone business, says Brian Roberts, president, Comcast, and incoming chairman of the NCTA.

Telephony—wireless and wired—is on the minds of many cable operators, Roberts says. "The dollars are enormous."

Comcast plans to enter the telephone business through a partnership with Sprint and fellow cable operators Tele-Communications Inc. and Cox Communications.

Sprint Chairman William Esrey may share something of the partnership's strategy during the May 8 gen-



eral session on the future of the cable business. Joining him will be Amos Hostetter, chairman, Continental Cablevision, and Gerald Levin, chairman, Time Warner.

The convention will be the largest in the industry's history, Roberts and NCTA officials say. The expected attendance of 25,000 will break last year's record 22,363 in New Orleans.

The number of exhibitors is up only slightly, from 333 to 337. But the square footage their booths will cover in the Dallas Convention Cen-



setts cable commission has endorsed the proposal, calling it an effective method for cutting regulatory red tape. Approximately 25% of Continental's outstanding rate cases are in Massachusetts.

Local regulators who do not sign on to the agreement still would enjoy some benefits of the contract, including the requirement that Continental reduce its basic rates to 15% below benchmark. To make up for the loss on basic, the company may increase rates on extended basic by 15%.

Municipalities that challenge Continental's rates, rather than signing on to the contract, could find themselves with higher—rather than lower—cable bills.

In both New York and Massachusetts, Continental has argued successfully that its cable rates are justified under the FCC's cost-of-service rules. Not only are Continental rates reasonable, New York regulators ruled last March, but the cable company is charging consumers \$2 less than allowed under current rate rules, according to Sachs. ■

## convention

ter has grown 20%, to 300,000. At \$17 per square foot—the price for NCTA member companies—the exhibit will yield more than \$5 million in revenue for the association.

Organizers have invited some 300 speakers to appear during 59 panel sessions.

FCC Chairman Reed Hundt and House Telecommunications Subcommittee Chairman Jack Fields (R-Tex.) lead a large contingent of Washington policymakers who are expected to attend. Fields is up first, appearing at a breakfast May 8, followed by Hundt, who speaks at a breakfast May 9.

NCTA is hosting a private luncheon on Sunday for members of Congress, who also will get a private tour of the association's exhibit, "Cable: The Education Connection."

In addition to Hundt, the FCC is to be represented by FCC commissioners James Quello, Susan Ness and Rachelle Chong, and about 20 staff members and Cable Bureau officials. More than 10 House and Senate staff

members also will be on hand.

The show is scheduled to wrap up May 10 with Larry King interviewing TCI's John Malone.

NCTA also announced the winners of its Vanguard Awards, to be presented at the show: Alan Gerry, Cablevision Industries; Bobbi Kamil,

Cable in the Classroom; Shellie Rosser, Antec; Susan Swain, C-SPAN; Lee Masters, E!; Brian Deevy, Daniels & Associates; Bill Riker, Society of Cable TV Engineers; Bill Arnold, Texas Cable TV; Char Beales, CTAM, and David Andersen, Cox. ■

## Administration airs gripes about Senate telecom reform

*White House fears competition will be impeded*

By Kim McAvoy

**T**he White House last week said it opposes key broadcast deregulation provisions of Senate telecommunications-reform legislation.

The Clinton administration released a position paper targeting provisions of S. 652, which would raise the national TV station ownership cap from 25% to 35% of homes with televisions, remove the broadcast-cable crossownership ban, extend TV and radio license terms to 10 years and give stations greater assurance of license renewal.

However, the administration isn't willing to embrace these proposed changes. "[It] is concerned that the Senate bill would allow greater concentration in the broadcast industry and less rigorous and timely oversight of broadcast licensees by the FCC," the paper says.

Earlier this month, Vice President Al Gore complained about the bill's proposals to deregulate cable rates, permit cable-telco buyouts and joint ventures, and prevent Justice Department review of Bell operating company entry into the long-distance telephone business.

Also at issue is language that would allow broadcasters to use extra spectrum for HDTV and other digital services. The administration says it agrees with the concept of flexibility. But it also makes clear that if the FCC awards a second channel to broadcasters for HDTV, broadcasters should be required to "surrender one of their two licenses at the end of an appropriate transition period."

And the White House is worried

that relaxing local and national ownership caps and limiting license review could "impede competition and diversity of voices by enabling existing owners to concentrate control over expanding broadcast capacity."

Changing the broadcast ownership rules is an issue that the FCC should deal with "in the context of the coming expansion of broadcast capacity through digital television," the paper says. "The uncertain impact of the move to digital compression and other technological advances argue for delaying any changes in the multiple or local ownership rules pending further study."

The administration also thinks that extending license terms is a bad idea. Nor does it care for the legislation's two-step renewal proposal.

"These provisions seriously weaken the FCC's ability to enforce a broadcaster's obligation to provide service in the public interest. In particular, the provisions deprive the FCC of its traditional authority to consider applications from competing entities who argue that they will do a better job of serving the public."

The White House position paper is not expected to have much influence on the Senate, especially since the legislation has been backed by Ernest Hollings (S.C.), the ranking Democrat on the Commerce Committee. The bill's author, Senate Commerce Committee Chairman Larry Pressler (R-S.D.), has promised action on the legislation in the next two weeks.

It may be a different story in the

House. There, Telecommunications Subcommittee Chairman Jack Fields (R-Tex.) has yet to release his version of a telecommunications-reform bill. Fields has promised that the House version will be more deregulatory than the Senate's.

Fields has been working with the subcommittee's ranking Democrat, Ed Markey (Mass.), who is more regulatory-minded and may align himself with the White House.

But some Washington insiders doubt that the paper will have much impact in the House either. "Democrats didn't care what the White House thought last year. Why should they care now?" one industry source says. ■

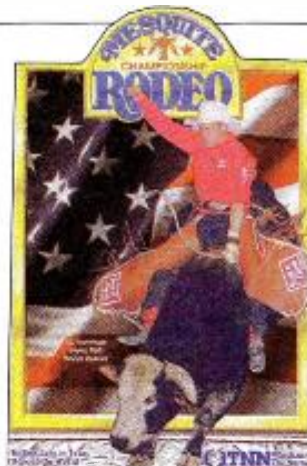
## Ride 'em congressman

Congressmen who accept the National Cable Television Association's all-expenses-paid invitation to its annual convention in Dallas next month may forget their notes on cable policy, but they should bring along a pair of those pointy-toed cowboy boots.

Except for House Telecommunications Subcommittee Chairman Jack Fields (R-Tex.), who is slated to deliver a luncheon speech, the lawmakers' only duty is to sit through a 1 1/2-hour presentation May 7 on cable's efforts to give schools a high-tech boost.

The lawmakers and their cable hosts will reconvene that evening at the Mesquite Arena for a private rodeo, reception and dinner. The rodeo will be a shortened version of the one the Mesquite Championship Rodeo stages for the public each Friday and Saturday night.

NCTA hosted about 30 members of Congress at the Mesquite rodeo in 1989. It declined to say which or even how many lawmakers it has invited this year, or how much it will cost. —KM



NCTA's night at the rodeo will cost at least \$25,000, assuming a crowd of 150.

**Broadcasters, particularly public broadcasters, should get preferential treatment on video dial-tone networks,** the National Telecommunications and Information Administration says. The NTIA has endorsed a plan that would allow VDT operators to volunteer space on advanced interactive networks to broadcasters. The so-called will-carry proposal was first advanced by Bell Atlantic. NTIA also has told the FCC that it should retain its ban on telephone companies acquiring cable companies in their own market. Several courts allow telcos to enter the video business, but the administration wants to make sure telcos compete against cable systems, not simply buy them out.

**It may seem strange, but Fox and NBC agree on foreign ownership.**

In comments filed earlier this month at the FCC, both networks agreed that opening the U.S. broadcast market would be an incentive to other countries to open up their markets. The FCC still is holding on to NBC's petition to deny several Fox-related station transactions. The petitions to deny were based on the fourth network's alleged foreign ownership. NBC claimed in papers filed at the FCC that Fox misled the agency about the degree of its foreign ownership when it bought Metromedia in 1985. NBC said it wanted to withdraw the petition shortly after it entered a deal with Fox owner Rupert Murdoch for carriage of CNBC on his Asian satellite service.

**Terry Haines, a former Republican counsel to the House Commerce Committee, is back on Capitol Hill.** This time, he's the one doing the lobbying. Haines, who also was chief of staff to former FCC chairman Al Sikes during the Bush administration, now

is a senior vice president for the Washington lobbying firm of Boland & Madigan. He wouldn't reveal his clients, but indicated they include a variety of telecommunications companies. Most recently, Haines was general counsel, Eastern division, Tele-Communications Inc., based in Washington.

**"Every time Erv Duggan opens his mouth, he sticks a station in it."** That was one tongue-in-cheek response from the public broadcasting industry to a recent speech in which Duggan compared his Public Broadcasting Service to the prostitute subject of a Thomas Hardy poem—and Congress to the pimp. The woman in the poem, "The Ruined Maid," becomes a kept woman in order to prosper. That's what would happen to

PBS if Congress forced it to go commercial, to turn "into the electronic equivalent of Hardy's ruined maid," Duggan told the International Radio and Television Society on April 11. Then PBS, like Hardy's maid, would be "no longer pure and simple; brazenly working the streets in her new commercial finery; doing whatever is necessary to survive." In a letter, Richard Carlson, president, Corporation for Public Broadcasting (which partially funds PBS), chided Duggan for the speech. According to the *Washington Times*, House Appropriations Committee Chairman Bob Livingston (R-La.) said he was "appalled at the stupidity" of former FCC commissioner Duggan's remarks. CPB officials maintain that Carlson and Duggan are on good terms. Despite the criticism, PBS is perpetuating the speech. Three days after the speech, it sent a letter to journalists offering information about federal funding. Attached was a copy of Duggan's speech. ■

Washington  
Watch

Edited By Kim McAvoy



## WavePhore seeks a second opinion

*It goes to Canada in hopes of winning NDBC approval for field testing of datacasting system*

By Chris McConnell

**D**ata-broadcasting proponent WavePhore has taken its technology back to the lab in an effort to bolster the company's case for including the system in a voluntary datacasting standard.

Unhappy with the outcome of recent tests conducted at the Advanced Television Test Center (ATTC) in Alexandria, Va., the Tempe, Ariz.-based WavePhore has taken its system to the Advanced Television Evaluation Laboratory (ATEL) in Canada to gather more opinions on the technology's effect on broadcast-picture quality. The company plans to present the results of the additional testing at the next meeting of the National Data Broadcasting Committee (NDBC).

A joint project of the National Association of Broadcasters and the Electronic Industries Association, the NDBC has been examining data-broadcasting technologies with the goal of setting a voluntary standard for broadcasters and equipment makers. At its meeting April 28, the group will address the issue of field testing data-broadcasting systems, a

project in which WavePhore hopes to participate.

Following the conclusion of lab tests on two datacasting systems, a subgroup of the committee last month recommended that the system designed by Menlo, Calif.-based Digideck proceed to field testing (BROADCASTING & CABLE, March 20). Reporting stronger lab

test results for Digideck than for WavePhore in the areas of picture quality and robustness, the subgroup made no recommendation on field testing the WavePhore system, electing instead to leave the issue to the full committee.

When the committee participants gather this week, WavePhore executives plan to present test results from the Canadian lab showing that "no statistical differences" between viewer ratings for NTSC pictures carrying digital data inserted with the WavePhore technology and the same pictures carrying no added data.

"This is just information," WavePhore Secretary Treasurer Glenn Williamson says of the test



ATTC viewers inspect the quality of TV signals carrying data.

results, adding that the company hopes to promote a dual-system approach in which both WavePhore and Digideck could serve as a datacasting standard.

"I don't think it's a closed issue," NAB's Lynn Claudy says of the possibility of selecting more than one system as a datacasting standard. He also maintains that the ATEL test results contracted by WavePhore do not conflict with ATTC information.

"A comparison of the two [tests] would not be an appropriate thing to do," Claudy says, although he adds that the committee will review the additional tests when WavePhore submits its report. "No one's going to have blinders on." ■

## Compression is key to transponder problems

*That's message from manufacturers with new digital satellite systems*

By Chris McConnell

**C**ompression developers in Las Vegas for the annual NAB convention were looking to give broadcasters a hedge against increasing transponder costs and decreasing supply.

With occasional-use transponder prices headed for another increase later this year, manufacturers came to the National Association of Broadcasters convention with a collection of new gear for compressing satellite signals. Introductions included encoding products and "end-to-end"

compression systems as well as a digital satellite newsgathering system from Satellite Transmission Systems.

The company's Progeny digital satellite TV exciter uses MPEG-2 compression to squeeze four to eight newsgathering video feeds onto a transponder, the company says. Satellite Transmission Systems hopes the unit will find a welcome market among broadcasters looking to stretch their supply of transponders and save on transponder costs.

Those occasional-use costs are expected to go higher this summer.

While Satellite Transmission Systems was unveiling its digital exciter, Hughes Communications was announcing new pricing for its Video Timeshare Service (VTS), which supplies occasional-use satellite capacity.

Although pricing previously has been segmented for C- and Ku-band as well as for prime and non-prime hours of usage, Hughes now plans to charge a flat fee of \$1,000 per hour for C- and Ku-band VTS capacity. Observers say the new prices, scheduled to take effect July 1, represent a doubling—and in some case more

than a doubling—of previous prices.

"That's why you go digital," Satellite Transmission Systems Product Line Manager Frank Longo says of his company's new compression product. "I think that [transponder] supply is directly related."

Others say that the new compression gear will not allow users to compress signals on Hughes VTS transponders, since Hughes allows only one transmission at a time on the transponders. But the compression gear could let space capacity users squeeze more traffic onto the transponders on which they hold their own leases.

The Progeny exciter compresses signals at operator-selected data

rates ranging from 2 to 8 megabits per second. The company says the exciter can fit with existing SNG vehicles or flyaway terminals. The company also is offering a receiver for the digital transmissions.

Also bringing new compression hardware to Las Vegas was Scientific-Atlanta, which unveiled its PowerVu MPEG-2 digital video compression system. The product is designed as an end-to-end system for cable and direct-to-home satellite service providers as well as broadcasters, says Lisa Hobbs, marketing manager for Scientific-Atlanta's Satellite Television Network Division.

The system consists of a digital transmission system, digital satellite receivers and an access control and encryption system. Telesat Canada plans to use the technology to switch from analog to digital program delivery this summer.

Both the Progeny satellite news-gathering exciter and the PowerVu system use chips from C-Cube Microsystems, which also introduced compression products in Las Vegas.

Aimed at broadening the compression market by bringing down the cost of encoding gear, the new CLM4400 MPEG-2 encoder from C-Cube is targeted at electronic newsgathering as well as other applications. ■

## Operators favor plan for new satellite policy

*Under FCC proposal, international carriers could provide domestic service and vice versa*

By Chris McConnell

**S**atellite providers from both sides of the international and domestic fence are welcoming an FCC proposal to eliminate regulatory barriers between the two businesses.

The commission's proposal would eliminate restrictions "on the extent to which international satellite operators provide domestic service and domestic satellite operators provide international service." The FCC issued the notice of proposed rule-making in response to a series of applications from international and domestic carriers to participate in each other's businesses.

"As a general rule, we think there should not be any restrictions," says PanAmSat counsel Henry Goldberg. "This is a very positive step," adds Orion Atlantic Director of Regulatory Affairs April McClain-Delaney, who calls the current regulatory barrier between domestic and international satellite service an arbitrary distinction.

Although Orion already has won temporary permission to provide domestic service from its Atlantic Ocean satellite, the new proposal would allow it to pursue long-term service contracts that are inhibited by the temporary nature of the current authority, McClain-Delaney says. "We don't want to operate on a [tem-

porary] basis," she adds.

The prospect of new competition from Orion and other separate systems is not prompting objections from domestic carriers, who would be allowed to provide international service under the commission's proposal. "Fundamentally, we look at competition to be a good thing," says AT&T Market Development Director Karl Savatiel, adding that his company will need to examine the proposal once the full text is available.

Savatiel and others, though, voice reservations concerning the potential entry of Comsat into the U.S. satellite market. Comsat maintains it should be allowed into the domestic market if domestic satellites begin providing international services, but executives at both domestic carriers and separate systems object to the idea.

The commission's proposal invites comments on whether Comsat should be included in the new policy. The proposal also asks whether the policy should include U.S.-licensed satellites providing DBS service. Hughes Communications has asked for per-



*Hughes has asked the FCC for permission to transmit programming to Latin America from the Galaxy 3R satellite.*

mission to provide satellite TV service to Latin America initially from its Galaxy 3R satellite and later from its Galaxy 8I (I for international) satellite.

The company recently awarded a \$30 million contract to Sony for designing a Long Beach, Calif., uplink center and last week held a ground-breaking ceremony at the uplink site.

Voicing concerns about the prospect of Hughes's entrance into the international direct-to-home business is PanAmSat counsel Goldberg, who cites the size of the potential new competitor. "Do you let the dominant [U.S.] supplier leverage that dominance?" asks Goldberg.

Although Hughes's Latin America service will provide competition to another direct-to-home service planned by PanAmSat, PanAmSat will not be able to provide direct competition to Hughes in the U.S. satellite market, Goldberg says, citing the orbital position of PanAmSat satellites. He suggests that the FCC free up domestic orbital slots for newcomers if it allows domestic satellites into markets outside the U.S. ■



# Cutting Edge

By Chris McConnell

**The FCC** has proposed allowing broadcasters to deliver digital data within the video portion of their broadcast signals. The notice of proposed rulemaking, issued last week, would require broadcasters to maintain responsibility for their signals regardless of the source of ancillary data added to the signal. The notice seeks comment on whether specifying a method or methods of delivering the digital data would facilitate provision of the service. The NAB and the Electronic Industries Association are conducting their own effort to establish a voluntary standard for transmitting data within NTSC signals.

**Hewlett-Packard** says Mitsubishi Electric Corp. has decided to market the Hewlett-Packard Broadcast Video Server in Japan as part of the company's digital-broadcasting solutions. The agreement calls for Mitsubishi to design and install HP Broadcast Video Server solutions at Japanese TV facilities. Hewlett-Packard also says that Panasonic has selected the server as a component of the company's new DVCPRO news-acquisition/editing and playback system. Introduced at last year's convention, the servers hold 6-51 hours of material.

**3M** has introduced

BC-Digital videocassettes for Digital Betacam recorders. The company says its BC-Digital tape will perform better in environmental extremes than did previous tape. 3M is offering the new cassettes in lengths ranging from 6 to 124 minutes.

**Avid Technology** unveiled its AvidNews newsroom computer system at the NAB convention two weeks ago. The computer system is aimed at providing video, audio, graphics and text on a broadcast journalist's workstation. Avid also says it is renaming its BASYS and SoFTECH units as Avid NetStation and Avid NewsView, respectively. Both systems will offer upgrade paths to the Avid-News system, the company says. Chyron introduced a new version of its iNFiNiT! graphics system. The iNFiNiT!III unit features a series of enhancements including a Motorola 68060 processor. Chyron says the installed base iNFiNiT! systems—about 1,000—can be upgraded to the new version.

**D-Vision Systems** has introduced a Windows-based line of nonlinear editors aimed at providing "online"-quality material. The company's OnLINE products will use high-speed-motion JPEG compression and 2:1 compression rates to provide D1-quality resolution, the company says.

Data-broadcasting proponent **WavePhore** plans to enter an agreement with BelCom Inc., an oper-

ator of satellite and terrestrial communications circuits throughout the former Soviet Union, to supply datacasting technology in Russia. WavePhore plans to demonstrate its datacasting technology over the Ostankino Television network in Russia.

**Intelsat** is developing a digital C-band satellite newsgathering service with the support of its German signatory Deutsche Telekom. Intelsat plans to demonstrate the service at an International Satellite Operators Group meeting in Barbados later this month.

**ImMIX** has introduced its TurboCube nonlinear editing system. The new system carries hardware and software enhancements to the compression technology used in the ImMIX VideoCube system, the company says. The TurboCube system allows for nonlinear editing, real-time effects creation and mixing of four channels of audio as well as character generation. ImMIX has announced a list price of \$56,000 for the unit, which is available in NTSC and PAL.

**Harris Allied** has announced a \$500,000 contract to provide a C-band uplink facility to Mexico's TV Azteca. The company also announced a \$500,000 deal to provide a mobile satellite newsgathering system to WHO-TV Des Moines, Iowa.

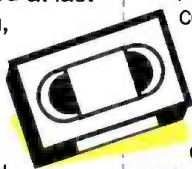
**Panasonic** has released its list of third-party vendors recruited to supply equipment for the 1996 summer Olympics. Manufacturers providing gear include Abekas, Anton Bauer, Audio Technica, Canon, Fujinon, Chyron, Grass Valley Group, Leitch, Tektronix and Vinten. Panasonic has

said it will provide 430 D3 and D5 VTRs as well as 120 digital cameras.

**The Advanced Television Test Center (ATTC)** last week began testing on the Grand Alliance prototype HDTV transmission system. The alliance delivered its system to the center on March 31. Testing at the Alexandria, Va.-based facility is expected to continue into early July.

**GE Americom** announced a pair of transponder leases during the NAB convention. The company said Taurus Communications will use the planned GE-1 satellite. The Framingham, Mass.-based Taurus provides communications services to the cable and broadcast industries as well as simulcasting services to the racing industry. The company's contract with GE Americom calls for C-band transponder service on the satellite. GE Americom also announced a pact with Cycle Sat for Ku-band transponder service on the satellite. Cycle Sat will use the transponders to support its satellite-based TV commercial distribution service. Cycle Sat recently announced the addition of 23 TV stations to its spot distribution network. The hybrid C-/Ku-band GE-1 satellite is scheduled for launch during the first half of 1996.

**Shinawatra Satellite** says Universal Cable TV Network has leased two C-band transponders on the Thaicom 2 satellite. Universal Cable will use the transponders to deliver its programs to viewers in Thailand, with service scheduled to begin this June.



# Classifieds

See last page of classifieds for rates and other information

## RADIO

### HELP WANTED MANAGEMENT

**Exceptional General Sales Manager.** Visionary nineties group will put your sales leadership talent to work in beautiful Virginia market. (180,000+ TSA). If you can build #1 ranked teams, we will give you the resources to be successful. You must want to work with seasoned professionals and commit yourself to excellence. Competitive compensation plan and lots of room for advancement. Forward credentials to Box 00397 EOE.

**Five station group needs GM** for duopoly acquisition in superb midwest college market. Must have proven sales management track record. Salary, bonus, equity, 401K, opportunity to grow with successful group. Resume to Jim Glassman, President, Community Service Radio, Box 3335, Peoria, IL 61612 or fax 309-694-2233. EOE, F/M.

**General Sales Manager.** WFOG/WJQI, Norfolk/Va. Beach, VA (market #32) seeks an experienced duopoly GSM! Candidate must have 3+ years experience. You must demonstrate how you structure and implement sales systems that lead to success. We have one sales staff selling both top AC stations. Hands-on experience in training, recruiting, budgeting and managing inventory is essential. All responses will be kept confidential. Resume to: Jerry Del Core, 215 Brooke Avenue, Norfolk, VA 23510 or fax: 804-627-0941. EOE.

**Sales Manager:** Immediate opening for experienced goal oriented individual seeking position with established (30 years) broadcaster in rapidly growing resort market. Leadership, training and sales strategy a must. Management, integrity, competitor, winner, do you want to be more than another sales person, with a rock format. Please send resume and salary requirements to Grand Strand Broadcasting, P.O. Box 2005, Myrtle Beach, SC 29577. EOE.

**Sales Manager.** Sales Manager wanted for powerhouse Upstate NY FM and heritage Daytime AM. Seeking high energy, aggressive leader with strong sales background, who will carry a list and lead by example. Emphasis on training, written presentations and consultancy sell. Send personal billing history with letter explaining your qualifications and financial requirements to Matt Cooney, Owner, WKXZ/WCHN, 100 North Broad Street, Norwich, NY 13815. Women and minorities are encouraged to apply. Cooney Communications is an EOE. No phone calls please.

### HELP WANTED SALES

**Experienced Sales Rep** for major account list at 100K Country powerhouse market leader in North Central Florida. Big bucks/low cost of living. Fax resumes to R.E. Kassi, WOGK-FM, 904-622-7822.

Jones Satellite Networks, the nation's largest provider of 24 hour network radio formats, is seeking experienced industry professionals for affiliate sales.

Qualified applicants will have 5+ years of sales and/or management experience in the radio, broadcast program supplier or a related broadcast services industry.

Responsibilities: Sale of satellite radio programming services to radio station owners and GMS.

Excellent compensation and benefits package. Enjoy the great Colorado lifestyle! Position is based in Denver.

Send your resume to:

Gene Ferry, NSM

P.O. Box 3309 Englewood, CO 80112

No phone calls, please. EOE.



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A subsidiary of Jones Interchange, Inc.

### HELP WANTED TECHNICAL

**Radio Chief Engineer.** Seeking Radio Chief Engineer for top 10 market facility. Applicants must have a minimum of 10 years continuous experience in a similar position and market size. SBE certification and or General Class Radio Telephone license required. Salary and benefits package are excellent. Equal opportunity employer. Send resume and references to Box 00395 EOE.

### HELP WANTED PRODUCTION

**Operations Manager** needed to take charge of our satellite based, full-power, Classic Rock FM and make it sing. We believe in giving you the authority to control your own destiny. In return, we expect; excellent production skills; and a keen promotional mind. Come grow with us! Tape, philosophy and resume to Richard Elliot, P.O. Box 130, Poplar Bluff, MO 63902.

### SITUATIONS WANTED NEWS

**Sports Director** - 10 years experience. Play-by-play for 6 different sports. Talk-Host/Feature Reporter. Young/Unique/Talented. (619) 270-8837.

### SITUATIONS WANTED MANAGEMENT

**Man of many hats.** Network Director of Operations/Sports Director. Young, enthusiastic leader looking for new challenges!! Rob 703-256-4623.

**Immediate Impact. GM/GSM.** Rare, creative, 90's style. Unparalleled new business development success, including vendor, co-op, manufacturer-direct, event marketing, and sports. 12 years proven experience delivering disproportionate shares of deserved revenue. Sales-driven, yet strong programming, promotional, and community focus. Superior leadership, hiring, training, communication, and organizational abilities. Profit-oriented, yet people-sensitive. Highly-motivated professional seeking "right" turn-around or start-up situation with financially secure broadcaster. Must include high-end performance bonus and/or equity share for over-achievement. 813-787-8840.

### SITUATIONS WANTED ANNOUNCERS

**Announcer (Oldies, Top 40, Lite Rock)** 25 years major market experience seeks part-time position - Philly, NYC, areas. Call (610) 375-3164.

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**Radio Station Owners** Get Free Help and Get Paid For It! We will pay you up to \$1700.00 on each Broadcasting Student you allow to intern at your station. Call Jim, Career Connection, 1-800-800-9581.

## TELEVISION

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**Executive Producer:** needed for a Nevada based NBC, group owned television station. Candidate must be motivated and have a minimum of two years experience as a television news producer and a thorough understanding of ENG and SNG. Good phone etiquette and newsroom computer experience preferably in NewStar II and Leaders Election software necessary. Excellent benefit package. Send resume to Bill Brown, News Director, KRNV-TV, 1790 Vassar Street, Reno, Nevada 89510. EOE.

**National Sales Manager.** Top five market, strong ownership, great local sports franchises. Sales management experience preferred, strong inventory control and budget achievement. Regular travel required. Send resume with references to Box 00396 EOE.

## WANT TO RESPOND TO A BROADCASTING & CABLE BLIND BOX ?

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Satellite direct-to-home television entertainment is coming to Latin America—it's called DIRECTV Latin America™ and it comes from an organization called Galaxy Latin America (GLA). GLA will offer an abundance of television programming at the touch of a button. GLA is a strategic partnership formed by Hughes Communications, Inc. and major media and entertainment corporations in Mexico and South America.

In preparation for GLA to provide the first direct-to-home digital video service that will be available throughout Latin America, Mexico and the Caribbean starting in early 1996, we are currently seeking to fill the following positions to be located in either our southern Florida or southern California facilities.

#### DIRECTOR OF PROGRAMMING

Responsible for all programming acquisition, scheduling and promotion. Oversee formulation and implementation of Latin American programming lineup. Manage interface with programming suppliers, packaging and marketing. Coordinate with hardware marketing. Minimum 10 years in cable, broadcast or programming industry. BS/BA required; MBA/MA desired. ATTN: GLA-PROG

#### DIRECTOR OF SALES & DISTRIBUTION

Design, negotiate, and implement distribution plans and agreements; build/oversee professional infrastructure capable of implementing plans/programs necessary to deliver/exceed sales objectives; design/develop the support infrastructure to train/educate consumer retailers, TVRO dealers, etc. Minimum 15 years in management of sales, marketing & distribution of retail electronic products. Strong background in product planning and merchandising. BS/BS in Marketing or Communications is required; and MBA/MA desired. ATTN: GLA-SD

#### DIRECTOR OF MARKETING

Coordinate all GLA in-country marketing activities, including advertising, promotional campaigns, and consumer, trade and training functions. Design and implement specific strategies/tactics to attract and maintain broadbased and targeted market segments. Design/develop packaging and pricing strategies. Minimum 10 years marketing experience in media entertainment industry. BS/BA in Marketing, Business or Communications is required; an MBA is desired. This position will support the sales and distribution functions. ATTN: GLA-MKTG

#### OPERATIONS MANAGER for Central Broadcast Center

Develop and implement program plan for video broadcast center, incorporating foreign broadcast sources for direct broadcast satellite systems. Thorough knowledge of video entertainment delivery systems, standards and PPV operations. Foreign broadcasting operations knowledge is preferred. 15-20 years in broadcast TV or cable industry generating program plans including scheduling, distribution and operation. BSEE required; MA in Science, Engineering or Business essential. ATTN: GLA-OPS

#### POSITIONS WILL ALSO BE AVAILABLE IN THE FOLLOWING AREAS:

- Sales & Distribution
- Marketing
- Broadcast Operations
- Legal
- Finance
- Human Resources
- Administration
- Public Relations
- Customer Service
- Programming Acquisition Scheduling & Promotion

Fluency in Spanish is desired for all positions.

In return for your professional abilities, we offer an attractive compensation and benefits package. For immediate consideration, please send your resume to: **Galaxy Latin America, c/o Hughes Communications, Inc., P.O. Box 92424, Los Angeles, CA 90009.** Please specify desired location/position applying for. No phone calls, please. An Equal Opportunity/Affirmative Action Employer.

#### HELP WANTED SALES

**Account Executives.** Sinclair Broadcast Group has openings for experienced (2 years local TV minimum) Account Executives at its top-rated FOX and UPN affiliates in Baltimore, MD. New business development and ad agency experience a must! We are seeking revenue driven, creative, research literate individuals to join our sales team. Send resume, cover letter and references to: Robert A. Epstein, Director of Sales and Marketing, WBFF-TV and WNUV-TV, 2000 West 41st Street, Baltimore, MD 21211. No phone calls please. Equal opportunity employer.

**National Account Executive.** Sinclair Broadcast Group is growing and expanding. We are presently interviewing for the position of National Account Executive. These individuals will be based either in New York City or Chicago and will be our spot sales liaison between our stations and our rep firms. Individual must have at least three years of TV broadcast experience and have a proven record of overachievement in their broadcast career. Please send a detailed work history of achievement to: Steve Marks, General Manager, WBFF Fox 45, 2000 West 41st Street, Baltimore, MD 21211. WBFF and Sinclair Broadcast Group are equal opportunity employers.

#### ACCOUNT EXECUTIVE

WBAL-TV, Baltimore's NBC Affiliate, is seeking a highly motivated, disciplined, self-starter with agency/NSI experience, minimum 2 years in the business with working knowledge of Vendor Programs, Qualitative Research and a proven track record of new business development. Excellent writing and presentation skills should set you apart from others. Women and minorities are encouraged to apply.

Send Resume to:

Steve Bock

WBAL-TV

3800 Hooper Ave.

Baltimore, MD 21211

EOE



Hearst Broadcasting

**Account Executive.** WHSV-TV, Harrisonburg, VA is looking for an AE to join us and grow in one of the best markets in Virginia. Outstanding position for someone with media buying, cable or radio sales experience. WHSV-TV is the dominate station in the Central Shenandoah Valley with all the sales tools needed for success. You will handle a list and develop new business. Mail or fax your resume to Joe Bowman, WHSV-TV, P.O. Box TV-3, Harrisonburg, VA 22801 or (703) 433-4028. EOE.

**Local Account Executive, Asheville Office.** WHNS-TV Fox 21 is accepting applications for the position of Local Account Executive in our Asheville, N.C. office. Broadcast sales experience and skilled in new business development. Candidates should possess a knowledge of research tools and computer use. Sales promotional experience an asset. Requires light travel. Send resume to: WHNS-TV, Attn: Personnel-AE-AVL, 21 Interstate Court, Greenville, S.C. 29615 E/O/E M/F/H

**Sales Marketing Coordinator.** WHNS-TV Fox 21 is accepting applications for the position of Sales Marketing Coordinator. Unique position requiring excellent marketing and writing skills. Position will work with sales reps in developing non-traditional sales opportunities; write monthly client newsletter; develop sales promotions and presentations. Four year degree in Marketing/Communications and prior experience in advertising, marketing or television sales required. Send resume to: WHNS-TV, Attn: Personnel-MKT, 21 Interstate Court, Greenville, S.C. 29615 E/O/E M/F/H.

**Regional Sales Manager:** Westchester County, NY, for expanding broadcast TV station. Cable, radio or TV experience necessary. Send resume to Sales Department, WTZA-TV, 721 Broadway, Kingston, NY 12401. EOE.

To place an ad in the Broadcasting & Cable

Classified pages, contact Antoinette Fasulo

TEL: 212.337.7073 • FAX: 212.206.8327

INTERNET: AFASULO@BC.CAHHNERS.COM

**Local Account Executive, Greenville Office.** WHNS-TV Fox 21 is accepting applications for the position of Local Account Executive. Broadcast sales experience and skilled in new business development. Candidates should possess a knowledge of research tools and computer use. Sales promotional experience an asset. Requires light travel. Send resume to: WHNS-TV, Attn: Personnel-AE, 21 Interstate Court, Greenville, S.C. 29615 E/O/E M/F/H.

**Local Sales Manager - KFSN-TV,** the Capital Cities/ABC owned station in Fresno has an opening for a local sales manager. Candidates should have the smarts, energy, enthusiasm and vision to lead a top-ranked station that puts a premium on strong client relationships and new business development. You'd be leading a great staff, working for the best broadcasting company and living in one of the fastest growing big cities in the country. If you are a leader, a strong communicator and a team player, send your resume to Dudley Frew, GSM, KFSN-TV, 1777 G St., Fresno, CA 93706. KFSN-TV is an equal opportunity employer. Women and minorities are encouraged to apply.

#### HELP WANTED MARKETING

**Manager Of Communications.** WBZ AM & TV is seeking a Manager of Communications. Responsible for communication of information to local media. This includes press releases, coordinating responses to press inquiries, and developing stories about WBZ. Oversee communication of information to WBZ employees. Write for television and radio marketing and oversee and develop selected events for the stations. Must have excellent writing skills appropriate for press releases and promotional announcements. Perfect candidate will possess 3-5 years experience in press relations, previous radio or television experience, a college degree and excellent organizational skills. Send resume and salary requirements to Gretchen Coleman-Thomas, Human Resources Manager, WBZ, 1170 Soldiers Field Road, Boston, MA 02134. An equal opportunity employer. No phone calls please.

#### HELP WANTED TECHNICAL

### TECHNICAL FACILITIES MANAGER

KGO-TV is seeking a Technical Facilities Manager for our TV Engineering Department. Will be responsible for operational readiness of all technical facilities. Will directly manage eleven field service engineers and be responsible for all related operational budgets. Must have at least 10 years engineering/technical experience with a strong field service background. A degree in a technically related field or equivalent experience is required. Application deadline is May 19, 1995. Please send resume and cover letter to:

**KGO-TV PERSONNEL**  
900 Front Street  
San Francisco, CA 94111  
EOE

To place an ad in the Broadcasting & Cable Classified pages, contact Antoinette Fasulo  
**TEL: 212.357.7075 • FAX: 212.206.8327**  
**INTERNET: AFASULO@BC.CAHNERS.COM**



### TELEVISION ENGINEERS

Turner Broadcasting System, the leading News, Sports, and Entertainment system in satellite communications, has career opportunities for engineers with broadcast maintenance experience. These positions demand an extensive background in television engineering and at least two years of training in electronics technology. Turner Broadcasting System offers an excellent benefit and compensation program.

Send resumes to:

**MR. JIM BROWN, CORP. ENGINEERING**  
**TURNER BROADCASTING SYSTEM, INC.**  
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ATLANTA, GA 30348-5366  
(404) 827-1638 OFFICE  
(404) 827-1835 FAX

TBS is an equal opportunity employer.

**ABC affiliate, Phoenix,** seeks experienced Master Control Operator. Minority applicants encouraged. EOE. Send resume to Operations Manager, KNXV-TV, 4625 South 33rd Place, Phoenix, Arizona 85040.

**Engineering Maintenance Technician.** WCFT-TV in Tuscaloosa is looking for a Maintenance Technician to maintain all 3/4" tape machines, portable vo 8800 and vo 6800, also 5000 and 9000 series 3/4" Sony machines. Requirements will include three to five years experience; FCC general class license; maintenance of field cameras such as Sony dxc 3000, dxc 327, m3/m3a, UHF transmitter, satellite dishes, and 3/4" tape facility, etc. SBE certification is preferred, but not required. Send resume to: John Fletcher, C.E., WCFT-TV, 4000 37th Street East, Tuscaloosa, AL 35405.

**Operations Engineer.** The Department of Journalism and Telecommunications and LISTN (Louisiana Instructional Satellite and Telecommunications Network at Northwestern) at Northwestern State University of Louisiana invites applicants for the position of Operations Engineer. The position requires a First Class FCC License (or equivalent), three years experience in preventative maintenance and repair for broadcast television equipment. The salary is competitive. Applications should include a letter of application, resume, three references and any support materials. To apply, forward application to: Dr. Ron McBride, Department Head, Journalism and Telecommunications, Northwestern State University, Natchitoches, LA 71497, (318)357-4425. Applications deadline is April 28, 1995. Northwestern State University of Louisiana is an Affirmative Action/Equal Opportunity Employer. Women, minorities and individuals with disabilities are encouraged to apply.

**Two engineering positions available at KNME-TV,** Albuquerque, New Mexico PTV station. Enjoy an excellent quality of life in 500,000 market. Gentle seasons, great hunting, fishing, skiing, reasonable cost of living. 1) Broadcast Technical Manager, Requisition #953884-A: Develops and maintains a variety of broadcast systems related to the operation of a television station at the production, operation, and outside broadcast levels. Supplies needs assessment, problem solution, training, and supervision of assigned staff. Oversees implementation of new systems and technologies. Minimum Requirements: Bachelor's degree in Electrical Engineering or related field. Six years experience in broadcast engineering of which three years are at the supervisory level. Desirable Qualifications: Knowledge of analog and digital broadcast equipment. Computer literacy and knowledge of computer communications, protocols, and standards (RS 232, 422 Ethernet). Knowledge of FCC rules and regulations. Knowledge of satellite, microwave and transmitter systems. Salary \$2,303.58 to \$3,168.50/month DOE. 2) Broadcast Engineer III, Requisition #953883-A: Designs, installs, operates monitors, and performs general maintenance and major repair of television broadcast equipment necessary to produce, transmit, receive, record, and reproduce the NTSC color television signal. Minimum Requirements: Associate's degree in Engineering, technical or trade school degree. Five years of directly applicable experience in broadcast television maintenance and operation. Desirable Qualifications: Computer literacy and knowledge of computer communications, protocols, and standards (RS 232, 422 Ethernet). Salary: \$1,764.50 to \$2,426.67/month DOE. FCC Restricted Radiotelephone Operators Permit required for both positions. Knowledge of DOS, Windows, WordPerfect, Audio/Video CAD. RF experience, ability to drive 4-wheel vehicles desired for both positions. Equivalent combination of education and experience will be accepted in lieu of degree/certificate requirements on a one-year for one-year basis. To apply: Send resume with signed cover letter to UNM Human Resources Office at 1717 Roma NE, Albuquerque, NM 87131, between 8 a.m., Monday, April 10 and 5 p.m., Friday, June 9, 1995. Resumes must list employment dates by month/year. Indicate requisition number and job title on the application/cover letter. Note: To apply for both positions, submit two applications. The University of New Mexico is an affirmative action/equal opportunity employer and educator.

#### HELP WANTED NEWS

**Are you ready to go to the top?** KSFY Television, an Ellis Communications company, is seeking a dynamic, outside-the-box News Producer. You have a minimum 1-2 years of experience in a television news operation with demonstrated news judgement skills. If you are a thinker and a doer who is comfortable as a coach and leader you'll fit in well. Send non-returnable VHS or 3/4 tape, plus resume and references by May 1st to: Tom Claycomb, News Director, KSFY-TV, 300 North Dakota Avenue, Suite 100, Sioux Falls, SD 57102. EOE. No phone calls.

**Assignment Editor.** Minimum of two years experience managing a TV news assignment desk. Ability to manage people and resources in fast-paced, high pressure environment. Familiar with Orlando area. Send resume to: Princell Hair, WCPX-TV, P.O. Box 606000, Orlando, FL 32860. EOE/AEE.



# JOIN THE STATION THAT'S ON THE MOVE



## NEWS DIRECTOR

Do you have what it takes to lead a solid station to market dominance? WTAJ-TV, Altoona, Pa offers a great opportunity for an experienced news director with vision, strong leadership and management skills, plus a commitment to excellence. Grow with us as we continue our major facility and staff expansion. Outstanding benefits package, including 401(k) and profit sharing. Send resume, news philosophy, and an outline of how you have led a staff to excellence to: General Manager, WTAJ-TV, P.O. Box 10, Altoona, Pa. 16603-0010.



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**Staff Meteorologist:** Full time weekends with weekday reporting and other duties. Broadcast position in state-of-art operation with Nexrad, Earthstation and Earthwatch. Meteorology degree required. Entry level applicants considered. EOE. Tape and resume to Paul Hagar, Chief Meteorologist, KMEG-TV, Box 657. Sioux City, IA 51102.

**WFSB,** a Post-Newsweek Station, is seeking a Sports Producer to oversee news sports coverage, produce a weekly sports program and assist on sports special events. Candidate should have minimum 2-3 years producer experience, thorough working knowledge of sports, and be organized, good communicator and writer. Send resume and tape to Mark Efron, VP News, 3 Constitution Plaza, Hartford, CT 06103. EOE.

**Wanted: Main Anchor-** Top 30 Fox affiliate. This is not a job for a "news reader." If you can make your mark reporting every night, then anchoring, this is the job for you. This position requires strong reporting skills and anchoring abilities. We are looking for an enthusiastic individual who can uncover great stories and make yourself the most credible anchor/reporter in town. We need someone who doesn't need a dinner break every night, and needs to be both a reporter and anchor. We need someone who looks at this like the best of both worlds, not a burden going out into the street everynight, and not have all night to get ready for the show. If you are a self starter, and a newsroom team player, this is the job for you. Please send tape and resume to Box 00388 EOE.

**News Photographer:** High pressure position. Must be able to deliver a high story count. Quality and speed must go hand in hand. Prior photography and editing experience necessary. Send resume and non-returnable tape to: Ted Holtzelaw, News Operations Manager, WTVB-TV, P.O. Box 2009, Durham, NC 27702. Absolutely no phone calls. EOE.

**News Photographers.** Top 20 FOX station becoming an ABC affiliate wants the best and the brightest Photographers. We need photographers with creative and fresh angles. Your tape should feature a variety of your live work. Only the best need apply. Ideal candidates will have 3-5 years experience in related areas. No phone calls please. Previous applicants need not apply. Interested candidates should send non-returnable tapes and resume to: Mark Hadler, c/o KDNL TV 30, 1215 Cole Street, St. Louis, MO 63106. Minorities are encouraged to apply. We are an equal opportunity employer.

**Photographer:** Work in the nation's largest small market. If it happens in Alaska we're there. Strong N.P.P.A. philosophy. Minimum 2 years experience in television news photography. Send non-returnable Beta SP or 3/4" tape to: Barry Johnson, Chief Photographer, KTUU-TV, 701 East Tudor Road, Suite 220, Anchorage, AK 99503-7488. EOE.

**Producer.** Minimum of two years newscast producing experience in contemporary, progressive news environment. Ability to manage people and resources. Send resume to: Princell Hair, WCPX-TV, P.O. Box 606000, Orlando, FL 32860. EOE/AEE.

**Producer/Assignment Editor.** Network affiliate, news leader in Southeast U.S., looking for experienced producer/assignment editor to oversee afternoon/evening news operations. EOE, women and minorities encouraged to apply. Reply to Box 00393.

**Progressive number one CBS affiliate** has an immediate opening for full time 6/10 Co-Anchor. Experienced applicant must have excellent writing skills and good news judgement. Individual should work well under pressure and help in writing and development of scripts. Prefer individual familiar with computerized newsroom. Joplin MO/ Pittsburg KS market. Non-returnable tape and resume to Shirley Beer, News Director, KOAM-TV7, Highway 69 and Lawton Road or P.O. Box 659, Pittsburg, KS 66762. KOAM-TV7 is an equal opportunity employer.

**Reporter -** Experience is a must. Looking for a reporter who isn't afraid to ask tough questions and pursue difficult stories. Must be able to write clearly and edit. Send letter, resume and non-returnable demo tape to Veronica Bilbo, EEO Coordinator, KPLC-TV, P.O. Box 1490, Lake Charles, LA 70602. EOE.

**Sports Anchor.** West Texas, CBS affiliate, seeks a weekday Sports Anchor. Must be able to gather, write, and edit sports for broadcast and handle live shots at sporting events. Requires a working knowledge of Texas high school, college, and professional sports. Play-by-play experience helpful. Degree and prior experience preferred. Send resume and tape to Personnel Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE.

**Assignment Planner.** Minimum of two years experience on TV news assignment desk. Familiar with Orlando market. Research possible news stories and facilitate information flow to news staff. Send resume to: Princell Hair, WCPX-TV, P.O. Box 606000, Orlando, FL 32860. EOE/AEE.

**Canal de Noticias NBC:** 24-hour Spanish news channel located in Charlotte, NC, looking for qualified journalists and technicians as it grows. Openings for anchors, Washington correspondent, reporters, producers, writers, editors, audio, chyron, graphics, and directors. Please send tapes, resumes and references to Box 00356 EOE.

**KMIZ-TV** has an immediate opening for a weekday anchor/reporter, degree and experience required. No beginners! Must know how to shoot and edit videotape. Please send non-returnable tape and resume to: KMIZ-TV, News Director, 501 Business Loop 70E, Columbia, MO 65201. Equal Opportunity Employer.

**Meteorologist.** WDTN'S News Dept. has an opening for a full time Weather Anchor. Degreed Meteorologist preferred. Applicant should have a minimum of two years experience in television broadcasting. Should have experience on weather computer graphics system and be able to do forecasting. Send non-returnable tape and resume to: Personnel Adm., P.O. Box 741, Dayton, OH 45401. M/F/V/H. EOE.

**Meteorologist-Immediate Opening:** Weekend Meteorologist and Environment/Science Reporter. Full time position. Number one station, where weather is a priority. State of the art weather tools. Tape and resume to: John Wheeler, Chief Meteorologist, WDAY Television, 301 8th Street South, Fargo, North Dakota 58103. EOE.

**Morning Hour Show Anchor/Host..** with excellent interviewing skills, able to ad-lib when necessary, good voice and personable on-camera presence for Mid-Atlantic ABC affiliate. Co-host does hard news. Also, handle reporting, special event assignments. If you have a year's experience with the above, send tape and salary requirements to Neil Bayne, ND, WMDT TV, 202 Downtown Plaza, Salisbury, MD 21801. EOE M/F.

**News Anchor -** No. 1 News Operation looking for experienced News Anchor to Co-Anchor leading newscast. A successful candidate will be dynamic, eager and possess excellent performance skills. Experience as a reporter a plus. College degree or equivalent job experience required. Send resume and non-returnable Beta or 3/4 inch demo tape to Box 00400 EOE.

**News Operations.** Top 20 FOX station becoming an ABC affiliate wants the best and the brightest Reporters and Producers. We need reporters with fresh ideas and producers with fresh approaches. Your tape should feature a variety of your live work. Only the best need apply. Ideal candidates will have 3-5 years experience in related areas. No phone calls please. Previous applicants need not apply. Interested candidates should send non-returnable tapes and resume to: Gary Whitaker, c/o KDNL TV 30, 1215 Cole Street, St. Louis, MO 63106. Minorities are encouraged to apply. We are an equal opportunity employer.

**Wanted: Weekend Weathercaster.** Need person to anchor weekend forecasts and do feature reports during the week. Current weekend weatherperson will soon be promoted to the main weather chair. Major market affiliate. Please send tape and resume to Box 00389 EOE.

**We are looking to add another Reporter** to our top-notch staff. You need to be a go-getter with live experience. Anchor experience a plus. Someone who loves hard news and knows how to grab ours. Give it your best shot the 1st time. We're ready to hire now. Send resume, tape from last three days and references to: Al Sandubrae, News Director, KARK-TV, 201 West 3rd Street, Little Rock, AR 72201. (Non-returnable tapes.) EOE. Women and minorities encouraged.

**Weekend Weather/Reporter.** Looking for experienced, comfortable Weather Anchor with solid reporting skills. Knowledge of WSI 9000 and Earthwatch preferred. Send resume tape to Emily Neilson, KLAS, 3228 Channel 8 Drive, Las Vegas, NV 89114. No calls.

#### HELP WANTED PRODUCTION

### Hearst Broadcasting Videotape Editor

Our Washington news bureau is seeking a creative and energetic videotape editor and coordinator. Station experience is a must. The bureau produces daily reports for our six network-affiliated stations.

Resume and tape to:

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**Diverse video production operation** with international exposure seeks Director/Photographer with high-end production experience. Creative lighting and shooting skills a must. Film background helpful. We are an award winning team looking for a team player. If you've got what it takes, send us your reel and resume to: Human Resources Manager, Golden Dome Productions, Position #00107, Box 1616, South Bend, IN 46634. No phone calls please!

**Top 50 network affiliate** is seeking a Creative Services Director. Ideal candidate has superior promotion and production skills, boundless energy, enthusiasm and vision, and can write, produce and edit imaginative promos that cut through the clutter. If you think out-of-the-box, if you know how to make miracles happen on a shoestring budget, if you have a killer demo reel, send your resume and non-returnable tape along with salary history and promotion philosophy to Box 00399 EOE.

## PRODUCTION MANAGER

### Interactive Closed Circuit Programs

Pacific Bell, a market leader in Communications Superhighway technology and service, provides training programs to its statewide offices through interactive closed circuit programming.

We are looking for a broadcast professional with experience in television program development and production to work in our San Ramon office. You'll work with Pacific Bell course developers to produce, market and broadcast training programs. Some travel is required.

To qualify, you should have several years of experience in broadcast production with specific experience in interactive program development. A degree in visual arts or broadcast communications is helpful but not required.

Please mail your résumé to Pacific Bell Management Recruitment and Employment, 33 New Montgomery, Suite 1100, Dept. HP21, San Francisco, CA 94105. Pacific Bell is an equal opportunity employer. We value diversity in our work force and in the markets we serve.



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**WFLA-TV** is seeking an experienced News Promotion Writer/Producer. Here's your chance to join an outstanding creative department at Tampa Bay's #1 station. Ideal candidate has a minimum of two years experience with an emphasis on daily topical news promos and a strong desire to win. Off-line editing skills are a must. If you've got what it takes to help keep us on top in this highly competitive new market, rush resume and VHS reel to: Personnel Department, WFLA-TV, 905 East Jackson Street, Tampa, Florida 33602. EOE, M/F, Pre-employment drug testing.

**Northern Ohio Production Co.** looking for Editor/Sound Tech, 5 years minimum experience. Send resume, demo tape and salary requirements to: Massaro Productions, Inc., 841 Boardman-Canfield Road, Suite 308, Boardman, Ohio 44512.

#### HELP WANTED PROMOTION

**Promotion Director.** Creative and motivated writer/editor wanted for small northeast market affiliate. Responsible for on-air news, weather and sports promotions, syndicated promotions and on-air station and news image. At least 2 years experience. Send resume and non-returnable tape to Sarah Dingey, WLBZ-TV, P.O. Box 615, Bangor, ME 04402-0415. No phone calls. EOE.

**Promotion Director** for ABC affiliate in fast-growing Ft. Smith/Fayetteville Arkansas. We are a 118th market station with big ideas and performance to include award-winning 40-person news staff, ENG truck and all the tools. We need a leader in promotion strategy and execution. Ideal candidate would have two or more years experience in writing and producing creative, effective promos with heavy emphasis on news topicals. Send current resume and latest reel to General Manager, KHBS-TV, 2415 N. Albert Pike, Ft. Smith, AR 72904. No phone calls please. EOE.

**Promotions Producer.** FOX23 WXXA-TV, a Clear Channel Television Station, has an immediate opening for a creative, organized professional to conceive, write and produce promotions for all phases of our on-air presentation. Must be able to work well under tight schedules and have 3-4 years experience. Send resume and non-returnable tape to: FOX23 WXXA-TV, Marketing Director, 815 Central Avenue, Albany, New York, 12206. EOE. No phone calls.

#### SITUATIONS WANTED MANAGEMENT

**Wanted: America's Worst TV Station.** Thirty year broadcast veteran, experienced in operations, programming, marketing, production, engineering; currently number three at top ten O&O, seeking ultimate turn-around challenge. If you need a turn-around now, and are ready to make your station the most profitable in your market, call me at 1-500-447-4630 via ATT. Location, market size unimportant, let's make money together!

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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) 735-4602.

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Call 601-352-6673.

**FINANCIAL AND ACCOUNTING**

Chief Financial Officer: Group broadcaster seeks individual with TV accounting experience for Florida home office. CPA with group background preferred. Salary open. Fax resume to Petracom, Inc., (813) 948-2557.

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**VIDEO SERVICES**

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

**CABLE****HELP WANTED PRODUCTION**

Sr. Broadcast Designer for fast-paced, prestigious cable station in NYC area. This position is a key one, reporting to creative director. Design and creativity must be exquisite! Very fine typography combined with magical images are needed for new station i.d.'s and openings. Candidate needs incredible enthusiasm, energy and ability to turnaround concepts and finished pieces in record time. The inspiration for this is created by a competitive top cable station with interactive and international stations based in NY and Hong Kong. This is a serious but fun spot which requires at least 5-8 years experience in industry. Quantel, Hal, management skills -- but most of all polished talent needed to head up teams and invent graphic approaches. Only send a very current reel and resume to: "Hands-On-Broadcast," P.O. Box 79, 2440 Broadway, New York, NY 10024.

Editor-Videographer. We need an Editor-Videographer that has an undergraduate degree in communications or equivalent work experience and is familiar with GVG Switcher, Editor, A53D and shoot in the BETA format. This is a great step up. If you have creative editing talent and client skills, let's talk! Please send tape and resume to: Lorrie Grup, The CableSystem, 5566 Southwyck Boulevard, Toledo, OH 43614. EOE/M/F.

**HELP WANTED PRODUCTION**

Alias Wizard sought for special creative department in NYC cable network. Superb design/animation skills are a must. A concentration of extremely creative work on Alias should include good transitions, movement and use of lighting and other special effects. Mastery of software and storyboarding skills a necessity with several year concentration on Alias. Really looking for a creative pro with ability to think fast and render 3-D animation quickly and with quality. Send only current reel and resume to: "Hands-On-Broadcast," P.O. Box 79, 2440 Broadway, New York, NY 10024.

**HELP WANTED MARKETING****MARKETING/MEDIA  
RESEARCH COORDINATOR**

Bay Cable Advertising, the exclusive marketing and sales agent for local advertising on 16 major cable networks in the San Francisco Bay Area, has an opening for a marketing/media research coordinator. The requirements include at least 3+ years experience in preparing sales collateral materials for broadcast, cable or other media; familiarity with media terminology, schedules, and media buying and selling; and analyzing proprietary and syndicated marketing and media research data. College degree is preferred. Reply: Bay Cable Advertising, 755 Sansome Street, 6th Floor, San Francisco, CA 94111 or Fax (415) 675-2310. BCA is an Equal Opportunity Employer.

**SITUATIONS WANTED TECHNICAL**

Head End Engineer. Tim (614)898-9120.

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Responsibilities will include the development of revenue through effective management and motivation of a six-person staff. The ideal applicant should have at least 3 years experience in Cable Ad Sales Management with accomplished management skills in sales training, promotion, client service and retention. College degree is preferred.

No phone calls. Please fax cover letter and resume to (914) 295-2681 or mail to:

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# For the Record

## NEW STATION APPLICATIONS

**Lake Havasu City, AZ (BPCT950321KE)**—Venture Technologies Group Inc. d/b/a World Television Inc. seeks ch. 34; 11.7 kw; ant. 800.5 m. Address: 6611 Santa Monica Blvd., Los Angeles, CA 90038-1311. Applicant is headed by Lawrence Rogow and Garry Spire and owns WTWB-TV Johnstown, Pa., and WHTV(TV) Jackson, Mich.

**Dinsmore, FL (BPED950331MB)**—Ocala Radio Ministries Inc. seeks 89.3 mhz; 1 kw; ant. 75.2 m. Address: 1485 US 1 South, St. Augustine, FL 32086. Applicant is headed by Noe Chaparro and owns WAYL St. Augustine.

**Boise, ID (BPCT950320KE)**—International Television Network Inc. seeks ch. 14; 2960 kw; ant. 806 m. Address: c/o Fletcher Heald & Hildreth PLC, 1300 N. 17th St., 11th Floor, Rosslyn, VA 22209. Applicant is headed by William Schuyler and owns KMST(TV) Monterey, KSCH(TV) Stockton and KSMS(TV) Salinas, all California.

**Ames, IA (BPCT950321KF)**—Venture Technologies Group Inc. d/b/a World Television Inc. seeks ch. 23; 2000 kw; ant. 309 m. Address: 6611 Santa Monica Blvd., Los Angeles, CA 90038-1311. Applicant is headed by Lawrence Rogow and Garry Spire and owns WTWB-TV Johnstown, Pa., and WHTV(TV) Jackson, Mich.

**Iowa City (BPCT950320KG)**—Billy Jay Fant seeks ch. 20; 1507 kw; ant. 123 m. Address: P.O. Box 67, Crossville, AL 35962. Applicant has no other broadcast interests.

**Madrid, IA (BPH950209ME)**—Boone-Story Broadcasting Inc. seeks 96.1 mhz; 6 kw; ant. 100 m. Address: 3815 Quebec, Ames, IA 50014. Applicant is headed by Richard Fellingham and has no other broadcast interests.

**Hill City, KS (BPH950407MA)**—Radio Inc. seeks 101.9 mhz; 100 kw; ant. 247 m. Address: 107 W. 13th St., P.O. Box 364, Hays, KS 67601. Applicant is headed by Richard Kuehl and owns KJLS(FM) Hays, Kan.

**Freeport, ME (BPED950317MA)**—Downeast Christian Communications seeks 89.3 mhz; 8 kw; ant. 120 m. Address: P.O. Box 432, Freeport, ME 04032. Applicant is headed by Mike Hardy (general manager) and owns WMSJ(FM) Harpswell, Me.

**Ishpeming, MI (BPCT950315KH)**—William Kring seeks ch. 10; 316 kw; ant. 404 m. Address: 9543 Peterson Dr., Cadillac, MI 49601. Applicant has no other broadcast interests.

**Bernalillo, NM (BPED950410MA)**—Family Stations Inc. seeks 90.5 mhz; .127 kw; ant. 1183 m. Address: 4135 Northgate Blvd., Ste. 1, Sacramento, CA 95834. Applicant is headed by Harold Camping and owns 32 FMs, 7 AMs and 1 TV.

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.

**Batavia, NY (BPCT950320KF)**—Metro TV Inc. seeks ch. 51; 9.2 kw; ant. 112 m. Address: 4853 Manor Hill Dr., Syracuse, NY 13215-1336. Applicant is headed by Craig Fox and George Kimble and owns WNYS-TV/WOLF(AM) Syracuse, WNYR-FM Waterloo, WCGR(AM)-WLKA(FM) Canandaigua, WTJA(TV) Jamestown, WNYS(AM) Canton and WFXV Utica, all New York; WNHA(AM) Concord, N.H., and is permittee of WRCD Honeoye Falls, N.Y.

**Ithaca, NY (BPCT950320KH)**—Kevin O'Kane seeks ch. 52; 100 kw; ant. 145 m. Address: 4811 Jenkins Rd., Vernon, NY 13476. Applicant is headed by and has interests in WFXV(FM) Utica, N.Y.

**Spencerville, OH (BPED950331MA)**—Taylor University Inc. seeks 88.1 mhz; 2.6 kw; ant. 150 m. Address: 500 W. Reade Ave., Upland, IN 46989. Applicant is headed by Dr. Jay Kessler and owns WBCL(FM) Fort Wayne, Ind., and WBCY(FM) Archbold, Ohio.

**Shawnee, OK (BPCT950331KE)**—KM Communications Inc. seeks ch. 30; 795 kw; ant. 230 m. Address: c/o Irwin & Campbell

PC; 1320 18th St., NW, Ste. 400, Washington, DC 20036. Applicant is headed by Myoung Hwa Bae and has no other broadcast interests.

**Merrill, OR (BPH950203MM)**—Dennis Crepps seeks 105.7 mhz; .112 kw; ant. 671 m. Address: 17544 Lakeshore Dr., Weed, CA 96094. Applicant has no other broadcast interests.

**New Berlin, PA (BPED950404MD)**—Montrose Broadcasting Corp. seeks 88.1 mhz; 0.55 kw; ant. 127 m. Address: P.O. Box 248, Montrose, PA 18801. Applicant is headed by Lawrence Souder and owns WPGM-AM-FM Danville and WPEL-AM-FM Montrose, both Pennsylvania.

**Sioux Falls, SD (BPCT950317KM)**—Iowa Teleproduction Center Inc. seeks ch. 36; 1231 kw; ant. 293 m. Address: 4800 Corporate Dr., West Des Moines, IA 50266. Applicant is headed by Brad Morford, Tony Dock and Todd Hyde and has no other broadcast interests.

**Uvalde, TX (BPCT950316KT)**—T.L. Gilchrist seeks ch. 26; 550 kw; ant. 141 m. Address: HCR 70, Box 40, Rio Frio, TX 78879. Applicant has no other broadcast interests.

**Jackson, WY (BPCT950317KF)**—KM Communications Inc. seeks ch. 11; 616 kw; ant. 316 m. Address: c/o Irwin & Campbell PC; 1320 18th St., NW, Ste. 400, Washington, DC 20036. Applicant is headed by Myoung Hwa Bae and has no other broadcast interests.

**Jackson, WY (BPCT950320KF)**—Grand Teton Television seeks ch. 11; 316 kw; ant. 327 m./1074 ft. Address: c/o Fletcher Heald & Hildreth PLC, 1300 N. 17th St., 11th Floor, Rosslyn, VA 22209. Applicant is headed by Sonia Adler and has no other broadcast interests.

## BY THE NUMBERS

| BROADCASTING              |               |                    |              |
|---------------------------|---------------|--------------------|--------------|
| Service                   | Total         | Service            | Total        |
| Commercial AM             | 4,909         | Commercial VHF TV  | 559          |
| Commercial FM             | 5,122         | Commercial UHF TV  | 605          |
| Educational FM            | 1,736         | Educational VHF TV | 123          |
| <b>Total Radio</b>        | <b>11,767</b> | Educational UHF TV | 240          |
| VHF LPTV                  | 534           | <b>Total TV</b>    | <b>1,527</b> |
| UHF LPTV                  | 1,057         | <b>CABLE</b>       |              |
| <b>Total LPTV</b>         | <b>1,591</b>  | Total systems      | 11,217       |
| FM translators & boosters | 2,289         | Total subscribers  | 60,495,090   |
| VHF translators           | 2,215         | Homes passed       | 91,250,000   |
| UHF translators           | 2,464         | Cable penetration* | 66.3%        |
| <b>Total Translators</b>  | <b>6,968</b>  |                    |              |

\*Based on TV household universe of 95.4 million.  
Sources: Nielsen, NCTA and FCC



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# Datebook

## THIS WEEK

**April 24-26**—**Kentucky Cable Television Association** annual spring convention. Holiday Inn North, Lexington, Ky. Contact: Randa Wright, (502) 864-5352.

**April 26**—**Broadcast Pioneers** annual Golden Mike Award Dinner. The Pierre Hotel, New York City. Contact: Carol Munch, (212) 830-2581.

**April 26**—**Federal Communications Bar Association** luncheon featuring US West's Richard McCormick. Washington Marriott Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

**April 26-27**—"Learning Oriented Leadership," presented by **Women in Cable & Telecommunications**. Long Beach Hilton, Long Beach, Calif. Contact: Christine Bolletino, (312) 634-2335.

**April 26-29**—8th world conference of broadcasting unions, presented by the **North American National Broadcasters Association**. Shelbourne Conference Center, St. Michaels, Barbados. Contact: (613) 738-6564.

**April 27-29**—**Philippine Cable Show '95**, presented by the **Philippine Cable TV Association Inc.** Bacolod City, Philippines. Contact: Rechelle Hernaez, (63) (34) 24104.

**April 28**—Deadline for submissions to the **Public Radio News Directors Inc.** awards competition. Contact: Mike Marcotte, (206) 535-7758.

**April 28-30**—46th annual **Associated Press Television-Radio Association of California-Nevada** convention. Holiday Inn Union Square, San Francisco.

**April 29**—"A Salute to Hugh Downs," a benefit for the **Museum of Broadcast Communications**. Chicago Hilton and Towers, Chicago. Contact: (312) 629-6000.

## MAY

**May 2**—Fred Friendly First Amendment Award presentation to Bill Moyers from **Quinnipiac College**. Palace Hotel, New York City. Contact: (203) 281-8655.

**May 4-7**—**New Mexico Broadcasters Association** annual convention. Ramada Classic Hotel, Albuquerque. Contact: (505) 856-6748.

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

**May 9**—**International Radio & Television Society Foundation** awards luncheon. Waldorf-Astoria, New York City. Contact: Marilyn Ellis, (212) 867-6650.

**May 9**—"For Whom the Bells Toll," seminar presented by the **Hollywood Radio & Television Society**. Beverly Hilton, Beverly Hills, Calif. Contact: (818) 789-1182.

**May 10**—**Women in Cable & Telecommunications** annual accolades breakfast. Dallas. Contact: Tracy Mitchell, (312) 634-2339.

**May 10-14**—**Pacific Mountain Network** annual conference. Dana Point Resort, Orange County, Calif. Contact: Michele Nelson, (303) 837-8000.

**May 17**—**Federal Communications Bar Association** luncheon featuring FCC General Counsel William Kennard. Washington Marriott Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

**May 17**—**American Women in Radio and Television D.C.** chapter annual Leadership Awards Luncheon. Omni Shoreham, Washington. Contact: Ellen McCloskey, (202) 541-3237.

**May 17**—"Forum on the Future," focus group presented by **CTAM New York**. iX Television Studios, New York City. Contact: Rebecca Kramer, (212) 818-9151.

**May 18**—Forum on copyright laws and global licensing systems sponsored by **New York County Lawyers' Association** and **New York State Bar Association**. NYCLA Home of Law, New York City. Contact: Rich Klein, (212) 673-8786.

**May 19**—22nd annual **National Academy of Television Arts and Sciences** Daytime Emmy Awards. Marriott Marquis, New York City. Con-

**Sept. 27**—**BROADCASTING & CABLE Interface IX** Conference, co-sponsored by **BROADCASTING & CABLE** magazine and the **Federal Communications Bar Association**. The Willard Hotel, Washington. Contact: Joan Miller, (212) 337-6940.

**Nov. 6**—**BROADCASTING & CABLE 1995 Hall of Fame Dinner**. The Marriott Marquis Hotel, New York City. Contact: Steve Labunski, (212) 213-5266.

tact: Harry Eggart, (212) 586-8426.

**May 19-21**—**Federal Communications Bar Association** annual seminar. The Homestead, Hot Springs, Va. Contact: Paula Friedman, (202) 736-8640.

**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.

**May 21-25**—Annual public radio conference, presented by **National Public Radio**. Sheraton Harbor Island, San Diego. Contact: Alma Long, (202) 414-2000.

**May 22-23**—Technology studies seminar for newsroom professionals presented by the **Freedom Forum Media Studies Center**. Columbia University, New York City. Contact: Shirley Gazsi, (212) 678-6600.

**May 23-25**—**Cincinnati Bell Information Systems TEK-21** Conference. The Wigwam Resort, Phoenix, Ariz. Contact: (800) 238-3521.

**May 24-25**—2nd annual Pan Asia Cable and Telephony Conference, presented by **AIC Conferences**. Hotel Shangri-La, Singapore. Contact: (65) 3-222-700.

**May 24-27**—**Native American Journalists Association** annual conference. Bismarck Radisson, Bismarck, N.D. Contact: (612) 874-8833.

**May 28-31**—"Cableroute '95," 38th annual **Canadian Cable Television Association** convention and expo. World Trade and Convention Center, Halifax, Nova Scotia. Contact: Christiane Thompson, (613) 232-2631.

**May 30-June 2**—**Public Telecommunications Financial Management Association** conference. Westin La Paloma, Tucson, Ariz. Contact: Norma Gay, (803) 799-5517.

**May 31-June 3**—**American Advertising Federation** national advertising conference. Hyatt Regency Tampa, Tampa, Fla. Contact: Jenny Pfaltzgraf, (800) 999-2231.

## JUNE

**June 1-3**—44th annual **American Women in Radio and Television** convention. Beverly Hilton, Beverly Hills, Calif. Contact: (703) 506-3290.

**June 2-4**—"Civic Journalism Going Into '96," workshop sponsored by the **Radio and Television News Directors Foundation**, **Pew Center for Civic Journalism** and **Poynter Institute for Media Studies**. Radisson Plaza Lord Baltimore Hotel, Baltimore. Contact: Cy Porter, (202) 467-5219.

**June 6-11**—13th annual **National Association of Hispanic Journalists** convention. El Camino Real Hotel, El Paso, Tex. Contact: (202) 662-7145.

**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 8-9**—"Video Dial Tone in the New Competitive and Deregulated Telecom World," conference presented by the **Strategic Research Institute**. The Carlton Hotel, Washington. Contact: (800) 599-4950.

**June 8-13**—19th **Montreux International Television Symposium and Technical Exhibition**, Montreux Palace, Montreux, Switzerland.

**June 10-12**—12th annual Showbiz Expo West, presented by **Advanstar Expositions**. Los Angeles Convention Center, Los Angeles. Contact: Leanne Lambert, (800) 854-3112.

**June 10-14**—Public and educational telecommunications national utilization conference, spon-

sored by the **Southern Educational Communications Association**. Ramada Plaza, Jackson, Miss. Contact: Norma Gay, (803) 799-5517.

**June 11-14**—**Cable Television Association of Maryland, Delaware and the District of Columbia** annual spring meeting. Sheraton Fountainebleau Hotel, Ocean City, Md. Contact: Wayne O'Dell, (410) 266-9111.

**June 12-14**—**New Jersey Broadcasters Association/Maryland, Delaware, D.C. Broadcasters Association** joint convention and first annual Mid-Atlantic States Exposition. Trump's Castle Casino Resort, Atlantic City. Contact: Philip Roberts, (800) 998-9291.

**June 12-15**—**Women in Cable & Telecommunications** national management conference. Radisson Hotel, Denver, Colo. Contact: Tracy Mitchell, (312) 634-2339.

**June 12-17**—**INFOCOMM International**, presented by the **International Communications Industries Association**. Dallas Convention Center, Dallas, Tex. Contact: (800) 345-3976.

**June 14**—Radio-Mercury Awards gala, presented by **The Radio Creative Fund**. Waldorf-Astoria, New York City. Contact: Laura Morandin, (212) 387-2166.

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

**June 21-23**—**Cable in the Classroom** annual corporate representative meeting. Annapolis Marriott Waterfront Hotel, Annapolis, Md. Contact: Linette Lepore, (703) 845-1400.

**June 21-25**—**Florida Association of Broadcasters** 60th annual convention. Ritz-Carlton, Naples, Fla. Contact: Valerie Peacock, (904) 681-4444.

**June 22**—**Federal Communications Bar Association** luncheon featuring NTIA Administrator Larry Irving. Washington Marriott Hotel, Washington. Contact: Paula Friedman, (202) 736-8640.

**June 26-27**—"Developing Successful Strategies for Cable Franchising's Future," conference presented by the **Strategic Research Institute**. The Carlton Hotel, Washington, D.C. Contact: (800) 599-4950.

**June 27-29**—**Florida Cable Telecommunications Association** annual convention and trade show. PGA National Resort & Spa, Palm Beach Gardens, Fla. Contact: Joyce Ventry, (904) 926-2508.

**June 30**—Deadline for entries in the **Unda-USA 1995 Gabriel Awards**. Contact: (513) 229-2303.

## JULY

**July 5-8**—**Alliance for Community Media**. International Conference and Trade Show, Westin Hotel at Copley Place, Boston. Contact: Barry Forbes, (202) 393-2650.

**July 6**—1995 Hometown Video Festival Awards ceremony, presented by the **Alliance for Community Media**. Faneuil Hall, Boston. Contact: Randy VanDalsen, (916) 441-6277.

**July 17-19**—8th annual **Wireless Cable Association** forum and exhibition. Grand Hyatt Washington, Washington, D.C. Contact: (202) 452-7823.

## SEPTEMBER

**Sept. 6-8**—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: Karen Dada, (202) 429-4194.

## FEBRUARY 1996

**Feb. 9-15**—36th annual **Monte Carlo Television Festival**. Loews Hotel, Monte Carlo. Contact: Liliane Vitale, (201) 869-4022.

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—Compiled by Kenneth Ray  
(ken.ray@b&c.cahners.com)



## NBC's youngest VP launched early

In her high school yearbook, Elizabeth Tilson wrote that her goal was to become a journalist who someday would take Barbara Walters's place in television news.

But working behind the scenes on shows like *NBC News at Sunrise*, Tilson quickly realized that her true talents were off-camera. She rose through the ranks at NBC to become head of news and talk programming for the company's America's Talking cable network. Today, at age 34, Tilson is the youngest vice president at NBC.

"There were five kids in my family, and I always assumed that I would have to work hard to get where I wanted to go in my life," Tilson says. Adding to the challenge was the loss of her father, who died when she was only 5.

Tilson jumped into the business early, taking an internship at WTNH-TV New Haven while a student at Southern Connecticut University. The internship led to a full-time job at Satellite News Channel, a start-up cable news network that eventually was bought by CNN founder Ted Turner.

One year after joining SNC, Tilson was promoted to an overnight job on the network's regional assignments desk. It was the first of several overnight news jobs she would hold in her career.

"That is one of the toughest shifts, but it is a great place to cut your teeth," Tilson says of the overnight shift. She says that working overnights taught her a lot about being part of a dedicated, tightly knit news team. "There is a special bond among people who work overnights."

When SNC went off the air in October 1983, Tilson started taking temp jobs at NBC. She made such an impression working at *NBC News at Sunrise*—Tilson types 80 words a minute—that she was invited to take a full-time administrative job at NBC Radio News. Tilson says her radio experience taught her cost-efficiencies that she uses to this day at A-T.

In 1985 Tilson moved back to the television side of the business, becoming a researcher at *NBC News Before Hours*. She was there for the launch of the 15-minute show, which was produced by NBC News in collaboration with the



*"There were five kids in my family, and I always assumed that I would have to work hard to get where I wanted to go in my life."*

### Elizabeth Ann Tilson

**Vice president, programming, America's Talking, Fort Lee, N.J.; b. Waterbury, Conn., Dec. 17, 1960; BS, Southern Connecticut State University, 1982; production assistant, Satellite News Channel, Stamford, Conn., 1982-83; New York: executive assistant, NBC News at Sunrise, 1983-84; license agreement coordinator, LBS Communications, 1984; administration, NBC Radio News, 1984-85; researcher, NBC News Before Hours, 1985-87; researcher, NBC News at Sunrise, 1987-88; producer, CNBC, 1988-90; supervising producer, The Money Wheel, CNBC, 1990; director of daytime programming, CNBC, 1991-93; current position since December 1993.**

*Wall Street Journal*. She got a chance to produce the show as one of the few non-staff members working during a National Association of Broadcast Employees and Technicians strike.

In 1987 word was that NBC was planning to launch the CNBC cable network. Tilson interviewed for the new network and was hired as its first producer. She produced *World Business*, the first show ever seen on CNBC, and within two years became supervising producer of *The Money Wheel*, which provides eight hours of live coverage of financial and market news.

With the merger of CNBC and Financial News Network in 1991, Tilson was given the task of integrating the services' facilities and personnel. That led to her promotion to director of daytime programming at CNBC, where she was responsible for 14 hours of daily live business reports.

In fall 1993, newly named CNBC President Roger Ailes asked Tilson to take on programming duties at NBC's planned America's Talking network. Start-up operations were nothing new to Tilson, who had been onboard for the launches of Satellite News Channel and *NBC News Before Hours* as well as the 1991 relaunch of CNBC.

"I'm a specialist in launches," says Tilson, who quickly accepted the A-T job.

She joined A-T in December 1993 and had only six months to get the network on the air. She interviewed 600 job candidates before settling on a staff of about 200. She also helped design the network's fully operational studio complex in Fort Lee, N.J. By the time A-T launched on July 4, 1994, the network was producing 14 hours of daily live programming from its studios.

Tilson's main goal at the network is eventually to expand to 24 hours a day of live programming. So far, she has made just a few adjustments to the program lineup to better reflect the network's move toward more news- and information-oriented programming.

"We launched 80% on track with the kind of news and information people want," Tilson says. "That's not a bad batting average."

—RB

## BROADCAST TV

**Phil Keller**, president/COO, Telemundo Network, San Juan, P.R., joins United Sales Enterprises, New York, as president.

**Tim Staudt**, VP, news and sports, WILX-TV Onondaga, Mich., named VP, operations.

**Janet Allen**, station manager, **Karen Heniger**, GSM, and **Connie Grad**, business manager, KATU(TV) Portland, Ore., named VPs.



**Cindy Browne**, VP, programming, Twin Cities Public Television (KTCN-TV and KTCI-TV) St. Paul, Minn., named VP/GM.

**Lisa Argen**, meteorologist, WFLD(TV) Chicago, joins KRON-TV San Francisco as staff meteorologist.

**Browne**

**Joyce Reed**, owner, Reed Communications, Springfield, Mo., joins KWTU(TV) Oklahoma City as news director.

**Mike Reed**, VP/GM, WPDE-TV Florence, S.C., joins WFXG-TV Augusta, Ga., in same capacity.

**Anthony McMahon**, VP/director, sales, Gateway Communications, Binghamton, N.Y., joins Katz Television Group, Denver, as manager.

**Larry Abernathy**, maintenance engineer, WPTY-TV Memphis, joins WLMT(TV) there as chief engineer.

Appointments at *CBS This Morning*, New York: **Aurelia Grayson**, special segment producer, WCBS-TV New York, joins as broadcast producer; **Susan Schiller**, senior producer, Health Unit, named senior producer, series and special projects; **James Segelstein**, senior producer, consumer and personal finance, named senior producer.

## PROGRAMING

**Jeffry Kupsky**, consultant, Dover Associates Ltd., London, joins Turner International there as VP, international business development.



**Huszarik**

Appointments at Warner Bros. Domestic Television Distribution, Burbank, Calif.: **Liz Huszarik**, executive director, media research, named VP; **Paul Montoya**, account executive, sales, named director, media sales.

**Carole Monroe**, VP, program development and current programs, Amblin Television, joins Hearst Animation Productions, Los Angeles, as senior VP/executive producer.



**Stone**

**Randy Stone**, VP, talent and casting, 20th Century Fox Television, Beverly Hills, Calif., named senior VP.

**Brad Kriesberg**, executive director, live action, DIC Entertainment, Burbank, Calif., named VP.

**Edward Pete**, programming manager, Prime Network, Houston, joins America One Television, Irving, Tex., as operation manager.

## RADIO



**Gustafson**

**James Gustafson**, VP/GM, LBJ Broadcasting, Austin, Tex., joins WCCO(AM) Minneapolis (CBS Radio Division) in same capacity.

**Steve Weed**, program director, WKQI(FM)

Detroit, joins WMXV(FM) New York as director, programming.

**Mike Henry**, VP, Paragon Research, Denver, named managing partner.

Appointments at National Public Radio, Washington: **Steven Nevas**, counsel, Nevas, Nevas & Capasse,

Westport, Conn., joins in same capacity; **Sabrina McMillian**, VP, legal matters, Atlantic Electric, joins as associate general counsel, board and corporate matters.

**Todd Plunkett**, VP, global media and telecommunications, Chemical Securities, New York, joins Trumper Communications Inc., Westmont, Ill., as CFO.

**Jim Nantz**, play-by-play announcer, CBS Sports' College Basketball, New York, named host, *Sportstime*, CBS Radio Network.

Appointments at ABC Radio Networks, Dallas: **Ray De La Garza**, producer, *The Tom Joyner Morning Show*, named executive producer; **Lesley Halpern**, director, advertising, named senior director, marketing; **Kisi Frank**, advertising sales representative, KEZW(AM) Aurora and KOSI(FM) Denver, both Colorado, joins as regional manager, affiliate marketing, Southwest region.

## CABLE

**Louis Cybulski**, communications attorney, Pepper & Corazzini, Washington, joins Encore Media Corp., Englewood, Colo., as corporate counsel, affiliation matters.

Appointments at CNN, Washington: **Marianna Spicer-Brooks**, weekend supervising producer, moved to weekdays; **Scott Sperry**, assignment editor, named weekend producer; **Stephanie Bowen**, associate producer, *Crossfire*, moves to news.



**Lentz**

Appointments at International Family Entertainment Inc., Virginia Beach, Va.: **Rick Sirvaitis**, executive VP, news, Turner Broadcasting Sales, Atlanta, joins as president, advertiser

sales; **Steve Lentz**, senior VP/managing director, advertiser sales, named president, Cable Health Club Network.

Personnel appointments at the new Western region unit of Continental



Cablevision, El Segundo, Calif.: **James Smith III**, senior VP; **Steve Martin**, senior VP, operations; **Marwan Fawaz**, VP, engineering; **Ray Johnson**, VP/controller; **Jeremy Stern**, VP/president, corporate and legal affairs; **Jim Matussoff**, VP, marketing; **Karen Munro**, VP, public and government affairs, Northern California; **Perry Parks**, VP, public and government affairs, Southern California; **Deborah Nicholson**, district VP/GM, greater Los Angeles.

Appointments at HBO, New York: **Eric Kessler**, president, HBO Home Video, named senior VP, marketing; **Henry McGee**, senior VP, programming, HBO Home Video, named president; **Peter Liguori**, VP, marketing, HBO Home Video, named senior VP; **Craig Cuttner**, director, engineering, named VP, technology.

Appointments at Home & Garden Television, Knoxville, Tenn.: **Ed Spray**, VP, programing and production, named senior VP; **Burton Jablin**, executive producer, programing, named VP; **Paul Fredrickson**, VP, marketing, Philips Interactive Media Systems, Knoxville, joins in same capacity.

**Noel Bambrough**, senior VP, Shaw Communications Inc., Canada, joins Triax Communications Corp., Denver, as executive VP/director, operations.

**Michiel Bakker**, deputy director, network development, MTV Networks Europe, London, named senior VP.

**David Gluck**, general counsel, Liberty Sports, Dallas, named VP, business affairs, programing division.

**Leslie Singer**, marketing director, consumer magazines, Time Warner, New York, joins CNBC and America's Talking, Fort Lee, N.J., as director, consumer advertising and promotion.

Appointments at The Baseball Network, New York: **Tom Worcestor**, manager, corporate sponsorship, named director, sponsorship sales and marketing; **Cliff Kaplan**, sales account executive, named director, media sales.

## ALLIED FIELDS

**Jerry Gumbert**, news director, KFOR-TV Oklahoma City, Okla. KLTU-TV Tyler, Tex., joins Audience Research & Development, Dallas, as VP, client development.



*BMI, the performing rights organization, held its 47th annual BMI-NAB dinner at the recent NAB convention in Las Vegas, honoring the past and present officers of the association. Joining BMI President/CEO Frances Preston (center) are (from left): Rodney Brady, president/CEO Bonneville International Corp.; Jay Gold, VP, finance, CBS Broadcast Group; Eddie Fritts, president/CEO, NAB; Donald Thurston, president, Berkshire Broadcasting, and chairman, BMI Board of Directors; Richard Cotton, executive VP/general counsel, NBC; FCC Commissioner Susan Ness; and George Vradenburg III, Latham & Watkins, Los Angeles.*



**Berger**

Appointments at ICM, Beverly Hills, Calif.: **Alan Berger**, head, television, named executive VP; **Nancy Josephson**, head, television literary department, named head, worldwide television.

**John Davison**, VP/GM, American Media joins Shadow Broadcast Services, San Francisco, as president/GM.

## DEATHS

**Ted Estabrook**, 76, producer and director, died April 14 of leukemia at his home in Manhattan. Estabrook was a pioneer whose technical innovation of superimposing still pictures onto live footage helped to shape early television. In 1951, as director of WPIX-TV New York, he directed broadcasts of the Kefauver hearings on organized crime and fed the station's coverage to networks for national airing. When a reputed mobster objected to the camera's showing his face as he testified, Estabrook instead focused on the mobster's nervously twisting hands. The coverage led to national citations. He also directed *Chronoscope*, an interview program whose format was widely copied by the networks. In the 1960s he set up a studio to teach television production. Estabrook is survived by three daughters: Alison, Polly and Elizabeth; a sister, and three grandchildren.

**William B. McGrath**, 83, broadcaster, died March 4 in Key Biscayne, Fla. McGrath's career began as a disk jockey at his alma mater's radio station, WSYR(AM) Syracuse, N.Y. He spent two years at KYW(AM) Philadelphia and WBZ(AM) Boston and then became program director for WNEW(AM) New York. While managing WHDH-AM-FM Boston, the station was granted a television license, and McGrath was named VP/GM of the Boston Herald Traveler Corp., the stations' parent. In addition, he managed WHDH Inc. and ran both radio stations. A founding member of the New England Broadcasting Association, McGrath was also its first president.

**Stanley B. Thomas Jr.**, 52, president/CEO, Sega Channel, New York, died April 15 of non-Hodgkins lymphoma. Thomas joined HBO in 1979 as assistant to the chairman and CEO. He moved up through the ranks at HBO and then joined Time Warner Enterprises. Thomas had been with the Sega Channel since July 1993. He is survived by his wife, Lydia, and four children: Kimberly, Kelly, Beth and Chip.

**Peter S. Good**, 65, retired broadcaster, died April 13 in Traverse City, Mich. Before retirement, Good was VP/GM, WPNB-TV Traverse City and WTOM-TV Cheboygan, both Michigan. Prior to that he was GM at WKBT-TV La Crosse, Wis. He also held other positions at stations in Toledo and Detroit. Good is survived by his daughter, Kathy, and son, Paul.

—Compiled by Denise Smith

**The final prime time Nielsen rating/share averages for the 1994-95 TV season** that ended April 16 (see "People's Choice," page 32) were ABC, 12.0/20; NBC, 11.5/19; CBS, 11.1/18, and Fox, 7.7/12.

**A bomb threat was called in to the FCC** last Friday. Both its 2025 M St. and 1919 M St. buildings in Washington were evacuated, and the commission encouraged employees to go home. D.C. Police responded at 11:20 a.m. and after searching the buildings found nothing. A sign posted on the front door read that all filings will be accepted the next working day. Commissioner Quello's 81st birthday party also was canceled.

**Cannell Entertainment has begun laying off employees** in anticipation of the production and distribution company's acquisition by New World Communications, a Cannell spokeswoman says. While she declined to elaborate on the scope of cuts,

sources say that some employees in administrative functions such as accounting, business affairs, operations and publicity already have been notified that they will be let go in June. The syndication unit has not been notified of cuts yet, says one source.

**FCC Chairman Reed Hundt last week touched off another round in his war of words with the cable industry** over the impact of cable rate regulations. In a letter to the *New York Times*, Hundt argued that much good has come to cable in the wake of the regulations, including "sizable" revenue increases, record levels of investment, the promise of a double-digit increase in cash flow in 1995, the addition of more new cable networks than ever before and record subscribership growth. The analysis is "out of touch with the realities of the marketplace," NCTA President Decker Anstrom responded in an April 21 letter to Hundt. The rate of growth of

subscribership has declined, stock prices are down, cash flow has dropped and 1994 revenue was flat, he said. "Price regulation has adversely affected the cable industry, and it is counterproductive—and flatly inaccurate—to endlessly argue otherwise."

**Capital Cities/ABC reported first-quarter broadcast operating income of \$266.8 million**, up 35%, with net broadcast revenue of \$1.3 billion, up 16%. The company attributed the gains to strong advertising demand, the Super Bowl, and the lack of a winter Olympics, which aired on CBS last February. Commenting on the outlook for the rest of the year, company chairman Thomas Murphy said: "We would anticipate that comparative earning gains for the balance of 1995 are likely to be more moderate."

**ABC affiliate wsjv-tv South Bend-Elkhart, Ind., is switching**

## Fox pencils in more shows for fall

Fox will add four to five hours of new programming to its fall schedule, according to John Matoian, president, Fox Entertainment. Matoian made the announcement last week during a press briefing in Los Angeles to discuss the network's progress during the just-completed prime time season.

As for Fox's season-end performance, Matoian pointed to the network's demographic and household growth in its second full season as a seven-night-a-week network. Of the four major networks, only Fox showed growth in all key demographics and in households. In addition to beating CBS among adults 18-49 (the first time Fox has beaten any network in the key demographic), the network finished first among adults 18-49 in 10 half-hours, more than NBC or CBS, and ranked first or second on four nights of the week among the same demographic, also more than CBS or NBC.

Matoian cited the successful moves on Monday and Wednesday nights and the network's Saturday lineup of *Cops* and *America's Most Wanted* "[that] like the

Energizer bunny, keeps going and going." Another of the network's highpoints was *The X-Files* on Friday at 9-10 p.m. The sci-fi series showed the most growth of any returning show this season, with increases of 42% in households and 52% among adults 18-49.

The key disappointment for Fox this season was its inability to sustain Sunday's NFL lead-in. "It was the first year we had it, and we certainly didn't capitalize on the lead-in like we should have. You have to remember, however, that the bulk of that audience is 55-plus, and we'll probably never get them. But we did see increases in men 18-49."

To that end, Matoian said the network is considering a number of reality-based series for the Sunday 7-8 p.m. slot next fall. Among projects under consideration for that time period are *TV Nation* from Michael Moore, which will get a summer test; a series from Errol Morris, producer of "The Thin Blue Line"; *All Sports Challenge*, which features football players Steve Young and Jerry Rice; *Firehouse*, a reality project in the vein of *Cops*, and a news magazine.

—SC

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**to Fox** Oct. 18. It will begin carrying Fox's NFL football coverage in August. South Bend-Elkhart (86th Nielsen market) had been the largest market without a full-time Fox affiliate. Kevin Sargent, WSVJ-TV station manager, said the principal reason for the switch was to be able to "air local programming [particularly news, including a 10 p.m. newscast] in non-traditional areas." Football was another big factor, he said, given the popularity of the Chicago Bears in his market.

**Emmis Broadcasting's WRKS-FM New York swept the winter 1994 Arbitron ratings**, ranking first in every daypart from 10 a.m. through midnight on weekdays with listeners 12-plus. Both WRKS-FM and Emmis's WQHT(FM) there reported improved ratings with listeners 25-54 and 18-34 in Arbitron's winter survey. Emmis purchased WRKS-FM late last year and in January changed its format from urban contemporary to "smooth R&B and classic soul." WQHT recently revamped its format to "hip-hop" to attract a younger urban contemporary audience.

**The Federal Trade Commission last week was taking aim at false advertising along the information highway.** The commission charged two groups with deceptively pitching shares in partnerships to acquire interactive video and data service (IVDS) licenses and charged another with fraudulent telemarketing in seeking investments in satellite broadcast TV systems. In the IVDS cases, the FTC charged the Chase McNulty Group, Digital Interactive Associates, Market Logistics Group and a group of individuals with employing a variety of "information highway" claims to lure investments in IVDS technologies. In the third case, the commission charged Satellite Broadcasting Corp. along with two related companies and two individuals with falsely telling investors it had acquired the rights to market DIRECTV programming.

Former *Inside Edition* and *American Journal* Executive Producers **Bob Tomlin and John Young** in June will begin supervising production of Twentieth Television's struggling news magazine *A Current Affair*.

## HOLLYWOOD

### 'Scams' launch scrapped

Syndicator MG/Perin has scrapped its new *Scams* weekly reality show as a fall launch after clearing the show in only 35% of the country. The show, which would have provided investigative reports on swindles and rip-offs, including many generated by the news departments of affiliated stations, ran into resistance from stations' news and programming executives on philosophical issues, says MG/Perin President Dick Perin. "There was a reticence among major-market stations to play somebody else's news packages. There was also a belief that the only good scam story was a local story," says Perin, adding that he is approaching cable networks to carry the show.

### Family affair

New Spelling Premiere Network syndicated show *University Hospital* has turned in lackluster ratings so far, but appears to be making great strides in the Viacom-Blockbuster-Paramount synergy department. The show, produced by Blockbuster subsidiary Spelling Entertainment, is cleared in top markets on Paramount stations and those of Paramount's UPN partner, Chris Craft/United. *University Hospital* seemed to close the loop with last week's episode in which nurse trainee Tracy Stone in the last scene "finds a new job at Blockbuster Video and treats her roommates to handpicked movies," according to a synopsis. An executive of one station carrying the show was less than amused. "We should demand barter time back for that Blockbuster mini-infomercial," he said, only half in jest.

## INDIANAPOLIS

### Troubling talk

Emmis Broadcasting officials are dissatisfied with the initial performance of the Talk Radio UK network, in which Emmis invested \$3 million in 1994. The network is not turning a profit, and Emmis recorded a loss on the venture in its 1994 annual report. Launched on

Feb. 14, 1995, Talk Radio UK is Great Britain's first 24-hour talk radio network for commercial stations. Its more lively and topical talk than commonly broadcast by the BBC "may be partially the reason it hasn't taken off as well as it should," says Emmis CFO Howard Schrott. Schrott says Emmis plans to "become more involved" in the network. (CanWest of Canada and Media Ventures International of Great Britain are joint investors.)

## NEW YORK

### Avid fans

Analysts last week were pointing to a strong showing at the NAB convention to explain the surge in Avid Technology stock, which jumped more than six points during the week of the convention to 37 9/16, closing last Thursday at 37 1/2. "They had a very hot booth at NAB," Prudential Securities analyst Alex Henderson said, citing the company's disk-based production gear. "I think the stock price was artificially depressed," said Charles Finnie, research analyst with Volpe, Welty & Co.

## CHICAGO

### Trumper shopping spree

Westmont, Ill.-based Trumper Communications President/CEO Jeffrey Trumper is busy in Utah these days. He recently signed letters of intent to purchase Sun Mountain Broadcasting's KISN-AM-FM Salt Lake City-Ogden for \$5.5 million and Ragan Henry's KUMT-FM Centerville for an estimated \$2 million. Star Media Group is brokering deals.



Drawn for BROADCASTING & CABLE by Jack Schmidt  
"He's applying for the quality control job."

## Over the top

TV advertising has surpassed newspaper for the first time (BROADCASTING & CABLE, April 17). It was only by a whisker—\$33.454 billion to \$33.453 billion—but the pundits suggest the gap will widen.

We have been following the war of words, studies and statistics between broadcasting and newspaper advertising salespeople for the better part of seven decades ("California newspapers fight radio advertising," read one headline in our inaugural issue in 1931). Broadcasters were fighting first for respectability, then for parity, and now, it seems, for supremacy. There may be only a whisker's worth of bragging rights, but we've waited 64 years to throw our hats in the air. Consider them thrown.

## All the right moves

Of the 600-plus affiliates the Network Affiliated Station Association carries on its roster, only a handful (20 at most) carried through with NASA's pledge to Newt Gingrich that its members would preempt network programming to carry his State of the Contract message April 7. (Neither ABC nor NBC chose to hand over an hour [considering reply time].) We thought it bad precedent to add the speaker to the list—now only one long—of those who may ask free time from radio and TV, so we are pleased that so many exercised editorial independence.

We note, too, that the same networks that declined to carry Gingrich extended equal-handedness to President Clinton's prime time press conference. They did carry the President at a press conference on the Oklahoma bombing, a news story that stretched the resources of local stations and gave CNN yet another chance to shine.

It was a typical week for the Fifth Estate, making the tough calls, doing what it takes to get the big story.

## Role model

The FCC's cable policy had no place to go but up after last year's decision cutting rates 17%. Happily, it has, on an ascending curve. The going-forward rules were a modest help, and the new "social contract" with Continental Cablevision redresses a number of grievances.

First, it settles in one fell swoop almost 400 complaints that followed passage of the 1992 Cable Act. Continental agreed to put \$9.5 million into such in-kind services as premium programming and installation. At the same time, the company agreed to invest \$1.36 billion in upgrading plant, breaking out of the conundrum that has faced cable since the 1992 act cut off so many incentives to the future.

Continental also agreed to cut its basic rates by 15%, while obtaining the right to increase extended basic by that percentage. Another win-win, from our point of view, that gives consumers a break while providing the cable company an opportunity to improve penetration.

Not all are as sanguine as we about the upside of this new Reed Hundt-Continental statesmanship. As related in this issue, some local representatives are taking issue with the contract, presumably preferring to have negotiated one by one. That, of course, would have been a process far out of proportion to its value, as the FCC—which still faces a backlog of more than 5,000 complaints—well knows.

The Continental contract goes a long way toward getting things moving again in the cable-regulatory equation, giving the company regulatory certainty for six years. We hope its inherent sanity is catching.

Lawrence B. Taishoff, chairman  
Peggy Conlon, publisher

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Antoinette Fasulo, classified advertising manager  
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## Panasonic

Panasonic Broadcast & Television  
Business Company Division of  
Panasonic Systems  
Communications of America

One Panasonic Way  
Panama, FL 32406  
Attention: Mr. James M. Katz

AMPEX to KATZ  
January 19, 1995

VIA: Fax & Mail

February 18, 1995

Mr. Joel Talcott,  
Vice President & Corporate Secretary  
Ampex Corporation  
401 Broadway  
Redwood City, CA 94063-0190

RE: Ampex Advertisement Entitled "Changing The Look of Post Production"

Dear Mr. Talcott:

We are in possession of a copy of the above entitled advertisement and are very concerned that a number of the claims made by Ampex are false or misleading.

The claim that the DCT 1700d drive is "quite possibly the best video production recorder ever built" because its "speed, performance and image quality are unmatched by any other tape drive" is simply not true. The D-5 format marketed by Panasonic is clearly a superior product. D-5 is a 10 bit product while DCT is an 8 bit unit. In addition, DCT uses compression while D-5 does not.

It is misleading, in the third paragraph, to claim that "it handles slow motion that rivals disc based systems, something D-1 can't do", while ignoring the existence of D-5 which certainly can perform such functions.

The claim in the fourth paragraph that no other format "gives you images so sharp you can't tell the hundredth generation from the first" is absolutely false. You have to know that D-5 is certainly capable of doing exactly the same thing, perhaps even better than the Ampex DCT system does.

Finally, the claim in the fifth paragraph that the DCT system is a "featureless, exceptional format" is inherently false. As DCT uses compression, it is not and cannot be deemed to be featureless.

As the Ampex ad in question is being widely disseminated the above-described false and misleading claims may mislead many potential customers. We trust that your company is as concerned as we are about truth in advertising and will promptly take steps to discontinue the publication and distribution of this advertisement.

Your timely response would be most appreciated.

Very truly yours,

*James M. Katz*  
James M. Katz  
Secretary & General Counsel

JAK:bd

## Their letter.

March 29, 1995

AMPEX Corporation

Mr. James M. Katz, Secretary & General Counsel  
Panasonic Broadcast & Television Systems Company  
One Panasonic Way, Panama, FL 32406  
Attention: Mr. Katz

Dear Mr. Katz:

In view of the excellent relations that Ampex has maintained with your head office and engineering staff in Japan, we were absolutely surprised to receive your letter of February 16. Despite your alleged requests for "truth in advertising," you failed to mention that the only reason Panasonic can offer this review at all is that Ampex previously agreed to let you use some of our patented technology under license. As you are relying on our technology to make your products work, your letter might at least have thanked us.

The claimed benefits of D-5, 10 bits and an absence of compression, may impress people who are technically unsophisticated, but these features are otherwise irrelevant. Because it appears from your letter that you may not have a background in technology, we will try to help you see through your firm's marketing hype.

The Ampex DCT 1700d video recorder is specifically designed to produce "measured quality" digital tapes. We assure that D-5 is intended for the same purpose. In this regard, the last 2 bits available to be recorded by your machine largely contain noise, and the picture quality is generally determined by the other 6 bits. Accordingly, the quality of the 6 bit signal is critical, and in a digital environment, purity of signal is critically important because transfers to other recording devices can introduce errors, data errors. Your approach to this error, in common with many other formats, is to conceal them so that errors are covered up rather than eliminated.

Ampex DCT drives, on the other hand, employ our proprietary combination of compression and error correction to produce a signal that we believe to be measurably more pure than D-5 or any other format. To help you understand this phenomenon in non-technical terms, think of a data error as a factual error and of concealment as applying makeup to it. It may be hidden, but the error is still there.

While we fully support "truth in advertising," we also adhere to an even higher standard. In order to establish what the simple "truth" is, we have established a series of operations that customers do in a normal day's use of our machines and repeat this for 100 generations, changing tapes from one machine to the next generation. At the end of the test the picture will be judged subjectively and a concealment count established for an objective test. We would be happy to review the participation of any other machine, tape and to publish the results of the comparison.

It seems that your system is simple. If you wish to review, good relations with Ampex, you can send us a written inquiry or, in the alternative, we will plan to see you at the test.

Yours sincerely,  
*Joel Talcott*  
Joel Talcott  
Vice President & Corporate Secretary

## Our response.

# The Ampex DCT® 1700d is the best video recorder in the world.

One of our competitors recently challenged the above claim, so we offered to compare the performance of our DCT 1700d tape drives against their recorders. The matter has been resolved amicably.

Here's the test we proposed:

We'll take five of our DCT 1700d tape drives already in use in customer facilities and without any special preparation, test them against five of our competitor's machines taken directly from their customers. The test will be a series of operations that customers do in a normal day's use and then repeat this for 100 generations, changing tapes between machines at each generation. At the end of the test the picture will be judged subjectively and a concealment count established for an objective test.

If anyone else thinks they make a recorder as good as ours and wants to do the test, please call us at (415) 367-3330. We're ready.

# DCT®

Seltel Is Pleased To Announce  
Our Appointment As  
National Representative For:



**Fort Wayne, IN**

A Great Trails Broadcasting Property



Discover The Difference.



## Panasonic

Panasonic Broadcast & Television  
Systems Company Division of  
Panasonic Corporation  
Creston, Ohio 44130

Two Panasonic City  
Telephone 353-4  
Broadcast New Jersey 07041  
Telephone 908-288-7910  
908-288-7911

JANES 16 1472  
January 16 1995  
January 16 1995

VIA Fax & Mail

Mr. Joel Talcott  
Vice President & Corporate Secretary  
Amplex Corporation  
401 Broadway  
Rancho City, CA 94063-3199

RE: Amplex Advertisement Entitled "Changing The Look of Post Production"

Dear Mr. Talcott:

We are in possession of a copy of the above entitled advertisement and are very concerned that a number of the claims made by Amplex are false or misleading.

The claim that the DCT 1700d drive is "quite possibly the best video production recorder ever built" because its "speed, performance and image quality" are unrivaled by any other tape drive" is simply not true. The D-5 format marketed by Panasonic is clearly a superior product. D-5 is a 10 bit product while DCT is an 8 bit unit. In addition, DCT uses compression while D-5 does not.

It is misleading, in the third paragraph, to claim that "it handles slow motion that rivals dec based systems; something D-1 can't do", while ignoring the existence of D-5 which certainly can perform such functions.

The claim in the fourth paragraph that no other format "gives you images so superb you can't tell the hundredth generation from the first" is absolutely false. You have to know that D-5 is certainly capable of doing exactly the same thing, perhaps even better than the Amplex DCT system does.

Finally, the claim in the fifth paragraph that the DCT system is a "lawless, exceptional format" is inherently false. As DCT uses compression, it is not and cannot be deemed to be lawless.

As the Amplex ad in question is being widely disseminated the above-described false and misleading claims may mislead many potential customers. We trust that your company is as concerned as we are about truth in advertising and will promptly take steps to discontinue the publication and distribution of the advertisement.

Your timely response would be most appreciated.

Very truly yours,

*James M. Katz*  
James M. Katz  
Secretary & General Counsel

JMK:sd

## Their letter.

James M. Katz  
Secretary & General Counsel  
Amplex Corporation  
401 Broadway  
Rancho City, CA 94063-3199

AMPEX Corporation

March 24, 1995

James M. Katz, Secretary & General Counsel  
Panasonic Broadcast & Television Systems Company  
One Panasonic Way, Pomona, NY 106  
Secaucus, New Jersey 07094

Dear Mr. Katz:

In view of the excellent relations that Amplex has maintained with your head office and engineering staff in Japan, we were absolutely appalled to receive your letter of February 16. Despite your alleged concern for "truth in advertising," you failed to mention that the only reason Panasonic can offer show means at all is that Amplex previously agreed to let you use some of our patented technology under license. As you are relying on our technology to make your products work, your letter might at least have thanked us.

The claimed benefits of D-5, 10 bits and an absence of compression, may impress people who are technically un-sophisticated, but these claims are otherwise untrue. Because it appears from your letter that you may have a background in technology, we will try to help you see through your firm's marketing hype.

The Amplex DCT 1700d video recorder is specifically designed to produce "master quality" digital tapes. We assume that D-5 is marketed for the same purpose. In this regard, the last 2 bits available to be recorded by your machine largely contain noise, and the picture quality is generally determined by the other 6 bits. Accordingly, the quality of the 8 bit signal is critical, and in a digital environment, purity of signal is crucially important because wanderers in other recording devices can introduce various data errors. Your approach to data errors, in contrast with many other formats, is to conceal them so that errors are covered up rather than eliminated.

Amplex DCT drives, on the other hand, employ our proprietary combination of compression and error correction to produce a signal that we believe to be measurably more pure than D-5 or any other format. To help you understand this difference in non-technical terms, think of a data error as a tactical rick and of concealment in applying makeup to it; it may be hidden, but the rick is still there.

While we fully support "truth in advertising," we also adhere to an even higher standard. In order to establish that the simple "truth" is, we hereby challenge you to a public test. Let each take at least five machines that are already in use by various customers without any special preparation. Then let's perform a test consisting of a series of operations that customers do in a normal day's use of our machines and repeat this for 100 generations, changing tapes between machines at each generation. At the end of the test the picture will be judged subjectively and a concealment count established for an objective test. We would be happy to enter the participants of any other machines and to publish the results of the competition.

It seems that your opinion is simple. If you wish to reduce your relations with Amplex, you can send us a written apology; in the alternative, we will plan to see you at the test.

Yours sincerely,

*James M. Katz*  
James M. Katz  
Vice President & Corporate Secretary

## Our response.

# The Ampex DCT® 1700d is the best video recorder in the world.

One of our competitors recently challenged the above claim, so we offered to compare the performance of our DCT 1700d tape drives against their recorders. The matter has been resolved amicably.

Here's the test we proposed:

We'll take five of our DCT 1700d tape drives already in use in customer facilities and without any special preparation, test them against five of our competitor's machines taken directly from their customers. The test will be a series of operations that customers do in a normal day's use and then repeat this for 100 generations, changing tapes between machines at each generation. At the end of the test the picture will be judged subjectively and a concealment count established for an objective test.

If anyone else thinks they make a recorder as good as ours and wants to do the test, please call us at (415) 367-3330. We're ready.

# DCT®

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