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Cable's New Age

Murdoch Home Free on Foreign Ownership

House Telcom Bill Favors Cable on Rates

Broadcast Ownership Limits Get Their Own Bill

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Telemedia
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Fast Track

MUST READING FROM BROADCASTING & CABLE



NCTA '95

The cable industry heads to the National Cable Television Association convention in Dallas this week with a full plate of news and regulatory issues to digest.

House telecom bill favors cable

True to their pro-business roots, House Republicans have unveiled legislation that would open the telephone and cable businesses to competition—while sweeping away restrictive cable and broadcasting regulations. / **6**



Reps. Jack Fields (l) and Tom Bliley sponsored House telecom reform. / **6**

FCC's Hundt: Back to the future

FCC Chairman Reed Hundt will call on cable operators to

work with the agency to insure their ability to compete in the telephone business and in the coming world of digital video. / **14**

Back to basic Expanded basic packages are driving much of the distribution growth for small and midsize networks. And distribution gains are expected to continue as more addressable boxes are shipped to cable households and as cable-system operators settle into the many mergers and acquisitions that have taken place in the past year. / **20**

New channels The list of wanna-be cable networks continues to expand with programming ranging from horses to CEOs. For a complete list see page / **28**

TOP OF THE WEEK

Broadcast ownership limits get own bill

Sweeping broadcast deregulation that would repeal most TV and radio ownership rules has been offered in the House. Democratic opposition forced the issue into a bill separate from telecommunications reform. / **10**

CBS lags in sweeps

Buffalo Girls rode into the sunset with a 17.8 rating/ 28 share, but that wasn't enough to vault CBS out of third place in the May sweeps. / **11**



Rupert Murdoch (second from left) and his family enjoyed front-row seats during FCC debate on Fox ownership. Wife Anna (l), daughter Elisabeth and her husband, Elkin Pianim, were present. / **113**

Murdoch home-free on foreign ownership

While the FCC has found Fox Television Stations in violation of the commission's foreign ownership limits, it invited Rupert Murdoch to file for a retroactive waiver based on his 10-year record of serving the public interest. / **16**

PROGRAMMING

Nods for Nielsen

Nielsen has developed a new method for recruiting "peplemeter" households that boosts the cooperation rate for the national household sample. / **54**

'Hercules' meets its match

Hercules spin-off *Xena: Warrior Princess* seeks to deliver the high-action, high-production elements that have made MCA TV's *Hercules* the most successful new action hour of 1994-95. / **54**



Will 'Xena' complement 'Hercules'? / **54**

RADIO

Group owners gain

Most radio groups are reporting revenue gains that top 10% for the first quarter of the year, traditionally regarded as the slowest. / **66**

BUSINESS

U.S. TV boosts News Corp. profits

Boosted by strong gains in its U.S. television division, News Corp. reported a 34% gain in operating profit for the first quarter of this year. / **78**

Public broadcasters seek trust fund

Public broadcasters want Congress to set up a \$3 billion-\$5 billion Public Broadcasting Trust Fund to wean them from federal funding by 2000. The money would come, in part, from commercial broadcasters, who have raised howls of protest at the suggestion. / **78**

**"We will have absolutely no difficulty whatsoever
in preparing a compelling public interest showing."**

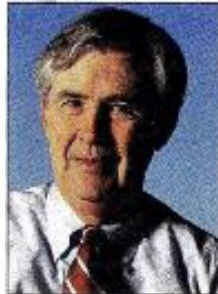
—Rupert Murdoch on the FCC's likely waiver of foreign ownership rules for Fox

MAY 8, 1995

Cover Story: Cable's new age

Amos (Bud) Hostetter is chairman of the third-largest cable company, Continental Cablevision. He's looking not only to defend his current business but to take over some other ones. "We need to think two-way, switched and digital," he says. / **32**

Cover photo by Rick Friedman/Black Star



Bud Hostetter thinks Continental also needs to move into software. / 33

Anstrom works around 'profound disagreements' between cable, FCC

The cable industry has learned to live with rate regulation and has moved on to other issues, says NCTA President Decker Anstrom. On the eve of the association's annual convention this week, Anstrom also discusses cable's legislative goals and its battle with telcos over video dialtone. / **42**

Cable ignores competition invitation

Cable's reluctance to take advantage of the FCC's invitation to prove that potential competition was affecting its business plans is surprising, FCC officials say. Proof of "effective competition" would end rate regulation for extended basic services. / **87**

Cable chief deflects criticism

FCC Cable Bureau Chief Meredith Jones has faced a barrage of criticism aimed at her and the bureau and rules she personifies. But now, the FCC has a new get-along attitude, exemplified by its "social contract" with Continental Cablevision. "If [other operators] want to come in and talk to us, we are interested in talking to them," says Jones. / **90**



Meredith Jones has opened the FCC's doors to cable. / 90

WASHINGTON

Mergers get Senate antitrust attention

Some senators are worried that telecommunications reform that would permit joint ventures and mergers between telephone and cable companies might cause anticompetitive problems. / **86**



Strom Thurmond says telco-cable mergers may not be in the best interest of consumers. / 86

Small systems: a matter of numbers

The FCC is putting the finishing touches on an order that would greatly increase the number of cable systems and multiple system operators entitled to regulatory relief for small companies. / **88**

TECHNOLOGY

Primestar's miles-high problem

The FCC has reclaimed satellite frequencies that cable consortium-owned Primestar planned to use to shift from a medium-power to a high-power service next year. To add to the dilemma, Primestar's current satellite is due to run out of fuel next year. That leaves the

venture's participants facing a tight schedule for reversing the FCC decision or implementing an alternative plan. / **92**

Microsoft closer to interactive TV **Telemedia Week**

While many companies are getting cold feet about investing in the deployment of interactive television networks, Microsoft is plunging in headfirst, collaborating with Medio Multimedia to develop interactive TV services from Medio's CD-ROM and online development efforts. / **70**

A cable approach to online

TCI's investment in Microsoft's new online service will help the cable giant leverage its television programming properties and its vast network of cable operations. / **74**

GTE's video dialtone gets green light

The FCC has given GTE the go-ahead to roll out its video dialtone network in four states: Virginia, Florida, California and Hawaii. / **76**



USA Networks lays claim to the place for science-fiction information in The Dominion. / 70

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Chief sponsors of telecommunications-reform legislation Jack Fields and Tom Bliley mustered some Democratic support for their initiative. L-r: Mike Oxley (R-Ohio), Dan Schaefer (R-Colo.), Rick White (R-Wash.), Anna Eshoo (D-Calif.), Dennis Hastert (R-Ill.) and Thomas Manton (D-N.Y.)

House GOP delivers deregulatory goods

True to their pro-business roots, Republican members of the House Commerce Committee last week unveiled legislation that would open the telephone and cable businesses to competition while sweeping away restrictive cable and broadcasting regulations. Proponents now must battle the White House and Democrats who believe some of the proposed reforms go too far. As with most things in Washington, the final victor is likely to be compromise.

Bill would gut cable television rate rules

By Kim McAvoy

The House Republican version of telecommunications-reform legislation is just about everything cable operators hoped for, promising to provide substantial relief from rate regulation and facilitate their entry into telephony.

The bill would abolish rate regulation of expanded basic tiers for small systems upon enactment, and for other systems about 15 months after enactment. The companion Senate bill doesn't go as far, retaining regulation of systems identified as "bad actors."

But the deregulation of cable rates has aroused some Democratic opposition that could force changes—or hamper the bill's passage. "This legislation will affect cable consumers adversely," says Ed Markey (Mass.), the ranking Democrat on the House Telecommunications Subcommittee.

Like Markey, administration offi-

cials are unhappy with the cable language. "The bill deregulates cable operators prematurely and will result in cable rate increases for millions of Americans," Commerce Secretary Ron Brown says.

Seven Democrats, including John Dingell (Mich.), the Commerce Committee's senior Democrat, signed on to the legislation. But Dingell said he and some of the other sponsoring Democrats have reservations about portions of the bill.

In addition to cable regulation, the battle over long-distance telephony could stall the legislation. To the dismay of long-distance carriers, the bill would permit the regional Bell operating companies to provide long-distance service within 21 months if they opened their own networks to local competition.

Although the measure contains most items on the cable industry's legislative wish list, cable reaction was low key. A short statement from

National Cable Television Association President Decker Anstrom says the bill "provides a good blueprint for a competitive telecommunications marketplace."

"Although cable didn't get everything we would have liked, and no one ever does, this is a bill we can support," says Stephen Effros, president, Cable Telecommunications Association.

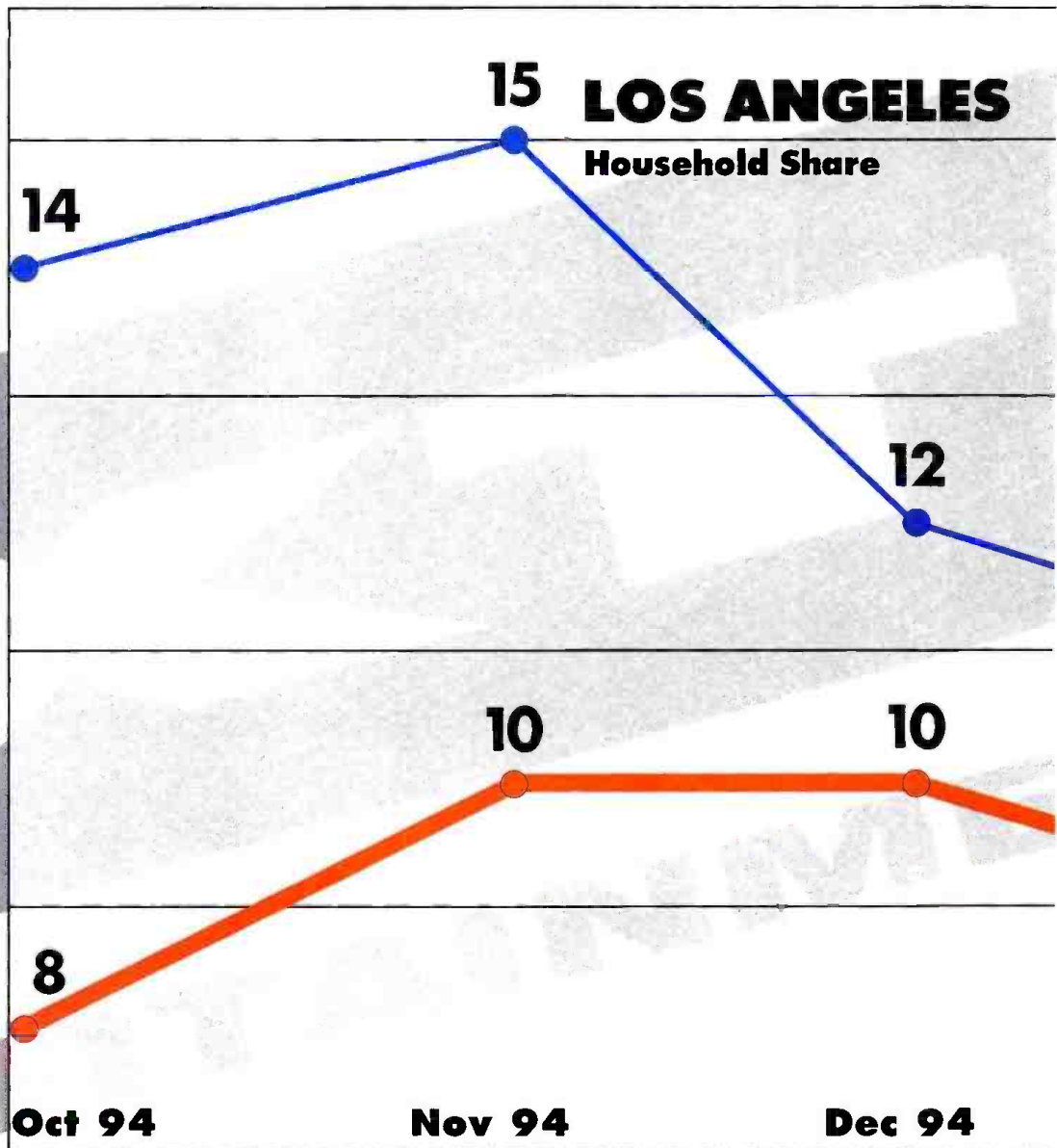
The bill, H.R. 1551, would ease cable entry into telephony by preempting state and local barriers to telephone competitors and requiring telephone companies to open their networks to competitors. And it would prohibit local governments from regulating cable delivery of telecommunications services.

And the bill would permit some joint ventures and mergers between telcos and cable systems in the same markets, but only in communities with populations of up to 50,000. There is no ban on joint ventures and

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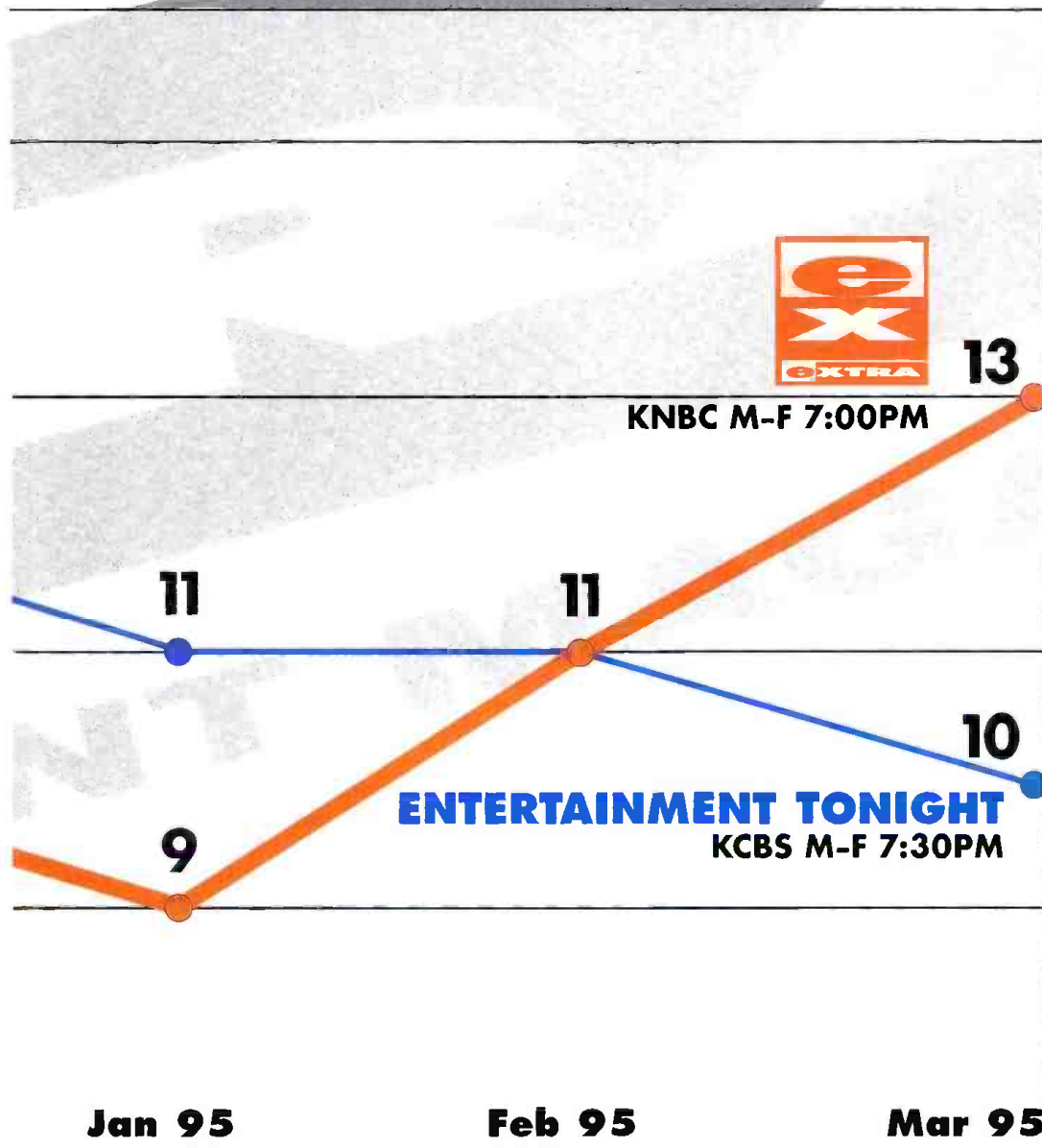
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mergers in a previously introduced Senate version of the bill.

The House bill, introduced last Wednesday, is the handiwork of House Commerce Committee Chairman Tom Bliley (R-Va.) and Telecommunications Subcommittee

Chairman Jack Fields (R-Tex.). The bill is on a fast track: Hearings are scheduled for this week, with a subcommittee vote expected the following week. Final passage by the Commerce Committee could come by the end of May.

"Our legislation is predicated on competition and an opportunity model—not government micromanagement, whether it be federal or state," Fields says. "This legislation will bring the law up to date with technology," Bliley adds. ■

House launches two-pronged attack on broadcast rules

TV affiliates will fight ownership measure; NAB wants radio deregulation in telcom reform

By Kim McAvooy

The House Commerce Committee's comprehensive telecommunications-reform bill released last week would grant TV stations a second channel for digital TV and take some of the angst out of license renewal.

But the Republican authors were forced to segregate provisions relaxing broadcast ownership limits in a separate bill (H.R. 1556) because of Democratic opposition.

Tom Bliley (R-Va.), chairman of the Commerce Committee, and Jack Fields (R-Tex.), chairman of the House Telecommunications Subcommittee, hope eventually to recombine the two measures.

The main bill would establish a two-step license-renewal process; extend TV licenses to seven years; direct the FCC to provide broadcasters with a second channel for HDTV

and other digital services, and include must-carry and retransmission requirements for telcos providing video services.

Under the companion broadcast-dereg bill, national and local ownership restrictions for radio would be lifted. The national coverage cap on TV ownership immediately would rise from 25% to 35%. A year later the cap would extend to 50% of TV households. After that, the FCC is directed to review the TV ownership issue, which could lead to complete elimination of the rule.

The legislation also permits duopoly combinations of UHF-UHF, VHF-UHF for TV stations; VHF-VHF combinations could be granted by the FCC. Current TV LMAs are protected under the bill.

Equally significant is the bill's abolition of all crossownership restrictions: newspaper-broadcast,

cable-broadcast and network-cable. The dual-network rule also would be eliminated.

But John Dingell of Michigan, the ranking Democrat on Commerce, has concerns about wholesale repeal of broadcast ownership issues.

"There is some legitimate disagreement [over broadcaster issues] among us," Fields told reporters.

House Democrats aren't the only ones who find the ownership bill disturbing. The TV network affiliates are vowing to fight the measure. "It represents an attack on local television broadcasters across the country," said Retlaw Broadcasting's Ben Tucker, who chairs the Network Affiliated Stations Alliance.

"At a time when Americans are questioning the values of Hollywood and New York, we must vigorously oppose legislation that would bless those values and deny local broadcasters the ability to say no to the networks," Tucker said.

The TV networks and some large broadcast groups, however, have been lobbying for an end to ownership restrictions, especially the national ownership cap.

The National Association of Broadcasters would like to see its TV members reach a consensus on the ownership issues. Last week, the NAB suggested a compromise: a 40% cap on national ownership of TV stations, with minority interests attributable. But sources say a meeting last week between the two sides was not fruitful.

Despite the split among TV broadcasters on ownership issues, the industry basically is pleased with the telcom-reform bill. "It is a step in the right direction," said Eddie Fritts, president of the NAB. "We are sorely disappointed, however, that the draft fails to address the key issue of radio ownership deregulation, which we believe has substantial support among committee members," Fritts said. ■

Telcom debate could come this week

Senate debate on telcom-reform legislation might occur this week. "There's a fifty-fifty chance it will happen," said one telcom lobbyist. A package of amendments is anticipated, including language to deregulate radio. There also is the possibility that the National Association of Broadcasters will not ask for language guaranteeing TV broadcasters a second channel for HDTV and other digital services. There's a general feeling that with growing congressional interest in spectrum fees and auctions, broadcasters would be better off lying low on the issue. Furthermore, the NAB gained favorable second-channel provisions in the House telcom bill (see above). Meanwhile, broadcasters had better hold on to their wallets. Congressional budgeteers are looking to balance the budget by 2002, and reports surfaced last week that spectrum fees and auctions might wind up on a list of revenue-raising proposals. Efforts to restrict advertising tax deductibility also could emerge.

—KM

TCI reports first-quarter gain

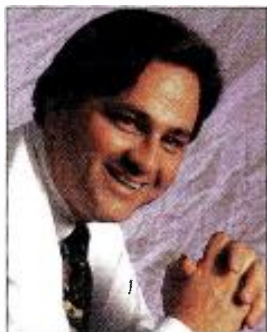
Adds million new subs, cash flow up 6% over last year's first quarter

By Rich Brown

Top multiple system cable operator Tele-Communications Inc. says the addition of 1 million new subscribers since late 1994 plus higher revenue from its existing base of cable and satellite customers have helped boost first quarter 1995 cash flow by 6% compared with the same period last year.

TCI's preliminary numbers for first quarter 1995 showed revenue of \$1.061 billion and operating cash flow of \$464 million in its owned-and-operated cable system/direct broadcast satellite business. Another \$24 million in cash flow from TCI's newly acquired TeleCable cable systems plus \$9.7 million from its non-managed entities brought total cash flow to \$498 million for its domestic systems.

TCI during first quarter 1995 added 753,000 subscribers through its acquisition of TeleCable and



Clouston gave investors the good news in Denver last week.

added another 250,000 subscribers via internal growth. TCI officials are estimating a subscriber growth rate of 5.5% in 1995 based on its first-quarter growth.

"Both for the industry and TCI, 1995 is a return to strong, traditional growth in the core business," says Brendan Clouston, executive vice president and CEO of TCI Communications. Clouston said at the company's annual investor and analyst meeting in Denver last Friday that the capital investment that TCI needs to make in its core business, before telephony, will be incremental and tied to revenue.

TCI's programming division Liberty Media had revenue of \$364 million and a negative cash flow of \$27 million. TCI officials tied losses in the division to Home Shopping Network, Starz! and some of its sports net-

works. The company's international operations saw a loss of \$7 million in cash flow.

Direct broadcast satellite service PrimeStar grew from 102,000 units at the end of 1994 to 153,000 by the end of first quarter 1995. TCI's 20% stake in the DBS service represented \$24 million in revenue and \$6.6 million in cash flow for the first quarter.

In other developments, TCI is taking its international unit public in an effort to raise up to \$437 million. The company plans an initial offering of 20 million shares of Class A common stock representing up to 20% of its Tele-Communications International unit. The remaining shares of the international operation will be owned by TCI.

Tele-Communications International provides broadband cable TV, telephony and programming to overseas markets including Europe, Latin America and Asia with particular focus in the United Kingdom, Argentina and Japan. ■

Powerful 'Girls' not stronger than NBC's Thursday

CBS got the desired results from its four-hour miniseries *Buffalo Girls*. The program pulled in a 17.8 rating and 28 share in Nielsen numbers on Sunday and Monday nights, April 30-May 1.

However, the miniseries wasn't enough to prevent the network from falling to third place in households and demographics one week into the May sweeps. Through last Thursday night, NBC was averaging a 12.1/20 in household numbers, followed by ABC with an 11.4/19 and CBS with a 11.1/18 and Fox's 6.5/11. Among adults 18-49, the order is the same, with NBC averaging a 7.6 rating followed by ABC's 6.3, CBS's 5.0 and Fox's 4.4.

NBC, which benefited from having the sweeps period begin on Thursday, April 27 (Thursday is the network's strongest night), also got help from its coverage of the National Basketball Association playoffs. However, NBC's biggest source of ratings strength thus far has been its two Thursday night telecasts. The network averaged an 18.7/30 on both those nights and, despite not winning any other nights, is in first place in households and among adults 18-49.

NBC's reliance on Thursday night may end with its

telecast of "Jurassic Park," which was scheduled to air last night, Sunday, May 7, at 8-11. In addition to helping NBC, the movie, making its broadcast television debut, should seriously dent CBS's fortunes on its strongest night.

Following *Buffalo Girls*, the next miniseries to air will feature a head-to-head matchup of NBC's *Naomi & Wynonna*, chronicling the lives and careers of the mother-daughter singing act The Judds, and ABC's adaptation of Stephen King's *The Langoliers*. Both of the four-hour miniseries air at 9-11 p.m. on Sunday, May 14, and Monday, May 15.



'Buffalo Girls' starring Anjelica Huston and Sam Elliott

—SC



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FCC's Reed Hundt: back to the future

Chairman will ask operators to help blaze cable trail into telephony, digital video

By Harry A. Jessell

The FCC and the cable industry have had their differences over cable rate regulation and its impact on the industry.

But rather than dwell on those differences in his speech at the National Cable Television Association in Dallas tomorrow (Tuesday), FCC Chairman Reed Hundt will call on cable operators to work with the agency to insure their ability to compete in the telephone business and the coming world of digital video.

"We need to go back to the future issues," Hundt said in a pre-convention interview with BROADCASTING & CABLE.

With cable's help, he said, the FCC can insure cable companies offering telephone service can interconnect with local telephone networks on

competitive terms.

"The issues are very complex," Hundt said.

"Where do you want to interconnect? What should be the pricing mechanism? There are four or five different policy choices, different levels of government intrusion."

Proponents of personal communications services (PCS) who intend to compete with entrenched cellular and wired telephone providers already are pitching the FCC on interconnection. "You don't want the PCS people to be the only ones to lay out the framework," Hundt said.

To promote competition in telephony, the FCC is prepared to craft rules that would permit customers who switch to cable for telephone service to retain their original telephone numbers, Hundt said. That would keep



Hundt: wants to work with cable operators.

municipalities out of the business of regulating cable's telephone service.

Hundt also hinted that the FCC might be willing to revisit its program access rules to make them work for cable. Today, the rules are a one-way street, requiring cable networks owned by cable operators to make their services available to satellite broadcasters, telcos and other cable competitors.

What if telephone companies acquire major studios and develop their own programming services? "Does cable get access to that?" he asked. "And if they don't, how fair is that?"

Hundt said the FCC also needs to bring order to digital video by considering standards that would cut across all media.

"Let me give you an example of a real bad idea: A consumer has to buy four different boxes, one for video dialtone [video via the telephone company], one for MMDS [wireless cable], one for cable and one for broadcast," Hundt said. "That's an unnecessary and hideously expensive roadblock to the conversion to digital." ■

Fuchs, Bewkes move up at Time Warner

By James A. McConville

The elevation of HBO Chairman/CEO Michael Fuchs to chairman of Time Warner Music Group last week appears to place HBO President Jeff Bewkes as the chief executive in charge of Time Warner's premier pay cable network.

With Fuchs retaining the chairmanship of HBO, it is not yet clear if he will continue to oversee daily operations at HBO, or hand over the reins to Bewkes.

But based on comments made by Bewkes after the announcement, it appears Fuchs will still have some say in HBO programming decisions: "Michael is a terrific programmer and a great business executive, so we [HBO] all knew it would be crazy for us to lose that," Bewkes continued: "We can still get the benefit of his experience and overall business knowledge,



Fuchs will be chairman of both HBO and the music group, while Bewkes will retain his title of HBO president.



and programming in particular. He's still going to be involved as chairman, which we want."

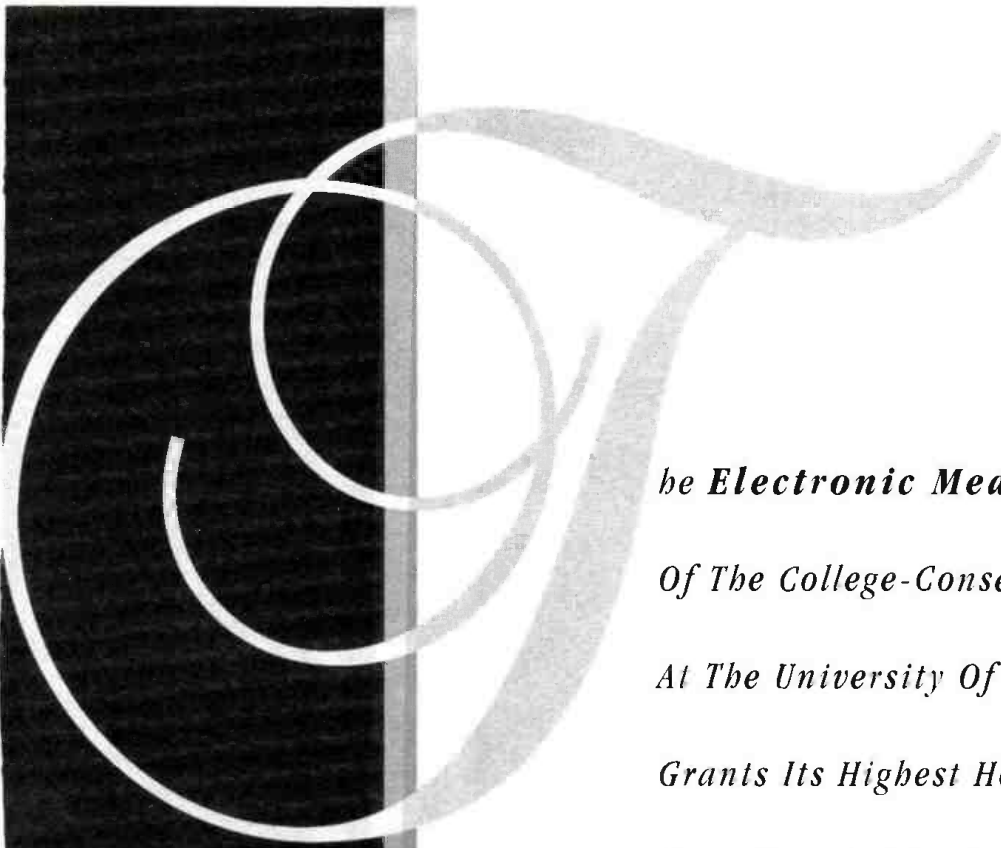
Bewkes's ascendancy was a result of Time Warner Chairman Gerald Levin's appointment of Fuchs to replace Robert Morgado as head of Time Warner's Music Group to help end corporate infighting between Morgado and other Music Group

executives.

Fuchs, who joined HBO in 1976, has been chairman-CEO since 1984. Bewkes, HBO president under Fuchs since 1991, was HBO executive vice president and chief financial officer before that.

Fuchs, who has been vocal about moving up Time Warner's corporate ladder, now gets to run the company's two biggest money-making divisions, while Bewkes will manage one of Time Warner's most consistent operating groups. HBO and the Music Group generated \$5.8 billion of the company's overall 1994 revenue of \$15.8 billion.

Smith Barney analyst John Reidy says Time Warner's executive jockeying likely will have no impact on HBO program operations. He calls the switch from Fuchs to Bewkes a "seamless transition." ■



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Donald Dahlman, President, Multimedia Entertainment 1988



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Foreign ownership waiver likely for Fox

5-0 decision endorses status quo; Murdoch says restructuring way too costly

By Christopher Stern

Rupert Murdoch walked away from the FCC last week with renewed certainty that he can continue the dramatic expansion of his Fox television empire.

The FCC found Fox Television Stations (FTS) in violation of national foreign ownership limits, but also invited Murdoch to file for a retroactive waiver based on his 10-year record of serving the public interest as a broadcaster. The confident media baron said he would reply to the FCC's invitation this week, even though the FCC gave him 45 days to respond.

"We will have absolutely no difficulty whatsoever in preparing a compelling public interest showing that will satisfy the statute," Murdoch said.

Murdoch clearly was encouraged from statements from Commissioners James Quello, Susan Ness and Andrew Barrett, who praised Fox's service as a broadcaster during the past decade. "As a former banker, I can say that Fox's contribution in beginning a fourth network has been invaluable," Ness said.

"In my view, the record as it stands today amply supports a decision to waive the statute's 25% benchmark without further comment," Quello said.

Murdoch dismissed the FCC's

alternative option of restructuring 99% alien-owned FTS to comply with the 25% limit on foreign ownership. A restructuring would cost his company "many hundreds of millions" of dollars in capital gains taxes, Murdoch said.

However, as part of Fox's public interest filing, the FCC is requiring Fox to calculate exactly how much a restructuring would cost and how it "would adversely affect the public interest."

Fox's opponents may be able to use the cost of restructuring against Murdoch. They are likely to argue that avoiding the cost of restructuring amounts to a huge tax break for Fox.

It is unclear where FCC Chairman Reed Hundt stood on what to do about Fox's alien ownership. His staff emphatically denied claims by other agency officials that he favored restructuring over a waiver. The Mass Media Bureau recommendation, written with Hundt's oversight, puts a much greater emphasis on restructuring than what emerged in the final order, which reflects the changes forced by Quello and the other commissioners.

While the recommendation fell short of claiming that Fox had lied to the commission, it was critical of its outside attorneys, sources said. FCC



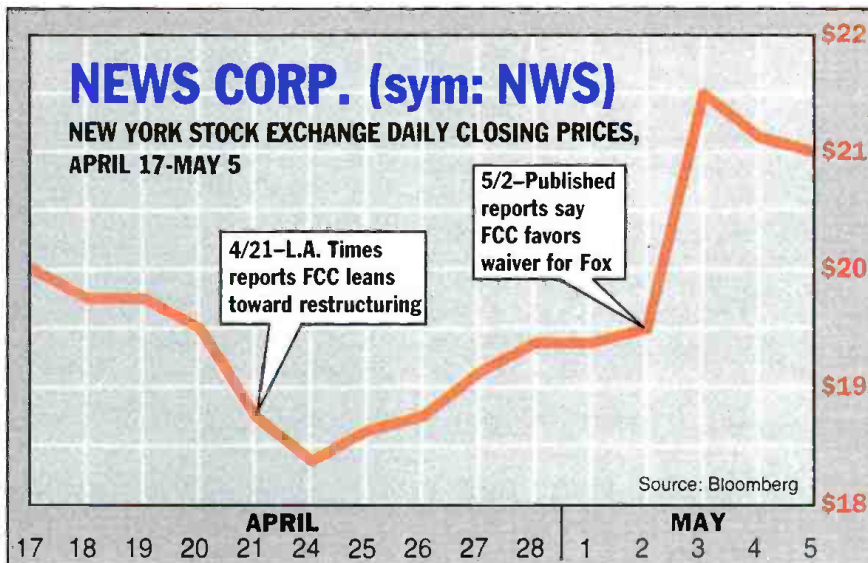
Rupert Murdoch (above right) and his wife, Anna, talk with Fox Network Distribution President Preston Padden at last Thursday's FCC meeting.

staff members cited the actions of those attorneys in a recommendation to fine Fox \$500,000. The fine was omitted from the final decision.

In the end, the FCC found that Fox is not in compliance with the foreign ownership rules, but absolved it of the most serious charge that can be leveled against a broadcast licensee: lack of candor.

In 1985 Murdoch told the commission that he would hold 76% of the voting stock in the stations' parent company, Twentieth Holdings Inc., and News Corp. would own the rest. What was not clear to most at the time was that News Corp. provided 99% of the equity for the \$1.6 billion deal. Murdoch purchased the six stations from Metromedia for \$600 million in cash and \$1 billion in assumed debt.

The foreign ownership questions were raised by the National Association for the Advancement of Colored People in 1993, when Fox tried to buy WGBS-TV Philadelphia. The deal fell through, and Fox asked the FCC to confirm that its ownership structure complies with U.S. law. It was not until the FCC began prodding Fox for information in 1994 that Fox

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officials revealed that the company is 99%-owned by Australia-based News Corp.

Last week, the FCC decided it was at least partly to blame for Fox's 10-year delay in reporting the extent of its foreign ownership. The commission conceded that its 1985 rulings "did not clearly indicate that a foreign corporation's equity capital contributions were of decisional significance."

The FCC also found that Fox had not lied or even misled the commission during the past 10 years. "We do not find that FTS intentionally misrepresented or concealed" News Corp.'s 99% stake in the company,

the FCC said.

If the commission had found it had been lied to, Fox would have faced a hearing to determine if its broadcast licenses should be revoked. The NAACP requested that the FCC hold such a hearing. The civil rights group refused comment last week on the possibility of an appeal.

A hearing would have put Fox in limbo for at least a year and virtually ended its immediate plans to expand its station holdings. Fox says it has not had a station deal approved in 18 months. But last week's decision, potentially, allows Fox to proceed with its plans to sell two stations and

buy six more, bringing it up to the 12-station ownership limit.

Fox claims it is not in violation of the foreign ownership limits because News Corp. is controlled by Murdoch, who is American. Last week, Quello cited Murdoch's decision to become a U.S. citizen in 1985 as a critical factor in why he voted in favor of the original transfer of Metromedia's six stations to Fox.

Quello is Murdoch's biggest supporter at the FCC and the only sitting commissioner who voted for the original transfers 10 years ago.

When Fox submits its public interest filing, it is expected to argue that it has accomplished a long-standing FCC policy goal of establishing a fourth major broadcast network. It also will argue that it has strengthened the UHF station market, promoted diversity of views and increased the amount of local news in its affiliates' markets, said Preston Padden, president, Fox network distribution.

While he welcomed the chance to put the foreign ownership challenge behind him, Murdoch said he was not entirely satisfied with the FCC's decision. "[The FCC is] saying now that [it is] moving the goal posts. We are within the law and always were," Murdoch said.

Fox's chief opponent in the proceeding, the NAACP, refused to comment on last week's decision. ■

New policy raises questions

The FCC appears to be setting new policy by allowing Australia-based News Corp. to continue to own 99% of the equity of the Fox network and Fox-owned stations. The question now is how that ruling will affect companies such as Montreal-based Seagram, which is buying MCA and is widely believed to be interested in buying CBS.

The answer is, it's too soon to tell. A clearer indication will come later this year after the FCC issues its final order in the News Corp. proceeding and after Congress decides how it feels about the commission's foreign ownership restrictions.

Capitol Hill-watchers say Congress likely will take one of three actions before the year is out: loosen or rescind foreign ownership curbs; pass a law to allow foreign companies to buy U.S. media, if the foreign companies are based in countries that allow reciprocal U.S. entry; or maintain the 25% cap on foreign investment in networks and stations.

Those following the FCC's News Corp. decision observe that News Corp.'s waiver will be based on its 10-

year contribution to the public interest by providing greater viewer choice by building a fourth network. On the surface, it does not appear that Seagram or other companies, such as Germany's Bertelsmann, have the strong public interest argument that News Corp. demonstrated.

"The News Corp. waiver was done for a particular reason—[the company] fostered competition," says Smith Barney media analyst Bill Meyers. "That doesn't necessarily apply to other companies, or open the floodgates [to foreign ownership]," he says.

Others aren't so sure. "To allow News Corp. to stay at 99% ownership of Fox is a pretty extraordinary exception to the law," one network executive says. "You can't pretend that [the law] doesn't exist, and once you allow [exceptions] it's going to be a lot more difficult to hold a tight line at 25%."

"Up to now the door has been totally closed, and you'd be hard-pressed to say [the News Corp.] ruling doesn't open it. The question is, is it opened a crack or a lot?"

—SM

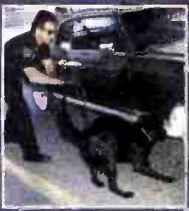
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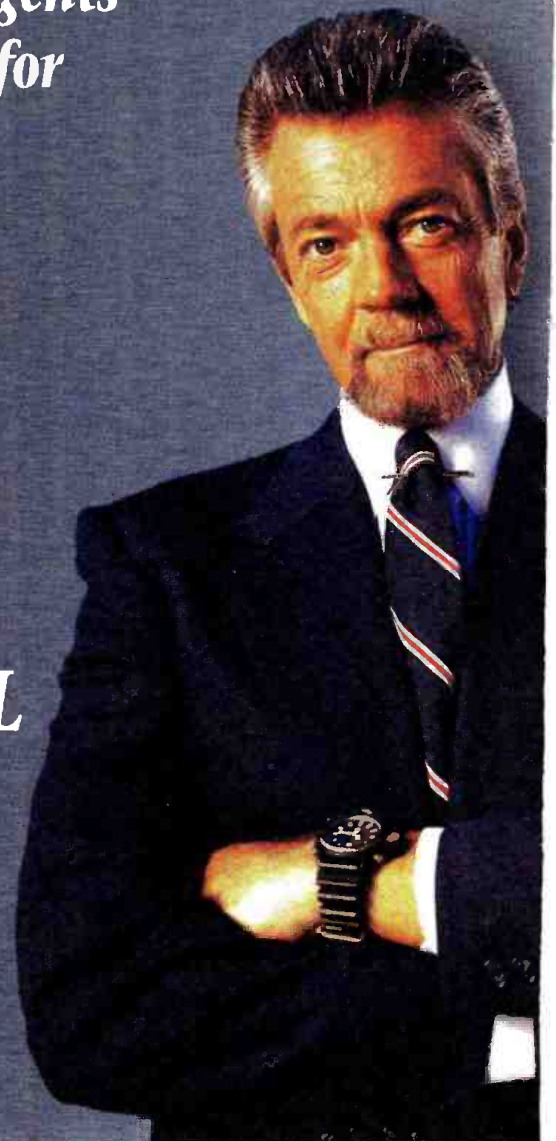
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Cable goes to NCTA with a full plate

There is more activity within the cable industry now than there was when its executives gathered for the annual National Cable Television Association meeting a year ago. Cable network distribution, which was at a virtual standstill a year ago, is enjoying a boost under the FCC's going-forward rules for adding channels to cable systems (see below). Since December 1994 more than a dozen would-be cable networks have joined BROADCASTING & CABLE's list of hopefuls (page 28). At the regional level, localized cable



news channels are cropping up to serve fast-developing areas like the Pacific Northwest and the Sunbelt states (page 46). Meanwhile, top multiple system operators like Continental Cablevision's Amos Hostetter are learning how to operate in an increasingly competitive world (page 32). On the eve of this week's NCTA convention in Dallas, BROADCASTING & CABLE talks with NCTA President Decker Anstrom about changes in the industry and the challenges that lie ahead (page 42).

BACK TO BASIC: New cable subscribers lured by expanded basic services

Cable channels report most launches on basic or expanded basic, not new tiers, following FCC's going-forward rules; growth expected to continue

By Rich Brown

Cable system operators and programmers remain optimistic about the potential for marketing new "tiers" of service, but they say that expanded basic packages currently are driving much of the distribution growth for small and midsize networks.

Under the FCC's going-forward rules for adding channels, cable system operators since last November have had the option of packaging new networks either as part of an unregulated new-product tier (NPT) or as part of an expanded basic package. The FCC rules allow operators to charge up to \$1.50 a month more for the expanded basic package for six services whose license fees do not exceed a total of 30 cents.

One of the networks enjoying a boost in distribution, USA Networks' Sci-Fi Channel, has found that 95% of the 5.3 million new subscribers added since November have been through basic or expanded basic packages. A total 580 systems have launched the network on basic, ver-



Peter Tomarken hosts 'Decades' on the Game Show Network.

sus about 70 systems launching it as part of a tier.

The Cable Health Club network also reports that about 95% of the 4.5 million cable homes that have been added under the rules are part of basic or expanded basic packages.

"I think many operators realize that selling tiers is a difficult task," says Doug Holloway, executive vice

president, network distribution and affiliate relations, USA Networks. He says the percentage of subscribers likely to pay for NPTs probably will average 10%-15% in the short term. But roughly 36% of cable subscribers think it would be a "good idea" to buy an expanded basic package of six more channels for \$1.50, and another 35% would be willing to spend the



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TOTAL PAY HOMES

UP 34%

CASH FLOW

UP *\$12

PER BASIC PER YEAR

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LaFAWN VANNEST, GM, TCI RENO, NV



MORE PROOF: NEW CASH FLOW & NO CANNIBALIZATION

*Cash flow is based on average 37% STARZ! penetration to basic and \$4.95 retail price. Source: Saxe Marketing

extra money depending on which channels were offered, according to a Sci-Fi study of 464 cable subscribers.

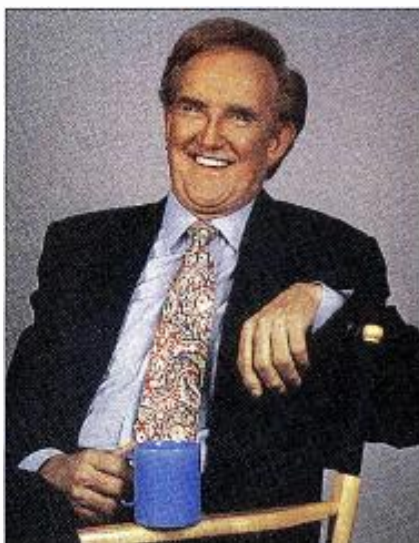
Cable programmers as recently as last month thought they already had seen most of the gains they were going to see under the going-forward rules. But programmers now say they expect distribution gains to continue as more addressable boxes are shipped to cable households and as cable system operators settle into the many mergers and acquisitions that have taken place in the past year.

Cable programmers could see an additional boost in distribution in the fourth quarter as cable system operators set up their new budgeting for the year, says Lloyd Werner, senior vice president, sales and marketing, Group W Satellite Services, which oversees distribution for The Nashville Network and Country Music Television.

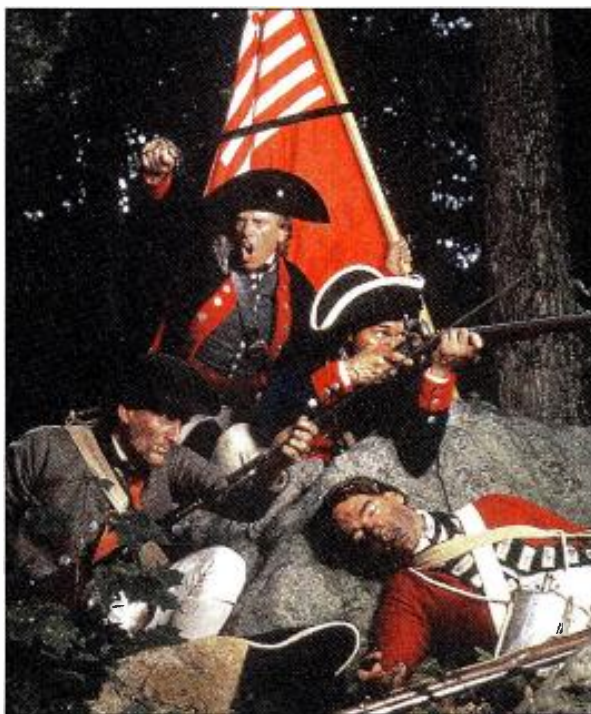
Country Music Television already has gained 3.7 million subscribers since November, and Werner hopes to further expand the network's current base of 28.6 million to 30 million by the end of the year. Most of CMT's new subscribers under the going-forward rules have come on board through a variety of expanded basic packages.

There do not appear to be any consistent going-forward plans within the nation's top multiple system cable operators; programmers say most channel lineups continue to be set at the local system level.

Several programmers say Time Warner has shelved a plan to universally roll out a 10-channel tier across its systems. One of the reasons given was Time Warner's failed effort earlier this year to force its customers to pay for new addressable converter boxes that would make such a tier technologically possible. Time Warner created a public uproar in March by trying to force some of its



Ralph Emery has a new show on TNN.



'The American Revolution' on the History Channel.

cable system subscribers to rent addressable set-top boxes at an additional cost of \$3-\$4 a month. The company had hoped to convert about 5.5 million of its subscribers to the addressable boxes by scrambling basic networks such as MTV and USA (it already scrambles networks and requires addressable boxes on Time Warner cable systems serving another 5.5 million subscribers).

Time Warner spokesman Mike Luftman says the company's change in policy on the rollout of converters does not in any way affect its plans to

Monthly coverage factors for cable networks

	May 1994 (000)	May 1995 5/94- (000) 5/95	% chg
Wired cable	61,892	64,077	+4
Paid cable	28,142	32,615	+16
A&E	58,291	61,124	+5
BET	39,181	42,292	+8
Cartoon Network	10,064	17,545	+74
CMT	23,960	28,614	+19
CNBC	50,889	54,630	+7
CNN	62,391	65,397	+5
CNN HedIn News	54,050	57,235	+6
Comedy Central	30,137	35,129	+17
Court TV	14,928	20,964	+40
Discovery	61,489	64,545	+5
ESPN	62,737	65,353	+4
ESPN2	12,388	21,232	+71
E!	26,272	32,263	+23
Faith & Values	19,333	22,790	+18
Family Channel	58,847	61,879	+5
Food Network	dna	12,086	dna
FX	dna	21,678	dna
HBO	20,177	23,194	+15
Learning Channel	29,709	37,901	+28
Lifetime	58,696	61,091	+4
MTV	58,097	61,122	+5
Nickelodeon	60,103	63,076	+5
Nostalgia	9,291	7,885	-15
Prevue	31,961	36,734	+15
Sci-Fi	15,684	22,145	+41
Showtime	9,478	11,742	+24
TBS	61,271	65,139	+6
TNN	58,883	62,158	+6
TNT	60,608	63,880	+5
Travel Channel	dna	17,041	dna
USA	62,021	64,582	+4
VH1	48,848	52,238	+7
Weather Channel	55,201	58,733	+6
WGN	34,922	37,848	+8

Source: Nielsen Media Research; supplied by USA Networks

make program tiers available. He says Time Warner expects tiers of programming to provide an incentive for customers to voluntarily order the addressable converters. He also says there never were plans for a companywide 10-channel tier.

"Time Warner does not have a monolithic approach across all of its systems," says Luftman. "We have very different lineups and channel capacities across the country, and there isn't any one thing that we're doing."

One major cable programmer says



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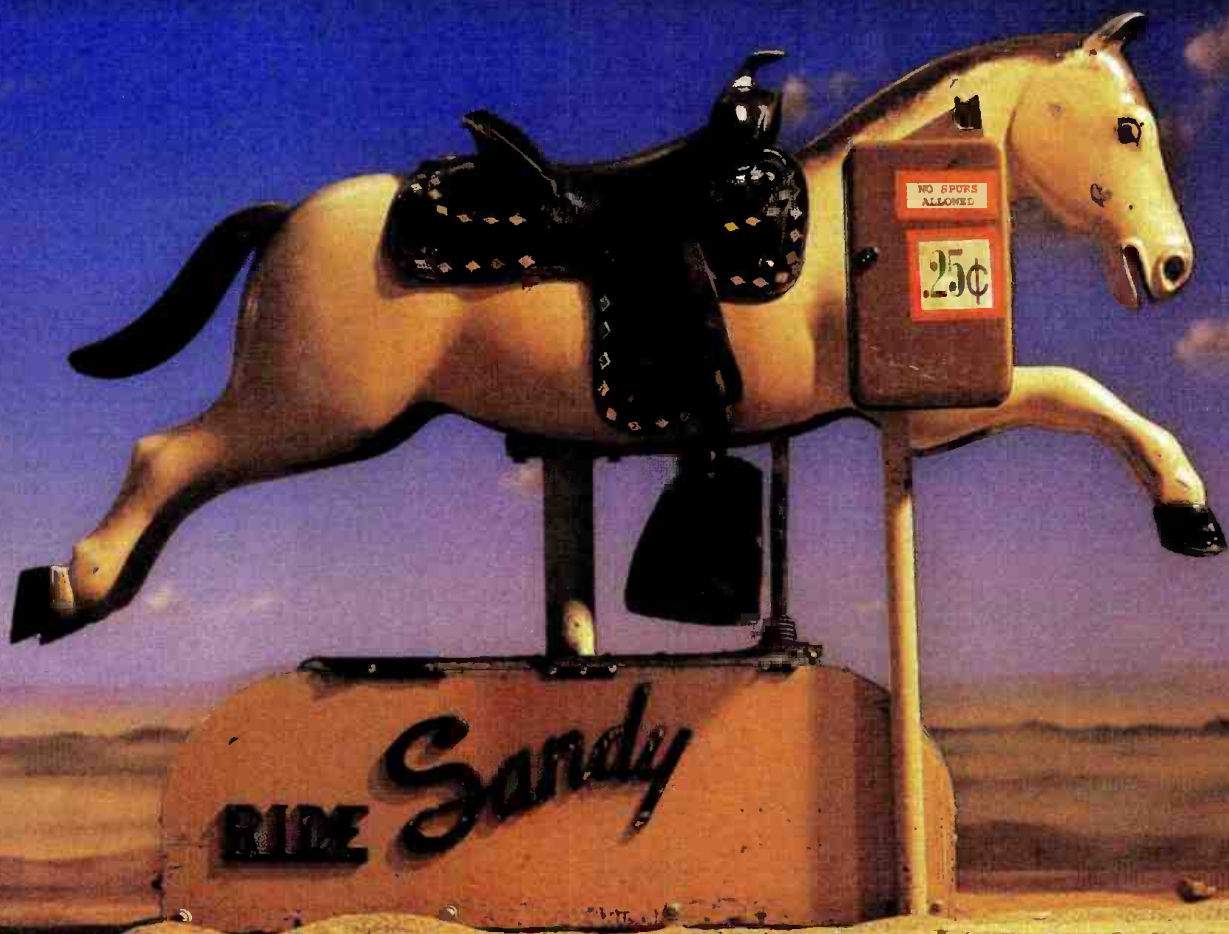
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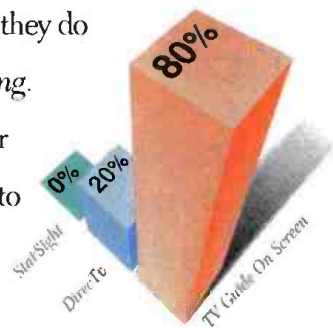
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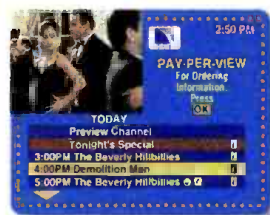


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Jake Steinfeld of Cable Health Club



Muhammad Ali on Classic Sports Network

top multiple system cable operator Tele-Communications Inc. is holding off on launching NPTs on many of its systems as it works out its company-wide digital compression scheme. A TCI spokeswoman at press time did not return calls to discuss its going-forward strategies.

Although most operators seem to be opting for expanded basic packages, some networks already are reporting gains in distribution via NPTs. About 5.5 million cable homes now have the option to get the one-year-old Turner Classic Movies network via NPTs, according to Bill Burke, vice president and general manager, TCM. (About 2.5 million cable homes actually receive the channel now.) Most NPTs cost between 99 cents and \$5, and many operators are offering the tiers for about \$1.99, says Carter McGuire,

vice president, cable sales, Turner Broadcasting System.

"It's very nice to be on the other side of all the regulation talk," says McGuire. "Channel capacity is still tight, but there are a number of operators that are able to move forward."

TCM in the past year also has signed about 700,000 direct broadcast satellite subscribers. The network is one of many that are enjoying distribution boosts via the fast-developing DBS industry.

DBS companies should have close to 2 million subscribers by this time next year, according to Dan Collins, vice president of advanced programs for high-power satellite company Space Systems/Loral. And each of those DBS companies has many channels to fill. DIRECTV and USSB combined already offer more

than 170 channels. Primestar, which offers 75 channels, is expected to increase capacity to 230 channels by 1996. A planned DBS service, EchoStar, aims to offer 180 channels in 1996; another planned service, Alphastar, plans to rent satellite time from AT&T and offer more than 100 channels as early as this year.

The Game Show Network is among several new networks that do not have DBS deals in place but are looking to get on the bandwagon. Meanwhile, Game Show vice president of marketing Steve Astor says his network now reaches about 1 million cable homes and about 500,000 TVRO backyard-dish homes, and he is optimistic they will reach up to 4 million homes by this time next year.

Programers in general sound more optimistic than they did at this time last year, when regulatory uncertainty held subscriber growth at a virtual standstill.

"There are still some long-term issues, but basically, operators can put three to five channels on without giving their next child," says Steve Lentz, newly named president of Cable Health Club. "They couldn't do that in 1994."

"The going-forward rules have helped to some degree," says Dan Davids, senior vice president and general manager, The History Channel, which reaches 3 million subscribers (including TVRO homes). "But they're far from the answer to what the cable industry needs, which is to be completely deregulated." ■

B&C does Dallas

BROADCASTING & CABLE will produce two daily tabloid newspapers (Tuesday and Wednesday) during the NCTA CABLE 95 convention. They will be distributed to delegate rooms in major hotels and through bins in the trade publication area.

The editorial contingent in Dallas will comprise Don West, Harry Jessell, Mark Miller, Rich Brown, Kim McAvoy, Mark Berniker, Jim McConville, John Eggerton, Dave Borucki, Rick Higgs and Steve Brown.

The publishing/advertising staff: Peggy Conlon, Gary Rubin, Rob Foody, Yvonne Pettus, Michael Brooks, Sandra Frey, Joan Miller, Millie Chiavelli and Stacie Mindich.

The magazine's press room in the convention center is A205/207, and its booth on the exhibit floor is #8149 (214-658-7604,05).

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New cable channels

The list of wanna-be cable networks continues to expand with programming ranging from horses to CEOs. Since the Western Cable Show last November, 13 networks have joined the cable channel race. The new networks are a direct result of the FCC's going-forward programming rules issued last year, which encourage new cable channels. Following is a list of planned networks and services that have debuted.

Network	Owner	Launch date	Phone no.	Programming
Access Television Network	Private	March 1994	714-442-6170	Infomercials
Adam & Eve Channel	Spice Inc.	Feb. 14, 1994	818-718-0366	Adult PPV, home shopping
American Political Channel	Private	Spring 1995	703-518-4600	Political news & info
America's Health Network	IVI Publishing, Medical Innovation Partners	December 1995	407-345-8555	Health info, products
America's Talking	NBC	July 4, 1994	201-346-6777	Current events
America West Network	Private	September 1995	818-752-9243	Western films and TV shows
Animal Planet	Discovery Comm.	2nd qtr. 1995	301-986-1999	Nature
Applause	Parasol Media	1995	213-850-0500	General entertainment, children's
Arts & Antiques Network	Private	1st qtr. 1996	800-782-8976	Collectibles
ATN, The Automotive TV Net.	Global Television	1995	508-264-9921	Automotive
ATV: Advertising Television	Web Broadcasting Sys.	1st qtr. 1994	201-857-3500	Infomercials
The Auto Channel	Gordon Comm./Calif. Image Associates	Mid-1995	502-584-4110	Motor sports
BBC World Channel Network	International News Network, Reese Schonfeld	Spring 1995	212-753-2939	BBC news, magazines, documentaries
BET—Home Shopping Net.	BET/HSN	NA	202-636-2400	Home shopping for African Americans
BET—Cable Jazz Channel	BET Holdings	1995	800-395-0477	Jazz, blues, gospel
Black Shopping Network	Private	May 14, 1994	310-430-2905	Home shopping
Booknet	Booknet Inc.	Mid-1995	212-698-7808	Book news, author interviews, films
Catalog 1	Time Warner, Spiegel	NA	212-206-6464	Home shopping
CelticVision—The Irish Channel	Private	Testing	616-367-2888	Irish
CEO Channel	Private	4th qtr. 1995	201-222-3563	News magazine
Children's Cable Network	Olympic Entertainment	April 1995	818-755-0155	FCC-friendly kids shows
Classic Arts Showcase	Lloyd E. Rigler—Lawrence E. Deutsch Foundation	May 3, 1994	213-878-0283	Commercial-free arts programming
Classic Music Channel	Classical Broadcasting Co.	Late 1995	818-707-2233	Music videos
Classic Sports Network	Liberty Sports/Allan & Co. AT&T, others	Late 1994	212-529-8000	Sports, home shopping
C/Net, The Computer Network	USA Networks	April 4, 1995	415-395-7800	Online services, video games, interactive enter.
CNN International	Turner Broadcasting	January 1995	404-827-1500	News
Collectors Channel	EveryDay Productions	3rd qtr. 1995	508-568-0856	Collecting, auctions, classic shows
Conservative TV Network	Fabrizio, McLaughlin & Assoc.	1996	703-683-5004	News, entertainment
Consumer Resource Network	Visual Services & Osgood, O'Donnell & Walsh	Late 1995	212-808-0099	Infomercials
Eco	Televisa	May 1994	310-348-3642	Spanish-language news
The Ecology Channel	Ecology Channel Inc.	Early 1995	410-750-7291	Environmental
Encore Language Networks	Encore Media Corp.	NA	303-771-7700	12 foreign-language channels
Encore thematic multiplex	Encore Media Corp.	July/Sept. 1994	303-771-7700	Six thematic channels
FAD TV	Anthony Guccione	March 1, 1995	212-787-3600	Fashion
Filipino Channel	ABC—CBN International	4th qtr. 1994	415-715-6900	Programming aimed at Filipino-Americans
Fitness Interactive	Private	2nd qtr. 1995	310-271-5400	Exercise
FX	Fox	June 1, 1994	310-203-3474	General Entertainment
FXM: Movies from Fox	Fox	Oct. 31, 1994	310-203-1246	Commercial-free films
The Game Channel	International Family Ent.	NA	804-523-7301	Game shows
Game Show Network	Sony	Dec. 1, 1994	310-280-2222	Game shows
Gaming & Entertaining Net.	Total Comm. Progs.	January 1996	412-782-2921	Gaming and sports betting
Global Village Network	Gloria Borland	1996	202-393-3818	International business, cultural
Golden American Network	Private	October 1995	310-278-0088	Adults 50-plus
The Golf Channel	Continental Cablevision, Comcast, Cablevision Industries, Adelphia, Newhouse, Times Mirror, PGA	Jan. 17, 1995	407-363-4653	Golf

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-Eddie Lucas, Altoona, FL

*Game Show Network is the best thing that
has hit America in a long, long time.*

-Jerry P. Owens, Luray, VA

*I like it! It's nice to have a place to go where I
can count on some laughtrack-free,
interesting, often educational, amusing
entertainment.*

-K. Thomas, Ramona, CA

*THANK YOU!...THANK YOU!...I've always
been a game show nut. I enjoy all you have to
offer. Peter is perfect as host of Decades.*

-Diane Sanders, Clinton, LA

*We enjoy playing along with Peter Tomarken
and Decades. Our 4 year old daughter plays
along too, shouting out the numbers at the TV.
Some of the time she's even right!*

-Jon, Sandy and Kaitlin Woodward,
Cottage Grove, OR

Since Game Show Network launched on December 1, 1994,
our viewers have been adamant - Game Show Network is
television that people really watch.

In a recent national telephone survey*, 32% of the homes interviewed
had watched Game Show Network. In fact, of the total completed
interviews, 19% indicated they had watched Game Show Network
in the last week (27% in the last month).

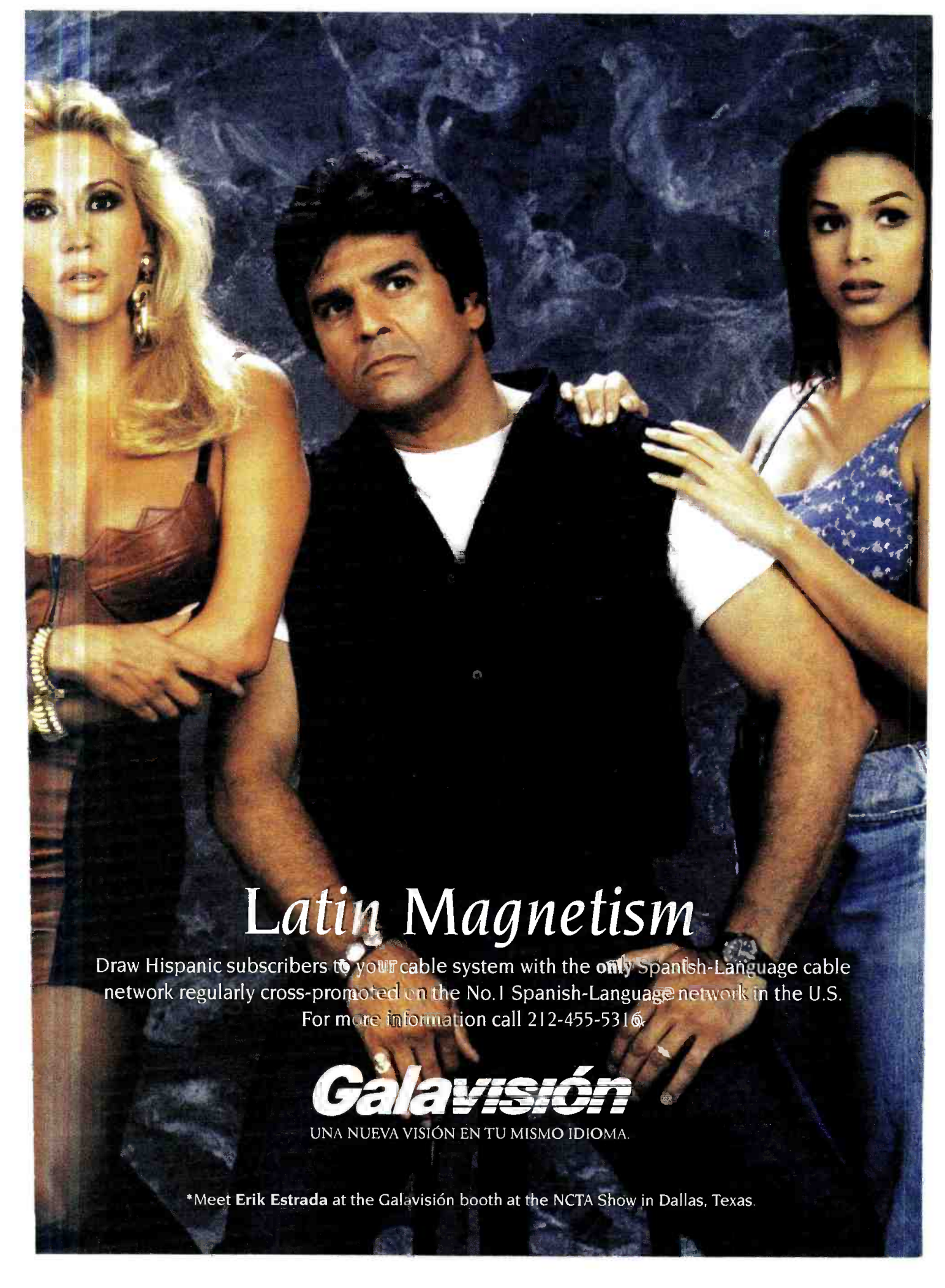
On a five point scale, 57% of these viewers said that
Game Show Network has positively exceeded their expectations.
And, an extraordinary 58% responded that they are
very satisfied/satisfied with Game Show Network.

Game Show Network wants to get you in the game.
Please visit us at Booth #1229 at NCTA or call us today at
(310) 280-2222.



CABLE

Network	Owner	Launch date	Phone no.	Programing
The Gospel Network	Private	June 1994	800-753-6871	Gospel music, entertainment, news
Health & Fitness Network	WFIT-TV	TBA	401-272-2558	Health
The Health Channel	Novus Group, HCP	2nd qtr. 1995	202-778-2390	Health
The Health Network	Jones Intercable	1995	303-792-3111	Health
The History Channel	Arts & Entertainment	Jan. 1, 1995	212-210-9100	History
Hobby Craft Network	Private	3rd qtr. 1995	619-259-2305	How-to
Home & Garden Television	Scripps Howard	Dec. 30, 1994	615-690-9950	Home repair, decorating, gardening
Horizons Cable Network	PBS, WGBH-TV, WNET-TV	1995	617-492-2777	Cultural and intellectual events
Independent Film Channel	Rainbow Programming Services	Sept. 1, 1994	516-364-2222	Independent films
Infomall Cable Network	Paxson Communications	Aug. 1, 1995	813-536-2211	Infomercials
Int. Channel Multiplex	Int. Cable Channel Partners	May 1994	310-826-2429	Foreign-language channels
The Language Network	Jones Intercable	1996	303-792-3111	Languages
Living	Discovery Communications	2nd qtr. 1995	301-986-1999	Home, how-to and cooking
Military Channel	The Military Channel	1995	502-425-8161	Military and aviation
MOR Music TV Multiplex	MOR Music TV	1995	813-579-4600	Six music channels
MuchMusic	Rainbow Programming Services	July 1, 1994	516-364-2222	Canadian music video network
Music video network (unnamed)	Warner Music Group, Sony, EMI Music, PolyGram Holding, Ticketmaster, Bertelsmann, TCI	1995	212-484-6630	Music videos and direct sales
National Health Network	C. Everett Koop and partners	1995	212-983-4965	Health care programs
New Culture Network	Private	1995	301-589-5691	Independent films
News World International	Northern American TV	2nd half 1995	202-363-8883	News, documentaries
Outdoor Life Channel	Times Mirror/Cox	July 1995	310-247-9206	Outdoor sports and recreation
Outdoors, Motorsports and Collectibles Network	Lou Seals	July 1994	404-631-5314	Outdoor and motor sports, antique collecting
Ovation: Fine Arts Network	Ovation Inc.	4th qtr. 1995	703-684-4828	Arts programing
Parent Television	Private	May 14, 1995	310-824-0689	Parents and parents-to-be
Parenting Satellite TV Network	Cambridge Research Group, Motion Masters	2nd qtr. 1995	304-746-7786	Parenting
The Parents Channel	Malofilm Communications	Spring 1995	514-844-4555	Parenthood
The PC Channel	Microsoft, TCI	1995	303-267-5500	Computers
Planet Central TV Network	Jay M. Levin	1995	310-458-4588	Environmental
The Popcorn Channel	Torstar Corp./Salter St. Films	Sept. 1995	212-941-2419	Movie previews and listings
Premiere Horse Network	Private	Early 1996	310-277-6200	Horse shows, rodeos, instruction, home shopping
Quark	Discovery Comm.	2nd qtr. 1995	301-986-1999	Science and technology
Recovery Network/Wellness Ch.	Private	1995	303-694-5390	Diseases and illness support
Ritmo Son	Televisa	May 1994	310-348-3642	Young-skewing Spanish-language music video
Romance Classics	Rainbow Programming Services	1st qtr. 1996	516-364-2222	Romance
Sega Channel	Time Warner/TCI/Sega	December 1994	212-767-4600	Interactive video games
Showtime thematics	Showtime Networks Inc.	1994-95	212-708-1600	Spanish, family, action, comedy, films
The Singles Network	Rainbow Programming Services	1995	516-364-2222	Talk, advice, comedy, entertainment
Sundance Film Channel	Robert Redford, Showtime Networks	Fall 1995	212-708-1600	Independent films
Speedvision Network	Cox Communications, Times Mirror	January 1996	310-247-9206	Automotive, marine, aviation sports
The Talk Channel	Multimedia Entertainment	Oct. 1, 1994	212-332-2000	Talk
Telecompras Shopping Net	Gabriel Martinez	Nov. 22, 1994	305-374-1433	Hispanic home shopping
Telehit	Televisa	1995	310-348-3640	Spanish music videos
TeleNoticias	Reuters, Telemundo, Artier/Argentina, Antena 3	Dec. 1, 1994	305-884-8200	24-hour Spanish and Portuguese news
Tele Novelas	Televisa	May 1994	310-348-3642	24-hour Spanish dramas
Television Shopping Mall	Home Shopping Network	1st qtr. 1996	813-572-8585	Upscale home shopping
Time Traveller	Discovery Communications	1995	301-986-1999	Historical events
TRIO: Family Oriented Channel	North Americana Television	2nd half 1995	202-363-8883	Children, teen dramas, documentaries, movies
Trax	Networks Development Corp.	1995	703-359-9870	Motor sports
tv!	Liberty Media	July 15, 1994	303-721-5400	Best-of channel
Women's Sports Network	Michael Weissman, Terry Kassel, M. Thomas Kroon	1996	212-872-9608	Women's sports, entertainment
Women's sports net. (unnamed)	Liberty Sports	1995	214-401-0069	Women's sports
Wingspan, The Aviation Channel	The Network Group	4th qtr. 1995	301-340-3900	Aviation news, documentaries, education
World African Network	Unity Broadcasting	1995	404-365-8850	Pay network targeting African Americans
World Interactive Network	Sean O'Keefe	1995	800-934-1875	Home shopping



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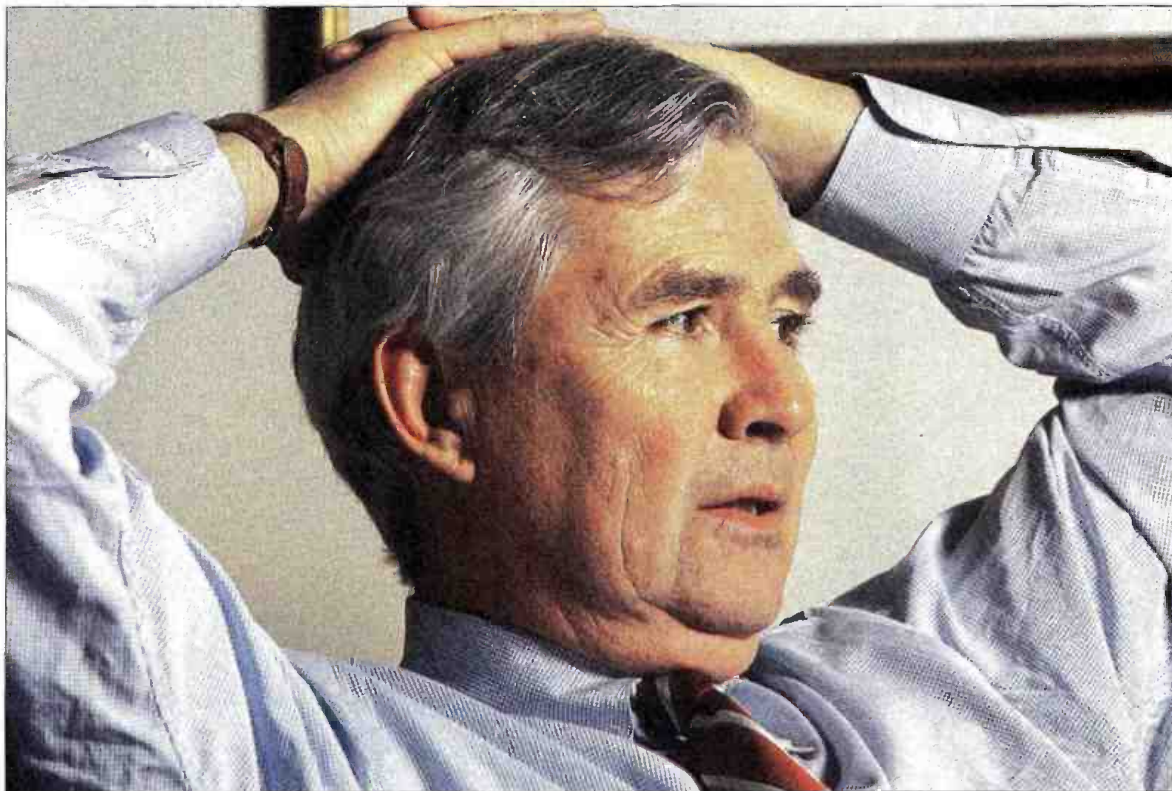
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*Meet Erik Estrada at the Galavisión booth at the NCTA Show in Dallas, Texas.



Photos by Rick Friedman/Black Star

The Once and Future Cable

The cable industry is so young that many from its first generation still are around to run the second; witness Amos (Bud) Hostetter, chairman/CEO of Continental Cablevision. At the same time, the cable industry is changing so quickly that it already may have made itself obsolete. That's what it sounds like in this pre-NCTA convention exchange between Hostetter and BROADCASTING & CABLE Editor Don West. For any who may have blinked in the last year, Hostetter's is a complex portrait of profound change, led by the twin imperatives of cable entry into telephony and telco entry into television.

The single most significant factor in cable is consolidation—an industry that might end up with 10 or 15 major companies. You're now the third largest. What's your view?

You've correctly identified the lay of the land. The scope of activities that the so-called cable companies will be involved in over the next few years, and the range of competitors they'll face, cannot be undertaken by an industry structured as ours was. TCI and Time Warner are probably of sufficient size and scope to compete, but for the rest of us it was doubtful as things were previously structured. Over the last year, fully half of the top 25 companies have either made a deal or announced that they're considering doing so. This is not the end, either; it's the beginning.

What's the minimum size of entry into the new cable business?

Something north of where we are now. I don't want to be a 4-million-subscriber company two years from now. We need to be positioned both to defend our current business and to take over some of the other businesses that are much discussed. Although we're the third-largest cable company, with about a billion and a half in revenue, we are only a tenth the size of the average RBOC. And even though we're relatively clustered, we still don't have the solid geography they have. So in any one area, say New England, we're probably one-fiftieth the size of Nynex, the dominant carrier.

You used the phrase "so-called cable companies." Do you think you're no longer in the cable business?

If that's the way we think of our business, we're going to lose. We've got

COVER STORY

to think in a much broader context that embraces the full range of applications of facilities we've got out there in the public rights-of-way. That is everything from multi-channel video to telephony to higher-speed access to remote databases to using our networks as the backbone for various wireless services.

What do you call that company you end up being?

I think we're a compiler and distributor of broadband information services. I think we need to think two-way, switched and digital. Assuming we are less capital-constrained than we have been, I think we also need to move ourselves toward software, which will not be only news, information and entertainment products. It also will involve computer services where we are both a software owner and a delivery system.

Would that extension into software or programing extend to a Hollywood studio or a television network?

If you look at the industry's two largest players, TCI and Time Warner, they already have a range of hardware and software assets. I think that will be helpful as the players sort down to six, eight or 10 major entities slugging it out in the global communications market.

How much of the future business will be television as opposed to telephony?

The much heralded communications revolution isn't

going to happen if it merely involves redistributing the current business. The financial modeling doesn't work, particularly if you're looking at it from the telephone company side. They can't justify the investment required simply to get a share of the \$20 billion cable business. You have to think in terms of a whole range of new services that are not being bought today. If the phone companies can't layer-in \$50 billion or \$100 billion of new video and broadband services, the fight isn't worth making. The economics are considerably better from our side, but are still daunting.

Another of our observations is that the telephone companies seem to be retrenching in their enthusiasm, as opposed to a year ago, and that at least some of them sound more like they're going into the cable business than into the information-highway business. Do you sense that?

Certainly the MMDS deals recently announced by Bell Atlantic/Nynex and PacTel are a far cry from the hoopla of 12 months ago. They may suggest a new sense of reality about how the RBOCs enter the video business. The telcos worked themselves up to an almost hysterical level about a year and a half ago when the Bell Atlantic/TCI deal was announced. Perhaps they're coming to grips with what a massive construction job lies ahead of them to get comparable facilities to ours. We frequently overlook that they have their own capital constraints. They have a shareholder base that has become addicted to dividends. To maintain that habit and their

Q:

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bond rating places real limits on their investment spending. The telcos' investment spending in recent years has been relatively flat. There is an equilibrium there. To do what Ray Smith [of Bell Atlantic] and others have made such loud noises about will require ramping up their spending to two or three times the current rate. They can't do that and maintain their current dividend and bond ratings.

This is simplistic, but are they faced with the problem of going from a twisted pair to great broadband bandwidth, whereas you've got the broadband already out there in 95% of the country and you don't face the same sort of investment difficulties they do?

Well, it is an oversimplification, but basically you're right. They have to expand the capacity of everything they have. We, on the other hand, have to add the switching capability to the plant we now have in place, or are putting in place, for other reasons. It will take us five years to get our fiber backbone completed.

About half of the mileage in a cable system is from the pole into the house—the drops. Those drops are magic to us. They already have the ability to carry broadband in and out of the house. So what we've got to rebuild at the maximum is half of our plant. They've got to rebuild the whole enchilada. When you further consider the differential overheads, labor rates, et cetera, there's an entirely different order of reinvestment required for them.

What is your investment plan for the next five years?

We are now committed by way of our social contract with the FCC to spending \$1.35 billion through the end of this decade.

This is a 20% increase over our historical spending rate—which itself was well ahead of the industry norm. We've been spending about \$60 per customer per year over the last five years in upgrading our plant. I think the average cable company has been spending about \$40. So we've been ahead of the curve; our systems today are higher capacity, and we've got more fiber deployed per subscriber than virtually any major company in the cable industry. Beyond this commitment, our spending rate will be influenced by the availability of capital, which itself will be largely influenced by the regulatory environment.

There's an irony here that's certainly not lost on cable people. At the same time that public policymakers are looking to us to introduce competition in the local phone market, they've burdened us with a very complex regulatory scheme and mandated rate rollbacks. It's hard to square these conflicting messages. Hopefully, the legislation that's being considered in Congress will enable us to compete.

Is there hope for relief?

You've seen a general movement in that direction in Washington, both from a change in control in Congress and from a commission that seems to be moderating its

views on cable rate regulation. I think they're also starting to appreciate the enormity of the regulatory burden they've assumed. Unless they rethink this regulatory scheme, the staffing required to deal with cable could be staggering.

What will you get for \$1.35 billion? Will you get digital? Will you get interactivity? Will you get 500 channels?

Most of that will be in our core plant. What it will get us is 90% of our systems with 550 mhz capacity or greater, and 75% with 750 mhz. Translating to channel capacity, that's roughly 100 to 125 analog channels. And that's without compression. But it will give us the fiber backbone throughout. It will not address at all what we will then spend in putting switches and telephony capability into that plant. It will just get our network where we think we need to be to be competitive with DBS and give us the launching pad for telephony.

Does the requirement that you offer program access to competitors fall off with effective competition?

No. And the access to programing provisions of the 1992 Cable Act are clearly among its greatest anomalies. If anyone has the resources to create new, unique programing, you'd think it would be General Motors/Hughes Communications or the RBOCs. But instead they enjoy mandatory access and are largely cloning existing services. It's hard to see a public benefit from this. But then look at the reverse. Cable companies don't have mandatory access to either DBS- or telephone company-generated services. It's a one-way street. They can get everything we've got, but we have no right to purchase the football package that Hughes negotiated for its satellite distribution or the product the Ovitiz/telephone company consortium may produce.

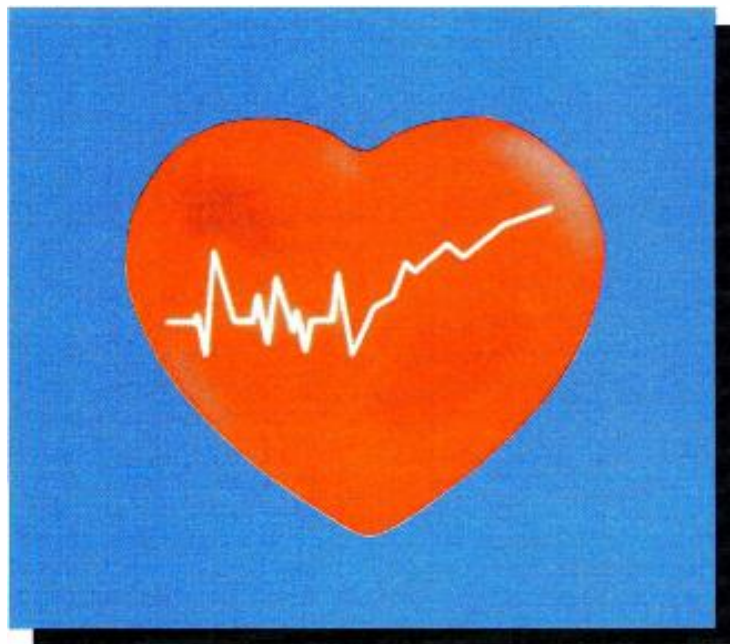
You mentioned your social contract with the FCC. Why is that a desirable solution, and what does it really do for Continental?

The important thing is that it puts the regulatory morass behind us and let's us get on with the business of serving our customers. It really is a good opportunity for all of the parties involved. The FCC—which has increasingly shown a willingness to look at innovative solutions to resolving rate disputes—gets to resolve several hundred rate proceedings that otherwise would have consumed years of intense staff work. Our customers will be assured of long-term rate stability, will be the recipients of more diverse programing packages and will benefit from the improvements in our plant, by virtue of our six-year investment commitment. And we can take all the energy and resources that would have gone into resolving rate cases and redirect them toward building a stronger company that can better service its customers and face up to the new competition.

Do you see two wires or a single wire into a home or down the street?

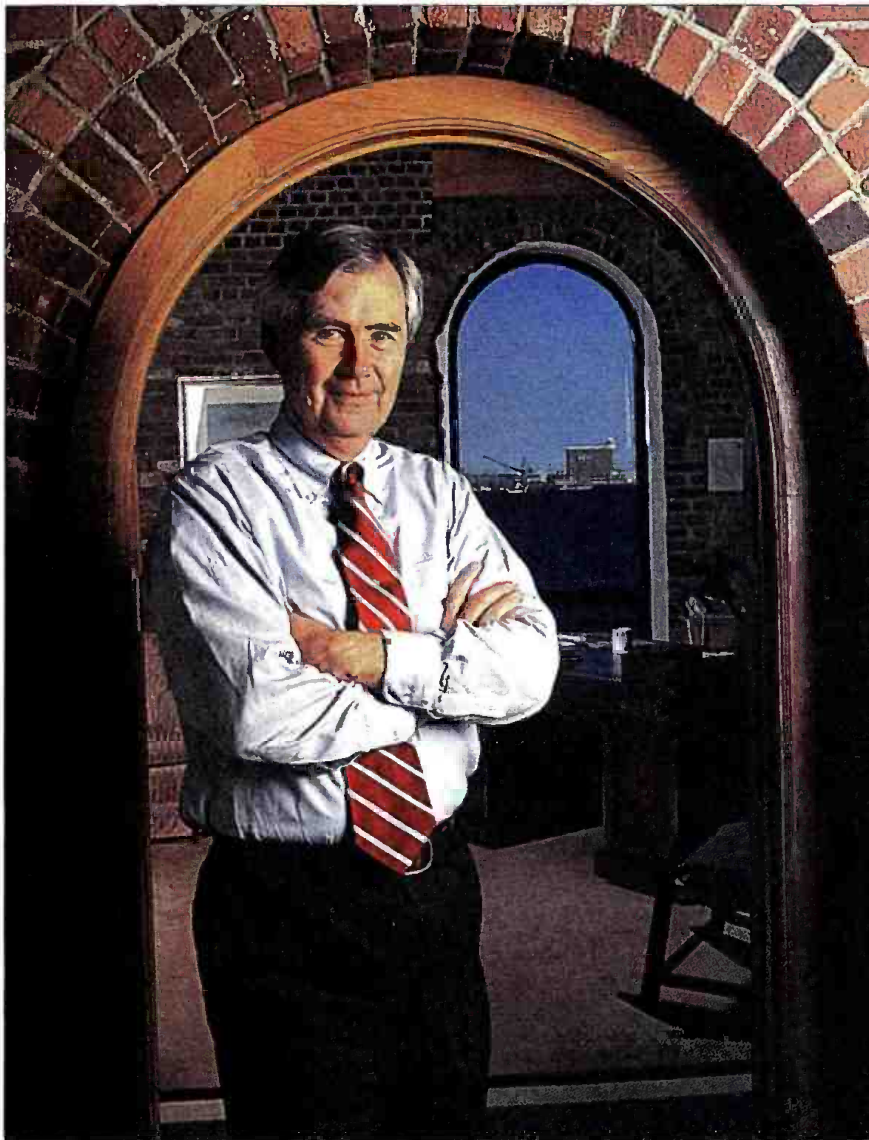
Despite all the cogent arguments you could make about the efficiency of joint use of a single wire, I think the die is cast for what policymakers are calling facilities-based competition. There will be two wires, almost indepen-

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dent of cost. Now I believe there will be certain areas where this simply won't work. Clearly, it will work in New York and Boston, Los Angeles and Chicago, but I think the jury is still out on how it will work in smaller and middle-size cities—Richmond, Va., or Findlay, Ohio—communities in which we're involved. And I'm confident it won't work in Keokuk and Upper Sandusky, Ohio. As a result, we'll need some flexibility on crossownership and joint-venture arrangements in smaller markets. There will have to be ways in which the telephone provider and the cable provider can cooperate. The single wire is a much more socially responsible approach, but Congress appears determined to go the other way.

Why is it socially responsible?

Because you don't duplicate these huge investments. If you could make them jointly, you could deliver the services at a lower rate, or you could add a lot more, or you could extend it further into rural America. Duplicate infrastructure is socially inefficient. It's like building

two sets of railroads between New York and Boston when all carriers could share the same track.

What about cable-telco buyouts?

That really is a window that should be left open in the smaller markets. On the larger scale, however, the sense in the market today is running against it.

When Bell Atlantic/TCI fell apart, a lot of deals that were then cooking—Cox/ Southwestern Bell and others—also got scrapped. The principal telco buyer out there today seems to be US West,

which has done the Time Warner deal and through that is involved in the Cablevision Industries, the Newhouse and the Houston Industries transactions. In fact, you see Southwestern Bell out there trying to sell the systems it bought in Virginia and Maryland.

Does the fact that the telcos have begun buying MMDS companies instead indicate they're having second thoughts about the expense?

Yes, as to building separate broadband networks. Notwithstanding all their rhetoric, the phone companies are now facing the realities. As I said earlier, they've got their own constraints—dividend expectation and credit limits. I think there's a lot of rethinking going on. Particularly with long-distance and wireless services opening up. Where do they want to focus their effort?

If delivery of television turns out to be a big nut for the telephone companies, how about the delivery of telephone by the cable companies? Is that likely to scare you off at any point?

No. It's a different equation. First, the plant we currently have in place will, with some further investment, deliver telephony. You can't say the same for them. They've got to rebuild every inch of plant.

Second, the distribution of telephone revenue fits the classic 80/20 paradigm—80% of the revenue comes from 20% of the customers. That's where we'll initially invest. For 20% of the miles and plant cost, we can compete for 80% of the revenue. That's not true in cable. Our revenue is quite evenly distributed between \$30 and \$40 per sub-

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How about retransmission consent?

Those who decided to use it as a way to get distribution for additional product have turned out to be major winners. One thing that wasn't anticipated was the extent to which that benefit would be at the expense of satellite networks that did not have affiliated broadcast stations. Those who insisted on cash compensation were harshly surprised and were the biggest losers.

What's the greatest obstacle to your progress at the moment?

I think there are two preconditions to progress: a level playing field and sufficient access to capital. Assuming those conditions are met, then it's going to be strictly a matter of one's own wits and ability. It is a gigantic undertaking, and we'll be facing competitors with massive financial interests and human resources.

But I think we can survive and compete if we simply get a regulatory environment that does not handicap us and sufficiently flexible rate structures so that we can regain the confidence of the financial community.

What does a level playing field look like?

A level playing field in this context is the ability to enter the telephone markets at the same time as the phone companies enter the video markets, without unreasonable regulatory impediment. The largest concerns are impediments at the state and local levels. In certain states, the telephone company's relationship with the state agencies is so strong that they can deny us access to telephone revenues for years. Until the local loop is opened, we're not able to become competitors to the telephone company. Clearly, they shouldn't be in the video business until that occurs.

The date-certain approach, in my judgment, just doesn't work because they can fiddle away years in the bureaucracy of state agencies before these local markets are truly open. Their ability to deny customers number portability or to deny us essential interconnection agreements, by legal maneuvering at the state level, could totally stymie our ability to get into that market. But if



we have fair access to that market at the same time that they are authorized to enter into the video business, then I think we'll do all right.

Assuming all those good things happen, when do we see this new cable world? Is it going to arrive incrementally, or is it going to arrive in a fell swoop—or will it depend on the interactive box, the digital box?

Clearly, incrementally. And clearly, in certain neighborhoods years in advance of other neighborhoods. It will happen first in the areas with the greatest revenue potential. But it will be years, if ever, before it's ubiquitous, and will clearly be incremental. I think the jury is still out on whether two-wire competitive multimedia services ever arrive in a lot of the geography of

the United States.

Is the 500-channel concept no longer viable?

I think that capacity will be there. A lot of it may get consumed for other uses, such as pay per view, educational products or high-speed connection to the Internet and various information bases. It won't be 500 channels comparable to today's analog channels. That isn't what any of us should be thinking about.

How will the world change for the cable industry between May 1995 and May 1996?

A lot will turn on whether Congress in fact enacts the Telecommunications Reform Act. Assuming it does and that it contains the elements that the cable industry deems essential, I think you will see a return of confidence in the industry by the financial communities. I hope in the next year you'll also see further consolidation of the major companies and an attempt by all of them to access new capital sources and commence the rather daunting job of rebuilding our facilities to be up to the new competitive environment.

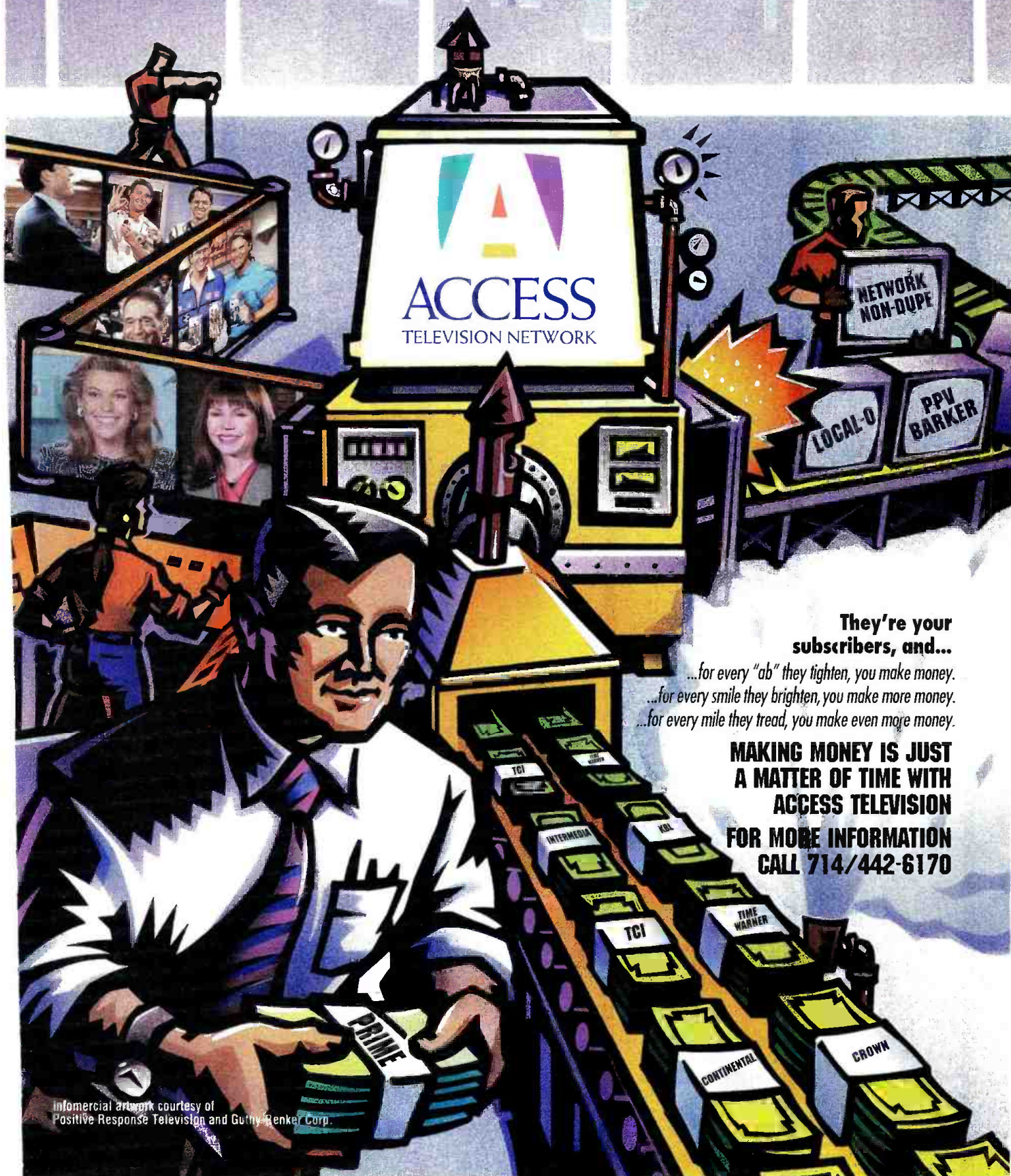
Absent a Telecommunications Reform Act, I expect we'll continue to wallow in this uncertainty about whether the telephone guys are or aren't going to get into the cable business and how much of our market they will get, and whether we will ever get any of their business.

But don't misgauge the time required. In a year, the changes you'll see will not be dramatic. Big changes occur through a series of small steps. You won't measure much in a year. It will take three years or five years after a rewrite of the Communications Act for the changes to be clearly apparent.

Are we going to miss the old cable industry?

I don't know whether you will miss it or not, but the old cable industry won't be around. ■

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NCTA's Decker Anstrom: Working around 'profound disagreements' with FCC

*Major conflict remains over rate regulation,
but association head says he's moved on*

By Kim McAvoy

It's been more than a year since the FCC forced cable to cut its rates by 17%. The result, says National Cable Television Association President Decker Anstrom: "Make no mistake about it, those [rate] regulations adversely affected this industry."

The evidence of that harm is everywhere, Anstrom says. "Revenues did not grow last year. Sixteen companies are closing their doors. The access to capital for this industry is clearly less than what it was before." But at the same time, the industry has learned to live with rate regulation and has moved on to other issues, Anstrom says.

Indeed, the NCTA's plate is full. In an interview with BROADCASTING & CABLE on the eve of the association's annual convention this week, Anstrom talked about the industry's relationship with the FCC, cable's legislative goals and its battle with telcos over video dialtone.

Cable has a "working relationship" with the FCC, Anstrom says. He praises commission staff members, commissioners and chairman Reed Hundt for being accessible. "But we still have profound disagreements on rate regulation and on video-dialtone policy. We think the rate regulations are not consistent with the Cable Act [of 1992]. Nor does the FCC have sufficient econometric data to support the 17% across-the-board cut."

The agency's claim that cable operators have access to capital is "absolutely wrong," he says, adding, "I find this continued effort by the chairman and his staff to tell us that we're doing better under regulation very discouraging."

Cable is "trying to change the subject. And [the FCC wants] to keep telling us how well we're doing under regulation." Tele-Communications Inc., the largest multiple system cable operator, is being reviewed for credit watch by Moody's Investor

Service, Anstrom says. "What's that tell you?" he asks.

Despite this major difference, Anstrom says the agency is trying to be responsive. "Slowly but surely, decisions are being made in terms of answering some of the questions and ambiguities [raised by the regulations]."

"The staff is making a very good-faith effort to hear the industry out, to identify issues,...to try and solve problems within the policy objectives that they have. It still doesn't mask the fact that you have a Rube Goldberg contraption over there."

For example, he says, cable operators have been put in a "preposterous position": They're required to raise rates four times a year to account for inflation. "If we don't raise it at every quarter, then we're not allowed to accumulate that and raise rates once a year. I hope the [FCC's Cable] Bureau will fix that. Yes, the machine is working a little better. But in terms of the big picture, we're an industry that's looking at competing with the [regional Bell operating companies] and [direct broadcast satellite], and there are a lot of big questions.... That's why the best answer is to get legislation passed and deregulate our core business."

NCTA is lobbying for telecommunications legislation that would help clear the way for cable entry into the local telephone market. The bill also would set the terms for telco entry into cable and give cable operators some relief from cable rate regulation.

Anstrom is "hopeful" that Congress will pass a bill this year. "There are a lot of stumbling blocks out there. I've been very direct with my industry: No one should count on this bill. This is very complex legislation; there are all kinds of interests at play here. We are in a very complicated political environment. If this [were] easy, it would have been passed last year. I wouldn't advise my companies to plan on this bill."

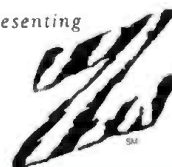
The major hurdle in getting a bill passed is the political controversy between the long-distance telcos and the RBOCs over the terms and timing of RBOC entry into the long-distance telephone market,

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"We've made a major commitment here at NCTA to do a better job in representing and reflecting programmers' interests."



Anstrom says. The White House has also indicated that it has problems with proposals to deregulate cable rates.

For NCTA, any agreeable bill must do the following:

- preempt state and local regulatory barriers preventing cable entry into telephony;
- establish preconditions for competition, such as number portability and interconnection;
- allow joint ventures and mergers between cable and telcos;
- limit the role of cities in regulating telecommunications and preserve parity between rural cable and rural telcos, and
- provide cable rate deregulation.

Anstrom refers to this as "pricing flexibility." Such flexibility is

essential if cable is going to raise the capital to compete with the telcos, he says.

Cable also has been battling the telephone industry at the FCC over the issue of video dialtone. Two weeks ago, Bell Atlantic withdrew two of its video dialtone applications, but Anstrom did not declare a victory for cable. "What

we're hearing is a lot of fluttering of wings as a lot of chickens come home to roost in terms of what the phone companies have been trying to sell to the FCC.

"The cities and states figured out [that telcos] were trying to avoid paying fees. The cable industry and the FCC's Common Carrier Bureau flushed out the cost allocations issue. And the technology promises clearly can't be kept. As a business matter, we found out that they didn't really mean to provide common carriage.

"We've said from the beginning that if they want to be a video provider, go get a franchise. Go build a plant, pay franchise fees, provide must carry and retransmission consent for broadcasters, and

go compete."

Anstrom also shared his views on a number of other cable issues:

Continental's "social contract" with the FCC that deals with outstanding rate complaints

"It strikes me as a helpful model in terms of resolving some of these complaints. I hope the commission completes action on it. That's going to be critical. I hope the commission sticks with it."

Banning mergers and joint ventures between telcos and cable companies

"We could accept a provision comparable to the provision in last year's bills," which had a general prohibition on joint ventures and mergers but would have allowed mergers in communities with populations of 50,000 or fewer.

"We remain very committed to a public-policy framework in which the opportunity for two-wire, facilities-based competition exists in as many communities as can support it.

"But we also are aware that in many communities—particularly small rural communities—the economics and demographics aren't going to support two wires."

Reaching out to cable programmers

"We've made a major commitment here at NCTA to do a better job in representing and reflecting programmers' interests. We've added some board seats for programmers. A high priority is to strengthen representation of programmers. We're in the process of recruiting a new vice president for program network policy."

Competing with telcos

"Given all the problems we have in terms of access to capital, we still remain well-positioned in terms of this new competitive future. We do have the only broadband infrastructure in place; we're in front of a lot of homes. We see new revenue streams that we think we can develop with incremental investments. If we get a constructive regulatory framework that gives us access to that capital, then we're ready to compete with the phone companies and get on with it." ■

Specials highlight Discovery lineup

The Discovery Channel will call on more theme programming and adopt a more focused schedule when it launches its new season in July.

Unveiling its 1995-96 lineup last week in New York, Discovery officials said the network's prime time schedule will be built around viewer convenience: Consistent series, including Discovery staples *Wild Discovery* and the *Science and Technology Hour*, will be aired in set time slots.

Discovery also said it has increased its combined operating budget by 30%, to \$160 million (\$100 million for Discovery and \$60 million for The Learning Channel).

In other news, Discovery signed an exchange agreement with Chinese Central Television (CCTV) to share programming. CCTV will air Discovery Network's branded programs on one of its five Chinese cable channels starting in July, while Discovery will air several programs about China on both Discovery and TLC starting this fall under its "China Season" theme. The highlight will be the \$1.7 million documentary *The Forbidden City: The Great Within*, which will run in November.

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Following the sun

All-news channels moving into Sunbelt, Pacific Northwest

By James A. McConville

The latest proposed regional all-news channels target three of the fastest-growing sections of the country: Florida, Arizona and the Pacific Northwest.

In the works for Florida are three regional news channels, in Miami/Fort Lauderdale, Orlando and Sarasota, as well as an all-state channel scheduled for launch next February. The Florida News Channel will consist of a network of seven NBC affiliates and local cable operators, says Bob Brillante, the channel's news operations director.

The channel will distribute 24-hour programming via fiber-optic cable to approximately 1.5 million homes at first, with a potential to reach 3.5 million homes, Brillante says. Programming will be 60% local and 40% state news.

Headquartered in Tallahassee, the Florida News Channel will resemble *CNN Headline News*, with half-hour news updates. The service also will feature live hourly updates from the newsrooms of various major daily Florida newspapers.

The Tribune Co., taking a page from its regional ChicagoLand Television News, is putting together region-

Florida's News Channel

The Florida News Channel will resemble CNN Headline News, with half-hour news updates. The service also will feature live hourly updates from the newsrooms of various major daily Florida newspapers.

al Florida news channels in both Orlando and Miami/Fort Lauderdale.

In Miami, the channel would be a collaboration between the Tribune's *Sun Sentinel* in Fort Lauderdale and ABC affiliate WPLG-TV Miami, says Bob Gremillion, general manager, ChicagoLand TV News.

Tribune is trying to work out a deal with local cable company Time Warner to start a regional news channel to serve 300,000-400,000 households in the greater Orlando area. No launch date for either pro-

ject has been set.

Tribune also will provide local Orlando news to Time Warner's interactive Full Service Network.

Meanwhile, the *Sarasota Herald* and cable operator Comcast plan to launch a regional news channel in the Sarasota area. No launch date has been set.

In the Southwest, King Communications is planning to start the Arizona News Channel out of Phoenix in first quarter 1996. Owned by Media America, the regional news channel will be programed with the help of Media America's station, independent KTVK-TV Phoenix.

In the Pacific Northwest, King Communications, owned by Providence Journal, in October plans to launch the Northwest Cable News Channel. The channel, to be based out of KING-TV Seattle, will serve Oregon, Washington and Idaho, says John Hayes, vice president, television, Providence Journal Broadcasting.

Using local NBC and ABC affiliates, the channel will broadcast 24-

hour regional news from each market. It will start with approximately 110,000 subscribers and has a long-term goal of hitting 1 million homes in the three-state region.

One of the eight incumbent regional news channels, News 12 Long Island plans to launch additional regional news channels on four company-owned cable system clusters in the New York metropolitan area. Cablevision-owned News 12 hopes to draw more than \$1.4 million in spot advertising in five key regions: Long Island (615,000); Connecticut (190,000); New Jersey (275,000); Westchester (90,000), and Bronx/Brooklyn (320,000).

The company also will expand its existing half-hour daily newscast on its Connecticut systems into a 24-hour service, says Norman Klein, vice president, news development, Cablevision. Slated after that are Westchester (which has an existing half-hour daily newscast produced by the local cable operator) and New Jersey. Cablevision's Bronx/Brooklyn systems, which now carry Time Warner's New York 1 local news channel, will be the last systems in the area to get their own regional



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news channel.

The other incumbent regional news channels include:

■ **ChicagoLand Television News.** This Tribune-owned channel carries Chicago Cubs games and relies heavily on the *Chicago Tribune* for news coverage. Launched in 1993; 1.3 million subscribers.

■ **Time Warner-owned New York 1 News.** Two daily public affairs programs are devoted to the day's top

issues; there's also a nightly sports call-in show. Launched in 1986; 1.5 million subscribers.

■ **New England Cable News.** Owned by Hearst and Continental Cablevision, this channel programs three hours of talk per day, including shows devoted to sports, financial issues and politics. Launched in 1992; 1.1 million subscribers.

■ **NewsChannel 8.** Owned by All-newsco and based in Washington,

this channel provides regional editions for Maryland, Virginia and Washington. Launched in 1991; 850,000 subscribers.

■ **Orange County NewsChannel.** Owned by Freedom Newspapers, this channel uses reporters from the *Orange County Register*. Its programming consists of a half-hour sports call-in show each evening and an hour-long midnight talk show. Launched 1990, 600,000 subscribers. ■

Cable stocks undervalued, broker says

Merrill Lynch: Bargain-basement prices 'ignore future potential'

By Steve McClellan

For those thinking about an investment in cable, now may be the time to buy. Cable stocks have hit rock bottom, according to a recently issued report by Wall Street broker Merrill Lynch.

The firm estimates that cable stocks are trading at roughly a 30% discount compared with the private market value of the industry, based on recent MSO acquisitions, including KBLCOM to Time Warner and MacLean Hunter to Comcast (see chart).

"The public market is currently valuing cable at seven times to eight times operating cash flow," the Merrill Lynch report states. That's at the low end of the historic trading range, with the high end being about 13 times cash flow.

According to the report's co-author, Merrill Lynch Vice President Jessica Reif, "current discounts ignore the future potential" of the cable industry. In the report, Reif says that trading multiples will rise several points, with corresponding cash flow gains, as channel capacity expands with the availability of digital compression systems.

"Digital Compression set-top

boxes, which have been delayed for nearly two years due to manufacturers' missing timetables, are now expected to roll out in late 1995 or early 1996," the report states. Compression will allow the introduction of new services and for the expansion of existing channels whose growth has been curbed

by lack of capacity, the Merrill Lynch report said.

The regulatory environment for cable is "clearly improving," the report said. Not only do proposed bills allow cable into the phone business, they also should boost cash flow for the core cable business by easing cable rate regulation. ■

Three top MSOs: their public value...

	Price per share	Shares	Debt	Cash flow mult.*	Market Share (3-31)
TCI	\$20.50	637	10,426	2,140	7.0
TW	37.16	380	19,677	2,657	9.6
Comcast	15.38	239	5,339	631	7.6

...and what they've paid for recent acquisitions

Buyer	Acquired	Subs	Price per sub	Cash flow mult.
TW	KBLCOM	1.18	\$2,004	12.1
TW	CVI	1.30	\$2,115	11.0
Comcast	MacLean-Hunt.	0.49	\$2,608	11.5
TCI	Telecable	.74	\$2,027	11.0

Notes: *Market multiple is defined as market capitalization, plus debt, less cash and off-balance sheet assets divided by operating cash flow. Shares, debt, cash flow and subscriber figures in millions. Source: Merrill Lynch.



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Meyers meets Matalin

Beginning May 22, former White House spokeswoman Dee Dee Meyers will join Mary Matalin as co-host of CNBC's *Equal Time*. Meyers replaces Jane Wallace, who left the network to host her own show, *Under Scrutiny*, on the fX network.

Days with Emery

The Nashville Network on July 10 debuts its first live daytime show, *The Ralph Emery Show*, hosted by the veteran TNN personality. The show will be presented by American General Life and Accident Insurance Co. and will air weekdays at 9 a.m. ET (repeats at 1 p.m.).

New from Family

The Family Channel has unveiled a programming slate that includes three made-for-cable movies based on the series *Hart to Hart*; two original *Young Indiana Jones* movies (*The Attack of the Hawkman* and *Travels with Father*); an original movie, *The Rose Garden*, starring Mary Tyler Moore and Linda Lavin; new *Peter Rabbit* specials; off-net episodes of *Newhart* and *Highway to Heaven*, and *Kidnapped*, an \$8 million two-part miniseries starring Christopher Reeve and presented under *The Hallmark Entertainment Family Showcase* banner (Hallmark will present 18 movies this season and 20 next season on Family, including six exclusive titles).

New at Nick

Off-net series joining the Nick at Nite schedule in the months ahead include *Welcome Back, Kotter* (debuting May 29); *The Munsters* (starting July 3), and *Hill Street Blues* (beginning in October). Also coming up is the return of the network's "Vertivision" summer programming strategy. From July 3 through Labor Day, Nick at Nite will preempt its prime time schedule to present six back-to-back episodes of the same show in one of five different theme nights: *Munster* Mondays, *Lucy* Tuesdays, *Bewitched* Wednesdays, *Jeannie* Thursdays and *Welcome Back* Fridays. This summer also will include

an on-air celebration of Nick at Nite's 10th anniversary (June 26-30) featuring one episode of every series ever on the network. Looking ahead to next year, Nick at Nite plans to add *Happy Days* to its lineup in September 1996. Also joining the schedule in 1996 will be *Rhoda*, *Phyllis* and *The Betty White Show*. In other Nick at Nite developments, the network is debuting its first two CDs of classic 1950s music in conjunction with Sony; plans to launch a magazine in June, and will debut an online service later this year.

A&E additions

A&E kicks off 680 hours of first-run series and specials in the upcoming 1995-96 season with its annual *A&E Fall Premiere Week* (Sept. 3-10). New to the schedule will be *Biography: This Week*, a Saturday night edition of the popular nightly series; *Sci-File*, an original series on science and natural phenomena, airing Sundays at 10 p.m. ET/PT, and a variety of specials, including *The History Channel Presents: The Lincoln Assassination*; *Pride & Prejudice*; *Bob Vila's Historic Homes*; *Floating Palaces*, and *Mummies*.

NewsTalk grows

Multimedia Entertainment's NewsTalk Television on May 15 will expand to 12 hours a day of live programming with the addition of *Final Edition*, a late-night segment hosted by Vladimir Pozner airing 10 p.m.-midnight ET.

Comedy Central on big screen

Comedy Central has reached a deal with General Cinema Theatres to debut the network's first animated series, *Dr. Katz: Professional Therapist*, on 473 movie screens in 11 markets. The 12-minute adaptation of the series will be shown free to movie patrons before the feature presentation. The series debuts on Comedy Central May 28 at 10:30 p.m. ET.

Bloomberg on USA

USA Network beginning on July 1 will add the Bloomberg Information

Television news wheel to its Monday-Saturday, 5:30-7 a.m. ET lineup. New York-based Bloomberg Business News is buying the airtime to run the block, which will provide 50 top news stories per half-hour and will have weather information, financial market prices from around the world and sports scores and standings.

H&G how-to

Home & Garden Television on May 8 will debut six series centered on home repair/remodeling and home decorating. The new series are *Interiors by Design*, featuring weekly tours of homes and apartments; *Help at Home*, a daily series designed to help people run their dwellings more efficiently; *Fit It Up*, a weekly show demonstrating do-it-yourself home improvement projects; *Dream House*, a weekly series about building homes from the ground up; *Remodeling and Decorating Today*, a daily strip about home improvement, and *Hands on with Walter Muellenhagen*, featuring do-it-yourself projects introduced by the home repair expert.

Horse sense

Burbank, Calif.-based Premier Horse Network has acquired rights to England's Equestrian Vision library as well as horse-oriented programming from U.S.-based program suppliers Tanbark Group, Palomine Productions and Harmony Gold. The premium channel is scheduled to launch in early 1996 with a lineup of equestrian entertainment features, documentaries, instructional programs and international news.

BET's 'Reggae Dogs'

Black Entertainment Television on May 6 at 8:30 a.m. ET debuted *The Fabulous Reggae Dogs*, a Saturday morning kids show featuring puppets and state-of-the-art animation. The network has ordered 26 episodes of the series, which features Afro-Caribbean characters Dr. Dredlocks, Mastaraster, Cleome and Professor Sedgewick Mumbley. —RB

Accolades bestowed

Women in Cable & Telecommunications will honor two women and two companies at the association's annual Accolades breakfast during the NCTA convention.

Recipients at the May 10 ceremony are:

Torie Clark, vice president, public affairs/strategic counsel, NCTA—Woman of the Year;

Elaine Barden, general manager, TCI Cablevision of Alameda (Calif.)—Woman to Watch;

Turner Original Productions' *A Century of Women*, and Century Communications cable television division.

PEOPLE'S CHOICE: TOP CABLE SHOWS

Following are the top 15 basic cable programs for the week of April 24-30, ranked by households tuning in. The cable-network ratings are percentages of the total households each network reaches. The U.S. ratings are percentages of the 95.4 million households with TV sets. Source: Nielsen Media Research.

Program	Network	Time (ET)	HHs. (000)	Rating Cable	U.S.
1. <i>NASCAR Winston Cup</i>	ESPN	Sun 1:00p	3,385	5.2	3.5
2. <i>NBA Playoffs</i>	TBS	Fri 6:58p	2,687	4.2	2.8
3. <i>WWF Monday Night Raw</i>	USA	Mon 9:00p	2,515	3.9	2.6
4. <i>Murder, She Wrote</i>	USA	Mon 8:00p	2,300	3.6	2.4
5. <i>Murder, She Wrote</i>	USA	Wed 8:00p	2,245	3.5	2.4
6. <i>Murder, She Wrote</i>	USA	Tue 8:00p	2,160	3.4	2.3
7. <i>Major League Baseball</i>	ESPN	Tue 7:30p	2,089	3.2	2.2
8. <i>Larry King Live</i>	CNN	Mon 9:00p	1,971	3.0	2.1
9. <i>Movie: 'Locked Up: A Mother's Rage'</i>	LIFE	Sun 4:00p	1,948	3.2	2.0
10. <i>EarlyPrime</i>	CNN	Tue 4:30p	1,947	3.0	2.0
11. <i>Rugrats</i>	NICK	Tue 6:30p	1,941	3.1	2.0
12. <i>NBA Playoffs</i>	TBS	Fri 9:54p	1,927	3.0	2.0
13. <i>Rugrats</i>	NICK	Sun 10:00a	1,913	3.1	2.0
14. <i>Newsday</i>	CNN	Mon 2:00p	1,908	2.9	2.0
15. <i>Rugrats</i>	NICK	Wed 6:30p	1,872	3.0	2.0

Following are the top five pay cable programs for the week of April 24-30, ranked by households tuning in. Source: Nielsen Media Research

1. <i>Movie: 'Tyson'</i>	HBO	Sat 8:00p	3,601	16.0	3.8
2. <i>HBO Comedy: Rosie O'Donnell</i>	HBO	Sat 10:00p	2,118	9.4	2.2
3. <i>Movie: 'Fatal Attraction'</i>	HBO	Sun 8:00p	1,980	8.8	2.1
4. <i>Movie: 'Frank & Jesse'</i>	HBO	Tue 8:00p	1,647	7.3	1.7
5. <i>Movie: 'Red Scorpion 2'</i>	HBO	Thu 9:00p	1,631	7.2	1.7



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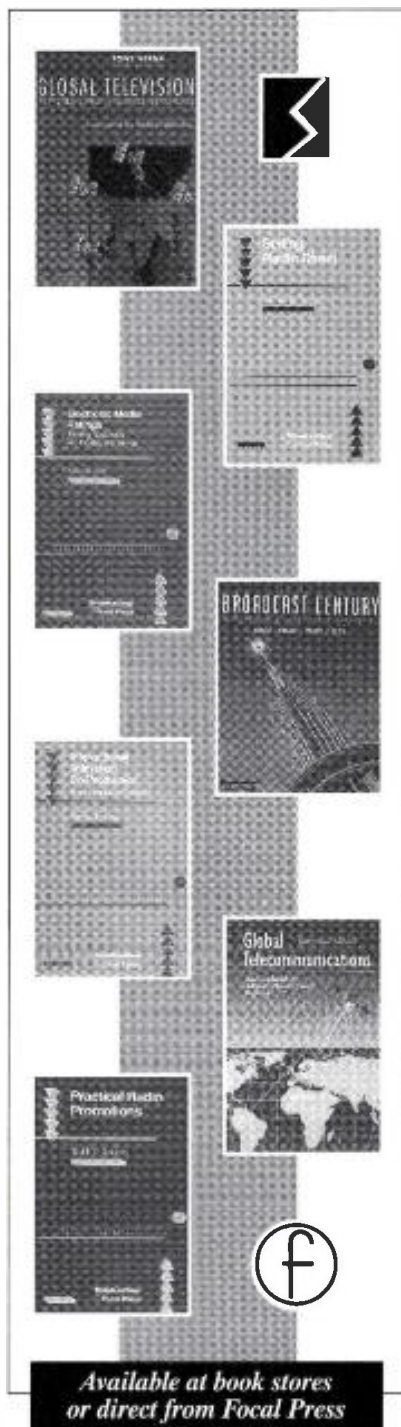
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MCA hopes *Xena* has strength of *Hercules*

'Vanishing Son' will disappear to make way for spin-off series

By David Tobenkin

MCA TV is set to begin production on a syndicated action hour spin-off of its hit *Hercules* series that, on Sept. 4, will replace *Hercules'* companion action hour, *Vanishing Son*.

Xena: Warrior Princess will be produced by *Hercules: The Legendary Journeys* producers Sam Raimi and Rob Tapert and seeks to deliver the high-action, high-production value elements that have made *Hercules* the most successful new action hour of the 1994-95 season. The show has averaged a 6.2 Nielsen household gross average audience rating since launching in January and already has been renewed for fall.

Most stations currently air in tandem the campy *Hercules* superhero saga and serious Chinese-American-themed drama *Vanishing Son*, which has earned strong though lower ratings. However, *Xena* is thought by MCA officials to be a more compatible complement to *Hercules*.

"This is a highly unusual situation where we are replacing a hit show," says MCA TV President Shelly Schwab. "In many markets, *Hercules* is the lead-in to *Vanishing Son*, and it became obvious that the two shows appeal to different audiences and that people watching *Hercules* didn't stay for *Vanishing Son*, which was more of an adult show. Stations said we were not taking advantage of that huge lead-in."

A total of 22 episodes of *Xena* will be produced by Renaissance Pictures in New Zealand beginning in June. Title character Xena appeared in *Hercules* as the superhero's nemesis, but the new show will see her mend her wicked ways and dedicate herself to helping mankind. New Zealand actress Lucy Lawless will reprise the role of Xena, which she originated in



'Xena,' child (sort of) of 'Hercules'

three episodes of *Hercules*.

MCA said that *Vanishing Son*, which has earned a solid 4.5 Nielsen household gross average audience

since launching in January, is being shopped to cable and broadcast networks for a possible run there.

Although some industry sources were surprised that MCA TV would risk killing off a successful show like *Vanishing Son* in favor of a new show, others were not. One station representative executive said that with 13 one-hour episodes of the show to have been produced by fall and 4 two-hour *Vanishing Son* movies produced last season when the series was part of MCA TV's Action Pack wheel of first-run syndicated movies, the syndicator already may have enough hours to sell to a cable network, even if the show is not picked up for further production.

"I think replacing *Vanishing Son* with *Xena* makes a lot of sense," says Blair Television Director of Programming Lou Dennig. "They could well have more success with a mythic show than with *Vanishing Son*."

New recruiting method enlarges Nielsen family

New recruitment technique boosts acceptances

By Steve McClellan

More families are saying yes to Nielsen Media Research when asked if they'd like to become "Nielsen families."

After two years of research, Nielsen has developed a new method for recruiting peoplemeter households that it says boosts the cooperation rate for the national household sample by almost 20 percentage points.

Nielsen's sample has been expanded by 300 households.

The ratings company has been criticized for having an initial cooperation rate of 50%—that is, every other household initially contacted in the 4,000 national peoplemeter sample declines to participate.

Network researchers have questioned whether a sample with such a high refusal rate truly represents all viewers. But during the past six

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months, the company has expanded the sample by more than 300 households (with plans to expand to 5,000 homes by year's end) using a recruitment method with a cooperation rate of 68.5%. Nielsen is vague about the details of the new recruitment training program, even to clients, who say they're impressed with the results but nervous at the same time.

"They're changing this sample of 5,000 homes that dictates the view-

ing habits of 200 million viewers," says one network researcher. "And they're not telling us what they're doing. Yeah, we're a little nervous."

Nielsen says it wants to keep the recruiting method proprietary, although it might consider licensing it to others. Generally, the new pitch tries to get viewers to think of their participation as a voluntary "membership," rather than an incentive-based situation.

John Dimling, president and CEO, Nielsen Media Research, says: "While it is too early to fully evaluate the ongoing [cooperation] rate in the expansion sample, signs are encouraging." Meanwhile, Nielsen will meet with clients next month to brief them on the new recruitment method as well as advancements in its commercial verification technology and progress in the development of its passive meter system. ■

WJYS-TV: new kid in Windy City

Ex-HSN affiliate becomes Chicago's new independent

By David Tobenkin

The Chicago market has a new independent.

WJYS-TV Hammond, Ind., which recently converted from a Home Shopping Network-affiliated station to an independent commercial station after HSN severed the relationship in November, launched its new programing lineup last month with a mix of off-network strips, paid programs, Sunday religious shows, college sports and movies to fill the

vast expanse of available time on its schedule.

"I must admit that there was a great deal of debate about how the station should be programed," says WJYS-TV General Manager Joseph Stroud. "Chicago is a large market, and we had a lot of options. Some options were safe and conservative, and other options were really quite risky. However, we were determined to create a vibrant, viable and entertaining television station that would

be of interest and value to the Chicago/Northwest Indiana television market as quickly and aggressively as possible."

Diversity does appear to be the name of the game. Off-network strips like *Matlock*, *Charlie's Angels*, *Hawaii Five-0*, *Magnum PI*, *Rescue: 911* and others dominate weekdays in early fringe, prime time and late night. Early morning business shows and infomercials dominate weekday mornings. And nearly 20 religious programing shows air on Sunday.

There are also surprises, like a weekly showcase of Japanese animation and *Young Nation*, a weekly teenage talk show.

"We are not going after particular demos," says WJYS-TV spokesman Michael Summers.

The station, which launched as an HSN affiliate in 1991, covers the entire Chicago DMA and reaches a potential broadcast audience of more than 7 million people as well as 1.4 million cable households. ■

Posthumous praise

The late Howard Cosell (BROADCASTING & CABLE, May 1) was honored by the National Academy of Television Arts and Sciences with a Sports Lifetime Achievement Emmy at the group's 16th annual Sports Emmy Awards presentation at the Marriott Marquis in New York.

The award was presented by Roone Arledge (c), head of ABC News and



former sports chief (shown with NATAS President John Cannon, left, and Malachy Wienges, NATAS vice chairman), who said of Cosell: "It is true, as you've read, that *TV Guide* at one time had a poll and Howard was voted both the most liked and the most disliked sports announcer of his time. He led both lists, which makes you wonder where he might be tonight. He could be in heaven or he could be in the other place, but knowing Howard, he will be the first person to be in both places at the same time."

CBS came away from the ceremony with the most Emmys, 8, followed by ESPN (5); ABC, Fox and NBC (4 each); Disney (3); TNT/NFL Films (2), and HBO and MTV (1 each).

—MKM

Errata

A May 1 profile of KCAL(TV) Los Angeles incorrectly identified Michael Binkow as director of programing. Binkow, previously vice president of programing and program development for KCAL, is now vice president of program development. Bill Butler recently joined KCAL as vice president of programing.

CanWest bids \$58 million for UK's ch. 5

By Meredith Amdur

It had all the makings of a great cliff-hanger. With a prized fifth UK terrestrial TV license at stake, four bidders ultimately placed their tenders for the license last Tuesday (May 2), but Rupert Murdoch's penchant for theatrics once again caught the British broadcast establishment off guard.

Having touted its interest in the license for weeks, Murdoch's BSkyB-led New Century Television (in association with TCI and Granada) put in by far the lowest bid at £2 million, prompting accusations that Murdoch the magician had bluffed other bidders into high bids to weaken future competition. Canadian group CanWest led the bidding in pure numbers with £36.26 million (\$57.9 million), fol-

Channel 5 bidders

UK TV Developments (CanWest, Scandinavian Broadcasting System, SelectTV, 10 Network)	£36,261,158
Channel 5 Broadcasting (Pearson, MAI, CLT)	£22,002,000
Virgin Television (Virgin, Philips, Paramount, Associated Newspapers, Electra)	£22,002,000
New Century Television (BSkyB, Granada, TCI, Polygram, Kinnevik Really Useful Group, Goldman Sachs, Hoare Govett)	£2,000,000

Source: ITC

lowed by two British-led consortia that each placed bets for £22 million.

The Independent Television Commission (ITC) will judge the bids by their programming plans as well as by numbers. Channel 5 has been the subject of considerable debate, largely because the service will reach only 70% of the country and will involve the retuning of millions of VCRs, costing the licensee some \$150 million. The license will be awarded by

November 30, with a service expected to launch sometime in 1996.

At less than 10% the value of the second- and third-place bidders (see chart), some observers say BSkyB/Granada group's conservative bid was a shrewd move that could yet win the day with the most viable financial plan, and that CanWest's bid price is untenable, given heavy obligations for domestic production. ■

Trias exit looms

A source confirmed press reports last week that Jennie Trias, president, children's programs, ABC Entertainment, will be leaving the network. ABC executives declined comment.

Word of Trias's abrupt exit from the network came last week, reportedly after a meeting with ABC executives in New York. As of late Wednesday, she still was with the network, but it is believed her official departure will come following a settlement of her contract. Trias, a 17-year ABC veteran, has been in her current position since March 1993. From 1987 until 1993 she was vice president of the division, acting as head of the division. One source downplayed speculation that Trias's departure is tied to the network's Saturday morning fortunes, which currently find ABC in second place, well behind front-running Fox. —SC

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PROGRAM SERVICES



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'Affair' airs O.J. wedding

Syndicated news magazine show *A Current Affair* began airing portions of a three-hour tape of the wedding of O.J. Simpson and Nicole Brown, against the wishes of the former football star, following a ruling by a Los Angeles Superior Court judge last Monday.

Current Affair, which reportedly bought the footage from a video company that had obtained it from the company that videotaped the wedding, last week planned to air it in segments through the end of this week. Judge Diane Wayne, however, blocked efforts to sell copies of the tape via a toll-free number.

Simpson attorneys argued that airing the footage would be a misappropriation of his name and likeness and a violation of privacy. *Current Affair* said that Nicole Simpson's family, who appear, supported the show. —DT



in New Zealand to increase the show's accessibility to the region's acting talent and crew.

Leads Yannick Bisson and Rick Springfield will continue in their roles, but George Segal's status with the show has not been finalized. Stu Segall, producer of *Hunter* and *Vanishing Son*, has joined the show as producer.

The show has averaged a 1.9 Nielsen gross average audience household season-to-date rating but enjoys strong pre-sales abroad.

The show has other attributes that have kept it on stations' schedules, says ACI Executive Vice President Michael Weiser. "Unlike similar shows, *High Tide* appeals to several different key demos, being both a nonviolent action show and a buddy comedy." —DT

'High Tide' comes in for fall

ACI has renewed syndicated action hour *High Tide* for a second season beginning in fall and in June will begin filming 24 new episodes in Southern California.

The series, a Franklin/Waterman 2 presentation, has been cleared for a second season on 78 stations representing 73% of the country, including all top 10 markets. Top clearances include WCBS-TV New York, KCAL(TV) Los Angeles and KPIX-TV San Francisco. ACI made the move to Southern California from a previous base

'Regis & Kathie Lee' for Mother's Day

Buena Vista Television has cleared a one-hour Mother's Day weekend episode of syndicated talk show *Live with Regis & Kathie Lee* on 190 stations covering 98% of the country. Titled *Mom's Dreams Come True*, the prime time special will be taped May 12 at Walt Disney World's Epcot '95 and will air the weekend of May 13 in most markets. The program features a Mother's Day episode aired for the past five seasons during the show's annual Mother's Day theme week in which Regis and Kathie Lee read viewers' letters explaining why their moms deserve to be honored and then help fulfill the dreams of selected mothers. It traditionally has been the highest-rated episode of the year. The special was licensed to stations separately from the show's normal stripped run. —DT

PEOPLE'S CHOICE:

Ratings for emerging broadcast networks, week of April 24-30

U/P/N	
MONDAY	4.4/7
8:00	74. <i>Star Trek: Voyager</i> 6.4/11
8:30	
9:00	88. <i>Pig Sty</i> 2.5/4
9:30	90. <i>Platypus Man</i> 2.2/3
TUESDAY	2.8/5
8:00	86. <i>Legend</i> 3.1/5
8:30	
9:00	88. <i>Marker</i> 2.5/4
9:30	
WEEK'S AVG	3.6/6
SSN TO DATE	4.2/6
WB	
WEDNESDAY	1.9/3
8:00	91. <i>The Wayans Bros.</i> 2.1/4
8:30	91. <i>The Parent 'Hood</i> 2.1/4
9:00	93. <i>Unhap Ever After</i> 1.8/3
9:30	94. <i>Muscle</i> 1.5/2
WEEK'S AVG	1.9/3
SSN TO DATE	1.9/3

SOURCE: NIELSEN MEDIA RESEARCH



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'Gordon' gets upgrade

Twentieth Television's rookie syndicated talk show *Gordon Elliott* has been upgraded from 1:07 a.m. to 10 a.m. on KDKA-TV Pittsburgh, where it replaces *Marilu* in the time period.

'Current' changes

A *Current Affair* Executive Producer Bill Ridley has left the Twentieth Television show to return to London. Longtime show consultant Peter Brennan will supervise the show in May. In June, as reported earlier, former *Inside Edition* and *American Journal* executive producers John Tomlin and Bob Young will assume oversight of the syndicated show, which also will return to New York from Los Angeles, where it has been originating temporarily.

'Flipper' firm go for fall

Samuel Goldwyn Television's new *Flipper* action hour has been declared a firm go for a fall syndication launch after clearing 80% of the country and 38 of the top 40 markets. The show's top-market clearances include WPIX-TV New York, KCAL(TV) Los Angeles and WCIU-TV Chicago. A total \$26 million is being dedicated to producing 22 episodes of the show for the first season. It is being sold on a barter basis with a split of 8 minutes national/6 minutes local. The cast includes Brian Wimmer (*China Beach*) as Dr. Keith Ricks who, with Dr. Pam Blondel (Colleen

Flynn of "Clear and Present Danger"), conducts ground-breaking research on the sea and its indigenous creatures. E.F. Wallengren serves as executive producer.

Marquee V clears

Hearst Entertainment's Marquee V syndicated feature film package has cleared 101 markets covering 86% of the country for a fall launch, including all top 25 markets. Hearst also announced that Group W Productions Media Sales will serve as exclusive national advertising representative for the package. Top clearances for the package include WABC-TV New York, KABC-TV Los Angeles, WLS-TV Chicago and WPVI-TV Philadelphia. The package is offered to broadcasters on a barter basis with a 10-minute national/14-minute local barter split.

GGP plays ball

GGP has cleared its half-hour syndicated special *Cooperstown: Baseball's Main Street* in more than 120 markets covering 70% of the country for airing in early July through early August. The special, hosted by Joe Garagiola, is being offered on a barter basis with a 3.5-minute local/3.5 minute national split. Top clearances include WABC-TV New York, KRON-TV San Francisco and WCVB-TV Boston.

Marvel promotion

Genesis Entertainment's Marvel Action Hour syndicated kids show block will be promoted during the next two months by a national campaign supported by Marvel Entertainment Group and Kmart Corp. The promotion, to run May 1-June 30, will feature a Watch and Win contest with more than 2,500 winners and a Scratch and Win discount program with more than 18 million winners. Marvel licensees, including Acclaim, Capcom, Classic Heroes, Fleer, Knowledge Adventure, Sega and Toy Biz, also will participate in the campaign.

'Rescue 911' receives top-market upgrades

MTM Television Distribution's

off-network series *Rescue 911* has received two top-30-market upgrades. New World-owned Fox affiliate KSAT(TV) Phoenix has upgraded the show from 12:30 p.m. to a 4:30 p.m. news lead-in slot. The series will continue to receive a second nightly run on KSAT at 11:30 p.m. And New World's KNSD(TV) San Diego has moved the show from 11 a.m. to 3 p.m. The show is cleared in 85% of the U.S. and has been renewed for a third year starting this fall in 27 of the top 30 markets.

Raycom produces racing series

Syndicator Raycom will produce and syndicate a 26-week, half-hour auto racing series to be distributed beginning July 1. Hosted by WBT(TV) Charlotte, N.C., personality Barbara McKay, *Racing Home* will feature in-depth interviews with top drivers of the NASCAR racing scene, including Richard Petty, Terry Labonte, Morgan Shepherd and Kyle Petty. It will be syndicated in the Southeast and will run for 26 consecutive weeks. The show will be offered on a straight barter basis, with 3.5 minutes of advertising time for both the syndicator and stations.

Fore!

Litton Syndications Inc. is distributing a one-hour, off-network syndicated special featuring the late golf instructor Harvey Penick. *Harvey Penick's Private Golf Lesson* features the author of *The Little Red Book* and his golf pupils Ben Crenshaw and Tom Kite in what is being billed as the first golf instructional video ever to air on network television (in June 1994 on NBC). It has been cleared in more than 88% of the country for an April-July window.

Jefferson-Pilot distributes Olympics series

Jefferson-Pilot Sports will syndicate the U.S. Olympic Committee's 1996 U.S. Olympic preview television series, tentatively called *The Road to U.S. Olympic Gold*. Featuring hosts Pat O'Brien and

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending April 23. Numbers represent average audience/stations/% coverage.)

1. Wheel of Fortune	12.2/226/98
2. Jeopardy!	10.0/214/97
3. Oprah Winfrey Show	7.1/236/98
3. Star Trek: Deep Space Nine	7.1/239/99
5. Wheel of Fortune-wknd	6.9/176/82
6. Entertainment Tonight	6.7/178/93
7. Hard Copy	6.0/185/93
8. Roseanne	5.8/183/95
9. Inside Edition	5.7/173/92
10. Baywatch	5.5/226/97
11. Buena Vista I	5.4/162/97
11. Family Matters	5.4/192/93
13. Legendary Jnys of Hercules	5.3/183/95
13. The Simpsons	5.3/136/86
15. Fresh Prince of Bel-Air	5.1/137/87

Mary Lou Retton, the magazine-style series will begin with a half-hour, biweekly program distributed from September 1995-February 1996. From March through June 1996, the show will air weekly for 14 consecutive weeks. Then, following the games, the series will end with a one-hour highlight show. The show will feature information on U.S. Olympics teams and stories on U.S. athletes as they prepare for the 1996 games in Atlanta.

'Fresh Prince' second run boosts WPIX(TV)

The addition of a second run of Warner Bros. Domestic Television Distribution's *Fresh Prince of Bel-Air* off-network sitcom at 6:30-7 p.m. on WPIX(TV) New York delivered an immediate boost to the station's ratings. From a last-place 4.3 Nielsen household rating and 8 share for the previous show in the time period, *Doogie Howser, M.D.*,

for the week of April 17-21, *Fresh Prince's* new early run—which is back-to-back with its existing 7-7:30 p.m. run—delivered a 7.3/14 for April 24-27, a 70% rating jump that made it the top-rated show in the time period. The second run of *Fresh Prince* jumped 22% in rating, from 6.9/12 to 8.6/15, during the same time period.

'Wheel,' 'Jeopardy!' roll in Canada

King World Productions has concluded long-term renewal agreements for its leading syndicated game shows *Jeopardy!* and *Wheel of Fortune* through 1998-99 in major Canadian outlets. Both shows have been syndicated in Canada for more than a decade, with 97% clearance of English Canadian TV households. William F. Cooke Television Programs serves as King World's Canadian distributor.

Intersport produces African-American special

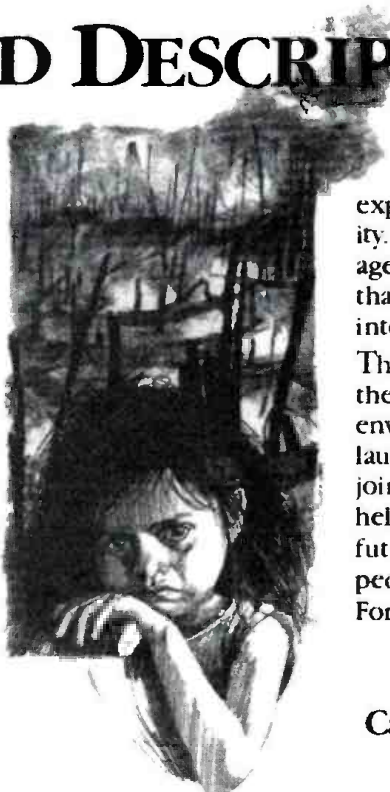
Intersport Television will produce a second installment of its *Faces of Courage* series on African-American athletes who have overcome difficult circumstances and achieved success. Fox/NFL sportscaster James Brown will host the new one-hour installment, *Faces of Courage: Heroes in the Community*, slated for airing in July and cleared in 75% of the country. Large-market stations include WABC-TV New York, KNBC-TV Los Angeles and WMAQ-TV Chicago. Intersport's Cynthia Patrasso is executive producer of the series. Among the figures to be profiled are Arkansas Razorbacks basketball head coach Nolan Richardson, high school football star and former gang leader Mike Jones, Cleveland Indians baseball player Dave Winfield and gymnast Dominique Dawes. —DT

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PEOPLE'S CHOICE WEEK 32 According to Nielsen ratings, April 24-30

				
MONDAY	8.8/15	10.6/17	13.7/22	4.8/8
8:00	78. Peter Jennings Reporting 5.9/10	30. The Nanny 11.0/19	26. Fresh Prince 11.4/19	82. Melrose Place 5.2/9
8:30		22. Dave's World 11.8/19	25. In the House 11.6/19	
9:00		23. Murphy Brown 11.7/18		84. Medicine Ball 4.4/7
9:30	39. ABC Monday Night Movie—Deceived 10.3/17	30. Cybill 11.0/17	9. NBC Monday Night Movies—Seduced and Betrayed 14.8/24	
10:00		49. Northern Exposure 9.1/15		
10:30				
TUESDAY	13.7/23	6.6/11	11.1/19	4.7/8
8:00	39. Full House 10.3/18	68. Rescue: 911 7.3/13	45. Wings 9.4/17	
8:30	26. Thunder Alley 11.4/19		38. Wings 10.4/18	83. Fox Tuesday Night Movie—The Tower 4.7/8
9:00	5. Home Improvmt 17.4/28		19. Frasier 12.3/20	
9:30	7. Ellen 15.9/26	75. CBS Tuesday Movie—Pacific Heights 6.2/10	44. Pride & Joy 10.0/16	
10:00	12. Primetime Live 13.7/24		19. Dateline NBC 12.3/21	
10:30				
WEDNESDAY	12.3/21	8.7/15	10.8/18	5.7/9
8:00	37. Roseanne 10.5/19	66. Christy 7.4/13	33. The Making of 'Jurassic Park' 10.8/19	81. Beverly Hills, 90210 5.4/9
8:30	28. Ellen 11.2/19			
9:00	11. Grace Under Fire 13.8/22	45. CBS Wednesday Movie—Donato & Daughter 9.4/16	28. Dateline NBC 11.2/18	78. Sliders 5.9/10
9:30	18. Coach 12.6/20		39. Law and Order 10.3/18	
10:00	15. Barbara Walters Special 12.9/22			
10:30				
THURSDAY	10.9/18	7.8/13	18.5/30	7.5/12
8:00		62. Skates X 2: World Team Skating 8.0/13	16. Mad About You 12.8/22	72. Martin 7.2/12
8:30	23. Matlock 11.7/19		13. Hope & Gloria 13.4/22	62. Living Single 8.0/13
9:00			3. Seinfeld 19.1/29	68. New York Undercover 7.3/11
9:30			2. Friends 19.2/29	
10:00	47. Day One 9.3/15	68. 48 Hours 7.3/12	1. E.R. 23.3/38	
10:30				
FRIDAY	11.8/22	8.4/15	8.1/15	6.6/12
8:00	43. Family Matters 10.2/21	53. Diagnosis Murder 8.8/17	68. Unsolved Mysteries 7.3/14	85. VR5 4.2/8
8:30	35. Sister, Sister 10.6/20			
9:00	35. Step By Step 10.6/19	57. Burke's Law 8.5/15	54. Dateline NBC 8.7/15	52. The X-Files 8.9/16
9:30	39. Hangin' w/Mr. C 10.3/18	64. Picket Fences 7.9/14	58. Homicide: Life on the Street 8.3/15	
10:00	10. 20/20 14.6/26			
10:30				
SATURDAY	7.5/14	10.5/20	8.3/16	6.0/11
8:00	73. ABC Saturday Family Movie—Escape to Witch Mountain 7.1/14	47. Dr. Quinn Medicine Woman 9.3/18	54. Empty Nest 8.7/17	80. Cops 5.7/12
8:30				77. Cops 6.0/12
9:00		16. Walker, Texas Ranger 12.8/24		76. America's Most Wanted 6.1/11
9:30	58. More Secrets Revealed 8.3/15		61. Sisters 8.1/15	
10:00				
10:30				
SUNDAY	10.8/17	17.4/28	11.2/18	6.7/11
7:00	56. Am Fun Hm Vid 8.6/16	6. 60 Minutes 16.7/30	(nr) NBA Playoff 10.5/20	87. Fox All-Star Challenge 3.0/5
7:30	34. Am Fun Hm Vid 10.7/18	8. Murder, She Wrote 15.4/25	66. seaQuest DSV 7.4/12	60. Simpsons 8.2/14
8:00	21. Before They Were Stars 11.9/20			65. The Critic 7.8/12
8:30		4. CBS Sunday Movie—Buffalo Girls, Part 1 18.7/29	14. NBC Sunday Night Movie—The Return of Hunter 13.1/20	51. Married w/Child 9.0/14
9:00				49. My Fav Married 9.1/14
9:30	30. ABC Sunday Night Movie—Unforgiven 11.0/17			
10:00				
10:30				
WEEK'S AVGS	10.8/18	10.3/18	11.6/20	6.0/10
SSN. TO DATE	11.9/20	11.0/18	11.5/19	7.6/12

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Americans At Their Best.

Brisk gains in first quarter for radio group owners

Traditionally slow quarter is anything but

By Donna Petrozzello

Although many companies regard the first fiscal quarter of the year as their slowest, most radio groups reported net revenue gains topping 10% for this year's first quarter over last year's, which was also strong.

For the first time in the company's history, Infinity Broadcasting reported a positive net income for the first quarter of a fiscal year. Multi-Market reported a 55% increase in net revenue and also acquired Southern Starr Broadcasting stations during the quarter. SFX Broadcasting reported a 39% increase in broadcast cash flow for the first quarter on a pro forma basis.

Below is a summary of various radio groups' first-quarter financial reports.

Westwood One Inc.

Westwood One reported a 21% increase in net revenue, to \$31,421,000, and a 168% increase in operating cash flow, to \$3,197,000, for the first quarter over the same

period last year.

Increases were attributed mainly to the addition of the Unistar Radio Networks, which Westwood One acquired in early February 1994. Higher advertising revenue also contributed to net revenue gains, Westwood One officials noted.

Net loss per share for the latest quarter was \$2,492,000, or \$.08 per share, as compared with a net loss of \$7,416,000, or \$.29 per share, for the same period last year.

Mel Karmazin, president/CEO of Westwood One and president/CEO of Infinity Broadcasting, remarked that first-quarter net revenue and operating cash flow were the "highest reported results by the company for a first quarter since the company went public in 1984."

Infinity Broadcasting Corp.

Infinity Broadcasting reported a 29% increase in net revenue, to \$62,327,000, and a 21% increase in operating cash flow, on a pro forma basis, for the last quarter over 1994.

Net revenue figures included rev-

enue from stations new to its portfolio, WPGC-FM Washington and WXYT(AM) Detroit, acquired last June, Infinity officials said.

For the first time in the company's history, Infinity reported a positive net income during a first quarter, said Karmazin. Net income for the quarter totaled \$505,000, or \$.01 per share, as compared with a net loss of \$3,864,000, or \$.09 per share, for first quarter 1994.

SFX Broadcasting Inc.

New York-based SFX Broadcasting reported an 18% increase in net revenue and a 39% increase in broadcast cash flow, each on a pro forma basis, for first quarter 1995 over the same period last year.

The company's latest first-quarter report placed net revenue at \$14,288,000 in 1995, up from \$12,151,000 in 1994. Also on a pro forma basis, broadcast cash flow for the last quarter totaled \$4,024,000 over last year's \$2,897,000 first-quarter figure.

In January of this year, SFX entered into an agreement to purchase KTCK(AM) Dallas for \$8 million in cash and \$2 million in preferred stock. The company also closed on a \$50 million, five-year senior credit facility, which will be used primarily for acquisitions.

In April, SFX entered into an LMA arrangement and agreed to purchase WTDR(FM) Statesville, N.C.,

Transsexuals find niche on talk radio

The hosts describe it as women's locker room talk, but *Working Girls with Frances and Cassandra* defies the conventional definition of talk radio. The show is hosted by transsexual Cheryl Ann Costa, aka Cassandra, and heterosexual Frances Brown Saturday night on talk WMET(AM) Gaithersburg, Md.

Frances and Cassandra have won over a niche audience with their humorous talk about sex, dating and child rearing, and just celebrated their first anniversary on the air. "We're the racy edge of talk radio," Costa says.

Although Costa takes a lighthearted approach to her transsexuality, she has paved the way for other transsexuals to launch more serious radio talk shows.



Cheryl Ann Costa, aka. WMET's "Working Girls" co-host Cassandra: "We're the show that puts the broad back in broadcasting."

Transsexual Sarah DePalma co-hosts *After Hours* on WPFT(FM) Houston from midnight to 3 a.m. Saturdays, and together with co-host Jim Carper, a gay man, addresses callers' concerns about gay and transsexual issues seriously. "There are a lot of listeners who are young and don't realize there are transgender organizations to help them," DePalma says.

At WMBR(FM) Cambridge, transsexual Nancy Nangeroni is trying to launch *Gender Talk*, a show addressing the concerns of transsexuals. Nangeroni wants to open the phones to transsexuals and provide them with a place to air their grievances and share their concerns. She says these "issues of gender" have been mistreated by the mainstream media. —DP

and WEZC(FM) Hickory, N.C., which each serve the Charlotte area.

Saga Communications Inc.

On a pro forma basis, Saga reported a 6% increase in net revenue, to \$10,564,000, and a 13% increase in broadcast cash flow, which comes to 2,732,000 for first quarter 1995 over the same period in 1994.

Saga attributed much of the increase in net revenue for the quarter to revenue earned by WLZR-AM-FM Milwaukee and KOAM-TV Joplin, Mo., which were acquired in 1994. Likewise, the bulk of the increase in broadcast cash flow was attributed to properties acquired in 1994, company officials stated.

According to the company's first-quarter statement, net loss per share for the period was \$.07, which was equal to the net loss reported last year.

In addition, after-tax cash flow per share increased 41%, to \$.24 from \$.17 in the first quarter of last year.

Multi-Market Radio Inc.

Multi-Market Radio reported a 55% gain in net revenue and a 92% gain in broadcast cash flow for the latest fiscal quarter. Net revenue for the quarter was \$1,796,000, and broadcast cash flow was \$542,000.

Increases included revenue of WRXR-FM Aiken, S.C., and WKBG(FM) Martinez, Ga., which the company acquired last year, along with revenue from Multi-Market's existing properties. First-quarter results do not include results of seven stations Multi-Market acquired in March when it completed a \$35 million merger with Southern Starr Broadcasting.

Operating as a separate entity for most of the first quarter, Southern

Starr reported a 28% increase in net revenue and a 63% increase in broadcast cash flow in 1995 over the same period last year.

Multi-Market also reported a \$.20 net loss per share in the first quarter compared with a net loss per share of \$.12 during the first quarter of last year.

CBS Radio Networks

While CBS Inc. reported net income losses reaching 68%, CBS Radio Networks noted a "significant increase" in radio revenue for the latest quarter.

CBS officials did not provide a breakdown in revenue and broadcast cash flow for the radio network, but attributed the bulk of the increase to stronger advertising and larger audiences for KCBS(FM) Los Angeles and KKRW(FM) Houston. ■

R I D I N G G A I N

Radio advertising up 13% in first quarter

First quarter 1995 totals for combined local and national radio advertising revenue totals marked a 13% increase over the same period last year, according to a survey by the Radio Advertising Bureau.

Separately, local ad revenue totals were an average 11% greater in the past quarter over first quarter 1994, with markets in the Southwest showing the largest increases of 14% on average. National ad revenue totals increased by about 23% overall, with markets in the Southwest reporting increases of 28% on average. National advertising revenue represents a smaller percentage of total radio ad revenue than local.

Local and national ad revenue data is based on a 100-market survey compiled by the RAB with figures from the independent accounting firms of Miller Kaplan Arase & Co. and Hungerford Aldrin Nichols & Carter.

Liddy still on in Cincinnati, Indianapolis

Since the bombing in Oklahoma City, affiliates of G. Gordon

Liddy's outspoken midday radio talk show have debated whether to keep the "G-Man" on the air. Liddy was harshly criticized after he instructed listeners how to effectively shoot a federal ATF agent, although he advised such action only in self-defense.

Although Liddy was dropped from KCKC(AM) San Bernardino, Calif., his affiliates in Cincinnati and Indianapolis decided to continue airing the right-slanted show after holding call-in polls.

After three days of voting that resulted in a split decision, WCKY(AM) Cincinnati kept Liddy's show on the air, citing strong ratings and substantial listener support. Programers at WNDE(AM) Indianapolis also decided to keep Liddy's show after a call-in vote showed 85% in support of the program. "There's a lot of conservative thinking out there," said WNDE Program Director Pam Ferrin.

Dershowitz signed by SW

Outspoken lawyer Alan Dershowitz has agreed to host a Sunday evening radio talk show featuring call-in debates with listeners. The show, premiering in June, will be syndicated by SW Networks.

Dershowitz said he intends the show to "answer hate speech with rational speech" and "focus on spirited, intelligent debate rather than angry demagoguery." Dershowitz has represented clients such as Mike Tyson, Claus von Bulow and Michael Milken.



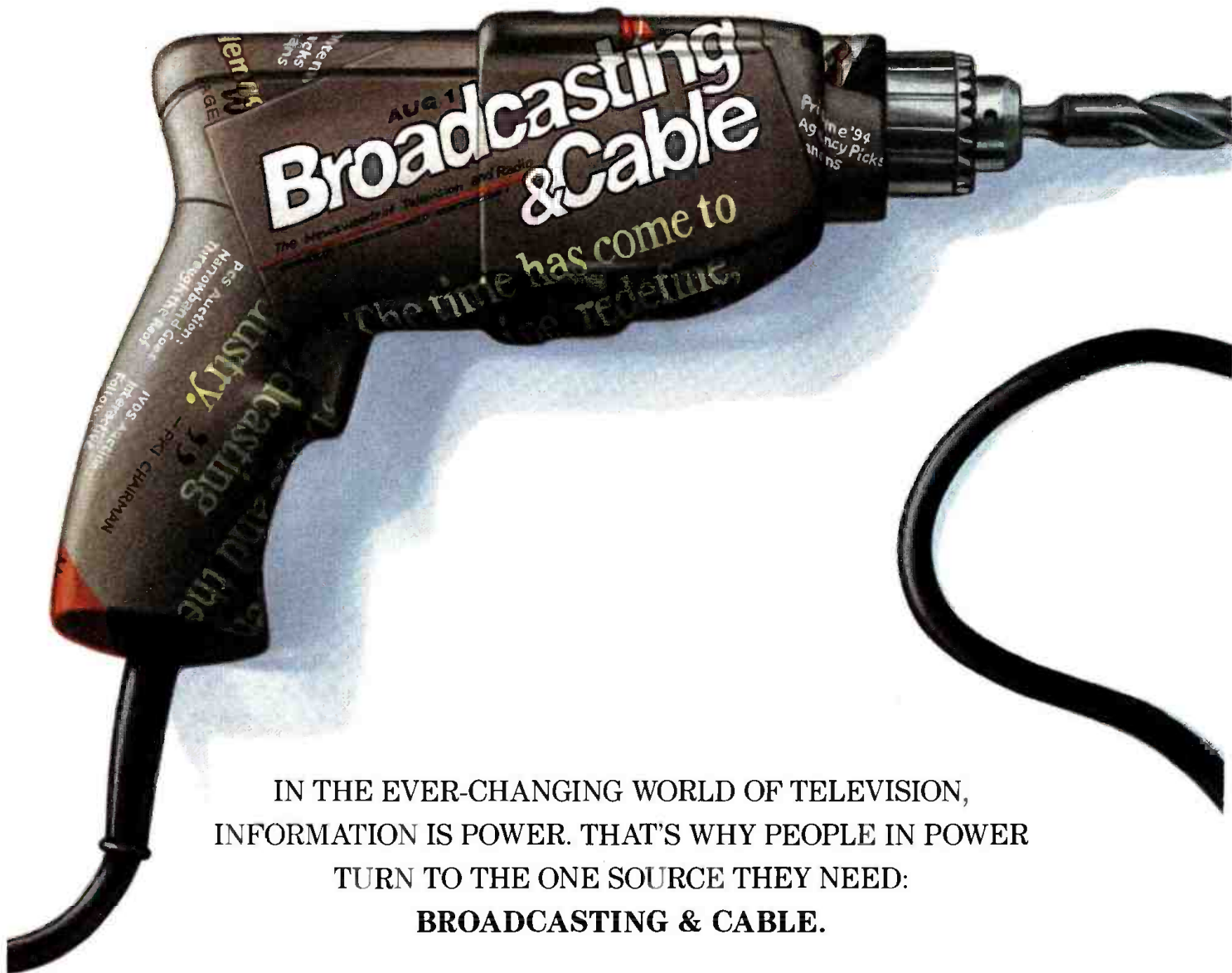
Alan Dershowitz holds court on the radio.

RAB annual meeting upbeat

Radio Advertising Bureau President Gary Fries described last weekend's annual board meeting held in San Francisco as "upbeat." Board members met with executives from the wine industry, West Coast banking industry and several advertising agencies to discuss the value of radio advertising, Fries said.

Board members also previewed two recent studies, researched in part by the RAB, that examined consumers' use of radio, television and other media, and another that studied the attitude of creative directors in advertising toward radio.

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Week

Interactive

Microsoft moves closer to interactive TV reality

Medio putting together local interactive services in Seattle

By Mark Berniker

While many are getting cold feet about investing in the deployment of interactive television networks, Microsoft is plunging in head-first.

Microsoft, which is trying to ascertain the technical feasibility of and consumer interest in interactive television, is collaborating with Medio Multimedia to develop interactive TV services.

Medio's initial interactive TV programming service, MedioNet ITV, will be part of Microsoft's Seattle trial with cable MSO

Tele-Communications Inc. Other versions will be made available to network operators looking for services for upcoming interactive trials and commercial deployments.

MedioNet ITV will provide local interactive information services accessible through TV sets connected to broadband networks. Among the types of services Medio is devising are sports, dining out, entertainment, news, city hall information and shopping.

Medio is working with several Seattle media outlets on the prototype's content. Among them are the

Seattle Post-Intelligencer for movie reviews and listings and KING-TV for features on area restaurants, sports information and news footage.

Thus, the bulk of the content for the trial will come from existing media sources. The material will be reformatted, placed on a server and made accessible through the broadband network.

At the moment, Microsoft is focusing on its interactive technical trial in Redmond, Wash., delivered to a limited number of employees. It will expand to a market trial throughout the Seattle area targeting 2,000 homes.

In Redmond, Microsoft is using a prototype video server and set-top box built by Compaq Computer, ATM switching technology from Fore Systems, network administration by Hewlett-Packard, market research by Market Facts, billing services by Sun Tech Systems and local cable distribution by Viacom Cable.

"We recently brought 20 homes online and will be ramping up to 100 homes within the next few weeks," says Jill Schmidt, senior director of new services, TCI Technology Ventures.

But Schmidt admits there still is a lot of work to be done on the services side of

the interactive TV equation. Microsoft is testing only employee access to video on demand, electronic programing guides and a rudimentary navigational interface for prototype interactive services.

Schmidt says the challenge for Microsoft, TCI and others is to close the gap between ideas for services and those for which consumers are willing to pay on a monthly basis.

Microsoft and TCI jointly have issued a request for proposals (RFP) that is due on May 10 in preparation for choosing equipment vendors for the Seattle trial.

The partners expect to select video servers, head-end and network equipment and set-top boxes by June.

Schmidt says Microsoft is taking an "incremental approach" in developing "stability milestones" that will determine whether the software is working properly for the broadband infrastructure.

Microsoft is involved in another interactive TV trial, with RBOC Southwestern Bell, which will begin later this year and run through next year.

The trial will comprise 47,000 households in Richardson, Tex., and will use switched digital fiber-to-the-curb network technology architecture from AT&T and BroadBand Technologies.

Microsoft is conducting another interactive trial in Japan with NTT. That began in March and will run through next year.

TMA



Sci-fi site

USA Networks is billing its World Wide Web site, "The Dominion," as the place for science-fiction information on the Internet. Since many online users also happen to be sci-fi buffs, USA Networks sees value in cross-promoting its online area and its Sci-Fi Channel on cable television. USA will display the Internet site during the channel's credits, interstitials and commercial bumpers. The Dominion can be reached at <http://www.scifi.com>.

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TCI taps Hearst for @Home

TCI Technology Ventures is forming a new company with Kleiner Perkins Caufield & Byers to offer fast-speed, broadband Internet service to homes and businesses through cable television networks.

The new venture, @Home, will be headquartered in California's Silicon Valley and will be headed by William Randolph Hearst 3d, a principal of Kleiner Perkins, a Menlo Park, Calif.-based venture capital firm. Hearst recently resigned as publisher of the *San Francisco Examiner*.

Bruce Ravenal, senior vice president and chief operating officer of TCI Technology Ventures, is presiding over the cable operator's movement into online and Internet services, video games, interactive television and other services for cable subscribers.

After a number of pending deals close, TCI will have approximately 14 million cable subscribers. There are more than 60 million cable subscribers nationwide, and more than 30 million households equipped with a PC. —MB

Online Services

Coming soon to a cable system near you: Microsoft online

TCI hopes interactive services will evolve from PC base

By Mark Berniker

Tele-Communications Inc.'s investment in Microsoft's new online service will help the cable giant leverage both its television programming properties and its vast network of cable operations.

"The endgame is content that has applicability to both personal computers and television," says Christopher Coles, vice president/general manager, TCI On-Line Services.

Coles is overseeing TCI's \$125 million investment for 20% of The Microsoft Network, an online service that will be bundled with up to 20 million copies of Windows95, Microsoft's upgraded operating system.



Christopher Coles

The Microsoft Network is scheduled for launch in August.

The Microsoft Network over cable will undergo a limited technical test in Denver, Seattle and San Francisco during first quarter 1996, Coles says.

"We will develop services fashioned for their respective platforms," Coles says. For example, TCI's programming arm, Liberty Sports, will continue to broadcast sporting events, but online users could access a sports-based service through The Microsoft Network.

Consumers will find going online a more compelling experience once they see the benefits of high-speed access through cable, Coles says.

However, there are several hurdles to overcome before online access through cable is a reality. Cable modems cost more than \$1,000 each, not to mention the cost of upgrading cable headends to carry online services and providing consumer access

to the Internet.

"The price of cable modems has got to get down to a few hundred dollars within the next year," Coles says. He expects that to happen as more manufacturers enter the market.

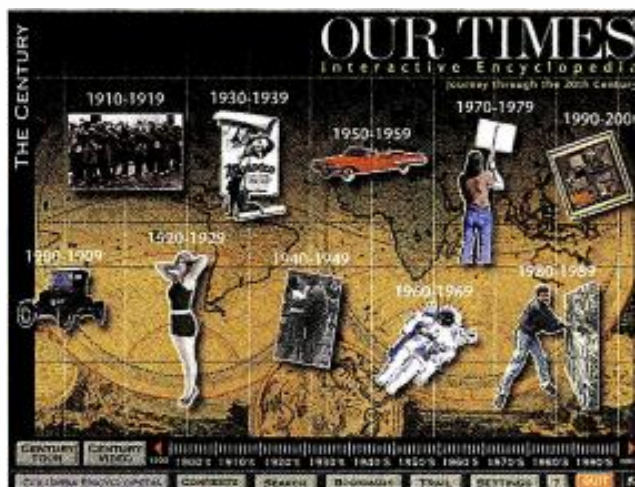
Coles also expects that cable subscribers will be charged \$20-\$30 per month to access online services, which will include a monthly rental charge for the cable modem.

Charging customers by the hour is an indirect way of discouraging the use of online services, says Bill Miller, director of marketing, The Microsoft Network. He expects that subscribers will be charged a monthly fixed cost.

"We will evolve toward higher bandwidth services as the network becomes equipped. There is a real business in PC-based services that can develop into interactive television over time," Miller says.

TCI and Microsoft last March announced their plans to build software and network facilities for interactive television. Their plans include a new cable network aimed at home computer users, originally to be launched by September.

In related news, John Lack has been named chief executive officer of the joint venture between TCI and Acclaim Entertainment. The venture will develop and distribute video games and other, still-undefined interactive services over cable networks connected to set-top boxes. TM



A CD-ROM of 'Our Times'

CD-ROM publisher Vicarious and Turner Home Entertainment this fall will release *Our Times Interactive Encyclopedia: Journey Through the 20th Century*. The CD-ROM charts the culture, events and trends of the century. Narrated by James Earl Jones, it is divided into decades with photos, videos, animation segments and music. Also planned is a book of the same title to be published by Turner Publishing. The CD-ROM will be available for both Windows and Macintosh users.

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Video Dialtone

GTE's video dialtone gets FCC green light

By Mark Berniker

The FCC has given GTE the go-ahead to roll out its video dialtone network in four states.

The Common Carrier Bureau said last week that it has granted approval for GTE to construct and operate video dialtone systems in Virginia, Florida, California and Hawaii.

GTE has opted for the hybrid fiber/coaxial cable architecture for its video dialtone network and plans to pass 1,370,000 homes in the four states. GTE will offer 80 analog channels and approximately 168 compressed digital channels, sufficient initial capacity to serve multiple programmers.

GTE initially will focus on four specific markets: Thousand Oaks, Calif.; St. Petersburg/Clearwater, Fla.; Hon-

olulu, and parts of northern Virginia. GTE says it expects to begin offering services by the end of this year.

The first phase of the project calls for delivering programming to about 500,000 homes during 1995-96 and reaching 900,000 homes by the end of 1997. GTE says it expects the first phase of construction to cost about \$200 million.

The company in March said it had selected AT&T Network Systems as system integrator for the video dialtone networks. General Instrument Corp. is providing the set-top boxes.

GTE says its goal is to pass 7 million homes in 66 top markets within the next 10 years. The company plans to offer broadcast, cable and interactive television services to 2 million customers by 2003.

Bright future seen for online ads

In a J.P. Morgan Securities report detailing its "buy" recommendation for America Online, Morgan suggests that the interactivity of online computer services could "rewrite the advertising model" and provide significant advantages over traditional media. The current model of cost per thousand is based on "eyeballs captured," which then must be verified through market research costing approximately \$3 billion per year. That process, the report says, "puts the risk on the advertiser that its ad will be viewed by its target audience, requires payment upfront and offers no follow-up after the ad has run." By contrast, Morgan says, "advertising via online services can be very targeted, requires low upfront payments and offers the advertiser exact feedback." Online services can charge by the number of hits—users who access the ads—and "accountability would be very accurate, thanks to the service's technological ability to track subscribers," the report concludes.

Riding the Magic Carpet

Silicon Graphics and MIPS Technologies have unveiled their Magic Carpet media processor architecture, to be used in the next generation of set-top boxes. Time Warner Cable, AT&T Network Systems, Philips Electronics and Samsung Electronics will support Magic Carpet for their set-top boxes capable of providing interactive digital applications.

Kids programming used for Creative Wonders

ABC has renamed its venture with Electronic Arts from ABC/EA Home Software to Creative Wonders. ABC and Electronic Arts are developing CD-ROM software based on ABC's fall children's programming lineup, including *Bump in the Night*, *Free Willy* and *Madeline* and the *Magnificent Puppet Show*. Creative Wonders will produce at least six original titles by the end of this year and plans to release at least 10 titles starting in 1996.

NBC plans CD-ROMs

NBC has formed a digital publishing division, which is developing more than 10 CD-ROM titles. The titles are expected to reach the market within the next 18 months and will include *The Fighting Irish—The History of Notre Dame Football* with Luminair Multimedia; *Decision '96* with Byron Preiss Multimedia, and *CNBC/Reuters Financial Suite* with Reuters NewMedia.



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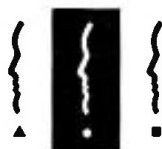
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realizing with the 3000-6000 hours of head life the AJ-D340s are averaging.

"Many of the AJ-D340 VTRs are in use 15 hours a day, seven days a week. No AJ-D340 video heads have worn out since putting

"We had budgeted 2,000 hours of head life on the Panasonic



equipment; clearly it has performed well beyond that. Our head wear and general maintenance requirements with D-3 are virtually nil.

TCI SEES 6,000 PLUS HOURS OF HEAD LIFE WITH PANASONIC D-3.

Twenty-one AJ-D350 D-3 studio VTRs are used for editing and mastering all promotional/interstitial programming for Request TV.

"TCI purchased the D-3 VTRs for their digital video quality, serial digital interface and four-hour tape recording time to record movies more than three hours in length.

them into service more than 18 months ago. Several AJ-D340s have more than 6,000 hours of head life. One machine has more than 8,500 hours on its original head! While the AJ-D350s are not as forgiving as the -340s because of the different application, we're seeing terrific longevity with their heads as well.

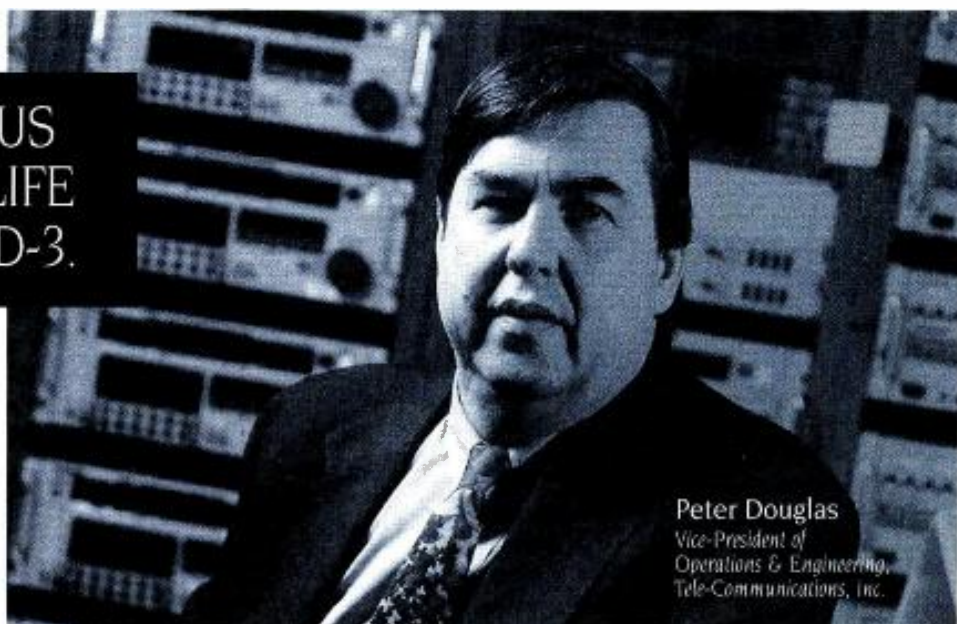
"The AJ-D340 is simply a great movie-playing machine."

Panasonic engineered the D-3 format with a low tension tape path to enhance head life, a specification that is more than delivering on its promise at TCI. Just the sort of performance in critical applications that you can expect from Panasonic.

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Peter Douglas
Vice-President of
Operations & Engineering,
Tele-Communications, Inc.

U.S. TV boosts News Corp. profits

Fox Broadcasting, stations up 50%; filmed entertainment has 'down quarter'

By Steve McClellan

Boosted by strong gains in its U.S. television division, News Corp. reported a 34% gain in operating profit for the first quarter of this year.

Profit went up to \$217 million, on a 17% revenue gain, to \$2.1 billion.

The U.S. TV segment—Fox TV stations and Fox Broadcasting—showed an increase of more than 50% in operating profit. Fox owned-station revenue was up 27% for the quarter.

Analysts last week said Fox CFO Bill Sorenson told them that he expects the Fox network to show double-digit cost-per-thousand gains in the prime time upfront advertising marketplace. That is based on several factors, including a strong scatter market, gains in key demographics this season and a strong children's upfront earlier this year, when Fox sold \$200 million in advertising, up 25% from a year ago.

For the quarter, News Corp.'s TV segment operating profit totaled \$85 million, up from \$57 million a year earlier, on net revenue of \$429 million, up 38%. For the first nine months of the company's fiscal year,

which ends June 30, TV operating profit came to \$278 million, up 44%, on revenue of \$1.4 billion, up 41% compared with the previous nine months.

According to analysts, Sorenson said the company's filmed entertainment segment, which includes theatricals, television and home video production and distribution, had a "down quarter" after new theatrical releases performed below expectations.

One bright spot for the filmed entertainment segment, analysts were told, included strong upfront sales for *The Simpsons*, which debuted in syndication last fall and was the top-rated sitcom in prime time access in February. Another bright spot for the segment was continuing strong sales of the hit film "Speed" in domestic home video and the foreign theatrical market.

News Corp.'s interest in the direct broadcast satellite service BSkyB continued to show gains in profit—up 40% for the quarter—and revenue—up 45%, analysts said. Those



results basically are in line with a year ago, although News Corp. sold a 10% stake in the service to the public last year and retains a 40% interest, analysts said.

Few details were available regarding News Corp.'s partnership in Star TV, a Pan-Asian satellite television service. But Sorenson reportedly indicated that the company's loss for the quarter on the service was \$25 million.

Analysts generally were impressed by the company's third-quarter results. They also said a major cloud was lifted concerning the company's future, with word last week that the FCC probably would not force a major restructuring of News Corp.'s holdings in the Fox television stations (see "Top of the Week").

"The financial implications of a restructuring could have been significant," said one analyst who follows the company. "The fact that it now appears there will be little, if any, impact on the company's earnings has got to be a great relief to them and investors."

Public broadcasters seek trust fund

NAB opposes plans to get money from commercial sector

By Elizabeth Rathbun

Public broadcasters want Congress to set up a \$3 billion-\$5 billion Public Broadcasting Trust Fund to wean them from federal funding by 2000. The money would come, in part, from commercial broadcasters, they suggest.

In exchange for a contribution to the fund, commercial broadcasters would be relieved of their children's-TV obligations or all their public interest obligations, except for equal time for political candidates. That

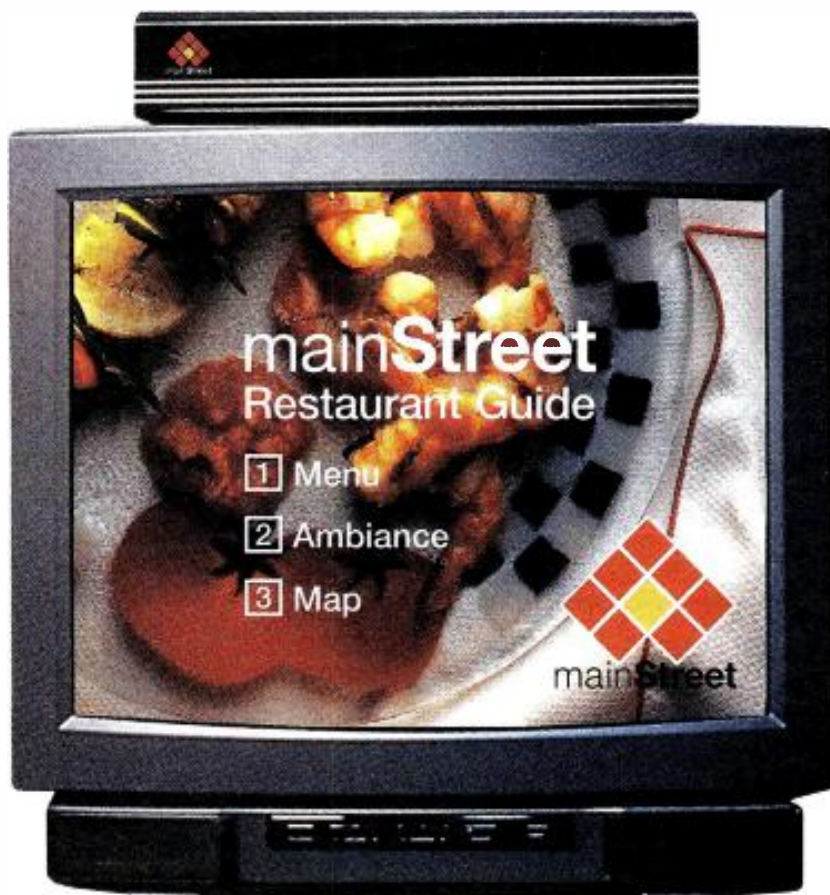
was among the ideas for continued federal funding advanced last Tuesday by America's Public Television Stations, National Public Radio, the Public Broadcasting Service and Public Radio International.

The public broadcasting groups also suggested that they share for a time in spectrum fees or a transfer fee on spectrum sales. They also want a share of spectrum auction proceeds.

Commercial broadcasters, who traditionally have supported public broadcasting, were outraged. "The

public broadcasters' idea of a 'road to self-sufficiency' seems to be, 'Let's take it from someone else,' " the National Association of Broadcasters said in a release. "That's an honor we're not interested in accepting."

The public broadcasters also proposed that public TV stations keep the revenue from leasing their planned second channel; that unused noncommercial spectrum be sold or leased; that "dark" stations be sold to commercial users, and that any money from UHF/VHF swaps be put



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into the trust fund. Underwriting requirements could be adjusted to provide more income to producers and stations, the broadcasters added.

In a separate report, the Corporation for Public Broadcasting agreed that a trust fund is needed. However, CPB split with the public broadcasters over specifics. CPB wants to work with Congress on how to "capitalize" the fund, so it declined to make specific recommendations. CPB and the public broadcasting organizations originally were to issue just one report to members of Congress who requested their ideas for future federal funding.

Senator Larry Pressler (R-S.D.), who has vowed to "zero out" CPB's budget, said public broadcasters are showing a sense of "new realism." [They] are beginning to find some of the alternatives I have been telling them were available." However, he did not comment on the specifics of the broadcasters' proposals. Both reports were in response to Pressler's and others' calls to cut CPB's \$285 million annual budget.

The public broadcasting groups



NPR's Delano Lewis says report puts CPB funding 'back in the hands of Congress.'

concluded that 5% or 6% interest on a trust fund of \$3 billion-\$5 billion would be needed to replace that federal funding.

"One thing you have to give these people is when they dream, they dream big," NAB said. "The trust fund they describe...would produce a gold-plated public broadcasting system that any Hollywood studio or entertainment conglomerate would envy."

"Today there is no combination of new income sources that can fully replace the annual [federal] appropriation," CPB's report says. More "enhanced underwriting" could earn \$64 million per year by 2000, while mergers, increased automation and other efficiencies would save \$96 million by then, CPB says. CPB would encourage mergers by funding just one TV station per market.

CPB adds that ancillary revenue—from, for example, the sale of *Barney & Friends*-related products—could amount to \$5 million per year, and satellite transponder leasing could net \$7 million a year, for a total \$172 million.

"Stations...cannot fully substitute for federal assistance," said House Telecommunications Subcommittee member Edward Markey (D-Mass.), calling CPB's report "a dose of reality.... If you privatize its funding source, you kill it."

Asked how feasible the trust-fund plan is, given an anti-tax, Republican Congress, PBS President Ervin Duggan replied: "We are public broadcasters and not politicians.... We hope Congress will be bold and receptive."

"They may not like any ideas that we put forth," said Delano Lewis, president, NPR. "That means we're dead. We're putting it back in the hands of Congress." ■

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Viacom sales revenues increase 25%

By Jim McConville

Viacom has reported higher-than-expected earnings for the first quarter of this year, citing its merger with Paramount and Blockbuster as well as the strong performance of several of its core business segments.

For the quarter ended March 31, Viacom reported net income of \$71.2 million, or 15 cents per share, compared with a loss of \$431.6 million, or \$3.59 a share, for the same period last year, which included a onetime

acquisition charge of \$199.3 million.

Viacom's overall sales revenue increased 25%, to \$2.7 billion, compared with a pro forma adjusted \$2.15 billion for the quarter last year.

Last year's results were adjusted to reflect Viacom's acquisition of Paramount in March 1994 and Blockbuster Entertainment in September 1994 as well as Paramount's March 1994 acquisition of Macmillan Publishing and Viacom's March sale of Madison Square Garden as if they occurred on Jan. 1, 1994. Before the acquisitions, Viacom had reported actual 1994 first-quarter revenue of \$838 million and a net loss of \$454 million.

Viacom reported overall cash flow of \$515.8 million compared with an adjusted \$166.6 million last year.

Viacom officials pointed to double-digit earnings and earnings-before-taxes gains from its entertainment, video, music/theme parks and networks compared with last year's. The company's entertainment group, which includes TV programming, films and interactive media, registered cash flow of \$189.9 million. ■

Changing Hands

This week's tabulation of station and system sales

KMZQ-FM Henderson, Nev.;
KRZY(AM)-KRST(FM) Albuquerque,
N.M.

Price: \$25.728 million

Buyer: Crescent Communications of California (S&W LP Corp.; Dex Allen, limited partners). Owns KYLD(FM) San Mateo, KYLZ(FM) Santa Cruz and KSOL(FM) San Francisco, all California.

Seller: Commonwealth Broadcasting of Northern California (Dex Allen, managing general partner). Owns KJYT(FM) Yuma, Ariz.

Facilities: KMZQ: 100.5 mhz; 98 kw; antenna 1,180 ft.; KRZY: 1450 khz; 1 kw.; KRST: 92.3 mhz; 22.5 kw; antenna 4,110 ft.

Format: KMZQ: AC; KRZY: sports; KRST: country

Broker: Media Venture Partners

WKAY(TV) Kannapolis, N.C.

Price: \$2.5 million

Buyer: Kannapolis Television Co.

Proposed station trades

By dollar volume and number of sales

This week:

AMs □ \$1,462,119 □ 8

FMs □ \$6,379,000 □ 10

Combos □ \$27,073,000 □ 3

TVs □ \$3,750,000 □ 2

Total □ \$38,664,119 □ 23

So far in 1995:

AMs □ \$51,479,619 □ 70

FMs □ \$294,205,221 □ 131

Combos □ \$676,610,300 □ 86

TVs □ \$1,430,032,000 □ 41

Total □ \$2,452,227,140 □ 328

(joint venture between Kannapolis Broadcasting Co., 55% voting stock; Cabarrus Television Corp., 45%). Is affiliated with Holston Valley Broadcasting Corp., licensee of WKPT(AM)-WTFM(FM)/WKPT(TV) Kingsport and

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WKTP(AM) Jonesborough, both Tennessee.
Seller: Community Action Communications Inc.; has no other broadcast interests.
Facilities: ch. 64; 2570 kw visual; antenna 1,351 ft.

WCCJ-FM Harrisburg (Charlotte), N.C.
Price: \$2.2 million
Buyer: Davis Broadcasting (Greg Davis, president). Owns WAKB-FM/WTHB(AM)/WFXA-FM Augusta and WOKS(AM)-WFXE-FM Columbus, both Georgia.
Seller: InterMart Broadcasting (James Martin; Todd Robinson). Robinson has no other broadcast interests. Martin owns WGUF-FM Marco and WCCF(AM)-WIKX(FM) Punta Gorda, both Florida.

Facilities: 92.7 mhz; 6 kw; antenna 328 ft.
Format: AOR
Broker: Jorgenson Broadcast Brokerage

KOCR(TV) Cedar Rapids, Iowa
Price: \$1.25 million
Buyer: Second Generation of Iowa Ltd. (Thomas Embrescia, managing member). Embrescia has interests in WRMR(AM)-WDOK(FM) Cleveland.
Seller: KOCR TV Inc. (Gerald Fitzgerald, president); no other broadcast interests.
Facilities: ch. 28; 1499.7 kw visual, 149.97 kw aural; antenna 436.85 ft.
Affiliation: Fox

WLWX(FM) Silver Springs, Fla.
Price: \$1 million

Buyer: Hurricane Broadcasting (Ernest Winn, partner/55% interest); no other broadcast interests.
Seller: Allison Broadcast Group Inc. (Stephen Allison); no other broadcast interests.
Facilities: 95.5 mhz; 6 kw; antenna 328 ft.
Format: AOR
Broker: Media Services Group Inc.

WTON-AM-FM Staunton, Va.
Price: \$1 million
Buyer: High Impact Communications Inc. (Joe Ratcliff, president/100% interest); no other broadcast interests.
Seller: Ogden Broadcasting of Virginia; no other broadcast interests.
Facilities: AM: 1240 khz, 1 kw.; FM: 94.3 mhz, 330 w, antenna 2,263 ft.
Format: AM: AC; FM: easy listening

B O T T O M L I N E

TVB: Ad sales up 8.8%

National spot and local advertising sales were up an average of 8.8% in the first quarter of this year, according to a Television Bureau of Advertising survey of group owners representing 331 stations. Broken out, local sales were up 9%, while national spot was up 8%, TVB reported last week. The averages were higher for affiliates, with local sales up 10% and national spot up 8.1%, for a combined average increase of 9.2%. Independents reported an average 5.4% gain in local sales and an average 7.5% gain in national spot sales, with a combined average increase of 6.4%.

Media General broadcasts higher revenue

Media General has reported a 2% increase in first-quarter television operating income, to \$7.5 million, on an 8% revenue gain, to \$48.2 million. The company, which owns broadcast TV stations and cable systems, says the broadcast group had "sharply higher revenues and operating income." The cable division showed a drop in operating income on "modest" revenue gains, which were more than offset by higher operating costs, "particularly in the programming and depreciation expense categories," the company says.

Freedom affiliate switch

Freedom Communications' WLNE (TV) Providence, R.I., will switch affiliation from CBS to ABC sometime this summer. The agreement was sparked by CBS plans to buy the current ABC affiliate, WPRI-TV, pending FCC approval. Fox made an aggressive bid for Freedom's Providence affiliate, but came up short. Meanwhile, Freedom has renewed its ABC affiliation for its station in Chattanooga, Tenn., WTVC(TV). Freedom broadcast division president Alan Bell said both stations signed long-term deals with ABC. The company has three CBS affiliates: WRGB(TV) Albany, N.Y.; KTVL(TV) Medford, Ore., and KFDM-TV Beaumont, Tex. Long-term affiliation agreements have not yet been negotiated for those stations.

Network ad clutter up

Network advertising/promotion clutter rose last year in all dayparts except late night, according to a study released last week by the American Association of Advertising Agencies and the Association of National Advertisers. The survey says that in May 1994, ABC averaged 13 minutes and 40 seconds of non-program minutes per hour of prime time, up 19 seconds from May 1993. CBS averaged 14 minutes, nine seconds of non-program minutes per prime time hour last May, a

gain of 43 seconds from a year earlier. NBC averaged 14:18 last May, a gain of 27 seconds. Fox averaged 15:13 last May, a gain of 53 seconds.

Daytime has the most non-program clutter per hour, and CBS is the leader in that daypart, with a May 1994 average of 19:20, followed by ABC's 18:52 and NBC's 18:29, the study says.

Katz records loss

Katz Media Group reported a net loss of \$1.5 million for the quarter that ended March 31, on operating revenue of \$39.1 million, up 10%. For first quarter 1994, Katz reported a net loss of \$5.3 million, with revenue of \$35.4 million.

Profit follows loss for Renaissance

Group TV station owner Renaissance Communications has reported first-quarter operating profit of \$7.7 million on a 17% revenue gain, to \$37.3 million. For first quarter 1994, the group suffered an operating loss of \$4.8 million. The company reports broadcast cash flow of \$12.5 million, up 42%. Company chairman Michael Finkelstein cites strong advertising demand, aggressive local sales efforts and gains by Fox as factors in the improved results. Five of the company's six stations are Fox affiliates.

—SM

CLOSED!**WKTU(FM) Ocean City, N.J.****Price:** \$850,000**Buyer:** South Jersey Radio Inc. (Howard Green, president/100% voting stock/50% equity; Donald Simmons, 50% equity). Owns WOND(AM) Pleasantville, WONZ(AM) Hammonton, WMGM-FM Atlantic City and WMGM-TV Wildwood, all New Jersey; WJPY(AM)-WSUX(FM) Seaford, Del. Individuals own 50% of WENY-AM-FM-TV Elmira, N.Y.**Seller:** Atlantic Morris Broadcasting Inc. (Saddle River Holdings, 100% stockholder). Is selling WLPZ(AM) Westbrook and WCSO(FM) Portland, both Maine; WABT(FM) Dundee (Chicago), Ill.; WALL(AM)-WKOJ(FM) Middletown, N.Y.**Facilities:** 98.3 mhz; 3 kw; antenna 300 ft.**Format:** oldies**CP for KJMM(FM) Bixby, Okla.****Price:** \$825,000**Buyer:** Perry Broadcasting Co. Inc. (Russell Perry, president/100% interest). Owns KVSP(AM) Oklahoma City.**Seller:** John Singer; has no other broadcast interests. Singer is selling 8,750 shares of Class A common stock of KJMM Inc. to Perry, which already bought 12.5% for \$125,000.**Facilities:** 105.3 mhz; 25 kw; antenna 328 ft.**Format:** urban**KUKB(FM) Texarkana, Ark.****Price:** \$500,000**Buyer:** Texarkana Broadcasting Co. Inc. (John Mitchell; Matthew Delaney, principals). Owns KLLI-FM Hooks (Texarkana), Tex.**Seller:** Colon Johnston; no other broadcast interests.**Facilities:** 106.3 mhz; 50 kw; antenna 492 ft.**Format:** classic rock**Broker:** Sunbelt Media Inc.**KMBY(AM) Capitola, Calif.****Price:** \$425,000**Buyer:** Personal Achievement Network Inc. (Don Malloy); no other broadcast interests.**Seller:** Atmor Properties Inc. (Lee Schubert, trustee). Owns KHTY-AM-FM/KTMS-FM Santa Barbara and KVRG-FM Seaside, both California; WSTL(AM)-WENU(FM) Glens Falls, N.Y.**Facilities:** 1540 khz; 10 kw.**Format:** motivational/personal growth**Broker:** Jorgenson Broadcast Brokerage**KZCD(FM) Lawton, Okla.****Price:** \$400,000**Buyer:** KLAU Broadcasting Inc. (Ron Rogers, president/50% interest; Roy Butler, 50%). Owns KVET-AM-FM/KASE-FM Austin, Tex.**Seller:** Communicorp. Inc. (James Garner, president); no other broadcast interests.**Facilities:** 94.1 mhz; 3 kw; antenna 328 ft.**Format:** hot country**WNWI(AM) Valparaiso, Ind.****Price:** \$375,000**Buyer:** Birach Broadcasting (Sima Birach, president/100% voting stock). Owns WNZK(AM) Dearborn Heights, Mich.; WWCS(AM) Canonsburg, Pa.; is permittee of WDMV(AM) Pocomoke City/Brinklow and

WTVY-TV, Dothan, Alabama, from Dothan Holdings II Inc., to Benedek Acquisition Corporation, Richard Benedek, President, for \$28,500,000.

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TV news proves profitable

More than 80% of television stations profited from their newscasts in 1994, according to a recent survey by the Radio-Television News Directors Foundation and Ball State University, Ohio.

Overall, 83% of TV stations earned a profit in news last year, slightly higher than the 82.2% that reported a profit from news in 1993. Only 7% reported losing money on news broadcasts last year, the survey says.

Network affiliates showed slightly better returns, with 86% profiting from news and 6.7% reporting a loss. A slightly smaller percentage of independent stations reported profiting from newscasts last year.

The survey says stations in mid-sized markets were most likely to profit from newscasts: Eighty-seven percent of stations in markets 26-50 earned a profit, while 88.4% of stations in markets 51-100 earned a profit with news.

Radio stations were less likely to make money with news. The survey found that 44% of radio stations reported a profit, 34% of stations said they broke even and 21% reported losing money on news in 1994. —DP

WWTL(AM) Walkersville, both Maryland.

Seller: Northwestern Indiana Radio Co. Inc. (Marilyn Hershman, president); no other broadcast interests.

Facilities: 1080 khz; 250 w day

Format: AC

WDJY-FM Trenton (Gainesville), Fla.

Price: \$370,000

Buyer: Pinnacle Broadcasting Inc. (Florida Broadcast Investment Group); no other broadcast interests.

Seller: Radio Florida Partners Inc. (Larry Grimes, president); no other broadcast interests.

Facilities: 101.7 mhz; 6 kw; antenna 328 ft.

Format: country

Broker: Hadden & Associates

KYXE(AM) Yakima/Salah, Wash.

Price: \$350,000

Buyer: Spanish Language Broadcasters of Washington LP (Robert Powers, managing partner/100% interest); no other broadcast interests.

Seller: TAD Broadcasting Inc. Owns KXXS(FM) Toppenish, Wash.

Facilities: 1020 khz; 5 kw day, 500 w night

Format: Spanish contemporary

KCLA(AM)-KZYP(FM) Pine Bluff, Ark.

Price: \$345,000

Buyer: Pine Bluff Radio Inc. (Don Turner, president/45% interest; Robert Magruder, 45%). Owns KPBO-FM Pine Bluff, Ark.

Seller: KCLA Inc. (E. Harley Cox Jr., president); no other broadcast interests.

Facilities: KCLA: 1400 khz; 1 kw. KZYP: 99.3 mhz; 3 kw; antenna 200 ft.

Format: KCLA: country; KZYP: urban contemporary

WTLK(AM) Taylorsville, N.C.

Price: \$225,000

Buyer: Apple City Broadcasting Co. (J. Norris Keever, president/45% voting stock; Roger Brown, 45%); no other broadcast interests.

Seller: International Broadcasting Co. (Claudetta Potts, president); no other broadcast interests.

Facilities: 1570 khz; 1 kw day, 248 w night

Format: C&W

WTGY(FM) Charleston, Miss.

Price: \$174,000 for transfer of control of Charleston Broadcasting Co.

Buyer: Tommy Darby; no other broadcast interests.

Seller: Bobby Anderson; no other broadcast interests.

Facilities: 95.7 mhz; 3.8 kw; ant. 300 ft.

Format: C&W/farm

WPMR-FM Tobyhanna, Pa.

Price: \$50,000

Buyer: Keymarket of NEPA Inc. (Kerby Confer, Christopher Gaffney, Richard Churchill, 33.3% voting interest each). Owns WWL(AM)/WLMG(FM)/WSMB(AM)/KMEZ(FM) New Orleans; WRVR(FM)/WJCE(AM)-WOGY-FM Memphis; WBEN(AM)/WWKB(AM)/WKSE(FM)/WMJQ(FM) Buffalo, N.Y.; WLAC-AM-FM/WJCE-FM Nashville; WKRZ(FM)/WGGY(FM)/WILK(AM)/WGBI(AM) Wilkes-Barre/Scranton, Pa.; KBLA(AM) Los Angeles.

Seller: Crystal Castle Inc. (Stacy DeWitt); no other broadcast interests.

Format: news/talk

Facilities: 107.9 mhz; 5.7 kw; antenna 564 ft.

KRME(AM) Hondo, Tex.

Price: \$34,000

Buyer: US Ninety West Communications Inc. (Tim Walker, president/33.3% interest); no other broadcast interests.

Seller: Five Points Broadcasting Inc. (James Withers, president). Owns KEEP(FM) Bandera, Tex.; KKNQ(FM) Laramie, Wyo.

Facilities: 1460 khz; 500 w day, 226 w night

Format: religious

KXVQ(AM) Pawhuska, Okla.

Price: \$30,000

Buyer: KRIG Inc. (Homer Hills Jr., president/51% interest; Bruce Campbell, 49%). Owns KRIG(FM) Nowata, Okla.

Seller: Dwight Carver; no other broadcast interests.

Facilities: 1500 khz; 5 kw day, 500 w critical hours

Format: country/bluegrass

WSTN(AM) Somerville, Tenn.

Price: \$18,119

Buyer: Fayette County Broadcasting (Alfred Roberson III); no other broadcast interests.

Seller: CITA Broadcasters Inc. (Barry Sterling); no other broadcast interests.

WMGL(FM) Ravenel, S.C.

Price: \$10,000

Seller: Dortha Lucas, personal representative of licensee Southwind Communications Inc. Charleston; no other broadcast interests.

Buyer: William Dudley III; owns WWVZ(FM) Summerville, S.C.

Facilities: 101.7 mhz; 3 kw; antenna 482 ft.

Format: new AC

KPXE(AM) Liberty, Tex.

Price: \$5,000

Buyer: Arthur Liu. Owns WNWK(FM) Newark, N.J.

Seller: Trinity River Valley Broadcasting Co. (William Buchanan). Owns KSHN(FM) Liberty, Tex.

Facilities: 1050 khz; 250 w day

Format: AC

Errata

The format of WCMG(FM) Marion, S.C., was incorrectly listed in a May 1 "Changing Hands" item. The station's format is urban adult contemporary.



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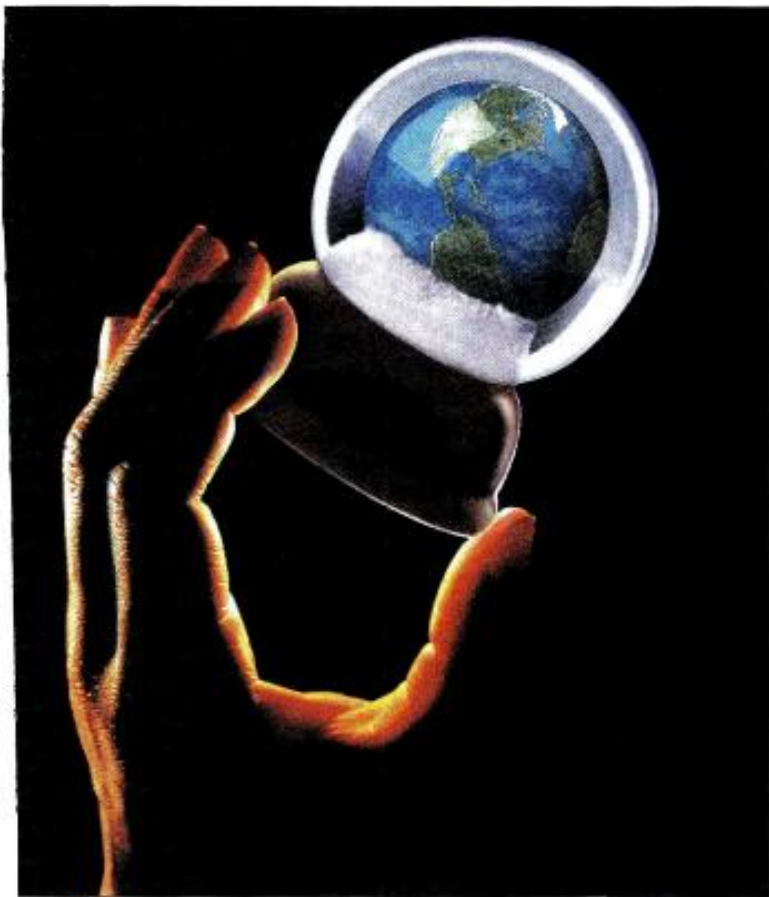
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Lawmakers wary of telco-cable deals

Administration officials also warn of anticompetitive aspects

By Kim McAvoy

Senate Antitrust Subcommittee members expressed strong reservations about allowing mergers between telephone and cable companies serving the same areas.

Senate telecommunications-reform legislation reported out of committee last month would permit such mergers and joint ventures. The major thrust of the measure is to allow telcos and cable into each other's businesses.

"We must be mindful that mergers in these areas may be anticompetitive," said subcommittee chairman Strom Thurmond (R-S.C.), who convened last Wednesday's hearing to examine the antitrust implications of the bill, which the Senate Commerce Committee passed in March.

Thurmond also thinks that policing such mergers and joint ventures may be impossible. The Justice Department and the Federal Trade Commission "may be overwhelmed and forced to spend tremendous resources in an effort to address mergers between viable potential competitors," Thurmond said. "If it is in the best interest of consumers

and competition, it may be prudent to amend the legislation to screen out and prevent in-region telephone/cable mergers as long as the two systems are viable."

"Now is not the time to revert to a one-wire world," said Senator Patrick Leahy (Vt.), the ranking Democrat on the subcommittee. "I am concerned that the promise of competition for local telephone service and video services will never be fulfilled if we unleash dominant telephone and cable companies to acquire potential competitors and each other, rather than compete."

He also expressed concern with provisions that would deregulate cable rates. "I have questions about taking the lid off cable rates," Leahy said.

During the hearing, administration witnesses reaffirmed the White House's opposition to permitting so-called telco-cable buyouts. The White House also wants the bill to include a role for the Justice Department in approving regional Bell operating company entry into the long-distance telephone business. And it opposes deregulating cable rates, which the bill would do.



Preventing telco-cable mergers may be in best interest of consumers, Senator Strom Thurmond says.

"Permitting such [telco-cable] mergers could undermine potential competition between the two wires before it begins, potentially raising telephone and cable prices paid by consumers and leaving antitrust litigation as virtually the only potential barrier to anticompetitive behavior," said Anne Bingaman, chief of the Justice Department's antitrust division.

Instead, administration officials have suggested that mergers and joint ventures between telcos and cable be prohibited—except in rural areas. This exemption may be needed in communities with fewer than 10,000 residents, "since such areas might not be capable of supporting two wire-based competitors," said Larry Irving, chief of the National Telecommunications and Information Administration.

The cable industry thinks joint ventures and mergers should be allowed, especially in communities with 50,000 or fewer residents. Mergers should be permitted in low-density and rural markets that are unlikely to support two-wire competition, said Decker Anstrom, president, National Cable Television Association.

"It is unrealistic to expect that all markets in the United States will be able to sustain the two-wire competitive model, given the substantial cost of constructing such facilities and the impact of competition from wireless and DBS services," Anstrom said.

An NCTA study shows it is unlikely that two competing video providers could co-exist profitably in communities of fewer than 50,000. ■

NCTA hopes to ward off set-top sales

Mandating the retail sale of cable descramblers or set-top boxes is a bad idea, according to the National Cable Television Association.

NCTA President Decker Anstrom last Wednesday outlined cable's opposition to House and Senate bills that would allow the FCC to establish rules permitting the retail sale of such devices.

Retail sale of cable descramblers would increase cable signal theft because there would be easy access to unlimited numbers of boxes, Anstrom told the Senate Antitrust Subcommittee. "Since cable theft raises the costs of doing business for cable systems and, ultimately, cable consumers, product security is essential to the economic well-being of cable operators, cable subscribers and program networks. Even new digital technologies cannot solve cable's security concerns if descramblers are sold at retail outlets."

The Consumer Electronics Retailers Coalition is a key advocate of the legislation.

—KM

Cable ignores competition invitation

Industry may be waiting for Congress to dismantle rate regulation

By Christopher Stern

It has been five months since the FCC invited the cable industry to prove that potential competition was affecting its business plans. So far, the agency has no takers.

Cable's reluctance to take advantage of the invitation is surprising, FCC officials say, because proof of "effective competition" could end rate regulation for extended basic services.

Some FCC sources say the industry is not taking advantage of the offer out of concern that it would discourage Congress from dismantling rate regulation. Legislation was introduced last week in the House that would end the FCC's regulation of expanded basic services (see "Top of the Week").

The cable industry counters that it is the FCC that is trying to manipulate Congress by offering to deregulate systems before the Cable Act of 1992 would do so.

"Some skeptics would think [the invitation] was more an overture to Congress rather than industry," one cable lawyer says. Those skeptics maintain that the FCC is attempting to demonstrate that it already is providing regulatory flexibility and that Congress does not need to revisit the Cable Act.

While insisting that it already is feeling the effects of competition, cable executives last week said no claims have been made because the FCC's offer is confusing and lacks detail.

"No one knows what it means," said Steve Effros, president, Cable Telecommunications Association. "I could show you tomorrow some companies that have had their pricing affected by [direct broadcast satellite], MMDS [or wireless cable] and even telcos."

Under the Cable Act, a cable system is freed from rate regulation if a competitor passes 50% of its homes and signs up at least 15% of its customers.

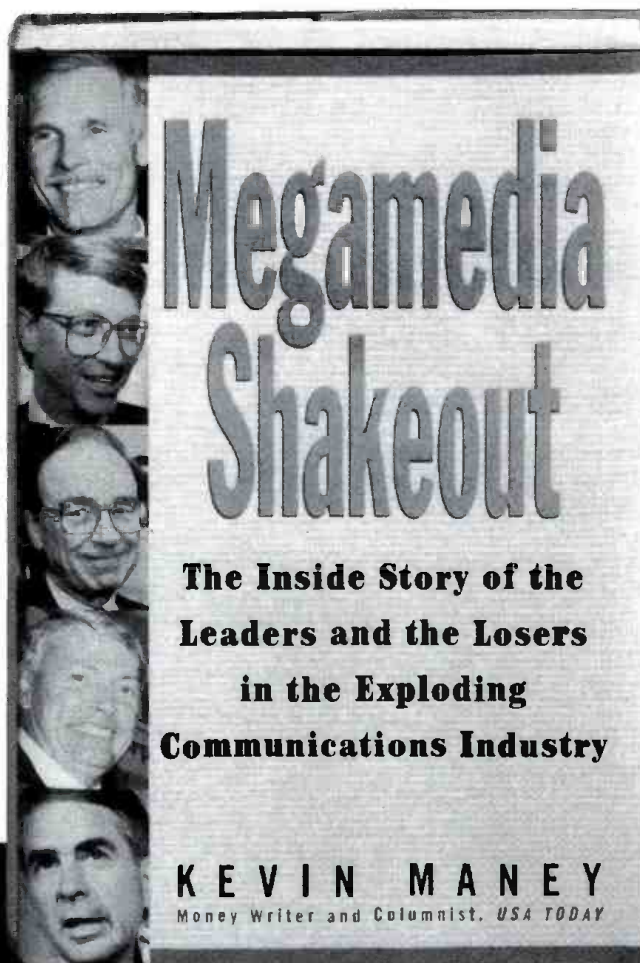
But in an order issued in January, the FCC said: "There may be circum-

stances where a cable system, although not subject to effective competition as defined by the 1992 Cable Act, may be constrained by the presence of one or more other multi-channel video-programing distributors in the franchise area."

The cable industry has told us

their ability to raise rates is affected long before they lose 15% market share," said FCC Chief of Staff Blair Levin.

Levin refused to speculate on cable's reluctance to accept the FCC's invitation to file for early relief from rate regulation. "The rab-



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bis say we judge others by their actions and ourselves by our motives. I will not judge the motives of others," said Levin.

The FCC's offer to consider a market competitive before the Cable Act does is commonly referred to as Paragraph 10, because it is the 10th paragraph of an order by the FCC's Cable Bureau.

Since DBS successfully launched last year, the cable industry has contended that it faces competition in every franchise area in the nation. Continental Cablevision cited DBS in the only petition filed under Paragraph 10, for its system in Los Angeles.

However, Continental withdrew that filing when it entered into a "social contract" with the FCC last month. If the agreement receives

final approval from the FCC, it will resolve 370 outstanding rate complaints, including the one filed in Los Angeles.

Some cable lawyers cite the existence of Continental's social contract as another factor that decreases the value of Paragraph 10. Virtually every major multiple system operator is now discussing making a similar agreement. The deal allowed Continental to virtually eliminate its backlog of rate complaints. "Unquestionably, the social contract has redirected focus away from Paragraph 10," one cable lawyer says.

But others say Paragraph 10 will grow in importance as competition from other technologies increases. Currently, a small system in Texas, which has a wireless cable competi-

tor, is the only system in the nation which has been freed from regulation because of competition from an alternative technology. Adelphia Cable, which faces the most immediate threat from video dialtone, said it is taking a close look at Paragraph 10. Bell Atlantic has received FCC approval to build a commercial VDT network in Dover Township, N.J., where Adelphia has 26,000 customers.

FutureVision, which plans to offer programming over Bell Atlantic's VDT network, already has promised to undercut Adelphia's rates by 20%. "We are clearly contemplating [filing under Paragraph 10]," says Randall Fisher, vice president/general counsel, Adelphia. "We are also waiting to see what Congress does." ■

Small cable systems: a matter of numbers

FCC order makes relief available to systems with up to 15,000 subscribers

By Christopher Stern

The FCC is putting the finishing touches on an order that would greatly increase the number of cable systems and multiple system operators entitled to regulatory relief for small operators.

FCC Cable Services Bureau Chief Meredith Jones last week confirmed that if adopted as now written, the rules would change the definition of a small cable system from one with 1,000 subscribers to one with 15,000. The order also would increase the definition of a small MSO from one with 250,000 subscribers to one with 400,000.

Under the order, more than 66% of cable companies would be defined as small cable systems, and small companies would serve 12% of cable subscribers. The current definition covers 3.5% of cable subscribers.

The FCC's order also would grant small cable companies' requests for greatly streamlined filings. The new regulations also presume that small cable operators face higher per-channel costs than do larger systems and would allow them to charge higher subscription rates, according to Steve Effros, president, Cable Telecommunications Association.



The FCC's order allows small cable operators to charge subscribers more, says Steve Effros, president, Cable Telecommunications Association.

The order also would allow newly defined small cable operators to charge higher per-channel rates than the rest of the industry. The per-channel rate is what a cable system can bill customers for each channel that is provided. The formula for determining the per-channel rate is based on the number of channels a cable system has, along with the number of satellite-delivered ser-

vices available. Satellite-delivered cable services include CNN, MTV and Court TV.

The FCC also will grant waivers to small cable operators that consolidate their headends and no longer fit under the small-system cap of 15,000, said David Kinley, chairman, Small Cable Business Association.

The decision marks a turning point in the FCC's relationship with the small cable industry, Kinley said. "It is no longer an adversarial relationship." The FCC was putting the finishing touches on the order last week.

While the FCC's order is welcome news to the small cable industry, it falls short of a congressional proposal. Under legislation introduced last week in the House, the small cable industry would get immediate relief from rate regulation (see "Top of the Week"). The 1992 Cable Act blocks the FCC from granting blanket regulatory relief.

Also last week, the FCC asked for comments on the state of competition in the cable industry. The Cable Act orders the commission to report annually to Congress on the state on competitiveness in the cable marketplace. ■

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Cable Services Bureau chief deflects criticism with cooperation

First year on job marked by change in industry attitudes

By Harry A. Jessell

You don't cover fish, do you?" FCC Cable Services Bureau Chief Meredith Jones asks when a reporter requests a comparison of her current job with her previous one as general counsel of the National Oceanic and Atmospheric Administration.

Regulating fisheries was "far more contentious" than regulating cable rates, she says. NOAA's decisions limiting harvests of salmon and had-dock affected fishermen's livelihoods and whole communities. "Fishermen were overturning cars and burning them in Boston," she says.

So far, there have been no reports of civil disobedience by cable operators upset by FCC rate regulations, which stem from the 1992 Cable Act and which have put a severe crimp in industry revenue and cash flow. But Jones has had to cope with a barrage of criticism aimed at her and the bureau and rules she personifies.

A warmer reception

FCC Chief of Staff Blair Levin says Jones has shown "incredible courage" during her year at the agency by building the bureau amid the "political maelstrom" touched off by the rate cuts and an "extraordinary amount of unfair criticism."

Jones's first day on the job came last May at the National Cable Television Association convention in New Orleans, where operators still were smarting from the FCC's order to slash cable rates 17%. "It was very hostile," she recalls.

But Jones is expecting a better reception at the 1995 convention in Dallas this week and likely will get it. Most operators are beyond attacking the FCC. They now are trying to make the best of the agency's complex regulations, although they also are attempting to convince Congress to gut them.

The new cooperative attitude is

exemplified by the FCC's so-called social contract with Continental Cablevision, by which the Boston-based operator agrees to certain pricing in exchange for additional freedom to package programs and the settlement of scores of rate complaints. "It's a good idea," Jones says. "It's good for consumers, it's good for the commission and it's good for the company."

Hard work praised

Continental's Robert Sachs praises Jones for the hard work she and other officials put into hammering out the deal, work that often stretched late into the night. "And the government doesn't pay overtime," he says.

Jones is willing to strike similar deals with other operators: "If people want to come in and talk to us, we are interested in talking to them."

Another example of the bureau's willingness to work with the industry is its current proceeding to increase the number of cable operators entitled to regulatory relief as small companies (see story, page 88).

Now close to fully staffed, Jones's 200-person bureau is beginning to make some headway on the backlogs of filings and complaints. And it is nearing the end of the long list of rulemakings mandated by the Cable Act.

By the fall, Jones promises, the FCC will adopt final rules on what operators may charge restaurants and other commercial establishments, on ownership of cable wiring inside homes and on so-called cost-of-service proceedings, in which operators can argue for higher rates.

Lack of experience

Although Sachs and other cable lawyers say Jones has learned fast in her year at the FCC, she still draws some criticism for her lack of telecommunications experience. Before her year at the NOAA, she spent seven as senior counsel to



Chief Meredith Jones is likely to get a warmer reception at this year's NCTA convention.

Bechtel Financing Services, where she helped put together financing for Bechtel's megaconstruction projects. Before that, she practiced securities law for 12 years at two firms. FCC Chairman Reed Hundt, who met Jones in law school (both are Yale, class of '74), persuaded her to make the jump from the NOAA to the FCC, she says.

Pleased with cable business

Jones sees regulation as a poor substitute for competition. As a lawyer for Bechtel, which financed and engineered power plants, she says she saw how competition in power generation was far more effective in reducing costs and consumer rates than was federal regulation. "As competition comes, we should be getting out of regulation," she says.

Jones does not return fire. In fact, she professes to like the cable business. "It's very entrepreneurial with a lot of vitality and a lot of energy."

And she is a happy cable customer. As soon as she decided to take the FCC job last year, she signed up for service at her home in the Glover Park section of Washington. "I send in my check and never call," she says. "I've never had a reason to call." ■



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Primestar's miles-high problem

Auctions of satellite channels discussed after FCC kills frequency switch

By Chris McConnell

Primestar Partners has a problem. The FCC has reclaimed satellite frequencies that cable consortium-owned Primestar planned to use to shift from a medium-power to a high-power service next year. Those direct broadcast satellite channels would have allowed Primestar to increase its channel capacity to more than 200, while the size of customers' receiving equipment could be decreased.

To add to the dilemma, Primestar's current satellite is due to run out of fuel next year. That leaves the venture's participants facing a tight schedule for reversing the FCC decision or implementing an alternative plan.

"It represents a major blow," DBS analyst Michael Alpert says of the FCC's action. "[Primestar] cannot compete effectively at medium power."

Primestar had planned to shift from medium to high power using frequencies procured by Tele-Communications Inc. subsidiary Tempo DBS. TCI, a 21% equity stakeholder in Primestar, struck a deal last fall with DBS licensee Advanced Communications Corp. to acquire 27 high-power frequencies in exchange for 2 million shares of TCI stock. Tempo also ordered two satellites from Space Systems/Loral to deliver programming from Advanced's orbital slot at 110 degrees west.

The satellites are still on the way, but the orbital frequencies are not. The FCC on April 26 decided that Advanced had not met its due-diligence requirements in establishing a service. The commission reclaimed the frequencies at 110 degrees along with Advanced's 24 channels at 148 degrees west.

"Advanced has made little

progress in construction, launch and initiation of a DBS system in the past decade," the commission said, citing the start-up of other DBS services during the same period. As part of the ruling, the commission dismissed Primestar's application to shift frequencies from Advanced to Tempo.

"We were not evaluating the trans-

sferred that the FCC may consider auctioning the channels, which Tempo says would have netted some \$27 million for Advanced Communications.

"Anything that moves through the air is potentially actionable," says communications lawyer Nick Allard of Latham & Watkins. Auctions also are mentioned in a registration statement submitted by DBS proponent EchoStar to the Securities and Exchange Commission just days after the FCC decision.

Bringing auctions to the satellite industry, though, could prove difficult, Allard and others say. Allard cites international considerations, while others maintain that DBS frequencies, as broadcast channels, could be exempt. FCC officials have no comment on the prospect of auctions.

"Whatever we do, it's our intent to do it promptly," Harris says.

Defining "prompt" will be on the agenda at Tempo, which expects to launch its first satellite on a Russian Proton rocket next April or May. "We obviously are going to file for expedited action," Tempo President David Beddow says.

Tempo and Advanced hope to avoid the channel-reassignment issue altogether by "vigorously" petitioning the FCC to reconsider its ruling on Advanced, he says.

"We're in a position to implement the system next year," Beddow says, maintaining that an FCC reversal would mean faster service to the public. Making Tempo's case at the FCC will be Washington communications law firm Wiley, Rein & Fielding, headed by former FCC chairman Richard Wiley.

In past FCC filings, Tempo has stressed its plans to provide satellite



GE Americom's Satcom K1 satellite, Primestar's current home, is scheduled to reach the end of its life next year.

fer," says FCC International Bureau Chief Scott Harris. Instead, the FCC focused on whether Advanced should continue to hold the channels, he says, and "they were not entitled to the orbital slots."

Who is entitled to the slots now is an open question. The FCC has a procedure for reassigning frequencies to existing licensees that have requested additional channels. But the commission has not decided whether it will follow that procedure or develop a new method for assigning the channels. Observers have

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capacity to Primestar as well as Primestar's investment in the satellite TV venture. "With a \$1 billion investment, Primestar simply cannot afford to be anything other than a strong and aggressive competitor," Tempo said earlier this year. Recently, Primestar unveiled the latest TV spots in a \$100 million marketing effort it's mounting this year.

Should such arguments fail, Primestar will look at other options for maintaining service to its existing subscribers, who number more than 380,000. Tempo's Beddow cites the possibility of launching a Space Systems/Loral satellite to the 119 degrees west slot, where Tempo still holds 11 frequencies.

Another alternative could be to use one of the new satellites to deliver programming in the fixed satellite service (FSS) band, as Primestar currently does from the GE Americom Satcom K1 satellite. The satellite is

capable of delivering FSS service to the current base of Primestar receivers, a Space Systems/Loral spokesman says.

"We're looking at all of our alternatives," Beddow says. "We're not going to go out of business."

Others cite the possibility of a Tempo deal for frequencies with one of the other DBS licensees, particularly EchoStar. The DBS proponent controls the other 21 frequencies at 119 degrees. The company acquired 10 of those late last year in a merger with DBS licensee DirectSat.

EchoStar will use the frequencies to launch its own DBS service, says Marketing Vice President David Carlson, although he does not rule out the possibility of negotiations with Tempo. "At this point, it's not planned," Carlson says, citing the company's goal of launching a service later this year.

Last week, the company filed a

registration statement at the SEC in support of its DBS venture. The statement, underwritten by Donaldson, Lufkin & Jenrette, does not specify the price at which stocks will be offered. For purposes of calculating an SEC registration fee, though, the document estimates offering 5 million shares at \$16 per share.

The document also reports concerns that EchoStar could suffer a setback similar to Primestar's. It cites efforts by DBS proponent Dominion Video Satellite to contest the DirectSat frequency assignments at 119 degrees. Such opposition, the statement says, could result in the transfer of the 10 DirectSat channels from the 119 slot to 61.5 degrees, which does not allow for full coverage of the continental U.S.

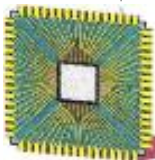
"There can be no assurance that Dominion's petitions will be denied," the statement's section on "risk factors" reports. ■

Cutting Edge

By Chris McConnell

Data broadcasting proponent

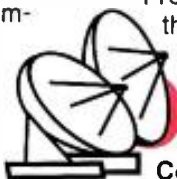
WavePhore still has a shot at participating in an effort to set a voluntary data broadcasting standard. In a recent meeting, the National Data Broadcasting Committee deferred a decision on allowing WavePhore to participate in field testing of data broadcasting technologies. The committee, a joint project of the NAB and the Electronic Industries Association, already has conducted a series of laboratory tests on the WavePhore system as well as technology developed by Menlo Park, Calif.-based Digideck. A



committee working party earlier had recommended that the Digideck system proceed to field testing. The full committee has now asked that the working party review information on system improvements submitted by WavePhore, which did not fare as well as Digideck in tests of signal robustness during the lab testing. The committee asked that the working party issue a recommendation by early June on whether WavePhore should participate in the field testing, which the committee hopes to begin in mid-June.

PanAmSat last

week said China Central Television (CCTV) will use three of its satellites to distribute its Mandarin-language programming around the world. The separate satellite system is providing CCTV with a digital channel on its planned PAS-4 Indian Ocean satellite as well as two channels on the planned Atlantic Ocean PAS-3 satellite and a fourth channel on the PAS-2 Pacific satellite. The contracts are the first for global coverage by a customer originating programming from outside the U.S., PanAmSat says. "We're doing this for more and more people," PanAmSat President Fred Landman says of the global distribution deal.



The Satellite Broadcasting and Communications

Association (SBCA)

last week announced a new trade association that will represent satellite manufacturers, operators, launch companies and service providers. The group, to be called the Satellite Industry Association, will function initially as a subsidiary of the SBCA. The new group's 11 members are AT&T Skynet Services, American Mobile Satellite Corp., Arianespace, GE Americom, Global Access Telecommunications Services, Hughes Communications, Keystone Communications, Lockheed Martin, Orbital Sciences Corp., Orion Network Systems and Space Systems/Loral. SBCA said the group will work to promote the role of satellite applications and technologies in the communications marketplace.



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TV/Technician. Master Control Operator, experience GVG-1600, Betacart, FCC R&R, basic editing skills, available nights/weekends. PC skills a plus. Resume to Personnel Director, WB50/WFTV-TV, 212 Wisconsin Avenue NW, Suite 350, Washington, DC 20007 or Fax: 202-965-0050. EOE.

Maintenance Technician. KSDK-TV St. Louis #1 NBC affiliate. Maintain studio and ENG equipment also transmitter, microwave, radar and satellite systems. Three to five years experience with broadcast equipment to the component level. FCC General Class and License and SBE certification preferred. Send resume with qualifications to Human Resources, KSDK-TV, 1000 Market Street, St. Louis, MO 63101. No calls please. EOE.

Television Technical Director. Must be able to efficiently perform switching and video source routing during Monday - Friday, 5PM, 6PM and 10PM newscasts. Familiar with operation of Grass Valley 3000 Switcher, Pinnacle DVE, Pinnacle Still Store, SP Chyron Infit and Sony 370 studio cameras. Able to perform under pressure, meet deadlines and communicate well with Directors and Producers. Able to do some directing. Three years experience in a major market either directing or technical directing newscasts. Degree in Communications or related field desired. Qualified applicants will be motivated, creative and able to meet strict deadlines. To apply, please contact: Lyle Schulze, Program Director, KPRC-TV, P.O. Box 2222, Houston, TX 77252. 713-778-4750. EOE/Drug Free.

MASTER CONTROL OPERATOR

America's Talking, the first all-talk cable network, is seeking a master control operator for their Fort Lee, NJ offices. You will be responsible for the overall quality of on-air transmission, coordinate incoming and outgoing satellite and microwave feeds. You must have the ability to anticipate and trouble shoot on-air problems. Knowledge of camera and video shading/set-up is also required.

Work experience in master control and commercial integration are necessary and availability to work all shifts is a must. A background in Odetics and LMS is also required. Ability to work well with others; enthusiasm and initiative are a must. Proven ability to work under deadline pressure in a fast-paced environment.

For consideration, please send your resume to: Personnel Manager, MCO-TT, America's Talking, 2200 Fletcher Ave., Fort Lee, NJ 07024. We are an equal opportunity



Video Engineer. Fast paced stock film company seeks individual with minimum of 3 years video production and film transfer experience to operate 1", Bet SP and 3/4" equipment on evening shift. Resume to London Terrace, P.O. Box 20236, NYC 1011.

Maintenance Engineer. Conus Washington is currently seeking someone to maintain studio equipment, field gear and transmitters in Washington metropolitan area. Formal electronics training and 3 years experience with television equipment necessary. Please fax resume to Mang. of Admin. (202) 973-2065.

Chief Engineer -- NJN, New Jersey's Public Broadcasting network with four UHF stations, seeks a broad-based, technically expert Director of Engineering. The successful candidate will have a demonstrated record of achievement in hands-on management of a vibrant television station. Expertise in equipment maintenance and operational understanding of studio, remote production, ENG, microwave, master control and transmission facilities is required. Strong management and communications skills essential. Please reply in strict confidence to: William Jobs, Acting General Manager, NJN -- The New Jersey Channel, CN-77, Trenton, NJ 08625. EOE. M/F/H AA.

Chief Engineer: Seeking hands-on Chief Engineer. Must be knowledgeable in maintenance and repair of Harris VHF Transmitters, beta, 1" and 3/4" formats. Experience in Microwave also required. Send resume to John Rogers, GM, WABG-TV, Box 1243, Greenville, MS 38701. Fax 601-335-7029. EOE.

HELP WANTED NEWS

ENG Maintenance Engineer: Top 50 market affiliate seeking an ENG maintenance engineer. Minimum one year of repair and maintenance experience. Sony Beta equipment repair experience helpful. FCC license and computer related experience a big plus. Send resume to the attention of Mike Nichols, WSMV-TV, 5700 Knob Road, Nashville, TN 37209. EOE.

Assistant Chief Engineer, KRIV FOX O&O, Houston. Responsibilities include: supervision of Studio Maintenance Engineers; maintain technical quality and reliability by helping design technical systems to meet station needs, creating documentation to put designs into practice, performing corrective and preventative maintenance, installing equipment and other duties as assigned; station security, act as liaison between eng. and other departments. FCC license or SBE certification as broadcast or senior broadcast engineer. Minimum 5 years experience in operations, maintenance and management of a TV broadcast facility with a news operation. Send resume to: KRIV, FOX Television, Attn: Charmaine Williams, P.O. Box 22810, Houston, Texas 77227. EOE.

HELP WANTED SALES

WFTX-TV, the Fox Affiliate in Ft. Myers, Florida is seeking a highly self motivated Account Executive. Successful candidate must possess strong qualities in prospecting and new business development. Education in Marketing and Advertising a plus. Enjoy the sunshine in one of the fastest growing markets in the country. Minimum two years television sales experience required. Send resume and reference to: General Sales Manager, WFTX-TV, 621 SW Pine Island Road, Cape Coral, FL 33991. No phone calls please. We are an Equal Opportunity Employer.

Regional Account Executive - Television. Minimum five years broadcast sales experience. Proven track record at all levels of client and agency contact. Able to develop strong relationships. Must be able to demonstrate success in developing local and regional dollars from manufacturers and national retailers through strong ties to field reps and district managers. History of successful development and execution of client promotions. Must be well organized. No phone calls, please. Resumes by mail or fax to Cristina Carrera, LSM, WFLX-TV, 4119 West Blue Heron Boulevard, West Palm Beach, FL 33404. Fax 407-863-1238. EOE/MF.

Local Account Executive. WB affiliate, Top 10 market looking for Account Executive. Prior sales experience in TV, cable, radio required. Experienced in new business development. Sports experience a plus. Resume to Personnel Director, WB50/WFTY-TV, 2121 Wisconsin Avenue NW, Suite 350, Washington, DC 20007 or Fax: 202-965-0050. EOE.

Major international sales representative firm seeks highly motivated individual for very specialized sales opportunity in television in Greater Los Angeles. Qualifications include two to three year minimum experience in television advertising and marketing. Please call Rick Tichman 212-476-9494.

PRODUCER

NBC Desktop Video, which delivers live breaking news to the desktop computers of financial services professionals, is adding a real estate program. We are searching for a producer to develop and produce a weekly program and to serve as back up line producer for NBC Professional and NBC Private Financial Network.

Field producing, reporting and/or show producing experience necessary. A background and/or experience in real estate a must. This position is located in our Ft. Lee, NJ office.

If you are interested, please send your resume with salary history to:



**30 Rockefeller Plaza, Room 1678
Employee Relations-Department CP
New York, N.Y. 10112**

No phone calls please. Unfortunately, we are only able to respond to those resumes in which we have an interest.
NBC is an Equal Opportunity Employer m/f/d/v.

ASSOCIATE TV NEWS DIRECTOR (DGA)

NBC owned and operated TV station, WRC-TV, seeks an experienced Associate TV News Director for freelance position. Ideal candidate must have 3 to 4 years experience in news production, control room and live newscast. Must coordinate remotes, satellite feeds, traffic cameras and script changes. Must understand control room terminology and timing techniques. For prompt consideration, please send resume to **NBC, Employee Relations Department, Dept. AD, 4001 Nebraska Avenue, N.W., Washington, D.C. 20016.**

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



News Photographer. Must be a good storyteller with proven expertise in all aspects of ENG photography and editing. Ability to gather information essential. Must be prepared to work irregular shifts, weekends and nights. Minimum three years experience in television news photography. Applicant must hold a valid Texas driver's license and be insurable under Texas law. Preference will be given to applicants with appropriate educational background in communications and/or journalism. Reply to Ken Cockroft, News Operation Manager, KPRC-TV, P.O. Box 2222, Houston, TX 77252. 713-778-4972.

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

Weekend Anchor/Reporter: Top 60 NBC station in Mid-Michigan looking for a take charge person to anchor/produce weekend news with our female coanchor. Prior experience a must. Send resume and non-returnable 3/4" or VHS tape to: Personnel Director, WEYI-TV, 2225 West Willard Road, Clio, Michigan 48420. No phone calls. Prior applicants need not apply. M/F. EOE.

News Producer. Minimum of three years front line television news producing experience. Knowledge of live ENG and satellite. Responsible for two major newscasts per day. Send representative newscast and writing sample with resume. Include producing philosophy in cover letter. Send all to KOLR-10, P.O. Box 1716, Springfield, MO 65801. EOE.

WANT TO RESPOND TO A BROADCASTING & CABLE BLIND BOX ?

Send resume/tape to:
Box _____,
245 West 17th St.,
New York, NY 10011

Weekend Co-Anchor/Producer/Reporter- Number one station in market looking for an aggressive person to fill important weekend slot. Must have prior Anchor/Reporter/Producer experience. No beginners. No phone calls. Newsroom computer experience helpful. Send resume and non-returnable tape to: Sondra Nestor, Human Resources Administrator, WTOV 9, Altamont Heights, Box 9999, Steubenville, OH 43952. EOE.

Meteorologist: We get it all in eastern Iowa. Tornadoes, floods and blizzards. KCRG-TV, the 24 hour weather source, is looking for a fourth meteorologist. We have it all. Doppler radar, StormTracker, First Alert, Liveline V graphics. AMS seal preferred. Two years on-camera experience required. Send resume and non-returnable tape to: Dan Austin, KCRG-TV, P.O. Box 816, Cedar Rapids, Iowa 52406. EOE.

Meteorologist- Number one station in market looking for a Weekday Sunrise Meteorologist. Must have prior television experience as a Meteorologist. No beginners. No phone calls. Send resume and non-returnable tape to: Sondra Nestor, Human Resources Administrator, WTOV 9, Altamont Heights, Box 9999, Steubenville, OH 43952. EOE.

News Director: Aggressive Southwest Affiliate, in rebuild mode, looking for News Director. Must have strong journalistic skills, strong producing skills, good people skills and be a team player. Looking for longevity, jumpers need not apply. Minorities encouraged to apply. EOE. Send resume and tape to Box 00406.

News Photographer: CBS affiliate needs new photographer and editor. Minimum one year news experience. Drivers License. Resume and non-returnable tape to K. Ferrell, KTVA-TV, 1007 West 32nd Avenue, Anchorage, AK 99503. Closing date May 22, 1995. EOE.

News Photographer. WXIN TV FOX 59 seeks a News Photographer. Selected candidate will be extremely competitive, possess the ability to work with a sense of urgency, have solid production and technical skills, be a team player, and maintain a valid driver's license with sound driving record. Responsibilities will include the ability to shoot news stories, gather information, edit packages, vo's vo/aot's and news shows; shoot live shots. For consideration, send cover letter, resume and WXIN-TV, 1440 North Meridian Street, Indianapolis, IN 46202. Phone calls will result in applicant disqualification. EOE. Job offer contingent upon results of substance abuse testing. Application should include where learned of job.

Top 50 group owned network affiliate is looking for an experienced News Director. This individual must have a track record of success in a major market and possess strong leadership, communication and creative skills. Reply to Box 00412 EOE.

Producer. Top-rated CBS affiliate is looking for an experienced producer for one of our most important shows. We need someone with exceptional writing skills who can make our one-hour morning show stand out. The ideal candidate cares about the community and the audience. Send resumes and salary history to Elizabeth Hewlett, Executive Producer, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. No phone calls, please. EOE. M/F.

Reporter: If you like to shoot and report, we have the job for you. KCRG-TV is looking for a Reporter/Photographer for our Dubuque newsroom complete with live truck. One year on-camera experience required. Send resume and non-returnable tape to: Dan Austin, KCRG-TV, P.O. Box 816, Cedar Rapids, Iowa 52406. EOE.

News Videographer/Editor. Experienced videographer wanted for aggressive number 1 station in New York's capital region. Good editing skills and good news judgement a must. Send tape and resume to Neil Goldstein, WRGB-TV, 1400 Balltown Road, Box 1400, Schenectady, NY 12301-1400. EOE.

Producer/Director: Charleston, South Carolina ABC affiliate is looking for a top notch Newscast Director/Switcher. If you enjoy directing a fast paced 6pm and 11pm newscast using the best production equipment available send your resume tape and salary requirements to Personnel Department, WCBD-TV, P.O. Box 879, Charleston, SC 29402. EOE. M/F. Applicants drug screened.

Videographer. A fast-paced news bureau in Washington, D.C. seeks person with two years of shooting experience, ability to edit news pieces and knowledge of the Washington area. Send non-returnable resume tape to Box 00417 EOE.

Producer Wanted. Aggressive, creative, dynamic Producer position open. Give it your best shot, the first time. Great opportunity for the right person. Only those with experience should apply. Women and minorities are encouraged to apply. Send aircheck (non-returnable tapes) no more than 3 days old, along with anything else you think we need to know to: Al Sandubrae, News Director, KARK-TV, 201 West 3rd Street, Little Rock, AR 72201. M/F. EOE.

Photographer/Editor needed for KACV, the award-winning PBS affiliate for the Texas panhandle. Duties include shooting/editing for a weekly public affairs program, historical and news-oriented documentaries. Quality and creativity count! Two years news/special projects experience-minimum. Don't show me wrecks and fires. Excellent pay and benefits. Send tape and resume to: Office of Personnel Services, Amarillo College, P.O. Box 447, Amarillo, TX 79178. An EOE/AA employer.

A medium market, network affiliate located in the Southwest has an opening for a News Director. We are looking for a person with 3-5 years experience in commercial television, a dynamic person with good leadership skills to head our News Department. Someone who is energetic, creative, self motivated and possesses strong people management and time management skills and a strong desire to be number one in our market. Other skills include: management experience, strong editorial judgement and the ability to lead calmly under pressure. Send all inquiries to Box 00422. We encourage minority employment and are an Equal Opportunity Employer.

Assignment Desk Editor wanted! Northeast station is seeking person with minimum 2-3 years prior assignment desk experience. Must have good organizational skills and be able to communicate effectively. We're looking for a real self starter! Send resume to Box 00414 EOE

ABC affiliate with major commitment to news is looking for a Producer/Director. Must have a minimum of three years directing and supervisory experience. Looking for someone who is dedicated to directing newscasts, high-end production and participation in creative process. Background in technical directing, studio lighting and set design a plus. Send resume, non-returnable aircheck with call track to: WSYX-TV, P.O. Box 718, Columbus, OH 43216-0718, Attn: Producer/Director. No phone calls please. Women and minorities are encouraged to apply. Pre-employment drug testing. EOE. M/F/D.

Aggressive, computerized Pacific Rim newsroom looking for experienced, enterprising Reporters and Anchors. We are an award winning news department with a heavy emphasis on hard news. No feature reporters need apply. We want people who can kick butt in this tropical island paradise. We need a General Assignment Reporter, a Weekend Anchor/Reporter, and an Investigative Reporter. You need to have at least one year of professional TV news experience, two for the investigative position. We are also looking for a seasoned pro to run our Saipan bureau. In each position we promise an adventure you will never forget. EOE. Non-returnable 3/4 or VHS tapes, references/resumes by priority mail to Kirk Chaisson, News Director, Guam Cable TV, 530 West O'Brien Drive, Agana, Guam 96910.

Attention News Photographers! We are producing a half hour weekly TV show for national cable distribution and are looking for news features that you have shot and edited. If your piece is chosen for the show you will receive a field producer's fee. Please send your best feature work. Open to any news photographer in the country: small, medium, large or freelance, all must have written permission from employer. Please send only those stories that have no reporter track. Only Nat sound pieces, photo essays or self narrated pieces will be considered. This show features great photography and visual storytelling. Please send betacam dub and bio to: Through The Lens, c/o Gregg Hoerdemann, P.O. Box 25962, Raleigh, NC 27611-5962.

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.

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.

Meteorologist... Looking for the true weather enthusiast to join a powerhouse staff at the number 1 station in New York's capital region. Degree in meteorology a must, AMS seal and knowledge of WSI Weather Spectrum equipment a plus. Send tapes and resumes to Neil Goldstein, News Director, WRGB-TV, Box 1400 Balltown Road, Schenectady, NY 12301-1400.

Assignment Editor. KSDK-TV St. Louis #1 rated NBC affiliate. Opportunity to join an outstanding news organization. Require 5 years TV news desk experience. Degree preferred. Send resume with qualifications to Human Resources, KSDK-TV, 1000 Market Street, St. Louis, MO 63101. No calls. EOE.

If you've got lots of energy, are committed to being the best and have the burning desire to make a tough job fun, we're looking for you. We're the fastest growing news team in the Pacific Rim, and we're looking to expand. Minimum of two years news experience required. Women and minorities encouraged to apply. Send resume and tape to: Travis Coffman, News Director, KMCV News, P.O. Box 1298 or Fax 670-235-0965.

General Assignment Reporter. We're looking for a great story teller. You have two years of experience in TV news, strong writing/presentation skills and love "going live." Send resume and non-returnable tape to Kevin Kelly, WLFL-TV FOX 22, 3012 Highwoods Boulevard, Raleigh, NC 27604. Equal Opportunity Employer.

Desk Assistant: Entry-level position for an energetic, self-starting, highly organized individual. Responsibilities include script organization, file tape distribution and other general newsroom functions. Previous newsroom experience a plus. Send resume to: Bart Feder, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are an Equal Opportunity Employer.

HELP WANTED PRODUCTION

GRAPHICS SUPERVISOR

FOX SPORTS, a growing division of FOX BROADCASTING COMPANY, is seeking a dynamic, self-motivated art director to supervise the creative development of on-air product, personnel and graphics technology. Applicants must have 5 years of experience in broadcast design, preferably specializing in live television, including hands-on experience with a sound knowledge of the latest graphics technology. Position is based in Los Angeles. Interested candidates should submit resume with salary history to:

Fox Broadcasting Company,
Box 900, Dept. JP-01,
Beverly Hills, CA 90213
or Fax to 310/369-1049.
EOE.



Television Director Wanted. At least two years experience directing News and Commercial Production required for this fast paced news and production operation. The right person will be organized, creative, and able to work well with clients and staff. If you can fill the bill, send resume and tape to: Operations Manager, KSWO-TV, Box 708, Lawton, Oklahoma 73502. EEO. Women and minorities are encouraged to apply.

HELP WANTED PRODUCTION

Assistant Production Editor. Broadcast affiliate in beautiful eastern resort area needs an experienced editor to assist in local commercial production. Knowledge of shooting is also a plus. Pay range is \$18,000 - \$20,000. Must have hands-on experience, which includes Beta time code editing and 2-channel DVE. Send a resume and tape that shows good use of graphics and DVE moves - more than just 3/4 inch cut and wipe edits. EOE. M/F. Reply to Box 00401.

Fast but good, problem-solving Videographer/Editor for production house/ad agency. Intimate experience with toaster, lightwave 3D. Warm climate, positive environment. Send resume and non-returnable VHS reel to Box 00413 EOE.

Freelance Producer/Shooters. 1-person does all for nationally distributed sports magazine shows. Top 50 market experience preferred. Send tapes to: Provision, 3-1/2 North Santa Cruz Avenue, Los Gatos, CA 95030.

A Great Lakes, medium market TV station is seeking applicants for two positions: Production Assistant and News Producer/Editor. Applicants must be able to use non-linear editing systems. Send tape and resume to Box 00419 EOE.

Production Manager: Are you aggressive? Want to help build a winning team? Basics already exist. Looking for creativity, energy, good people skills, good working knowledge of most all production equipment for all live shows and commercials. Aggressive Southwest Affiliate with a lot of exciting plans. EOE. Minorities are encouraged. Reply to Box 00405.

HELP WANTED MARKETING

Marketing and Creative Services Consultant

The world's leading research and consulting firm is expanding again. Do you have experience in local station, network, or syndication promotion? Do you have experience converting research into a strategic marketing plan and developing positioning strategies that get results? If so, we want to hear from you.

Minimum qualifications include 7-10 years' television promotion experience, as well as experience in metered markets, strong communication and presentation skills, direct mail marketing, and a demonstrated knowledge of interactive technologies and industry trends. Work will involve travel from our Marion, Iowa, office to client locations, follow-up correspondence and phone calls, working with researchers on needs assessment, and responsibility for selling services to both clients and non-clients.

For confidential consideration, please send a cover letter and resume by May 22, 1995, to:

Amy Jo Reimer
Corporate Recruiter
Frank N. Magid Associates
One Research Center • Marion, Iowa 52302



MARKETING AND
CREATIVE SERVICES

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An Equal Opportunity Employer

Producer/Director (FT): KSEE 24 is looking for an innovative, energetic and client friendly commercial Producer/Director to work in Avid non-linear Post Suite. The person is responsible for producing and directing commercial and promotional projects utilizing the computerized editor. Some news directing preferred. College degree or two years experience as Producer/Director in broadcast field. All candidates accepting an offer of employment at KSEE will be required to undergo drug screening. Please send resume to KSEE 24 Personnel, P.O. Box 24000, Fresno, CA 93779. EOE. M/F. ADA.

Senior Broadcast Designer MacNeil/Lehrer Newshour is looking for a candidate with strong print and television design background for the Washington DC office. Must have 3-5 years experience in broadcast news. Proficiency required in Mac, Dubner Graphics Factory, Quantel V Series Paintbox. Rush resume and nonreturnable demo tape to: Calvin Solomon, 356 West 58th Street, NY, NY 10019.

Editor for a new Television Station emphasizing creativity and quality work. Candidates will be comfortable with ACE, Ampex switchers, SP, 1" and linear. Candidates must be willing to exploit non-linear, PC driven editors, DVE's and CG's. If you realize that being good takes dedication and hard work, tell us about yourself in a cover letter and resume. John Lyons, Production Manager, WRBW-TV, 2000 Universal Studios Plaza, Suite 200, Orlando, FL 32819. An Equal Opportunity Employer.

Graphics/Producer: Looking for experienced News Graphics Artist for full time position. Send resume/tape to: ST, WTZA-TV, P.O. Box 1609, Kingston, NY 12401. Fax: 914/339-6264. EOE.

HELP WANTED PROMOTION

Promotion Manager. WVIT-TV has an immediate opening for an experienced Promotion Manager to handle kids promotion for our Local Marketing Agreement (LMA). Applicants must have at least two (2) years experience as a TV Promotion Writer/Producer with an emphasis on children's programming and/or movies. You will run contests and help successfully market "Toon Zone 20" through our kids club, outside events and on-air promotion. (EOE). Rush resume and tape to: Jeff Gray, Creative Services Director, WVIT-TV, 1422 New Britain Avenue, West Hartford, CT 06110.

Promotion Director- For dominant NBC affiliate in Market 93. Applicants must be creative writers with experience in all facets of television promotions. Tapes/resumes before May 22 to Judy Baker, WCYB, 101 Lee Street, Bristol, VA 24201. No phone calls. EOE/M/F/H/V.

HELP WANTED RESEARCH

TELEVISION RESEARCH MANAGER

WESH-TV in Orlando, a Pulitzer Broadcasting Company station, has an excellent opportunity for an experienced Television Research Manager.

The position is new, a full department head reporting to the general manager. You would be responsible for the preparation and analysis of metered market ratings information. Additionally, you would coordinate our Gallup Research for news and marketing, supervise research focus groups and present findings to both staff and corporate. Knowledge of syndication business and ability to interface with our national sales representative are essential.

We are seeking an individual with a degree in business, marketing, or a related field. You must have 3-5 years experience at a television station, rep, or syndication company. Excellent presentation skills and computer knowledge a must.

This is an outstanding growth opportunity for someone wishing to be a part of the management team and play an important role in the overall direction of the station. Please send resume to: **Jeffrey H. Lee, Vice President, General Manager, WESH-TV, P.O. Box 547697, Orlando, FL 32854.**

WESH-TV is an Equal Opportunity Employer.



Research Director: WHNS FOX 21, First Media Television immediate opening, TVSCAN, Scarborough, Nielsen Star research experience required. Analysis, writing, desktop publishing and other computer software skills required. Send resume to WHNS-TV, Personnel-RD, 21 Interstate Court, Greenville, SC 29615. 803-288-2100. EOE. M/F/H.

SITUATIONS WANTED TECHNICAL

Chief Engineer, Project Engineer, Overseas Employment Desired. Highly talented, VHF/UHF Television and AM/FM Radio Engineer, seeks contract or full time Stateside or overseas employment. Extensive US and overseas studio and RF design, construction, maintenance experience. Challenging projects welcome. Available to relocate worldwide. Call anytime for immediate resume. (909) 735-4602.

SITUATIONS WANTED NEWS

An incredible story teller with sensitive style whose ratings have risen every book seeks upper-middle market position. Human interest and feature reporting my forte...but handle hard news with ease. Live expensive and regular on national news feed. Reply to Box 00420.

Producer/Executive Producer. Get your money's worth and more. 13-year veteran, experience in aggressive top ten operation, seeking newsroom with high production value and higher journalistic standards. I can motivate your team to be the best! Fax/Call: Flashpoint Productions (617) 545-7767.

SITUATIONS WANTED VOICEOVERS

NY Voiceover Artist. Voiceovers, Promos, and Narrations. With digital recording studio including phone patch call Bill at 212-255-7859 or Fax for V.O. and/or promo demo at 212-229-1887.

CREATIVE SERVICES

Talking Motorized Puppet Animation custom made for TV advertisers. Specializing in production ready commercials with motorized puppet animation. Contact Cary Dickey, Creative Line Inc., 1208 Ipswich Drive, Wilmington, DE 19808-3016. 302-994-7509.

The *Couch Potatoes* are here! Bumpers custom designed to fit all your broadcasting needs. Demo available on 3/4", S-VHS, HI-8 and VHS. (703) 491-7709.

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Fax (615) 298-5299

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

CABLE

HELP WANTED TECHNICAL

Manager of Information Systems/AIT - Strong technical manager needed to lead MIS function through rapid change and strategic system upgrades. Responsibilities include operation of local voice and data networks and on-site systems and equipment and oversight of billing, phone, data and network administration. Successful candidate will assist the management team in strategic planning for a competitive, customer service environment. Must have good knowledge of UNIX operating systems, telecommunications and LAN/WAN maintenance with Apply and PC workstations, Windows NT, 10Base T and Ethernut physical connectivity. Knowledge of Aspect Automatic Call distributor as well as PBX and interactive voice response systems is necessary. A technical degree and 5 years experience are required for this key position. We offer a competitive salary and benefits package and quality work environment. Please mail your confidential resume to TCI of PA, Inc., 300 Corliss Street, Pittsburgh, PA 15220-4815, Attn: Career Opportunities. All successful applicants must pass a drug/alcohol test and/or physical. EOE. M/F.

HELP WANTED INSTRUCTION

Radio/Television: Assistant Professor with primary teaching responsibility in television production classes. Coordinate active cable TV production and programming schedule with faculty/staff program advisers. Additional assignments possible in Introduction to Mass Communications, Broadcast Promotion and Marketing, Media Law and Ethics. Requirements: Ph.D., higher education teaching experience and extensive industry experience in television and video production. For purposes of reappointment, tenure and promotion, emphasis will be placed primarily on teaching effectiveness, but scholarly and creative achievement and service to the university and community are required. Salary commensurate with background and experience. A letter of application, resume, three letters of recommendation and transcripts should be sent to: Dr. John Stratton, Dean of Arts & Humanities, R/TV Search, Ashland University, 401 College Avenue, Ashland, OH 44805. Position begins mid-August 1995. Review of applications will begin immediately and continue until the position is filled. Applications from minorities are encouraged. AA/EOE.

Graduate Assistantships available in RTVF department for M.A. - Communication students. Assignments include two public radio stations; television production; assisting announcing, production, filmmaking labs, etc. Tuition waiver plus up to \$4400/year. Contact Dr. William Rabin, Director, School of Communication, Northeast Louisiana University, Monroe, LA 71209. (318) 342-1390. EOE/AA.

To place an ad in the Broadcasting & Cable Classified pages, contact Antoinette Fasulo
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OWNERSHIP CHANGES

Granted

WGCX(FM) Fairhope, AL (BTCH941222-GK)—Action Feb. 14.

WOWL-TV Florence, AL (BTCCT950112-KH)—Action Feb. 10.

WACQ-AM-FM Tallassee, AL (AM: BAL950124EC; FM: BALH950124ED)—Action Feb. 14.

KEZA(FM) Fayetteville, AR (BALH95012-3KL)—Action Feb. 13.

KEZA(FM) Fayetteville, AR (BALH95012-3KR)—Action Feb. 13.

KAIR(TV) Douglas, AZ (BAPCT941201-KO)—Action Feb. 10.

KFIA(AM) Carmichael, CA (BAL941207-EA)—Action Feb. 15.

KHWY(FM) Essex, CA (BAPH950130GJ)—Action Feb. 10.

KMGG(FM) Monte Rio, CA (BALH941221-GI)—Action Feb. 16.

KHYZ(FM) Mountain Pass, CA (BALH950130GI)—Action Feb. 10.

KXBT(AM) Vallejo, CA (BAL950104EC)—Action Feb. 9.

KRXV(FM) Yermo, CA (BALH950130GH)—Action Feb. 10.

WWFD(TV) Key West, FL (BAPCT930113-KG)—Action Feb. 13.

WSBH(AM) Miami Beach, FL (BAL941209-EA)—Action Feb. 15.

KCCN(AM)-KCCN-FM/KINE-FM Honolulu (AM: BAL950130GE; FM: BAPLH950130GG; KINE: BALH950130GF)—Action Feb. 10.

KNDI(AM) Honolulu (BAL950120EA)—Action Feb. 14.

WJLY(FM) Ramsey, IL (BTCED940601-HO)—Action Feb. 9.

WGMB(TV) Baton Rouge (BALCT95012-3KM)—Action Feb. 13.

WGMB(TV) Baton Rouge (BALCT950-123KN)—Action Feb. 13.

KPEL(AM)-KTDY(FM) Lafayette, LA (AM: BAL950123KJ; FM: BALH950123KK)—Action Feb. 13.

KPEL(AM)-KTDY(FM) Lafayette, LA (AM: BAL950123KP; FM: BALH950123KQ)—Action Feb. 13.

KMSS-TV Shreveport, LA (BALCT950124-KH)—Action Feb. 13.

KMSS-TV Shreveport, LA (BALCT950124-KL)—Action Feb. 13.

WMSG(AM)-WXIE(FM) Oakland, MD (AM: BAL940113GE; FM: BALH940113GF)—Action Feb. 21.

WCMX(AM) Leominster, MA (BAL941216-EB)—Action Feb. 9.

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

WCAP(AM) Lowell, MA (BTC950103EA)—Action Feb. 9.

WNBY-AM-FM Newberry, MI (AM: BAL9-41222GL; FM: BALH941222GM)—Action Feb. 14.

WHLT(TV) Hattiesburg, MS (BALCT94120-1KI)—Action Feb. 10.

WJTV(TV) Jackson, MS (BALCT941201-KJ)—Action Feb. 10.

KREN-TV Reno (BALCT950112KI)—Action Feb. 3.

KHFN(AM) Los Ranchos De Albuquerque, NM (BAL941207ED)—Action Feb. 7.

WTBQ(AM) Warwick, NY (BAL950105-EA)—Action Feb. 14.

WPIP(AM) Winston-Salem, NC (BAP9410-19EA)—Action Feb. 8.

KDDQ(FM) Comanche, OK (BALH940715-GG)—Action Feb. 6.

WMIM(AM) Mt. Carmel, PA (BAL950117-EA)—Action Feb. 14.

WFXX(AM)-WZZR(FM) South Williamsport, PA (AM: BAL941130GF; FM: BALH941130GG).

WXWZ(FM) Greer, SC (BALH941121GI)—Action Feb. 22.

WDXE-AM-FM Lawrenceburg, TN (AM: BAL950123GH; FM: BALH950123GI)—Action Feb. 14.

KVEO(TV) Brownsville, TX (BALCT95012-4KK)—Action Feb. 13.

KMRT(AM) Dallas (BAL950126EA)—Action Feb. 15.

KECS(FM) Gainesville, TX (BAPH950126-EB)—Action Feb. 15.

KPEJ(TV) Odessa, TX (BALCT950124-KE)—Action Feb. 13.

KPEJ(TV) Odessa, TX (BALCT950124-KI)—Action Feb. 13.

KBUS(FM) Paris, TX (BALH941011GJ)—Action Feb. 2.

KWKT(TV) Waco, TX (BALCT950124KF)—Action Feb. 13.

KWKT(TV) Waco, TX (BALCT950124KJ)—Action Feb. 13.

WTVZ-TV Norfolk, VA (BALCT941219-KG)—Action Feb. 9.

KLDY(AM) Lacey, WA (BAL940912EB)—Action Feb. 15.

KING(AM) Seattle (BAL940805EA)—Action Feb. 8.

KING-FM Seattle (BTCH940927GG)—Action Jan. 6.

WCST(AM) Berkeley Springs, WV (BAL940915GE)—Action Feb. 7.

WHLX(FM) Bethlehem, WV (BTCH94111-5GI)—Action Feb. 7.

FACILITIES CHANGES

Applications

Bethel, AK KYUK(AM) 640 khz—Bethel

BY THE NUMBERS

BROADCASTING

Service	Total
Commercial AM	4,909
Commercial FM	5,122
Educational FM	1,736
Total Radio	11,767
VHF LPTV	534
UHF LPTV	1,057
Total LPTV	1,591
FM translators & boosters	2,289
VHF translators	2,215
UHF translators	2,464
Total Translators	6,968

Service	Total
Commercial VHF TV	559
Commercial UHF TV	605
Educational VHF TV	123
Educational UHF TV	240
Total TV	1,527

CABLE

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

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

Broadcasting Inc. seeks CP to make changes in antenna system.

Cave Creek, AZ KCCF(AM) 1100 khz—Cave Creek Broadcasting Co. Inc. seeks MP to change day directional pattern.

San Luis Obispo, CA KKJG(FM) 98.1 mhz—Westcoast Broadcasting Inc. seeks CP to make changes: ERP: 4.5 kw; ant. 463 m.; TL: Cuesta Peak Electronic site, 8.7 km N of San Luis Obispo, CA (San Luis Obispo Co.).

Yreka, CA KNYR(FM) 91.3 mhz—State of Oregon/State Board seeks mod. of CP to change ERP: 0.4 kw; 721.2 m.

Atlanta WATC(TV) ch. 57—Community Television Inc. seeks CP to change: TL: atop Sweat Mtn. in NE Cobb Co., Near Roswell, GA; ERP (vis): 1690.1 kw; ant. 313 m.

Indianapolis WXIN(TV) ch. 59—59 Licensee Inc. seeks CP to change ERP (vis): 4500 kw (H); 900 kw (V); ant. 304 m.

Campbellsville, KY WVLC(FM) 99.9 mhz—Patricia Rodgers seeks mod. of CP to make changes: change: ERP: 11 kw; ant. 150 m.; TL: east side of Fairview School Rd., 1.8 km W-NW of Purdy, Adair Co., KY.

Folsom, LA KGZC(FM) 104.9 mhz—Enon Broadcasting Inc. seeks mod. of CP to make changes: ERP: 6 kw; TL: approx. 4.1 km at 31 degrees true from Fussell Cemetery, St. Tammany Parish, LA.

Cumberland, MD WKGO(FM) 106.1 mhz—WTBO-WKGO Corp. seeks CP to change ERP: 5.5 kw.

Detroit WMUZ(FM) 103.5 mhz—WMUZ Radio Inc. seeks CP to make changes to auxiliary system (for auxiliary purposes only).

Cape Girardeau, MO KBSI(TV) ch. 23—Engles Communications Inc. seeks CP to change: TL: Perryville Rd., 4.7 km SSW of Oriole, Cape Girardeau Co., MO; ERP (vis): 1860 kw; ant. 543 m., also antenna orientation.

Concord, NH WNHT(TV) ch. 21—New England Television seeks CP to change ERP (vis): 1860 kw; ant. 320 m.; TL: on Ft. Mtn, 4.3 km S of US Hwy 4.

Atlantic City, NJ WACI(TV) ch. 62—Garden State Communications seeks MP to change TL: Ocean Club Condominium, Bldg # 1, Chelsea & Montpelier sts., Atlantic City, Atlantic Co., NJ; ERP (vis): 250 kw; ant. 125.2 m.

Belen, NM KARS-FM 97.7 mhz—Guardian Communications Inc. seeks mod. of CP to change ant.: 262 m., and to change antenna supporting structure height.

Sodus, NY WNNR-FM 103.5 mhz—Wayneco Radio seeks CP to make changes: ERP: 6 kw.

Tullahoma, TN WHVK(FM) 93.3 mhz—Tennessee Valley Radio Inc. seeks CP to make changes: TL: on top of Hale Mtn. in Madison Co., Ala.

Laredo, TX KZTQ(FM) 106.1 mhz—Miguel

Villarreal Jr. seeks CP to make changes: ERP: 6 kw.

Vancouver, WA KPDX(TV) ch. 49—Cannell Communications LP seeks CP to change ERP (vis): 3192 kw, also to replace transmitter.

Kaukauna, WI WKAU(FM) 103.1 mhz—103.1 Partnership seeks mod. of CP to make change: ERP: 3.6 kw; ant. 268 m.; TL: sec. 20, Town 22 N., Range 21 E, Township of Glenmore, Brown, Co. WI.

Actions

Dardanelle, AR KWKK(FM) 102.3 mhz—Granted app. of Johnson Communications Inc. for mod. of CP to make changes: ERP: 1.43 kw; ant. 403 m.; and antenna supporting-structure height. Action Feb. 14.

Baker, FL WTJT(FM) 90.1 mhz—Granted app. of Okaloosa Public Radio Inc. for CP to make changes: ERP: 79.4 kw; ant. 116 m., antenna supporting-structure height; change class to C2. Action Feb. 1.

Vero Beach, FL WWDO(FM) 99.7 mhz—Granted app. of Vero Beach FM Radio Partnership for mod. of CP to change ERP: 26 kw; ant. 134 m.; TL: E side Rte. 505, 1.5 km S. Wabassor Rd., Wabasso, Indian River Co., FL. Action Feb. 6.

Manchester, IA KMCH(FM) 94.7 mhz—Dismissed app. of Susan Colloff for mod. of CP to make changes: ERP: 25 k; change class to C3 (per MM docket 89-521). Action Feb. 2.

Maquoketa, IA KMAQ-FM 95.1 mhz—Granted app. of Maquoketa Broadcasting Co. for one-step app. to change ERP and channel from channel 237A at 3 kw to ch. 236A at 6 kw. Action Feb. 7.

Salina, KS KZBZ(FM) 104.9 mhz—Granted app. of The Eagle Broadcasting Co. Inc. for one-step app. to change channel from A to C3. Action Feb. 17.

Georgetown, KY WTKT-FM 103.3 mhz—Granted app. of Kentucky Radio LP for CP to make changes: ERP: 1 kw; ant. 242 m.; TL: 1087 New Circle Rd.; Lexington, Fayette Co., KY. Action Jan. 25.

Blooming Prairie, MN KOWZ(FM) 100.9 mhz—Blooming Prairie Farm Radio Inc. for one-step app. to change channel from A to C1. Action Feb. 1.

Greenwood, MS WGNI(FM) 104.3 mhz—Granted app. of Team Broadcasting Co. Inc. for one-step app. to change ch. to 282C2. Action Feb. 17.

Central, NM KNUW(FM) 95.3 mhz—Granted app. of Mel-Mike Enterprises Inc. for mod. of CP to make changes: ERP: 7.7 kw; ant. 471.9 m; TL: 1.89 km W of Pinos Altos Mtn., class changed to C2 (per MM docket 92-313). Action Feb. 9.

Utica, NY WIBX(AM) 950 khz—Granted app. of 950 Communications Corp. for CP to correct coordinates. Action Feb. 15.

Bismarck, ND KBMR(AM) 1130 khz—Granted app. of Anderson Broadcasting Co.

for CP to change TL to 3.2 km E of Bismarck (existing KBMR auxiliary antenna site) near Bismarck, ND; reduce day power to 10 kw and make changes in antenna system. Action Feb. 21.

Milford, OH WAQZ(FM) 107.1 mhz—Granted app. of WAQZ Inc. for CP to make changes: ERP: 6 kw; TL: water tower at intersection of Rossford Ave. & Marian Dr., Fort Thomas, KY 41075. Action Feb. 3.

Reading, OH WMKV(FM) 89.3 mhz—Denied app. of Southwestern Ohio Seniors Services Inc. for mod. of CP to change main studio location to Maple Knolls Village Campus. Action Feb. 1.

Ardmore, OK KKAJ-FM 95.7 mhz—Granted app. of Chuckie Broadcasting Co. for CP to install auxiliary system (for auxiliary purposes only). Action Feb. 15.

Seminole, OK KIRC(FM) 105.5 mhz—Granted app. of One Ten Broadcast Group Inc. for CP to make changes: ERP: 6 kw; ant. 100 m.; change freq. to 105.9 mhz, and main studio location. Action Feb. 7.

Lewisburg, PA WUNS(FM) 96.3 mhz—Dismissed app. of Town, Gown & Country Radio for CP to make changes: ERP: 6 kw; change frequency to 103.7 mhz (per MM docket 88-496). Install DA. Action Jan. 30.

Baumont, TX KYKR(FM) 95.1 mhz—Granted app. of Gulfstar Communications Beaumont Licensee Inc. for CP to make changes: ant. 7.6 km SE of Vidor, Orange Co., TX. Action Feb. 8.

Big Spring, TX KBTS(FM) 94.3 mhz—Granted app. of David Wrinkle for mod. of CP to make changes: ERP: 15.4 kw; ant. 128 m.; TL: atop S. Mtn. 4.52 km on bearing 136.8 degrees true from Big Spring, Howard Co., TX; change class to C3 (per MM docket 90-614). Action Feb. 15.

Memphis, TX KLSR-FM 105.3 mhz—Granted app. of Harold James Davis for CP to make changes: ERP: 100 kw; ant. 149.4 m.; TL: 2.9 miles due E of Hedley, TX, on County Rd. Action Feb. 3.

Cape Charles, VA WMYA(FM) 96.1 mhz—Granted app. of Sinclair Telecable Inc. for CP to make changes: ERP: 23 kw; ant. 220 m. Action Feb. 13.

Crozet, VA WMRY(FM) 103.5 mhz—Granted app. of Board of Visitors of James Madison University for mod. of CP to make changes: ERP: .28 kw; ant. 446 m.; TL: W. Knob of Castle Rock Mtn., 4 km SSE of Batesville, VA. Action Feb. 14.

Royal City, WA KRCW(FM) 96.3 mhz—Granted app. of Northwest Chicano Radio Network Inc. for CP to make changes: ERP: .13 kw. Action Feb. 21.

Yakima, WA KDNA(FM) 91.9 mhz—Dismissed app. of Northeast Chicano Radio Network for CP to change ERP: 17.1 kw (H) and 11.4 kw (V). Action Feb. 6.

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THIS WEEK

May 8—54th annual *Peabody Awards* banquet and presentation. Waldorf-Astoria, New York City. Contact: (706) 542-3787.

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, Los Angeles, 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 13—22nd annual *National Academy of Television Arts and Sciences* Daytime Emmy Awards Creative Arts Categories. Marriott Marquis, New York City/Beverly Hilton, Los Angeles. Contact: Harry Eggart, (212) 586-8426.

MAY

May 16—Radio license renewal seminar presented by *National Association of Broadcasters*. Holiday Inn Crowne Plaza, Toledo, Ohio. Contact: Christina Griffin, (202) 775-3511.

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*. FX Television Studios, New York City. Contact: Rebecca Kramer, (212) 818-9151.

May 17—National Media Owl Awards presentation, sponsored by the *Retirement Research Foundation*. First Chicago Center, Chicago. Contact: Mary Schwartz, (312) 664-6100.

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. Contact: 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 19-24—*National Association of Black-Owned Broadcasters* annual spring management conference. Marriott Frenchman's Reef, St. Thomas, U.S. Virgin Islands. Contact: (202) 463-8970.

• **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 23-25—*MIDEM-Asia*. Hong Kong Convention and Exhibition Centre, Hong Kong. Contact: (203) 840-5301.

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.

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 Pfalzgraf, (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, sponsored 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 Fountainsbleau 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, N.J. 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 13—"Old Media Law Meets New Media Reality," forum in telecommunications practice presented by *Polytechnic University Center for Advanced Studies*. Metropolitan Life Insurance Co. Bldg., New York City. Contact: Ameena Mustafa, (718) 260-3050.

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

June 16—New York Chapter of *Federal Communications Bar Association* annual luncheon featuring FCC Commissioner Rachele Chong. CBS, New York City. Contact: Andrew Siegel, (212) 975-7419.

• **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 22—Interactive seminar on cable television production and programming sponsored by *Cable Television Network of New Jersey*. Ramada Inn, East Windsor, N.J. Contact: Holly Culver, (800) 421-0443.

June 23-24—*The Bethesda Project/Marketing Public Affairs* conference for broadcasters and public service organizations. NIH Natcher Conference Center, Bethesda, Md. Contact: Gay Ball, (215) 925-2929 or Leisa Weir, (301) 986-9322.

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.

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. 6-9**—Radio Show & World Media Expo, sponsored by the *National Association of Broadcasters*, *Radio Television News Directors Association*, *Society of Broadcast Engineers* and *Society of Motion Picture and Television Engineers*. New Orleans Convention Center, New Orleans. Contact: Karen Dada, (202) 429-4194.

JANUARY 1996

• **Jan. 22-25**—33rd annual *National Association of Television Programming Executives (NATPE)* program conference and exhibition. Sands Expo Center, Las Vegas. Contact: (310) 453-4440.

• **Major Meetings**

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

It takes organization to run association

For Barbara York, this week's National Cable Television Association convention will be over before it starts.

The NCTA's vice president of industry affairs already has her ticket to Los Angeles, the site of next year's show, and has scheduled a series of planning meetings beginning June 7. The convention-organization task—covering everything from the show's theme to the number of microphones and lecterns needed each day—is one York has been handling for the association since 1982.

"It's excruciating minutia," says York, who keeps the convention's details itemized and organized in a thick red three-ring binder she calls her bible. The binder is divided into labeled sections that include housing, catering, sessions, budgets, photography schedules and room setup schedules. "Without this minutia, you can't run the show," says York, who describes herself as someone who likes to think things through.

Organizing the convention and all its sessions has made York a name throughout the cable industry. While she worries about the minutiae of each show, she also handles the large issues such as organizing panel sessions and establishing themes (this year's message is "The future is on cable"). Developing such themes requires consulting with a range of industry executives.

"She's had to work with a lot of characters and has made friends with them all," says Cable Television Administration and Marketing Society President Char Beales, who worked with York at NCTA.

Achieving an understanding of such diverse issues brings high praise from NCTA President Decker Anstrom, who cites York's ability to cover details as remote as the proper food to be served at a convention luncheon to topics as large as selecting the best speakers for the opening session.

"That's why I love my job," York says. "In order to do the best show, I have to understand enough of every area in the cable industry."

This year's convention will provide more minutiae to cover than did the 10,000-attendee show that York inherited in 1982, when she says she organized the



"In order to do the best show, I have to understand enough of every area in the cable industry."

Barbara Olivia York

Vice president, industry affairs, National Cable Television Association/executive director, National Academy of Cable Programming, Washington; b. Dec. 7, 1950, Calcutta, India; B.A., Trinity College, Washington, 1972; Washington: editor, National Council of Catholic Laity, 1972; Grocery Manufacturers of America: editorial assistant, 1972-74; publications editor, 1974-76; manager, internal operations, 1976-78; director, internal operations/media relations, 1978-81; NCTA: VP, administration, 1981-84; VP, industry affairs, 1984-94; current position since August 1994; married L. Richard Rader, 1983.

show "totally blind." This year the association expects 25,000 to travel to Dallas. While the NCTA called on 14 hotels to house those traveling to the 1992 convention, also in Dallas, this year the association is booking rooms in 45.

"Managing a 25,000-person show is hugely different than when you have 10,000 people," says York, who adds that the association still assigns rooms itself rather than use an outside agency. This year the trail of rooms stretches from downtown Dallas to the city's outer reaches. Stuck out near the airport? "There's nothing we can do," York says.

The Calcutta, India-born York, who first came to the United States in 1968 to attend Trinity College in Washington, originally aspired to editorial work. She began her career as an editor at the National Council of Catholic Laity in Washington after graduating from Trinity in 1972, moving to the Grocery Manufacturers of America that same year as an editorial assistant.

But the association business requires its employees to wear several hats, says York, who soon found herself taking on additional duties. Having learned how to run much of the editorial equipment at the Grocery Manufacturers, York became the office manager and from there moved into other responsibilities, including personnel and meeting organization.

"I sort of ended up with this melange of responsibilities," York says. She moved to NCTA in 1981 as vice president of administration, where she handles a variety of duties in addition to organizing the convention. Among her current chores is organizing the CableACE awards, a task that brings her in contact with a community "180 degrees opposite" the group she works with in organizing the cable convention.

Past and present bosses praise her ability to handle such a diverse workload. "She's totally unflappable," says former NCTA president Jim Mooney, who stresses York's oversight of the association's administrative department in addition to her convention duties in the early 1980s. "I think Barbara is one of the best managers I've ever known."

Anstrom too describes her as the "best organized person I've ever seen." —CM

BROADCAST TV

Chuck Wing, VP, sales and marketing, WAGA-TV Atlanta, joins WVTM-TV Birmingham, Ala., as president/GM.

Gayle Cardoso, marketing manager, WJAR(TV) Providence, R.I., joins WLNE(TV) New Bedford, Mass., as sales/research marketing manager.

Kevin McCarty, reporter, KCRA-TV Sacramento, Calif., joins WMAQ-TV Chicago in same capacity.

Edward Munson Jr., GSM, WAVY-TV Portsmouth, Va., named GM.

Randa Minkarah, NSM, WXIN(TV) Indianapolis, joins WFTC-TV Minneapolis as GSM.

Linwood Lloyd, senior VP, finance, and CFO, WETA-TV/FM Washington, named executive VP/CFO.

Frank Wolynski, director, engineering and studio operations, WEDU(TV) Tampa, Fla., named VP.

Patrick Baldwin, director, creative services and community affairs, WISN-TV Milwaukee, joins WCVB-TV Boston as creative services director.

Appointments at NBC Television Stations. The following personnel were directors of news, promotion/marketing, creative services or sales departments. All have been named VPs: At WNBC(TV) New York—**Joe Gangone**, sales; **Randy Pyburn**, creative services. At KNBC-TV Los Angeles—**Ray Heacox**, sales. At WMAQ-TV Chicago—**Mike Ward**, news; **Dave Mayber**, sales. At WRC-TV Washington—**Dick Reingold**, news; **Sandi Yost**, promotion; **Marga McNally**, sales. At WTVJ(TV) Miami—**Deborah Collura**, news; **Barry Allentuck**, sales; **Barry Leffler**, creative services and programing.

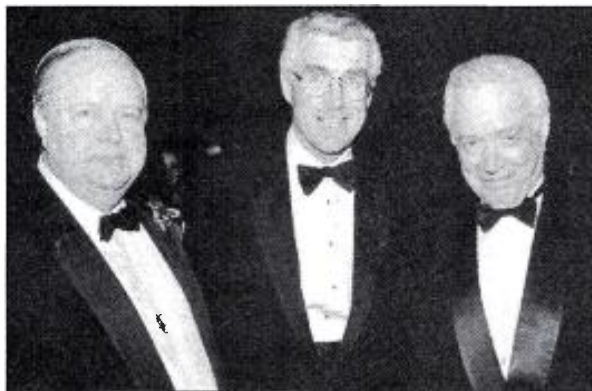
PROGRAMING

Taylor Fuller III, account executive, Western region, WJW-TV Cleveland, joins Tribune Entertainment Co., Chicago, as sales manager, Southwest region.

Howard Davine, head, entertainment transactions, Christensen, White, Miller Fink & Jacobs law firm, joins Walt Disney Television, Burbank, Calif., as VP, network television.

Native son honored in Chicago

ABC's Hugh Downs (r) was honored by the Museum of Broadcast Communications in Chicago with a March 23-May 20 retrospective of his 56-year career and a dinner in his honor on April 29. Shown with Downs at the dinner are museum founder and president



Bruce DuMont (l) and Illinois Governor Jim Edgar. Downs, whose career began in the 1950s, is listed in the "Guinness Book of World Records" as having logged more hours on camera than anyone else. Among his credits are *Home*, *Concentration*, *The Jack Paar Show*, *Today* and *20/20*.



Frank

Appointments at Hanna-Barbera Cartoons Inc., Hollywood, Calif.: **Susan Frank**, director, national marketing, McDonald's Corp., Chicago, joins as senior VP; **Alan Keith**, controller,

named VP, business operations, and controller.



Siek

Appointments at CBS Enterprises, New York: **Rainer Siek**, senior VP, sales and marketing, CBS Broadcast International, named president, CBS Enterprises and CBS/Broadcast Group; **Ken Ross**,

VP/GM, CBS Video, named VP, marketing, CBS Enterprises.

Rick Jackson, anchor, WCNC-TV Charlotte, N.C., joins *Up to the Minute*, CBS News, New York, as co-anchor.

Rich Vokulich, VP, business affairs, Fox Broadcasting Co., Beverly Hills, Calif., named senior VP.

RADIO

Chris McMurray, GM, KDMX(FM) Dallas, joins KLDE(FM) Houston as VP/GM.

Gary Kolarcik, assistant program director/music director, KLOU(FM) St. Louis, joins Sacred Heart Program Inc. there as executive director.

Appointments at National Public Radio, Washington: **Mary Lou Joseph** named VP, national affairs and member services; **Denise Leary** named associate general counsel, programing.

Appointments at Arbitron Radio: **Bob Michaels** and **Dennis Seely**, account executives, Radio Station Services, Dallas, named team leaders, radio programing and Southwestern manager, respectively; **Frank Stanitski**, account manager, WPOC(FM) Baltimore, joins as Eastern manager, Radio Station Services, New York.

Jack Hines, morning news/talk host, WNFL(AM) Green Bay, Wis., joins KRLD(AM) Dallas as co-anchor, *Metroplex Today*.

Appointments at SW Networks, New York: **Paul Goldstein**, executive producer, named VP, programing development; **Daniel Forth**, president, Media-Star International, joins as VP, affiliate marketing; **Carol Cruickshank**, director, R&B programing, MJI

Broadcasting, joins as director, affiliate services; **Ron Schiller**, director, engineering and technical operations, named VP.

CABLE

Nickolas Rhodes, VP, business development, Prime Ticket Network, Los Angeles, joins Speedvision (Cox Communications and Times Mirror joint programming venture), Dallas, as senior VP, business development.

Geoffrey Broom, director, personnel, Rayonier Inc., Stamford, Conn., joins Century Communications, New Canaan, Conn., as VP, human resources.

Daniel Fowkes, director, sales, U.S. Computer Services, Sacramento, Calif., named VP, sales, CableData (subsidiary).



Douglas Holloway, senior VP, affiliate relations, USA Networks, New York, named executive VP, network distribution and affiliate relations.

Patricia Karpas, director, program development and marketing, NBC Cable Advertising Sales, New York, named VP.

Gregg Wilson, senior manager, order fulfillment, Victoria's Secret Catalogue, joins Home Shopping Network Inc., St. Petersburg, Fla., as VP/GM, fulfillment operation, Salem, Va.

Bill Brown, director, production, Home Team Sports, Bethesda, Md., named director, programming and production/executive producer.

Ann Samoff, director, corporate development, Viacom Inc., New York, joins Nickelodeon there as VP, business development.

ADVERTISING/MARKETING

Susan Rowe, senior VP/group supervisor, national broadcast, Young & Rubicam, New York, named senior VP/manager, network group.

Tonya Deniz, VP/director, interactive media and research, Bates USA, New

York, joins Bohbot Communications, New York, as VP/director, new media and research.

John Zamoiski, senior VP/director, business development, Don Jagoda Assoc., New York, joins Promotion Development Group Inc. there as president/managing partner.

Ray Dundas, VP, and **Frank Campisi**, VP, SFM Media Corp., New York, named senior VP, network negotiations, and senior VP/director, research and quality control, respectively.

Mark Horn, senior writer, Wunderman Cato Johnson, New York, named VP/creative supervisor.

ALLIED FIELDS

Julie Nathanson, senior VP, entertainment, Levine/Schneider Public Relations, joins Rogers & Cowan, Los Angeles, as VP, entertainment.

Jill Jones, VP, advertising and promotion, MGM Worldwide Television, Los Angeles, joins MCA/Universal Merchandising Inc., Universal City, Calif., as senior VP/creative director.

Mike Adams, director, development, Tribune Regional Programming, Oak Brook, Ill., joins KR Video, Philadelphia, as GM.

Richard Pinson, co-founder, Lessonware and Regent Entertainment, both Dallas, joins Turner Home Entertainment, Atlanta, as VP, marketing.

DEATHS

William (Bill) Brothers Smullin, 87, founder of California Oregon Broadcasting Inc. (COBI), died Jan. 5 at his home in Medford, Ore. A broadcast



Smullin

pioneer in radio and television, Smullin put KIEM(AM) Eureka, Calif., on the air in 1933; KAGI(AM) Grants Pass, Ore., in 1939, and KOB(TV) Medford, in 1953. In the '50s he built

the largest multiple system operation in Oregon as well as cable systems in Northern California. In the early '60s Smullin started Pacific Teletronics, a microwave company serving Oregon and California, designed to allow area residents to receive television stations not usually accessible because of distance. In 1990 he was presented with the NAB Distinguished Service Award, the industry's highest honor. Smullin is survived by his wife, Rusty, five children and seven grandchildren.

Edward Slayton Gagnon, 73, radio engineer, died of heart failure April 8 in Blessing Hospital, Quincy, Ill. After World War II, Gagnon joined Collins Radio Co., Cedar Rapids, Iowa, as a broadcast sales manager. In 1961 he moved to Quincy, where he joined Gates Radio Co., later Harris Corp., as special projects manager. After retirement he began his own company, Product Marketing Inc., specializing in managing trade show exhibits. Gagnon is survived by his wife, Ruthann; two sons; two daughters; six grandchildren, and one great-grandchild.

—Compiled by Denise Smith

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BROADCASTING • CABLE
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Austin, Tex.-based **Gulfstar Communications is moving into Baton Rouge with a duopoly.**

The seven-station group headed by John Barger is buying WYNK-AM-FM from Narragansett Radio LP for \$11.5 million and WJBO(AM)-WFMF-FM from Baton Rouge Broadcasting Co. for \$8.5 million. Media Venture Partners brokered the sales.

In an interview with the **Detroit Free Press** last week, **President Clinton was quoted as urging radio talk show hosts and their callers to reject statements**

made on the air "that are just purely fostering hatred [and] division and encouraging violence. I cannot defend some of the things some of these more extreme talk show hosts have said." The President singled out talk host G. Gordon Liddy, saying: "I cannot defend some of the things that Gordon Liddy has said." Liddy's on-air comments about shooting ATF agents in the head and groin in self-defense to avoid their bulletproof vests have drawn a flood of criticism.

Rysher Entertainment has begun production on a new two-hour telemovie, *Gunfighter's Moon*, that it is mulling for later

launch as a series. The western will star Lance Henrickson and will be executive-produced by Larry Ferguson, Peter Rosten and John Langley. The telemovie may be sold to cable, first-run or a broadcast network and has no airing date set.

The WB Television Network's substitution of a second run of sitcom *Unhappily Ever After* for *Muscle* and basing its two-hour block around *Unhappily* star Nikki Cox last Wednesday generated a large ratings jump for the network. The two-hour schedule earned a 3.3 Nielsen metered-market household rating and a 5 share, nearly doubling the block's 1.9/3 season-to-date average. The

Allen out at MTM

Longtime MTM Television President Bill Allen has resigned two months after former ABC and Amblin TV president Tony Thomopoulos was named chief executive of parent company MTM Entertainment. "As Tony and I planned the future of the company, it became clear that they don't need two strong, separate visions of where the company is going," Allen told BROADCASTING & CABLE last week.

He is mulling a number of job offers, he says, and sources say he has been approached about replacing the resigning Brandon Stoddard as president of ABC Productions. "There hasn't been a formal offer," says Allen.

Allen says he may produce several MTM projects that the television company likely will pass on. Among those projects is a four-hour miniseries for basic or pay cable or a broadcast network about the early motion picture days of the Warner brothers studio moguls, based on the book *Hollywood Be Thy Name* and to be produced by Jim Sadwith (miniseries *Sinatra*). —DT

9:30 p.m. rerun of *Unhappily* earned a 3.1/5, beating the rating of every episode to date of *Muscle*, which has earned a 1.5/2 season-to-date and will not return for another season. During the Wednesday night block, Cox was featured in interstitials introducing WB shows *Unhappily*, *The Wayans Bros.* and *Parent Hood*. A WB spokesman said there were no plans to substitute repeats of *Unhappily* for *Muscle* on a regular basis.

King World Productions has announced a firm go for another season of its *Rolonda* syndicated talk show for 1995-96 after clearing the series on 75 stations covering 67% of the country, including nine of the top 10 markets: WCBS-TV New York, KCAL(TV) Los Angeles, WLS-TV Chicago, WTXF Philadelphia, KOFY-TV San Francisco, WCVB-TV Boston, WFAA-TV Dallas, WXYZ-TV Detroit and WXIA-TV Atlanta. A reformatting in February has helped boost its women 18-34, 18-49 and 25-54 Nielsen demographic ratings 50% from a 2 in February 1994 to a 3 in February 1995.

A week after the Oklahoma City bombing, the Oklahoma State Senate voted 39-0 to adopt a resolution "urging sponsors of the G. Gordon

Liddy Show and other radio talk shows that encourage violence against public officials, law officers or the private citizenry to withdraw financial sponsorship." But despite the resolution and a flurry of public criticism against Liddy for his on-air remarks about shooting ATF agents, Liddy's Oklahoma City affiliate WKY(AM) has opted to keep him on the air. A call-in vote showed strong listener support for the show, WKY officials said.

Sesame Street producer Children's Television Workshop has retained investment banking firm Allen & Co. to help CTW seek strategic partners for a new kids multimedia venture centered on the creation of a cable channel to launch in 1997. The venture will include magazine, book, radio, online and interactive software components.

Kids television producer DIC Entertainment is launching a feature film production label, DIC Films, and has signed a deal with Walt Disney Pictures that will give Disney the right of first refusal on distributing DIC Films projects. DIC has recruited "Dumb & Dumber" Executive Producer Aaron Meyerson to run the new division.

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WASHINGTON

Contract talks

Other top cable operators are preparing to follow Continental's lead and enter into "social contracts" with the FCC to settle rate complaints and avoid cost-of-service proceedings. Tele-Communications Inc., Time Warner, Comcast, Adelphia and Cox have had preliminary discussions with high-ranking FCC officials to sound out what the agency would be looking for in contracts. FCC Cable Services Bureau Chief Meredith Jones won't say with whom she has talked, but acknowledges she is in serious negotiations involving 400 rate complaints.

Indecency guide

The FCC is putting the finishing touches on a broadcast indecency report it hopes will give TV and radio stations a better idea of what's actionable, agency officials say. The FCC agreed to write the report as part of last year's settlement of an indecency case against Evergreen's WLUP(AM) Chicago. Since Chairman Reed Hundt arrived in November 1993, the FCC has not aggressively enforced the indecency statute. But it hasn't ignored it, either. Indeed, late last Friday it slapped WGRF(AM) Buffalo with a \$4,000 fine for an off-color 1993 broadcast.

Front row

James Quello ruffled some feathers among fellow commissioners last week when he reserved five front-row seats at the commission's public meeting for Fox CEO Rupert Murdoch and his family. Those seats are normally reserved for FCC staffers. Other members of the FCC apparently thought that Quello was displaying some favoritism. FCC Public Affairs Chief Karen Watson asked Murdoch and his entourage to move, but the Murdochs stood their ground. Attending the meeting with Murdoch, were his wife Anna, his daughter, Elisabeth and her husband Elkin Pianim.

Sunday morning search?

Fox News has contacted conservative commentator Fred Barnes to possibly host or guest on its planned Sunday morning public affairs show. Barnes, who writes for *The New Republic* and

appears regularly on *McLaughlin Group* and *CBS This Morning*, says he and New York-based Fox News President Joe Peyronnin have spoken about the show and will talk again. "I think they're a good way away from deciding on a host," Barnes says. Barnes is leaving *The New Republic* in June to run Rupert Murdoch's new conservative magazine.

NEW YORK

Follow the bouncing satellite

Although Primestar took it on the chin in a recent FCC decision to reclaim DBS frequencies the cable-owned satellite TV venture had hoped to use, Cablevision Systems Corp.'s claim on DBS frequencies may have gotten an indirect boost from another FCC decision in a dispute involving Cablevision's Rainbow subsidiary, Loral Aerospace Holdings and Continental Satellite, a holder of 11 DBS frequencies.

Rainbow had agreed to lease the DBS channels from Continental, an agreement Continental later contested at the FCC. In an earlier deal, Continental had given Loral an option to take a controlling interest in Continental and its DBS construction permit (CP). Continental transferred its construction permit in 1994 to Nevada DBS, a company owned by principals in Continental. Last week, the FCC rescinded its approval of the transfer, clearing the way for Loral to ask the FCC to approve a transfer of control of Continental's CP to Loral, which is not contesting the DBS lease agreement with Rainbow.

Troll tale

Vanishing Son Executive Producer Rob Cohen says he was "shocked" by MCA TV's decision to replace his new, highly rated syndicated action hour with a spin-off of MCA TV's *Hercules*. "I think they are making a terrible mistake to replace a show that does a 5 share and incredible demos and incredible numbers on its second run," says Cohen. Cohen is now rolling with the *Hercules* tide, however, developing a fantasy hour for first-run. Cohen on Friday planned to pitch MCA TV officials on *Tristan and the Troll*, a story set in eighth-century Scandinavia and fea-

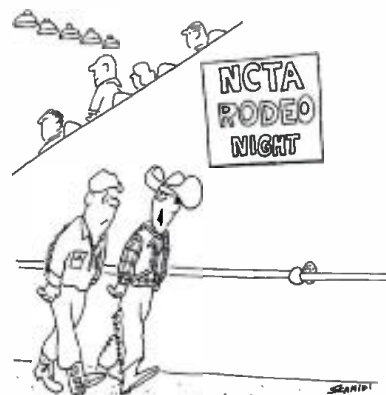
turing the relationship of "a soulful Viking and a seven-foot troll."

Benner to dick clark

Columbia TriStar Television Distribution and dick clark productions this week are expected to tap Emmy award-winning producer Donna Benner as an executive producer of their new *Tempestt Bledsoe* syndicated talk show. Benner most recently was supervising producer of Tribune's *Charles Perez* talk show.

'Marilu' move

An upgrade for Twentieth Television's *Gordon Elliott* show from 1:07 a.m. to 10 a.m. on Westinghouse's KDKA-TV Pittsburgh was good news for that show. The real news, according to some syndicators, was that *Gordon* replaced Westinghouse subsidiary Group W Productions' struggling *Marilu*. Sources confirm that *Marilu* was pulled from KDKA-TV's schedule April 24, just before the sweeps (and only temporarily, it would turn out), leading some competing syndicators to question how much longer non-Westinghouse stations will stick with the show. Group W Productions President Derk Zimmerman reacted by saying: "We've always had an arm's-length relationship with the Westinghouse stations, and this show apparently did not perform to the expectations of KDKA-TV." A Group W station group executive said there were "no plans to pull it off our other stations." Late Friday, a Group W executive said *Marilu* was being reinstated on the station starting today (May 8), "probably for late night."



Drawn for BROADCASTING & CABLE by Jack Schmidt
"You sure didn't help our cause when you asked the congressman how far he could 'throw the bull!'"

Calling Congress

The least that should come from the shambles of FCC foreign ownership policy in the wake of the News Corp./Fox decision is a redefinition of the rules. Is 25% the limit an alien owner may hold of a U.S. broadcast property? Is 36% (the one prior exception)? May the FCC waive ownerships 25% or 50% or 74% above the limit? Is control the issue, or equity? And, coupled with the question of multiple ownership, how much of the U.S. broadcasting system may a foreign owner own?

These are not issues that should be left to 1919 M Street, which has on two occasions—10 years apart—held that anything goes. It's obviously a matter for Congress, and the sooner the better.

The fact is, the FCC's decision to waive News Corp.'s 99% ownership of the Fox Television Stations effectively repeals foreign ownership restrictions. When Bertelsmann applies to buy CBS, how will the FCC say no? Or should it? When the Bronfmans seek to joint-venture with NBC, what will be the standard? This is no longer a matter that can be put off until tomorrow. Somewhere out there, the line has started forming.

This page is essentially neutral on the outcome, at least at this juncture. Our instincts lean toward America First, while our head tells us the world has moved on. Indeed, ours is a glass house on the subject; this magazine is itself owned entirely by foreign media interests.

We have said for some time that News Corp. should be brought into compliance with the law or the law should be brought into compliance with News Corp. The FCC has opted for the latter. If that's what Congress wants as the law of the land, it should say so.

Roadmap

They're on a roll in the House. After an uneven start, the Telecommunications Subcommittee has begun to move legislation of incalculable value to broadcasting and cable. If all these provisions were to pass as is, it wouldn't be all that bad. In broad strokes, they:

- Admit cable into the local loop telephone competition.
- Admit telephone companies into video.
- Free cable from onerous rate regulation.
- Instruct that broadcasters be given a second channel for transition to digital.
- Lift all numeric limits for radio station ownership.
- Raise the potential cap for television station ownership to 50% of national penetration.
- Permit duopolies in television.

In sum, they map out the future for all our industries well into the next century. All this legislation should not be taken lightly, but it should be undertaken. Given that it always takes twice as long to get there as you thought at the start, the information superhighway is already behind the curve. It's time to get a move on.

Rising to the occasion

Add Oklahoma City to the images television has burned into the national consciousness. With the perspective of a little time, the horror of that day is no more comprehensible, but TV's role has come more sharply into focus, and it is a familiar picture: Television shines brightest when it is needed most.

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Chris McConnell, Christopher Stern, Julie A. Zier, staff writers
Denise P. Smith, Kenneth R. Ray, production artists
Winslow Tuttle, Catharine Garber, proofreaders
□ New York 245 West 17th Street, 10011; 212-645-0067; Fax 212-337-7028
Stephen McClellan, bureau chief
Mark Berniker, senior editor (interactive TV)
Rich Brown, assistant editor (cable)
Donna Petrozello, James McConville, staff writers
□ Los Angeles 5700 Wilshire Blvd., Ste. 120, 90036; 213-549-4100; Fax 213-937-4240
Steve Coe, bureau chief
David Tobenkin, staff writer
□ London Paramount House, 162-170 Wardour St., W1V3AT; 44-171-437-0493; Fax 44-171-437-0495
Meredith Amdur, Debra Johnson, international editors

Circulation

Michael Borchetta, subscription promotion director
Leonard Weed, fulfillment director

Founder and Editor
Sol Taishoff (1904-1982)

Broadcasting & Cable
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Advertising Production

212-463-6527; Fax 212-463-6555
Florence Fayden, production manager

Manufacturing/Distribution

Michael Arpino, director
Sharon Goodman, production services director
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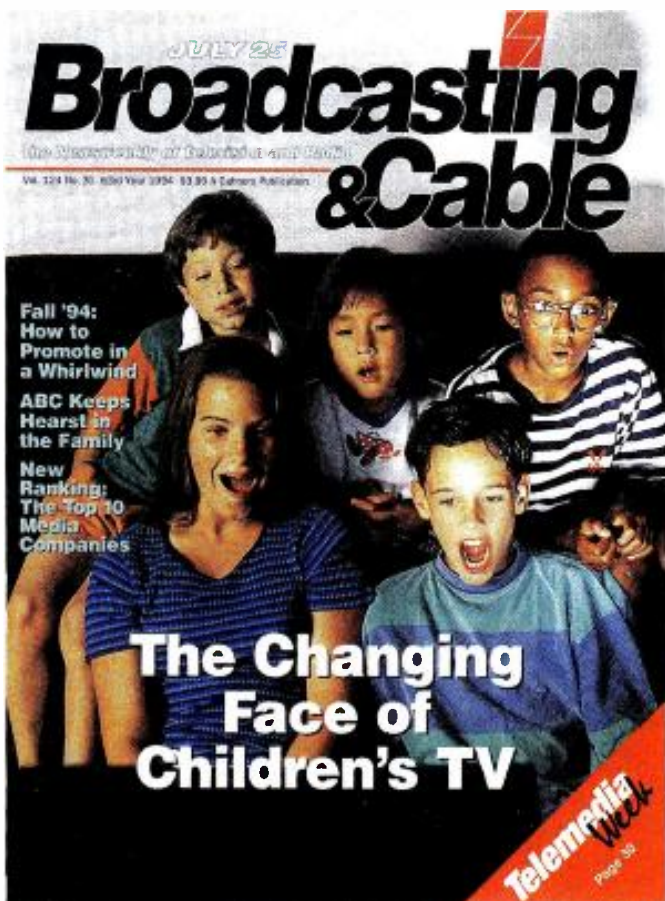
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Randi T. Schatz, international sales director
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Robert Foody, Yvonne Pettus, account executives
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Advertising Representatives

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Children's Programming

**no industry executive
can ignore it.**



Almost 40 million children in the U.S. watch nearly 28 hours of television a week.

By their fifth birthday, the average child will have watched over 4,000 hours of TV.

Children spend or influence nearly \$100 billion annually in products and services.

For industry executives, the latest information on children's programming is essential. What's the future of Big Bird, Barney and the CPB? Will broadcasters be required by the FCC to carry a minimum amount of programming? What's the impact of alternatives to traditional television viewership like CD-ROMs and on-line services? Will children's programming on cable TV continue to erode broadcasters' share of market? The answers to these questions are crucial for industry executives, and only BROADCASTING & CABLE has the insight and authority to put it all in perspective.

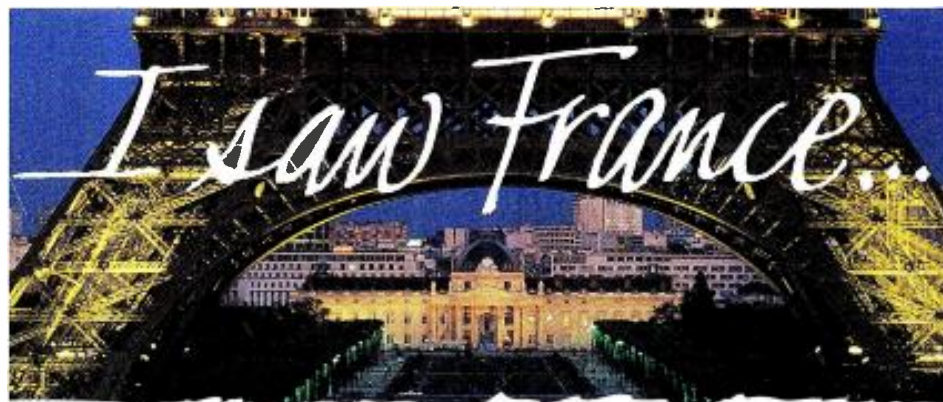
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...I saw operators with money in their pants.



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— Kevin Breimann
Director of Advertising
Columbia Cable, Woodbridge, VA



“The Travel Channel’s *Ultimate World Tour Promotion* has been great for our first quarter ad sales effort. Through it we generated \$19,000.”

— Jeff Carter
Regional Director, Advertising Sales
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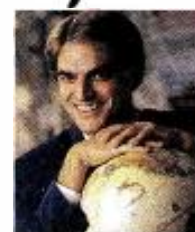
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— Sonja Farrand
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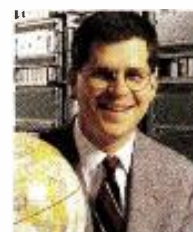
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— Ed Mazzella
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TKR Cable, West Nyack, NY



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— Tim Hardy
Advertising Sales Manager
Southwest Florida Interconnect
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