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Broadcasting & Cable

the Newsweekly of Television and Radio

Vol. 125 No. 24 64¢ June 12, 1995 A Cahn



ONE MAN'S FAMILIES

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of David E. Kelley

From *L.A. Law* to *Pastor's Wife*
with *Pickett Fences* and
Chicago Hope in between

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Telemedia
Week
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A SYNDICATED
COMEDY THAT
WILL WORK
RUN AFTER RUN...**

Fast Track

MUST READING FROM BROADCASTING & CABLE

JUNE 12, 1995

TOP OF THE WEEK

FCC moves to shape satellite radio The FCC this week is expected to begin setting rules for broadcasting via satellite for more than 100 national channels of digital radio. / **4**

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Turner gets down to business TBS will launch a business news channel in January that will compete with CNBC. / **8**

Marketers star at Promax Local station marketers have the power to make or break fall's new shows, syndicators said during the annual Promax & BDA Conference & Exposition last week. But beyond that, promotion executives are the real navigators for the coming information superhighway, said Rich Frank, former Disney executive. / **12**



DIC's 'Sailor Moon' greeters welcome workshop attendees at Promax 95.

COVER STORY: PROGRAMING

The dramatic license of David Kelley

David Kelley has tackled tough issues in writing and producing *L.A. Law*, *Picket Fences*, *Chicago Hope* and next season's *The Pastor's Wife*. He talks about his work and the responsibility of writer/producers to their audiences. **Cover photo by Craig Mathew / 16**



David Kelley has made a dramatic impact on prime time television.

Fox affiliates look to late night

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A three-judge U.S. Appeals Court panel has upheld commission regulations. The industry will redouble its efforts to get new legislation passed. / **38**

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CNBC testing new automation system

The cable network is the alpha test site for Columbine JDS's Paradigm operations system integrating sales, traffic and management. / **40**

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FCC moves to shape satellite radio

Rulemaking considers making service subscription-supported; opening it to more applicants

By Chris McConnell

The FCC is expected this week to begin setting rules for broadcasting via satellite more than 100 national channels of digital radio. But the initial blueprint will ask more questions than it answers.

FCC sources last week said the commissioners will likely vote privately on the proposal for digital Audio Radio Service (DARS) before Thursday's (June 15) open meeting.

It invites comments on all aspects of the potential new medium, including whether the DARS spectrum should be put on the auction block.

The four current DARS applicants have proposed a variety of multi-channel, satellite-delivered services. Washington-based CD Radio is planning a subscription-based, 30-channel music offering. Another applicant, New York-based Primosphere, has proposed an advertising-supported service of 23 music and six non-music channels.

That the rulemaking lacks specific rules reflects mounting concern within the agency about the impact of the satellite service on the existing AM and FM radio service. "It's a high-tech version of 80-90," says an aide to Commissioner James Quello. In FCC

parlance, "80-90" is the FCC proceeding that made the FM radio business tougher by creating hundreds of new FM stations in the 1980s.

The National Association of Broadcasters has fueled the concerns, arguing that the satellite service will siphon listeners and advertising from AM and FM. In a May letter to FCC Chairman Reed Hundt, NAB President Eddie Fritts urged the commission to open the spectrum to more applicants and also asked the FCC to require licenseholders to offer only subscription services.

Last week, the association welcomed the lack of specificity in the FCC's proceeding. "We don't see how [the FCC] could propose rules without having a full exposition," said NAB lawyer Valerie Schulte. "They need to know what they are doing."

DARS proponents on the other hand were discouraged. "The NAB is trying to slow the process down," said Lon Levin, American Mobile Radio Corp. "The more questions the commission asks without proposed

solutions, the more NAB has succeeded."

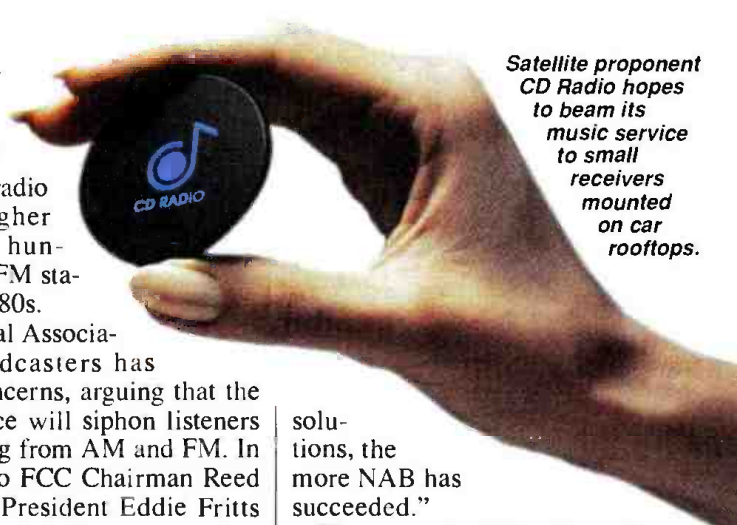
The commission's proposal asks whether advertising-supported services should be allowed in the satellite radio spectrum. It also asks how much spectrum each licenseholder should have, whether there is enough spectrum to invite more applicants and, if so, whether the commission then should auction the satellite radio spectrum.

The prospect of more applicants is particularly worrisome to the current applicants. "The whole world knew what the [Dec. 15, 1992] cutoff date was," says Primosphere co-owner Cliff Burnstein. "You have to follow your own rules."

Although encouraged that the FCC is moving forward with a proposal, Burnstein also worries that squeezing more service providers into the 2310-2360 mhz band allocated to the service will limit the number of channels each service provider can offer.

Other questions raised in the proposal concern what flexibility the licenseholders should have in offering services outside the radio business. Other portions of the document request information on how many terrestrial "repeating" transmitters the services will require and whether the satellite service should be regulated as a broadcast service or as a common carrier service. ■

Satellite proponent CD Radio hopes to beam its music service to small receivers mounted on car rooftops.



FCC vows to catch up on backlog

Answering complaints from broadcasters and their Washington attorneys, the FCC last week promised to clear the backlog of TV and radio sale applications within the next two months.

At a meeting with communications attorneys, officials said they would target the 119 radio and 20 TV cases that have been pending for more than six months. Except for a handful of complex TV cases, they said, cases involving petitions to deny and waivers would be resolved by June 30; those involving appeals, by July 31.

"We welcome their initiative in this matter," said White Rhyne, president of the Federal Communications Bar Association, which called the meeting last Wednesday. "We look forward to the results."

The FCC also proposed reforms it hopes will speed future processing. Among them: stricter enforcement of rules requiring standing by petitioners and a requirement that parties supply a draft order. "It will help with the triage," said one official.

—HAI

**LADIES
AND
GENTLEMEN,
RAISE
YOUR
GLASSES...**

Shake-up at CBS: Moonves in, Tortorici out

Other programing personnel moves expected at network

By Steve Coe

In the wake of CBS's hiring of Warner Bros.' Leslie Moonves to oversee CBS Entertainment and the subsequent resignation of Entertainment President Peter Tortorici, the network's entertainment division is bracing for even more upheaval.

Moonves reportedly signed a four-year deal worth \$20 million. CBS will honor the final three years on Tortorici's contract.

Sources were suggesting, following the moves last Wednesday, that Moonves will try to bring Billy Campbell, Warner Bros. Television senior vice president of drama, with him. Moonves said it was too early to discuss changes within the division, and it's assumed that Warner Bros. will make every attempt to keep its highly successful television division from suffering a brain drain to CBS. Additionally, CBS has been without an executive overseeing the movies and miniseries area since Trevor Walton left to take the same job at Fox.

Warner Bros. has not announced who will replace Moonves as head of its TV arm, although the likeliest choice seems to be Tony Jonas, executive vice president, creative affairs. Jonas holds the same-level position that Moonves held at Lorimar before taking over that division from David Salzman. Names also making the rounds as possible candidates include Andy Hill, president, CBS Entertainment Productions; Jon Feltheimer, president, Columbia Tri-Star Television, and John Pike, senior vice president, late-night and non-network programing, CBS Entertainment, who previously headed Paramount's network television activities.

Over the past couple of months, many Hollywood observers had been expecting a shake-up in CBS's entertainment ranks below Tortorici. Larry Sanitsky, executive vice president,



Leslie Moonves is expected to take over at CBS Entertainment in the next few weeks.

prime time programs (brought in when Tortorici inherited the job from Jeff Sagansky); Tanya Lopez-Brooks, vice president, dramatic development, and David Himmel-farb, vice president, comedy development, have been mentioned during talk of a restructuring. A source said it is likely that one or possibly all of those executives could be gone by the time Moonves assumes his post.

Moonves has headed Warner Bros. TV since 1993, when it merged with Lorimar Television, which he had overseen

since 1989. During his tenure, Moonves, considered one of Hollywood's most savvy TV executives, led Warner Bros. to the top of the TV network suppliers.

Moonves's credentials notwithstanding, some TV executives questioned CBS's motives in bringing him on board so soon after Tortorici had set the fall schedule—Tortorici's first—since the schedule has been well received by affiliates and advertisers.

"I supported someone else's vision for a number of years and did it happily," Tortorici said. "But I couldn't compromise the vision I had set when I took the job, and I knew Leslie couldn't compromise the vision he has for the job, so I decided it was best that I leave." ■

Wussler to run ABC affiliates venture

By Steve Coe

ABC wrapped up a sedate affiliates meeting last Thursday with station executives hearing about changes in the daytime lineup, plans for a block of programing for Sunday morning and the hiring of Bob Wussler as president/CEO of NewVenco, the company formed by the affiliate body last year.

"We think in Bob we've got someone who understands the business and where the business is going, and who will be able to make a profit for affiliates," said John Garwood, ABC affiliate board chairman. NewVenco was established to guide the network as it moves into new media and new business alliances.

During the meeting in Los Angeles, affiliates were told the network is planning to build a block of programing on Sunday morning around *Good Morning America Weekend* and *This Week with David Brinkley*.

Garwood praised the network's plan for Sunday. "It was welcome

news because our competitors have moved into weekend news," he said, referring to NBC. "Most affiliates were encouraged when GMA went to six days, but it has needed improvement. And with ABC News overseeing it now, we feel it will be improved."

The network told its affiliates that no decision has been made regarding which network will carry the World Series. ABC also said that in September it will present its bid for the 2000 summer Olympics in Sydney.

In daytime, ABC has renewed *Mike & Maty* for another six months. And, according to Pat Fili-Krushel, president of daytime programing, Morgan Fairchild will join the cast of *Loving*. Among the lowest rated soaps, it will be overhauled to take place in New York City, retitled *LOV*NYC* and many current characters killed off. ■



Wussler was chosen after a year-long search.

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*Daytime topical talk shows. Source: NSI Metered Market overnights 4/28 - 5/25/94, 4/27 - 5/24/95
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TBS gets down to business (channel)

In spite of plan to limit new projects, it is launching a business news channel in January

By Rich Brown

Turner Broadcasting System's decision to move forward with a business news channel proves just how hard it is for a maverick company to sit still.

The company's plan to launch a business news channel in January 1996 ironically comes at a time when the company is trying to put a stop to its new business development. TBS is halting its new business development to boost operating cash flow and the company's stock price, according to Kitsie Riggall, vice president of financial communications for the company.

"Over the last couple of years,

we've had a lot of new business start-ups—particularly internationally—and that has had a lot of effect on cash-flow growth," says Riggall. She says start-up costs associated with the new business channel are expected to be a relatively low \$10 million over five years.

Wall Street analysts say it is no coincidence that the company is looking to improve performance, since it is considering a possible broadcast network bid. They say TBS will need to strengthen the value of the company's stock before trying to use some of its shares to make a deal.

TBS Chairman/President Ted Turn-

er "wants to have currency that works, not Monopoly money," says analyst Nick Heyman of Natwest Markets. Turner's stock price, which enjoyed a boost following positive first-quarter results, was trading at about 15 last fall and is now holding in the 19-20 range.

Turner's new business news channel pits the company against NBC, one of the very networks that the cable company had been pursuing. The Turner service will go head-to-head with NBC-owned CNBC, which reaches some 55 million homes and has an average audience of about 200,000 households for its daytime lineup of business news programming. NBC itself continues to talk about launching a general news channel that would compete with CNN.

"I think Ted demonstrated during the first 15 years in his competition with ABC, CBS and NBC domestically—and with the BBC and others internationally—that Turner knows how to compete, and I'm sure that we will continue to build here and to deal with the competition as it comes along," says CNN President Tom Johnson, referring to the possibility of a competing news network from NBC.

Turner's business news channel will run daily 7 a.m. to 7 p.m. in the U.S. over CNN International, the 24-hour news channel launched domestically by Turner earlier this year. CNNI reaches 3 million U.S. homes, according to TBS.

TBS board approval of the business news channel could bode well for its distribution, considering that the board members include top cable MSOs Tele-Communications Inc., Time Warner, Continental and Comcast. The four MSOs serve 33.6 million cable households and last year accounted for approximately 40% of the subscription fees paid to TBS networks.

Despite its well-connected board members, however, Turner's newer networks nevertheless have faced many of the same distribution problems common to other new networks trying to find channel space on crowded cable systems. ■

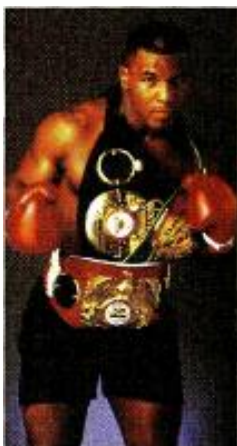
Showtime sets PPV record with Tyson price

Many of the country's largest cable operators suffered sticker shock last week when Showtime announced a record \$55 pay-per-view charge for Mike Tyson's first heavyweight bout since his release from prison last April.

TCI, the country's largest MSO with 1.5 million subscribers, and Sammons Communications have decided not to carry the fight, saying the price is out of line with previous PPV fights.

Viacom-owned Showtime is asking a suggested retail price of \$49.95 to \$54.95. The ticket's top end would be more than \$10 higher than the \$38.95 price for the 1993 Evander Holyfield-Riddick Bowe bout, the most expensive PPV fight until now.

The bout between Tyson and Peter McNeeley takes place Aug. 19 at the MGM Grand Hotel in Las Vegas. Tyson has an estimated \$200 million exclusive three-year agreement with the MGM Grand Hotel & Casino and Showtime's pay-per-view division.



Tyson returns with a vengeance: PPV will cost up to \$55.

Other major cable companies such as Time Warner Cable, Cox Communications and Cablevision Systems said they need to look at Showtime's rate card before making a decision. But Showtime has yet to release an official rate card that breaks down cable's revenue splits. The pay channel insists it is merely offering suggested PPV prices, although cable companies generally use such prices as guidelines.

Cablevision Industries, based in New York, will carry the fight, but executives are not pleased about the price. "Both Tyson and the promoters are trying to gouge the public, as opposed to building a business," said Mike Egan, vice president, Cablevision Industries.

McAdory Lipscomb, executive vice president of Showtime's SET pay-per-view division, said that so far, operators have told Showtime "it is a very fair and reasonable price and that they were budgeted in that range."

—JM

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Senate limits Bell cable buyouts

S. 652 also eliminates ownership limits for radio, liberalizes television, reallocates auxiliary spectrum

By Christopher Stern

In a victory for the Clinton administration last week, the Senate severely trimmed a key provision of telecommunications reform bill S. 652 that would have allowed Bell companies to buy cable systems in their own service areas.

Broadcasters won elimination of all ownership caps for radio. The 12-station ownership limit for television was also eliminated in an amendment originally proposed by Senate Majority Leader Bob Dole. The 35% national audience cap called for in the original bill remains in place.

However, broadcasters adamantly oppose a measure adopted Wednesday night that would relocate broadcast auxiliary spectrum to the 4 ghz band (see box below).

The bill got off to a tortuous start after Senator Bob Kerrey (D-Neb.) refused to agree to time limits on debate. On Friday afternoon Dole took the unusual move of ordering at least 51 senators to the floor. He then threatened to cut off debate today (June 12) at 5 p.m. unless the pace of debate picks up.

Shortly after Dole made the threat, he combined his package of amendments with that offered by Senate Minority Leader Thomas Daschle (D-S.D.). The decision by the two Senate leaders to combine their



Senate Majority Leader Bob Dole is facing off with Senator Bob Kerrey over telcom legislation.

amendments was seen a positive sign for potential passage of the bill early next week, said some observers.

Despite its victory on the cable/telco buy-out provision, administration officials refused last week to support the bill. "We are not there yet," said Greg Simon, domestic policy adviser to Vice President Gore. The administration claims that consumers would be better served by telcos competing with cable companies rather than buying them out. Under provisions adopted last week, a telco and a cable company may not merge or buy each other out except in non-urban communities of 50,000 or fewer.

Administration officials targeted two provisions in the bill that need to be addressed before they will drop their opposition: cable deregulation

and Bell company entry into the long-distance business.

Both issues are expected to come up early this week. The administration supports Justice Department review of Bell entry into long distance. The bill gives the FCC responsibility for clearing a Bell company for entry into long distance.

The administration believes the bill goes too far on broadcast ownership. The administration is backing a cap that would prohibit a single broadcaster from owning more than 50 AM station and 50 FM stations. Administration officials also want to keep current local ownership restrictions in place. Officials said last week that they expect that Senator Paul

Simon (D-Ill.) will introduce an amendment to address their concerns.

The administration does not oppose language adopted by the Senate that would approve the use of local management agreements in broadcasting.

Last Friday, the Senate adopted an amendment that would bar any increase in cable rates that is "substantially higher" than the national average as of June 1995. The bill originally deregulated extended basic rates upon enactment. The change was positive, but the measure still allowed unacceptably steep increases in cable rates, Greg Simon said.

Dole did win approval of his amendment deregulating basic and extended basic tiers for small cable systems. In addition to eliminating rate regulation for small cable operators, Dole's proposal greatly expands the definition of small cable operators to systems with 35,000 or fewer subscribers and MSOs with less than 1% of the nation's total cable households (approximately 630,000 homes).

Nonetheless, the administration said it still supports an amendment sponsored by Joseph Lieberman (D-Conn.) and Pat Leahy (D-Vt.) that would tie rate increases to the 50 cable systems in the nation which currently face competition. National Telecommunications and Information Administration chief Larry Irving said Friday that the bill made some small steps for consumers but he is still waiting for the Senate to take some "Shaquille O'Neal"-size steps. ■

Senate votes to move auxiliary spectrum

In a decision that could prove costly for broadcasters, the Senate last week voted to relocate the broadcast auxiliary spectrum to the 4 ghz band.

Under an amendment adopted late Wednesday night, broadcasters would have seven years to move their auxiliary spectrum from 2025-2075 mhz to 4635-4685 mhz. The forced relocation would free up spectrum that would then be auctioned, according to the Senate plan. Broadcasters use the high-end spectrum to feed news and sports footage back to the station from a crew in the field.

"The Senate adopted an amendment that will result in robbing television broadcasters of their ability to cover news, sports and other live breaking stories," said MSTV President Margita White, adding: "The amendment is simply not workable and must be fixed." The National Association of Broadcasters also said the amendment is unacceptable and would be fought.

The spectrum shift would free up 50 mhz for auction, which has a market value of \$3.8 billion.

—CSS

Flexibility key to new MMDS rules

Among provisions expected to be adopted by FCC are auctions

By Chris McConnell

The FCC is debating how much flexibility to give MMDS licensees in the use of their microwave channels.

The debate comes in the context of forging new rules for MMDS licenses, which are expected to be adopted at this Thursday's (June 15) open meeting. The rules will institute auctions as part of the licensing process.

Those auctions will cover frequencies that are adjacent to the PCS spectrum that recently attracted billions from bidders. The proximity worries some in the wireless cable industry, who say too much flexibility will undermine their business.

"We don't need the premature perception that this is more PCS spectrum," says one wireless cable source, who fears a blanket flexibility ruling would invite an onslaught of companies from outside the industry that could outbid current operators for remaining MMDS licenses.

"Does [the FCC] want wireless cable or does it want more PCS?" asks Paul Sinderbrand, an attorney for the Wireless

Cable Association. Sinderbrand and others say they welcome the flexibility to provide some non-video services, provided they are ancillary to the industry's TV business.

"It's important for current operators to be able to succeed in subscription television," adds communications lawyer Nick Allard.

FCC sources last week said the commissioners had not reached an agreement on how much flexibility to grant MMDS licenseholders. Some offices have proposed dealing with the issue in a general proceeding on spectrum flexibility rather than on a case-by-case basis, sources say.

In addition to taking up the licensing rules this week, the FCC also will be clearing a backlog of legal challenges to license application denials. The commission's action is expected to clear 728 pending petitions for reconsideration. In a third wireless cable item, the FCC will consider a rule change that would extend the protected service area for many wireless cable operators by tailoring the service area to the height and power of an operator's transmitter. ■

New UK MSO arises from TeleWest-SBC merger

\$1.1 billion deal will pass 1.5 million homes with cable, phones

By Lloyd Shepherd,
special correspondent

The growing UK cable industry went through yet another seismic shift with last week's announcement of the \$1.1 billion merger between the largest MSO, TeleWest (owned by Tele-Communications Inc. and US West), and the fifth largest, SBC CableComms (owned by SBC Communications and Cox Communications).

The new company, provisionally called New TeleWest, will pass 1.5 million homes, offering cable and telephone service. It will count 353,500 TV subscribers, 318,000 residential telephone lines and 29,000 business telephone lines. It will have 4.5 million under franchise.

TeleWest, listed on the London Stock Exchange and Nasdaq, will issue 184 million ordinary shares

and 231 convertible preference shares in New TeleWest to the owners of SBC CableComms. Existing shareholders in TeleWest will receive shares in New TeleWest on a one-to-one basis.

TeleWest, together with fellow UK MSO Nynex CableComms, caused waves a month ago with the signing of a long-term programming contract with UK satellite operator British Sky Broadcasting (BSkyB). BSkyB, controlled by News Corp., has exclusive UK pay-TV rights to all new studio films and many premium sporting events.

The signatures of TeleWest and Nynex on a long-term "sweetheart" contract with BSkyB dealt a blow to plans to establish cable-exclusive programming. The remaining UK MSOs are contesting the agreement with the British and European authorities, arguing that the contract

restricts their business.

A merger between TeleWest and SBC confirms the former's strategy of consolidating its business, as suggested by the BSkyB contract.

Analysts and investors have reacted positively to the merger news. TeleWest's share price increased slightly in London on the news. General Cable, the other major MSO listed in London, saw a bigger rise; analysts point out that General Cable's per-home market value is still heavily discounted compared with the TeleWest price.

While welcoming the deal, analysts expressed concern at the level of SBC churn, revealed for the first time. Annualized TV churn is running at a whopping 64%, against TeleWest's already-high rate of 47%-48%. During an analysts' conference on June 8, TeleWest executives said they can bring the percentage down.

According to Neil Blackley, media analyst at Goldman Sachs in London, further consolidation in the UK market is likely, but probably in the form of swaps. Goldman Sachs is maintaining a "Market Performer" rating on TeleWest, although long-term it expects the company to outperform the market. ■

Promotion highlights from Promax

Warner Bros. Domestic Television Distribution will spend \$3 million to launch its hour-long talk show *Carnie* this fall, says Jim Moloshok, WB's senior VP, marketing and advertising services. And WB will stick with it to insure its success, as it did with *Jenny Jones*, Moloshok says. *Jenny Jones* lost millions in its first two years and only broke even in its third, he says. The daily *Carnie* also will succeed because it is "backed by a company with deep enough pockets that we won't cut and run," he says. Promotion will start next month.

With allied Fox and New World station clout behind them, freshmen talk shows *Gabrielle* and *The Mark Walberg Show* also are using combined star power to sell themselves. Since the shows are competitors in some small markets, ads featuring Gabrielle Carteris and Walberg together are being offered. *Gabrielle* is distributed by Fox's Twentieth Television, and *Walberg* is syndicated by New World subsidiary Genesis Entertainment. The distributors went for the combo when they realized that their new shows shared coverage of 60% of the country, with the shows "in many cases back to back," says Douglas Friedman, Genesis senior VP, creative services. Forty-one percent of the overlap comes from Fox and New World stations, he adds. With stations generally cutting back their commitments to 30-second spots, Twentieth and Genesis figured that a two-in-one combo would guarantee them 30 full seconds of air-time, Friedman says. Both companies are splitting the costs of the spot and sharing in the profits of the shows.

Buena Vista Television is marketing former 'Partridge Family' kid Danny Bonaduce as a loving family man in the campaign for his upcoming talk show, 'Danny!'



Photos by Stephen R. Brown

Marketers take Promax spotlight

Beyond fall shows, attendees told they are navigators for the future

By Elizabeth Rathbun

Local station marketers have the power to make or break fall's new shows, syndicators said during the annual Promax & BDA Conference & Exposition last week.

To encourage local marketers' efforts, the syndicators wooed them with meals, cocktails, star presence and giveaways ranging from terrycloth robes emblazoned *The George & Alana Show* to ritual tote bags and T-shirts.

The convention of 4,500 broadcast and cable marketers, which occupied three hotels in Washington last Tuesday-Saturday, also offered a host of high-profile speakers. Among them were former Walt Disney Television and Telecommunications Chairman Richard Frank, House Speaker Newt Gingrich (R-Ga.) and film critics Gene Siskel and Roger Ebert, who applied their trademark cantankerous style to reviews of local spots.

Calling promotion executives the real navigators for the coming information superhighway, Frank said local stations are more than hit-makers (see page 13): "It could get really complicated if somebody doesn't sort it out for everybody."

As the interactive future closes in, "it will be up to you to make the new programming options appealing and accessible," Frank told the marketers.

Gingrich, however, passed on the opportunity to pose a challenge to the conference attendees. His speech, which followed Frank's last Wednesday, outlined the Republican agenda and mentioned TV only in passing. Members of the audience

started filtering out of the huge ballroom early; some of Gingrich's comments were greeted with heckling and hisses.

During seminars for new fall shows, including Columbia Tristar TV Distribution's *Seinfeld*, DIC's animated *Sailor Moon* and Twentieth Television's new talk show *Gabrielle*, marketers were told the success of the new shows—or new-to-syndication shows—rests with them.

Despite calls for network branding as a tool that will help local stations too, the idea is unpopular with the marketers.

"We have a hard enough time to get viewers to understand our channel number and our call letters," said Don Davis, marketing and promotions manager, KBMT(TV) Beaumont, Tex. "The simpler the better."

"I think it has to be local," said Stan Teater, creative services manager, WQAD-TV Moline, Ill. "What the network tries to do with their entertainment programming doesn't necessarily dovetail with what you're trying to accomplish," he said. "Networks and locals are like two people in a donkey costume. We're not always going in the same direction, but we're both...trying to get to the same place."

Viewers are expected in droves for the fall syndication debut of the number-one network show *Seinfeld*. But Columbia Tristar isn't taking any chances. At a diner-food party last Wednesday, Columbia executives unveiled dozens of ads that showcase the show's stars. Others spots feature clips. The promotion will be "the most comprehensive campaign we've ever produced," said Bob Cook, senior VP, marketing, Columbia Tristar.

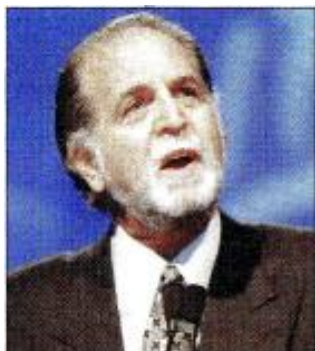
Frank: Infohighway needs regs

Predicts market forces could create information haves, have-nots

By John Eggerton

Calling government regulation "medicine, if given in appropriate doses," Richard Frank said last week the information highway will need several doses of regulation.

In a keynote speech to the Promax conference in Washington, the former chairman of Walt Disney Television and Telecommunications said some government action would be necessary to control entertainment piracy in a digital world, help create standards for interactive TV and insure that market forces do not create a culture of information haves and have-nots.



Rich Frank told promoters they are the navigators on the infohighway.

That discussion came in the context of Frank's nine myths about the info superhighway, which he countered with "Frank facts" outlining an alternative future.

The standards issue came up No. 4, the myth

being that competing interactive TV systems will raise incompatibility issues comparable to Beta versus VHS. The industry will be lucky, Frank said, if the problem is only that bad.

Frank borrowed an analogy from a fellow Disney executive, who he said described the problem as being like GM putting the steering wheel on the right of the dashboard, Ford on the left, Chrysler on the ceiling and Toyota introducing a steering joystick.

On his future "without mouse ears" (he left Disney in April), Frank said he would make a decision by the end of the summer. ■

Content buck stops with media

By John Eggerton

The heads of four major broadcast and cable associations agreed last week the media must face the issue of excessive sex, violence and language in current entertainment. They also agreed that whatever solutions there may be are the province—and the responsibility—of the entertainment industry, not government.

Responding to recent criticisms leveled by Bob Dole, the Republican senator and presidential candidate, Jack Valenti, chief executive of the Motion Picture Association of America, told the crowd attending a Promax panel session that things are out of control, but "mainly in the U.S. Congress." His call for responsibility came in the form of a rating system for TV similar to that adopted by MPAA 26 years ago.

National Cable Television Association President Decker Anstrom, Association of Maximum Service Television President Margita White and Association of Independent Television Stations President James Hedlund all said they are troubled by some media excesses and all empha-

sized the responsibility theme.

"I think everyone in the TV industry bears some responsibility," said Anstrom. (System operators have set up standards and practices regarding scheduling and promoting shows, he said.)

INTV's Hedlund said he is not "one of the broadcasters blaming it on cable," and thinks the cable industry had done an "admirable job policing itself."

Saying she speaks for herself rather than for MSTV, White said, "The key is accountability." When it comes to lyrics that degrade women and glorify violence and rape, she said, "I see nothing wrong with singling out the people who profit from these and calling them to account."

Valenti elicited a quick response from the television side when he labeled morning talk shows such as *Donahue*, *Montel Williams* and *Jenny Jones* "the most squalid, morally impoverished hours I've ever seen in my life."

But, he said, "I think that what the networks have done in the past 18 months, which is to measurably reduce the amount of violence on TV, is fantastic." ■

MCA TV also will promote hit returning action hour *Hercules: The Legendary Journeys* and new spin-off *Xena: Warrior Princess* with spots featuring both shows and the tagline: "The Forces of Evil Have Met Their Match." The shows have been sold together in most markets. A line of action figures available this fall will support the Sept. 4-10 launches.

Twentieth Television will pick up about 60% of material from *America's Most Wanted* to make *America's Most Wanted: Final Justice*, says co-executive producer Brian Leonard. The new half-hour, also starring John Walsh, promises "an all-new look at the most fascinating cases," says Twentieth's Matthew Pugliese. *Stories from America's Most Wanted* will be updated to show "those who didn't get away and the victims who got final justice," according to the show's promotional video. Open cases also will be revisited and each show will spotlight a missing child. Ads touting "fall fashion by John Walsh" show men in orange coveralls and handcuffs strolling past the camera. And a man in prison garb testifies: "It's a damn good show. It caught me."

Group W Productions' *Day & Date* put in an appearance at a Promax booth but offered no promotional schedule. Instead, a promotional road trip has been scheduled for July. The topical nature of the new magazine show is dictating this approach, says Owen Simon, Group W VP, creative services. Each of the approximately 50 *Day & Date* stations will be visited to set up the show for its early fringe slot and tie it in with the local news production. Promos will be fed daily once the show launches on Sept. 11, Simon says.

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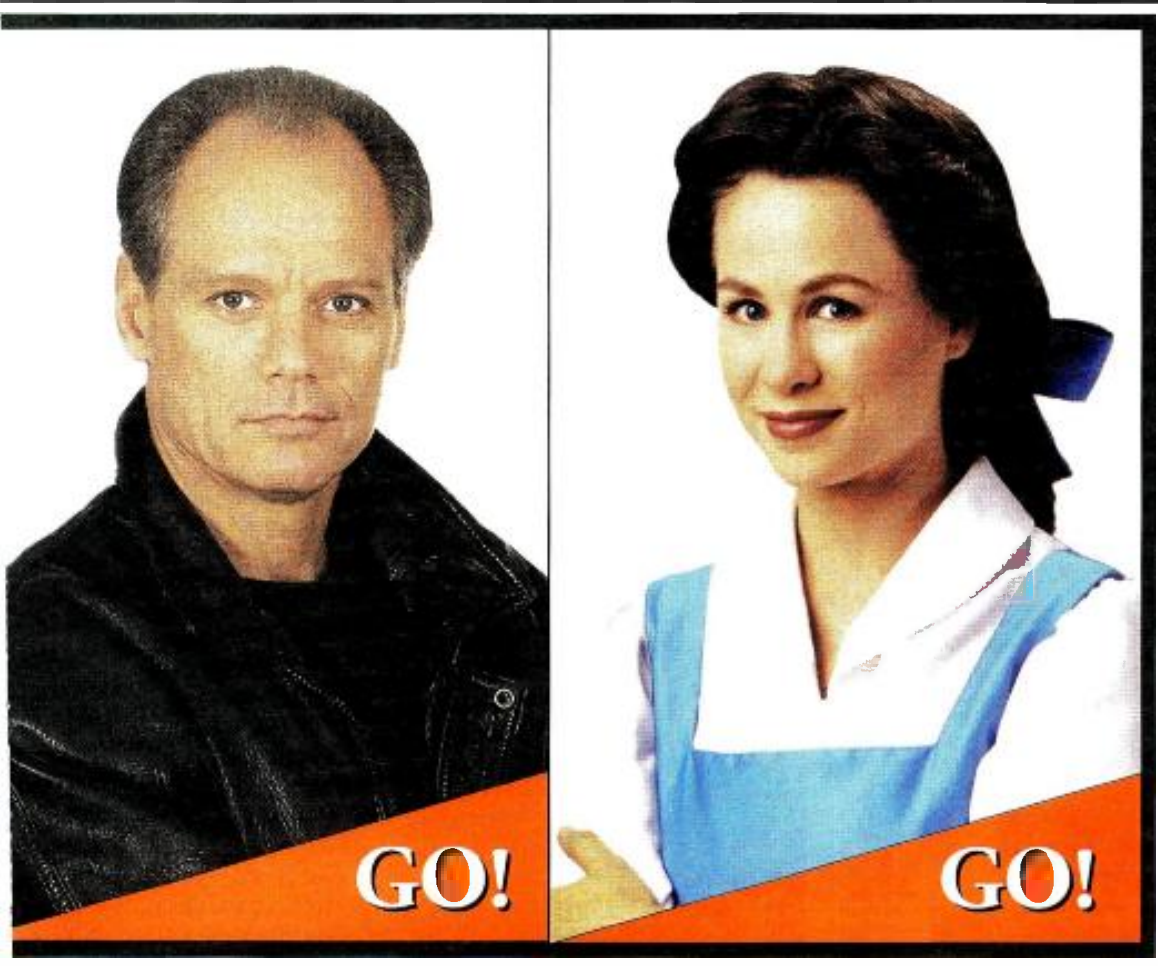
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The dramatic license of David Kelley

David E. Kelley, a former lawyer who segued into television writing and production via L.A. Law, is the creator and executive producer of the Emmy-award winning Picket Fences and the critically acclaimed Chicago Hope. In this broad-ranging interview with BROADCASTING & CABLE's Steve Coe, the multi-E Emmy winner discusses his decision to turn over the executive producer reins of both drama series, his plans for the future and David E. Kelley Productions, and the responsibilities of writer/producers to the audience that watches their shows.

You spent this past season writing for and overseeing the production of *Picket Fences* and *Chicago Hope*. That sounds like a demanding year.

It's been pretty tough; I never really intended to do it. I had hoped to create and depart from *Chicago* by midseason. When that didn't happen, I was pretty hands-on on both shows. I wouldn't recommend it. I was happy with the way the work came out, and everybody sort of rose to the occasion and we did it. And, you know, the other truth about television drama is that, at least in my experience, it never gets easier. You think that you will eventually come up with a system or a style that allows you to flow more than [to] chug and grunt, and it has never happened with *Picket* or *Chicago*. It may just be the nature of the beast. There's always a post-production schedule from hell that you do. You're running back and forth to the sound stage, or you're scoring or you're trying to get something done in time for air date. The truth is that it lends itself to an adrenaline that makes the shows better, but it also gives you cause for a big sigh—knowing that that is the nature of the beast, that it's always going to be a beast.

Typically, producers tend to gravitate toward their next project. Why had you planned to stay with *Picket* and leave *Chicago* in midseason?

Initially I had planned to stay with *Picket* for at least three years, maybe four, because I'd always known it wasn't the kind of show that you just create and turn over—that it was fairly idiosyncratic and fairly specific for a lot of voices that were in my head. That being the case, it wasn't my intent to develop the second show for CBS right away.

However, CBS was in need of product. It wanted *Chicago* sooner rather than later. Basically, they wanted it this time last year. And the timing was right because there was no medical show on the air at the time. So

there was a window of opportunity that caused me to think maybe now is a good time to do it, and what I'll do is create it, nurture its infancy and then turn it over to somebody else. It also is a more conventional show, so it's more easily transferable to another voice. And what happens in that process is you get possessive of the child. The truth is, by the time I finished the pilot and first couple of episodes of *Chicago*, I was attached to it as well as [to] *Picket*.

So we started off last year, and Michael Braverman was brought in to be the heir to the executive producer title. The plan at the beginning of the year was for him to take over by show five or six and for me to go back full time to *Picket*. That didn't work out; John Tinker came in. By that time, we were up to show 10 or 11—and it was not really fair to just unload it midseason. We were well into the season and into the character histories, so it would have been unfair to the show

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for me to jump out because my hands were in most of those stories. I made the decision that I was going to stick it out for both and I did, but it was difficult. I've never done as much writing in a year as I did this year.

How many scripts did you write for each show?

I probably wrote about 20 for each show.

So after spending that much time and effort on both shows, you're going to step aside as executive producer of both next season?

I'm not actually leaving. I will continue to parent both, and I'll consult on both. The decision I had made was to leave *Picket* and just do *Chicago*. And the more I wrestled with the decision, the more I realized it was sort of being dictated by practical motivations and logistical motivations, i.e., *Chicago* was a new show, [and] *Picket* was now a veteran show that I was fairly creatively spent on. I'd written more than 60 episodes. *Chicago* was Monday night at 10, commercially a much more viable project, and its future was ahead of it, so it made sense for me to go to that show instead of *Picket*.

a company has always been the show—and everybody in the company is focused on the show. That's the way it always was with *Picket*, and this year we added another show and built a new company. It wasn't like we had this company that put out these two shows. It was more like we had this thing and you had this thing, and I would run back and forth.

Sometimes during the sprint back and forth there is a creative compromise in that you don't have the luxury of sitting back, out of the fire, saying: "OK, free of the vise let me think of maybe some wholesale changes or changes for year three or year four—pieces we can begin to set up now, that we can lay the pieces, the puzzle pieces for."

I would like to do more of that. I just didn't have time to. It's like the adage: When you're up to your ass in alligators, you can't really be thinking how to redesign the swamp. I don't ever want to get out of the fight with the alligators.

Will you produce your next project for CBS?

Yes, the next one I owe to CBS. I do have another one

I LOVE TO PROVOKE AND CAUSE PEOPLE TO THINK, MAKE THEM LAUGH AND SOMETIMES CRY, BUT I DON'T THINK IT'S MY PLACE TO MANIPULATE THEM OR TO PRESUME THAT THEY NEED AN EDUCATION.

But the other truth is that I don't think I'll ever love any show as much as I do *Picket*. So I started toying with what kind of machinery I [could] set up that [would] allow me to participate in both. And I do believe that for the future and viability of *Picket*, it is best that I step aside now because the show has to change a little bit.

I hope to still write a few here and there, but be part of someone else's voice instead of bringing someone to write my show. I will do the same with *Chicago*.

Without the responsibility of those two series, does this mean you'll be devoted to new projects next year?

Next year I do plan to do more projects, but I'm going to try to get the hang of the management part of this equation. Technically, I'm supposed to be running this company called David E. Kelley Productions, which puts out shows. And I'm sure [that] if anyone [were to do] a lecture or seminar on company management, I would be in the "don't" category. This past year I had no real time to take a step up, look at the forest and plant trees. This year was spent putting out the fires, keeping the trees alive and cutting the next tree down.

By focusing more on the management of the company, does this represent an effort to grow the company?

No, I've never wanted to really have a company. I have no ambition or desire to have what Steven [Bohco] has, for example. He's got the machinery in place, and my idea of

under my company—and it is the first time I've ever tried this—that is someone else's creation and vision. It's a show called *The Pastor's Wife*. We just shot the pilot, and that's for Fox. That was written and created by Diane Frollov and Andrew Schneider from *Northern Exposure*. It's kind of an experiment for me because this is the first time I've ever participated purely and solely as a consultant. It's difficult because I kind of want to jump off the bench and put my hands on it, yet the whole point of this endeavor for me was to bring in people who could run it themselves.

There is probably no other producer who has had two more critically acclaimed shows, yet who has received so little in return from audience viewership. Has it been frustrating?

Yes. I picked up the paper this morning and one comment about *Picket* was that it can't get any ratings respect. That's all that's been said about *Picket* for three years, and that's kind of frustrating. The critical attention has been good for the shows, so I can't really complain about that on the whole. *Picket* has won two Emmys. Aside from the Emmys, I think the body of work that we've turned out—the 60 episodes over the past three years—is something to be proud of. Although I complain, I temper the complaint because I am one of the lucky ones. I get the stuff that I do put on the air.

You tend to tackle sensitive subjects. Have there been problems with the network?

There's been no interference on that level; CBS has been

very good. They've never told us that a subject is too controversial. We've even dealt with abortion on some shows this year, and that's traditionally a sensitive subject. And there's no subject that we've shied away from because of controversy. There are times I will hesitate because of the entertainment question. For example, a show about child molestation is very difficult to do. It's not that I'm afraid of the subject matter, it's just that it's a very distasteful arena and you've got to be cognizant of the fact that your audience wants to be entertained and is entitled to be entertained.

I don't think it's appropriate for the producers ever to say, "OK, this is my hour to teach you something more and make you aware of a problem. Now, take this." You've got to honor your relationship with your audience—that they sit down because they want to be entertained. And that doesn't mean you can't provoke them and antagonize them and challenge them in the course of the entertainment as long as you keep the entertainment part of the equation alive.

In terms of television content, do you feel you should lead viewers in terms of subject matter or should you follow what they want?

You should lead. But I don't think you should be arrogant to the point that you think that you know more than they do, you're going to make their world a better place, you're going to teach them something. That's just arrogant. You should not forget that the people who are watching your shows get their richest experiences and most educational experiences not on a television show. I love to provoke and cause people to think, make them laugh and sometimes cry, but I don't think it's my place to manipulate them or to presume that they need an education.

Some argue that television has pushed the envelope too far. Do you think the boundaries should be extended for language or nudity?

No, I don't. I'll fight over words that I think it is silly for CBS to protest because it's insulting the intelligence of the audience when they say, "You can't say this because that will offend this person in Oklahoma." But I don't feel there's a need to expand the vocabulary of television. I don't think we need to have all of the language; we have cable for that. I'm not an advocate of just throwing out all our guidelines and letting people loose to have their creative license. You could tell most of your stories without it. I find that if it's not gratuitous, it's fine. But I also think the audience knows the difference.

So you don't feel constrained by the medium?

Not particularly, no. There are times I'm frustrated and wish I could do this and do that. Where my objection lies is when I get a complaint from a network executive saying, "I don't have any problem with it, but the advertisers do." Then you go to the advertiser and say, "What's the problem?" and the man says, "Oh, I don't have a problem with it, but our viewers and our consumers will." I object to the projection of protest on other people's behalf because it's insulting to the viewers.

Should the government be involved in the monitoring of network television and content issues? What do you think about the issue of the V-chip?

I'm not crazy about it; it's a form of censorship. It may be a fairly benign one, but it's a form of censorship. Parents can control the television sets watched by their children. But it's not something that galvanizes me to charge up to Washington.

My more fundamental objection to Washington's getting involved is that it's very complicated to be monitoring this industry, and they pander to extremists. The amount of time spent crusading against television violence I find to be just frankly disgusting [when] these are the same congressmen who won't pass bans against assault guns.

I know that your wife [actress Michelle Pfeiffer] has appeared in walk-through roles in several episodes of *Picket Fences*. Do you plan any other appearances?

I have tried to convince her that her film career is washed up and that she should turn to television, but she's resisting. That was a joke. [Her appearances were] a surprise to me. I didn't know; I never asked her to be in it. I looked at the cut of the show, and suddenly there she was.

Do you have any feature film ideas?

Yeah, ideas. I haven't gotten around to executing them yet, but I would like to do features someday—[and] not because I think it's a more noble world than television, because television suits me very well and my attention span and my sort of impatience in attitude.

The feature pace would probably kill me. Too much time. I also just get very impatient. [I'd] write something, and by the time [they'd] get around to shooting it in the feature world I probably [would have] lost interest in it. But I get jealous of the budgets. I get jealous sometimes of the talent available. And the thing I get the most jealous of is that you get to present your product to your audience in the best circumstances. You're sitting in the dark with the sound, the picture is great, and you've got them.

When I go to someone else's house when the show is on—*Picket* or *Chicago*—[I] realize the way people watch television: phones ring, people talk, someone may be reading something and they're sharing and they read a quote of it, a child may come into the room or the dishwasher may be running, and they have to go to the bathroom or leave the room and they miss a plot point. Sometimes the people will talk about the show the next day and they'll say something like, "I really love the show, but I just couldn't understand why the woman had to cry all the time." "Well, see, her husband was killed." "Oh, I missed that. That must have been when I went in to get the Jell-O."

You've got one more project to satisfy your commitment to CBS. After that, do you think you'll make a multiple-series deal with another network?

I don't think so. It's possible, but probably after the next one I would just like to develop and do the show and then shop it to all networks. ■



Source: NSI, May 1995, household rating.

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Changing times at 'Current Affair'

Departure of managing editor, veteran reporter, others offset by staff additions, new investigative unit; moves seen as commitment to improve lackluster ratings

By David Tobenkin

Changes to Twentieth Television syndicated magazine show *A Current Affair* continued last week with the departure of another top staff member and word that new executive producers John Tomlin and Bob Young plan to set up investigative and entertainment reporting units in an attempt to boost the show's sagging ratings.

A *Current Affair* managing editor Rob Feldman last week confirmed that he will leave the magazine show July 5 for an equivalent position at Group W/CBS's new syndicated news magazine, *Day & Date*—marking the latest departure at ACA since Tomlin and Young, formerly executive producers of King World's rival magazine shows *Inside Edition* and *American Journal*, joined ACA two weeks ago. Feldman, however, says his move was in the works well before the pair joined.

Tomlin and Young already have let go another of the show's managing editors, Steve Dunleavy, who was also chief reporter, and declined to renew the contracts of West Coast Bureau Chief Mike Watkiss and reporter/producer George Ciccarone, who handles features. Joining the magazine is Jacqui Donaldson in the newly created post of senior broadcast producer. Reporter John Johnston will remain a producer, but will give up on-air duties.

Dunleavy, a veteran reporter with close personal ties to Twentieth parent News Corp.'s chairman, Rupert Murdoch, is expected to be offered a position elsewhere in the News Corp. empire. Peter Brennan, a founder of ACA who recently managed the show while Tomlin and Young prepared to take over, also has talked with Dunleavy about his serving in a new late-night news and commentary show that Brennan is developing for syndication or the Fox network. The show, *Geraldine & Friends*, would feature Roseanne's sister, Geraldine Barr, as host.

Tomlin and Young also are expected to make several creative changes, most notably the addition of an investigative unit similar to an existing one at *IE*. They are hiring more associate producers and story coordinators—also an effort to make the show more newswy.

That makes it less likely the show will soon be canceled, as has been rumored. "Investigative units take time and a lot of money to nurture before you see results—it's very unlikely they'll cancel the show soon

if they start one," says a source, who, like others, said the show likely will be given until the middle of next season to improve.

Sources say Tomlin and Young also will try to curtail checkbook journalism at ACA and disclose when sources are paid.

Tomlin and Young are working on a companion show to ACA, which sources say could become a replacement show if ACA's ratings, well below those of *Hard Copy* and *Inside Edition*, fail to improve. ■

TPP makes deal with Paramount, Fox

For Paramount, it is second pact with advertisers

By Steve Coe

Paramount and Fox have signed deals with Television Production Partners (TPP) for the development, production and broadcast of television movies. It is the second such deal Paramount has made in which advertisers pick up the production costs for Paramount programming in exchange for inventory placement and participation in back-end revenue.

TPP signed a separate deal with Fox Broadcasting for the broadcast of those movies and possible development and production of future tele-movies.

Under the three-year agreement with Paramount, TPP, a consortium of 10 major advertisers, will fund the production of an undetermined number of made-for-television movies to be produced by Paramount Network Television in exchange for sponsorship positions in initial and future airings, as well as participation in the back-end revenue. The network that airs the movies also will retain some of the inventory to sell.

As part of its deal with TPP, Fox Broadcasting will have first-look rights to air any of the movies. The agreement also includes an option that will allow Fox production entities, such as Twentieth Television, to develop and produce made-fors for TPP.

"TPP has been working for three years to identify opportunities in which the studios, networks and advertisers all win," said Jack Myers, one of the principals at TPP. "This is just the first of many deals TPP expects to announce within the next several weeks that will underscore the industry's increasing recognition of the viability of this new business paradigm."

Earlier this year, Paramount announced a deal with Procter & Gamble in which the advertiser will fund all forms of programming for the studio.

The advertisers making up TPP are AT&T, Campbell Soup, Clorox, Coca Cola USA, Coors, General Motors, MasterCard, McDonald's, Reebok International and Sears Merchandise Group. ■

Krisel to depart Disney in January

Gary Krisel, president of Walt Disney Television Animation, will leave the company when his contract with Disney expires in January.

Krisel, who will depart after 12 years at the helm of the highly profitable unit, which produces The Disney Afternoon syndicated block, network animated shows and direct-to-video animated titles, said his departure in part reflected the company's decision not to promote him to head of the Television and Telecommunications Unit following TTU Chairman Richard Frank's departure in March, which Krisel says contradicted earlier promis-

es he would receive the job.

"Not getting the job was a disappointment, but I'm not leaving in a huff—it's time to climb the next mountain," says Krisel, 45, a 23-year veteran of the studio.

He is the latest high-ranking Disney executive to leave the company; others include Walt Disney Studios Chairman Jeffrey Katzenberg, Frank, Home Video head Bill Mechanic and former TV syndication chief Bob Jacquemin. Krisel says he is fielding offers from several studios and investors about heading or starting a feature film and television animation division. —DT

FCN ponders animation division

Could start studio in Phoenix within two years

By David Tobenkin

The Fox Children's Network is weighing an entry into children's animation production and may locate such a division next to a new Fox feature film animation studio in Phoenix, according to a reliable source.

Fox Children's Network President Margaret Loesch has relied on Warner Bros. and Saban Entertainment for much of the network's lineup, but is now seeing those producers' product diverted to the new WB and United Paramount networks. Recently she talked with Twentieth Century Fox Chairman Peter Chernin about setting up a TV animation wing next to or as part of TCF's Fox Animation Studios in the next two years, which would roughly coincide with the 1997 end of FCN's output deal with Warner Bros.

Animation production has been a noticeable shortcoming of the Fox studio's production efforts, with no steady stream of animated product for theatrical release, syndication or

networks. In August 1994, the company set up Fox Animation Studios in Phoenix and staffed the facility with animation veterans Donald Bluth and Gary Goldman ("An American Tail," "The Rescuers") and more than 300 artists and technicians. The first animated movie, as yet undisclosed, is planned for Christmas 1996, and at least 11 other animation ideas have been submitted to Chernin.

Successful feature films would likely provide a firm foothold for entry into kids TV production. Disney has produced kids network and syndicated shows based on its "Little Mermaid," "Beauty and the Beast," "Aladdin" and "Lion King" animated feature film hits and by using characters from classic Disney features and shorts.

**Fox Children's
Network
President
Margaret
Loesch**



The source said FCN officials were caught unawares by Walt Disney Television Animation President Gary Krisel's decision to leave the studio in January (see box above) and had no immediate plans to bid for his services to head the proposed animation facility.

Possible choices to head the division include Bluth and Goldman, but Loesch is also a possibility, given her extensive production experience as head of children's television at NBC, president of Marvel Productions and executive vice president of Hanna-Barbera Productions. ■

Errata

May 29 syndication marketplace item on Fries Distribution Co.'s Fries Frame 7 movie package incorrectly said second movie of package was cleared in 8% of country. Figure should have been 78%.

ABC gets 'Dove' prequel

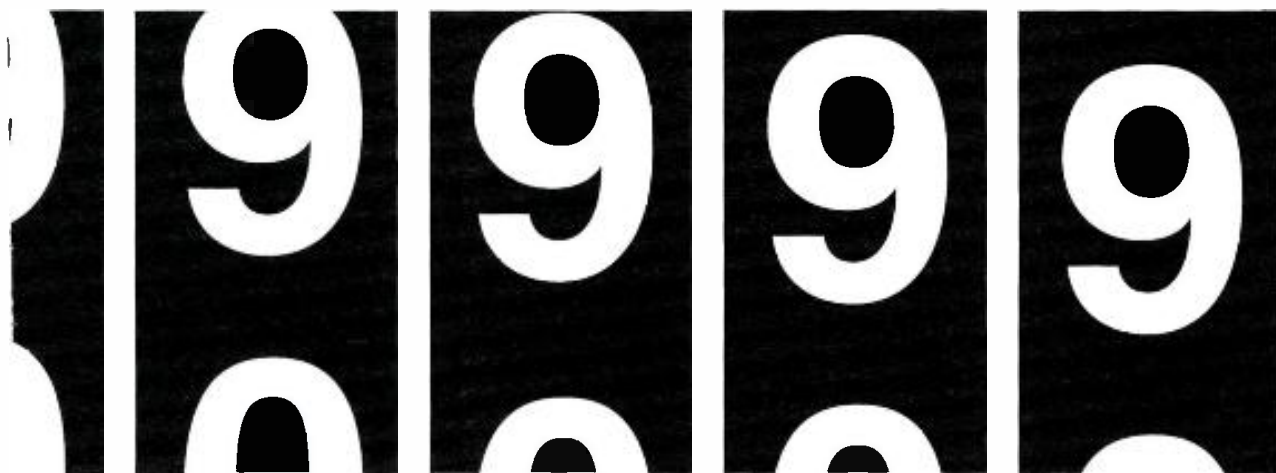
Larry McMurtry's *Dead Man's Walk*, the prequel to his *Lonesome Dove*, will air as a four-hour miniseries on ABC in 1996. The project will be based on McMurtry's book of the same name, which will be released this fall. McMurtry and his collaborator, Diana Ossana, will write the script. The project will be produced by McMurtry and Ossana's Saria Company in conjunction with Hallmark Entertainment subsidiary RHI Entertainment, and DePasse Entertainment. In addition to McMurtry and Ossana, Robert Halmi Jr. and Suzanne De Passe will serve as executive producers. The miniseries will follow the lives of Woodrow Call and Gus McCrae, the two main characters of *Lonesome Dove*, as young men in the Texas Rangers. Tommy Lee Jones and Robert Duvall played the characters in the original book and miniseries, but no talent has been attached to the new project. —SC

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Fox affiliates look to late-night

Meeting in Los Angeles should be upbeat, says Padden

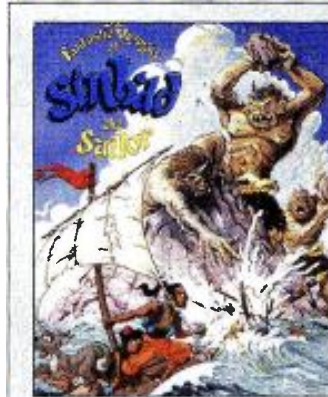
By Steve Coe

With Fox affiliates set to meet next week in Los Angeles, much of the attention will focus on the network's late-night plans and its future relationship with stations and the network.

Fox's balloon-borne recruiting at the CBS affiliates gathering two weeks ago (BROADCASTING & CABLE, June 5) gave notice that the network will continue to look for station upgrades when it has the opportunity. Although most Fox station executives took the stunt with a grain of salt, they nonetheless recognize that their partnership with the network has changed and will continue to do so.

"I don't think anybody goes into any affiliate meeting with the feeling that everything is as stable as it once was," says Joe Young, chairman, Fox Affiliate Board. "It's now an environment of survival of the fittest."

"I think the affiliates are all pretty aware of Fox's desire to upgrade,"



WBTD, Wolf team on Sinbad

Warner Bros. International Television Distribution has teamed with producer Fred Wolf (Flintstones, Teenage Mutant Ninja Turtles) to co-produce a half-hour animated series, *The Fantastic Voyages of Sinbad the Sailor*, for an undecided domestic outlet and international markets. The project, which will see 26 episodes of the show produced in the first season for a fall 1996 debut, is WBTD's first international co-production of an animated series.

—DT

says Kevin O'Brien, vice president and general manager, KTVU-TV San Francisco and adviser to the affiliate board. "It's a bit distressing, but we're all big boys and girls and we know how the game is played, and it's been very plainly spoken about by Rupert [Murdoch, chairman, Fox Inc.]. It wouldn't surprise me if [the message of one balloon that prompted CBS affiliates to call Fox 'for a future'] is brought up at the meeting, but they'll probably give us the same answer as last year when they dumped those stations in the New World deal. And the answer was, 'We're looking for VHF stations whenever we can.'"

Preston Padden, president, network distribution, Fox Broadcasting, doesn't say how many markets the network will be looking to upgrade in the near future, "but you could certainly look at the small markets and the markets where there is no Fox affiliate." As for the balloon incident, Padden says the gesture should have been taken in the spirit in which it was sent. "We try not to take ourselves too seriously. The balloons were intended to be a humorous message of our growth to a network whose principals have heaped ridicule on Fox over the years."

Padden predicts that the Fox meeting will be upbeat. "We intend to outline, with some specificity, where we want our stations to be 10 years from now. As we build the network, it's critical that we move in the same direction."

With the prime time schedule up and running on all seven nights, the children's schedule ranked number one on Saturday and Monday through Friday, and the recent successful acquisitions of the NHL and

the NFL, the one area that affiliates are anxious to hear about is late-night.

Fox is expected to reveal to stations what its Saturday late-night project will be, which is expected to debut this fall. Speculation has centered on the network's looking to Spelling Entertainment for a sexy, adult serial as the chief competitor to NBC's *Saturday Night Live*.

"A lot of the discussion will probably focus on late-night, what kind of show and how much promotional support it will get," says O'Brien. He also suggested the network may discuss the expansion of the Fox news service. "I think we all need help in that area."

Alliance eyes southern exposure

By David Tobenkin

Toronto-based entertainment conglomerate Alliance Communications Corp. is in discussions with U.S. cable networks and syndicators to distribute as early as fall 1996 series previously aired on Canadian networks, a top Alliance official says.

"The language is the same, we drive on the same side of the road, and in the case of each of these shows there is a strong woman's demographic," says Todd Leavitt, chairman of Alliance International, as to whether the shows will play well in

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending May 28. Numbers represent average audience/stations/% coverage.)

1. Wheel of Fortune	11.4/229/98
2. Jeopardy!	9.1/217/96
3. Oprah Winfrey Show	7.2/234/97
4. Star Trek: Deep Space 9	6.9/239/99
5. Entertainment Tonight	6.3/183/94
6. Hard Copy	6.1/188/94
6. Wheel of Fortune-wknd	6.1/185/82
8. Inside Edition	6.0/178/94
9. Roseanne	5.8/184/95
10. Journeys of Hercules	5.6/191/96
11. Baywatch	5.5/226/96
12. Family Matters	5.4/191/92
12. The Simpsons	5.4/137/87
14. Fox Hollywood Theatre II	5.3/193/94
15. Fresh Prince of Bel-Air	5.2/138/84

PROGRAMING

the U.S.

Some of the shows may be launched in the U.S. as weeklies and stripped at a later point when more episodes are available, says Leavitt.

Among the shows being consid-

ered for U.S. runs are *Taking the Falls*, a one-hour detective series entering its first season on the Canadian CTV Television Network; *North of 60*, a one-hour drama entering its fourth season this fall on the Canadian Broadcasting Corp.; *Rugged Gold*,

a two-hour telemovie starring Jill Eikenberry (*L.A. Law*); *Due South*, the CBS drama that will not return on the network's fall schedules, and *The Odyssey*, a kids half-hour project to which Alliance has international rights.

PEOPLE'S CHOICE: Ratings according to Nielsen, May 29-June 4

Week 37	abc	CBS	NBC	fox	UPN
	8.3/15	9.9/18	9.6/17	3.5/6	2.9/5
MONDAY	8:00 47. The Marshal 7.4/14	15. The Nanny 10.2/20	34. Fresh Prince 8.5/16	81. Melrose Place 3.6/7	79. Star Trek: Voyager 3.9/7
	8:30	15. Dave's World 10.2/19	43. Blossom 7.7/14		
	9:00 31. ABC Monday Night Movie—The Man Who Wouldn't Die 8.8/15	12. Murphy Brown 10.9/19	14. NBC Monday Night at the Movies—Shadow of Obsession 10.4/18	82. Medicine Ball 3.3/6	87. Pig Sty 2.0/3
	9:30	13. Cybill 10.5/18			90. Platypus Man 1.8/3
	10:00	31. Chicago Hope 8.8/16			
TUESDAY	8:00 10.3/18 4. Home Imprvmt 12.4/24	8.9/16 42. Rescue: 911 7.8/15	9.8/18 58. Wings 6.4/13	4.8/8 73. The Fox Tuesday Night Movie—Attack of the 50 Ft. Woman 4.8/8	2.5/5 86. Cop Files 2.3/4
	8:30 10. Thunder Alley 11.1/20		47. J Larroquette 7.4/14		85. Cop Files 2.4/4
	9:00		9. NBA Playoff Game—Houston Rockets vs. San Antonio Spurs 11.3/20		83. Marker 2.7/5
	9:30 18. World Music Awards 9.6/16	22. CBS Tuesday Movie—Intruders, Part 1 9.5/16			
	10:00				
WEDNESDAY	8:00 12.0/21 37. Sister, Sister 8.0/16	8.4/15 52. Dick Van Dyke Show Remembered 6.9/14	9.7/18 45. Dateline NBC 7.6/15	4.0/7 77. Beverly Hills, 90210 4.1/8	1.8/3 91. Wayans Bros. 1.7/4
	8:30 25. Ellen 9.2/17				87. The Parent 'Hood 2.0/4
	9:00 3. Grace Undr Fire 13.6/23	27. CBS Wednesday Movie—Intruders, Part 2 9.1/15	11. NBA Playoff—Indiana Pacers vs. Orlando Magic 11.0/20	79. Road to Fame 3.9/7	89. Unhap Ever After 1.9/3
	9:30 1. Roseanne 13.8/23				92. Unhap Ever After 1.6/3
	10:00 1. PrimeTime Live 13.8/24				
THURSDAY	8:00 6.7/12 67. In a New Light: Sex Unplugged 5.4/10	8.8/16 40. Burke's Law 7.9/15	10.8/20 25. Mad About You 9.2/18	6.3/11 60. Martin 6.2/12	
	8:30		17. Hope & Gloria 9.9/19	57. Living Single 6.5/12	
	9:00 62. ABC World of Discovery 6.1/10	29. Eye to Eye 9.0/15	7. NBA Playoff Game—San Antonio Spurs vs. Houston Rockets 12.1/22	60. New York Undercover 6.2/11	
	9:30				
	10:00 34. Day One 8.5/15	18. 48 Hours 9.7/16			
FRIDAY	8:00 10.1/20 31. Family Matters 8.8/19	7.7/15 50. Diagnosis Murder 7.3/15	8.4/16 58. Dateline NBC 6.4/13	6.1/13 74. Encounters 4.6/10	
	8:30 27. Boy Meets World 9.1/19				
	9:00 24. Step by Step 9.3/18	40. Due South 7.9/15	18. NBA Playoff—Orlando Magic vs. Indiana Pacers 9.6/19	45. The X-Files 7.6/15	
	9:30 30. Hangin w/Mr. C 8.9/17				
	10:00 6. 20/20 12.3/23				
SATURDAY	8:00 6.3/13 75. Me and the Boys 4.3/10	6.0/13 70. Dr. Quinn, Medicine Woman 5.1/12	5.4/11 65. Unsolved Mysteries 5.7/13	6.1/13 68. Cops 5.3/13	
	8:30 78. Bringing Up Jack 4.0/9			66. Cops 5.5/12	
	9:00	71. Touched by an Angel 5.0/10	76. John Larroquette 4.2/9	55. America's Most Wanted 6.7/14	
	9:30 47. ABC Family Movie—Files of Mrs. B.E. Frank 7.4/15	37. Walker, Texas Ranger 8.0/16	72. J Larroquette 4.9/10		
	10:00		64. Law and Order 6.0/12		
SUNDAY	7:00 8.7/16 52. Am Fun Videos 6.9/15	9.3/17 4. 60 Minutes 12.4/26	10.2/19 8. NBA Playoff—Indiana Pacers vs. Orlando Magic 11.5/22	5.2/10 83. Tiny Toons Summer Vacation 2.7/6	
	7:30 36. Am Fun Videos 8.2/17			55. The Simpsons 6.7/13	
	8:00 37. Lois & Clark 8.0/15	23. The Wright Verdicts 9.4/17		69. The Critic 5.2/9	
	8:30			51. Married w/Child 7.2/12	
	9:00 18. ABC Sunday Night Movie—Dick Tracy 9.6/17	43. 49th Annual Tony Awards 7.7/14	62. Earth 2 6.1/11	52. My Wildest Drms 6.9/12	
WEEK AVG 8.9/17		8.5/16	9.2/17	5.1/10	UPN: 2.7/5; WB: 1.8/3
STD AVG 11.8/20		10.7/18	11.4/19	7.4/12	UPN: 3.9/6; WB: 1.8/3

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

Cable, long-distance connect for promos

Customers who sign up for Sprint get cable discounts

By Rich Brown

In one of their first major joint undertakings, Sprint Corp. and its three cable-operator partners are rolling out an ambitious marketing plan known internally as "Triple Play."

In simple terms, cable system operators Comcast, Cox and Tele-Communications Inc. will provide cable service discounts to subscribers who sign up for Sprint long-distance service. The money Sprint typically spends to lure new long-distance users will go directly to the cable system partners in exchange for their efforts.

TCI's director of market development, Will Gardenswartz, says he is "thrilled" with the results. The nation's number-one multiple system cable operator began testing the Sprint marketing campaign in March in its Topeka system and is the furthest along of the three MSOs. TCI is launching the campaign in Pittsburgh this week and will roll out the campaign to 40 large systems by August.

Gardenswartz says TCI is finding it easy to jump into the Sprint campaign because the cable system operator has two company-owned movie networks—Starz! and Encore—that

fit naturally into the marketing campaign. When existing TCI subscribers call the MSO, the customer service representative tells them that they will get \$4.95 off their monthly bill for an entire year if they become Sprint long-distance users and buy a cable package that includes Starz! or

Encore; if they choose simply to become Sprint long-distance users and not subscribe to a movie package, they will get \$2 off their monthly bill for the year.

TCI already is seeing an increase in pay-TV subscribers in the four markets where the Sprint campaign is under way, says Gardenswartz. TCI's customer service representa-

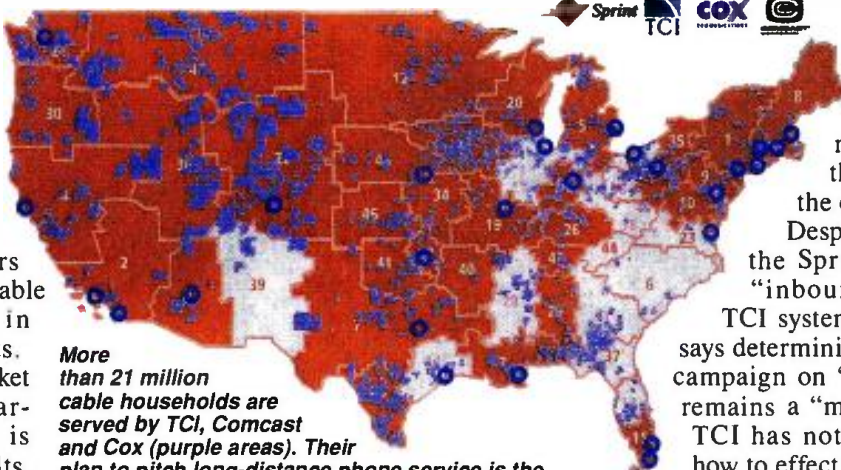
tives like the campaign, he says, because it helps them build their pay-TV commissions. He says they also like being able to tell customers that they can save money on their cable bills, especially when customers are calling to complain about their service. A team of Sprint trainers is traveling from system to system to teach TCI's customer service representatives the ins and outs of the campaign.

Despite the success of the Sprint campaign on "inbound" calls to the TCI systems, Gardenswartz says determining how to use the campaign on "outbound" calls remains a "mystery." He says TCI has not yet determined how to effectively use the campaign when it is calling non-subscribers to try to get them to subscribe or when it is calling basic subscribers to try to get them to buy expanded service.

Gardenswartz says that subscribers reached through outbound calls have not been particularly responsive to a pitch for long-distance telephone service because many of them already have been pitched by the highly competitive long-distance services.

"That industry has used up all its goodwill in the outbound world," says Gardenswartz. Nevertheless, he says, the companies continue to work on a variety of scripts to try to find the right outbound pitch. He says they also are looking to expand their Sprint marketing efforts with direct mail pieces and even local TV spots featuring Sprint spokeswoman Candice Bergen.

Comcast is still in the early stages of designing its own Sprint marketing campaign and is not expected to discuss specifics for at least another month, according to a spokeswoman.



More than 21 million cable households are served by TCI, Comcast and Cox (purple areas). Their plan to pitch long-distance phone service is the first step in a partnership with Sprint that will eventually include joint cable/telephony/wireless services (red areas) in collaboration with Teleport Communications Group (blue circles).

Primestar president resigns

Primestar Partners President and CEO John J. Cusick resigned from the satellite TV company last week. His exit, rumored for several months, became official last Thursday. Primestar officials would not comment on Cusick's departure; however, a satellite industry source said Primestar already has hired an executive recruitment firm to find a replacement. Primestar Chairman Jim Gray, who joined the company earlier this year, will act as CEO until a new president is found. Cusick, with Primestar since the company was formed in late 1990, could not be reached for comment. Prior to Primestar, Cusick was an executive for GTE and Comsat.

—JM

Cox Cable has not had much time to focus on developing the Sprint campaign while the MSO undergoes its merger with Times Mirror, says a spokeswoman.

The ambitious marketing campaign is one element in a broad alliance between Sprint and the three MSOs. The companies last fall announced the historic partnership with plans to bundle wireless and wired local telephone service with long-distance and cable TV services for business and residential customers. ■

Cable faces renewed satellite competition

DSS and C-band operators redouble subscriber efforts

By Jim McConville

Cable operators will start to face stiffer competition from satellite systems as direct satellite system (DSS) and C-band operators aggressively step up

efforts to attract subscribers.

Industry experts say DSS operators will draw away approximately 1 million existing or former cable subscribers this year and have the potential to grab up to 20% of the market

H E A D L I N E S

Family addition

Independent producer Steve Leon has been named vice president of programming for The Family Channel. Leon's credits include a stint at ABC Television working with Gus Lucas, now senior vice president of programming for Family parent company International Family Entertainment.

Family channels head south

International Family Entertainment is planning a July 1 launch for Latin American versions of The Family Channel and Cable Health Club. At launch, The Family Channel will be carried eight hours daily (5 p.m.-1 a.m.), and the remainder of the schedule will be Cable Health Club programming. The signal will be available through a consortium of Mexican cable operators, Mexico via Productora y Comercializadora de Television. Family programming initially will include at least four hours of shows dubbed into Spanish from IFE's MTM Entertainment library; Cable Health Club shows will initially be in English but will include some Spanish-language programs by 1996. Plans call for a stand-alone version of the Spanish-language Cable Health Club by the end of 1996.

MST3K: viewers' choice

Comedy Central cult hit *Mystery Science Theater 3000* returns to weeknights at midnight on the cable network beginning June 13

and running through Sept. 1. Episodes will be telecast in a countdown format based on viewer votes.

'Letterman' marathon on E!

E! Entertainment Television on July 4 will present 12 hours of *Late Night with David Letterman* anniversary shows from 11 a.m. ET to 9:30 p.m. ET. E! says the shows have never aired anywhere else since their original NBC broadcasts.

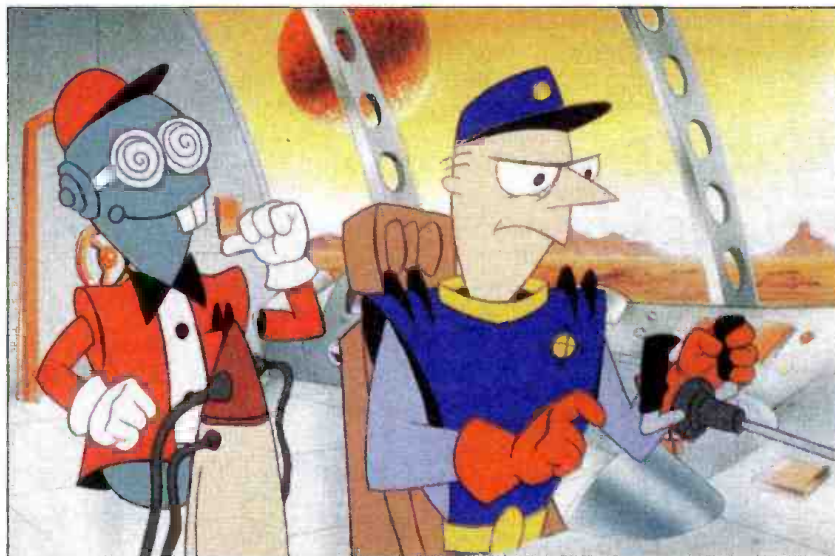
Nick gets 'Busy'

The Busy World of Richard Scarry joins Nickelodeon's Nick Jr. daily preschool lineup beginning July 3

at 9:30 a.m. ET/PT. The series, which premiered on Showtime in March 1994, is produced by CINAR under license from Paramount Pictures Corp.

Charter subs rack up

Fast-growing multiple system cable operator Charter Communications has picked up an additional 29,000 subscribers in northern and central Alabama previously served by CableSouth Inc. St. Louis-based Charter, which began operating a year ago with about 100,000 subscribers, serves more than 800,000 customers in 16 states. —RB



The Cartoon Network on June 18 will begin rolling out eight original cartoon shorts produced by sister company Hanna-Barbera. Shorts will include 'Short Pfuse,' about a cappuccino-loving, showtune-loving shark named Pfish and a Scottish lynx named Chip, and 'The Adventures of Captain Buzz Cheeply' (above). The network is looking at the Sunday night World Premiere Toons as a way to possibly develop characters with long-term potential.

share of cable systems considered vulnerable to competition.

Although the DSS subscriber base is only a fraction of the estimated 65 million cable homes, several industry observers say that DSS represents the first real threat to cable since it started more than 20 years ago. "It's the first time cable has actually had competition," says Paul Maxwell, president, Media Business Corp, a market research firm.

C-band satellite makers also may view DSS as their newest competition. C-band operator General Instrument Corp. has launched a \$15 million ad campaign as a counterattack to DSS, which has signed nearly 1 million subscribers since its 1994 launch. In response, General Instrument last March rolled out its Full View TV subscriber ad campaign to make C-band more consumer friendly.

The 26-week campaign of print ads and TV and radio spots in 25 regional markets promotes Full View TV as a 350-channel satellite service. The ads provide an 800 number so customers can locate one of 3,500 authorized C-band dealers that will let them either purchase C-band for approximately \$2,000 or lease the 7 1/2-foot C-band dish for \$55 a month.

Allen McCabe, GI's vice president, consumer products, says the campaign's goal is to develop C-band as a recognizable brand name. "I don't think very many people know what in the world C-band is." The ads also will attempt to draw away consumers whose appetite has been whetted by DSS. "With the arrival of DBS and Primestar [another DSS operator]," says McCabe, "there's a huge focus now on the whole category of satellite, and we want a piece of that pie."

McCabe says the ads still are aimed at C-band's original target market of the nation's estimated 8 million-9 million non-cable homes rather than cable households: "The intent was not to compare ourselves [with] cable; it was to compare ourselves [with] other satellite systems available."

DBS operators, meanwhile, will convince an estimated 1 million cable subscribers to switch to DSS this year, according to Stephen K.

Liebmann, president, S. Liebmann & Associates, a marketing research group. He says 45% of the DSS subscribers that signed on in 1994—approximately 88,000—came from cable franchise areas with 25% cable penetration.

Liebmann says that for DSS to reach its baseline goal of 15 million-20 million subscribers by 2000, it will have to draw from or share some of cable's 65 million subscribers.

"If DSS is really going to be a big player, they have to penetrate the cable business," Liebmann says. DSS is "not going to get 15 million-20 million unless they get cable subscribers. DSS may share them, they may steal them, whatever. But without one or the other, there isn't going to be an awful lot of this [DSS] business."

Liebmann says DSS will do best picking up cable subscribers when it competes against vulnerable cable systems that provide sub-par programming or service. Such operators, he says, stand to lose more than 10% of their subscribers to Primestar and DBS in 1995-96. "If you're a vulner-

able cable system, you can count on losing much more than 5%."

Eddie Hartenstein, president, DIRECTV, a programmer for DSS system Direct Broadcast Satellite (DBS), downplays the idea of DSS's zeroing in on just cable subscribers. "Over 60% of our existing subscribers are former cable subscribers. I don't know how we would target just the non-cable people. That's been one of the myths of DSS. Our target has been all households since day one."

Stanley E. Hubbard, president of USSB, another DBS programming provider, says DSS operators may even be content with single-digit subscriber penetration: "We don't have to beat anyone; DBS can be successful without drawing away others' business."

A sign that one cable carrier is taking DSS seriously: Liberty Media's parent, Tele-Communications Inc., is running a trio of TV commercials that depict DSS as too complicated for consumers to install, offering the same programming as cable and becoming technically obsolete in two to three years. ■

PEOPLE'S CHOICE: TOP CABLE SHOWS

Following are the top 15 basic cable programs for the week of May 29-June 4, 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>WWF Monday Night Raw</i>	USA	Mon 9:00p	2,551	3.9 2.7
2. <i>Silk Stalkings</i>	USA	Sun 10:00p	2,511	3.9 2.6
3. <i>Miller Genuine Draft 500</i>	TNN	Sun 12:00n	2,407	3.9 2.5
4. <i>Matlock</i>	TBS	Mon 9:05p	2,292	3.5 2.4
5. <i>Murder, She Wrote</i>	USA	Tue 8:00p	2,153	3.3 2.3
6. <i>Rugrats</i>	NICK	Sun 10:00p	2,116	3.3 2.2
7. <i>Murder, She Wrote</i>	USA	Wed 8:00p	2,084	3.2 2.2
8. <i>Movie: 'Tecumseh'</i>	TNT	Sun 8:00p	2,077	3.2 2.2
9. <i>Silk Stalkings</i>	USA	Sun 11:00p	2,060	3.2 2.2
10. <i>The Ren & Stimpy Show</i>	NICK	Sun 11:00p	2,005	3.2 2.1
11. <i>Rugrats</i>	NICK	Tue 6:30p	2,003	3.2 2.1
12. <i>Rugrats</i>	NICK	Thu 6:30p	1,923	3.0 2.0
13. <i>Doug</i>	NICK	Tue 7:00p	1,901	3.0 2.0
14. <i>The Ren & Stimpy Show</i>	NICK	Sat 9:00p	1,794	2.8 1.9
15. <i>Murder, She Wrote</i>	USA	Mon 8:00p	1,784	2.8 1.9

Following are the top five pay cable programs for the week of May 29-June 4, ranked by households tuning in. Source: Nielsen Media Research.

1. <i>Movie: 'Maverick'</i>	HBO	Sat 8:00p	3,696	15.8 3.9
2. <i>Movie: 'Serial Mom'</i>	HBO	Sun 8:00p	2,339	10.0 2.5
3. <i>Movie: 'Sugar Hill'</i>	HBO	Sat 10:15p	1,945	8.3 2.0
4. <i>Movie: 'With Honors'</i>	HBO	Tue 8:00p	1,918	8.2 2.0
5. <i>Movie: 'With Honors'</i>	HBO	Sun 10:00p	1,837	7.9 1.9

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THE INTERACTIVE WORLD OF VIDEO, VOICE AND DATA

Week

Interactive

PacTel picks partners for interactive TV service

Telco teams with Oracle for software and HP for hardware

By Mark Berniker

Pacific Telesis has chosen Oracle and Hewlett-Packard to provide the ingredients to create a video headend capable of delivering interactive video services.

PacTel is building its fiber/coax network in California, but is awaiting final

approval from the FCC to offer commercial service. The telco plans to begin offering traditional broadcast and cable television, telephony and some video-on-demand services in San Jose by November.

Oracle will supply its Media Server and Media Net

software, essentially a video database system, which will enable PacTel subscribers to access its movies-on-demand service via Hewlett-Packard's MediaStream video server.

"It is clear the key cost is the set-top box," says Roland Wolfram, vice president of product marketing

and technology, Pacific Telesis Video Services. He says that the initial set-top box the company has ordered from Scientific-Atlanta will cost "under \$400," and the price will drop to "around \$250 in the 1997-98 time frame."

After PacTel is up and running in San Jose, it will offer its basic and interactive video package along with telephony in San Diego first, and then in Los Angeles and Orange counties. Wolfram says San Diego will not be operational "before May of next year."

Wolfram expects PacTel

The Internet

Nick at Net

Nickelodeon chooses America Online; close to deals with Prodigy, Microsoft

By Mark Berniker

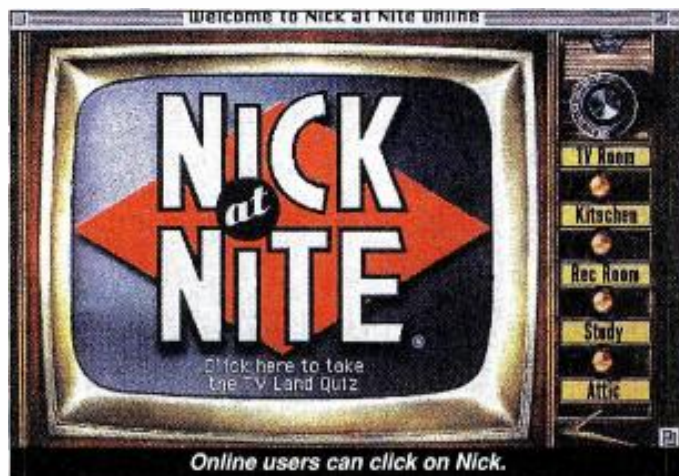
Nickelodeon signed a deal last week with America Online to put both its classic television Nick at Nite and kids network on the Internet. The Nick at Nite Online area will be up in July, while Nickelodeon Online will be available beginning in August.

But the Viacom unit, like so many other companies experimenting with online, is still unclear as to how it will make money from its online adventures.

"The jury is still out [as to] whether online will follow the cable or the magazine subscription model," says Anne Kreamer, Nickelodeon's executive vice president, creative, adding that advertising will have to become an integral component of online if it is to be financially successful over the long term.

Nickelodeon also is developing a site on the Internet and soon will announce deals with Prodigy and the Microsoft Network to bring its content to those services.

"As the tools for full-motion video and audio evolve, there will be a fusion point out of which will come some kind of alternate network through which we will deliver our



content," Kreamer says.

Kreamer says Nickelodeon is devoting 10-15 staff members to its online development plans. She also says Nick is working closely with Viacom New Media on software for online, CD-ROM and interactive TV.

Nickelodeon will debut a CD-ROM title, *Nick Jr.*, before the end of the year, Kreamer says. It will be geared for ages 3-6 and will be developed for both the Windows and Mac platforms.

Kreamer also says Nickelodeon is developing a "prototype interactive television service," which may be offered over Bell Atlantic's interactive video network.

TNN

Home monitoring in California

Microsoft, TCI and Pacific Gas & Electric will offer 450 residents in Northern California the opportunity to test a new home monitoring system that can run appliances and lights and check electricity usage through the TV sets of cable subscribers. PG&E can track energy usage by placing a minicomputer on top of the home television set. The system is expected to be widely available within the next two or three years and costs about \$2,000.

to charge in the "high \$20s" per month for 70 analog channels of broadcast and cable programming. He expects that most subscribers will order three or four movies per month costing \$3-\$4 each—for additional monthly revenue of \$9-\$12 per home, or between \$108 and \$144 per year.

Wolfram says the California telco will place 50 movie titles from the current video release window on the Hewlett-Packard server and also will offer pause, fast-forward and rewind functions. He says telephone service via the new network essentially will be the same as it is today, but with improved diagnostic capabilities.

PacTel's deal is a boost for Oracle, which already is working with Bell Atlantic on its interactive television rollout plans and soon will announce a deal with Nynex.

Oracle's vice president of new media, Farzad Dibachi, says the company is working closely with the technology division of Tele-TV, the new venture of Bell Atlantic, Nynex and PacTel.

Dibachi says Oracle will make money from the telcos each time TeleTV hooks up another subscriber to its network and then will earn an

additional fee based on the usage by that subscriber during the year. He expects the growth of interactive television to affect Oracle's bottom line by 1997.

Later this summer, Oracle will announce deals to provide its interactive television software to two major cable operators, which could include Time Warner and Continental Cablevision. TCI is working closely with Microsoft, Oracle's main competitor.

"We have only one competitor, and it is Microsoft," says Dibachi, but he adds that SBC Communications and Ameritech recently have asked Oracle to talk about its interactive television software.

Dibachi says the biggest difference between Oracle and Microsoft interactive television software is that Oracle has subscribers who are using it today.

He pointed to 2,000 Bell Atlantic subscribers in northern Virginia; 2,500 British Telecom subscribers in Ipswich and Colchester, England, and 1,000 Telecom Italia subscribers in Milan and Rome.

TIM

Interactive

Interactive Network desperately seeking investors

Company lays off 160, scrambles for cash within 60 days

By Mark Berniker

Interactive Network last week said it will end its test market phase and focus instead on getting financing to keep its fledgling interactive television service afloat.

Interactive Network let go 160 of its 200 employees and now must secure financing within 60 days or face the possibility of selling patents and proprietary software.

David Lockton, IN chairman, says his company will retain only a skeletal staff of managers, planners and technical experts as it tries to raise funds for its planned national commercial rollout.

That rollout hinges on securing investments, says

Lockton, who refused to disclose how much the rollout will cost. Lockton did say that IN has spent \$130 million during the past seven years to create interactive TV software.

Lead investors GE/NBC, TCI, Motorola and Sprint have indicated their willingness to participate, but not to lead the next round of capital infusion, says Lockton, who has been trying to nail down "a lead strategic investor. We've got to close the deal in 60 days, or we face the possibility of selling the business not as a growing business, but as a body of software and patents."

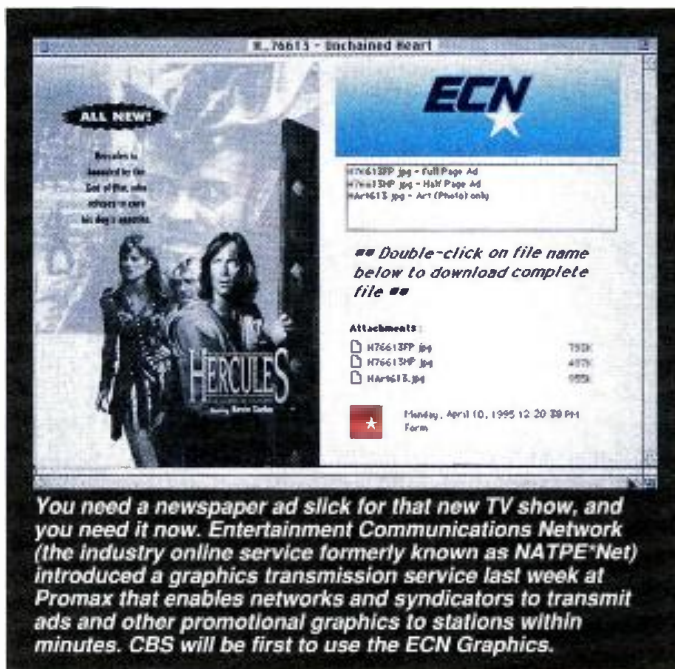
IN's problems began last fall when potential investors pulled back from plans to infuse \$100 million into the publicly traded company, says Lockton.

IN then went into a financial free-fall. The company's stock plummeted, which called its future into question.

IN says it was averaging 70 hours of interactive programming per day in San Francisco; Sacramento, Calif.; Chicago, and South Bend, Ind.

The company was charging \$22 a month to its 5,000 subscribers. Lockton says he is confident that the cash flow would allow the company to break even at 200,000 subscribers and become profitable at 400,000 subs.

TIM



Banks slowly open vault for smaller-market deals

With duopoly rules and strong advertising, station acquisition in midsize and small markets has appeal to lenders

By Donna Petrozzello

Duopoly ownership rules, solid advertising revenue and more attention to radio from Wall Street investors increasingly has lured large banks toward financing midsize and some smaller-market station purchases.

"When the [radio] market was in difficulty, there was a stronger preference to lend to large-market stations, but now lenders are willing to reach into the smaller markets," says Tom Reifenheiser, managing director of media and telecommunications at Chase Manhattan Bank.

From station brokers to investment bankers, many agree that lenders are drawn to radio for its relative fiscal stability and for brisk station trading in markets beyond the top 10 or top 25 markets since duopoly rules were adopted in 1992.

"Because there are so few opportunities to invest in larger markets now,

the broadcast lenders and investors are beginning to see the opportunities in smaller and midsize markets," says Rick Zitelman of the Zitelman Group of investment bankers.

"Three years ago, major banks weren't lending to broadcasting groups, but they have now rediscovered that radio is a solid industry," says Jeff Kilrea, vice president at Finova Capital Corp. of Chicago.

Most large banks known for investing in radio are still unlikely to lend money for deals in small markets, those ranked over 100 by Arbitron, as opposed to midsize markets, generally ranked from 11-50.

Brian Rich, managing director of communications finance at Toronto Dominion Bank, prefers to loan to groups whose stations generate at least \$10 million annually in broadcast cash flow from stations in a variety of markets.

Toronto Dominion recently loaned

to Radio Equity Partners, a group with stations in the top 50 markets. While the bank is pleased with its investment, Rich said that "prior to 1991, we would have been nervous about it. If we get into small and medium markets, we don't want any more than 25% of the cash flow coming from any single market."

Since duopoly has narrowed the number of station owners in medium and smaller markets, fewer owners are competing for advertising revenue in those markets. This has made more midsize radio stations successful, especially in markets heavy with FM signals, and able to attract investors.

"Smaller-market stations had a hard time because there were too many stations chasing too few dollars, but now it seems to be balanced," Reifenheiser says.

Several lenders agree that in 1995, banks have been more conservative with radio investments than in the late 1980s.

Banks are back in, but they are in more conservatively," says Ross Secunda, president of Hanevan Financial Services, which raises equity for radio and TV transactions. Secunda suggests that instead of lending groups the full acquisition price, banks are more apt to lend half that sum, forcing owner equity or seller financing to make up the difference. ■

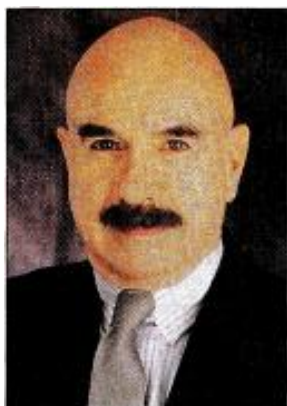
Liddy award raises hackles

A majority decision by board members of the National Association of Radio Talk Show Hosts to present its annual "Freedom of Speech" award to G. Gordon Liddy on June 24 has alienated some members and incited strong reaction from others.

Liddy was criticized when, in a show several months ago, he suggested shooting (in self-defense) federal ATF agents in the groin and head to avoid their bullet-proof vests. Liddy's show is syndicated by Westwood One Entertainment to more than 200 radio stations.

NARTSH President and Board Chairman Gene Burns defended the award to Liddy by saying that "speech is in desperate need of defenders" when it is "confrontational, outrageous, annoying or irritating."

"While many of us, myself included, would not have said what Liddy said in the way he said it, we are



NARTSH voted 16-4 to give its Freedom of Speech award to G. Gordon Liddy.

absolutely uncompromising in our belief that he had a right to say it," Burns said. "I'm more convinced now than I ever was that it was the right thing to do because we have really focused on the free speech question and when speech is entitled to protection and when not."

NARTSH board member Mary Beal said she thinks some board members were coerced into approving Liddy for the award. And liberal talk show host Alan Colmes started an on-air campaign two weeks ago urging NARTSH to rescind the award.

"Whether or not you agree with that speech, I don't think that is award-winning speech," Colmes said of Liddy's comments.

"I feel that we've [turned] up the volume so high that we've almost forgotten propriety and civility in an attempt to grab an audience."

—DP

Guilty pleas in Bloch case

Two telemarketers from New York pled guilty to federal felony charges that they helped radio financial talk show host Sonny Bloch defraud listeners of \$21 million by promoting on-air shady wireless cable and radio station investment deals.

Bloch, arraigned June 5 in a Newark, N.J., court, pleaded not guilty to 35 counts of fraud for which he was indicted last month by a federal grand jury and the Securities and Exchange Commission. Bloch, 58, was extradited to New Jersey from the Dominican Republic by FBI officials.

Ad revenue up 10%

Radio collected an average 10% more in combined local and national advertising revenue in April over the same period last year, the Radio Advertising Bureau reports. In a survey of 100

radio markets, stations reported an average 9% growth in local ad revenue and an average 14% growth in national ad revenue for April 1995.

Stations in the Midwest reported the strongest gains in local advertising, an average 11% hike, and stations in the East reported the strongest national ad gains, at an average 20% increase. Only stations in the Southwest reported a slight dip of 2% in national ad revenue for the month.

Infinity to trade on the Big Board

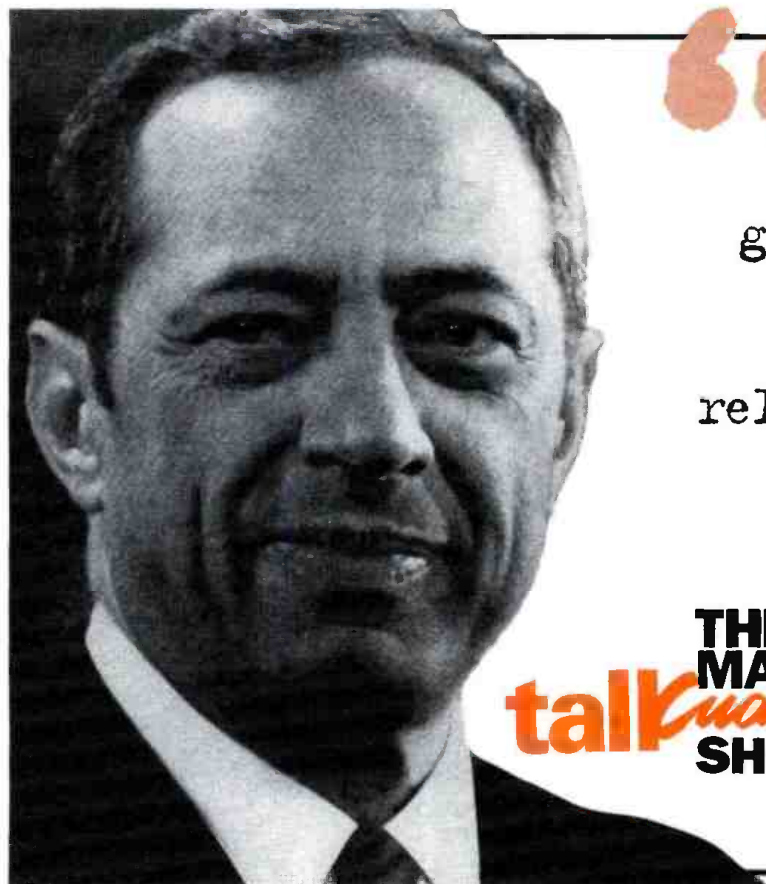
Infinity Broadcasting Corp. has filed an application to trade its Class A common stock on the New York Stock Exchange after June 22. Infinity President and CEO Mel Karmazin says the move makes Infinity "the only company on the NYSE whose business is exclusively devoted to owning and operating

radio stations."

Infinity owns 27 radio stations, of which 23 are in the top 10 radio markets. As of June 1, the company had 69 million shares of common stock, of which 46 million were Class A common shares. Infinity's stock traded at slightly more than \$29 per share last week on Nasdaq.

ABC signs Doug Banks

ABC Radio Networks has signed Chicago radio personality Doug Banks to host its upcoming syndicated afternoon show for urban-format stations. Scheduled to launch next January, Banks's show will complement *The Tom Joyner Show*, a morning show for urban audiences that ABC began syndicating in 1994. Banks has hosted a top-rated afternoon show at Gannett Broadcasting's WGCI-FM Chicago for nearly a decade and has guest-hosted Joyner's morning show, also carried by WGCI-FM. —DP



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ARS IPO offers 5 million shares

By Julie A. Zier

American Radio Systems went public last Friday (June 9), selling 5 million shares at \$16.50 per share.

If all goes well, the offering will net about \$65.5 million and will be used to reduce long-term debt, which the prospectus lists as \$134.1 million. The proceeds also will go toward completing the company's purchase of WKGR-FM West Palm Beach, Fla., and financing future acquisitions. ARS announced in February its purchase of WKGR-FM from Amaturo Group Ltd. for \$19 million.

Of the 5 million shares being offered, 4.27 million are Class A common stock and 730,000 are Class B, or shares being sold by shareholders. Each share of Class A stock entitles its holder to one vote, while Class B allows for 10 votes per share.

The group's chairman, Thomas Stoner, is the only executive selling portions of stock. He also is selling the largest block of shareholder stock: 654,834 of the 730,000 Class B shares. He retains more than 1.3 million shares.

Company revenue increased 16.3%, from 1993's \$72 million to 1994's \$83.7 million, according to the prospectus, while broadcast cash flow increased 39.3%, from \$16.8 million to \$23.4 million. First quarter 1995 showed revenue up 33.3% from first quarter 1994, to \$20.4 million, and cash flow up 31.4%, to \$4.6 million.

The baseball strike caused ARS to lose more than \$1.5 million in advertising in 1994, according to the prospectus, but concurrently, ARS saved \$1 million in rights fees. American Radio Systems pays for the broadcast rights for the Boston Red Sox, Celtics

and Bruins, costing the company more than \$7 million annually.

ARS owns 8 AMs and 13 FM in Boston; Baltimore; Hartford, Conn.; Buffalo, N.Y.; West Palm Beach, Fla.; Rochester, N.Y., and Dayton, Ohio. CS First Boston, Alex. Brown & Sons and Smith Barney are underwriting the IPO. ■

The week's tabulation of station sales

KFBI(FM) Pahrump, Nev.

Price: \$6 million

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

Seller: Americom Las Vegas LP (Tom Quinn, CEO/chairman/president); owns KODS(FM) Carnelian Bay, Calif.

Facilities: 107.5 mhz, 24.5 kw, ant. 3,715 ft.

Format: classic rock

Broker: Media Venture Partners

WFXB(FM) East St. Louis, Ill.

Price: \$3.2 million

Buyer: River City Broadcasting LP (Barry Baker, CEO); owns KABB-TV San Antonio, Tex.; KSDM-TV Des Moines, Iowa; WTTK(TV) Kokomo and WTTV(TV) Bloomington, both Indiana; KDNL-TV and KPNT(FM) St. Genevieve, both Missouri; KOVR(TV) Stockton, Calif.; WSYX(TV) Columbus, Ohio; WLOS(TV) Asheville, N.C., and WAXA(TV) Anderson, S.C.

Seller: River Cities Broadcasting Corp. (Missionary Oblates of Mary Immaculate; Rev. Robert Moosbrugger, provincial treasurer); no other broadcast interests.

Facilities: 101.1 mhz, 44 kw, ant. 525 ft.

Format: adult rock

WOGY-FM Germantown (Memphis), Tenn.

Price: \$3 million

Buyer: Keymarket Communications (Kerby Confer); River City Broadcasting LP (Barry Baker, president/80% interest) is buying Keymarket and will be assignee of the rights of Keymarket under the asset purchase agreement.

Seller: Ardman Broadcasting Corp.

LAMCO COMMUNICATIONS, INC.

has acquired

KRCR-TV Chico/Redding, California
KAEF-TV Arcata/Eureka, California
KFWU-TV Ft. Bragg/Ukiah, California
from

CALIFORNIA OREGON BROADCASTING, INC.

\$11,925,000

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



Kalil & Co., Inc.

3444 North Country Club • Tucson, Arizona 85716 • (520) 795-1050

(Myer Feldman); owns WVSR-AM-FM Charleston, W. Va.; WENZ-FM Cleveland, and WIRA-AM-WOVV(FM) Fort Pierce, Fla.

Facilities: 94.3 mhz, 3 kw, ant. 300 ft.

Format: easy listening

WPUT(AM) Brewster, WMJV-FM Patterson and WMJU(FM) Mount Kisco, all New York

Price: \$3 million

Buyer: Gary Starr; owns WINE(AM)-WRKI (FM) Brookfield, Conn.; WRHD(AM)-WRCN-FM Riverhead, N.Y., and has interests in WGSN(AM) Huntington and WMJC(FM) Smithtown, both New York.

Seller: Tri-Valley Broadcasting Corp. and Impulse Broadcasting Corp. (Ronald Graiff, president); no other broadcast interests.

Facilities: WPUT: 1510 khz, 1 kw; WMJV-FM: 105.5 mhz, 1.5 kw, ant. 460 ft.; WMJU: 106.3 mhz, 3 kw, ant. 440 ft.

Format: WPUT: country; WMJV-FM: AC; WMJU: AC/news

KXDC(FM) Hollister and KAXT(FM) Carmel, both California

Price: \$2.5 million

Buyer: Elettra Broadcasting (Steve Welsh, CEO; Ken Dennis, president); also buying KPIG-FM Freedom, Calif., for \$1 million (see "Changing Hands," May 29)

Seller: Media Mark Partners (Gary Weinstein, principal); no other broadcast interests.

Facilities: KXDC: 93.5 mhz, 116 w., ant. 1,519 ft.; KAXT: 101.7 mhz, 800 w, ant. 590 ft.

Format: KXDC: smooth jazz; KAXT: country

Broker: Kalil & Co.

KAMZ-FM El Paso

Price: \$2 million

Buyer: New Wave Communications (Jon Ferrari, president); owns WJLK-AM-FM Asbury Park, N.J.; WSPB(AM)-WSRZ-FM/WYNS-FM Sarasota, Fla., and KROD(AM)-KLAQ-FM El Paso.

Seller: Pinnacle Broadcasting Co. (Philip Marella, chairman); owns WDUR(AM)-WFXC-FM Raleigh-Durham and WRNS-AM-FM Greenville-New Bern, both North Carolina; WYNG-FM Evansville, Ind.; KLLL-AM-FM Lubbock, Tex.; WYAV-FM Myrtle Beach, S.C., and WSOY-AM-FM Decatur, Ill.

Facilities: 93.1 mhz, 100 kw, ant. 1,420 ft.

Format: classic rock

Broker: Star Media Group

WTYX(FM) Jackson, Miss.

Price: \$1.9 million

Buyer: Proteus Investments Inc. (Michael McRee, president/90%

Proposed station trades

By dollar volume and number of sales

This week:

AMs **\$2,075,000** **3**

FM **\$18,830,000** **10**

Combos **\$6,900,000** **5**

TVs **\$0** **0**

Total **\$27,805,000** **15**

So far in 1995:

AMs **\$57,531,744** **83**

FM **\$340,895,721** **171**

Combos **\$754,060,300** **100**

TVs **\$1,587,502,000** **50**

Total **\$2,739,889,765** **401**

interest); no other broadcast interests.

Seller: Holt Communications Corp. (Arthur Holt); owns WTKZ(AM) Allentown, Pa., and KEXT(FM) Bosque Farms, N.M.

Facilities: 94.7 mhz, 100 kw, ant. 1,168 ft.

Format: oldies

KRTW(AM)-KZZU-FM Spokane, Wash.

Price: \$1.75 million

Buyer: QueenB Radio Inc. (Elizabeth Burns, president/director); owns KXLY-AM-FM-TV Spokane, KAPP-TV Yakima and KVEW-TV Kennewick, all Washington, and WISC-TV Madison, Wis.

Seller: Louis DeArias, receiver for Highsmith Broadcasting Corp.; no other broadcast interests.

Facilities: AM: 970 khz, 5 kw day, 1 kw night; FM: 92.9 mhz, 81 kw, ant. 2,080 ft.

Format: AM: sports/talk; FM: CHR

KIXL(AM) Del Valle (Austin), Tex.

Price: \$1.4 million

Buyer: KIXL Broadcasting Co. (Brian and Wetonnah McCoy, joint owners); no other broadcast interests.

Seller: KIXL Partners Ltd. (Richard Oppenheimer, president); Oppenheimer owns KFRQ(FM) Harlingen and KKPS(FM) Brownsville, both Texas.

Facilities: 970 khz, 1 kw

Format: Christian, talk

KBLU(AM)-KTTI(FM) Yuma, Ariz.

Price: \$1.36 million

Buyer: Commonwealth Broadcasting of Northern California (Michael Padilla, general partner/50% interest); owns KMZQ-FM Henderson, Nev.; KRZY(AM)-KRST(FM) Albuquerque, N.M., and KYJT(FM) Yuma, Ariz.

Seller: Stanley Friedman, trustee for Uno Broadcasting Corp.; owns KTOP(AM)-KDVV(FM) Topeka, Kan., and KOLE(AM)-KKMY(FM) Port Arthur, Tex.

Facilities: AM: 560 khz, 1 kw; FM: 95.1 mhz, 25 kw, ant. 96.5 ft.

Format: AM: oldies; FM: country

KVFC(AM)-KRTZ(FM) Cortez, Colo.

Price: \$565,000

Buyer: Rocky Mountain Radio Co. LLC (Cliff Gardner, managing partner); owns KZYR(FM) Avon, KSMT(FM) Breckenridge, KIDN-FM Hayden and KEKE(AM)-KVLE(FM) Gunnison, all Colorado.

Seller: Delane Broadcasting Inc. (Lan DeGeneres and Bill Beasley, principals); no other broadcast interests.

Facilities: AM: 740 khz, 1 kw day, 250 w night; FM: 98.7 mhz, 27 kw, ant. 2,900 ft.

Format: AM: top 40; FM: country

Brokers: Norman Fischer & Associates and Satterfield & Perry Inc.

KTHO(AM) South Lake Tahoe, Calif.

Price: \$425,000

Buyer: Kidd Communications (Chris Kidd, owner); owns KBCH-FM Kings Beach, Calif.

Seller: Paradise Broadcasting Inc. (Thomas Gillenwater, president); no other broadcast interests.

Facilities: 590 khz, 2.5 kw day, 500 w night

Format: news, talk, AC

WKRK(AM) Murphy, N.C.

Price: \$250,000

Buyer: Radford Communications Inc. (Timothy Radford, president/50% interest; Ab Radford, 50%); no other broadcast interests.

Seller: Childress Broadcasting Corp. (Susan Ferguson, president); no other broadcast interests.

Facilities: 1320 khz, 5 kw day, 62 w night

Format: C&W, news, talk

WOXD(FM) Oxford, Miss.

Price: \$230,000

Buyer: Amber Communications Corp. of Oxford (Vyatas Paskus, president); no other broadcast interests.

Seller: Lafayette County Broadcasting Co. (Melvin Chrestman); no other broadcast interests.

Facilities: 95.5 mhz, 3 kw, ant. 328 ft.

Format: oldies, classic rock

Broker: Sunbelt Media

KBOV(AM)-KIBS(FM) Bishop, Calif.

Price: Transfer of control of Great Country Broadcasting Inc. for \$225,000

Buyer: John and Sandra Dailey (100% joint interest); no other broadcast interests.

Seller: John Young, who currently owns 56% of company

Facilities: AM: 1230 khz, 1 kw; FM: 100.7 mhz, 1 kw, ant. 2,960 ft.

Format: AM: MOR; FM: C&W

Appeals court upholds FCC rate rules

Cable voices disappointment, pushes on for legislation

By Chris McConnell

Cable operators have new incentive from the courts in their push for telecommunications legislation.

A three-judge panel of the U.S. Court of Appeals in Washington last week upheld the bulk of FCC cable rate regulations implemented under the current cable law. The rate roll-backs have cost cable more than \$3 billion in lost revenue and restrained cash flow, the industry says.

Cable executives voice disappointment at the decision, but say the ruling will reinforce their case for new legislation.

"Hopefully, with the passage of telcom legislation this summer, most of the rules that the cable industry appealed in this case won't even exist," says Stephen Effros, president of the Cable Telecommunications Association.

"We have not moved our focus away from the legislative approach," says NCTA Vice President of Law and Regulatory Policy Daniel Brenner. "That's where our focus has been all year."

Joining the call for new legislation is FCC Commissioner James Quello, who oversaw adoption of the first rate rules as chairman. "I support efforts by Congress and this commission to deregulate cable as soon as there is viable competition," Quello told a Washington Metropolitan Cable Club meeting one day after the court decision.

Examples of such efforts at the FCC include the Cable Services Bureau's plan to permit rate increases as an incentive for system improvements. Cable systems also can propose their own rate plans to the commission and negotiate a "social contract." Another option is the FCC's "Paragraph 10" order, which offers cable operators an opportunity to prove that competitors are affecting their business even if they do not reach 15% of the households in a marketplace—the Cable Act's benchmark

for effective competition.

Although Quello called the 15% benchmark an outdated formula for establishing competition, last week's court ruling may ease cable efforts to reach that threshold. In one ruling that went against the FCC, the court said the commission cannot first require a cable competitor to pass 50% of a market before counting it toward a second requirement that 15% of the market subscribe to a competitor. The ruling allows cable systems to aggregate smaller competitors in reaching the 15%.

Other parts of the ruling that favored cable included a finding that cable operators are entitled to recover "external" cost increases—such as programing cost increases—incurred during the "gap period" between the Cable Act's passage and implementation. The court also said that the FCC's uniform rate structure requirements and prohibitions against tier "buy-throughs" should not apply to cable systems facing effective competition.

But most of the court decisions

went against cable. The ruling let stand a series of FCC rate rules, including last year's 17% rate reduction mandate, the commission's going-forward rate-setting rules, "tier-neutral" rate setting and rules on receiving equipment rates. The court rejected cable arguments that the rules are "arbitrary and capricious" and also rejected another challenge to the rates on First Amendment grounds.

Also failing to persuade the court were city arguments for harsher rate rules. Cable attorney Frank Lloyd cited city efforts to require cable operations to offset cost increases with advertising revenue increases and to offset inflation increases with "cost-reducing productivity gains." The court rejected the efforts, although it said FCC decisions not to include the offsets could become unreasonable if the commission later found that ad revenue or productivity increases were significant enough to consider in calculating rates.

"There were a lot of bullets the cable industry ducked," Lloyd said. ■

Cable can refuse access programs

Court rules operators can turn down or scramble shows

By Chris McConnell

Cable can restrict content on leased and public access channels, an appeals court said last week.

In another affirmation of FCC rules, the U.S. Court of Appeals in Washington upheld regulations enabling cable operators to prohibit the use of public educational or government (PEG) access channels, or leased-access channels, for delivering indecent programing. The decision by the 11-member court overturned an earlier decision by a panel of judges that the rules run afoul of the First Amendment.

The FCC rules require leased-access programmers to notify cable systems of any indecent programs. The cable systems then can either refuse to carry them or scramble the programs. Subscribers wishing to receive the blocked channel would have to request it in writing. In the case of PEG channels, the rules also allow systems to reject indecent programing.

The court's decision to uphold the rules brought mixed reviews from cable industry executives. Although some welcomed the authority, others worried that exercising it could prove burdensome.

"We're talking about a lot of pro-

grams," said Alex Quinn, executive director of Manhattan Neighborhood Network. Quinn predicted the rule would cause few, if any, changes to the schedule of about 1,000 public access programs his company

administers. But, he added, insuring that the programs contain no indecency could be difficult.

Voicing more enthusiasm was Time Warner New York City Cable Group President Dick Aurelio, who said the

prospect of scrambling indecent programming on leased-access channels would solve a problem of complaints about programming on the basic-service tier. "This does appear to give us some options," Aurelio said. ■

Legislation introduced in the House last week would ban violent and sexually explicit programming between 6 a.m. and 9 p.m. The Children's Media Protection Act of 1995 also would require the installation of a so-called V-chip in all TV sets. The V-chip would allow parents to block any programming deemed to be "inappropriate for children," according to the bill's sponsors, representatives James Moran (D-Va.) and John Spratt (D-S.C.). The bill also would establish an FCC advisory committee that would include broadcasters, producers, cable operators and public interest groups to create a rating system to identify "sexual, violent and vulgar television programming that is clearly inappropriate for children." The National Association of Broadcasters opposes any additional regulation in the area of children's television, citing a two-year decline in the amount of violence on television.

Continental Cablevision is not taking any chances. Even though it has broad support on the eighth floor of the FCC for its proposed "social contract", its lawyers filed more than 100 pages of reply comments in support of the agreement last week. Continental repeated its earlier statements that the tentative agreement benefits consumers by insuring \$9.5 million worth of in-kind refunds such as free premium services and equipment upgrades. The company also promised to invest more than \$1 billion to upgrade its systems during the next six years. The agreement would provide regulatory relief not only to Continental but also to federal and local regulators who otherwise would be forced to evaluate 370 individual rate complaints. Some local regulators have criticized the proposed agreement, saying they were left out of the negotiation process and that it does not do enough for cable consumers. Regulators in Florida and Michigan claimed during the first round of comments that Continental already planned to invest \$1.36 billion in its cable infrastructure and that the in-kind refunds were "nothing more than a commission-sanctioned promotional scheme." In its reply comments, Continental noted that 97 comments favored the social contract and only 23 opposed it.

House Speaker Newt Gingrich started his speech at last week's Promax convention in Washington with an SRO crowd, but ended it with a lot of empty seats. After about five minutes of Gingrich's standard stump speech on the Republican agenda, his audience began to stream out of the room. Although

several audience members hissed and booed portions of his speech, others said they were leaving because they were not particularly interested in the subject matter. "He had a chance to address our concerns, and instead he gave a speech I could have watched on CNN," said one attendee who left early.

The FCC is looking for a clear picture on the state of competition from DBS. For its annual report to Congress on competition in the video delivery business, the commission is asking a lot of questions about DBS penetration. Among them: How much do the various DBS services—including DIRECTV, USSB and Primestar—overlap? The FCC also wants to know how many subscribers DBS will have by the end of this year.



Washington Watch

Network affiliates that intend to make greater use of network logos for on-air identification should remember that FCC rules still require the mention

Edited By Harry A. Jessell

(or display) of call letters at the top of every hour. The station also must give its community of license. It's an old rule that has survived years of gradual broadcast deregulation. "This one hasn't been neutered yet," says the FCC's broadcast enforcement chief, Chuck Kelley.

FCC Commissioner James Quello kept the heat on for rules that would allow cable operators to raise rates for certain capital upgrades without having to go through a full-blown cost-of-service proceeding. "The commission has yet to adopt an upgrade incentive plan," Quello said at a Washington Metropolitan Cable Club luncheon last week. "Indeed, I have yet to see a proposal from the [Cable Services] Bureau." The bureau was terse in response: "We're working on it."

FCC Chairman Reed Hundt opposes the upgrade incentive plan, which includes a streamlined form for operators seeking pass-throughs, saying it is synonymous with rate increases. But he reluctantly allowed the staff to move ahead after Quello and the three other commissioners demanded action at the NCTA convention last month. "I will continue to press the...bureau and my colleagues—or should I say colleague—to adopt a reasonable upgrade incentive form that will provide this industry with the certainty it needs to remain competitive," Quello said. "Reasonable upgrades, of course, must be accompanied by appropriate cost accounting."

CNBC alpha-testing Paradigm

Automation system from Columbine JDS integrates sales, traffic, customer service

By Chris McConnell

CNBC is test-driving a new automation system. The cable network is serving as a test site for the Columbine JDS Paradigm system. Introduced at this year's National Association of Broadcasters convention, the system aims to provide cable and broadcast operations with an integrated sales, traffic and management system. The software merges sales commitments with available time slots to produce advertising playback schedules. Features of the software include the ability to create schedules for multi-time zone, multichannel operations and to provide customized traffic reports

designed by individual users.

"The product is a total end-to-end solution," says Columbine President/CEO Wayne Ruting, who adds that his company's system is aimed at reducing the risk of traffic system errors. "The result is, it is going to remove duplication of data entry."

CNBC is hoping for such a result in its "alpha test" of the traffic and sales system. "You've got several critical business processes that are electronically unconnected," says Mike Lombardi, CNBC's director of cable ad sales and operations. "We want to get a system that will link these processes."

Lombardi hopes the system will

boost CNBC's customer service appeal with advertisers by cutting down on the number of instances in which the network is unable to find all of the airtimes called for in a sales deal. The network hopes that by linking disparate sales and traffic systems, it will be able to avoid returning to advertisers with a small percentage of unaired spots.

"That's not customer service," Lombardi says. His network, which is testing the Paradigm system now, hopes to begin using it to handle trafficking chores this summer.

The network is one of four that have signed up to test Paradigm. Joining CNBC are MNET, a cable and satellite system in South Africa; CTV Canada, a Canadian satellite network, and Asia's Star TV satellite system. Ruting says Columbine JDS is working with the early customers "on a partnership basis" to test and refine the system. All have contracted to purchase it, he says.

The system uses client/server architecture and a graphical user interface based on Windows 3.1. Ruting predicts that initial sales will go to large operations with a lot of inventory. Lombardi says that CNBC needed a system that could be supported in multiple sites around the world.

Other engineers are interested in tying together various computer systems, freeing technicians to perform other chores. "It saves you manpower," Al Rouff, Providence Journal Co. corporate engineering manager, says of automation technology, although he cautioned against purchasing more computing capability than is needed.

Columbine JDS offers a master-control automation package—MCAS III—that communicates with a station switcher to play spots. Ruting says the Paradigm traffic software will work with automation systems from other vendors, although such an interface will not be as "clean" as with the MCAS III package. ■

More salvos fired in Advanced war of words

DIRECTV, EchoStar and others last week fired back at Primestar's efforts to overturn the FCC's controversial Advanced Communications decision.

Arguing in favor of the International Bureau's April decision to reclaim DBS channel assignments from Advanced Communications, EchoStar called Primestar participant TCI "the archenemy" of DBS and submitted video of TCI's anti-DBS advertisements with its filing. TCI earlier had contracted to purchase the DBS channels from Advanced and then lease them to Primestar. DIRECTV, which along with Primestar pushed for the original bureau decision on Advanced, maintained that the orbital slots should go to an independent DBS competitor and not "the nation's largest cable multiple system operators."

"Primestar is not today and never will be a competitive service to cable television," DIRECTV said. Joining the reply-comment filers



EchoStar targeted TCI's anti-DBS ads in its FCC filing.

was United States Satellite Broadcasting (USSB).

The comments follow filings last month by Primestar and four other entities seeking to overturn the bureau decision. Primestar also has retained lobbying firm Powell Tate to promote its cause. Last week, General Instrument Chairman/CEO Dan Akerson kept up the reversal campaign with a visit to the FCC. General Instrument, one of those petitioning for a review of the decision, supplies digital compression equipment to Primestar. —CM

Classifieds

See last page of classifieds for rates and other information

RADIO

HELP WANTED MANAGEMENT

GENERAL MANAGER

Shamrock Communications is seeking 2 experienced, aggressive General Managers in the Wilkes-Barre/Scranton, PA and Baltimore, MD markets. An excellent opportunity to become a key player for one of America's premier broadcasting groups. Please send cover letter, resume and salary history to:

**William R. Lynett, President,
Shamrock Communications,
149 Penn Avenue, Scranton, PA 18503.**

No telephone calls please.
EOE.

Aggressive Sales Manager needed in turnaround situation. If you've got the right stuff, call 309-928-9876. EOE.

Equity. Longevity. Employer Integrity. Job features all managers strive for, and ones our Midwest radio group's management enjoy. We're now recruiting additional talented people for new general and sales management opportunities within our organization. If sales and company bottom-line performance are priorities to you, fax confidential resume to: Robert B. Mahaffey, Mahaffey Enterprises, Inc., 417-883-9096, or call 1-800-725-9180. EOE.

General Sales Manager. Top 50 market seeks aggressive General Sales Manager for FM talk radio station. Responsibilities will include all national and local sales. Strong management and strategic marketing skills a must. Excellent earning potential. EOE. Drug free environment; drug test required. Reply to Box 00452.

Wanted: GM/Owner Operators. Commodore Media is looking for General Managers who want to be owner operators, be paid top dollar including lucrative yearly incentive plans, earn stock in the company, participate in company's 401k plan and be a member of one of the fastest rising stars in radio. These individuals must agree that working with the sales department is 90% of the job, that value added sales promotions is the path to achieve maximum rates from local retailers, that spec, spots are a must, that customer retention is the number one goal for the sales staff, that training and going out on call with your sales staff is essential, and that you work in harmony with your programming dept. to achieve the best product possible to maximize ratings. Commodore Media believes in dominating medium markets: Lower risk, higher reward. If you believe more money can be made and sustained in the medium markets and want to have the autonomy to win big on your own, then please send your resume and areas of the country you would prefer to live to Jim Shea: Commodore Media, 500 Fifth Avenue, Suite 3000, New York, NY 10110. All inquiries will be kept strictly confidential. Equal Opportunity Employer.

Ground floor opportunity: New duopoly WLIE 102.5 FM, Bridgehampton, will sign-on shortly and join WBAZ 101.7 FM, Southold, to form the Eastern Long Island, New York, Radio network. Two station managers and one news director/morning anchor sought. One station manager must have strong sales management experience. The other must be product oriented with solid production expertise. Stations committed to local news and public affairs programming including editorials, political endorsements, candidate debates and election night coverage. News directors must be hands-on professional willing to lead this effort. Mature executives committed to building a company will participate in profit sharing. EOE contact owner: Box 1200, Southold, New York 11971.

Paxon Networks are looking for sales and management personnel for our news and sports operations in the Southeast. Resumes to Rick Green, P.O. Box 107, Maitland, FL 32751.

Pentor Communications International is a U.S. media joint-venturer in Poland. We are seeking a Radio Management professional who is a native of Poland or has fluent Polish. This is a one year or longer assignment in Warsaw to work with our Polish partners and develop Western style media assets. You will train and lead G&A, sales and programming staff to develop a street smart Western style aggressive team. A retired broadcaster might find this an ideal opportunity. If you can understand the current Polish reality and want to make a difference in this emerging democracy, write with CV, references and salary requirements to Ed Giller, Managing General Partner, P C I, 413B Logan Boulevard, Lakemont, Altoona, PA 16602. EEOE.

HELP WANTED TECHNICAL

CE for major market AM/FM combo. Competency in: AM DA's, PC computer systems, PC computer networks, TVRO, studio / RF construction, maintenance, FCC compliance. Minimum five years experience and FCC General Class Permit. Resume, references, salary expectations, and credentials to: "Resumes" at 2950 SW 2nd Avenue, Fort Lauderdale, FL 33315 or Fax to (305) 524-8734. EOE.

Live in one of America's finest cities and work as Chief Engineer at WKTK-FM Gainesville/Ocala, Florida's #1 radio station. Requires experience in installation and maintenance of broadcast related equipment (studios, FM transmitters, RPU's, etc.) Must be a creative, "hands on" person. Broad knowledge base. S.B.E. Certification considered a plus. WKTK is an Entercom station with fully paid medical, dental, and 401-(k) retirement plan with matching company contributions. EOE. Resumes to Gary Granger, VP/GM, WKTK, 1440 NE Waldo Road, Gainesville, FL 32641.

Southwest group-owned full-power combo seeking full-time Chief Engineer. Send resume, references, salary expectations and future goals to Box 00455 EOE.

HELP WANTED NEWS

NEWS DIRECTOR WANTED

with extensive broadcast background to hire 60 reporters for the 50 state capitals and 10 major cities and build and edit AM/PM drive time coverage of the 50 states.

REPORTERS WANTED

full-time or part-time with broadcast experience and electric story eyesight to provide AM/PM coverage of the top of the news in the 50 states.

Apply to Editor

STATES NEWS SERVICE

1333 F St. NW Washington, DC 20004
fax: 202 737 9318

States News Service is the 22-year-old Washington news company that covers the stake of the states in the nation's capital for newspapers all over the country. We have been contracted by two of the leaders in the news and broadcast industry to provide coverage of the states from out in the states. If you live the news and enjoy building something new, fax us your resume!

EQUAL OPPORTUNITY EMPLOYER

Radio News Reporter. Christian music, news and information network in upstate, NY needs experienced, ministry-minded Reporter/Editor/Anchor to work in high gear, issues-oriented newsroom. Send resume and tape to: News Director, Family Life Network, P.O. Box 506, Bath, NY 14810. EOE.

Stations in North Central Illinois seek experienced newperson. If you can produce a fast paced, competitive newscast then send your tape and resume to Steve Samet, WZOE Radio, Broadcast Center, South Main St., Princeton, IL 61356. EOE.

HELP WANTED ANNOUNCERS

Hartford's Heritage Rock has an immediate opening for an experienced part-time announcer and future full-time openings. Rush cassette and resume to Brian Krysz, 1039 Asylum Avenue, Hartford, Connecticut 06105 (EOE).

On-Air. Mornings and P.D. wanted for Country station in the midwest. If you're organized, sound great, willing to learn as you grow with a great company, and have great people skills...we want to hear from you! Tape and resume to Operations Manager, KIAI, P.O. Box 1300, Mason City, Iowa 50402. Equal Opportunity Employer.

SITUATIONS WANTED MANAGEMENT

Sales Manager. Posting 50%+ sales increases in 1995. Good leader, trainer and salesperson. Major and medium markets. Minority candidate. Call 1-800-841-5168.

Your bottom line is my top concern! 20 years experience as small and medium market GSM/GM. LMA makes me available now. Will relocate. (312)927-2957.

LEASED PROGRAMS

Leased Time Programs. Friday nights/Saturday block programming for lease on Rockland County N.Y. radio station and nationwide via satellite. 212-769-1925. 1-800-628-TALK.

TELEVISION**HELP WANTED MANAGEMENT**

Traffic. Traffic Supervisor responsible for overseeing log process; managing material, copy and all traffic functions. Strong leadership skills and supervisory experience required. EOE. No phone calls. Send resume/salary requirements to Traffic Manager, 2600 Cumberland Parkway, Atlanta, GA 30339.

HELP WANTED SALES

Local Sales Manager. WSAV-TV, Savannah's NBC affiliate and Ellis Communication's station, is seeking a successful over-achiever needed to lead our local sales team. Candidate must be able to lead by example, motivate and train local account executives. Ability to maximize direct and agency accounts, along with an aptitude to develop and execute sales promotions. Prefer a candidate with successful sales management history with a minimum of three to five years experience. To apply contact: Keith True, General Sales Manager, WSAV-TV, P.O. Box 2429, 1430 East Victory Drive, Savannah, GA 31402. (912) 651-0300. WSAV-TV is an Equal Opportunity Employer and does not discriminate in the hiring, training or promotion of employees regardless of race, color, religion, sex or national origin.

Western Arizona Indy needs an aggressive, self-motivated Account Executive to sell a tri-state area. Draw plus Commissions/Medical and Dental Ins. Fax resume to Stan Koplowitz/KMOH-TV/Bullhead City, AZ/(520)526-8110. EOE.

Harris Corporation Broadcast Division

A World of Opportunity for Growth

SALES MANAGERS

Communication Equipment

Harris, a \$3.3 billion Fortune 200 corporation, is seeking World-Class candidates for Area Sales Manager positions with its Broadcast Division, a world leader in the supply of Radio and TV broadcast equipment and integrated systems.

The Broadcast Division is headquartered in Quincy, IL and has Sales Offices throughout the U.S. and abroad. With products sold in over 150 countries throughout the world and growing, we are setting the course for advanced TV technology and Digital Radio Broadcasting in the U.S. Current opportunities exist in our Northeast U.S. territory, West Coast region, and Latin America sales office in Miami, FL.

Reporting to a Director of Domestic Sales, these high-profile positions will be part of a team responsible for continuing our Division's successful growth throughout the Western or Northeastern U.S. Responsibilities include: maximizing new orders and profit margins in assigned region, implementing high-impact sales coverage plans for territories with concentrated efforts in high-potential areas, generating new-order forecasts for division planning, and securing accurate technical information for pricing, proposals and systems engineering.

The Broadcast Division is also focused on further strengthening our existing success and world-class reputation in Latin America. To this end, we are selectively recruiting for a Senior Sales Manager for the Latin American Sales office in Miami, FL. In addition to the sales management responsibilities detailed above, this position requires a professional with proven staff development/management skills and the ability to run a business office. Fluency in written and spoken Spanish is required.

Having a significant impact on the Division's profitability, these positions require a Bachelor's degree in Engineering, Business Administration, Marketing or equivalent, 5-10 years of technical communications equipment sales experience, and personal computer literacy. Familiarity with broadcast equipment and markets strongly desired.

For consideration, send a resume referencing the position location of your choice, and including salary history/requirements, to: Attn: ASM, Harris Corporation, Broadcast Division, P. O. Box 4290, Quincy, IL 62301-4290. FAX (217) 224-9083. OR Internet wkellner@harris.com. Harris Corporation is an Equal Opportunity Employer, and we encourage women and minorities to apply, M/F/D/V.



Sales Account Executive: WCGV-TV seeks an aggressive, motivated Account Executive poised to take advantage of a great sales opportunity. Sinclair Broadcasting in Milwaukee, the nation's leading LMA broadcaster, has an opening for a sales person with a minimum of two years experience in successful sales. Send resume to: Rigby Wilson, Local Sales Manager, WCGV-TV, 4041 North 35th Street, Milwaukee, WI 53216. No phone calls please. EOE.

Minimum of 3 years broadcast sales experience. Team-player with a competitive spirit, revenue driven and results oriented. New business development and agency experience a must! Knowledge in use of marketing research and computers. Send resume to Local Sales Manager, WCPX TV, 4466 John Young Parkway, Orlando, FL 32804. EOE.

KSAT-TV, Post-Newsweek Station, ABC

affiliate and #1 station in San Antonio is seeking a Local Sales Manager. Candidate should be self-motivated and dynamic: someone who is visionary and committed to excellence in highest standards of broadcast sales management. Requirements: minimum 1 year TV sales management experience. 2-4 years broadcast sales experience. Comprehensive knowledge and application of various broadcast sales components, including qualitative research, retail sales and sales instruction. Apply in writing to Richard Yzaguirre, GSM, KSAT-TV, P.O. Box 2478, San Antonio, TX 78298. No phone calls. Any job offer contingent upon results of pre-employment physical including drug screen. EOE/MF/DV/ADA.

National Sales Manager. WSAV-TV, Savannah's NBC affiliate and Ellis Communication's station, is seeking an experienced sales leader needed to guide national team. Candidate must understand inventory control and be extremely organized. Position requires accurate forecasting in addition to superior negotiating skills. Prefer a candidate with successful sales management history with a minimum of three (3) to five (5) years experience. To apply contact: Keith True, General Sales Manager, WSAV-TV, P.O. Box 2429, 1430 East Victory Drive, Savannah, GA 31402. (912) 651-0300. WSAV-TV is an Equal Opportunity Employer and does not discriminate in the hiring, training or promotion of employees regardless of race, color, religion, sex or national origin.

Account Executive, KIMT-TV3, CBS affiliate with the #1 News in the market is filling a vacancy due to a promotion. Professional individuals with at least two years television experience, knowledge of BMP, Nielsen Star, Media Center, and personal computers mail resume or fax to Mike Larson, LSM, KIMT-TV3, 112 North Penn Avenue, Mason City, Iowa 50401. Fax 515-423-9309. EOE.

Broadcast Sales Professional. Want television equivalent of a publishers representative to sell broadcast air time on commission for a monthly national women's sports program airing on a major cable sports channel network and affiliates with syndication to independent station (40 million HH). Windmill, P.O. Box 326, St. Charles, IL 60174.

HELP WANTED MARKETING

WVIT, Connecticut's NBC station is seeking a highly motivated, self-starter. Must possess strong oral and written communication skills, working knowledge of Nielsen ratings, Scarborough Qualitative Research and related software research packages as well as familiarity with the cable industry. Responsibilities include: creating sales presentations, one sheeters and related marketing functions. Ability to work independently a must. College degree. Please send resume to Ron Pulera, GSM, WVIT, 1422 New Britain Avenue, West Hartford, CT 06110. EOE.

HELP WANTED TECHNICAL

Are you an Assistant Chief Engineer ready to try it on your own? Young, aggressive, southern FOX affiliate, currently ranked in the top ten, seeks right person to assume Chief Engineer responsibilities. Hands-on repair and maintenance experience with multiple formats and problem solving abilities needed. Experienced with high-power UHF transmitter a must. If you are a highly motivated self-starter with at least two years experience and you have the desire to "break out" and show us your stuff, please forward your resume and salary requirements to: Todd Lacey, Operations Manager, KARD FOX-14, 102 Thomas Road, Suite 400, West Monroe, LA 71291. Fax (318)322-0926. 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.

OPERATIONS COORDINATOR

Opportunities for Entry Level and Experienced Satellite & Circuit Traffic Coordinators in Boston. Responsibilities include scheduling domestic & international television transmission services. Prefer German or Japanese language skills. Resumes only please, to fax (617) 720-0803, ATTN: Operations Director.

**Global Access
Telecommunications Services,
Inc.**

KNOE-TV, Monroe, LA has an immediate opening for an Assistant Chief Engineer. Applicants should be self motivated and possess a minimum of 5 years of strong maintenance background in all areas of television equipment, including VHF transmitters. FCC General Class License required. Send resume and salary requirements to Personnel Director, KNOE-TV, P.O. Box 4067, Monroe, LA 71211. No phone calls please. KNOE is an Equal Opportunity Employer and encourages minorities to apply.

Maintenance Engineer. Applicant should have at least five years experience in maintaining studio, transmitter, ENG, microwave and satellite equipment. On occasion will operate microwave trucks. May participate in building maintenance. Computer skills and SBE certificate preferred. Must possess good communication skills and be a personable, self-starter. Send resume to Don Stafford, Chief Engineer, KOTV, P.O. Box 6, Tulsa, OK 74101. EOE. M/F.

Maintenance Technician. Experienced and entry level positions available. AA in electronics required. Work on broadcast MII video tape machines and camera. Some transmitter work. Drug screen required. WHAG-TV is a small market NBC affiliate. We offer a comprehensive benefit package, including 401(k) and Section 125 plans. Send resume to Personnel, WHAG-TV, Dept. W, 13 East Washington Street, Hagerstown, MD 21740. No phone calls. EOE.

Television Studio Maintenance Engineer: Studio, Production, ENG, 1 inch, S-VHS, and associated systems maintenance to component level. Computers and networking experience a plus. Minimum 3 years experience in TV broadcasting with FCC or SBE certification desired. Send resume to: Chris Potwin, Chief Engineer, WICZ-TV, P.O. Box 40, Vestal, NY 13850. EOE.

Chief Engineer: Augusta Georgia affiliate has immediate opening for experienced person with good balance of administrative/hands-on skills. Require minimum associates degree or equivalent job training. Letter with resume to T. Arthur Bone, Bone and Associates, Inc. 6 BVE, Suite 109, Lincoln, RI 02865.

Broadcast Engineer - DC area appraiser seeking Engineers for inventory and valuation of television and/or broadcast operations. Full, part-time or subcontract positions considered. Send resume to Pete Bowman, BIA, 14595 Avion Parkway, Chantilly, VA 22021.

HELP WANTED NEWS

Aggressive News Operation seeks producers, reporters, anchors, photographers, and assignment editors who want to be part of a quality, top-notch team. Minorities are encouraged to apply. Send resumes and nonreturnable tapes to Personnel Department, WAAY TV, Post Office Box 2555, Huntsville, Alabama 35804. No telephone calls, please.

Anchor: WROC-TV, the CBS affiliate in Rochester, NY is looking for an energetic, personable anchor to complement a female co-anchor. Prefer 3-5 years experience and journalism degree. If you are a newsroom leader with strong writing and reporting skills, send a non-returnable 3/4" tape and resume to Charmaine Formicola, Human Resources Administrator, WROC-TV, 201 Humboldt Street, Rochester, NY 14610. EOE. M/F.

Assignment Editor: CNN's Washington Bureau seeks experienced, editorially-strong newperson for a position on the Assignment Desk. Solid grasp of Washington news and an in-depth knowledge of the Government, it's policies and players, a must. Strong newsgathering skills are key. Person should be detail oriented. Job requires tracking Washington issues, researching and developing stories, and assisting with editorial/logistical coverage for the bureau. Qualified applicants with at least 5 years of journalism/public policy experience should send cover letter and resume to CNN, HR-AE, 820 First Street, N.E., Washington, DC 20002. No phone calls please. EOE.

Assistant News Director - Replacement. KRQE-TV, the CBS affiliate in Albuquerque, New Mexico, is in search of an Assistant News Director. If you are a team player, work well under stress, and really like a challenge, this could be the job for you. The successful candidate will assist in the daily operation of the news department. This includes scheduling, budgeting, special event coverage including content and production value of the newscast. You should have a BA in journalism or equivalent as well as 5 years experience in a commercial TV newsroom. Working knowledge of newsroom computers is a plus. Any interested parties should send resume to: Shirley Roybal, KRQE TV, Human Resources Department, 13 Broadcast Plaza SW, Albuquerque, NM 87104. (505)243-2285. KRQE is an Equal Opportunity Employer.

Business Producer/Reporter. Independent television station in the 5th market seeks a Week-day Business Producer/Reporter. A creative person who knows and loves technology and finance. Duties may include editing, reporting, producing, conducting interviews and shooting. The successful applicant must understand the stock market and related financial issues, have a four year degree in Broadcast Journalism or Business, and be computer literate. Electronic graphic experience and a minimum of two years broadcast news experience preferred. Please send non-returnable tape and resume to: Vivian Serrano, P.O. Box 36, San Jose, CA 95103-2434. Tapes and resumes must be received by 6/22/95.

German Television seeks NYC on-camera correspondent. German fluency. Good writing. Good appearance. Good reporting. Send VHS tape to Tom Hayes, 405 East 54th Street, NYC 10022.

Custom Service Manager: Experienced TV field/live-shot producer needed to market, arrange and coordinate facilities, and supervise selected field assignments. Based at our Washington, DC hub, APTV Custom Services will coordinate AP member station location needs around the world and arrange and supervise foreign broadcaster facilities in the United States. Send resume and outline of experience to: Bob Feldman, Director of APTV Operations, Americas, 1825 K Street NW, Suite 710, Washington, DC 20006. No phone calls. EOE.

Do you need a crew in New York? COA has a roster of 20 crews shooting news and magazine segments for the networks, news agencies, and international broadcasters. Competitive rates, 24 hour service, instant bookings. Call 1-800-COA-8230.

Executive News Producer. Top 20 network affiliate needs "sharp" editorial and production oriented manager to oversee production of newscast. Must be able to motivate staff, be creative, have strong news judgement with the emphasis of "local." Send a tape that shows what you can do. Must be a strong writer and leader. 3-5 years management experience preferred. Equal Opportunity Employer. Male/Female. Reply to Box 00456.

Expanding ABC affiliate in Central Texas has several openings: Anchors - must be upbeat, good writer and comfortable in live/ad lib situations. Chyron Operator - needed to make our news graphics come alive - should have experience on Chyron. Producer also needed. Send 3/4" or VHS tape to Tom Pratt, News Director, KXXV-TV, 1909 South New Road, Waco, TX 76711. 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, Marianas Cablevision, 3rd Floor Nauru Building, Saipan MP 96950 or Fax 670-235-3352.

Managing Editor. We have re-opened our search. We are #1 ABC affiliate in great Southwest market. We have an SNG truck, helicopter and 6 remote bureaus to cover the 2nd largest DMA in the U.S. We need a person who wants to be a News Director and who can assume daily operational control of the newsroom. TV management experience is major requirement. If you're an EP in a Top 30 or a News Director in a Top 70, send your resume and tape of your newscast to Jon Janes, News Director, KOAT-TV, 3801 Carlisle Boulevard, NE, Albuquerque, NM 87107. Prior applicants, please do not re-apply. Drug free workplace. KOAT-TV is an Equal Opportunity Employer.

Meteorologist preferred, for aggressive station that's shaking up the market and the market is responding! If you have a dynamic presentation that can hold viewers, let's talk. Full time position open now. Send non returnable tape, (no more than 1 week old), resume, references and salary required to: Al Sandubrae, News Director, KARK-TV, P.O. Box 748, Little Rock, AR 72203. EOE. M/F. Minorities are encouraged to reply.

News Director and Management Team Player needed for midwestern CBS Network affiliate. Outstanding organizational, communication and people skills, as well as teaching ability a must. Previous news management experience required. Send resume to Box 00449 EOE.

News Director - WROC-TV, CBS affiliate in Rochester, NY. Join the fastest growing news operation in Upstate New York! Prefer candidates with 3-5 years news management experience. Must have journalism degree and working knowledge in budgeting, promotion and production. Strong leadership qualities a must. Send resume, salary requirements to: Charmaine Formicola, Human Resources Administrator, WROC-TV, 201 Humboldt Street, Rochester, NY 14610. EOE. M/F.

News Director. Local television news program seeks a strong leader with journalism credentials. Must possess solid news judgement and excellent writing skills. Management and previous TV news experience a plus. Send resume to: Program Manager, U.S. Cablevision, P.O. Box 889, Wappingers Falls, NY 12590. No phone calls or faxes. We are an Equal Opportunity Employer.

News Director. WLVI-TV/Boston is looking for an individual with the journalistic, managerial, and creative skills and experience to lead its News Department in a competitive 10:00 pm news race. Minimum five years major market news management experience. Independent television experience highly desired. Boston Market preferred, but not required. Candidate should be able to demonstrate ratings growth as a result of their efforts. Send resume to: Peter Temple, VP/GM, WLVI-TV, 75 Morrissey Boulevard, Dept. #157, Boston, MA 02125. WLVI-TV is a Tribune Broadcasting Station and an EOE.

News Producer. Can you do it all? Put together a newscast that holds viewers from top to bottom? Write with creativity? The search is on for someone not afraid to take a chance who likes to come to work each day and knows what's going on around the block and around the world. Please send a recent resume, newscast (no Beta) and critique it, to Bruce Cramer, News Director, WTXL-TV, 8927 Thomasville Road, Tallahassee, FL 32312. EOE.

News Producer. Top-rated station in Top-50 market seeks a Top-notch News Producer. Clean, tight writing, creative thinking, and the ability to deal with pressure are musts! So is the ability to juggle live shots from half-dozen bureaus, satellite truck, 2 microwave vans and helicopter. We've got the tools...applicants need to know how to use them (and show us some things we haven't thought of yet). Minimum 3 years news producing experience required. A journalism degree and experience with NewStar are highly desirable. No phone calls! Send tape/resume and writing samples to: Dave Sebastian/Executive Producer, KOAT-TV, P.O. Box 25982, Albuquerque, NM 87125. Drug free workplace. KOAT-TV division of Pulitzer Broadcasting Company is an Equal Opportunity Employer.

Producer - Experience preferred. Excellent writing skills and solid news judgement are necessary for this position. Send letter, resume and non-returnable tape to Veronica Bilbo, EEO Coordinator, KPLC-TV, P.O. Box 1490, Lake Charles, LA 70602. EOE.

News Videotape Editor: KOAT-TV needs a strong News Videotape Editor experienced with BETA, U-Matic, S-VHS tape formats. Capable of handling high-pressure, high-volume editing and operate multiple playback machines during live broadcasts. Candidates must have 2 years news experience. Television/broadcasting college degree preferred. No rookies, please! Tape and resume: Dave Mathews, E.N.G. Manager, KOAT-TV, P.O. Box 25982, Albuquerque, NM 87125. No phone calls. Drug free workplace. KOAT-TV is a division of Pulitzer Broadcasting Company is an Equal Opportunity Employer.

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

Operations Supervisor: CLTV News, a 24-hour regional news cable channel located in suburban Chicago, has an immediate opening for an Operations Supervisor. This position reports to the department manager and assists in areas of hiring, training, scheduling, performance issues; coordinating productions and facilities management; tracking and generating operational policies and procedures. Previous experience should include two years in broadcasting with a technical background; PC skills in work processing, spreadsheet and database management; proven strong organizational, communication, and leadership experience. Send resume with salary requirements to Linda Bennett, CLTV News, 2000 York, Suite 114, Oak Brook, IL 60521; or fax to 708-571-0489.

Producer (Two Positions). Network O&O in 4th market has openings for both a Newscast Producer and a Special Projects Producer. We're looking for creative, energetic people who aren't afraid to take chances and know how to produce compelling television news. We need people who can tell a story, operate as part of a team, thrive on pressure and have the competitive fire to work in the most aggressive and challenging market in television's major leagues. Minimum 5 years major-market producing experience required; prior reporting experience helpful for both positions. Send resume and non-returnable tape to Kim Godwin, Assistant News Director, WCAU-TV, City Line Avenue and Monument Road, Philadelphia, PA 19131. 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.

Producer/Director/Commercial Editor. NBC affiliate seeks high energy, creative, take-charge Director candidates who love all aspects of TV production. If your passion is to direct live news and special programming, computer edit with commercial clients, and take charge of the training and supervision of your crew, then rush your resume and demo tape to Jim Allison, Station Relations Manager, WLEX-TV, P.O. Box 1457, Lexington, KY 40591. EOE.

Producer/Reporter. WIS Television, the NBC affiliate and dominant station in South Carolina's capital city of Columbia, is searching for a Weekend Producer who will also report three days a week. Previous producing and reporting experience mandatory. College degree preferred. Send resume, writing samples and non-returnable tape to Randy Covington, News Director, WIS Television, P.O. Box 367, Columbia, SC 29202.

Producer: FOX Morning News in Washington, D.C. needs experienced Control Room Producer. Able to format and produce 3 hour news and interview broadcast with multiple remotes daily. Knowledge of national and international news required. This is an overnight shift. Telephone Susan Truitt, Executive Producer, FOX Morning News, 202-895-3130. We are an Equal Opportunity Employer.

Reporter: WFSB, a Post Newsweek Station needs a top-notch general assignment reporter. This individual must be creative, with a minimum of 2 years experience as a TV reporter and a background in broadcast journalism. Send tape and resume to Mark Effron, VP News, WFSB-TV, 3 Constitution Plaza, Hartford, Ct. 06103-1821. EOE.

Reporter: WROC-TV, the CBS affiliate in Rochester, NY is looking for a solid reporter with excellent skills and writing ability. Ideal candidate is a creative storyteller with a competitive attitude. Prefer 3-5 years experience and journalism degree. Please send a non-returnable 3/4" tape and resume to Charmaine Formicola, Human Resources Administrator, WROC-TV, 201 Humboldt Street, Rochester, NY 14610. EOE. M/F.

Senior Producer. WMAQ-TV, Channel 5, seeks a creative person to conceptualize, write, produce and execute high-concept on-air spots for the station's news and entertainment promotional efforts. Includes the creation of radio and print advertising. May also work with co-op advertisers, outside production houses, vendors, Network Affiliate Relations, and program syndicators. Qualified candidate must have 5 years broadcast promotional experience, major market preferred, with emphasis on news image, topical, and series promotion. Must know state-of-the-art production and post-production techniques and facilities. Possess solid creative writing skills, strong production/editing skills, understanding of graphic design, able to work in team environment with strong interpersonal skills, able to meet internal and external deadlines. Requires some irregular and weekend hours. No calls. Send promo demo tape with cover letter and resume: Janet M. Lopez, NBC, Employee Relations, Job# B/C9506SP, 454 North Columbus Drive, Chicago, IL 60611. National Broadcasting Company/An Equal Opportunity Employer.

Strong network affiliate in a highly-competitive Southeast market is looking for a dynamic Weekend Anchor. This person will also be a high-profile Weekday Reporter. If you have a minimum 3 years experience anchoring and reporting you could have a great future with us. Only dedicated, aggressive, creative journalists who love the news business need apply. No beginners. Send non-returnable tape and resume to Box 00450 EOE.

Television News Reporter. Full-time Reporter for mid-size market network affiliate. Experience at a commercial television station preferred. Related degree from a four-year college required. Send resume and tape. No phone calls, please. Mail to: Dan Steele, Operations and Program Manager, WPSD-TV, P.O. Box 1197, Paducah, KY 42002-1197. EOE. M/F. ADA.

Videographer. Named the Best Newscast in Florida by the Associated Press, for the 2nd year in a row, Fox News at Ten, in the Ft. Myers market, seeks two Videographers. Two years experience required, college degree preferred. Send non-returnable tape and resume to: Chris McKinney, Chief Videographer, 621 SW Pine Island Road, Cape Coral, FL 33991. No phone calls please. We are an Equal Opportunity Employer.

WFSB, a Post-Newsweek Station, is seeking a Sports Anchor/Reporter. Candidate should have prior Anchor/Reporter experience, including researching, writing, producing, editing and on-air presentation of sports segments. Send resume and tape to Mark Effron, VP News, 3 Constitution Plaza, Hartford, CT 06103-1892. EOE.

HELP WANTED PRODUCTION

COORDINATING PRODUCER

Coordinating producer for Two-Hour Prime Time Weekly Television Show. Wanted to manage weekly packaging of two hour television program including overseeing its budgeting, scheduling and editing. Supervises personnel activities of the post production facility and group. Supervises and approves all editing and formatting of the Series. A bachelor's degree from a universally recognized university or college and at least seven years experience in documentary and/or commercial television is required. This includes experience in staff supervision, video post production budgeting, a strong background in online editorial supervision, knowledge of present-day post production technology and a strong background in off-line/creative editing. Send resume with confidential letter and salary history. Reply to Box 00457 EOE.

Creative Services Producer - We need to fill out our award-winning producing team with another creative, quality conscious producer to write, shoot, and edit commercials, training tapes, and short form programming. A college degree and experience are necessary, a good reel would be a plus. Send letter, resume and non-returnable tape to Veronica Bilbo, EEO Coordinator, KPLC-TV, P.O. Box 1490, Lake Charles, LA 70602. EOE.

Production Manager: If you are a self-motivated, people person who knows production and how to get things done, we want to hear from you! #1 small market southern affiliate wants a hands-on leader to coach a young staff to greatness! Top-notch organizational skills a must. This is a terrific opportunity with a growing company. Send resume and management philosophy to: Box 00453 EOE. Minorities encouraged.

Art Director. WMAQ-TV, Channel 5, needs a creative person to conceptualize, design, execute and manage the overall station's graphic look, particular emphasis placed on News and Promotion. Management of 4-person graphic design staff plus daily hire personnel, closely work with News and Promotions producers on art direction for on-air broadcasting as well as outside production houses, animation companies and other design vendors when needed. Must have 5 years broadcast design experience. Strong sense and creative vision required with a solid ability to communicate ideas visually. Staff management experience, strong organizational skills essential, ability to work efficiently under intense deadline pressure. Solid understanding of art direction for News and Promotion on-air spot production and knowledge of post-production techniques. Precious set design and print production a plus. Need knowledge of the Quantel paintbox, Hal, Infinit!, and MAC computers. Able to work in team, have excellent interpersonal skills, as well as be a leader able to solve problems and make decisions with station and departmental goals and budgets in mind. Some flex and weekend hours required. No calls. Send design demo tape with cover letter and resume: Janet M. Lopez, NBC, Employee Relations, Job# B/C9506AD, 454 North Columbus Drive, Chicago, IL 60611. National Broadcasting Company/An Equal Opportunity Employer.

Graphic Artist. WDTN is currently looking for a nightside Computer Graphic Artist who will share responsibilities in our award winning graphics department. Candidate should have a degree in art or design, experience in TV design, and must understand that news is what we live for! Should be able to use Crystal Graphics Topas 3D software, TIPS paint, and Photoshop 3.1. Strong PC and Macintosh computer skills desired. Knowledge of Quark Express and Illustrator on the Mac a plus. Please send resume and tape to: Personnel Adm., WDTN TV2, P.O. Box 741, Dayton, OH 45401. M/F/D/V. EOE. Absolutely no phone calls.

HELP WANTED PROMOTION

Promotion Director: This is a winner! Small network station in a great area with warm climate needs Promotion Director. If you are well organized, highly creative, and can supervise a small but talented group responsible for all aspects of community involvement, marketing and promotion, please run (do not walk) to the Post Office with a resume and send to: Box 00454 EOE.

HELP WANTED PROGRAMMING

KCEN-TV Central Texas NBC affiliate has an immediate full time opening for Director of Programming and Marketing. This position involves programming decisions and marketing of KCEN-TV. Previous experience in the television industry is preferred. Please send resume to: General Manager, Dept 24-C, P.O. Box 6103, Temple, TX 76503. EOE.

Program Coordinator: Five years of experience in a television station, preferably in programming, sales or traffic. Extensive computer experience also required. College education preferred. Please send resume to: WZZM-TV Personnel Department, P.O. Box Z, Grand Rapids, MI 49501. No phone calls, please. EOE.

Manager of Programming New Hampshire Public Television. Statewide PTV network seeks creative, detail-oriented Manager of Programming, responsible for creating a unique schedule in an overlap market, plus overseeing program acquisition, continuity, traffic, program research, on-air promotion and other projects. In addition, as part of NHPTV's management team, the individual will share in team building, total quality management, and customer satisfaction responsibilities. Minimum qualifications: Bachelor's Degree in related field, plus three years experience in programming with at least two years in television programming, or equivalent education/experience. Strengths in PTV scheduling, acquisitions, audience research preferred. The ideal candidate will demonstrate strong leadership, organizational, budgetary, communication, conceptual and analytical skills. Salary is commensurate with experience. NHPTV is located on the NH Seacoast, 60 miles north of Boston. Resume review starts July 5. Send resume including professional references and salary requirements to: Programming Search Committee, NHPTV, P.O. Box 1100, Durham, NH 03824. UNH is a AA/EEO Employer.

Broadcaster-Radio/Television (Manh). Develops programming concepts; writes and edits scripts for distribution to Japanese networks and domestically for Japanese emigre market, addressing broad range of cultural, news, entertainment and public interest topics. Plans and conducts interviews with guests. Bachelor's degree in any Humanities, Social Science, Communications, Media/Broadcasting, Radio/T.V. Video and related disciplines + 2 years experience in job offered or 2 years experience as radio or T.V. announcer/D.J. or producer + fluency in written and spoken Japanese and English. \$33,250/year, 40 hours/week., M-F, 9-5. Send resume/letter in duplicate to: #JP652, Room 501, One Main Street, Brooklyn, NY 11201.

HELP WANTED ADMINISTRATION

RIGHTS AND CLEARANCE

Capital Cities/ABC Inc. is seeking a PC-literate R&C Coordinator with at least 2 years of experience in negotiating footage/talent rights for TV or film. For consideration, send resume and salary requirements to:



Employee Relations,
Dept. JK, Capital
Cities/ABC Inc., 77
West 66th Street,
13th Floor, New York,
NY 10023. EOE

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Diary Review? Save time and money. I live near Nielsen and can do it all or help your people. Many years top 25 TV Program Manager and Research experience. (813)733-9211.

SITUATIONS WANTED NEWS

Attn: TV News Directors: Want to benefit from my extensive knowledge and experience as a News Anchor? Team player with network experience looking for exciting new challenge! 902-275-3276.

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FINANCE & ACCOUNTING

Controller/Business Manager. KSBW-TV, #1 ranked NBC affiliate located in Monterey area, is seeking a professional with a 4 year accounting degree or equivalent broadcast experience and proficiency with Lotus and WordPerfect. Successful candidate will be responsible for all accounting systems, financial reporting, and personnel. Fax resume and salary history to: (408) 424-3750, Attn: Personnel, Dept. B. No phone calls. EOE.

CABLE

HELP WANTED PRODUCTION

Independent sports field producers. Will contract for independently produced 3-4 min. women's and girl's sports features for nationally broadcast cable women's sports program. Ideal for new-young-hungry producer/reporter with access to equipment. High on recognition short on cash. Windmill, P.O. Box 326, St. Charles, IL 60174.

HELP WANTED SALES

Account Executive. National Cable Communications, the nation's leading spot cable advertising rep firm, has an immediate opening for an Account Executive, based in Chicago, for its News Channel rep division. This position will market all regional news channel properties to Chicago advertising agencies. Candidates should possess 2-5 years media sales experience, strong sales and developmental skills, plus experience with a conceptual sell. Candidates should be self-directed with the ability to meet and exceed budgets and have the desire to excel in a growth industry. College degree preferred. Knowledge of the Chicago advertising community desirable. Please send cover letter, resumes and salary requirements to: National Cable Communications, 114 West 47th Street, 17th Floor, New York, NY 10036. Attn: Director of Sales, News Channels. Fax # (212)730-7479. NCC is an Equal Opportunity Employer.

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Send resume/tape to:

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245 West 17th Street,
New York, New York 10011

ALLIED FIELDS

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Television Production - Position available for nine month Visiting Instructor or Assistant Professor to teach courses in studio production, ENG/EFP and editing. M.A. with professional experience in video production and university level teaching are minimum requirements. This is a nine-month non-renewable contract beginning in August 1995. Interested parties should send a resume and three letters of recommendation to: Joe Hall, School of Communication, The University of Central Florida, Orlando, Florida 32816-1344. Screening of applications will begin immediately and continue until the position is filled. The University is an EEO/Affirmative Action Employer. As an agency of the State of Florida, UCF makes all material available for public review.

HELP WANTED ADMINISTRATION

Regional Development Officer. Morehead State University invites applications for a position as Regional Development Officer in the Office of Alumni Relations and Development. The incumbent is responsible for the planning and execution of fundraising programs for extended campus centers, WMKY Radio and other activities of the University. Execution of these responsibilities includes direct mail, telephone and personal solicitation of private gifts. Qualifications: Bachelor's degree in communications, marketing or related field from an accredited college or university. Experience in training and/or working with volunteers, fundraising, and/or public broadcasting. Desired Qualifications: Data entry and word processing skills. To ensure consideration, submit letter of application, resume and references by June 19, 1995 to: Office of Human Resources, Attn: Regional Development Officer, Morehead State University, HM 101, Morehead, KY 40351. MSU is an AA/ADA/EO employer. The University has a strong commitment to the principles of diversity and seeks a broad spectrum of candidates including women, minorities and individuals with disabilities.

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TV Reporters, Anchors and Producers!!! You deserve the best chance to achieve your career goals. Call Tony Windsor at **NEWSDirections** (800) 639-7347.

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On-camera coaching: Sharpen TV reporting and anchoring/teleprompter skills. Produce quality demo tapes. Resumes. Critiquing. Private lessons with former ABC News correspondent. 914-937-1719. Julie Eckhart, ESP.

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Payable in advance. Check, money order or credit card (Visa, MasterCard or American Express). Full and correct payment must be in writing by either letter or fax (212) 206-8327. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

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

When placing an ad, indicate the EXACT category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. NO make goods will run if all information is not included. No personal ads.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement. Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.85 per word, \$37 weekly minimum. Situations Wanted: 95¢ per word, \$19 weekly minimum. Optional formats: Bold Type: \$2.15 per word. Screened Background: \$2.30. Expanded Type: \$2.85 Bold. Screened, Expanded Type: \$3.25 per word. All other classifications: \$1.85 per word, \$37 weekly minimum.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD etc., count as one word each. A phone number with area code and the zip code count as one word each.

Rates: Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$160 per inch. Situations Wanted: \$80 per inch. Public Notice & Business Opportunities advertising requires display space. Agency commission only on display space (when camera-ready art is provided). Frequency rates available.

Blind Box Service: (In addition to basic advertising costs) Situations Wanted: No charge. All other classifications: \$20 per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING & CABLE will now forward tapes, but will not forward transcripts, portfolios, writing samples, or other oversized materials: such are returned to sender. Do not use folders, binders or the like. Replies to ads with Blind Box numbers should be addressed to: Box (number), c/o Broadcasting & Cable, 245 W. 17th Street, New York, NY 10011.

Confidential Service: To protect your identity seal your reply in an envelope addressed to the box number. In a separate note list the companies and subsidiaries you do not want your reply to reach. Then, enclose both in a second envelope addressed to CONFIDENTIAL SERVICE, Broadcasting & Cable Magazine, at the address above.

PUBLIC NOTICES

UNITED STATES BANKRUPTCY COURT CENTRAL DISTRICT OF CALIFORNIA

Case No. LA-94-14176-CA

IN RE: San Diego Television, Inc.
KTTY-TV
Channel 69, Cable Ch. 14
San Diego, CA

NOTICE OF PROPOSED SALE

PLEASE TAKE NOTICE that substantially all of the assets of San Diego Television, Inc. (SDTV) will be sold for cash to the highest bidder via an auction set for August 29, 1995. In general, the assets subject to sale consist of all equipment used and/or useful in the operation of Television Station KTTY-TV, Channel 69, Cable Ch. 14, San Diego, California. The assets to be transferred also include the licenses issued by the FCC for operation of KTTY-TV, a 29,000 square foot, two-story studio and office building in Chula Vista, California, and the SDTV net working capital position.

KTTY-TV is a full-power UHF facility licensed to San Diego, the 27th DMA. KTTY-TV features an excellent physical plant, significant positive cash flow, and a comprehensive film and syndication library. It is the local WB affiliate.

The auction of the KTTY-TV assets will take place according to the Auction Procedures approved by the Court. Those parties interested in placing a bid for purchase of the assets should contact Elliot B. Evers of Media Venture Partners, Ltd. telephone no. 415-391-4877; fax 415-391-4912, or Brian E. Cobb telephone no. 703-827-2727; fax 703-827-2728. Prospective bidders will be required to establish their financial qualifications and ability to hold the KTTY FCC licenses prior to receiving materials on the Station.

AWARDS

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\$2,500 Prize

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Deadline July 15. Applicants should submit entries to Jan Boudart, c/o Medill School of Journalism, Fisk 204, Northwestern University, Evanston, Ill. 60208. Attention: Strong Funds/Medill Awards.
For more information about the awards or how to prepare and submit your entries, please call 708-491-2092

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& Cable

NEW STATIONS

Applications

Yuma, AZ—World Radio Network Inc. seeks 91.9 mhz; 25 kw; ant. 65 m. Address: c/o Brian Cave, 700 Thirteenth St., NW, Washington, DC 20005-3960. Applicant is headed by Abe VanDerPuy and owns KVMV(FM) McAllen, KBNR(FM) Brownsville, KBNJ(FM) Corpus Christi, KBNL(FM) Laredo and KVER(FM) El Paso, all Texas; is permittee of CPs for KEPX(FM)/KEPI(FM) Eagle Pass, Tex., and KNOG(FM) Nogales, KRM(C) Douglas and FM at Bisbee, all Arizona.

Redding, CA (BPED950327MA)—Christian Arts and Education Inc. seeks 91.1 mhz; 1.8 kw; ant. 447 ft. Address: P.O. Box 1726, Chico, CA 95926. Applicant is headed by Richard Varlinsky and has no other broadcast interests.

Pueblo, CO (BPED950411MA)—Colorado Christian University seeks 88.1 mhz; 42 kw; ant. 40 m. Address: 16075 W. Belleview Ave., Morrison, CO 80465. Applicant is headed by Michael Brinks and owns KWBI(FM) Morrison, KDRH(FM) Glenwood Springs and KJOL(FM) Grand Junction, all Colorado.

Flagler Beach, FL (BPED950331MI)—Ocala Radio Ministries Inc. seeks 91.1 mhz; 3 kw; ant. 95.5 m. Address: 1485 U.S. 1 South, St. Augustine, FL 32086. Applicant is headed by Noe Chaparro and owns WAYL St. Augustine, Fla.

Ocala, FL (BPED950510MB)—Marion Community Radio Inc. seeks 91.5 mhz; 0.2 kw; ant. 52.5 m. Address: 814 N.E. 2nd St., Ocala, FL 34470. Applicant is headed by Brad Dinkins and has no other broadcast interests.

Mount Vernon, IL (BPED950503MB)—American Family Association seeks 90.5 mhz; 25 kw; ant. 66 m. Address: P.O. Drawer 2440, Tupelo, MS 38803. Applicant is headed by Donald Wildmon and owns WQST-AM-FM Forrest and WDFX(FM) Cleveland, both Mississippi, and WCFN(FM) Wichita and KBUZ(FM) Topeka, both Kansas.

Monroe, LA (BPED950510MA)—American Family Association seeks 88.7 mhz; 6 kw; ant. 69 m. Address: P.O. Drawer 2440, Tupelo, MS 38803. Applicant is headed by Donald Wildmon and owns WQST-AM-FM Forrest and WDFX(FM) Cleveland, both Mississippi, and WCFN(FM) Wichita and KBUZ(FM) Topeka, both Kansas.

Reed City, MI (BPH950410MB)—Steven Beiffuss seeks 97.3 mhz; 2.852 kw; ant. 146 m. Address: 207 1/2 W. Upton Ave., Reed City, MI 49677. Applicant has no other broadcast interests.

Bude, MS (BPH950503MC)—Leola Dickey seeks 104.3 mhz; 14.8 kw; ant. 129.8 m. Address: 33 White Oak St., P.O. Box 442, Fayette, MS 39069. Applicant has no other

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

broadcast interests.

Greenville, MS (BPH950412MB)—Margaret Karr seeks 104.7 mhz; 50 kw; ant. 150 m. Address: 1261 Wortham Dr., Greenville, MS 38701. Applicant has no other broadcast interests.

Jal, NM (BPH950404MA)—John Wiggins seeks 107.1 mhz; 100 kw; ant. 113 m. Address: 3639-B Wolfen Ave., Amarillo, TX 79102. Applicant has no other broadcast interests.

Nashville, NC (BPH950512MC)—Big Mountain Broadcasting seeks 99.7 mhz; 5.13 kw; ant. 106 m. Address: c/o Gammon & Grange, 8280 Greensboro Dr., 7th Floor, McLean, VA 22102-3807. Applicant is headed by Todd Robinson and is permittee of new FM at Harrisburg, N.C.

Nashville, NC (BPED950511MB)—Eternal Lamp Inc. seeks 99.7 mhz; 4.3 kw; ant. 117.7 m. Address: P.O. Box 8224, 1728 Old Barn Rd., Rocky Mount, NC 27804. Applicant is headed by Tomas Marino, Jason Cockrell, Craig Cockrell and Augustus Williams and has no other broadcast interests.

Beach City, OH (BPED950405MB)—Stark Educational Media Inc. seeks 88.7 mhz; 3.3 kw; ant. 108.6 m. Address: 109 Miles Ave., SW, Canton, OH 44710. Applicant is headed by Abner Yoder and has no other broadcast interests.

North Kingsville, OH (BPH950509MA)—John Bulmer seeks 107.5 mhz; 6 kw; ant. 100 m. Address: 3043 Lake Road West, P.O. Box 289, Ashtabula, OH 44004. Applicant owns WZOO-FM Edgewood and WHMQ(FM) Baltimore, both Ohio.

North Kingsville, OH (BPH950511ME)—Antoinette Palmer seeks 107.5 mhz; 6 kw; ant. 100 m. Address: 5707 Rosecliff Dr., Hilliard, OH 43026. Applicant has no other broadcast interests.

Van Wert, OH (BPH950308ME)—D. Robert Eddy seeks 93.9 mhz; 6 kw; ant. 100 m. Address: Box 374, Saint Marys, WV 26170. Applicant owns minority interests in WVVW(AM)-WRRR-FM St. Marys, W.Va.

Fairview, PA (BPH950511MG)—Fairview Radio Inc. seeks 93.9 mhz; 6 kw; ant. 77 m. Address: c/o Fletcher, Heald & Hildreth PLC,

1300 N. 17th St., 11th Floor, Rosslyn, VA 22209. Applicant is headed by Richard Rambaldo and owns WRKT(FM) North East and WRTS(FM) Erie, both Pennsylvania.

Fairview, PA (BPH950511MD)—West Erie Broadcasting Corp. seeks 93.9 mhz; 6 kw; ant. 100 m. Address: 969 Dutch Rd., Fairview, PA 16415. Applicant is headed by Nedra Richards and Robert Wiley and has no other broadcast interests.

Fairview, PA (BPH950511MF)—Antoinette Palmer seeks 93.9 mhz; 6 kw; ant. 100 m. Address: 5707 Rosecliff Dr., Hilliard, OH 43026. Applicant has no other broadcast interests.

Norris, TN (BPH950510MH)—Michael Bennis seeks 106.7 mhz; 6 kw; ant. 100 m. Address: P.O. Box 52968, 1100 Albany St., Knoxville, TN 37950-2968. Applicant has no other broadcast interests.

Norrls, TN (BPH950511MC)—Powell-Clinch Broadcasting Inc. seeks 106.7 mhz; 6 kw; ant. 100 m. Address: 3223 W. Wolf Valley Rd., Clinton, TN 37716. Applicant is headed by James Stair and owns WLA(FM) LaFollette and WCTU(FM) Tazewell, both Tennessee.

Edna, TX (BPH950331MH)—Hill Country Radio Inc. seeks 96.1 mhz; 12.8 kw; ant. 139 m. Address: 6220 Gaston Ave., Ste. 200B, Dallas, TX 75214. Applicant is headed by Geoffrey Dunbar and has no other broadcast interests.

Sanger, TX—Research Educational Foundation Inc. seeks 89.7 mhz; 14 kw; ant. 517.7 m. Address: c/o Hardy and Carey LLP, 111 Veterans Blvd., Metairie, LA 70005. Applicant is headed by Scott Thomas and owns KVTT(FM) Dallas.

San Perlita, TX (BPED950406MA)—Faith Pleases God Church Corp. seeks 90.7 mhz; 1.17 kw; ant. 51 m. Address: P.O. Box 530777, Harlingen, TX 78553. Applicant is headed by Carlos Ortiz and has no other broadcast interests.

Uvalde, TX (BPH950320MA)—U.S. Ninety West Communications Inc. seeks 93.7 mhz; 2.9 kw; ant. 89 m. Address: 1605 Ave. K, Hondo, TX 78861. Applicant is headed by Tim Walker and has no other broadcast interests.

Alberta, VA (BPH950407MB)—Broomfield Broadcasting Inc. seeks 103.1 mhz; 1.8 kw; ant. 100 m. Address: c/o Putbren & Hunsaker, P.O. Box 539, McLean, VA 22101. Applicant is headed by John Broomfield and has no other broadcast interests.

Ettrick, VA (BPH950515MA)—Larry Jones Sr. seeks 93.1 mhz; 6 kw; ant. 88 m. Address: 13911 Brandy Oaks Place, Chesterfield, VA 23838. Applicant owns 10% of WSOJ(FM) Petersburg, VA.

Ettrick, VA (BPH950515MH)—Paul and Lesley Bulifant seek 93.1 mhz; 6 kw; ant. 100 m. Address: 1105 Duke of Gloucester St., Colonial Heights, VA 23834. Applicant has no other broadcast interests.

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Don't discount USIA

EDITOR: Your May 15 editorial "Shrink rapping," regarding the current threat to the U.S. Information Agency's role in international communications, reflects a regrettable lack of knowledge about this agency.

By its very nature, USIA's mission of American public diplomacy does not frequently produce results that lend themselves to simplistic analysis, or proffer instant gratification. The impact of our work is largely seen in the long term. USIA defends American interests and fosters mutual understanding, sharing with its audiences the values, views, aspirations and concerns of Americans. Through our radio and television broadcasting, exchange programs and scholarly links with people around the world, USIA works to articulate who we are as a nation and how our policies and values are shaped.

Far from a "high-gloss" approach,

as your editorial suggests, USIA shares the American experience "warts and all." By telling contrast, today's commercial media products, themselves high-gloss and motivated by profit, do not always serve Americans well overseas. Both in news and culture, the representation of the United States is wanting in balance and realism; sensationalism and stereotypes are all too common. In today's world of uncertainty and fierce commercialism, USIA's mission is more critical and its voice more credible than ever.

Well-founded concerns about the effective use of American taxpayer dollars have driven USIA's budget and operations since the beginning of this administration. Over the past two and a half years, we have followed a multiyear strategy of reinvention, downsizing and budget cuts. We eliminated our five magazines as well as the office that designed and erected U.S. exhibits

for international trade shows and expositions. In addition, 12 overseas USIA libraries and posts will have been shut down by the end of 1996. USIA reduced its fiscal '96 budget request by \$121.1 million from the previous year's budget. We worked with Republicans and Democrats in the last Congress to achieve the International Broadcasting Act of 1994. The consolidation of VOA, RFE/RL, WORLDNET, Radio and TV Marti and the to-be-established Radio Free Asia will save over \$400 million and eliminate more than 1,200 broadcasting staff positions over the next four years. The result will be a leaner, more efficient U.S. global broadcasting service.

USIA's end as "roadkill" may not only be this nation's loss but "a consummation devoutly to be wished" by the omnipresent enemies of democracy around the world.—
Joseph Duffy, director, United States Information Agency, Washington

THIS WEEK

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

June 12-15—Women in Cable & Telecommunications national cable management conference. Adams Mark 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 presented by Polytechnic University Center for Advanced Studies. MetLife Bldg., New York City. Contact: Ameena Mustafa, (718) 260-3050.

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

June 14—Hollywood Radio and Television Society 35th annual International Broadcasting Awards. Beverly Hilton, Los Angeles, Calif. Contact: (818) 789-1182.

June 14-17—Society of Cable Television Engineers Cable-Tec Expo. Las Vegas Convention Center, Las Vegas. Contact: (610) 363-6888.

June 15—The New York Festivals 1995 International Radio Programming and Radio Advertising Awards presentation aboard the yacht "Mystique." New York Harbor, New York City. Contact: (914) 238-4481.

June 16—New York Chapter of Federal Communications Bar Association annual luncheon, featuring FCC Commissioner Rachelle Chong. CBS, New York City. Contact: Andrew Siegel, (212) 975-7419.

June 16-18—Georgia Association of Broadcasters 61st annual convention. Callaway

Datebook

Gardens Resort, Pine Mountain, Ga. Contact: (404) 395-7200.

June 17-21—Annual public radio conference, presented by National Public Radio. Renaissance Hotel, Washington. Contact: Alma Long, (202) 414-2000.

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

JUNE

June 20—Luncheon and panel discussion on the future of cable, presented by the Cable Television Administration and Marketing Society—Mid-Atlantic Chapter. Philadelphia Marriott Hotel, Philadelphia. Contact: (215) 653-7900.

June 20—Interactive Television Strategies for Corporate Implementation, presented by the Interactive Television Association. Marriott Marquis Hotel, New York. Contact: Catherine Peshkin, (202) 408-0008.

June 21-23—Cable in the Classroom annual corporate representatives 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 Associ-

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.

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

JULY

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.

APRIL 1996

April 15-18—National Association of Broadcasters annual convention. Las Vegas Convention Center, Las Vegas. Contact: (202) 429-5300.

Major Meeting dates in red

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

From 'Romper Room' to the board room

Two decades before interactive television, there was Sally Claster and her magic mirror. Preschoolers raptly watched her look into the mirror during her syndicated *Romper Room* television show and mention the names of children she could "magically" see. Even now, 14 years after she stepped behind the camera, Sally Claster Bell is amused by the laments of younger television executives: "I can't tell you how many times people [ask] me, 'Why didn't you see me in the mirror?'"

Claster Bell is now executive vice president of the company her parents founded, Claster Television Inc., and is one of the most powerful women in children's syndication. Claster TV, now owned by Hasbro Inc., syndicates strips *Pink Panther*, *Conan* and *Transformers: Generation 2* and weeklies *Baby Huey* and *Mutant League*.

The dynasty founded by Claster Bell's parents, Bert and Nancy, continues to expand. Brother John Claster is president of Claster Television. Claster Bell's husband is Alan Bell, president of TV station group Freedom Broadcasting. Her brother-in-law is Steve Bell, president of Twentieth Television production subsidiary Foxstar Productions. Daughter Jenny is an account executive at Columbia TriStar Television, and son Joe is at the University of Pennsylvania studying (what else?) communications.

Claster intended to become a history professor and, after graduating from college, enrolled in the prestigious Johns Hopkins School of Graduate Education to study American history.

However, family illness and the lure of television intervened. Nancy Claster became ill, and Bert asked their daughter to take her mother's place hosting WMAR-TV's version of *Romper Room*. (Until 1969, when Claster TV was bought by Hasbro, Claster licensed the *Romper Room* format, rather than syndicating the show, to 130 stations.) Claster Bell was charged with instructing local affiliates carrying the show how to produce it.

Her mother recovered, but Claster Bell enjoyed the job enough to drop her studies: "Being a celebrity was fun, and there was a lot of traveling, especially after we



"If you can motivate a three-year-old to go to school, you can motivate an account executive on a sales staff."

Sally Claster Bell

Executive vice president, Claster Television Inc., Los Angeles; b. Baltimore, May 7, 1942; BA, history, Connecticut College, New London, 1963; graduate work in history, Johns Hopkins School of Graduate Education, Baltimore; host, local 'Romper Room,' WMAR-TV Baltimore, 1964-69; host/executive producer, nationally syndicated 'Romper Room,' Baltimore, 1969-81; current position since 1981; m. Alan Bell, Nov. 25, 1982; children: Jenny, 25; Joe, 21.

started syndicating the show."

In 1969, when the nationally syndicated version was launched, Claster was chosen as its host.

As the show expanded, Claster increased her duties, often acting as sales representative. One trip in 1980 took her to KTVU(TV) Oakland, Calif., where she met then-General Manager Alan Bell. "The rest was history," says Claster Bell of their marriage two years later.

In 1981, Claster was designated to produce an updated version of the syndicated show with new sets, music and educational components. Meanwhile, prompted by the expanding dollars available to local stations to acquire syndicated shows in the early 1980s, the company began to expand its distribution of other shows. She was charged with much of the sales responsibility for selling the new shows and negotiating deals with the producers.

"I hold her in the highest regard," says DIC Entertainment LP President Andy Heyward, who has produced specials and a version of *G.I. Joe* for syndication by Claster. "First, as a competitor they always got extraordinary clearance levels for their shows. Also, there is a lot of backstabbing in the children's arena, but Sally and her company have never reduced themselves to that. They sell on the merits of their shows, not because there's *this, this* and *this* wrong with those of their competitors."

But Claster Bell says technological change also promises new opportunities. The company is participating in the Bell Atlantic Star Gazer project in northern Virginia (a programing-on-demand test) by providing episodes of *G.I. Joe*, *Baby Huey* and *Casper*.

Claster Bell says she has not encountered many difficulties as a female executive in a mainly male business. "The people I deal with are very fair—and are just as tough with me as they are with my guy counterparts," she says. "From having children, we know how to get people to do things and how to juggle and negotiate. If you can motivate a three-year-old to go to school, you can motivate an account executive on a sales staff."

—DT

BROADCAST TV

Robin Minietta, senior producer, KCTS-TV Seattle, joins WUNC-TV Chapel Hill, N.C., as manager, public affairs.

Su Keenan, reporter/substitute anchor, WPLG-TV Miami, joins WNBC-TV New Jersey bureau as general assignment reporter.

Susan Fiora, sales and marketing executive, new business development, WJLA-TV Washington, moves to the station's local sales team in same capacity.



Carroll

Larry Carroll, domestic correspondent, NBC, *Nightly News with Tom Brokaw* and the *Today* show, Los Angeles, joins KCBS-TV there as weekend anchor/senior correspondent.

Lynna Lai, reporter, WJW-TV Cleveland, joins WTSP-TV St. Petersburg, Fla., in same capacity.

Tim McGowan, associate director, research, KCAL-TV Los Angeles, named director.

Kathie Kreh, regional sales manager, WFLX-TV West Palm Beach, Fla., named national sales manager.

Stephen Strouf, director, programming, WEDU-TV Tampa, Fla., named VP, programming and production.

Eric Land, VP/GM, WEYI-TV Saginaw, Mich., joins WGRZ-TV Buffalo, N.Y., as president/GM.

Jim Moore, chief engineer, WDAF-TV Kansas City, Mo., named VP, engineering.

Carl Friedlander, director, financial planning, KCBS-TV Los Angeles, joins KMEX-TV there as director, finance.

Andria Hall, correspondent, *FrontPage*, Fox News Production Inc., New York, joins WNBC-TV there as co-anchor, *News 4 New York*, weekend editions.

Jeanne Ryan, GSM, WEAT-AM-FM West Palm Beach, Fla., joins WFLX-TV there as regional sales manager.

Dujan McCoy, account executive, WTTV-TV Bloomington, Ind., named director, sports marketing.

David Weems, GSM, WILX-TV Onondaga, Mich., joins WRIC-TV Petersburg, Va., in same capacity.

Michele Gillen, investigative reporter/anchor, *The Crusaders*, joins KCBS-TV Los Angeles as investigative correspondent.

Harry Delaney, GM, KQCA-TV (formerly KSCH-TV) Sacramento, Calif., named station manager, KCRA-TV, and station manager, brokerage operations, KQCA, both Sacramento.

Ken Murphy, NSM, KDAF-TV Dallas, joins KRIV-TV Houston as VP/GSM.

PROGRAMING

Appointments at Atlantis Releasing, Toronto: **Marnie Sanderson**, director, sales, Europe, named managing director, Amsterdam; **Irene Read**, director, sales, Asia and Australia, named managing director, Sydney, Australia; **Christine Elton**, corporate controller, named director, finance; **Robyn Posner**, director, marketing communications, named director, creative services.



Murphy

Michael Murphy, executive VP, and **Cilista Eberle**, senior VP, House of Blues Productions Inc., West Hollywood, named president and executive VP, respectively.



Eberle

Appointments at Carsey-Werner Distribution, Studio City, Calif.: **Robert Lloyd**, VP, sales, Stephen J. Cannell Productions, Los Angeles, joins as VP/sales manager, West; **Linda Desiante**, director, contract administration syndications, Columbia TriStar Television, Culver City, Calif., joins in same capacity.

Pamela Soper, story editor, Viacom

Productions, Los Angeles, named manager, creative services.



Bauer

Elaine Bauer, producer, *Judge for Yourself*, Buena Vista Television, Burbank, Calif., joins Columbia TriStar Television Distribution, Culver City, Calif., as director, development.

Robert Meyers, VP, corporate development, interactive television, Viacom Inc., New York, named senior VP, strategic planning and business development, Viacom Interactive Services there.

Dennis Emerson, senior VP/manager, Western division, Paramount Domestic Television, Hollywood, Calif., named senior VP/off-network sales manager.

Robert Scanlon, senior coordinating producer, motorsports and network integration, ESPN, Bristol, Conn., joins Speedvision, Los Angeles, as VP, production/executive producer.

Helen Isaacson, VP, international licensing and merchandising, Turner Home Entertainment, New York, named senior VP/GM.

Elie Dekel, VP, marketing, Saban Entertainment, Burbank, Calif., named senior VP, entertainment marketing and promotions.

Appointments at King World Productions, New York: **Stu Stringfellow** and **Gary Grandolph** named senior VPs, Eastern sales and Midwest sales, respectively; **Michael Stomello** named VP, Midwest sales.

Laverne McKinnon, producer, Klasky Csupo Inc., Los Angeles, named VP, creative affairs.

Appointments at *Day & Date*, New York: **Bruce Perlmutter**, broadcast producer, Fox News, New York, joins as supervising producer; **Joan Gelman**, managing editor, *Eye to Eye with Connie Chung*, joins as senior producer, New York; **Nancy Jacoby**, head, Nancy Jacoby Productions, joins as senior producer, Los Angeles; **Rus Samoff**, president/producer, Angel's Play Productions, joins as coordinating produc-

er, **Doug Dougherty**, director, *Personalities* and *EDJ*, joins in same capacity.



Mater

Mater, manager, program standards, NBC, Los Angeles, joins as head, broadcast standards and practices.

Erasmus Boelte, managing director, Erasmus Films, joins Grundy Television Produktions GmbH, Germany, as senior VP, light entertainment.

Lisa Auerbach, director, domestic marketing, ITC Entertainment Group, Studio City, Calif., joins MTM Worldwide Distribution there as director, creative services.

Lois Zingaretti, director, physical distribution, All American Television, New York, named VP.

RADIO

Scott Elberg, LSM, WINS(AM) New York, joins WFAN(AM) there as sales manager.

Mark Erwin, manager, Katz Radio Representatives, St. Louis, joins KMOX(AM) there as national sales manager.

Deanna Lumpe, assistant production director/air personality, WAVA(FM) Arlington, Va., joins KKHT-FM/KENR(AM) Houston as production director.

Appointments at ABC Radio Networks, Dallas: **Jo Interrante**, managing editor, KRLD(AM) Dallas, joins as director, affiliate marketing; **Dave Herring**, director, affiliate operations, Major Networks, Chicago, joins as regional manager, affiliate marketing, small markets; **Ricardo Borges**, regional marketing manager, Northeast and Central regions, Greyhound Lines, joins as manager, marketing development, advertising sales.

Mary McDermott, weekend news anchor, KXL(AM) Portland, Ore., named weekday, morning news

Carter fills Knight Chair

Hodding Carter III, journalist, media critic and commentator, has been chosen to fill the new Knight Chair in Journalism at the University of Maryland. The chair was created last year with a \$1.5 million grant from the John and James Knight Foundation of Miami.

Currently, Carter is president and partner of MainStreet, a television production company. He joins the university as a full-time faculty member in August.

anchor.

John Columbus, supervisor, sales, WXTR-FM Waldorf and WHFS(FM) Annapolis, both Maryland, assumes additional responsibility of WMXB(FM) Richmond, Va., as regional VP, operations, Liberty Broadcasting (owner).

Skip Essick, program and operations manager, WHAS(AM) Louisville, Ky., joins WJR(AM) Detroit as program director.

Matt Sunshine, retail sales manager, KPLX(FM) Fort Worth and KLIF(AM) Dallas, joins KKJZ(FM) Lake Oswego, Ore., as GSM.

Debbie Parigian, principal/owner, Corporate Growth Association, Lake Oswego, Ore., joins Deschutes River Broadcasting, Portland, Ore., as CFO.

CABLE



Bernstein

Lauren Lazin, director, news and specials, MTV: Music Television, New York, named VP.

Gene Brock, GM, Kentucky, and **Bill Barbour**, GM, North Carolina, US Cable, Gulf Breeze, Fla., assume additional responsibilities as GMs, Missouri and Alabama, respectively.

Peter Thomas, VP, member relations, Association of National Advertisers,

New York, joins Liberty Sports Inc. there as VP, strategic marketing.

Francis Edwards, senior VP, sales and marketing, Garden Way Inc., Troy, N.Y., joins QVC, West Chester, Pa., as senior VP, QVC International.



Mellon

L. Patrick Mellon, VP, programming, TeleCable Corp., Norfolk, Va., joins ESPN, Bristol, Conn., as senior VP, affiliate sales and marketing.

Appointments at VH1, New York:

Bill Flanagan, editor,

Musician, joins as VP/editorial director, specials; **Anthony DeCurtis**, senior features editor, *Rolling Stone*, joins as editorial director/correspondent; **Mark Angotti**, executive producer, news, WHDH-TV Boston, joins as VP, news, studio and specials; **Bill Bouyer**, managing editor, KPRC-TV Houston, joins as news director; **Jeff Panzer**, freelance producer/director, named director, production, West Coast.

Judy Hackett, general marketing manager, WOIO(TV) Shaker Heights and WUAB(TV) Lorain, both Ohio, joins TBS Advertising and Marketing, Atlanta, as senior VP.

Nelson Benedico, director, media relations, MTV Latino, Miami, named VP, marketing communications.

DEATHS

David Addison Hawley, 45, entertainer/media turnaround specialist, died after a heart attack at his home in Pensacola, Fla. Under the stage name Rodney St. John, Hawley hosted the game show *Bowling for Dollars*. During his career he worked for WBAL-TV Baltimore and Turner Broadcasting, N.C. He was a consultant to several stations, including WFAD(AM) Middlebury, Vt., WDVM(FM) Bronson, Mich., and WJTC(TV) Pensacola. In 1990 he founded Ad Hawk and Hyacinth International advertising agencies. Hawley is survived by his wife, Victoria; a son; his parents, and a sister.

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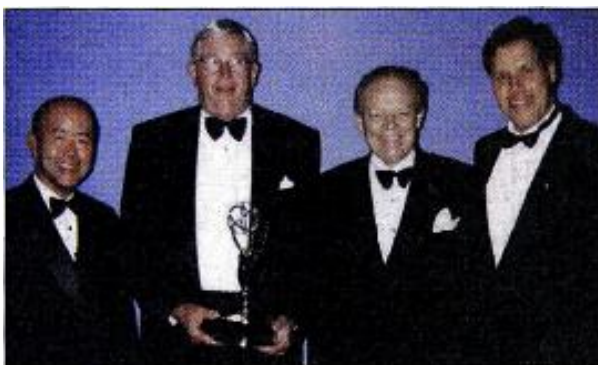
In Brief

Cablevision Chairman Charles Dolan asked Connecticut's utility commissioners last week to establish a level playing field for companies competing for the state's local telephone services. Testifying at a state Department of Public Utility Control (DPUC) hearing for a renewal of Cablevision's Connecticut cable franchise license, Dolan asked DPUC commissioners to "make it clear that you intend to give us the ability to compete in telephony."

Multi Cultural Broadcasting (Arthur Liu, president) is buying KYMS-FM Santa Ana, Calif., for \$9.1 million from Interstate Broadcasting (Paul Toberty, CEO). Multi Cultural also owns KALI(AM) San Gabriel-Los Angeles. Broker: Star Media Group.

TRC Communications (Donald Smullin, president), licensee of KLOO(AM)-KFAT(FM) Corvallis, Ore., is selling \$1.1 million in stock to Oregon Trail Productions Inc. (Lee Jamison, president). Broker: The Exline Co.

Sinclair Broadcast Group, owner of six TVs and five LMAs, went public June 6 with 5 million shares at \$21 per share. At press time Friday,



Dowdle has proven himself an innovator, a broadcaster of vision and one who has taken a preeminent leadership in broadcasting, cable and syndication." Present at the black-tie ceremony were (l-r) David Louie, NATAS chairman; Dowdle; Cannon, and Malachy Wienges, NATAS vice chairman.

Tribune Co.'s James Dowdle was honored by the National Academy of Television Arts & Sciences last week with the organization's 1995 Trustees' Award. NATAS President John Cannon said: "As the Tribune Co.'s top broadcasting executive for more than a decade, Jim Dow-

Nasdaq listed the stock at 23 1/2.

Former New York governor Mario Cuomo declined an invitation to present the Freedom of Speech award to radio host G. Gordon Liddy at the convention of the National Association of Radio Talk Show Hosts later this month (see box, page 34). Earlier this year, Liddy advised his listeners on how to shoot effectively at federal agents in self-defense. Said Cuomo: "I think telling people how to shoot govern-

ment officials is sick and bad. G. Gordon Liddy is not important. What is important is your reaction to having people tell you how to kill one another." Cuomo received the same award in 1994.

Entertainment Tonight Executive Producer Jim Van Messel last Friday told staffers he soon will leave the Paramount-produced, top-rated syndicated magazine after six seasons. He will be replaced on July 5 by *Hard Copy* Executive Producer Linda Bell Blue, who has increased ratings at that Paramount magazine show since being named to that post in September 1993. A replacement for Bell Blue is expected to be named soon.

Twentieth Television has restructured its New York sales department: Southwest Regional Manager/VP Ken Doyle now runs the New York office as VP, Eastern regional manager. He replaces Victoria Quoss, who becomes VP, station relations and basic cable sales. Jeff Stern, VP/division manager, Eastern region, has been promoted to fill Doyle's previous position.

At the Promax conference in Washington last week, MTM

Valentine assumes Krisel duties

Walt Disney Co. has expanded the duties of its network programing head, Dean Valentine, to include supervision of its TV animation production.

Valentine, already president of Walt Disney and Touchstone Television, replaces longtime Walt Disney Television Animation head Gary Krisel, who plans to leave at the end of his contract in January (see page 23). The animation unit produces The Disney Afternoon, network animated shows and direct-to-video animated movies. Since joining Disney in 1987, Valentine has overseen Disney's evolution into a major player in network television, with returning hits like *Home Improvement* and *Ellen*, five new fall series on network schedules, and two midseason replacements.

Valentine says he would like to produce animated shows for prime time, but that he has no such projects in development.

Bruce Cranston, senior vice president of TV animation development and a possible successor to Krisel, says he is in negotiations with Disney about whether he will stay with the company —DT

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Paramount pulls 'Jon Stewart'

Paramount Domestic Television has canceled its low-rated, rookie-season *Jon Stewart* late-night syndicated talk show. The final episode will air June 23, and no repeats are planned. The cancellation, announced by Stewart during an appearance on the rival *Late Night with David Letterman* last Wednesday, follows a lack of ratings growth in May despite station upgrades and sweep shows featuring big-name talent, as well as unsuccessful PDT efforts to interest broadcast networks in the show. *Stewart* has a 1.1 season-to-date gross average audience Nielsen household rating. A source said that the studio probably will not try to retain the show's station lineup by launching a replacement. —DT

announced the winners of its contest for America's Funniest Station [bloopers] Videos.

Grand prize went to Steve Halliwell, KQCA-TV Rancho Cordova, Calif.; second to Jerry Johnson, KTIV-TV Sioux City, Iowa; third to Robert Gale, KELO-TV Sioux Falls, S.D.

The FCC's Common Carrier Bureau is allowing Bell Atlantic to begin video dialtone service in Dover Township, N.J.

Last Friday the bureau said it will investigate Bell Atlantic's pricing and service "tariff," but that it will not hold up service initiation while it conducts the review. The bureau's investigation will focus on whether the telco's rates are too low, as competitors have charged. Commissioner Andrew Barrett voiced concern with the decision in a statement joined by Commissioner James Quello: "I am most concerned that the tariff now will go into effect without an opportunity for any remedy even if the investigation yields a result that this tariff is unreasonably low."

Errata: The licensee of KGMC-TV Fresno-Visalia, Calif., was listed incorrectly in the June 5 LMA chart on page 8. The correct licensee is Gary Cocola.

WASHINGTON

Packing up

Commissioner Andrew Barrett still won't say he's leaving, even though the appearance of his office suggests he is. Pictures and plaques encased in bubble wrap are stacked in front of his desk, and five large black footlockers (still empty) dominate the room. Barrett does say he has two solid job offers: one from a company that does not require him to recuse himself from any pending FCC proceeding and one in academe. Barrett's five-year term expires June 30, but he may retain his seat until a replacement is named. The White House has given no signal it is searching for a successor. "I could stay here forever," Barrett jokes.

Sherrie's back

Former FCC commissioner Sherrie Marshall is returning to the FCC, this time as a bidder for personal communications service spectrum being auctioned in August. With partner Cissy Baker (chief of Tribune Broadcasting's Washington bureau and daughter of former senator Howard Baker), Marshall will bid for some of the approximately 500 licenses set aside for minorities, women and small business. A possible backer of the Marshall-Baker bids is WirelessCo., the joint venture of Sprint, TCI, Comcast and Cox that walked off with the lion's share of the spectrum at the broadband PCS auction earlier this year.

PTAR fan

With final action possible next month in the FCC's proceeding to revamp the prime time access rule, Paramount Domestic Television President Steve Goldman visited top agency officials last week, arguing to keep the rules as is—that is, keep Big Three affiliates in top 50 markets from airing off-network shows in prime access. Goldman saw all five commissioners.

EEO rules

The FCC this week is expected to propose rules enforcing minority hiring guidelines at broadcasting and cable operations. The U.S. Court of Appeals in Washington threw out the previous FCC plan

last July. Since then, the new rules have had to await the resolution of a dispute over the size of fines and how the rules should apply to smaller stations. Commissioner James Quello has pushed for a relaxation of the old rules, while Commissioner Andrew Barrett is said to oppose easing them. Release of the new proposal will follow last week's commission announcement that minorities occupy 16.3% of the top four job categories at broadcast operations in 1994, and 19.9% of the positions at cable companies. The figures represented a slight increase from 1993 in broadcasting and a slight decrease in cable.

NEW YORK

Abbreviated ball

Owners of local TV and radio rights to Major League Baseball (MLB) are taking a cautious but optimistic attitude toward a proposal to reduce commercial airtime between innings of MLB games. The proposal has been approved by major league owners (it still must be OK'd by players). The proposal, which doesn't apply to postseason or national games covered by ESPN or The Baseball Network (TBN), would reduce between-inning commercials by 40 seconds to one minute, 45 seconds, shaving six minutes off the length of a game. "At first blush it looks like it's good for the game, and it will have absolutely no effect on our commercial advertising time," said Stu Tauber, general manager, WSBK-TV, which owns rights to Boston Red Sox games.



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"The staff of WOF-TV just joined our viewers club."

“There’s no doubt about it. The bar has been raised in terms of prime time television. You have to jump a little higher to get on the air.”

TV’s tide raising all boats

Our witness is Barry Thurston, president of Columbia TriStar TV Distribution, whose sister production company emerged from the prime time replacement season with seven new entries on the fall schedules. One of the reasons for the raising of the bar is that the networks themselves—freed from the constraints of the financial interest and syndication rules—are competing against the rest of the field for fall berths.

But a bigger reason, in the Thurston view, is that so many good series, well cast and well written, continue to work. They’re essentially beyond the competition, taking their time slots with them; they become harder and harder to dislodge or replace.

Mr. Thurston’s assessment is welcome news for the industry at large. Arguably, if the standard is raised in prime time, the ripple effect will filter down to other dayparts, elevating the medium as a whole.

This phenomenon came first to our notice in a Feb. 14 *New York Times* column by Bernard Weinraub (who argued that in terms of sheer quality, television is elbowing the movies aside). We regret not having been first with the discovery, but we’re determined to spread the gospel nonetheless. It’s encouraging to find in the Thurston testimony evidence that the Weinraub thesis has taken root in the real world.

Stay tuned

Steve Sohmer has called the promotion director “the most overworked, underpaid, undervalued and understaffed executive in television.” You would have found few naysayers at last week’s PROMAX conference in Washington, but we have a feeling that the “undervalued” part of that equation is going to change. Branding is the buzzword of the day, and the people doing the overwork for underpay to create an image on the air and in the community are those very same promotion executives.

The new challenge for those executives will be, for affiliates, to get the most punch out of the network name while maintaining a distinct local identity. (NBC affiliates are being asked to drop their calls in favor of a network ID, although the FCC still requires a station to identify its calls at least once an hour.) For independents, it is to create or increase their own brand awareness without the built-in benefit of a prominent peacock or all-seeing eye. For both it is to boost the buzz without equally boosting the clutter. That’s not exactly making bricks without straw, but it won’t be easy. (On that subject, we have our own challenge: Find some way of branding the channel without permanently branding little [and not so little] logos into the corner of all your programs.)

More is riding on the success or failure of broadcast branding than at any time in the medium’s history. Whether it’s tomorrow’s vaunted 500 channels or today’s 120, the field is crowded and the need to get noticed even greater as outlets compete for fragmented audience and ratings. If promotion executives aren’t quite in the driver’s seat, they’re sitting up front, and leaning on the horn.

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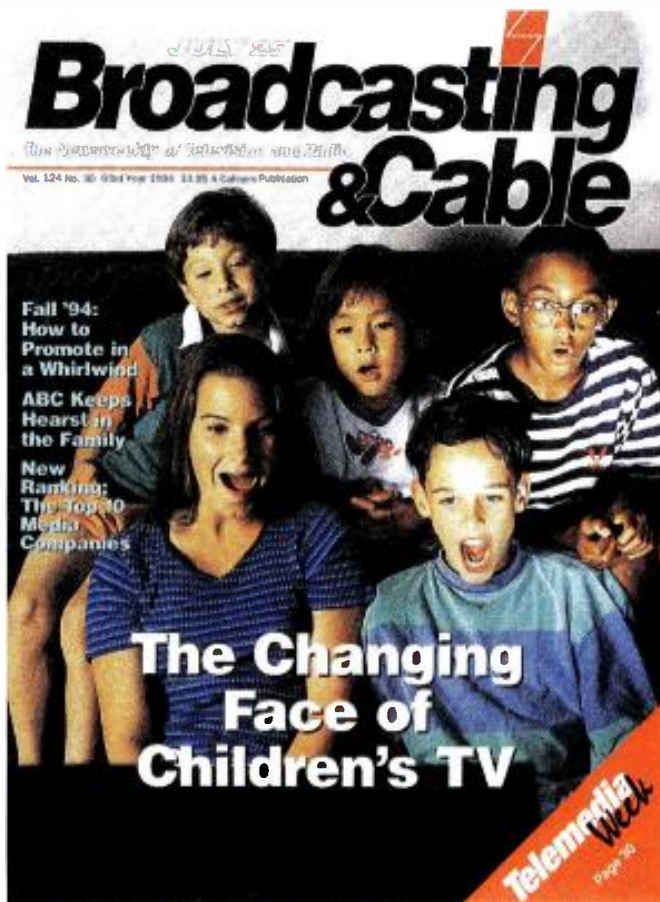
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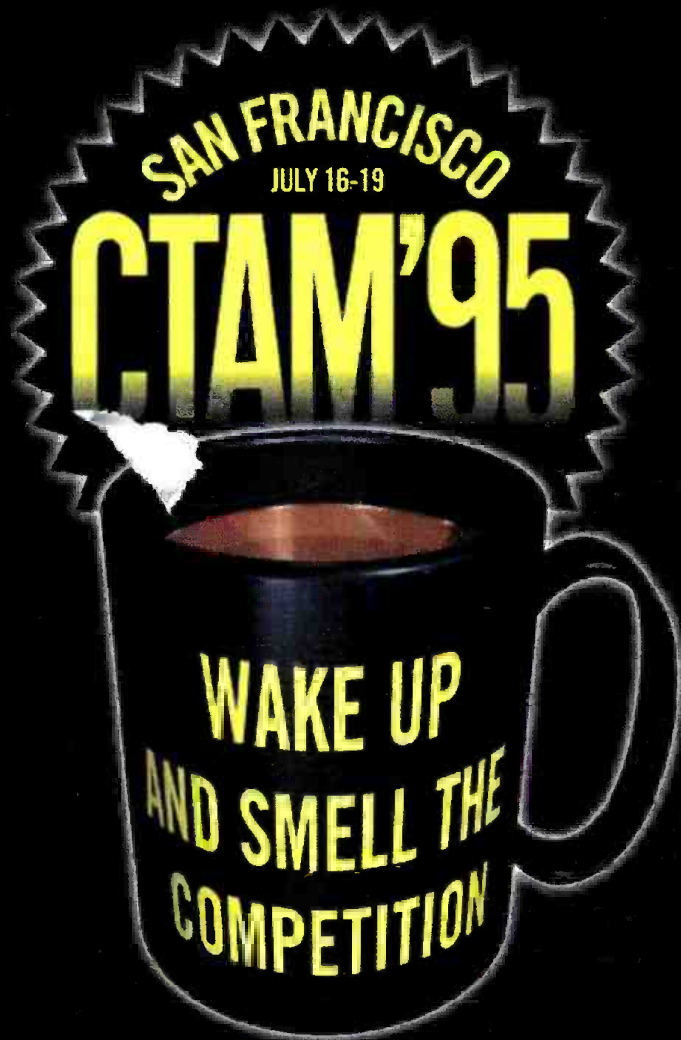
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