

JULY 17

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Broadcasting Cable

The Newsweekly

Vol. 125 No. 29 64th Year

CTAM'S CHAR BEALES

Speaks Softly

...but wields a big stick
as cable TV's top marketer

V-CHIP

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Telemedia
Week
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Fast Track

MUST READING FROM BROADCASTING & CABLE

JULY 17, 1995

TOP OF THE WEEK

Clinton backs V-chip President Clinton's public endorsement of the V-chip last week gave the proposed electronic blocking device heavy-duty political momentum. Broadcasters oppose the V-chip, fearing it will cost them viewers and revenue, and, they say, it violates their free-speech rights. / **6, 10, 11**

New World, Tribune team up The companies are joining forces to develop two projects for possible first-run syndication in 1996. One is a national weekly half-hour kids version of a successful game show in New Orleans created by Brandon Tartikoff, and the other is a comedic takeoff of the court TV genre to be hosted by SCTV comedian/writer Dave Thomas. / **16**

Fox affiliates cool to hockey, baseball Fox is interested in a baseball package that may feature a Saturday game of the week. But some affiliates are not enthusiastic about the idea because Saturday games would come out of highly profitable local time. Also, the affiliates still are stinging from revenue declines when they aired hockey coverage this year. / **18**



The FCC has come up with a way to settle a spectrum dispute between cable and satellite services. / **12**



CTAM President Char Beales

COVER STORY/CABLE

Char Beales: Speaks softly but wields a big stick

On the eve of CTAM's convention in San Francisco, BROADCASTING & CABLE talks with president Char Beales. Telephony, she says, is the next big challenge for cable marketers. On the cover, Beales's "big stick" is a marketing premium from The Discovery Channel. **Photo by Dennis Brack/Blackstar** / **28**

'Wake up and smell the competition'

CTAM's message this year is a wake-up call to cable operators, who will be offered a short course in branding as one key to standing out in a crowd. / **34**

PROGRAMING

Meyer taking over at MCA

CAA President Ron Meyer will take over as president of MCA. Dramatic changes are expected at the studio, including its Television Group, which produces *Murder, She Wrote* and *Hercules*. / **20**

TELEMEDIA WEEK

I want my MTV...online

MTV will produce original programming just for its online service, which rolls out today. MTV may have a step up over other Internet sites, since many online users are interested in music. / **42**



Nynex beefs up entertainment side

By naming Viacom Entertainment alumnus Steven Fadem to the new job of executive VP of media enterprises, Nynex is beefing up its entertainment-oriented staff as it diversifies into cable and interactive services. / **44**

WASHINGTON

Stem, FCC may butt heads again

Howard Stern and Infinity Broadcasting may face the FCC again over indecency as the FCC works through the backlog of proposed fines for its court-supported indecency policy. / **48**

PTAR's end may be near—or far

With the FCC preparing to kill PTAR later this month, champions of the rule are pushing for a multiyear phaseout. / **49**

RADIO

RBDS shoots for top 25 markets by spring

The Electronic Industries Association will introduce the radio broadcasting data system in L.A. and New York. RBDS allows FM stations to transmit messages to a digital readout in specially equipped receivers. / **51**

TECHNOLOGY

DBS pace in Latin America to pick up

With a peace treaty between Hughes and PanAmSat in place, the FCC is stepping up its review of Latin American satellite TV applications. "We just agreed to discontinue disagreeing," a Hughes spokesman says. / **52**

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**After
Our 23RD
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Emmy,**

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**After
Our 35TH
Consecutive
Sweeps Win...**

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Clinton puts V-chip on fast track

Momentum grows for mandatory violence-blocking technology for TV

By Christopher Stern

President Clinton's public endorsement of the V-chip last week gave the proposed electronic blocking device the kind of political momentum that might prove irresistible.

"I would say when that telecommunications bill is ultimately sent to the President's desk, put the V-chip in it and empower the parents...to be responsible with media," said the President at a Nashville family values conference.

The measure easily passed the Senate in June, and House supporters are predicting a similar 3-1 margin of victory when it comes to a vote on the House floor. That vote could come later this month, when the V-chip is expected to be offered as an amendment to the omnibus telecommunications-reform legislation.

The V-chip has become President Clinton's metaphor for fighting the "culture wars," said one industry observer. Senate Majority Leader and presidential candidate Bob Dole (R-Kan.) opened the debate earlier this summer when he attacked the entertainment industry for its depictions of "mindless violence and loveless sex."

The Senate bill would require TV manufacturers to equip sets with the



ability to screen programming that has been electronically coded as violent or otherwise "objectionable." It also gives the television industry one year to devise a ratings system of its own. If the industry fails to create a system, the bill calls for creation of a Television Ratings Commission.

Broadcasters oppose the V-chip and ratings as a violation of their right to free speech. "This is clearly the first step on the road to government regulation of what we air," said Capital Cities/ABC the day after the Presi-

dent's speech.

"Silly us," said CBS lobbyist Martin Franks. "We still believe in our constitutional rights."

"It's censorship by government fiat," says Association of Independent Television Stations President Jim Hedlund.

Broadcasters also claim that the V-chip proposal will cost them viewers and revenue. Advertisers would not touch anything with a violence rating, said Hedlund. The show "is just going to go off."

A ratings system would discourage

Markey introduces V-chip bill



Markey: 'Parents want control...'

The House now has V-chip legislation of its own, courtesy of Representative Ed Markey (D-Mass.). Markey, the former chairman of the House Telecommunications Subcommittee, has for several years been pushing for technology that would allow parents to electronically block violent programming.

"Parents want control, not just of gratuitous violence, but of all violence," said Markey in introducing his bill last week. He cited "broad bipartisan" support for his bill, which includes several Republicans among its 27 co-sponsors.

Markey's bill is modeled on legislation already adopt-

ed by the Senate. One goal is to have as few differences as possible on the V-chip when the House and Senate meet in conference to reconcile their separate bills, said Markey.

The Markey bill would require television manufacturers to equip sets with the ability to block reception of individual programs based on their violence rating.

Like the Senate version, the House bill would give the broadcast and cable industries a year to devise a ratings system on their own. After that, the FCC would step in and create an advisory committee that would include "industry and parent" representatives to "develop a ratings system for TV programming that contains sexual, violent or other material about which parents should be informed before it is displayed to children."

The committee also would set rules for transmitting the signals to TV sets.

—CSS

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8.5/22



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THE MAURY POVICH SHOW	4.0/15
MONTIEL WILLIAMS	3.8/13
RICKI LAKE	3.7/11
DONAHUE	3.6/14
JENNY JONES	3.6/12
JERRY SPRINGER	3.4/14
GERALDO	3.1/11
GORDON ELLIOTT	2.0/9
RICHARD BEY	1.9/6

Source: Nielsen DMA Cassandra Ranking Report, May '95.

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Hollings wants to channel violence

Citing the court decision upholding the FCC's safe harbor policy on indecency, Senator Ernest Hollings (D-S.C.) renewed his call for similar rules barring broadcasters and cable operators from airing violent programming at times when children are likely to be in the audience.

In a new twist, Hollings also would make it a crime for producers to knowingly provide violent programming for airing during off-limits hours.

Hollings introduced the bill last February, hoping to include his proposal in the telecommunications bill that passed the Senate last month. He agreed to withhold the proposal after Senate Commerce Committee Chairman Larry Pressler (R-S.D.) agreed to hold a hearing on a safe harbor for violent programming. Pressler made good on his promise last week during a five-hour hearing. Much of the hearing, however, focused on the V-chip rather than on Hollings's proposal.

While putting forward his proposal during the hearing, Hollings gave only lukewarm support to the V-chip, which he said would take up to a decade to become effective in the marketplace. A safe harbor for violent programming, argued Hollings, would almost immediately



Hollings (l) would ban violent programming at certain times, but Pressler (r) says idea may have First Amendment problems.

those who prescribe government censorship."

The Hollings bill requires the FCC to establish a definition of violent programming as well as the time period when violent programming would be permitted. In addition to making it illegal to distribute violent programming during times when children are likely to be in the audience, the bill makes it illegal to "knowingly produce or provide material for such distribution." Both the producers and the distributors could be liable.

Hollings last week raised the possibility of adding his bill to the telecommunications legislation during the House-Senate conference. He insisted that he will get a vote on his bill sometime this year. "We will get this bill in somehow," Hollings said.

—CSS

advertisers from buying spots on violent programs not only because the audience will be smaller but also because the advertiser "gets named as someone who advertises on violent programs or funny shows or sexy shows," said Jeff Pearlman, executive vice president, government affairs,

American Advertising Federation.

Ratings put the advertiser in a lose-lose situation, Pearlman said. "You run the risk of being criticized for advertising on this program, and then you run the risk of being criticized by others for refusing to advertise on this program."

The broadcasters also see plenty of

practical problems. It would be nearly impossible to rate tens of thousands of hours of television programming on the current television production schedule, they said. Also, they said, it will be years before most consumers have sets with the V-chip.

The cable industry supports the V-chip and a ratings system, but says the industry should be allowed to implement the technology voluntarily. Cable also says it will not create a ratings system for its own programming unless broadcasters follow suit.

Last week, broadcasters and the Motion Picture Association of America were scrambling to come up with an alternative plan to appease lawmakers and head off the V-chip. Among the alternatives they are considering, said one source, is technology that would permit parents to block or authorize any show, channel or daypart without reliance on ratings.

The search for alternatives also has led the networks to contact conservative media watchdog groups. American Family Association's Donald Wildmon said his organization is set to meet with representatives of the networks and the

Violence studies in works

Congress's desire to do something about TV violence comes as both the broadcasting and the cable industries are engaged in million-dollar studies of the level of TV violence.

A \$1 million two-year UCLA study sponsored by the four networks will publish its first results Sept. 12. The House, however, is expected to vote on the V-chip issue in the next few weeks. "They applauded us last year for doing this study, and now they are going to legislate without even waiting for it," said CBS's Martin Franks.

The National Cable Television Association-sponsored study is looking at 3,000 hours of broadcast and cable television aired between 6 a.m. and 11 p.m. The Independent Television Assessment Study was commissioned by the NCTA last year in response to a previous wave of congressional interest in the issue. A preliminary report is due in early 1996.

Senator Paul Simon (D-Ill.) is opposed to the V-chip, but says the television violence "audits" will provide the public with the information needed to keep the television industry in check. "I believe independent audits are the cornerstone for effective self-regulation of TV violence," said Simon.

—CSS

Christian Coalition this week.

In any event, the growing support for the V-chip indicates that cable and broadcasting's current effort at monitoring on-screen violence is no longer enough to allay the concern of critics.

Democratic and Republican lawmakers insisted last week that some form of V-chip is inevitable. Citing the "enormous outcry all over America," Senator John McCain (R-Ariz.) told opponents of the V-chip, "For you to resist this is utter foolishness."

Representative Ed Markey (D-Mass.) introduced his version of the V-chip legislation last week with 27 co-sponsors, including five Republicans. Broadcasters had hoped to head off the legislation before it reached the House floor, but Markey said last week that the tide in favor of the V-chip makes it virtually impossible to block a vote.

House Commerce Committee Member Mike Oxley (R-Ohio), who helped defeat the V-chip in committee, predicted the debate "is over." "Make no mistake about it: There will be V-chip language in the telecommunications bill," he said in a speech before a group of

independent broadcasters last Tuesday.

House Telecommunications Subcommittee Chairman Jack Fields (R-Tex.) continues to oppose the V-chip, calling it "a dangerous, dangerous precedent."

Despite his criticism of the entertainment industry, Dole has opposed the V-chip as too regulatory and a potential violation of the First Amendment. But the day after President Clinton lent his support to the V-chip, Dole backed out of a Senate hearing during which he was scheduled to testify on the blocking technology.

Bells get a break

The Baby Bells scored a major victory last week when House Commerce Committee Chairman Thomas Bliley (R-Va.) agreed to cede some ground on telco entry into the long-distance business. House Telecommunications Subcommittee Chairman Jack Fields (R-Tex.) praised the changes, saying they would greatly improve the bill's "balance" and prospects for passage. Fields "has his fingers crossed" that the bill will reach the House floor next week. Long-distance companies oppose the changes, which would speed Baby Bell entry into their business. AT&T threatened to withdraw its support for the legislation last week.

—CSS

President Clinton's support for the V-chip was just one in a series of events recently that have added weight to proposals to limit the exposure of children to sex and violence on television.

On June 30, the U.S. Court of Appeals in Washington upheld the FCC's rules banning indecent programming between 6 a.m. and 10 p.m. The court's decision has been cited as evidence that the V-chip and even an outright ban on violent programming during times when children are likely to be in the audience could withstand constitutional challenge.

Fake call sullies radio ownership debate

Station's general sales manager places call on North program

By Harry A. Jessell

Greater Media COO Tom Milewski has been trying to get the media to pay attention to his uphill campaign against congressional proposals to repeal the radio ownership limits.

He got some attention last week, but it was probably not the kind he had in mind.

With Milewski's knowledge, the *Washington Post* reported last Friday, a top executive at Greater Media's WWRC(AM) Washington called House Speaker Newt Gingrich during Gingrich's July 5 appearance on the station's Oliver North talk show to protest repeal of the limits. And in doing so, the story said, general sales manager Warren Wright identified himself as a local listener named Bill.

In an interview with BROADCASTING & CABLE, Milewski confirmed the gist of the *Post* story, but challenged *Post* reporter Howard Kurtz's characterization that the call was "staged." The word implies that the call was planned, he said. "It was done on an extremely impromptu basis."

Wright is personally concerned about the ownership limits and suggested making the phone call to solicit Gingrich's views. "Nobody raised any objections," Milewski said.

"I should have told [Wright] to identify himself properly," Milewski said. "It was not our intention to deceive Ollie North, Mr. Gingrich or the audience."

Milewski's account conflicts with that of North producer and acting program director Jack Roberts as reported in the

Post. According to the paper, Roberts said he overheard Milewski and WWRC General Manager Bob Longwell arranging for the call.

But Roberts told BROADCASTING & CABLE that Kurtz must have misunderstood him: "I never heard anybody setting it up."

Before Gingrich arrived at the station, Milewski appeared on the North show to discuss the rules, and he briefly presented his arguments to Gingrich before he went on the air.

Responding to the call from "Bill from Fairfax [Va.]," the Speaker indicated that current measures repealing all radio ownership limits would not survive the legislative process.

"It's conceivable that what will happen is that the limit will be raised from four [stations per market] to a higher number—maybe a third of the market or something like that," Gingrich said. "But I don't think anyone wants to see a monopoly created in which one person can own all the radio stations, say, in Washington or New York or Los Angeles."

The remarks were important support for Milewski and his campaign to keep some limits on radio ownership. He leads the Coalition for Broadcast Diversity, a group of small and medium-size broadcasters opposed to wholesale deregulation.

Through the Hill & Knowlton PR firm, the coalition sent out a transcript of the on-air exchange. It too fails to properly identify the caller, describing him simply as a "listener."

Divide and conquer: FCC looks to settle spectrum fight

Wireless cable and satellite services would split band

By Chris McConnell

They didn't get what they wanted, but they got what they need. That's what would-be wireless cable operators in the 28 ghz band said of last week's FCC proposal to divide spectrum in the band.

The wireless proponents want to use the spectrum to deliver a version of wireless cable known as local multi-point distribution service (LMDS). But they have had to contend with others—including Hughes Communications and Teledesic Corp.—that have backed satellite-based services in the band. Last week, the FCC proposed settling the long-standing dispute with a band segmentation plan that grants 1 ghz of spectrum to each side. The commission also proposed service rules for the new service and said it will auction satellite and terrestrial licenses if it receives mutually exclusive applications.

The plan gives an 850 mhz chunk of spectrum to LMDS, plus a separate 150 mhz slice. The satellite proponents will receive one 500 mhz portion and two

additional chunks of 250 mhz. Both the satellite and the LMDS users will share portions of their spectrum with mobile satellite users, who also have had designs on the band.

"All the parties will say they don't love this, but that they can live with this," FCC International Bureau Chief Scott Harris said in presenting the proposal to the FCC commissioners.

LMDS proponents agreed. "We can live with it," said Jon Schill of Rio Vision. "It's not everything we wanted, but we have to move forward," added Shant Hovnanian, CEO of CellularVision.

On the satellite side, Teledesic President Russell Daggatt also welcomed the proposal as a step forward. A Hughes spokesman was more reserved, maintaining that the company will need to review the plan before determining whether it will support satellite services.

Hovnanian said the LMDS providers had hoped to win a contiguous block of spectrum so that equipment would be more affordable. With two chunks of spectrum, the industry worries a con-



CellularVision, its system design shown here, hopes to compete with cable using LMDS frequencies in the 28 ghz band.

sumer might need two tuners to access all of the LMDS frequencies.

"At least you can get a lot into the 850 mhz [spectrum block]," Hovnanian said. He also cited the commission's service rule proposal as a potential boon for the business and voiced hopes the commission's auction plan will provide a speedy means of distributing licenses.

"We can't wait for the auctions to start," Hovnanian said.

Wireless Telecommunications Bureau Chief Regina Keeney told commissioners those auctions could start next year. She said the FCC plans to auction the licenses by "basic trading areas," as it has in the PCS auctions. But the commission has not decided whether each trading area will carry a license for the entire LMDS spectrum allotment, or separate licenses for each of the two LMDS spectrum block. ■

FCC considers policy for portable telephone numbers

Taking your telephone number with you is the center of a new FCC proceeding.

Seeking to boost competition in the local telephone business, the commission last week proposed developing a national policy for allowing consumers to retain telephone numbers when they shift service providers or move to a new location.

"Telephone numbers are not private property. They are a public resource," FCC Chairman Reed Hundt said, stressing the importance of providing new competitors with access to the telephone numbers. The commission's proposal invites comment on the feasibility and costs of both interim and long-term number portability measures.

The commission last week also adopted a new plan for managing the telephone-number formula that allows for interoperable service within the U.S., Canada and the Caribbean. The commission will create a North American Numbering Plan (NANP) administrator, who will take over management of the numbering plan from Bellcore.

—CM

FCC offers to free satellite construction from permit process

The FCC last week proposed eliminating the requirement that would-be satellite operators obtain a construction permit from the commission before beginning the costly task of building a satellite. The commission proposed the rule change along with a series of proposals aimed at streamlining satellite licensing rules.

In addition to axing the construction permit requirement, the streamlining proposal would increase the license term for satellite newsgathering vehicles from one to 10 years and eliminate reporting and licensing requirements for earth and space stations that the FCC has decided are redundant. Additionally, the FCC proposed allowing satellites to operate in inclined orbits without receiving permission from the commission.

International Bureau Chief Scott Harris predicted that the rule changes, along with another proposal to streamline international common carrier licensing, will save \$17 million in filing costs during the next five years.

But commissioners warned that any companies investing in satellite construction will receive no special consideration when they apply for a license to operate the bird. "We would say you can't even mention that to us," FCC Chairman Reed Hundt said. "The risk is 100% on the investors."

—CM

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New World, Tribune team up

Tartikoff to produce two shows for potential syndication

By David Tobenkin

New World Entertainment Chairman Brandon Tartikoff says the company is joining forces with Tribune Broadcasting to develop two projects for possible first-run syndication in 1996.

The projects are a national weekly half-hour kids version of the successful local adult game show *N.O. It Alls*, which Tartikoff created for Tribune's WGNO-TV New Orleans, and a half-hour courtroom strip that *SCTV* comedian/writer Dave Thomas will host and executive-produce. Both projects will be owned 50-50 by Tribune and New World.

Tapping into the companies' station groups would allow the projects to launch in nearly 40% of the country (New World has 12 stations; Tribune has eight), although Tartikoff says some of those stations might elect not to run the shows.

One source said Tribune and New World are in "the early stages" of negotiating a more formal station alliance. If that occurs, it will further tie up scarce time periods on top-market station groups, already reduced by the launch of the two new networks.

"Out of this little kids show began a relationship that has grown into other relationships," said Tartikoff, who would not elaborate. "It all came from a discussion at NATPE this year between [Tribune Executive Vice President] Dennis FitzSimons, [Vice President of Programing] Marc Schacher and myself about this new project for syndication."

The adult version of the show airs Thursday at 6:30 p.m. and Friday at 10:30 p.m. on WGNO-TV and features contestants answering questions on New Orleans history and trivia in a format similar to that of *Jeopardy!* It is hosted by WGNO-TV's sports director, with a local radio station traffic reporter turning the letters to reveal the face of the contestant who wins each square in a competition for cash and prizes.

In the May sweeps, the 6:30 show topped key women demographic ratings of time-period competitors *Hard Copy*, *A Current Affair* and *Extra*. "People used to come up to me [in New Orleans] and say, 'You used to be at NBC; *Cheers* was great,'" says Tar-

tikoff. "Now, it's questions about *N.O. It Alls* and 'Can you get me on as a contestant?'"

A pilot of the new version of *N.O. It Alls*, titled *Know It Alls*, will be produced next month and will likely be tested on several stations before a potential launch by either New World's Genesis Entertainment or Tribune's Entertainment Co. syndication divisions in fall 1996. It most likely will be produced at Universal Studios' Florida production facility, a site with "a lot of children cross-traffic" and the locale of the pilot for Tartikoff's USA Network show *Weekly World News*.

Designed to be FCC-friendly, *Know It All* will be aimed at kids ages six to 11 and will ask more generic educa-

tional and trivia questions than the adult show. One twist is that it will use videotaped introductions of the contestants at home and at play, rather than game show hosts introducing the contestants, says Tartikoff.

N.O. It Alls costs only \$3,000 per episode, he says. A nationally syndicated kids version of the show, he says, would run about 10 times that.

Tartikoff said the idea for the game show came to him shortly after moving to New Orleans in 1992.

The Thomas project (tentatively titled *Contempt of Court*) will be a comedic take on the court television genre, produced as a pilot or a week of episodes, with a test on some New World and Tribune stations in the latter case likely. The show is targeted at early fringe and will be launched in fall 1996 by one of the two partners' syndication wings if it goes forward. It is "kind of like *People's Court*, but with Dave's unique little bent on the world," says Tartikoff. ■

FCN hitches ride on 'Budgie'

Matoian says don't look for Howard Stern on Fox

By Steve Coe

Sarah Ferguson, the duchess of York, joined Margaret Loesch, president, Fox Children's Network, via satellite last week to announce that the network had acquired *Budgie the Little Helicopter*, the British TV series based on the duchess's series of children's books.

Loesch said the project, which airs in Great Britain, will join Fox's weekday preschool lineup in late fall. Fox has bought 26 existing episodes and has ordered six new ones. The series is produced by the Sleepy Kid Company, Fred Wolf Films and HTV in association with the duchess.

Loesch and the duchess were speaking to the Television Critics Association press tour in Pasadena.

In other TCA news, John Matoian, president, Fox Entertainment, ended speculation that shock jock Howard Stern would host a Fox late-night show. "I've never talked to or had a meeting or negotiation of any kind with Howard Stern. He certainly will not be a part of the Fox Broadcasting Co.," he said.



The duchess, shown here with Fox's Margaret Loesch, based the *Budgie* story on her experience learning to be a helicopter pilot.

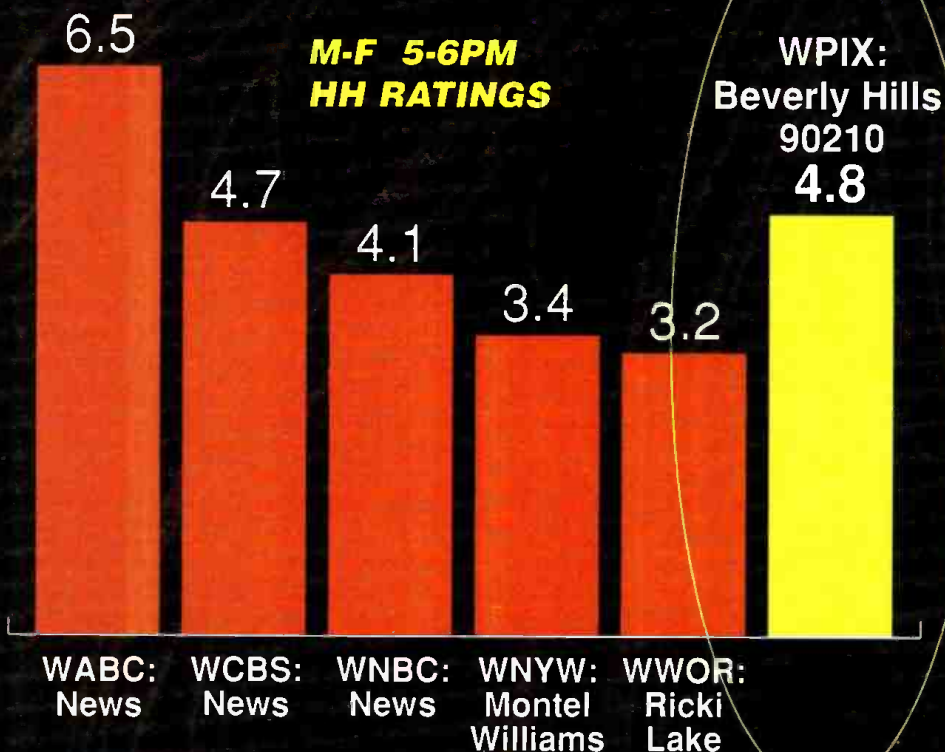
Matoian said the network will "aggressively program next summer," after seeing ratings drop significantly this summer while airing reruns. "This summer was part and parcel a result of having used up the bench," he says. "When I got here, every show had premiered and all the back-ups had been ordered. Next summer...we will design and develop for the summer."

As for the network's launch of its fall schedule, Matoian said there will not be a premiere week. Fox will roll out its new schedule with the first series debuting in late August and the last in early October. ■

90210

The Fireworks Continue In New York on **WPIX**

On the 1st day of the July Sweep
Beverly Hills 90210 Starts Off with a Bang!
#2 in it's Time Period



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Fox affiliates cool to hockey, baseball coverage

Sunday afternoon games cut into profitable syndicated movies

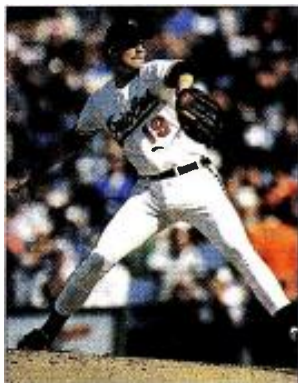
By Steve McClellan

Fox has not so quietly let it be known that it is interested in a baseball package that may feature a regular Saturday game of the week. So has CBS. But it appears that both networks will have a hard sell to get many affiliates to buy into the concept.

Fox affiliates contacted last week said Saturday baseball games would fly in the face of Fox's "less-is-more" philosophy, which touts fewer hours of network programming so that stations can take full advantage of local and syndication programming and sales opportunities. Saturday baseball games, they said, would come out of highly profitable local time.

Timing has fueled the controversy. Word of Fox's interest in baseball came shortly after the wrap of the network's first season of hockey coverage, which was a disaster for affiliates.

Affiliate executives representing a dozen markets last week said they all suffered revenue declines by airing



After a low-rated year with hockey, many Fox affiliates have reservations about carrying baseball.

Fox's hockey coverage this year because the games aired on Sunday afternoons, when the stations normally air highly profitable syndicated movies.

National ratings for the games weren't exactly stellar: Regular season and post-season combined averaged a 2.2 Nielsen rating and a 6 share. That's better than what ABC did with the sport a year earlier, when coverage averaged a 1.7 rating, but station executives say they usually do better with local or syndicated product.

Saturday baseball on Fox "will not be taken well by affiliates, there's no

question," said one group owner with multiple Fox stations. "The smart affiliates understand what Fox is trying to do, and a lot of owners have sucked up and have been willing to gamble as Fox expands to become a real network. It's a question of how fast they go and how judiciously they make these moves and how much sacrifice you want the affiliate body to endure. This one [baseball] is considerable."

Even those in baseball-crazy markets, like Stu Powell, vice president/general manager, WXIX-TV Cincinnati, said Fox's young, urban skew is not demographically compatible with that of the national pastime, whose audience is older, white and male. In Cincinnati, last week's All-Star Game (carried by ABC) averaged a 22 rating, almost double the national 13.9 average, which was the worst network rating ever for the game.

On the other hand, affiliate board member Powell said it's premature to judge sports packages that don't even exist. "We have to listen to the details before we condemn it, and try to understand what the long-term plan is. Nobody's complaining about the NFL. They have a way of 'Foxifying' sports and making them work."

CBS affiliates recalled their network's disastrous 1990-93 outing with the sport. The network took a \$500 million write-off on the package. "There is not great enthusiasm for regular-season games on the network," said Alan Bell, president, broadcast division, Freedom Communications. "On the local level, it can be an extremely important franchise. And the World Series really transcends the sport—it works as a national event."

Also last week, Major League Baseball hired veteran sports consultant Barry Frank to advise it on upcoming television rights negotiations. Those talks won't begin until Oct. 9 at the earliest, according to ABC. The network last week wrote letters to Fox and Turner Broadcasting System, reminding them that despite its bail-out from The Baseball Network, ABC still has an exclusive negotiating period that runs from Oct. 9 to as late as Jan. 14, 1996. ■

TCI prepared to back Bucs

Top cable operator Tele-Communications Inc. has stepped up to the plate with a \$30 million offer intended to keep the beleaguered Pirates baseball team in Pittsburgh.

TCI programming arm Liberty Media is offering the money to potential bidders for the team in exchange for a 12-year rights deal for its Pittsburgh-based regional sports network, Prime Sports KBL. Virtually all locally televised Pirates games now appear on the channel, which is paying the team \$2.8 million for rights to 75 games.

Prime Sports KBL General Manager William Craig says the offer is open to all eligible bidders. Names that have surfaced as showing interest in the team include Washington-based investor Melvin Lenkin, newspaper heir Kevin McClatchy and Pittsburgh Penguins (National Hockey League) owner Howard Baldwin.

Meanwhile, Adelphia Communications' John Rigas apparently is trying to keep alive the \$85.15 million bid he made for the team in November 1994. Pirates President Mark Sauer said on a local broadcast last Wednesday that the Rigas deal was still alive.

Craig says Liberty's offer is not likely to call for an ownership stake in the team because TCI already owns a piece of the Atlanta Braves through its investment in Turner Broadcasting System. He says that Major League Baseball is uncomfortable with media company ownership of teams.

The Pirates are now owned by a consortium of local corporations and individuals. The team could lose an estimated \$16 million or more this season. The team, \$120 million in the red, is piling on additional debt at the rate of more than \$1 million a month, market sources say.

—RB

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**1995
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Meyer to take over at MCA

Observers mixed on possible TV group management changes; Sheinberg forms new firm

By David Tobenkin

No decisions have been made about possible changes in MCA's TV division management following last week's appointment of a new MCA president, according to a source, but most industry observers polled said they expect them.

One change is undeniable. New MCA majority shareholder Seagram Co. Ltd.'s announcement last week that Creative Artists Agency President Ron Meyer would be installed Aug. 1 as president and chief operating officer of MCA signals an end to two decades of management under exiting Chairman and Chief Executive Officer Lew Wasserman and President Sidney Sheinberg.

The move has led to expectations of dramatic change at a studio where tradition and close executive relationships have led to remarkable stability in the view of the company's defenders; rigidity in the view of its critics.

The company and its TV division have come under fire for not producing enough of the hit sitcoms that are the

building blocks of profitability, for failing to invest sufficiently in talent or make domestic and international acquisitions and alliances that are becoming crucial in the entertainment industry, and for a string of first-run syndication disappointments.

However, the Television Group also has strengths, most notably a top-tier dramatic production machine that has produced critically acclaimed hours, including *Murder, She Wrote*; *Law and Order*; *seaQuest DSV*, and the top new first-run weekly syndicated show of the past season, *Hercules: The Legendary Journeys*. Cable programming standouts include *Dream On* and *Weird Science*, both on MCA's half-owned USA Network.

Among moves in recent months have been the signing of Barry Kemp



Ron Meyer, MCA's new president, is praised by most as a savvy dealmaker.

(*Coach*) and exclusive multiyear development deals with writer/producer Elaine Pope (*Murphy Brown*, *Love & War*, *Seinfeld*) and Peter Noah (*Cafe Americain*, *Anything but Love*, *Dear John*, *Amen*).

For fall, the studio has one new scheduled comedy, Fox show *Partners*. MCA also is distributing new CBS drama *American Gothic*.

On the syndication side, MCA TV will follow up hit *Hercules* this fall with a spin-off, *Xena: Warrior Princess*. Ironically, the warrior princess vanquished another MCA TV first-run show, *Vanishing Son*, to gain its *Hercules* adjacencies. Several talk shows are in development, including one from *Studs* creator Stephen Chao.

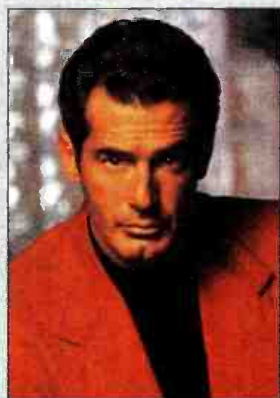
The studio also signed an agreement with original character and story creator

'Pointman' out, PTEN loosens up

As expected, Warner Bros. Domestic Television Distribution will not renew low-rated syndicated action hour *Pointman* for another season as part of its Prime Time Entertainment Network action hour block (BROADCASTING & CABLE, April 24) and has loosened airing restrictions for the two remaining PTEN shows.

PTEN shows *Babylon 5* and *Kung Fu: The Legend Continues* will return for another season. Scheduled for rebroadcast next season as part of the block is the 10-hour documentary *The History of Rock 'n' Roll*.

Pointman, which will have its final broadcast on Jan. 28, 1996, has earned a 2.9 season-to-date Nielsen rating through June 18, compared with the 4.1 of *Babylon 5* and the 3.7 of *Kung Fu*.



'Pointman'

WBTD will allow stations more flexibility in scheduling the shows, given increased competition in the marketplace. Stations will be allowed to broadcast *Babylon 5* on Saturday or Sunday between 4 p.m. and midnight, with Fox affiliates given the option of broadcasting the show Monday through Friday in prime time or Saturday or Sunday between noon and midnight.

Non-Fox affiliates may broadcast *Kung Fu* Monday through Friday in prime time or Saturday or Sunday between noon and midnight. Fox affiliates are not required to air *Kung Fu*, but those who choose to air the programs must comply with current PTEN agreements.

The time-period squeeze on large-market PTEN affiliates who also are affiliates of one of the rapidly expanding UPN and WB networks is largely behind the loosened windows, says Warner Bros. Domestic Television Distribution Executive Vice President Scott Carlin. He says, however, that PTEN's clearance next season should remain roughly equal to this year's level: 177 stations representing 95% of the country. He says that roughly 70% of those affiliates now run the shows in pattern within the designated time periods.

—DT

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Terry Smith and his Terry Smith Creations to develop cartoon, toy, design and other items for various outlets.

Since the April sale of MCA to Seagram by Matsushita Electric Industrial Co., the studio's former owner widely criticized by outsiders and Sheinberg himself for tying the studio's purse strings, many say that the situation has improved. In fact, despite widespread expectations that Meyer will bring in new leadership for the company's TV division, an informed source last week said no such decision has been made: "There have been absolutely no discussions of any personnel matters."

Still, the sentiment of top entertainment producers, agents, studio executives and others queried was that Meyer would install a new television executive team. "If I were [top MCA television talent], I would be looking around right

now," said one source. "They're going to take a broom to that place."

Meyer and MCA Television and Home Entertainment Group Chairman Tom Wertheimer declined comment.

Meyer is praised by most as a savvy dealmaker well regarded by talent for his straight-shooting.

Seagram has named MCA Motion Picture Group Chairman Tom Pollock vice chairman of MCA, reporting to Edgar Bronfman Jr., CEO. Bronfman says he has no plans to assume the MCA chairman/CEO post, but others expect him to be heavily involved in running Seagram's studio, which largely will determine the parent company's profitability.

Wasserman and Sheinberg will remain closely aligned with MCA. Wasserman will assume the title chairman emeritus and will be on the boards

of Seagram and MCA.

As expected, Sheinberg announced the formation of his own theatrical motion picture production company, Beverly Hills, Calif.-based The Bubble Factory, which has entered into a long-term agreement with MCA to distribute its theatrical product. He also will consult Bronfman as needed.

Sheinberg will partner with sons Jon and William in his new venture, which is expected to deliver three to four films a year for the studio and expand into other areas of entertainment.

Sheinberg told BROADCASTING & CABLE that he definitely will expand into television and noted his extensive television experience. "Our television plans are not far along at all," said Sheinberg. "We want to participate in television but participate by doing television no one else is doing." ■

Stone Stanley produces for New World

Multiyear deal covers programs for station group and syndication

By David Tobenkin

New World Entertainment has signed Stone Stanley Productions to an exclusive, multiyear agreement to develop and produce shows for New World's TV stations and first-run syndication.

Stone Stanley, perhaps best known for top-rated Lifetime game series *Shop 'Til You Drop*, will develop potential series for different dayparts and will relocate its executive offices

from Hollywood to the New World Entertainment building in West Los Angeles.

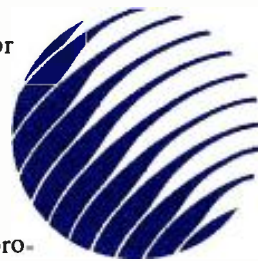
The alliance comes as New World Entertainment's agreement with Fox last year and with NBC last week to program new shows for their stations and syndication ups the demand for programming from the company. By combining its own stations with committed slots on those of NBC or Fox, New World can automatically clear

new shows for syndication in more than 40% of the country before pitching other stations.

"With the programming commitments we obtained through our ground-breaking alliance with Fox and with more such commitments on the way from other alliances we expect to make in the near future, New World has a large appetite for the kind of high-volume, low-cost programming that Stone Stanley is known for," says Arthur Bilger, president and chief operating officer of New World Communications Group.

A New World executive says that at least two Stone Stanley projects are being considered for testing or launch "within a matter of months." Partner Scott Stone says that in development are a daytime talk show and a late-night relationship/talk show.

The deal does not include Stone Stanley shows on the air, including a stripped version of off-cable *Shop* being offered in syndication by ACI for fall, or its library of previous episodes. ■



Hispanic film barter network debuts

Nielsen Media Research's two-year-old national Hispanic television ratings service (Nielsen Hispanic Television Index, or NHTI) may be creating a new syndication market. The service has prompted at least one new distributor to focus on the emerging market in the U.S. for Hispanic syndication programming—sold both to Hispanic stations and to mainstream stations in markets with large Spanish-speaking populations. The company, New York-based Grand Entertainment, has launched what it says is the first Spanish-language barter movie network in the U.S. *El Gran Estreno* (The Big Premiere) comprises 52 weekly feature films produced primarily by, or in association with, Spain's Television Espanol (TVE). Grand was formed last year by former Grove Television Entertainment executives Carl Dietze, Thomas Sieracki and Peter Yaman. The barter movie network is cleared on more than 30 stations covering 65% of U.S. Hispanic households, according to Sieracki. He says that a handful of English-language stations have purchased or are about to pick up the package.

—SM

Out-of-home, sweet out-of-home

Nielsen study finds 4% more viewers than NTI estimates

By Steve McClellan

Nielsen Media Research's latest out-of-home viewing survey shows that 23 million adults watch an average 5 1/2 hours of TV each week outside the home, accounting for about 4% more viewing than is reported in the Nielsen National Television Index (peoplometer) estimates.

The diary-based survey was conducted last fall by Nielsen and commissioned by ABC-TV. The report found that the out-of-home viewers did 21% of their total viewing outside the home. The report also found that 8.5 million viewers 12-plus watch ABC network

programs out of home at least once a week, including 6 million adults 18-49. If out-of-home viewing is calculated into the *Monday Night Football* viewership, the weekly game gets a 7% ratings boost, the report found.

Nielsen also collected specific viewing data for CBS, NBC and Fox, but it won't be released because those networks declined to purchase the survey results.

According to Richard Montesano, senior vice president, market research, ABC-TV, the results show that advertisers in both ABC's *Monday Night Football* lineup and the network's day-

time lineup are in effect receiving close to an average \$1 million in bonus advertising as a result of the weekly incremental reach provided by out-of-home viewing.

But advertisers aren't breaking down Montesano's door to thank him. Indeed, some agency executives question the validity of the out-of-home results, saying ABC's claim is the product of some "smoke and mirrors" numbers crunching.

Asked if out-of-home viewing amounts to the bonus advertising that ABC claims it to be, or a case of smoke and mirrors, Zenith Media Executive

SYNDICATION MARKETPLACE

Corday to 'George & Alana'

Rysher Entertainment has appointed former New World Television President Barbara



Corday

Corday executive producer of its new *George & Alana* syndicated talk show. She replaces Paul Block, who recently left the show after differences with co-host George Hamilton. Corday previously served at CBS and Columbia Pictures Television. "Not only did I try to buy [*George & Alana*] when it was presented to me at New World, I attempted to go into partnership with Rysher on the project," says Corday.

New World, NBC finalize deal

New World Communications Group and NBC last week reached a final agreement on their 10-year deal to develop and produce television programs for syndication. The deal, whose details were reported earlier (BROADCASTING & CABLE, July 10), gives New World a 10-year window to produce four shows for clearance in access or early fringe on NBC's O&O stations. It gives NBC 10-year renewal agreements for New World NBC affiliates KNSD(TV) San Diego and WVTM-TV Birmingham, Ala., as well

as partial ownership of the shows.

'The Road' leads to Nashville

Tribune Entertainment has sold 22 episodes of its canceled *The Road* first-run syndicated country music concert series to cable's The Nashville Network for airing beginning in January 1996.

'High Tide' renewals

ACI's weekly syndicated action hour *High Tide* has been renewed in 90 markets covering 80% of the country and all top 25 markets for a second season beginning this fall. Joining the series' leads, Rick Springfield and Yannick Bisson, will be 1995 Playmate of the Year Julie Cialini in a recurring role, as well as other Playmate playmates.

'Baywatch' strip ratings

All American Television's new strip of *Baywatch* repeats earned a 3.7 Nielsen metered-market rating and an 8 share in 17 markets in the first two weeks of airing (June 26-July 9), compared with a 4.6/10 lead-in and a 4.0/8 for programming in the time period a year earlier. The show improved from a 3.6/7 its first week to a 3.7/8 July 3-9, a share rise of 14%. The show launched in 34 markets, with another 130 markets to begin running it Sept. 25. On WWOR(TV) New York during the first two weeks, the show's 4/8 at 7 p.m. was up 33% in share over the 3/6

May 1995 performance of *Married...With Children/Cosby*. In Los Angeles, its 4/8 on KCOP(TV) in May approached the 5/8 of *Star Trek: TNG*.

Clarification

A July 3 syndication marketplace item on Ron Vandro's promotion to executive producer of *Hard Copy* referred to that show as the top general interest syndicated magazine show in the May 1995 book, based on the show's Nielsen Television Index Survey performance. By another Nielsen survey computed using different methodology and sample (the Nielsen Cassandra Ranking), King World's *Inside Edition* was the top syndicated news magazine in May.

—DT

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending June 25. Numbers represent average audience/stations/% coverage.)

1. Wheel of Fortune	11.2/228/99
2. Buena Vista I	9.4/169/98
3. Jeopardy!	9.1/218/97
4. Oprah Winfrey Show	6.6/239/99
5. Wheel of Fortune-wknd	6.0/180/82
6. Star Trek: Deep Space Nine	5.9/238/99
7. Entertainment Tonight	5.8/180/93
8. Hard Copy	5.3/190/94
8. Lgnd Journeys of Hercules	5.3/192/96
8. Inside Edition	5.3/180/94
11. Family Matters	5.1/193/92
11. Roseanne	5.1/184/95
13. Ricki Lake	5.0/225/98
14. Baywatch	4.9/222/96
14. Fresh Prince of Bel Air	4.9/139/84
14. Married...With Children	4.9/180/93

PROGRAMING

Vice President Betsy Frank replied, "it's probably somewhere in between."

Frank said she has two major concerns with the Nielsen out-of-home study, including the diary-based methodology used to derive an index comparing out-of-home with in-home

viewing. "Anytime you mix methodologies like that, there is a concern," she said. She also questioned the quality of at least some of the out-of-home "bonus viewing."

"I have much more confidence in the attentiveness of in-home viewers," she

said. It's no secret, she notes, that in many bars and restaurants, a TV set is on with the sound muted.

Nevertheless, says Montesano, the results are valuable because they shed further light on whom advertisers are reaching outside the home. ■

PEOPLE'S CHOICE: Ratings according to Nielsen, July 3-9

Week 42	abc	CBS	NBC	Fox	U/PIN
	8.2/17	7.2/15	5.3/11	2.6/5	2.1/4
MONDAY	8:00 56. The Marshall 5.8/13	32. The Nanny 7.2/17	48. Fresh Prince 6.1/14	91. Encounters 2.8/6	92. Star Trek: Voyager 2.7/6
	8:30	39. Dave's World 6.8/15	42. Fresh Prince 6.6/15		
	9:00 15. ABC Monday Night Movie—Bed of Lies 9.4/19	32. Murphy Brown 7.2/15	75. NBC Monday Night at the Movies—Tears and Laughter: Joan and Melissa Rivers 4.8/10	94. Dream On 2.3/5	98. Pig Sty 1.4/3
	9:30	27. Cybill 7.5/15		93. Dream On 2.5/5	97. Platypus Man 1.5/3
	10:00	30. Chicago Hope 7.3/15			
TUESDAY	6.2/15	5.6/13	6.7/15	3.7/9	1.3/3
	8:00 76. Full House 4.7/12	63. Rescue: 911 5.5/13	57. Wings 5.7/14	85. Fox Tuesday Night Movie—The Babe 3.7/9	101. Marker 1.2/3
	8:30 68. Thunder Alley 5.2/13		74. Pride & Joy 4.9/12		
	9:00 30. Home Imprvmt 7.3/17	57. CBS Tuesday Movie—Flight of the Intruder 5.7/13	48. Frasier 6.1/14		98. Legend 1.4/3
	9:30 39. Coach 6.8/15		39. John Larroquette 6.0/13		
WEDNESDAY	11.5/22	5.9/11	5.2/10	3.9/7	1.6/3
	8:00 18. Me and the Boys 9.0/19	35. Christy 7.1/14	78. Special Olympics Opening 4.1/8	77. Beverly Hills, 90210 4.3/9	101. The Parent 'Hood 1.2/3
	8:30 13. Ellen 9.7/19				98. The Parent 'Hood 1.4/3
	9:00 3. Grace Undr Fire 13.4/25	66. Northern Exposure 5.3/10		87. Party of Five 3.5/6	95. The Wayans Bros. 1.9/4
	9:30 4. Roseanne 13.2/23	68. Under Suspicion 5.2/10	27. Law and Order 7.5/14		96. Unhap Ever After 1.8/3
THURSDAY	4.9/9	7.4/14	12.3/23	5.5/10	
	8:00 78. Gettin' Over 4.1/8	21. Burke's Law 8.4/17	14. Mad About You 9.6/20	59. Martin 5.6/11	
	8:30 88. Gettin' Over 3.3/6		11. Hope & Gloria 10.0/19	51. Living Single 6.0/12	
	9:00 86. Bodyguards Special 3.6/6	36. Eye to Eye 7.0/12	2. Seinfeld 14.4/26	70. New York Undercover 5.1/9	
	9:30	37. 48 Hours 6.9/13	1. Friends 15.0/26		
FRIDAY	9.6/20	5.4/11	6.4/14	5.1/11	
	8:00 24. Family Matters 8.0/19	59. Diagnosis Murder 5.6/13	59. Unsolved Mysteries 5.6/13	82. Tale fr/the Crypt 3.9/9	
	8:30 23. Boy Meets World 8.2/18			82. Tale fr/the Crypt 3.9/9	
	9:00 21. Step by Step 8.4/18	70. Due South 5.1/10	32. Dateline NBC 7.2/15	48. The X-Files 6.2/13	
	9:30 20. Hangin w/Mr. C 8.6/17	64. Picket Fences 5.4/11	43. Homicide: Life on the Street 6.4/13		
SATURDAY	3.5/8	7.0/15	6.3/14	6.1/14	
	8:00 90. Latin Nights 2.9/7	70. Dr. Quinn, Medicine Woman 5.1/12	66. Empty Nest 5.3/13	48. Cops 6.1/15	
	8:30			43. Cops 6.4/15	
	9:00 84. Jim Thorpe Pro Sports Awards 3.8/8	37. Touched by an Angel 6.9/15	59. John Larroquette 5.6/12	51. America's Most Wanted 6.0/13	
	10:00	17. Walker, Texas Ranger 9.1/19	46. John Larroquette 6.2/13		
SUNDAY	6.5/12	10.7/20	10.4/19	4.6/9	
	7:00 25. Am Fun Videos 7.9/17	9. 60 Minutes 11.0/23	78. Lost Civilizations 4.1/9	88. Sliders 3.3/7	
	7:30 16. Am Fun Videos 9.3/19				
	8:00 43. Lois & Clark 6.4/12	12. Murder, She Wrote 9.9/19		55. The Simpsons 5.9/11	
	8:30			78. Top 10 Comedies 4.1/7	
WEEK AVG	7.2/14	7.2/15	7.7/15	4.5/9	UPN: 1.7/4; WB: 1.6/3
	11.4/19	10.3/17	11.1/19	7.1/12	UPN: 3.6/6; 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

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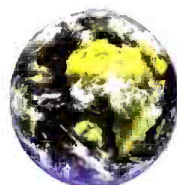
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A New Form of News

Cable



Dennis Brack/Black Star

An ACE in her own right

CTAM's Char Beales

Beales's relationship with the cable industry transcends her presidency of CTAM—which, among other things, manages her stewardship of that organization. She, like Ted Turner, was cable before cable was cool, so like him, she got her start in broadcasting. She served the National Cable Television Association as president of programming and marketing and was executive director of the National Academy of Cable Television, which sponsors the CableACE awards. Before joining CTAM she was VP of program development at Turner Enterprises. Three years ago she was named president and chief operating officer of the CableACE Administration & Marketing Society, whose trajectory has been virtually verticle ever since. In San Francisco, she will lead CTAM—an acronym that will take on a new name—into a brave new world.

harder to market?

Because the landscape has changed so much, cable operators face a lot of competition. Cable distributors of the same product when consumers have many more choices is a smarter marketer to capture

just concluding a research study on the early users of new media—it's funny, but cable is no longer included in the definition of new media. These are the early subscribers to MMDS, C-band, mid-power and high-power DBS. And we've also been studying users of those early users come from a cable subscription background. Some are former subscribers, some were current subscribers who defected, and cable is available in a lot of those places where DBS is now available.

How significant are those numbers?
They're still very small, but they're

COVER STORY

July 17 1995

Broad



Dennis Brack/Black Star

CTAM's Char Beales

An ACE in her own right

Char Beales's relationship with the cable industry transcends her presidency of CTAM—which, among other things, enhances her stewardship of that organization. She, like Ted Turner, was cable before cable was cool, although, also like him, she got her start in broadcasting. She served the National Cable Television Association as vice president of programing and marketing and was executive director of the National Academy of Cable Programing, which sponsors the CableACE awards. Before joining CTAM she was VP of program development for Comsat Video Enterprises. Three years ago she was named president and chief operating officer of the Cable Television Administration & Marketing Society, whose trajectory has been virtually verticle ever since. This week, in San Francisco, she will lead CTAM—an acronym that will take on a new name—into a brave new world. The parameters are described in this interview with BROADCASTING & CABLE's Don West.

Is cable getting easier or harder to market?

Definitely harder. It's because the landscape has changed so much in the amount of competition. Cable operators face a world where there are other distributors of the same product—the programing. And when consumers have many more choices, you have to be a smarter marketer to capture their business.

But is there really that much more competition, or is that just something the cable industry would like the world to think?

Oh, there's real competition. CTAM is

just concluding a research study on the early users of new media—it's funny, but cable is no longer included in the definition of new media. These are the early subscribers to MMDS, C-band, mid-power and high-power DBS. And we've also been studying users of CD-ROM and online services. A significant number of those early users come from a cable subscription background. Some are former subscribers, some were current subscribers who defected, and cable is available in a lot of those places where DBS is now available.

How significant are those numbers?

They're still very small, but they're a

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business. High-power DBS is only a year old. Mid-power is only two or three years old. MMDS has a big impact in pockets, but it's very concentrated. Cable has a lot to do to get ready for the all-out competition, and it hasn't been a sophisticated marketer. It needs to put in place programs on customer loyalty. It needs to put in place sophisticated computer software. It needs to do more consumer research. It needs to put the call centers in place, so that they have the infrastructure to compete, because marketing has not been their highest priority in the past.

Is cable competing mainly against itself? That is, its own past?

There is an element of that. But cable has done a lot to improve the reality of its service in the last few years, although it has not yet changed consumer perception. CTAM was involved with the on-time guarantee, which launched March 1. Virtually 100% of cable systems are participating in guaranteeing that they'll be there when they have the appointment with the customer, and their success rate is 99%.

The customers, however, have only their one interaction, and they haven't generalized that. That's what marketing is about: letting the world know that business has changed.

What do you think will happen with Ameritech in Detroit?

I think that as they roll out to the consumer marketplace, they'll have to be very smart marketers and offer something different.

There is a small business in switchers. CTAM has been studying that for our members and we've been looking at the AT&T, MCI, Sprint example, which is similar in a lot of ways to the incumbent cable industry with new competitors coming in. We've found that 10% say that they switched long-distance services, not because they were dissatisfied with the one they had, but because someone asked them to.

So there is a business to be had in just giving people choice, but it's very small. To be successful, you have to offer a product that people want. DIRECTV has done a marvelous job in DBS because they got the out-of-market sports package. That's unique; nobody else is offering that. And they have targeted their marketing, pinpointing males who would be interested in that product. They have followed a very good strategy, and they are skimming the cream off the high-priced market and doing a very good job.

I think that those who would compete with cable with a second wire will have to develop along a similar line. You've got to give people something different.

I thought the main thing they'd offer would be lower prices.

That's possible. But it will be very expensive for them to put in that second wire. The economics may not dictate lower prices. Moreover, classic marketing and training teaches you that you don't start out with a price war. Nobody benefits in that. If you want to maximize your return—and both parties do—that may not be the smartest strategy to start with.



"The big unknown is telephony, and how that will start to play into the mix—and how soon."

But, generally speaking, most of the programming they have to begin with is cable programming, is it not? It's the same thing that's going to be on the other side of the street. What else can they offer?

That's the question of the hour. And I can't answer it for them. But DIRECTV has shown that you can build a business offering a lot of the same programming. And after all, that's what cable did. When you think about the decade of the '80s, a lot of what cable did was to repackage product that already existed in syndication on broadcast television. They built a business, but they enhanced it with their own unique kinds of programming, whether it was CNN or C-SPAN or MTV, and made of the whole package an array of choice that was unique in the way it was presented to the consumer.

Have we come to the end of the line of creativity and possibilities? Of course not. And the RBOCs and Ameritech and others are spending a lot of time trying to figure out what it is

that they can make, and twist to make it unique.

Let's step back to today. What are your marketing priorities as you go into your convention?

Well, it's different for our different member segments. Our largest member segment, of course, is cable operators, and what they're worrying about is how to create an identity for their cable systems. For many years, they've sold the programming, and the cable operator did not have an independent identity. Now, when the cable operator wants a consumer to choose him over some competitor, you have to stand for something. You have to create a brand. You have to create an image in the consumer's mind.

First and foremost on a lot of cable operators' agendas is: How do you create that local identity? Is it built on customer service? Is it built on community relationships? Is it built on—what? Our conference will address that topic extensively.

The programmers, our second-largest member segment, have a different challenge. They're also very interested in branding, but from a different perspective. The established networks, like HBO and ESPN and CNN, have to be out there, because they're facing competition every day, and they have to keep their brand in front of people, keeping consistent with what they stand for. Extending those brands globally is a huge issue for them.

The midsize programmers, the ones who are established and maybe have 15 million to 30 million subscribers, have probably the hardest job of all, because they're still scrambling for distribution in the cable industry and now in alternative distribution options, but they also have to establish a brand with the consumers when they don't have full distribution. And so they are really struggling with how to get heard in a very crowded marketplace.

The new-entrant programmers are starting from base zero, and they have to get attention for their new networks with cable operators and other distributors and with the con-

%, respectively. Coca-Cola Enterprises, the bottling company, also is expected to post a strong earnings gain. Volume in the domestic soft-drink market is growing at 5% to 6% annually for Coke and Pepsi, analysts said. The companies benefited from strong summer promotions, supermarket price discounting, niche drinks such as tea or Mountain Dew, and was affected by discounting, such as convenience stores and restaurants. Coca-Cola, which rivals the industry, reports attribute ratings boost to theyesday was 30 cents share. Excluding one-time, tax related adjustments, the

rose 3.4%. Operating profit increased 26% to \$129.3 million, the company reported. In New York Stock exchange at \$20.75 yesterday. The current rising trends in its stock can be

gross profit would have climbed 20% from \$35.3 million, or 28 cents a share, in the period ended Oct. the company said. Federal said sales at eight department store divisions rose 7.7% to \$1.93 billion from \$1.79 billion.

The retailer, which operates regional department store chains including Abraham Straub, Bloomingdale's, Lazarus, Rich's, is planning to merge with R

CNBC is the fastest growing major basic cable network for the second year in a row...

New York

Nielsen Media Research reports that over a 12 month period (July 1994-1995), CNBC was the fastest growing major basic cable network for the second year in a row, providing viewers information and analysis that literally moved the financial markets. CNBC's subscriber base grew by 1.5 million in the last year.

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sumers, when they don't have any distribution to speak of. That's a very big challenge.

When do you anticipate going into the new generation of cable marketing? Are you getting ready for telephony?

Absolutely. Although only a few of our members are experimenting with it today, many of our members are interested in it. They're not particularly interested in how you offer the service, but how you package it, and how you sell it, and how you establish a brand name. What identity do you operate under in order for consumers to feel comfortable getting their telephony?

It's going to be a big challenge. Many of the cable companies have figured out a lot of early approaches from their UK experience, where they offer both cable and telephony. The situation isn't perfectly analogous because British Telecom is not a great telephone operator, but they've found that once you get one service into the house, it's very easy to bring the other service in. But there may be times when you shouldn't market them together.

Is your membership shrinking as a result of consolidation?

Actually, our membership is growing. We now have almost 5,000 members, and that's up about 60% in the past two years. What happens is that cable is still a local business, and while you can have a lot of corporate support, you still have to have the local business element there to satisfy your customers. And so as general managers—and that's a title that's disappearing in the industry; sometimes they're called "division presidents" or "regional executives"—but the people in the field have to become marketers. That's a huge transition for the industry to make, and a lot of those people are coming to CTAM to look for that information.

How does this new rate legislation affect your business or your prospects for the next period? I should say prospective....

That's the problem: It's prospective. The marketers haven't known what the rules were for five years. It's very hard to be effective in the consumer marketplace when the rules are constantly changing, and we can't really project. I mean, yesterday's proposal may be very different from tomorrow's. So the marketers don't spend a tremendous amount of time trying to figure them out until they're settled.

When do you expect to see the so-called convergence—or the information highway—kick in?

I think it will roll out gradually. It's not going to be a tomorrow thing where it all comes together. The delivery of data and online services will come very soon. And there's a lot of enthusiasm about that, not only from the operators in offering that service but from the early customers in the trials. They've been thrilled about getting online services at high speed and not having to pay for a separate telephone line.



"We have a lot to learn from the broadcasters. They are extremely good at promoting and branding their product, particularly using the on-air medium."

That's definitely a product that consumers will buy.

Where are the greatest dollars? On the advertising side or on the marketing side?

Oh, definitely on the marketing side. We bring in the revenue from basic and premium television, which right now makes up about 95% of cable revenue. Advertising will certainly grow as a revenue source, but so will other areas that fall under marketing, and particularly such transactional services as the sale of transaction items like pay per view, enhanced pay per view and, ultimately, video on demand. Online services will become more important. And telephony, as we move forward.

What will make the greatest difference in the marketing success of the medium in the next five years? Will it be interactivity or will it be just the continued growth of existing services?

Continued growth. I think you'll see premium television change in shape and form and perhaps become more of an on-demand kind of service. Enhanced pay per view is starting to become more of a revenue reality, and that's offering a lot more channels of pay per view, and scheduling movies in particular so that customers have a lot more access to times that are convenient. That will drive that business.

But the core business is still going to continue growing with basic and premium. The big unknown is telephony, and how that will start to play into the mix—and how soon. Most of our members see that rolling out gradually; it's not going to be widespread in one year, but it will start to roll out pretty expeditiously.

Do you anticipate that you'll be marketing a greater number of channels?

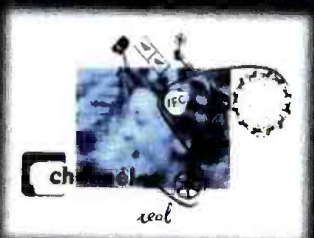
Channel capacity has continued to expand, and there's more pressure on that expansion as competition is in the marketplace with greater channels. DIRECTV's offering of 150 channels puts enormous pressure on the smaller-channel-capacity systems to upgrade. And so yes, we'll see that rolling out.

But you anticipate an exponential increase of channel capacity with compression?

Once we get to digital and compression, it makes a big difference in the number of channels—and a big difference in how people are going to have to market it. Because consumers may not yet know they need or want all that choice. And how you package it, how you price it, how you offer that to consumers, will take a lot of smart marketing.

Maybe it's not going to be a number of channels, but perhaps a simple ordering mechanism such as John Hendricks is testing with Your Choice TV. Maybe that's what the future is. Maybe the whole 500-channel system will never happen. Rather than a universal sort of landscape, maybe it's the consumer taking choice and saying: "This is what I watch. This is what I want to pay for." Maybe that's the key

Brian Diecks Design would like to thank
Rainbow Programming and Bravo for the opportunity
to create the image for the Independent Film Channel.



[1994 BDA Gold Award Winner for Bumpers and Endtags]

to tomorrow's future. It may be the exact opposite of where we think it's going.

Our job as marketers isn't really to determine that, but it's to get our members in position so that, whichever way it goes, they'll be able to market effectively.

How do you do the smart marketing that you refer to?

You learn a lot from industries that are smarter marketers, and you steal the best from packaged goods and what's relevant there. You steal the best from service industries that have a lot of history. We have a session in San Francisco with transactional marketers who've learned a lot about how you sell perishable events. What do you do when you have a finite time to sell the item? It's analogous to a boxing match. And we also have a marketer coming in from Wendy's to talk about how you drive your business when you have to have repeat purchase, and how you manage your pricing.

A lot of people have become very smart marketers, and cable could learn from them. That's one of the real strengths

of CTAM, in that we bring those people into our meetings so that we can learn from them.

We're bringing in three individuals from broadcast television to talk about branding because we think that they represent the best branders in the marketplace. We have Brandon Tartikoff of New World coming in to talk about how you create an image for television programs. We have Jamie Kellner of the Warner Bros. Network talking about how you create an image for a new network in a crowded field. And we have Moses Znaimer from Canada coming in to talk about Citytv and how you create an image for a station.

We have a lot to learn from the broadcasters. They are extremely good at promoting and branding their product, particularly using the on-air medium. And that's something that cable comes up short on. It doesn't use its own medium enough, when it's the most powerful communications tool in the world.

What have broadcasters to learn from you?

CTAM focuses on cable competition

Wake-up call to include sessions on branding

By Jim McConville

Cable operators will get a wake-up call this week, including a short course in branding as one key to standing out in a crowd.

"Wake Up and Smell the Competition" is the message at this year's Cable Television Administration and Marketing Society (CTAM) convention (July 17-19 in San Francisco).

CTAM officials say competition—from telcos, traditional broadcasters, DBS, MMDS, C-band, CD-ROM, on-line services, home video, telcos and broadcasters, to name a few—is expected to be the critical issue for cable operators through the rest of the century.

The conference will "send a wake-up call to all programmers, cable operators and software/hardware providers that they are going to face dramatically increasing competition," says Chuck Ellis, executive vice president, Time Warner, and CTAM co-chairman.

The good news, says Ellis, is that everybody has an opportunity to survive and thrive in this new competitive marketplace. "But how you prepare yourself for that and how you modify your organization will determine whether you do."

CTAM's largest constituency is cable operators. Their primary concern, says CTAM President Char Beales, is creating an identity for their systems. Branding is also important to cable networks, either reinforcing an

existing brand—a CNN or ESPN—or establishing a new one. To that end, image branding will be a center of attention at CTAM general and breakout sessions.

A panel made up of Brandon Tartikoff, president, New World Communications; Jamie Kellner, chief executive, WB Television Network, and Moses Znaimer, president, Citytv, will give tips on how to develop a strong television identity.

CTAM also has scheduled strategic sessions on gearing up for the new competitive wave. "We've tried to target strategies, tactics and examples that speak more to how to deal in a competitive environment than some of the topics that have been covered historically," Ellis says.

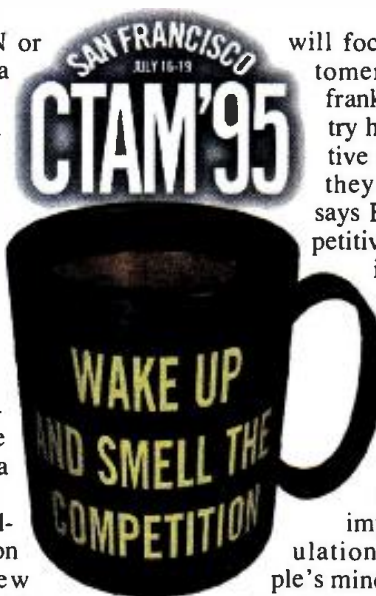
Key speakers at CTAM will be Intel President Andrew S. Grove, who will give the keynote address, and US West Chairman Richard D. McCormick. Other major session speakers include Viacom President Frank J. Biondi and AT&T Consumer Communication Services President Joe Nacchio.

One session, "Customer Loyalty: The Best Defense Is a Good Offense,"

will focus on keeping customers satisfied. "Quite frankly, the cable industry has not been as effective or focused on that as they might have been," says Ellis. "But in a competitive environment, that is going to be an additional tool that operators will need to become aware of and do more investment spending in."

Another cable industry concern is impending federal regulation. "What's on people's minds is how do we continue to grow our businesses in a competitive environment and at the same time contend with the various difficult regulatory hurdles we have to climb over," says Ellis. "Growing unregulated revenue streams in a very tough marketplace will continue to be on cable people's minds."

CTAM's sessions, revamped this year to include a broader range of topics, should attract a more diverse group than in years past, says Ellis. Approximately 2,000 cable industry executives are expected to attend the convention. "Conference registration is running 25% to 30% higher than last year," says Ellis. ■



To see marketing in the broader context. They view marketing very narrowly, and really only use their on-air medium, while cable has learned a lot about using the broad array of marketing tactics to create an image.

Is cable going to become more a marketing than a programming medium?

Programming is the product. That's what people buy. The trick is how you present it to them so they want to buy it. That's marketing.

Do you anticipate a new world of competition as the broadcaster goes to a second channel?

Absolutely. What they put on that second channel will be of enormous interest. And whether it's a second channel or, through compression, they have multiple channels, that adds a lot more complexity to any marketplace. I would hope that down the road, from a practical level, the cable operators could work with the broadcasters.

There were many years that we've said, "Gee, they have so much to offer each other, but they've never found a way to work together on a practical level in the community." And maybe there's a way they can work together.

Can you suggest any?

Well, for the cable operator, one of his main advantages over his most formidable competitor today, DBS, is localism. DBS can't offer those local signals. Maybe there are ways they could work together to expand beyond just carriage of Channel 4 to carriage of more of Channel 4's programming.

Now, common ownership is a powerful incentive, but there may be ways that the cable operators and local broadcasters could be working together a lot more effectively. They just haven't had the incentive to make that happen. They both have good businesses.

So we're stuck with an ever-enlarging television universe?

Yes, but what that means is that it gives each household a greater shot at finding its set of channels. And my set of channels is different from yours, as yours is different from the next guy's. No matter how much more choice you have out there, you can still find your package of channels.

Nobody is going to watch them all. That was never the intent. Just as, when you go to the supermarket, you don't have any intention of buying something out of every one of those product categories that they offer.

It's analogous to that. The marketer's trick is to present it all so that you find your set of choices and I find mine.

I've often thought it was time for cable to change the name of the medium. When do you change the name of your organization?

Probably at the annual meeting. To Cable & Telecommunications Advertising and Marketing Society. But we'll still be CTAM.

But cable stays as the name for the medium?

Cable is like Kleenex in that all the competitors are taking the cable name: as in wireless "cable," and DBS offering "cable" programming. Would it be smart to get rid of it? Kleenex is pretty happy still being Kleenex. ■

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Cable nets unveil major program moves

'Picket Fences' on fX, more ball on ESPN among TCA highlights

By Rich Brown

A broad slate of cable shows, ranging from a TNN fishing program for kids to a weekly Court TV show on the Supreme Court, were unveiled last week at the annual Television Critics Association (TCA) tour in Los Angeles along with some schedule changes and off-net pickups. Among the shows debuting on cable in the months ahead:

□ Fox cable network fX has acquired exclusive off-network rights to *Picket Fences*, the CBS series produced by David E. Kelley Productions in association with Twentieth Century Fox Television. Also new to the network is *Lost & Found*, a weekly reunion show debuting on Aug. 19 at 8 p.m. ET/PT. Produced for fX by New Line Television, *Lost & Found* will reunite past lovers, childhood friends and others. In other developments, the starting time for fX morning show *Breakfast Time* will move from 7 ET to 10 on Sept. 4 and will be seen live on both coasts.

□ ESPN is expanding its NFL coverage, adding 15 minutes to *NFL GameDay* preview and six weeks of *NFL Prime Monday*. *NFL GameDay*, beginning on Sept. 3, will start 15 minutes earlier—at 11:45 a.m. ET—and stretch to 75 minutes. *NFL Prime Monday* will start airing on July 24 with 30-

minute editions beginning at 7:30 p.m. and then resume the usual 90-minute format on Sept. 4.

□ USA on Sept. 24 is moving off-net episodes of *Murder, She Wrote* to Sunday nights at 8 ET/PT to capture viewers accustomed to watching CBS's airing the show at that hour. USA's move coincides with CBS's decision to move *Murder, She Wrote* to Thursday after more than 10 years in the Sunday night slot. USA will continue to telecast the show weeknights at 8, except on Thursday. Off-net episodes of the series first joined USA's schedule in fall 1988 and consistently have ranked among the highest-rated shows on the cable network.

□ USA also unveiled a slate of series and specials in development that includes an original comedy series, *The Claude Brooks Show*; a dramatic series about pilots, *Blue Angels*; a weekly hour drama based on the movie "La Femme Nikita"; a young-adult soap opera pro-



'Picket Fences' and 'Murder, She Wrote' are among fall's cable fare.



duced by Mary Ellis Bunim and Jon Murray, creators and executive producers of MTV's *The Real World*; an original talk show hosted by Eric Neiss of MTV's *The Grind*; a relationship show featuring Justin Gunn of *Inside Edition*, and a Viacom-produced kids special, *The Corduroy Christmas Special*.

□ CNN legal analysts Greta Van

Susteren and Roger Cossack have signed to host *Burden of Proof*, a weekday series that will debut on the cable news network the day after the O.J. Simpson case goes to the jury.

The series, which will air at 12:30-1 p.m. ET, is part of a broad strategy to introduce more regularly scheduled "appointment" programming to the network.

□ Court TV this fall plans to add three prime time shows to its schedule and expand *Instant Justice* to five nights a week from its current weekly slot. One of the new shows, *Appeals*, will air Monday at 10:30 and will focus

HEAD ENDINGS

Fight tickets

Satellite service PrimeStar will charge its subscribers \$39.95 for Showtime's Mike Tyson/Peter McNeely heavyweight fight scheduled for Aug. 19 at the MGM Grand Hotel in Las Vegas. PrimeStar customers ordering the fight after Aug. 17 will pay \$45.95. PrimeStar's fight rates are comparable to rates now being offered by major cable operators such as TCI. TCI balked at SET's original \$45.95-\$54.95 price.

Play it again

A new survey of pay-per-view users finds that 43% of recent PPV movie orders are for titles that the sub-

scribers already have seen. Forty-one percent of those viewers have seen the movie two or more times before their PPV purchase, according to the survey of 2,000 subscribers by PPV distributor Request Television and the Team Services marketing firm.

Ad network

Los Angeles-based Adlink has implemented the first of 57 digital video ad insertion headend systems that eventually will enable the local cable advertising distribution service to reach 2.3 million cable TV subscribers in Southern California. Adlink expects to complete the system upgrade by this fall at an estimated cost of \$10 million. Adlink's

move from analog to digital will speed the delivery of ads to cable systems in the market and is expected to attract previously elusive advertisers such as movie theaters, grocery stores, political campaigners and others with time-sensitive messages.

CMT in Portugal

Country Music Television and TV Cabo Portugal have signed a deal to distribute the music video network to TV Cabo's seven owned and managed cable systems. TV Cabo, the first cable company in Portugal to offer commercial broadcasting of cable TV in the continental Portuguese territory, will distribute CMT in 90 municipalities. —RB

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on issues surrounding the appeals process. (The show will air when the Supreme Court is not in session.) Another of the new weekly shows, *Legal Survival Guide*, will air Friday at 10 and will be a call-in show addressing consumer law. The third, *Supreme Court Review*, will air Monday at 10:30 and will focus exclusively on the U.S. Supreme Court. In other Court TV developments, the network is planning daily live coverage this October from The Hague of the proceedings of the first international war crimes tribunal since the end of World War II. On trial is Dusan Tadic, the Bosnian Serb charged with the rape, murder and torture of Croats and Muslims in and around the Omarska prison camp.

□ **Original programing slated to debut on The Disney Channel** in upcoming months includes a movie, *The Four Diamonds*, starring Christine Lahti and Thomas Guiry; *People*, an animated special honoring the United Nations; *Hollywood Lives*, a reality series about young people trying to succeed in show business; *Brian Wilson: I Just Wasn't Made for These Times*, a biographical portrait of the Beach Boy; music specials *Kris Kristofferson: Songwriter*; *Travis Tritt: Going Home*,

and *Boyz II Men: Going Home*, plus documentaries on James Dean, Arlington National Cemetery, and a four-part documentary on the 20th century, *The Century That Made America Great*, hosted by Charles Osgood.

□ **The Nashville Network in January 1996** will add four new weeknight series and build further on its weekend lineup of motor sports, outdoors and rodeo programing. The network on or before Jan. 2, 1996, will debut a completely new 90-minute nightly entertainment series that will replace *Music City Tonight* in the 9 ET slot. The network will look to build the audience for the 90-minute show with several new lead-ins: *The Road*, a show about country music artists that aired in syndication, will air Wednesday 8-9; original TNN interview series, including *A Phyllis George Special* and *Ralph Emery on the Record*, will rotate Tuesday 8-9, and *The Life and Times Of...*, a country artist biography show that debuted as a limited TNN series in 1995, will expand to every Thursday at 8-9. Also joining the schedule will be an as-yet-unnamed entertainment news show that will air at 7:30 (repeating at 10:30). New weekend series include *Field & Stream Legends*, debuting

Sept. 30; a live motor sports call-in talk show that will air Saturday at 6, and two fishing shows set to debut in January 1996: an outdoor talk series and a fishing program for children.

□ **HBO on Labor Day Weekend** will air *The Concert for the Rock and Roll Hall of Fame* live from Cleveland's Municipal Stadium with James Brown, Dr. Dre and Snoop Doggy Dogg, Bruce Springsteen and others. Coming to the pay-TV channel on Nov. 11 will be another benefit, *Comic Relief VII*, hosted by Billy Crystal, Whoopi Goldberg and Robin Williams. Other upcoming HBO shows include a six-episode animated series, *Little Lulu*, and *America's Dream*, a three-part anthology series based on short stories by Maya Angelou, John Henrik Clarke and Richard Wright.

□ **Rainbow Programming Holdings'** Independent Film Channel has signed a yearlong deal with Boston-based American Program Service to syndicate a monthly package of independent films to public TV stations. The series, *IFC Independent Film Nights*, will be hosted by director Steven Soderbergh.

□ **Music network VH1 and news supplier Bloomberg LP** are teaming to present *Morning Music Wire*, a morning service combining weather updates and top news stories with music videos. The program block will air weekdays 7-10 ET and debuts on Aug. 8. Joining the VH1 schedule on Sept. 9 is *8-Track Flashback*, a music anthology series focusing on the music of the 1970s. Also new to the schedule as of July 27 will be *VH1's Hot List*, a weekly look at the latest in music and entertainment. Specials scheduled for the music video network in the months ahead include the second annual Fairway to Heaven Pro-Am Golf Tournament (Nov. 11-12) and the second annual LIFEbeat Concert (Aug. 22) to benefit AIDS charities.

□ **Turner Classic Movies in August** will debut two monthly movie series: *By Request*, featuring movies selected by viewers, and *Robert Osborne's Picks*, with movies chosen by the TCM host.

□ **Joining the Home & Garden Television schedule on Aug. 7** is *Gardening Down Under*, a weekly half-hour series produced by Television New Zealand. The following day marks the debut of another weekly HGTV series, *Gardening by the Yard*, featuring Tulsa, Okla.-based gardening expert Paul James. ■

PEOPLE'S CHOICE: TOP CABLE SHOWS

Following are the top 15 basic cable programs for the week of July 3-9, 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.

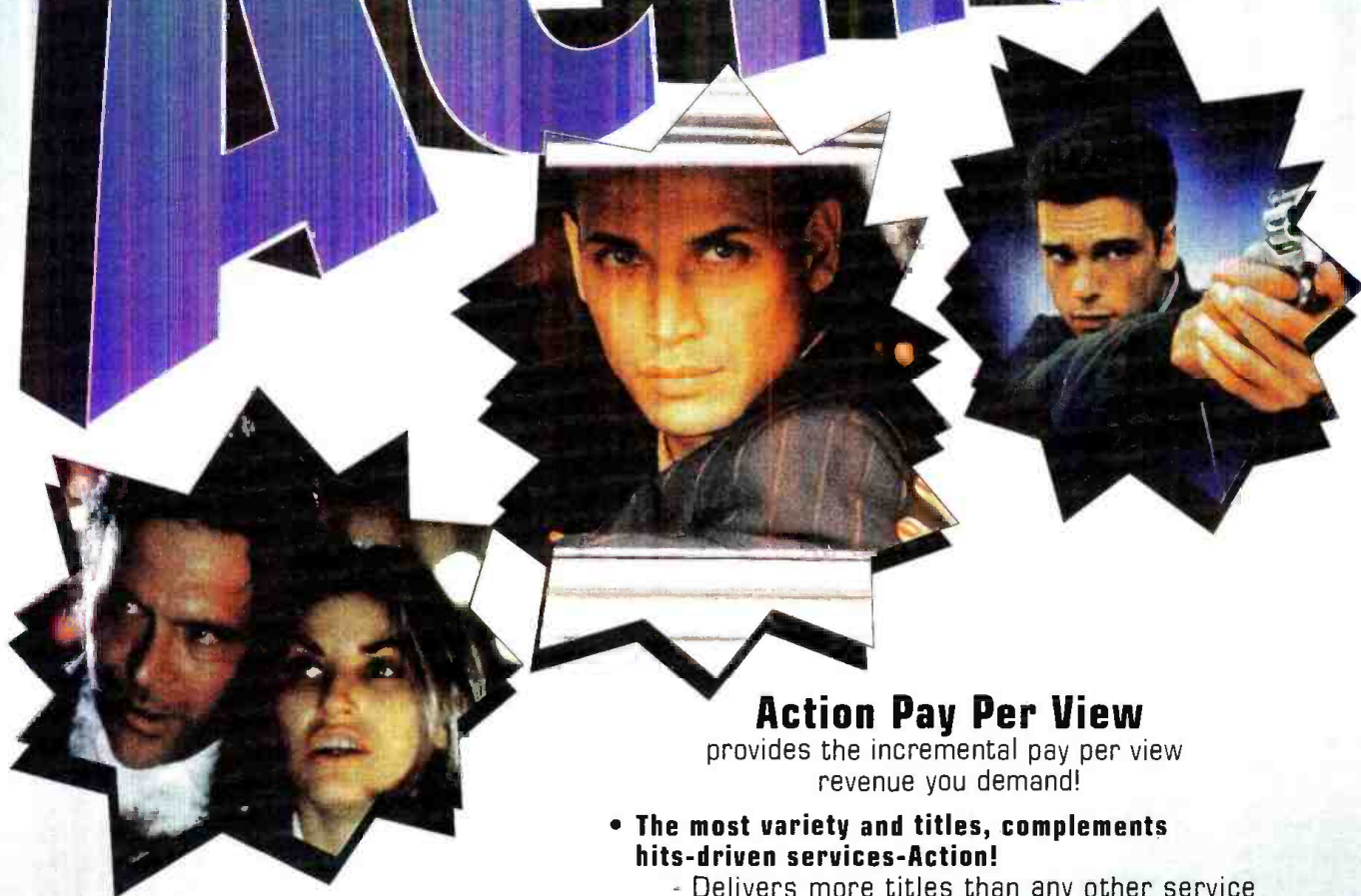
Program	Network	Time (ET)	HHs. (000)	Rating Cable U.S.
1. Movie: 'Return of the Jedi'	USA	Sun 6:08p	3,086	4.7 3.2
2. Movie: 'Desperate Trail'	TNT	Sun 8:00p	2,882	4.5 3.0
3. Movie: 'The Empire Strikes Back'	USA	Thu 8:00p	2,868	4.4 3.0
4. Movie: 'The Empire Strikes Back'	USA	Sun 3:30p	2,844	4.4 3.0
5. Movie: 'Dancing in the Dark'	LIFE	Wed 9:00p	2,787	4.5 2.9
6. Movie: 'Return of the Jedi'	USA	Fri 8:00p	2,752	4.2 2.9
7. Movie: 'Star Wars'	USA	Wed 8:00p	2,706	4.2 2.8
8. Movie: 'Rambo: First Blood Part II'	USA	Tue 2:00p	2,614	4.0 2.7
9. <i>Silk Stalkings</i>	USA	Sun 11:00p	2,406	3.7 2.5
10. Movie: 'Tremors'	USA	Sat 5:00p	2,304	3.5 2.4
11. <i>Major League Baseball</i>	ESPN	Sun 7:56p	2,276	3.4 2.4
12. Movie: 'Rambo III'	USA	Tue 4:00p	2,262	3.5 2.4
13. <i>Rugrats</i>	NICK	Sun 10:00a	2,234	3.5 2.3
14. <i>Slick 50 300</i>	TNN	Sun 1:00p	2,175	3.5 2.3
15. Movie: 'First Blood'	USA	Tue 12:00p	2,110	3.2 2.2

Following are the top five pay cable programs for the week of July 3-9, ranked by households tuning in. Source: Nielsen Media Research.

1. Movie: 'The Client'	HBO	Sat 8:00p	3,719	15.8 3.9
2. Movie: 'On Deadly Ground'	HBO	Sat 11:00p	2,351	10.0 2.5
3. <i>Real Sex 12</i>	HBO	Thu 11:15p	2,339	10.0 2.5
4. <i>Real Sex 12</i>	HBO	Sun 11:00p	2,107	9.0 2.2
5. Movie: 'Ace Ventura Pet Detective'	HBO	Fri 10:30p	2,032	8.6 2.1

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Telemedia

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Week

Interactive

'I want my MTV...online'

Music network revises interface, migrates toward Internet Web

By Mark Berniker

A new generation of teenagers is being reared on a double dose of MTV's music videos and cable programming with the cable channel's new online suite of weekly programs.

MTV begins rolling out its slate of online programming today (July 17) and will encourage its viewers to go online to chat with MTV personalities hosting the online sessions.

"We're producing new, original programming especially for online," says Van Toffler, MTV's senior vice president, programming enterprises and business development. Toffler says MTV does not want to simply reformat the channel's cable material, because online is an entirely different experience.

Many online users are



MUSIC TELEVISION™

interested in music, and MTV is trying to leverage its position as one of the preeminent sources for information about pop music. MTV officials say its site on America Online is being visited more than 2 million times per month. MTV reports that hourly usage has increased by more than 250% during the past four months.

Toffler says MTV aims to be the leading site on the Internet not only for music news and chat but for mer-



chandising. MTV is "working closely with labels" and is looking into selling music releases through online. Blockbuster, recently acquired by Viacom, may figure in any online merchandising deals with various music labels.

Matt Farber, MTV's vice president, programming/new business, says MTV's audience is interested in going online and talking with other fans as well as with MTV personalities: "Much of our audience are active online users, rather than passive TV viewers."

But although online users are a fashionable fringe group within MTV's audience, serious questions remain as to how the cable network will make money from the new service. Allie Eberhardt, executive producer, MTV Online, admits that MTV hasn't made

much money from its relationship with America Online, and it's still unclear precisely how the Viacom unit is going to make money when it launches its new World Wide Web site on the Internet this summer or early fall.

MTV is talking with advertisers about creating online ads connected to MTV's Internet site. But one of the problems for MTV and its advertisers is the issue of measurement and usage. Neither side has come up with rates or figured out how to make money through online advertising.

The cable channel also is in "active development" of an interactive television version to be called "Instant MTV." The music-on-demand service will enable viewers to order videos and MTV programming directly off video

Digital TV study blasts HDTV

The television industry has invested hundreds of millions of dollars during the past decade to develop high-definition television in spite of the fact that "there is no substantive evidence that the consumer wants HDTV."

That is one conclusion from the first phase of EDS Management Consulting Services' latest report, "The Digital Television Broadcast Report." The study goes on to say that "HDTV may never see the airwaves" and that although the standards for HDTV may be approved in early 1996, "it may fall to the same technological obsolescence its creation unleashed on both the Japanese and European HDTV systems."

The study says that "the broadcasters, considered key to a successful launch of a national HDTV service, are not enthusiastic about offering a service [that] does not guarantee new advertising revenues. Instead, they want to use the new spectrum to launch an over-the-air cable TV service."

—MB

Continues on page 45

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Calendar

July 25-27—7th Multimedia Expo East, sponsored by American Expo. Macklowe Hotel, New York. Contact: (212) 226-4141.

Aug. 3-4—The Interactive Television Conference 1995, sponsored by Time Warner and Interactive Digital Solutions. Beverly Hilton Hotel, Los Angeles. Contact: (800) 621-3090.

Aug. 15-17—The Interactive Multimedia Forum 3, sponsored by Kagan Associates. Waldorf-Astoria Hotel, New York. Contact: (408) 624-1536.

Sept. 6-9—From the Airwaves to the Internet: The Changing Face of Electronic Journalism, sponsored by the Radio-Television News Directors Association. New Orleans Convention Center. Contact: (202) 223-4007.

Sept. 12-13—New Products and Services for Cable, sponsored by AIC Conferences. The New York Vista Hotel, New York. Contact: (800) 409-4242.

Sept. 18-19—Video on Demand, sponsored by The Institute for International Research. The Marriott Marquis, New York. Contact: (212) 661-8740.

Sept. 18-20—Telco-Cable VII, sponsored by Telecommunications Reports and The Yankee Group. Loews L'Enfant Plaza Hotel, Washington. Contact: (202) 842-3022.

Sept. 20-21—Interactive Gaming and Wagering, sponsored by AIC Conferences. MGM Grand Hotel, Las Vegas. Contact: (212) 952-1899.

Sept. 25-28—Convergence III: Interactive Television Conference & Expo and DAVID Developers Conference, sponsored by Multichannel CommPerspectives and Microware. San Jose Convention Center, San Jose, Calif. Contact: (303) 393-7449.

Sept. 26-28—Third International Interactive Television Conference, sponsored by BIS Strategic Decisions. The Forte Crest Bloomsbury, London. Contact: 44-158-240-5678.

Interactive

Nynex hires Fadem away from Viacom

Tele-TV pushes interactive TV advertising plans

By Mark Berniker

Nynex is beefing up its entertainment-oriented staff as it diversifies into cable and interactive services. Last week Steven Fadem was named to the new position of Nynex executive vice president of media enterprises. Fadem had resigned as vice president of business affairs for the Viacom Entertainment Group and had held senior management positions at Multimedia Entertainment Inc. and Warner Amex Cable in New York.

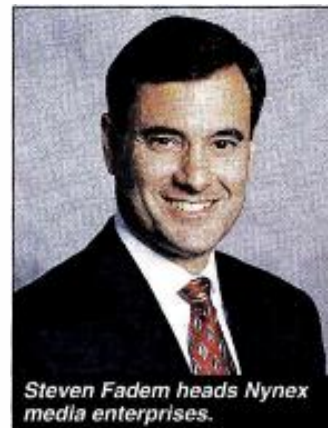
Fadem, 44, will report to Walter Rickard, who heads Nynex's Entertainment and Information Services Group, and will work closely with Howard Stringer and Sandy Grushow at Tele-TV, the new venture between Nynex, Bell Atlantic and Pacific Telesis. Fadem will work closely with the Tele-TV staff who are developing a

core advertiser program for its planned interactive television service.

In addition to Tele-TV, Nynex has numerous investments—both domestically and globally—on the cable front. Nynex's \$1.2 billion investment in Viacom gave the telephone company a key position in the entertainment industry. And Nynex recently invested in CAI Wireless, an Albany, N.Y.-based wireless cable provider. CAI Wireless plans to start competing with cable operators in New York, Los Angeles, Philadelphia, Boston, San Francisco and Washington.

Fadem's new job also will have an overseas component. Nynex's cable television and telephone service units include Nynex CableComms in the UK and TelecomAsia in Bangkok, Thailand.

Tele-TV has signed Nissan Motor Corp. and Visa U.S.A.



Steven Fadem heads Nynex media enterprises.

along with 10 other companies for its interactive television ad program. Tele-TV is working on new advertising techniques that combine conventional advertising with direct response marketing and promotion.

The interactive advertising pilot first will be tested with Bell Atlantic Video Services' Stargazer video-on-demand market trial in 1,000 households in northern Virginia. Tele-TV is trying to attract other advertisers and charges its clients \$125,000 for extensive research on customers' viewing and purchasing patterns, habits and preferences using interactive television.

TW

WIN-TV Acquires 50% Of Chicago's Interac TV Inc.

World Interactive Network Inc. (WIN-TV) has acquired 50% of Chicago cable programmer Interac TV Inc. for \$657,798 in WIN-TV preferred stock. Interac TV has a studio and editing facility used to produce direct response programming. WIN-TV also said it will debut the Sports Information Network on Dec. 1, which will offer viewers daily updates of sports news. The information will be delivered over Interac TV (Chicago 45), TCI's local cable channel in Chicago, and will contain previews, results and betting odds.

C/NET online signs 30,000

C/NET: The Computer Network says its new online service has attracted more than 30,000 members since its launch two weeks ago. C/NET's site is devoted to information and communications about computers, multimedia and online services and is located at <http://www.cnet.com/> on the Internet's World Wide Web. C/NET is creating links between its

online site and its cable television programming, which airs six times a week on the USA Network and the Sci-Fi Channel, as well as on CBS affiliate KPXTV San Francisco.

Sci-Fi plans 'On-Line Showcase'

Sci-Fi Channel will premiere *On-Line Showcase* on Sept. 29. The program will incorporate computer online chat within the telecasts of the channel's classic sci-fi series. *On-Line Showcase* will air Friday at 10-11 p.m. and will rotate various sci-fi shows, including *The Prisoner*, *Lost in Space*, *The Six Million Dollar Man*, *Swamp Thing* and *Space 1999*.

Nielsen Plans Internet Usage Study With CommerceNet

Nielsen Media Research will conduct an in-depth demographic survey of Internet usage along with CommerceNet. The survey will interview Internet users, commercial online service users and people not going online. The research results will be available this fall.

—MB

MTV Continued from page 42

servers storing the content in a cable or telco headend.

MTV also is developing CD-ROM and video games that incorporate game-playing features with music. The titles will be shipped for diskette, CD-ROM and various gaming platforms, and then will have an online component allowing multiple players. The first MTV videogame title is expected to be released toward the end of this year.

MTV works closely with Viacom Interactive Media on its various online, CD-ROM, videogame and interactive television developments, with more than a dozen staff members devoted to those new business projects. **TMA**

Telephony

Scripps enters telephony with Adelphia spin-off

Signs deal with Hyperion for competitive access in Tennessee

By Mark Berniker

Cable operators are looking to the telephone business to generate fresh revenue streams. Last week E.W. Scripps Co. said its cable television division has entered into a joint venture with Hyperion Telecommunications to build and operate a competitive access communications network in the Tennessee markets of Knoxville and Chattanooga.

Scripps follows Time Warner, TCI and other major cable operators who see opportunities in carrying voice, data and video traffic primarily to businesses.

The company plans to offer competitive telecommunications service, including providing links to long-distance carriers, by the end of this year.

Scripps and Hyperion are applying for local franchises and await final approval by state regulators.

Hyperion is a subsidiary of Adelphia Communications, which aims to facilitate the entry of cable operators into the competitive access provider business.

Scripps's Chattanooga cable system serves 112,000 subscribers, and its Knoxville system has 107,000 subs. The company has a total 750,400 cable subs, primarily in the Southeast, Northern California and near Denver. **TMA**

WGN-TV launches Internet home page



WGN-TV is the latest television station to set up a presence on the Internet's World Wide Web. The site contains daily programming schedules for the Chicago superstation. WGN-TV's page also contains broadcast schedules for Cubs and White Sox games plus voice clips from renowned sportscaster Harry Caray.

WGN-TV also is part of Chicago Online, the regional information service available through America Online. WGN-TV's push onto the Internet is due in part to its parent, Tribune Co., which has an aggressive multimedia strategy.

Tribune publishes six daily newspapers, owns eight TV and six radio stations, produces and syndicates television programming and publishes books and a number of multimedia products through Tribune New Media, which owns Compton's New Media and its Interactive Encyclopedia.

WGN-TV's Internet World Wide Web site is found at <http://www.wgntv.com>. —MB

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Viacom swaps Shreveport VHF for Atlanta UHF

UPN affiliation is key to trade; Ellis buys La. station

By Elizabeth Rathbun

Bert Ellis is taking over KSLA-TV Shreveport, La., from Viacom International. Originally, Hillside Broadcasting, to which Ellis has loaned money, was to be the buyer.

However, the \$30 million sale hinges on Viacom's acquiring WVEU-TV Atlanta. In its quest to acquire stations that are or can be affiliated with the United Paramount Network, such as WVEU, Viacom is taking dramatic steps. WVEU, for example, was an independent on ch. 69, while KSLA-TV is a CBS affiliate on ch. 12. WVEU is owned by David Harris and licensed to Broadcasting Corp. of Georgia.

In Philadelphia, Viacom is selling

Fox affiliate WTXF-TV, ch. 29, to Fox Television Stations and buying WGBS-TV, a UPN affiliate on ch. 57.

Without selling KSLA-TV, Viacom would exceed the FCC's 12-station ownership cap. Viacom also is "the direct or indirect parent," according to papers filed with the FCC, of NBC affiliates WVTM-TV New Britain/Hartford, Conn., and WNYT-TV Albany and WHEC-TV Rochester, both New York; CBS affiliate KMOV-TV St. Louis; and the following UPN affiliates: WSBK-TV Boston; WKBD-TV Detroit; WDCA-TV Washington; and KTXH-TV Houston, KTXA-TV Fort Worth and KRRT-TV Kerrville, all Texas. This past spring, Viacom made plans to buy UPN affiliate WBFS-TV Miami.

WVEU recently has been in the news as a football for CBS: In May, the network sold the station to Viacom for \$27 million after seven months of ownership.

Viacom bought Paramount in March 1994 and has the option to become half-owner of the United Paramount Network. Viacom plans to replace its network affiliates with independents that will become UPN affiliates.

Hillside Broadcasting officially backed out of the deal to buy KSLA-TV on June 27. "The reality is, Shreveport was...a little bit of a stretch for us," says Della Baeza, president of Englewood, N.J.-based Hillside. "We're looking at some different markets." The company owns WWAY-TV Wilmington, N.C., and is hammering out its "master plan," Baeza says.

Meanwhile, Ellis's goal is to acquire stations in the mid-South and mid-Atlantic. Atlanta-based Ellis Communications already owns 12 TV stations; it plans to cancel its construction permit for KAIR-TV Douglas, Ariz., to meet the ownership limit. ■

The week's tabulation of station sales

TELEVISION

WUTV-TV Buffalo and WUHF-TV Rochester, both N.Y.; WNRW-TV Winston-Salem, N.C.; WRGT-TV Dayton, Ohio; WZTV-TV Nashville; WRLH-TV Richmond, Va.; WVAH-TV Charleston, W.Va.; WTAT-TV Charleston, S.C.

Price: \$520 million

Buyer: ABRY Holdings Inc., Boston (Royce Yudkoff, president/owner); also owns WNUV-TV Baltimore and KSMO-TV Kansas City, Mo.

Seller: Act III Broadcasting Inc., Los Angeles (Richard Ballinger, president); no other broadcast interests

Facilities: WUTV: ch. 29, 1,050 kw visual, 105 kw aural, ant. 920 ft.; WUHF: ch. 31, 1,200 kw visual, 200 kw aural, ant. 497 ft.; WNRW: ch. 45, 5,000 kw visual, 500 kw aural, ant. 2,000 ft.; WRGT: ch. 45, 5,000 kw visual, 501 kw aural, ant. 1,171 ft.; WZTV: ch. 17, 3,266 kw visual, 326 kw aural, ant. 1,161 ft.; WRLH-TV: ch. 35, 2,588 kw visual, 259 kw aural, ant. 1,259 ft.; WVAH-TV: ch. 11, 51 kw visual, 5.1 kw aural, ant. 1,722 ft.; WTAT-TV: ch. 24, 5,000 kw visual, 497.5 kw aural, ant. 1,800 ft.

Affiliation: All Fox

WVVB-TV Buffalo

Price: \$95 million

Proposed station trades

By dollar volume and number of sales

This week:

TVs □ **\$687,750,000** □ **14**

AMs □ **\$3,100,000** □ **2**

FM's □ **\$13,580,000** □ **5**

Combos □ **\$4,811,050** □ **3**

Total □ **\$709,241,050** □ **24**

So far in 1995:

TVs □ **\$2,356,542,000** □ **73**

AMs □ **\$63,719,744** □ **96**

FM's □ **\$390,199,113** □ **200**

Combos □ **\$849,983,250** □ **118**

Total □ **\$3,660,444,107** □ **487**

Buyer: LIN Television Corp., Providence, R.I. (Gary R. Chapman, president); also owns WISH-TV Indianapolis; WANE-TV Fort Wayne, Ind.; WAND-TV Decatur, Ill.; WAVY-TV Portsmouth, Va.; WTNH-TV New Haven, Conn.; WOOD-TV Grand Rapids, Mich.; and KXAS-TV Fort Worth, KXAN-TV Austin and KXAM-TV Llano, all Tex.

Seller: King World Productions Inc., N.Y. (Michael King, president/CEO); no other broadcast interests

Facilities: Ch. 4, 100 kw visual, 20 kw aural, ant. 1,201 ft.

Affiliation: CBS

KSLA-TV Shreveport, La.

Price: \$30 million

Buyer: Elcom of Louisiana Inc./Ellis Communications Inc., Atlanta (Bert Ellis, president; Kelso Partners IV LP, controlling shareholder, Elcom). Ellis Communications also owns KAME-TV Reno; WUPW-TV Toledo, Ohio; WEVU-TV Naples, Fla.; WTNZ-TV Knoxville, Tenn.; WACH-TV Columbia, S.C.; KOLD-TV Tucson and KAIR-TV Douglas, both Ariz.; WECT-TV Wilmington, N.C.; WSAV-TV Savannah, Ga.; WHLT-TV Hattiesburg and WJTV-TV Jackson, both Miss.; KABY-TV Aberdeen, KPRY-TV Pierre and KSFY-TV Sioux Falls, all S.D., and WMC-TV-AM-FM Memphis.

Seller: Viacom International Inc., New York (Frank Biondi, president/CEO); owns WHEC-TV Rochester, N.Y., WLTI (FM) Detroit, WLIT (FM) Chicago and 6.4% of WGBS-TV Philadelphia, WBFS-TV Miami and WGBS-TV Joliet, Ill.

Facilities: Ch. 12, 316 w visual, 40.7 kw aural, ant. 1,800 ft.

Affiliation: CBS

WHP-TV Harrisburg, Pa.

Price: \$30 million

Buyer: Clear Channel Communications Inc., San Antonio (Lowry Mays,

president); also owns WFTC(TV) Minneapolis; WPTY-TV Memphis, WXXA-TV Albany, N.Y.; WAWS(TV) Jacksonville, Fla.; KOKI-TV Tulsa, Okla.; KLRT(TV) Little Rock, Ark.; WPMI(TV) Mobile, Ala./Pensacola, Fla.; KSAS-TV Wichita, Kan.; KTTU-TV Tucson, Ariz., and 35 radio stations.

Seller: Saluki Investors Corp. (Ralph E. Becker, president); Saluki is a general partner in Martin Pompadur's Television Station Partners, which owns WEYI-TV Flint/Saginaw, Mich.; WROC-TV Rochester, N.Y.; WRDW-TV Augusta, Ga., and WTOV-TV Steubenville, Ohio. Becker has an interest in WNWO-TV Toledo, Ohio.

Facilities: Ch. 21, 1,200 kw visual, 120 kw aural, ant. 1,220 ft.

Affiliation: CBS

Broker: Kalil & Co.

KHGI-TV Kearney, KSNB-TV Superior and KWNB-TV Hayes Center, all Neb.
Price: \$12.75 million

Buyer: Blackstar Communications, Washington (John E. Oxendine, president/CEO); also owns WBSX-TV Detroit; WBSF-TV Orlando, Fla., and WBSP-TV Portland, Ore.

Seller: Fant Broadcasting Co., Birmingham, Ala. (Anthony J. Fant, president); owns WWHO-TV Columbus, Ohio; KNLD-TV Duluth, Minn., and WNAL-TV Gadsden, Ala., and is building KTVG-TV Cedar Rapids, Iowa, and WFDG-TV Providence, R.I.

Facilities: KHGI-TV: ch. 13, 316 kw visual, 31.6 kw aural, ant. 1,110 ft.; KSNB-TV: ch. 4, 100 kw visual, 12.6 kw aural, ant. 1,131 ft.; KWNB-TV: ch. 6, 100 kw visual, 21.6 kw aural, ant. 737 ft.

Affiliation: KHGI-TV and KSNB-TV: ABC, Fox; KWNB-TV: ABC

Broker: The Connelly Co.

COMBOS

WJBT(FM) and WZAZ(AM) Jacksonville, Fla.

Price: \$3.75 million

Buyer: Jacor Communications Inc., Cincinnati (Randy Michaels, president); also owns KBPI(FM), KOA(AM) and KRFX(FM), all Denver; WJGR(AM) and WQIK-FM Jacksonville, and WFLA(AM) and WFLZ(FM) Tampa, both Fla.; WGST(AM) and WPCF(FM) Atlanta; WCKY(AM), WLW(AM), WPPT(FM) and WEBN(FM), all Cincinnati; WWST(FM) Karns and WMYU(FM) Sevierville/Knoxville, both Tenn., and is buying WHJX-FM Jacksonville.

Seller: UNC Media, Jacksonville (Connie Balthrop, president); also owns WKKV-FM Milwaukee

Facilities: FM: 92.7 mhz, 6 kw, ant.

300 ft.; AM: 1,400 khz, 1 kw

Format: FM: urban contemporary; AM: black

KVRD-AM-FM Cottonwood, Ariz.

Price: \$750,000

Buyer: Yavapai Broadcasting Corp., Cambridge, Ohio (W. Grant Hafley, president/owner). Hafley also owns WILE-AM/WCMJ-FM Cambridge, WWKC-FM Caldwell and WBNV-FM Barnesville, and is applying for CP for new FM at Pleasant City, all Ohio.

Seller: KVRD Inc., Cottonwood (Richard Dehnert, president); no other broadcast interests

Facilities: AM: 1,600 khz, 1 kw day; FM: 105.7 mhz, 3 kw, ant. 672 ft.

Format: AM: news/talk; FM: contemporary country

KRQX(AM)/KYCX-FM Mexia, Tex.

Price: \$311,050

Buyer: Groveton Broadcasting Group Inc., Mexia (Matthew D. and Lesa D. Groveton, co-owners); no other broadcast interests

Seller: First American Broadcasting Corp., Mexia (Frederick S. Brown, owner); no other broadcast interests

Facilities: AM: 1,590 khz, 500 w day, 128 w night; FM: 104.9 mhz, 3 kw, ant. 301 ft.

Format: AM: country; FM: hot country

RADIO: FM

WPBZ-FM Indiantown/West Palm Beach, Fla.

Price: \$10 million

Buyer: Palm Beach Radio Inc., West Palm Beach (Peter Callahan, president); no other broadcast interests

Seller: Amaturio Group Ltd., Fort Lauderdale, Fla. (Joseph Amaturio, general partner); also owns KFRG-FM and KOJ-FM Riverside/San Bernardino, Calif., and KKMJ-FM, KPTY-FM and KJCE(AM), all Austin, Tex.

Facilities: 103.1 mhz, 100 kw, ant. 492 ft.

Format: Z-rock

Broker: Blackburn & Co.

KMXB-FM Orem/Salt Lake City, Utah

Price: \$1.25 million

Buyer: Wolf Communications LLC, Salt Lake City (Steve Marriot, partner); no other broadcast interests

Seller: U.S. Radio II Inc., Philadelphia (Ragan Henry, CEO); owns WDRZ-FM Detroit; WDA(AM)-WHRK(FM) Memphis; WCMC(AM)-WZXL(FM) Cape May, N.J.; KCTE(AM) Kansas City, Mo.; WQOK-FM Raleigh, N.C.; WSVY(AM)-WOWI(FM) Norfolk, Va.; KJOJ-FM/KKZR-FM Houston and KHEY-AM-FM/KPRR-FM El Paso,

Continues on page 64

CLOSED!

KLXV-TV, San Jose, California, from Friendly Bible Church, Inc., Roy K. Foreman, President to Paxson Communications Corporation, Lowell W. Paxson, Chairman for \$5,000,000.

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FCC to butt heads with Stern

Armed with court decision, commission will pursue indecency complaints, many against Infinity's shock jock

By Christopher Stern

Howard Stern and his employer Infinity Broadcasting may soon find themselves locked in combat with the FCC again over broadcast indecency.

Now that the agency has a court decision that supports its indecency policy, the FCC has vowed to work through its backlog of \$2 million worth of proposed fines for broadcast indecency. In dollar terms, Stern-related complaints account for 96% of that total.

Infinity says it won't pay a dime and has challenged the FCC to take the company to court. After eight years of legal uncertainty, FCC officials and sources close to Infinity said that trial may actually occur in the wake of the June 30 opinion of the U.S. Court of Appeals in Washington affirming the FCC's 6 a.m.-10 p.m. ban on indecent broadcasts.

It's up to the Justice Department to sue Infinity on behalf of the FCC to collect the fines. But neither the FCC nor the Justice Department has been interested in pursuing the case while the indecency policy was bogged down in the courts.

Only one fine against Stern (WXRK [FM] for \$6,000) has made it all the way through the FCC's system. The rest are notices of apparent liability, which await final FCC approval. One FCC official speculated last week that other Infinity cases (totaling \$1.7 million in potential fines) would be consolidated with the original WXRK case.

Sources close to Infinity said last week that the company will stand by its refusal to pay the fines, despite the court decision.

Lawyers on both sides of the indecency question agree that the government's

Proposed Howard Stern indecency fines			
WXRK(FM)	New York	Infinity Broadcasting	\$6,000 (Forfeiture order)
WXRK(FM)	New York	Infinity Broadcasting	\$600,000 (NAL)
WYSP(FM)	Philadelphia	Infinity Broadcasting	
WJFK(AM)	Baltimore	Infinity Broadcasting	
WXRK(FM)	New York	Infinity Broadcasting	\$500,000 (NAL)
WYSP(FM)	Philadelphia	Infinity Broadcasting	
WJFK(AM)	Baltimore	Infinity Broadcasting	
WXRK(FM)	New York	Infinity Broadcasting	\$400,000 (NAL)
WYSP(FM)	Philadelphia	Infinity Broadcasting	
WJFK(AM)	Baltimore	Infinity Broadcasting	
WXRK(FM)	New York	Infinity Broadcasting	\$200,000 (NAL)
WYSP(FM)	Philadelphia	Infinity Broadcasting	
WJFK(AM)	Baltimore	Infinity Broadcasting	
*KFBI(FM)	Pahrump, Nev.	Americom	\$73,750 (NAL)
*KLSX(FM)	Los Angeles	Greater Los Angeles Radio	\$105,000 (NAL)

Other indecency fines

WYBB(FM)	Folly Beach, S.C.	L.M. Communications	\$37,500 (NAL)
KCNA(FM)	Cave Junction, Ore.	Sound Broadcasting Corp.	\$4,000 (NAL)
KFMH-FM	Muscataine, Ia.	Flambo Broadcasting	\$12,500 (NAL)
KGB-FM	San Diego	Brown Broadcasting Co.,	\$25,000 (NAL)
KKLZ	Las Vegas	Southern Nevada. Radio Inc	\$8,000 (NAL)
KNON(FM)	Dallas	Agape Broadcasting	\$12,500 (NAL)
KUFO(FM)	Portland, Ore.	Henry Broadcasting Co.	Letter of Inquiry
KYW-TV	Philadelphia	GroupW	Letter of Inquiry
WBCN(FM)	Boston	Infinity Broadcasting	Letter of Inquiry
WJXQ(FM)	Jackson, Mich.	Regional Radio Corp.	Letter of Inquiry
WROQ(FM)	Anderson, S.C.,	ABS Communications	Letter of Inquiry
WSUC-FM	Cortland, N.Y.,	State University of New York	\$23,730
WVIC-FM	East Lansing, Mi.	Goodrich Broadcasting	\$2,000
WWDC-FM	Washington	Capitol Broadcasting	Letter of Inquiry
WWST(FM)	Karns, Tenn.	Jacor Communications Inc.	\$4,000 (NAL)

Notices of Apparent Liability inform broadcasters that they face a fine for an alleged violation
** Fines for Howard Stern broadcasts on stations not owned by Infinity*

case was made much stronger by the court's most recent decision. The federal appeals court threw out several key legal defenses developed by broadcasters during the series of three indecency cases (known as *ACT I*, *ACT II* and *ACT III*) that made their way through the legal system since 1987.

In one finding, particularly important to Infinity, the court ruled that a child, by definition, is anyone under 18. Infinity has claimed that children under 12 are most in need of protection from indecent programming. Since Stern has almost no one under 12 in his audience, it was unconstitutional to restrict his speech, Infinity argued.

The court also discounted arguments put forward by Infinity and others that the FCC had to administer its rules with station- and audience-specific data. The court disagreed, saying it would be almost impossible to obtain that data, and it would soon be out of date if it were collected.

In addition, the court upheld the FCC's claims that an indecency policy

needs to target all programs within a certain time period and that simply labeling a program does not protect children. The appeals court cited the Supreme Court, which said that "because the broadcast audience is constantly tuning in and out, prior warnings cannot completely protect the listener or viewer from unexpected program content."

Lawyers close to Infinity acknowledged that the decision dealt several blows to its defense but also emphasized that the case is not final. "It will almost certainly be appealed" to the Supreme Court, said one lawyer.

Broadcasters also point out that the *ACT IV* case, which they say could vacate the current indecency cases, is still pending in the U.S. District Court. Broadcasters argue in the *ACT IV* case that the FCC's methods of administering its indecency policy are unconstitutional because they have robbed broadcasters of the right to speedy decisions. Many of the indecency complaints now on file are more than five years old. A decision could come later this summer. ■

The end is near (or far) for PTAR

FCC prepares to repeal rules, but considers phaseout period of up to four years

By Chris McConnell

Proponents of the prime time access rule (PTAR) are looking to buy some time for the endangered regulation.

With the FCC preparing to kill PTAR at its July 28 meeting, the rule's champions are pushing for a multiyear phaseout period to precede its demise. Last week they were making the case to an FCC where the issue of when the rule should expire—and not whether it should expire—is now the focus of discussion among the five commissioners.

"For more than ten years, essentially all academic literature has said the prime time access rule is a terrible idea," says Hundt. "It is a mettlesome and misleading, manipulative micro-management of an hour of prime time every night."

Implemented in 1971 to encourage local and diverse programming, the rule restricts network affiliates in the top 50 markets from filling more than three of the four prime time hours with network or off-network programs.

Opponents of the rule—which include the three major networks—have said the TV market has changed since the 1970s and that the rule shelters Fox, United Paramount and Warner Bros. network affiliates from com-

petition from Big Three affiliates.

Proponents of the rule say it is still needed. First-run syndicators such as King World Productions fear competition for off-run distributors in the top 50 markets. The Association of Independent Television Stations (INTV) argues that the rule's elimination would boost the price of off-network programming beyond the reach of UHF stations.

"We have pushed for the longest sunset possible," says David Donovan, INTV's vice president of legal and legislative affairs.

The longest sunset possible may be about four years, according to FCC Commissioner Susan Ness, who last week estimated the range of possible sunset periods between one and four years while discussing the rules during an INTV breakfast meeting in Washington.

Ness is said to be pushing for a transition period on the low end of that range. FCC sources last week said that James Quello also favors a short transition period, while commissioners Andrew Barrett and Rachelle Chong are undecided. Chairman Hundt says he has not made up his mind on how long any sunset period should last.

Some broadcasters favor a repeal of

only PTAR's off-network restriction so that they could acquire off-network programs but would not have to ward off unwanted network shows.

But Hundt says it must all go. "I'm really troubled by the idea that the commission would prohibit a network from delivering product to its affiliates," says Hundt. He says *Brooklyn Bridge* was killed "so we could have a game show."

Others who favor repeal of only the off-network restriction voice mixed reactions to the prospect of the rule's total repeal. Diane Killory, counsel for the Coalition to Enhance Diversity, maintains that public interest benefits of repealing the off-network restriction would be offset by losses incurred from repeal of network programming restrictions.

"We think it's important to differentiate the two portions of the rule," says Killory.

Others voice less concern. Burnham Broadcasting's Peter Desnoes, whose company supports repeal of just the off-network restriction, thinks the government should not have a role in determining program content. He favors the rule's total repeal. Chuck Slocum of the Writers Guild of America West says his group sees both gains and losses in total repeal. ■

FCC nixes cable's digital TV auction proposal

The FCC will not be looking to put digital spectrum now earmarked for broadcasters on the auction block, says FCC Chairman Reed Hundt.

The National Cable Television Association suggested last month that the FCC shelve its current plan to provide each TV station with a second channel for digital TV and seek authority from Congress to auction the extra spectrum. But Hundt says the commission has no plans to take up the cause.

"The FCC should not be lobbying for or against any particular industry on Capitol Hill," says Hundt. "I don't think that it's right for us to pick cable as the industry we would advocate in this huge legislative fight."

The NCTA raised several other questions about the digital TV rulemaking, which the FCC hopes to launch at its July 28 meeting. Among them: why the government needs to adopt a digital standard at all; how demand for over-the-air broadcasting compares with demand for cable-delivered versions of the signals; and what other uses for the proposed ATV spectrum exist aside from ATV.

Such questions are not welcome at the National Association of Broadcasters, where Executive Vice President/General Counsel Jeff Baumann says they are "clearly [driven] by an anticompetitive motive." Baumann particularly objects to the NCTA suggestion that the digital spectrum be auctioned. "It's clearly an effort to scuttle everything," he says.

NCTA spokesman Rich D'Amato counters that his group submitted the questions as items to be considered should the advanced TV issue be reopened. "This is not something we are actively pushing on the Hill," he adds.

Although the FCC's digital TV proceeding will not carry the auction questions proposed by the NCTA, it will invite comments on several other issues, including who will be eligible for the digital spectrum and what the public interest obligations in the spectrum will be in the digital age.

"I think the first item kicks off the time for everybody and anybody in the country to tell us their opinion about who ought to get the spectrum and what, if anything, the government should do to limit the use of it," says Hundt. —CM

You have until July 31 to tell the FCC why four TV stations should or should not be granted waivers of the PTAR rule, which in essence bars ABC, CBS and NBC affiliates in the top 50 markets from airing off-network reruns in the 7-8 p.m. access hour. In asking the FCC for the waivers, the four top 50 stations say they bought off-network shows for prime access as Fox affiliates, to which PTAR doesn't apply. But due to the industry affiliate shake-up during the past year, they say, they will become Big Three affiliates by September and therefore will be subject to the PTAR restriction. If unable to air the shows during prime access as planned when they license the shows, the stations say, they will suffer financially and may not be able to acquire adequate substitute programming. The four stations: ACT III's WNRW-TV Winston-Salem, N.C., and Scripps Howard's WFTS-TV Tampa, Fla.; KNXV-TV Phoenix, and KSHB-TV Kansas City, Mo.

Cable operators must continue to keep their hands off access channels they think are too raunchy. The U.S. Court of Appeals in Washington stayed enforcement of the law permitting operators to restrict indecent access shows, despite having upheld the constitutionality of the measure last month. The stay will remain in place until the Supreme Court rules on the case. The Washington-based Media Access Project, a public interest law firm, had challenged the law on First Amendment grounds. Agreeing with MAP, a three-judge panel of the appeals court struck down the restrictions. But the full court, by a 7-4 vote, reversed the panel on June 6.

Broadcasters organized under the banner of the Coalition for Broadcast Diversity were in Washington last week lobbying House members to moderate pending legislation that would eliminate radio ownership caps. The House is expected to take up the measures as part of its telecommunications-reform package this week or next. The Senate has passed similar legislation.

Coalition members argue that raising the caps will undermine the government's long-standing policy of insuring diversity and localism in broadcasting. What's more, they say, it will back many stations into a buy-or-sell position. To compete against ever-growing station groups, individual stations or small groups will have to buy more stations to keep pace or sell out.

To help make its case in Washington, the coalition has hired attorneys Nick Allard and Eric Bernthal, of Latham & Watkins, FCC Chairman Reed Hundt's former law firm. It also has brought in Frank Mankiewicz, of the PR firm of Hill & Knowlton, to gin up stories in the general press on the impact of loosening the restrictions.

Also making the rounds on Capitol Hill last week to argue against raising the TV ownership caps was Elizabeth Mooney, president of WPGX-TV Panama City, Fla. Most lawmakers don't fully comprehend what structural changes the legislation would bring to the broadcast marketplace, she says. Permitting one company to own stations reaching up to 35% of the nation's TV homes, as the Senate bill proposes, means the company could own a station in each of the top 13 markets or 162 stations each of the markets below the top 50, she says.

The FCC has found that six TV stations may have violated the law requiring them to sell spots to political candidates at their most favorable commercial rates—that is, the lowest unit charge. Acting on complaints from candidates who believe they were overcharged, the FCC ordered discovery procedures that will allow complainants to take a close look at station records. The suspected lawbreakers: KCOP Los Angeles; KNES San Antonio, Tex.; WCJB Gainesville, Fla.; KLTV Tyler, Tex.; WFTV Orlando, Fla., and WTVR-TV Richmond, Va. The cases stem from the 1990 elections. On the other hand, the agency dismissed complaints against WVGA-TV Valdosta, Ga., and KCAL Los Angeles, although it ordered the latter to refund \$9,175 to candidates for "de minimus" violations.

Bobby Kahn, the Atlanta attorney who has filed three dozen complaints on behalf of his candidate-clients, was encouraged by the discovery orders: "Stations seem to be going back to their old ways." But Kahn was upset by the KCAL dismissal. A finding of nearly \$10,000 in overcharges is clearly grounds for ordering discovery, he says. "To suggest

that the violations are 'de minimus' is like saying: 'Well, they only stole a little,' " he argues in a petition for FCC review. "Imagine a judge saying to a bank robber: 'I know you help up the bank, but you only got \$9,175, so if you pay it back, I'll let you go.' "

House Speaker Newt Gingrich (R-Ga.) and Fox CEO Rupert Murdoch have been summoned to appear before the House Ethics Committee to answer questions about Gingrich's \$4.5 million book deal with Murdoch-controlled HarperCollins Publishing. Gingrich was criticized for agreeing to a multimillion-dollar advance. When Gingrich signed the deal, Congress already was debating the broadcast ownership issue and the FCC was investigating Fox's foreign ownership. The FCC later found Fox in violation of foreign ownership restrictions, but is allowing the company to restructure. Also expected to testify for Fox is Preston Padden, the network's president of network distribution. In response to critics of the deal, Gingrich agreed to forgo the \$4.5 million advance, although he will still write books for HarperCollins.

'Television or Televiolence'—That's the title of FCC Chairman Reed Hundt's speech to the National Press Club on July 27. The FCC is billing it as a major speech on television violence. Hundt is expected to expand on his view that violent programming, like indecent programming, could be banned from television when children are likely to be in the audience.

Commissioner James Quello last week put in a plug with lawmakers for keeping the FCC where it is. Greeting a group of House Republicans touring the commission, Quello suggested that the lawmakers save federal money by canceling the commission's scheduled move to the Portals complex in southwest Washington. The tour group, which visited commission bureaus to see what they do, included: Representatives Dennis Hastert (R-Ill.), Clifford Stearns (R-Fla.), Tom Coburn (R-Okla.), Paul Gillmor (R-Ohio), Carlos Moorhead (R-Calif.), Michael Oxley (R-Ohio) and Daniel Schaefer (R-Colo.).

Washington Watch

Edited By Chris Stern

RBDS shoots for top 25 markets by spring

City by city, technology that produces digital readouts via FM subcarrier makes its debut

By Donna Petrozzello

After visiting broadcasters in San Francisco, Philadelphia and Chicago earlier this year, officials with the Electronic Industries Association have targeted the nation's top two radio markets to introduce the radio broadcasting data system (RBDS) technology next.

EIA last week visited Los Angeles and plans to visit New York broadcasters the week of July 24. RBDS technology, which allows FM stations to transmit messages via an FM subcarrier on a digital readout to specially equipped home and car stereo receivers, is not thought to have a wide consumer audience because the receivers have not been widely marketed. But some broadcasters are betting that soon will change.

"It's the wave of the future," says KTWV(FM) Los Angeles engineer Dow Jones. Like other commercial FM stations equipped with RBDS technology, KTWV is using the service, broadcasting only its slogan, "The Wave," via RBDS. Once the system is more widespread, many stations plan to expand their RBDS broadcasts to include information about advertisers, traffic, news, events and song titles.

WWDB(FM) Philadelphia sends out its slogan, "Talkradio," its call letters and the names of its shows and hosts via RBDS. WWDB Chief Engineer Chris Sarris says the station considers RBDS "a promotional device rather than a money-making device" at the moment.

KPCC(FM) Pasadena, Calif., broadcasts its call letters and announcements of upcoming shows and songs via RBDS. KPCC, an affiliate of National Public Radio programming, gained access to RBDS several months ago through an arrangement between NPR and EIA.

NPR hopes to broadcast nationwide via RBDS the call letters of its affiliates in different markets so that motorists with RBDS car receivers can find NPR affiliates in unfamiliar markets. KPCC Chief Engineer Larry Tef-teller hopes the station's RBDS capability will help it to be more recognizable to motorists as the market's public



Denon's car audio system with RBDS; the display shows station slogan and city

radio affiliate.

For commercial FM stations, EIA provides stations with an encoder and radio capable of transmitting their message; in return, EIA asks stations to turn over \$5,000 worth of advertising inventory that EIA uses to explain and promote RBDS on the air.

EIA first approached stations in San Francisco, Philadelphia and Chicago touting the service last April, and stations in each market have signed on. Within the past few weeks, stations in Boston, Cleveland, Washington and Minneapolis also have taken on RBDS.

Some 250 FM stations have signed on to the service, according to EIA's Lisa Fasold. EIA hopes to sign each FM station in the top 25 radio markets by March 1996, which will make RBDS accessible by 85% of the coun-

try's FM station listeners, Fasold says.

While not speculating on whether EIA will meet that goal, station engineers are optimistic that consumers will embrace RBDS.

Denon Electronics has sold 80,000 of its premier RBDS-

compatible home stereo tuners since their introduction in 1991, and the company has developed six models of in-dash RBDS-capable car receivers, says Denon Marketing Manager John Casey. In September, Denon will release a combination tuner/pre-amp processor, the "AVP 8000," which will broadcast an RBDS message on a home TV screen.

Delco Electronics Corp. last spring introduced an RBDS car radio available through GM car dealers, and in January established a toll-free number through which consumers can order RBDS receivers. JVC Electronics has developed the technology to handle RBDS and has manufactured RBDS products in Europe, but has not made plans to introduce RBDS products into the U.S. market. ■

WNEW: a new alternative

Since debuting a rock format in 1967, WNEW(FM) has been regarded as New York's historic rock station. But on July 7, reacting to strong competition from classic rock and hard-rock newcomers, the station changed its format from mainstream AOR to alternative rock. WNEW's ratings during the past five Arbitron ratings periods have been stagnant, at an average 2.3 share among listeners 12 and older, placing the station behind its staunchest competitor, classic rock WXRK(FM).

**WNEW-FM
102.7**

WNEW Program Director Ted Edwards says that regardless of any minor improvements the station made to its format, "the ratings weren't growing."

Research showed that "an alternative station was needed" to fill "an obvious hole" in the rock format in New York, Edwards says. The station devised a playlist that emphasizes popular rock bands of the 1980s and 1990s, more female artists and a handful of traditional rock artists that listeners consider as "inherently creative."

"It needed to be adult and it needed to be rock because we felt the heritage of WNEW was too important to leave behind," Edwards says. "We found people in New York who were very passionate about alternative rock who weren't being served."

—DP

Latin American DBS dispute settled

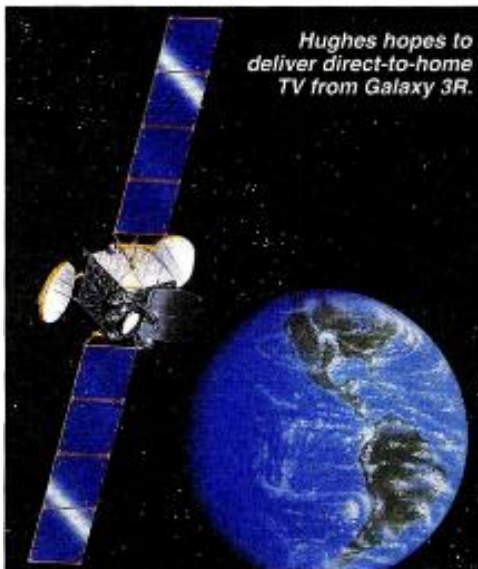
Hughes and PanAmSat drop complaints; FCC hopes to process applications quickly

By Chris McConnell

With a new peace treaty between Hughes and PanAmSat in place, FCC staff members are stepping up their review of Latin America satellite TV applications.

The FCC's International Bureau says that an agreement by the two companies to drop objections to each other's satellite TV plans will allow the bureau to speed its processing of the relevant applications. Bureau chief Scott Harris says the review will take a fraction of the time previously required to settle the disputes, and he expects the matter to be completed in a few weeks.

"Disputes can be resolved," says Harris, adding that the companies



buried the hatchet after meeting with each other and FCC officials at the commission last month.

The dispute arose last year after Hughes Communications asked the FCC for permission to beam a version of its DIRECTV service to Latin America from transponders on the Galaxy 3R satellite scheduled for launch this December. PanAmSat, which had announced plans to deliver a competing service, filed objections to the application, maintaining that domestic orbital slots should be used for delivering domestic satellite services.

In May, Hughes countered with objections of its own, asking the FCC to deny PanAmSat's application to launch the Atlantic Ocean satellite from which the separate system plans to deliver its service. As an alternative, Hughes asked the FCC to delay action on the PanAmSat application until ruling on the Hughes application. Doing otherwise, the company said, would allow PanAmSat to "corner the market" on satellite TV before Hughes would have a chance to compete.

Hughes now has dropped the petition in exchange for PanAmSat's agreement to drop its petitions against Hughes. The companies asked the FCC to dismiss their filings against each other and, further, to grant each other's applications. They also asked the FCC to condition its granting of the Hughes application on the outcome of a pending proposal to eliminate regulatory distinctions between international and domestic satellite service.

"We just agreed to discontinue disagreeing," says a Hughes spokesman, adding that the company hopes the settlement will allow the commission to clear all the petitions and act on the original applications. Hughes and PanAmSat hope to begin delivering their services to Latin America next year.

"I think it's good for both [firms]," DBS industry analyst Michael Alpert says of the agreement. "Both are going to be in the marketplace." ■

More bird time for Group W

Group W Videoservices has booked new satellite space for its syndicated programming. The company last week announced a one-year, multimillion-dollar contract with capacity reseller Global Access Telecommunications to deliver Group W's syndicated programming to broadcasters. Global Access will deliver the programming from three C-band transponders that Global Access holds on the Hughes Galaxy 4 satellite.

Global already delivers Group W programming, but will handle a traffic increase of some 30% under the new deal, says Global Access Syndication Manager April Hovgson. Programs carried under the deal with Group W include *Donahue*, *American Gladiators*, *George Michael's Sports Machine*, *Flipper* and *Home Again with Bob Vila*.

To handle the increased traffic, Global Access has acquired two transponders, bringing its bank of syndication transponders to four.

News Corp. entering Latin American DBS market

News Corp. last week announced a pact with Brazil's Globo Organization to develop a direct-to-home satellite TV service for Latin America and the Caribbean Basin. The companies hope to launch their service early in 1996, the same target set by Hughes Communications and PanAmSat for initiating satellite TV services to Latin America (see story above).

The Globo Organization holds a stake in Brazilian broadcaster Globo de Televisao, pay/cable programmer Globosat and Brazilian MSO Net Brasil. News Corp. will work with the company to develop direct-to-home offerings that will be carried by the new service and distributed in Brazil by Net Brasil.

News Corp. Chairman/CEO Rupert Murdoch in May discussed replicating his BSkyB business in Latin America after his company announced its \$2 billion partnership with MCI.

—CM

Classifieds

See last page of classifieds for rates and other information

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Having a significant impact on the Division's profitability, this position requires 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 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.



Local Sales Manager: WKJG-TV, an NBC affiliate in Ft. Wayne has an immediate opening for a Local Sales Manager. Applicants should have a minimum of five years experience in TV sales. Market research and computer skills are essential. Knowledge of rating service methodology and data a must. College education preferred, but not required. Must have leadership and management ability to direct motivated, professional sales group. Send resumes to Marv Gottlieb, GSM, WKJG-TV, 2633 West State, Ft. Wayne, Indiana 46808. No phone calls please. EOE.

General Manager -- #1 NY ADI - Rapidly growing television station seeks experienced, innovative individual to lead station's continued growth. Strong sales, marketing and promotions background needed. Superior leadership and communication skills required to direct station operations and outstanding staff. Solidly programmed station offers excellent opportunities for the right individual. Attractive salary, benefits and bonuses. Send resume and salary history to Box 00476 Equal Opportunity Employer.

News Director. Leading North Central Wisconsin ABC affiliate is in search of a management team player and News Director. Outstanding organizational, communications and people skills, as well as teaching abilities a must. Previous news management experience preferred. Send resume and salary requirements to: Laurin Jorstad, President/General Manager, WAOW TV-9, 1908 Grand Avenue, Wausau, WI 54403-6897. No phone inquiries! EOE. Minorities and women are encouraged to apply!

Local Sales Manager. WPTV, a Scripps Howard NBC affiliate in West Palm Beach, is accepting applications from experienced sales managers for the Local Sales Manager position to lead a winning sales team. If you have a winning track record combined with personality, integrity and a good sense of goals, please send your resume and salary requirements to: Human Resources Director, WPTV, P.O. Box 510, Palm Beach, Florida 33480. No phone calls please. WPTV is an Equal Opportunity Employer.

General Sales Manager at CBS affiliate in 44th market. Must have proven track record in inventory management; National account growth; Local direct creative sales projects; and strong desire to succeed. Leadership expected. Solid opportunity. Send letter, resume, qualifications, salary history, and references to General Manager, WHP-TV, 3300 North 6th Street, Harrisburg, PA 17110. EOE.

HELP WANTED SALES

KSAT-TV, Post-Newsweek Station, ABC affiliate and #1 station in San Antonio is seeking a Local Sales Account Executive.

RESPONSIBILITIES: Broadcast advertising sales. Target/develop new accounts, plus service existing accounts. Verbal and written presentations. Co-ordinate commercial production.

QUALIFICATIONS: Minimum 2 years broadcast sales experience. Outgoing, self-motivated, goal oriented. Send resumes to R. Schmidt, LSM, 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/M-F/D/V/ADA.

National Sales Manager - KFVS-TV, the 76th market leader is seeking an individual with a proven track record to lead their National team. Three years national experience or comparable television experience with major agencies. Candidate must be a strong leader, sharp negotiator, a master at inventory control and must also have the ability to develop non-traditional revenue. KFVS is an Equal Opportunity Employer. Applicants will be asked to complete a standard application prior to consideration. A pre-employment drug screen is required. Send resume to: Human Resources Director, KFVS-TV, P.O. Box 100, Cape Girardeau, MO 63702.

Account Executive. We have an immediate opening for an entry level broadcast sales Account Executive. We are looking for an aggressive, self motivated and imaginative sales person. This position will focus on new business development and we would like to have someone with two years outside sales experience. Applicants must be able to work within a team framework and be prepared to work a non-traditional work schedule. College degree preferred. Applicants should send resumes to: Attn: Personnel, A.E., P.O. Box 50, Southfield, MI 48037. An EOE, M/F.

Consumer Advertising Manager. USSB is looking for someone with solid 5-10 years experience developing and executing all forms of advertising activities. Relevant experience within the PPV, Home Video or Broadcasting industry is preferred. Responsible for recommending, developing and managing the annual consumer advertising plan. Amy J. Stedman, USSB, 3415 University Avenue, St. Paul, MN 55114, Job #97-95. No phone calls. Equal Opportunity Employer.



KADY-TV serves the Santa Barbara Market, including Ventura County, San Luis Obispo, Santa Maria and Santa Barbara, as a United Paramount Network affiliate. KADY-TV is expanding and has the following openings:

TELEVISION SALES

**National Sales Manager • Local Sales Manager
Senior Account Executive • Sales Marketing Assistant**

KADY-TV covers a breathtaking California coastal community ranging from Malibu, home of the stars, to rugged ranch country in San Luis Obispo County. Station offers phenomenal growth, a superb plant, award-winning staff.

Requirements: College degree, computer skills, marketing savvy. NSM and LSM need a proven track record in station television sales. We're looking for overachievers and team players who lead by example. Executive salary/commission \$46,000-100,000 - plus.

Fax resume to KADY-TV, (805) 485-6057

KADY-TV is an EEO employer

Account Executive: Seeking a Local Account Executive with at least 3 years experience in television sales or marketing, and in new business development including co-op/vendor. Strong communication skills, both oral and written are an absolute necessity. Send resume to: Todd Wheeler, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are an Equal Opportunity Employer.

Local Account Executive at CBS affiliate in 44th market. Must possess sales proficiency with direct and agency business. New business development track record a strong plus. Computer ability and negotiation skills expected. Motivated self-starters with history of growth in media sales needed. Send letter, resume and qualifications to Local Sales Manager, WHP-TV, 3300 North 6th Street, Harrisburg, PA 17110. EOE.

HELP WANTED MARKETING

Top 10 market local ABC affiliate, WJLA Channel 7, and regional 24-hour cable news channel, Newschannel 8, serving metro Washington, D.C. viewing area seeks dynamic Director of Audience Development to develop and execute and oversee overall marketing strategy. Ideal candidate will have five years of progressively responsible broadcast experience in marketing, promotion, television production, research and/or a proven track record of successful promotional and marketing concepts. Knowledge of all forms written communication, including print, electronic media, and presentation material. Event marketing knowledge a plus. Please send resume and salary history to: 78 Inc., HR Department, 7600-D Boston Boulevard, Springfield, VA 22153. No phone calls please.

To place an ad in the Broadcasting & Cable Classified pages, contact Antoinette Fasulo
TEL: 212.337.7075 • FAX: 212.206.8527
• **INTERNET: AFASULO@BC.CAHNERS.COM**

HELP WANTED TECHNICAL

WTAE-TV DIRECTOR OF ENGINEERING

Hearst-owned ABC affiliate in Pittsburgh is looking for a seasoned pro who can lead our technical department into the next century. Candidate should have five (5) or more years experience as a Director of Engineering for a network affiliate or five (5) or more years experience in a top 25 market as a successful Engineering second-in-command. Dynamic leadership skills combined with solid technical experience are the management qualities required. In addition, significant computer software and hardware expertise, basic transmitter knowledge, satellite and microwave experience, and hands-on maintenance ability are all desirable. Double E degree preferred. An FCC General Class License is required. Work with a winning team in one of "America's Most Livable Cities." Send resume (no phone calls) to:

DE-0613
WTAE-TV

400 Ardmore Boulevard
Pittsburgh, PA 15221

Women and Minorities
are encouraged to apply

EOE/M-F



Assistant Chief Engineer - Requirements: supervise studio maintenance engineers; maintain technical quality and reliability; performing corrective and preventative maintenance; installing equipment and administer Station Security. Minimum 5 years experience in operations, maintenance and management of TV facility with news operation. FCC or SBE certification as Broadcast or Senior Broadcast Engineer. Resume to Charmaine Williams, KRIV FOX Television, P.O. Box 22810, Houston, TX 77227. EOE/M/F/D/V.

Television Chief Engineer Positions (2): Group operator has two Chief Engineering openings. Both in small, second-hundred markets. These are hands-on, maintenance-intensive positions that offer the opportunity to develop management and people skills. Positions are in northern California and southwestern Texas. The stations are being acquired by a new owner with substantial major market experience. The successful candidates will be joining a new team of broadcast professional and play a key role in developing that stations into strong, professionally-managed competitors in their markets. If you have excellent studio/transmitter maintenance skills and want the challenge and responsibility of managing and maintaining the technical operations of a small-market television station, please send your resume to Bachow and Associates, Inc., 3 Bala Plaza East, Suite 502, Bala Cynwyd, PA 19004, c/o Mr. Fisher or fax to 610/660-4930.

Operations Engineer. The Department of Journalism and Telecommunications and LISTN (Louisiana Instructional Satellite and Telecommunications Network) at Northwestern State University of Louisiana invites applicants for the position of Chief Operations Engineer. The position requires an FCC General Radiotelephone License, three years experience as an operations engineer, experience in operating an uplink, and experience in preventative maintenance and repair for broadcast television equipment. Beta experience a plus. Salary range 34-38k. Applications should include a letter of application, resume, three references, a copy of your license and any support materials. To apply, forward application to: Dr. Ron McBride, Department Head, Journalism and Telecommunications, Northwestern State University, Natchitoches, LA 71497, (318)357-4425. Applications will be accepted until the position is filled. Northwestern State University of Louisiana is an Affirmative Action/Equal Opportunity Employer. Women, minorities and individuals with disabilities are encouraged to apply.

National radio and television programming network seeking Operations Manager to oversee engineering, construction, TV operations and "in-house" computer programming staffs. Candidates must have extensive experience in staff management, radio and TV engineering and computers. Relocation and some travel required. Interested candidates should fax cover letter, resume and salary requirements to 301-718-8677. EOE.

Maintenance Engineer wanted for KTRV, a FOX affiliate located in Nampa, Idaho. Position requires an individual who can perform unsupervised maintenance on both studio and remotely located transmitter equipment. Either fax resume to (208) 467-6958 or contact Francis Wilson, Chief Engineer at (208) 466-1200. KTRV is an EEO employer.

Maintenance Engineer: WTGS-TV FOX 28, Savannah, GA. Three years experience in component level troubleshooting, plus maintenance experience with UHF transmitter, studio gear, Betacam and Betacart. Good people and team skills required. Computer background a plus. Send resumes to Chief Engineer, WTGS-TV, 214 Television Circle, Savannah, GA 31406. WTGS is an Equal Opportunity Employer.

Assistant Chief Engineer Looking for well qualified Assistant CE who can eventually assume position of CE for UHF station. FCC general class license; SBE certified. Send detailed resume and salary requirements. Reply to Box 00465 EOE.

Chief Engineer: Trinity Broadcasting station in the Atlanta area. Experienced in maintenance of UHF transmitter, studio systems as well as personnel supervision and training. SBE certification a plus. Send resumes to Ben Miller, Mail: P.O. Box C-11949, Santa Ana, CA 92711; E-Mail: BMILLER614@AOL.COM; Fax: 714-665-2101. M/F. EOE.

HELP WANTED NEWS

KOTV has an opening for a News Photographer. Applicant must have a minimum of (2) years experience in photography for a commercial television news department. Must be able to edit videotape and operate live equipment. Applicant selected must be willing to work all hours; including nights, holidays, and weekends. Interested applicants should send resume and tape to Shelia Nelson, KOTV, P.O. Box 6, Tulsa, OK 74101. EOE. M/F.

Mid-South, small market network VHS station seeking a News Director to lead a growing staff. Please send resumes and salary requirements to Box 00488 EOE.

Farmington Bureau Reporter: 49th DMA ABC affiliate looking for News Reporter/Photographer. Dominant station has satellite truck, helicopter and 6 bureaus. 1-person bureau is in Farmington, New Mexico. Reporter/Photographer will cover northwest New Mexico and southwest Colorado. If you're a good reporter, who can also shoot and edit, while handling the pressure of turning out stories daily. Send resume and tape: Jon Janes, News Director, KOAT-TV, P.O. Box 25982, Albuquerque, NM 87125. Drug free workplace. KOAT-TV, a division of Pulitzer Broadcasting Company, is an Equal Opportunity Employer.

News Photographers/Editors. WBRC-TV is looking for an aggressive News Photographer/Editor. The position would include shooting and editing daily news stories. The candidate should be skilled in the use of professional ENG camera and editing equipment, knowledge of live equipment is a plus. Two years professional broadcast experience is preferred. We are looking for good journalists with high ethical standards. Send resume and non-returnable tape to: David Kelley, Chief Photographer, WBRC-TV, P.O. Box 6, Birmingham, Alabama 35201. WBRC-TV is an Equal Opportunity Employer.

Reporter/Weather Anchor - Can you produce general assignment reports and anchor the weather? If so, WCBT-TV in beautiful Charleston wants to see your best work. Not a position for beginners. Send tape, resume and references to News Director, WCBT-TV, P.O. Box 879, Charleston, SC 29402. No phone calls. EOE. M/F. Drug test mandatory. No tapes accepted after 7/28/95.

TOP PRODUCER/EDITOR WANTED JOIN ASIA'S HOTTEST NETWORK!

ABN (Asia Business News) now broadcasts from China to India and is even seen in the U.S. and Europe.

ABN is backed by such giants as Dow Jones (125 years of business publishing including The Wall Street Journal) and by TCI (the world's largest cable conglomerate).

ABN needs a Senior Producer/News Editor. The ideal candidate will have lots of experience in:

1. Business News
2. Asia
3. Television

Print and wire reporters/editors are also welcome to apply.

If you are keen to join a progressive television company with a reputation as the fastest growing business information source in Asia, please send a cover letter and CV to:

Human Resource Administrator
Asia Business News (S) Pte Ltd
10 Anson Road, #06-01 International Plaza,
Singapore 0207

This position is to be based in Singapore



WQAD-TV, a New York Times owned ABC affiliate has an immediate opening for a News Producer. This is a fast moving newscast, with the opportunity to try new methods and production techniques. An excellent compensation package. At least two years experience is required. Email, fax or mail letters of application and resumes to: Jim Turpin, News Director, WQAD-TV, 3003 Park 16th Street, Moline, IL 61265. Email address is WQADTV@AOL.com. Fax is 309-736-3306.

WHIO-TV Dayton, OH. Director: Only apply for this job if you love TV news. To win this position you must be able to direct an error free, fast paced, technically complicated news show with a major market look. This director will also be a director or director/producer for a variety of special projects both in the studio and on remote locations. The successful candidate will be able to write well, work efficiently under professional team at a Cox Broadcasting station. EOE. Send resumes to: Chuck Eastman, WHIO-TV, 1414 Wilmington Avenue, Dayton, OH 45420.

Top 15 Market Promotion Writer/Producer. Experienced and enthusiastic news Promotion Writer/Producer wanted for Tampa's ABC affiliate. Must have a minimum of 3 years experience. Send resume and tape to Chris Raynor, WFTS, 450t East Columbus, Tampa, FL 33605. No phone calls.

The ABC affiliate in one of the nation's most livable cities has an opportunity for you!!! KSFY-TV, an Ellis Communications Company is looking for Photographer/ENG Coordinators. You must be proficient with M-II camera and edit equipment. Minimum 1 year experience. Responsible for shooting and editing assigned stories. May be required to work with or without reporter as situations warrants and be capable of taking notes when working alone. News judgement a must. Ability to work under deadline pressure, with creativity and drive. Send non-returnable 3/4 or VHS tape to: Lonnie Nichols, Chief Photographer, KSFY Television, 300 North Dakota Avenue, #100, Sioux Falls, SD 57102. EOE. Applications will be accepted through August 1, 1995.

Television Reporter - We're looking for an excellent storyteller who is a creative self-starter and team player. Someone who has significant experience, strong writing, production and live skills. The ideal candidate will have a college degree and a minimum of three years experience with a commercial television news operation. No beginners! Send non-returnable tape, resume and cover letter to Gary Stokes, News Director, WAVY-TV, 300 Wavy Street, Portsmouth, VA 23704. No phone calls!

Senior Producer. Alabama's number one news organization is looking for a Senior Producer who is capable of managing three prime newscasts a day and supervising a staff of producers. Successful applicant will have a minimum of three years line producing experience, be a good writer and teacher, and have good organizational and people skills. Knowledge of Newstar computer system is a plus. Send resume, non-returnable tape, critique and a brief news philosophy to Arthur Wood, Executive Producer, WBRC-TV, P.O. Box 6, Birmingham, AL 35201. EEO.

Reporter - WCBD-TV in beautiful Charleston needs someone who can produce general assignment and investigative reports. This is not for beginners. Send tape, resume and references to News Director, WCBD-TV, P.O. Box 879, Charleston, SC 29402. No phone calls. EOE. M/F. Drug test mandatory. No tapes accepted after 7/28/95.

Photojournalist: Dominant new station in Wichita, Kansas seeks upcoming Photographer with strong basic skills wanting growth. Tape and resume to: Dennis Decker, Chief Photographer, KWCH-TV, P.O. Box 12, Wichita, Kansas 67201.

Reporter needed for African-American public affairs program. Position requires skills in field productions, news, writing and beta editing. Send resume and tape to Prince Wooten. CN 777, Trenton, NJ 08625.

Coming to Nashville could be good for your health! The winning team at WTVF seeks a visual storyteller to fill our opening for a Health/Medical Reporter. Three years medical reporting experience a requirement. Extensive remote and studio "live" experience also a must. Background in medicine or other natural science preferred. Qualified applicants should send letter, resume and non-returnable tape to: Phil Bell, Executive Producer, WTVF-TV, 474 James Robertson Parkway, Nashville, TN 37219. No calls, please. WTVF is an Equal Opportunity Employer.

3 Openings: News Anchor: Need an experienced person to complement our male anchor on our #1 news team. Weekend Anchor: Looking for a Reporter/Weekend News Anchor to complement our female anchor. Sports Director: Search continues for an experienced Sports Director to handle #1 sports anchor position. Send tape (no beta) and resume to Bruce Cramer, News Director, WTXL-TV, 8927 Thomasville Road, Tallahassee, FL 32312.

Anchor-WSAZ NewsChannel 3, a division of Lee Enterprises and a dominant number one NBC affiliate, seeks a Co-Anchor and Reporter for its top-rated 5 PM newscast. Personable team player with extensive anchoring and reporting experience needed. Send tapes/resume to Ken Selvaggi, News Manager, 645 5th Avenue, Huntington, WV 25701. EOE.

Are you one of the best Reporters in the business? If so, you'll work well with the rest of our team. Extremely committed and well-equipped CBS affiliate in one of the most competitive markets in the country is looking to add to its already great reporting staff. Aggressiveness, enterprise and a demonstrated ability to humanize the story are the requirements for this general assignment position. If you've got these talents along with at least three years experience, please send non-returnable tape and resume to: Phil Bell, Executive Producer, WTVF, 474 James Robertson Parkway, Nashville, TN 37219. WTVF is an Equal Opportunity Employer and encourages applications from members of minority groups. No phone calls please.

To place an ad in the Broadcasting & Cable Classified pages, contact Antoinette Fasulo
TEL: 212.537.7075 • FAX: 212.206.8527
• INTERNET: AFASULO@BC.CAHNERS.COM

ENG Photographer: Top LA network bureau opportunity for bright, hard-working, reliable shooter w/pro news experience. Resume, cover letter with salary history, references and tape to Box 00483 EOE.

Associate Producer. Are you a small-market producer looking to get to a big city and the host market for the Olympic Games? WXIA-TV, Atlanta, has an opening for an Associate Producer/Fill-In Producer. Must have at least two years experience producing newscasts. Must be able to demonstrate excellent writing skills. Send tape, writing samples and resume to: Laura Newborn, Managing Editor, WXIA-TV, 161t West Peachtree Street, NE, Atlanta, GA 30309. No calls please!

Associate Producer. Alabama's number one news team is looking for a strong Associate Producer to write and edit news stories. One year of experience is preferred. Send resume to: Arthur Wood, Executive Producer, WBRC-TV, P.O. Box 6, Birmingham, AL 35201. EEO.

HELP WANTED PRODUCTION

PRODUCER

KABC-TV is looking for a highly creative Producer with experience in all phases of television production. In this key role, you will produce public affairs programs, local and special events. Please send your tape and resume to:

**C. Borge, Program Director,
KABC-TV, Dept. P-BC, 4151
Prospect Ave., Los Angeles,
CA 90027.**



Equal opportunity employer.

Writer/Producer: The Christian Broadcasting Network, one of the world's largest television ministries, is seeking a highly qualified Writer/Producer to create promos for its daily program, The 700 Club. The successful candidate will possess the following qualifications: Experience in writing and producing creative on-air advertising promotions; and experience in television production and post production. Excellent benefit and relocation package. If you meet the listed criteria and share our vision and purpose, call our 24-hour line (800) 888-7894 to request an application. Submit resume tape with completed application.

MANAGER OF NETWORK PRODUCTION

NewsTalk Television, a wholly owned subsidiary of Multimedia Entertainment, has an immediate opening for a Manager of Network Production. Ideal candidates will have 6-8 years experience in Network Television Production and Operations. Strong communication and managerial skills required. Some Design and/or Producing a plus.

Please send resume
and salary requirements to:
Employee Resources Department



303 West 34th Street
New York, NY 10001
Or fax: (212) 643-4705

An Equal Opportunity Employer

Commercial Production Videographer. ABC affiliate is looking for an experienced and creative individual to shoot on-location and in-studio for our commercial production department. Excellent working knowledge of Sony Betacam SP gear as well as wireless audio systems. Additional post-production skills a plus. Send tape and resume to: John Cannon, WMDT-TV, 202 Downtown Plaza, Salisbury, MD 21801. EOE/M-F.

Promotion/Creative Services Manager: Are you a creative and experienced producer with strong people skills? Do you market your station as well as you market your client products? One of ABC-TV's best small-market affiliates needs leader for group of talented producers and directors. Resume and 3/4" tape to EEO Officer, KQTV, P.O. Box 6247, St. Joseph, MO 64506

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.

Staff Designer. Want to work in one of the best cities in the country, have access to great tools, and get a chance to make your mark in a competitive news market? KFMB-TV, San Diego's CBS affiliate, is expanding its graphics department and we're looking for a motivated broadcast designer to join the team. You should have a Bachelor's Degree or equivalent, strong design skills and a minimum of 2 years' experience creating news graphics. Knowledge of DF/X Compositing and Lietch Still Store preferred, Mac proficiency (Photoshop, Freehand, XPress) a plus. Rush resume and reel to Design Director, KFMB-TV, 7677 Engineer Road, San Diego, CA 92111. No phone calls, please. EOE. M/F.

WHIO-TV Dayton, OH. Production Manager: Excellent management opportunity for a skilled Director/Producer. Successful candidate will supervise producer/directors, graphics department, retail production unit and edit staff. Excellent people skills a must as you'll work with clients and staff, scheduling production facilities and coordinating interchange of information between departments. Don't lose your creative and technical touch because you'll also have the opportunity to produce specials for news, local programming and sales. This is a great job for the right individual, a chance to join the professional management team at a strong Cox Broadcasting station. EOE. Send resumes to: Chuck Eastman, WHIO-TV, 1414 Wilmington Avenue, Dayton, OH 45420.

Local Programming Producer/Writer. WSB-TV is looking for an energetic, enthusiastic news oriented Producer/Writer who can sink their teeth into the Atlanta market and produce compelling local TV magazine stories or specials that have community impact. Must enjoy working hard and being involved in the community. Must be able to find and tell powerful stories. Minimum 5 years experience with related work in commercial television. EOE. Rush resume and tape by July 24 to Mark Engel, WSB-TV, 1601 West Peachtree Street, Augusta, GA 30309. No calls please.

Production Manager. WLIG-TV Long Island, NY seeks an experienced Production Manager. Applicant must be energetic and a self-motivated production wizard to produce and direct commercials, promos and special station projects. The position requires good organizational and people skills. Studio lighting and staging experience is a must. This is an outstanding growth opportunity with full benefits. Send resume and a non-returnable reel to: Mr. Jerry Diorio, Director of Operations, WLIG-TV, 270 South Service Road, PO Box 1355, Melville, NY 11747. EOE.

Production. KOTV is seeking a full-time, Post Production Editor with 1 to 2 years experience to post promos, spots, and long format. We're well equipped w/GVG 141, GVG 200, GVG Kaleidoscope, and Digital Betacam. We're looking for great technical strength, positive attitude, and the creativity to match. No phone calls please. Rush letter of application, resume, and non-returnable demo reel to: Personnel Department, KOTV, P.O. Box 6, Tulsa, OK 74101. EOE. M/F. An A.H. Belo Broadcasting Company.

Master Control Operator - Requirements: switch station breaks, load commercials, program tapes and dub video tapes; 3 years experience in broadcast television; FCC license; working knowledge of waveform monitors, vectorscopes; experienced as TD on GVG300 with Kaleidoscope a plus. Interested applicants send resume to: Charmaine Williams, KRIV, FOX Television, P.O. Box 22810, Houston, TX 77227. EOE/M/F/D/V.

On-Line Editor for staff position with expanding production facility on South Beach. Our on-line digital and analog suites need a motivated, artistic Editor who is willing to take creative risks and is not satisfied with the norm. Minimum 3 years solid experience. Send resume and non-returnable demo reel to: Paradise Video, Inc., Attn: Tom Brunstetter, 530 Lincoln Road, Suite 110, Miami Beach, FL 33139.

WPDE-TV 15, the ABC affiliate in the Florence-Myrtle Beach market has an opening for a Commercial Writer-Producer. Copywriting, video-graphy and post-production experience necessary. Working knowledge of the Media 100 non-linear editor and Adobe software a plus. If you want to make great TV, move into management and get your hands on the latest bells and whistles, send your reel, resume and salary requirements to: Chuck Spruill, Director, Promotion and Operations, 3215 South Cashua Drive, Florence, SC 29501. EOE/MF.

HELP WANTED PROMOTION

PROMOTION WRITER/ PRODUCER

KABC-TV is looking for a cutting-edge news Promotion Writer/Producer to take our daily news teases and promos to new heights. The successful candidate will have solid writing skills and a strong knowledge of graphics and post-production. Send your tape with great news spots and resume (no phone calls, please) to: **William Burton, Director of Creative Services, KABC-TV, Dept. PWR-BC, 4151 Prospect Ave., Los Angeles, CA 90027.** Equal opportunity employer.



Promotion Manager - Major market, major group owner seeks major league Promotion Manager to lead station into the future. News experience a must. EOE. Please send resume and VHS reel in confidence to Box 00485 EOE.

Network affiliate in growing Southeast market seeks Promotion Manager. If you're a creative, energized leader whom works hard and takes pride in everything you do, you're our person! We offer it all--a great station, a great company, a great market and a great opportunity! Experience and college degree required. Minorities encouraged. Fax qualifications to 910-350-6790.

HELP WANTED PROGRAMMING

Program Manager. WPBT2, Public Television in South Florida, is seeking a Program Manager to work closely with the Vice President for Programming in acquiring and scheduling programs. Interested candidates should have at least four years of progressive television management experience, television programming experience preferred, knowledge of program management practices and procedures, and computer literate, experience on ProTrack computer system helpful. Send resume and salary requirements to: Manager, Human Resources, WPBT2, P.O. Box 2, Miami, FL 33261-0002. An Equal Opportunity Employer, M/F/H/V.

HELP WANTED RESEARCH

Manager of Research. USSB is looking for applicants with 5-10 years experience in consumer research - industry research experience. Bachelor's degree preferred. Planning and executing all forms of quantitative exploratory research to uncover marketing insights and marketing opportunities (A&U, tracking studies). Coordinate and manage cooperative research with programmers. Establish and conduct qualitative focus groups to probe various consumer and subscriber issues. Conduct on-going subscriber database research and analysis. Establish and conduct subscriber attitudinal and behavior tracking studies. Subscriber segmentation and monitoring by package level and on the basis of geography, demographics and psychographics. Analysis of various kinds of data as it relates to advertising, direct response and other consumer promotion activities including creative and media research. Monitor competitive information and program trends and develop an on-going market intelligence plan. Amy J. Stedman, USSB, 3415 University Avenue, St. Paul, MN 55114. Job #58-95. No phone calls. Equal Opportunity Employer.

Top 10 market local ABC affiliate, WJLA Channel 7, and regional 24-hour cable news channel, Newschannel 8, serving metro Washington, D.C. viewing area seeks dynamic Research Manager which under the direction of the Research Director will assist in the researching, writing and distribution of sales research. Analysis of broadcast and cable ratings services, qualitative research, and creation and presentation of client proposals. Ideal candidate will have proficiency in Macintosh, Excel, Word Perfect, data base management. College degree in communications or two years of experience in sales/research or related field an asset. Please send resume and salary history to: 78 Inc., HR Department, 7600-D Boston Boulevard, Springfield, VA 22153. No phone calls please.

HELP WANTED TALENT

Show Host Wanted: Large South Florida production company is looking for an energetic, ready-for-anything, outdoors-loving show host for an exciting new travel magazine program. A good sense of humor and the ability to think and react on your feet is essential. Experience in backpacking, kayaking, and adventure travel a plus. Send a tape and resume to: Andrea McBurnett, VP of Program Development, Venture Productions, 16505 NW 13th Avenue, Miami, FL 33169.

**HELP WANTED
FINANCIAL AND ACCOUNTING**

Controller/Business Manager: Midwest affiliate is seeking a professional with a 4 year accounting degree and 5 years experience in corporate or public accounting. Broadcast experience is strongly preferred. Successful candidate will be responsible for all accounting systems, financial reporting and personnel. Strong people skills a must. Strong computer skills (i.e. Lotus, Excel) are a must. Fax resume and salary history to: President and General Manager, (319) 395-9205. EOE.

Controller: CPA or CPA candidate solid background in Excel, Word. Solomon desirable. Manage financial recording, reporting for multidivisional company. Two years audit, two years management accountant experience required. Excellent benefits, EEO employer. Salary DOE. 2 TV, 4 radio stations. Contact Karrie Ferrell, Northern Television, Inc., 1007 West 32nd Avenue, Anchorage, AK 99503. Fax (907) 562-7172. Close July 28, 1995.

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For the Record

"For the Record" compiles applications filed with the FCC and actions taken by the FCC. Applications and actions are listed by state; the date the application was filed or the action was taken appears in *italic*.

Abbreviations: ant.—antenna; ch.—channel; CP—construction permit; ERP—effective radiated power; khz—kilohertz; kw—kilowatts; m.—meters; mhz—megahertz; TL—transmitter location; w—watts. One meter equals 3.28 feet.

OWNERSHIP CHANGES

Dismissed

Breese, Ill. WJYB(FM) 97.5 mhz: Voluntary transfer of control of Lou Smith Ministries Inc. from old board members to new. Dismissed at request of Lou Smith Ministries. File BTCED-950217GH. *June 23*

Fort Scott, Kan. KKFT(TV) ch. 21: Assignment of CP from Family Broadcasting Co. to Interstate Television Group. File BLCT-940826KF. *June 29*

Charlotte Amalie, Virgin Islands WBNB-TV ch. 10: Assignment of license from Benedek Broadcasting of the Virgin Islands to Rena Brodhurst. File BALCT-940208KE. *June 29* (see related item, "Facilities changes—Dismissed/canceled")

NEW STATIONS

Granted

Sebastopol, Calif.: FM, 93.7 mhz, ERP .53 kw, ant. 238 m., owner Sebastopol Radio Corp. File BPH-880519MX. *June 30*

Canceled

Rosamond, Calif.: DKAVER(AM), 890 khz, 1 kw, 500 w, TL NE corner of Marie Avenue and 15th St. W, Rosamond, owner Desert Broadcasters. File CABP-860328AH. *July 7*

FACILITIES CHANGES

Granted

Dothan, Ala. WJJN(FM) 101.3 mhz (owner James Wilson III): ERP .82 kw, ant. 195 m., TL .2 km N of US 84 on Drew Rd. *June 29*

Pacific Grove, Calif. KOCN(FM) 105.1 mhz—(C.R. Pasquier Properties Inc.): ERP 2.6 kw, ant. 184 m., TL 10500 Saddle Road, 12.9 km ESE of Pacific Grove. *June 30*

Homestead, Fla. WXDJ(FM) 95.7 mhz (New Age Broadcasting Inc.): ERP, ant., TL, directional antenna. *July 3*

Fayetteville, Ga. WQUL(FM) 97.5 mhz (Atlantic Acquisition Inc.): ERP 6 kw, ant. 203 m., TL West Side Street, Route 74, 2.3 km NE Tyrone, Fayette City. *April 20*

Gray, Ga. WWIQ(FM) 96.5 mhz (IQ Radio Network Inc.): Change channel from 96.5 to 96.7. *June 30*

Waterloo, Iowa KBBG(FM) 88.1 mhz (Afro American Community Broadcasting Inc.): ant.

47 m., TL 824 Newell St., Waterloo. *April 12*

Lake Charles, La. KOJO(FM) 91.7 mhz (Maranatha Radio Inc.): ERP 1.85 kw, ant. 127.1 m. *April 12*

Holliston, Mass. WHHB(FM) 0 mhz (Holliston High School): ERP .017 kw, ant. 62 m., TL Mellen St. at Cellular One Telephone Tower. *June 29*

Derry, N.H. WDER(AM) 1320 khz: (Space-town Communications Corp.): Increase day power to 10 kw. *June 30*

Chateaugay, N.Y. WYUL(FM) 94.7 mhz (Vector Broadcasting Inc.): ERP 1.9 kw, ant. 634.6 m., TL Lyon Mountain Communications site, 3.98 km SE of Lyon Mountain, Clinton County. *June 30*

Lake Success, N.Y. WYNY(FM) 103.5 mhz (BPI New York License Subsidiary Inc.): Install auxiliary ant. *April 20*

Medford, Ore. KDOV(FM) 91.7 mhz (Dove Bible Institute): ERP 26 kw, ant. 111 meters, TL 6.8 km SE of Medford at 121 true. *June 30*

Farwell, Tex. KIJJN(AM) 1060 khz (Best Broadcasting Co. Inc.): Increase day power to 10,000 w., change ant. system. *June 30*

Waynesboro, Va. WPVA(FM) 90.1 mhz (Positive Alternative Radio Inc.): Ant. 310 m., TL 4.5 km SE of Waynesboro and .65 km N of Rte. 610, Augusta County. *June 30*

Accepted for filing

Brantley, Ala. WLVN(AM) 1080 khz (Brantley Broadcast Associates): Add night service with 400 w, increase day power to 5 kw, change frequency to 1030 khz, change ant. system, change TL to 3.2 km S of Luverne. *July 6*

Des Moines KKDM(FM) 107.5 mhz (Midwest Radio Inc.): Change ant. 220 m. *July 6*

Liberal, Kan. KZQD(FM) 105.1 mhz (Mario Loreda): Ant. 118 m., TL 800 feet E of 9th and Calvert St. Liberal, Seward County. *July 7*

Catlettsburg, Ky. WRVC-FM 92.7 mhz (Kenmar Inc.): ERP 6 kw, ant. 77 m., TL .32 km SE of intersection of Wildwood and Lick Creek rds., Lawrence County, Ohio. *July 7*

Annapolis, Md. WANN(AM) 1190 khz (Annapolis Broadcasting Corp.): Change hours of operation to unlimited by adding night service with 1 kw, change city of license to Highland Beach, change ant. system. *July 6*

Roxbury, N.H. WTIJ(AM) 1400 khz (Harvest Broadcasting): Change TL to Peg Shop Road, Keene; change ant. system. *July 6*

Socastee, S.C. WMYB(FM) 99.5 mhz (Puritan Radiocasting Co.): ERP 13.5 kw, ant. 136 m., TL 2 km SW of Nixonville in Horry County. *April 6*

Jacksonville, Tex. KEBE(AM) 1400 khz (Waller Broadcasting Inc.): Increase power to 1 kw, change ant. system, change TL to corner Pierces Land and Lake St., Jacksonville. *July 6*

Snyder, Tex. KSNY-FM 101.7 mhz (Snyder Broadcasting Co.): Change channel to 268C 3. *July 7*

South Padre Island, Tex. KJIB(FM) 92.7 mhz

(Laser Communications Inc.): TL 1/4 mile SW of intersection of Port Road and County Highway 100, Port Isabel. *April 24*

Brookfield, Wis. WLJU(FM) 106.9 mhz (Tran Broadcasting Corp. Inc.): ERP 6 kw, ant. 100 m, TL West 172, North 7348 Shady Lane, Waukesha County. *April 11*

Dismissed/canceled

Batesville, Ark. KAAB(AM) 1130 khz (Maggie Inc.): Add night service with .02 kw. *July 7*

Helena, Ark. KFFA(AM) 1360 khz (Delta Broadcasting Inc.): Reduce night power to .09 kw. *July 7*

Rockledge, Fla. WWBC(AM) 1510 khz (Astro Enterprises Inc.): Change hours of operation to night service with 500 w; increase day power to 5 kw; change city license to Rockledge. *July 7*

Edwardsville, Ill. WRYT(AM) 1080 khz (Hometown Broadcasting Co.): Change hours of operation to unlimited by adding night with .337 kw; change ant. system. *July 7*

Webster City, Iowa KQWC(AM) 1570 khz (Gorich Radio Corp.): Reduce power to .147 kw; change ant. system. *July 7*

Elmira Heights/Horse Heads, N.Y. WEHH(AM) 1590 khz (Raymond L. Ross): Change hours of operation to unlimited by adding night service with 460 w; install directional ant.-night; change ant. system. *July 7*

Poughkeepsie, N.Y. WEOK(AM) 1390 khz (WEOK Broadcasting Corp.): Change hours of operation to unlimited by adding night service with 4.1 kw; change TL to: U.S. Rte. 9W, .6 km N of Grand St. near Highland; change ant. system. *July 7*

Lumberton, N.C. WTSB(AM) 580 khz (License Limited Partnership): Change ant. system, change TL to: Proposed site is located at N315 degrees E and .68 km from intersection of Rte. 72 and State Road 2202. *July 7*

Cleveland WRMR(AM) 850 khz (Independent Group Limited Partnership): Change TL to: Hinckley Township, 1 km. NW of state rtes. 303 and 3, Medina County. *July 7*

Tyrone, Pa. WTRN(AM) 1340 khz (Allegheny Mountain Network): Operate experimental AM at Altoona simultaneously with primary WTRN facility at Tyrone. *July 7*

San Juan, P.R. WQBS(AM) 870 khz (Aerco Broadcasting Corp.): Increase day and night power to 10 kw; change ant. system. *July 7*

Knoxville, Tenn. WHJM(AM) 1180 khz (Morgan Broadcasting Co.): Add night service with .0011 kw. *July 7*

El Paso KELP(AM) 1590 khz (McClatchey Broadcasting): Change TL to El Paso; change ant. system; change from non-directional ant. to directional ant. *July 7*

Charlotte Amalie, V.I. WBNB-TV ch. 10 (Benedek Broadcasting of the Virgin Islands): ERP 75 kw, ant. 405 m., TL Mountain Top Estates, Signal Hill. *June 29* (see related item, "Ownership changes—Dismissed")

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Changing Hands

Continued from page 47

both Tex.; WRAW(AM)-WRFY(FM) Reading, Pa., and KCPX(AM) Salt Lake City.
Facilities: 107.5 mhz, 45 w, ant. 2,850 ft.

Format: adult contemporary
Broker: Sailors & Associates

KKHG(FM) Tucson, Ariz.

Price: \$1 million

Buyer: Apogee Radio LPI, Tucson (Roy P. Disney, owner); also owns KFXN(AM) Oregon City and KGON(FM) Portland; KMXZ(AM) and KKLD(FM), both Tucson, and is buying KNRK(FM) Camas, Wash.

Seller: F.E.M. Ray Inc., Tucson (Francine Rienstra, owner); no other broadcast interests

Facilities: 104.1 mhz, 3 kw, ant. 46 ft.

Format: classic rock

WRSF(FM) Columbia, N.C.

Price: \$950,000

Buyer: East Carolina Radio Inc., Raleigh, N.C. (Lawrence F. Loesch and Margaret A. Loesch, brother and sister, co-owners). The Loesches also own WZBO(AM)-WERX(FM) Eden-ton, N.C.

Seller: Multi-Market Radio Inc., N.Y. (Michael G. Ferrel, president); owns

WRXR-FM Aiken and WYAK-FM Surfside Beach, both S.C.; WKBG(FM) Martinez, Ga.; WHMP-AM-FM Northampton, Mass.; WPKX(FM) Enfield and WPLR(FM) New Haven, both Conn.; WKNN-FM Pascagoula and WVMJ(AM)-WMJY(FM) Biloxi, both Miss.; KOLL(FM) Maumelle, Ark., and WGNE-FM Titusville, Fla.

Facilities: 105.7 mhz, 100 kw, ant. 613 ft.

Format: country

KTCF-FM Crosby, Minn.

Price: \$380,000

Buyer: BL Broadcasting Inc., Brainerd, Minn. (Louis H. Buron Jr., president/owner); also owns WJJY-FM Brainerd. Buron also owns KBUN(AM)-KBHP(FM) Bemidji and KIKV-FM Alexandria and is applying for new FM in Nisswa, all Minn.

Seller: First Radio Station of Crosby Inc. (Steven P. Hasskamp, president); no other broadcast interests
Facilities: 101.5 mhz, 25 kw, ant. 328 ft.

Format: country

Broker: LGG

RADIO: AM

KUPL-AM Portland, Ore.

Price: \$2 million

Buyer: Crawford Broadcasting Co.,

Blue Bell, Pa. (Donald B. Crawford, president); also owns WDJC-AM-FM Birmingham, Ala.; KBRT(AM) Avalon/Los Angeles and KCBC(AM) Riverside, both Calif.; KLTT(AM) Brighton and KMVP(AM)/KLZ(AM) Denver, both Colo.; WYCA(FM) Hammond, Ind.; WMUZ(FM) Detroit; KJSL(AM)/KSTL(AM) St. Louis; WDCX(FM) Buffalo, WDCW(AM) Syracuse, WDCD(AM) Albany and WDCZ(FM) Webster, all N.Y.; KPHP(AM) Lake Oswego/Portland and KUPL(AM) Portland, both Ore., and KPBC(AM) Garland, Tex. (Dallas)

Seller: BayCom Partners LP, San Francisco (Jack McSorley, COO); owns KSJX(AM)-KSJO(FM)-KUFX(FM) San Jose, Calif., and KKJZ(FM)-KUPL(FM) Portland, Ore.

Facilities: 1,330 khz, 5 kw

Format: country

Broker: H.B. La Rue

WLIX(AM) Islip, N.Y.

Price: \$1.1 million

Buyer: Long Island Multimedia LLC, Farmingdale, N.Y. (Stan Henry, 50% owner); no other broadcast interests

Seller: Living Communications Inc., Islip, N.Y. (Lloyd Parker Erdvig, GM, WLIX); no other broadcast interests

Facilities: 540 khz, 250 w day, 218 w night

Format: Christian

THIS WEEK

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

July 20—32nd annual *Broadcast Advertising Club of Chicago* golf and tennis outing. Indian Lakes Resort, Bloomington, Ill. Contact: (312) 645-0083.

July 20—*Academy of Television Arts & Sciences* announcement of nominees for 47th annual Primetime Emmy Awards. Contact: Murray Weissman, (818) 763-2975.

July 20-23—8th annual *International Teleproduction Society* forum and exhibition. Parc Fifty Five Hotel, San Francisco. Contact: Jessica Josell, (212) 877-5560.

July 21—*National Public Radio* annual board of directors meeting. NPR Headquarters, Washington. Contact: (202) 414-2000.

July 23-26—34th annual *New York State Broadcasters Association* executive conference. Sheraton Saratoga Springs, Saratoga Springs, N.Y. Contact: Mary Anne Seiter, (518) 456-8888.

JULY

July 24-27—*New England Cable Television Association* annual meeting and exhibition. Newport Islander Doubletree Hotel, Newport, R.I. Contact: (617) 843-3418.

July 25—Radio license renewal seminar presented by *National Association of Broadcasters*. Sheraton North Shore Inn, Chicago. Contact: Christina Griffin, (202) 775-3511.

July 26-27—*Women in Cable & Telecommunications* course: "Cable Accounting and Finance." TCI Bldg., Denver. Contact: Molly Coyle, (312) 634-2353.

July 31-Aug. 4—*UTC-The Telecommunica-*

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.

tions Council 47th annual conference and exhibition (UTC '95). Hyatt Regency & Convention Center, Minneapolis. Contact: (202) 872-0030.

AUGUST

Aug. 2—6th annual *New York Women in Cable & Telecommunications* Programming Picnic. Time-Life Building, New York City. Contact: (212) 512-5000.

Aug. 3—Deadline for programing entries to the *The New York Festivals 1995 International Television Programming and Promotion Awards* competition. Contact: Anne White, (914) 238-4481.

Aug. 3-5—39th annual *Television Programming Conference*. Swissotel, Atlanta. Contact: Janet Bass, (404) 888-0614.

Aug. 9-12—*Association for Education in Journalism & Mass Communication/Association of Schools of Journalism & Mass Communication* 78th annual convention. Grand Hyatt Washington, Washington. Contact: (803) 777-2005.

Aug. 13-15—*North Carolina and South Carolina Cable Television Associations* joint summer meeting. Pinehurst Hotel, Pinehurst, N.C. Contact: Laura Ridgeway, (919) 821-4711.

Aug. 16-20—*National Association of Black*

Journalists 20th annual convention. Philadelphia Marriott, Philadelphia. Contact: (703) 648-1270.

Aug. 17-19—*Satellite Broadcasting & Communications Association* Nashville '95 satellite show. Opryland Hotel, Nashville. Contact: (703) 549-6990.

SEPTEMBER

Sept. 4-6—Radio Show & World Media Expo, sponsored by the *National Association of Broadcasters*, *Society of Broadcast Engineers* and *Society of Motion Picture and Television Engineers*. New Orleans Convention Center, New Orleans. Contact: Karen Dada, (202) 429-4194.

Sept. 8-9—*Radio Television News Directors Association* international conference. New Orleans Convention Center, New Orleans. Contact: Kristen McNamara, (800) 807-8632.

OCTOBER

Oct. 9-13—*MIPCOM '95*, international communications convention and exhibition. Palais des Festivals, Cannes, France. Contact: Madeline Noel, (203) 840-5301.

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 Sales to red

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

Datebook

Katz's Beloyianis: the never-resting rep

The Greek historian Thucydides once said of his countrymen that they were "born unto this earth to take no rest themselves and give none to others." Asked to sum up his career, Jim Beloyianis, president of Katz Television Group, reaches for a copy of the quote, inscribed on a plaque in a trophy case in his New York office. The plaque is a gift, given to him some time ago by one his sales managers.

Hard work and selling are the foundation of Beloyianis's operating philosophy. Another quote he frequently cites is his own: "If nobody sells, a terrible thing happens—nothing."

Clearly that hasn't been the case at Katz, where Beloyianis has spent the past 22 years rising through the sales ranks to head what is now the largest rep in the business, with more than \$1.1 billion in annual billings.

For Beloyianis, selling and marketing are the names of the game: "I believe very strongly in that. For our stations and medium to be positioned properly it requires salesmanship, and it requires us to position ourselves against the multiple alternatives that exist in the industry."

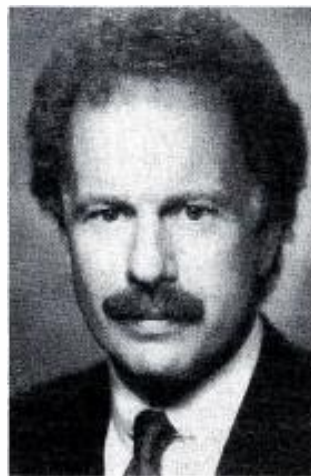
A dyed-in-the-wool New Yorker (he's still celebrating the Rangers Stanley Cup victory in 1994), Beloyianis, 46, has spent just four years living outside New York City. That was during college, when he trekked 80 miles north to attend the State University of New York at Stony Brook.

Despite a job that usually has him at work before 8 a.m. and frequently there after 7 p.m., Beloyianis manages to have a life outside the office. "He seems disgustingly well balanced, particularly for a guy on the rep side of the business," says Jim Hart, senior vice president, Scripps Howard Broadcasting, who has known Beloyianis for 20 years.

In addition to hockey, Beloyianis is a serious runner—he runs in the New York Marathon every other year. "One thing that endears him to me is he has a very prominent place in life for his family," adds Hart. "Hardly a conversation goes by where we don't talk about our families."

Beloyianis started his career at Grey Advertising while simultaneously pursuing an MBA in marketing at Bernard Baruch School of Business in New York. (He's nine credits and a thesis short of an MBA, which he says he may complete "when I retire.")

His agency career lasted only a year. "Initially my goal was to become a brand manager on the product side, but it was



"If nobody sells, a terrible thing happens—nothing. For our stations and medium to be positioned properly requires salesmanship."

James Edward Beloyianis

President, Katz Television Group, New York; b. April 2, 1949, New York; BS, economics, State University of New York, Stony Brook, 1971; buyer/planner, Grey Advertising, New York, 1972; account executive, Katz Television, New York, 1973; sales manager, "white team," Katz American Television, 1976; general sales manager, Katz American Television, 1978; vice president, Katz Communications, 1980; president, Katz American Television, 1983; senior VP, Katz Television Group, 1991; present position since April 1994; m. Valari Poulos, Sept. 13, 1970; children: Vanessa, 9; Nicole, 3.

while I was with the agency that I found out about the broadcasting side of the businesses, and I was fascinated."

In 1973 he joined Katz as an account executive. It wasn't long before he started climbing the corporate ladder, first as a sales manager, in 1976, then as a division vice president later the same year.

In 1978 Beloyianis was promoted to general sales manager, Katz American Television, one of three main divisions at the Katz Television Group, and the one that focuses on large market network affiliate stations.

Two years later, he was elected a vice president of the corporation and in 1983 he was named president of Katz American Television. In 1991 he was promoted to senior vice president, Katz Television Group, a position where he oversaw day-to-day operations of the company's three main divisions (Katz American, Continental and National). The following year, he was named executive vice president. He assumed his current post a year ago April.

Much has changed in the television business since he joined it, Beloyianis notes, and the rep business has been forced to adapt. "When I joined Katz 20 years ago, the media selection was very simple. You had the three television networks and you had spot television and that was it."

Now, Beloyianis notes, there are four major over-the-air networks, newcomers WB and UPN, a slew of cable networks and barter syndication. "For spot, there is a lot more competition for the national ad dollar. I believe it is important for the national rep to position and market not only its television stations but the medium of market-by-market spot television.

"It is our responsibility not only to maximize our client stations' share of budgets that agencies are planning, it is just as important—if not more important—for national reps to position the medium to attract more dollars to spot; it's the only medium that can provide market-by-market pinpoint accuracy" to target potential customers of specific products, he says.

Clients say Beloyianis's discipline, preparation and sense of the big picture are his strengths. "He believes the rep business is more than just spots and dots," says Hart. "He's interested in local stations and their positions in the market. He's aware of economic conditions, regionally and nationally, and he always stays well informed with what is going on with his clients."

—SM

BROADCAST TV

Stan Knott, VP, news, WBRC-TV Birmingham, Ala., named GM, WBRC Television.

Steve Lange, assistant news director, KNBC-TV Los Angeles, joins WCBS-TV New York as executive editor.

Joe Young, VP/GM, WXIN(TV) Indianapolis, joins KDAF(TV) Dallas in same capacity.

Appointments at WFXT(TV) Boston: **Jim Byrne**, director, program and promotion, named VP; **Deborah Smith**, GSM, named VP, sales; **Gunnar Rieger**, operations manager, named VP, operations.

John Sparks, managing editor, KXAS-TV Fort Worth, named director, new media development.

Appointments at WCIX(TV) Miami: **Dave Stanley**, weekend anchor/reporter, WCNC-TV Charlotte, N.C., joins as reporter; **Andrew Colton**, reporter, WKBD (TV) Detroit, joins in same capacity.

Pete Peterson, sports director, KETV(TV) Omaha, joins KTVI(TV) St. Louis in same capacity.

Pat Baldwin, LSM, KATV(TV) Little Rock, Ark., named director, sales and marketing.

Matthew Boxer, regional sales manager, WDZL(TV) Miami, named LSM; **Dennis Arnold**, LSM, WDZL, named director, marketing and new business development.

G. Stuart Smith, Northern bureau chief, WBBH-TV Fort Myers, Fla., joins WUFT (TV) Gainesville, Fla., as news director.

PROGRAMING

Paul Buehler, editor, Professional Video Services, joins Fox Television's *Not Just News*, Washington, as videographer/editor.

Appointments at Katz Media Corp., New York: **Louis Leonardelli**, senior accountant, named VP, financial services; **Bob Damon**, corporate controller, Liberty Fabrics Inc., New York, joins as VP/corporate controller.

Appointments at New World Television Inc., Atlanta: **Michael Draman**, GSM/station manager, WSVN(TV) Miami, joins as VP, revenue development; **Mike Kettering**, GM, WSMV(TV) Nashville, joins as VP, news develop-

New face and look for Broadcast Pioneers

Gordon Hastings, media consultant and 38-year veteran broadcaster, has been named to the newly created position of president/CEO of the Broadcaster's Foundation/Broadcast Pioneers. At the same time, the organizations announced changes in their structure and mission.

Plans for the organizations include membership expansion, the establishment of a national speakers bureau, paid internships and scholarships and a broadcasting industry educational and informational program at the secondary school and college levels.

In addition, the New York chapter this fall will begin hosting quarterly breakfasts on industry issues. (The Broadcaster's Foundation/Pioneers also has chapters in Philadelphia, Washington, Florida and Indiana.) "We are seeking individuals to establish new chapters in additional cities, including Chicago, Los Angeles, Detroit and Boston," says Hastings.

Hastings began his broadcasting career in 1954 at WAAB(AM) Worcester, Mass., eventually becoming VP/GM in 1965. In 1970 he became GM of WROR(FM) Boston. He began his rep career in 1971 at RKO Radio Representatives. The following year he joined Katz Communications where he eventually headed both the television and radio groups. He left in 1994 to form Gordon H. Hastings Associates.



Hastings

—MKM

ment; **Virgil Dominic**, president/GM, WJW-TV Cleveland (New World Fox affiliate), accepts additional responsibility as VP, corporate special projects.

Michael Pausic, VP, market development and strategic planning, 20th Century Fox Film Corp., joins Viacom Inc., New York, as VP, corporate development.

RADIO

The Corporation for Public Broadcasting presented **Lynn Chadwick**, president, National Federation of Community Broadcasters, with the 1995 Edward R. Murrow Award—public radio's highest honor.

Mike Middleton, director, media and development, Lifetime Guarantee, joins KCBI (FM) Dallas as director, operations.

Neil Rockoff, media planner, Blackburn & Company, Los Angeles, joins Jones Satellite Networks, Denver, as special projects manager, major markets.

Walter Powers, director, client services, Broadcast Programming, Seattle, named VP, programing.

Bill Rose, senior account executive, Radio Station Services, New York, joins The Arbitron Company there as marketing manager.

Ron Ellis, operations manager, WTDR(FM) Statesville, N.C., joins WCKT(FM) Fort Myers-Naples, Fla., in same capacity.

Tom Perry, VP/director, sales, and regional manager, Major Market Radio Sales, Detroit, joins Chicago office in same capacity.

Mike Crusham, VP/GM, WWSW-AM-FM Pittsburgh, joins KLBJ-AM-FM Austin and KHHT(FM) Killeen, both Texas, in same capacity.

Glenn Horine, director, sales promotions, Time Warner Sports Merchandising, joins SportsFan Radio Network, New York/Seattle, as VP, sales.

Michael Brochstein, VP, sales, Active International, New York, joins Westwood One Radio Networks there as senior VP, sales.

Bob Rosenthal, GSM, KBOI(AM)/KQFC(FM) Boise and KLCI(FM) Nampa, both Idaho, named station manager.

CABLE

Bob Black, director, budgeting and internal reporting, International Family Entertainment, Virginia Beach, Va., named director, budgeting and treasury.

John Strickling, media spokesman, GTE Personal Communications Services, Atlanta, joins Time Warner Cable's Full Service Network, Orlando, Fla., as senior communications manager.



Busekrus

Bonnie Busekrus, regional VP, Lifetime Cable, New York, joins Prime Life Network, Massapequa, N.Y., as senior VP, affiliate relations.

Hammond Reynolds, senior coordinating producer, Prime SportsChannel Networks, Woodbury, N.Y., named VP, production.



Kohler

Peter Kohler, media professor, Louisiana State University, joins Cablevision Systems Corp., Woodbury, N.Y., as director, editorial services.

Laura O'Gorman, director, research, Cable Advertising of Metro Atlanta, named manager, advertising services.

Appointments at Bravo and the Independent Film Channel, New York: **Ed Carroll**, VP, marketing, named senior VP, marketing and program packaging; **Caroline Bock**, director, marketing and public relations, named VP.

David Conro, president, DCA Inc., Nashville, joins Prime Deportiva, Houston, as director, affiliate sales.

Steven Bedwell, VP, sales center, Home Shopping Network, St. Petersburg,

Fla., named senior VP, customer services operations.

Beth Johnston, manager, sales administration, Encore Media Corp., Englewood, Colo., named director.

Appointments at Discovery Communications Inc., Bethesda, Md.: **Judith McHale**, senior VP/general counsel, named executive VP/general counsel and acting COO, overseeing Discovery Networks, international network operations and development, multi-media and retail in addition to government relations, human resources, administration and information system departments; **Greg Durig**, senior VP/CFO, named executive VP/CFO, responsible for all financial services and overseeing the corporation's expansion.

SATELLITE/WIRELESS

Michael Hassan, former VP/GM, special markets, Playboy Entertainment Group, launches Satellite Market Development, an independent consulting practice to assist programmers and distributors in ancillary broadcast markets.

Lawrence Lafferty, supervisor, audio operations, Keystone Communications, New York, named manager.

ALLIED FIELDS

Robert Wieger, senior director, product management, Arista Records, New York, joins Sony Music Video and Sony Wonder there as senior director, marketing.



Burns

Joanne Burns, VP, research, Buena Vista Television, Los Angeles, joins Nielsen Media Research, New York, as senior VP/director, marketing, Nielsen Syndication Service.

ADVERTISING/MARKETING

Marjorie Kalter, executive VP, Wunderman Cato Johnson, New York, named director, marketing worldwide.

Nadia Pidhajecky, senior VP/associate director, planning, Western International Media, joins Time Buying Services, New York, as VP/GM.

DEATHS

Bob Ross, 52, television artist, died of cancer July 4 in Orlando, Fla. Ross hosted the public TV series *The Joy of Painting*. The program, which demonstrated Ross's quick style of landscape painting, has been on the air since 1983. *The Joy of Painting* is also broadcast in many foreign countries.

Theodore A. Griffin, 69, broadcasting executive, died of a heart attack July 6 at Capital Region Medical Center, Jefferson City, Mo. His career began at radio stations KFRU(AM) Columbia, Mo., and KSIB(AM) Creston, Ohio. At KFEQ (AM) St. Joseph, Mo., Griffin worked his way from local/regional sales manager to general manager. In 1971 he was appointed executive VP of the Missouri Broadcasters Association. Before his retirement he served as the broadcast industry lobbyist with the Missouri General Assembly. Griffin is survived by his wife, Dorothea; two sons, two daughters, and 10 grandchildren.

Kenneth J. Morris, 53, editor-in-chief, Solomon International Television Newsletter, died July 5 of AIDS-related pneumonia. In the 1960s Morris co-produced television programs including the *Mind Behind* documentary series and the *Now's Your Chance* series for TV Wales West in South Wales, UK. He moved to Los Angeles in 1976 to develop and produce *The Doomsday Chronicles*. Three years later he was recruited to head the Solomon newsletter. Morris is survived by his mother and brother, both of Brecon, South Wales.

—Compiled by Denise Smith

e-mail: d.smith@b&c.cahners.com



Wheeling and dealing

Media broker Todd Hepburn of Cincinnati-based Ted Hepburn Co. takes a break from training for his upcoming participation in the annual MS-150 two-day, 150-mile bicycle tour to raise money to fight multiple sclerosis. Last year he raised \$9,517 from 148 pledges (with more than \$6,000 of that pledged by the broadcasting industry). He has set a goal of at least \$10,000 for this year's event, Aug. 19-20.

While Hepburn is cycling, he's not out of touch with his business. His Cannondale 400 Mobile Media Brokerage Vehicle (shown in front of WLW(AM) Cincinnati's tower) is equipped with a cellular phone and a 486 DX-2 computer with a fax and data modem.

Anyone interested in sponsoring Hepburn can contact him c/o MS-150, Box 43263, Cincinnati, Ohio 45243-0263; (513) 271-5400. —MKM

Genesis Entertainment in mid-September will pull the plug on its low-rated syndicated courtroom reality strip *Juvenile Justice*. The show now airs in 37 markets. It had been cleared in more than 55 markets for fall as part of a slow rollout but averaged only a 2 national weighted Nielsen household rating and a 6 share in May, off 33% from the rating and share of its 3/9 lead-in and a similar amount from its 3/11 year-earlier time-period predecessor. "The show looked fine, but it may have been the wrong time for a court show, given the O.J. Simpson trial," said Katz Television Director of Programing Bill Carroll.

House Speaker Newt Gingrich is scheduled to testify on July 27 about his scuttled \$4.5 million book deal with a company owned by Fox CEO Rupert Murdoch. Murdoch also is expected to testify about the deal between his HarperCollins Publishing subsidiary and Gingrich. Gingrich agreed to forgo the \$4.5 million advance after critics complained that he was attempting to profit from his political office. The ethics committee also will hear expert testimony from members of the publishing profession on July 18, 20 and 21.

News Corp. is acquiring a minority stake in Premiere Radio Networks, the Los Angeles-based radio program producer-distributor, through an investment in Archon Communications. Archon is an investment company principally owned by former junk bond king Michael Milken and family. News Corp. is buying about 50% of Archon, which in turn owns 22.7% of publicly traded Premiere. But Archon plans to buy additional shares in the radio company that may boost its interest to 44.7%.

CBS has ordered 13 episodes of *Diagnosis Murder* as a backup

Blackstar makes first buy

John Oxendine and Blackstar Communications have made their first station purchases since Fox became a 20% backer of the minority-controlled company. Blackstar on July 7 paid \$12.75 million for three VHF stations from Fant Broadcasting Co., Birmingham, Ala.: KHGI-TV Kearney and its satellites, KSNB-TV Superior and KWNB-TV Hayes Center, all Nebraska, as well as six low-power translators (see "Changing Hands," page 46). All three stations are ABC affiliates and also carry Fox football, says Anthony Fant, president, Fant Broadcasting. But the Fox link was not a consideration in his decision to sell the stations, Fant says: He bought them in 1993 for \$2.5 million, and Blackstar's offer was too good to refuse.

Before he took over Blackstar fulltime last December, Oxendine was president of the Broadcast Capital Fund, a broadcast-industry venture that provided financing, consulting and training to minorities entering broadcasting. Blackstar also owns WBSX-TV Detroit, WBSF-TV Orlando, Fla., and WBSP-TV Portland, Ore. Last October, Fox was reported to be investing up to \$20 million for a 20% passive interest in Blackstar. Blackstar planned to buy 11 VHF stations in markets ranked 50-100 and turn them into Fox affiliates. The Nebraska stations are in the nation's 210th DMA out of Nielsen's 211. Oxendine could not be reached for comment. —EAR

series for the 1995-96 season.

The Viacom Productions series has been a solid household performer for the network—since the 1993-94 season—albeit with mostly older viewers. Series regular Scott Baio has decided not to return for the new order of episodes.

Despite not officially starting his job at CBS until today (July 17), Leslie Moonves, president, CBS Entertainment, has already made his presence felt.

Last week, two key CBS Entertainment executives were let go, and Moonves adjusted the fall schedule. As expected, Larry Sanitsky, executive vice president, prime time programs, and Tanya Lopez-Brooks, vice president, drama development, have departed. The network is expected to announced today that Billy Campbell, who served as senior vice president, drama development, at Warner Bros. under Moonves, will be named to replace Sanitsky. According to Sanitsky, the network is working on a settlement of his three-

year contract. As for the fall schedule, Moonves has ordered the hour *New York News*, starring Mary Tyler Moore, and has scheduled it at 9-10 p.m. on Thursday. As a result, Moonves is moving *The Client* from that time period to Tuesday at 8-9 p.m. Odd show out is *The Education of Matt Waters*, starring talk-show host Montel Williams, which is now being viewed as a midseason prospect. *New York News* and *The Client* are both produced by Warner Bros., Moonves's former employer. *Matt Waters* is produced by TriStar Television.

MGM, which resurrected *The Outer Limits* for a new Showtime series, is going back to its library, producing a series for the cable channel based on the theatrical "Poltergeist." As MGM did with *The Outer Limits*, *Poltergeist: The Legacy* will premiere on Showtime, after which it will debut in broadcast syndication. The new series will be produced by MGM Worldwide Television Group, Showtime and Trilogy

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Incorporating TheFifthEstate TELEVISION Broadcasting

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Closed Circuit

Entertainment, the producers responsible for *The Outer Limits*. The three entities also are teaming to produce a third, untitled series, which will debut in 1997 and—like the other two—will be given a 44-episode commitment.

DreamWorks SKG has tapped former Fox senior vice president of research and marketing Andrew Fessel as its head of television research for network and syndication. Fessel was a founding manager of Fox Broadcasting at its inception as the fourth network, developing research concepts that helped brand the new network and helping develop cooperative relationships with the cable industry, expand Fox's cable carriage and channel positions, and assist new affiliates.

The FCC last week proposed modifying its rules to speed shifts in channels by TV or FM stations. Under current rules, competitors can freeze a station's plans to move to a different station by petitioning the FCC to reconsider its approval of the move. The freeze remains in effect until the commission has resolved all the outstanding petitions. To prevent such holdups, the commission Friday proposed cutting the "automatic stay" provision from its rules. The change would allow stations to proceed with building modified facilities instead of waiting for the FCC to resolve a petition for reconsideration. The FCC also said it has cut a backlog of pending appeals of AM, FM and TV sales applications to 12.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending July 2. Numbers represent average audience/stations/% coverage.)

1. Wheel of Fortune	10.7/227/98
2. Jeopardy!	9.0/219/99
3. Oprah Winfrey Show	7.1/239/99
3. Star Trek: Deep Space Nine	7.1/237/99
5. Entertainment Tonight	5.9/180/93
6. Nat'l Geog On Assignment	5.8/195/97
7. Hard Copy	5.4/190/93
7. Wheel of Fortune-wknd	5.4/185/83
9. Jenny Jones	5.3/206/95
10. Family Matters	5.1/194/93
11. Ricki Lake	5.1/225/98
12. Married...With Children	5.0/180/93
13. Roseanne	5.0/185/95
14. Inside Edition	4.8/180/93
15. Lgnd Journeys of Hercules	4.7/192/96

WASHINGTON

Advanced solution

FCC staff members this week hope to wrap up their recommendation on resolving the contentious Advanced Communications DBS dispute. The dispute dates back to April, when the bureau reclaimed orbital slots that licensee Advanced Communications had planned to sell to TCI subsidiary Tempo DBS. Tempo in turn planned to lease the slots to Primestar. Sources following the dispute last week were expecting the bureau to recommend a plan that will allow Primestar access to the channels, but prevent Advanced from profiting from the deal.

HOLLYWOOD

WB adds secondary affiliates

The WB Network is adding to its lineup of secondary affiliates. Although it has relied less on secondary relationships than competitor UPN, top WB executive Jamie Kellner acknowledged that at least two, "possibly more" secondary affiliates have been added to the five the network has signed. Until now, WB executives have insisted that secondary affiliates carry the programming in pattern, with the exception of NBC affiliate WJAR(TV) Providence, R.I., which serves as the WB carrier until September, when WFDG(TV) begins its WB affiliation. However, now it appears that WB is relaxing its stance. According to a source, one NBC affiliate in the top 50 was pitched by the WB and given the option to carry its programming in daytime, access or late fringe. Kellner says the move is not indicative of a change in strategy. "If I can't get into a market for another year or two, then we'll look at going in there out of pattern. But will we go after a similar situation in 50-75 markets? No we won't. There's a big difference to having flexibility in a market as opposed to a strategy," he said.

Sun doesn't set on 'Land's End'

Buena Vista Television has cleared its first action hour, Fred Dryer—star *Land's End*, in a remarkable 98% of the country on 170 stations for a fall 1995 launch in first-run syndica-

tion. Stations in 70% of the country have picked up rights to a second run of the show.

'Willy' moves at ABC

Looking to capitalize on the buzz from the release of the theatrical "Free Willy 2," ABC has shuffled its Saturday morning lineup, putting *Free Willy* in the 8:30-9 slot leading into the first-year *Dumb and Dumber*, also based on a hit theatrical. *What-a-Mess*, currently in the 8:30 slot, will air at noon, with the hour-long *The Bugs and Tweety Show* moving to 11 a.m.

F/X mines 'Models'

Models Inc. regulars Cameron Daddo and Carrie-Anne Moss have been cast as two of the leads in Rysher Entertainment's new syndicated action hour for fall 1996, *F/X*. The show, based on the hit feature film series starring Bryan Brown, is being produced by Canada's Skyvision Entertainment. A total of 20 hour episodes and a two-hour pilot are planned at an average per-episode cost of \$1.2 million.

Ratings coalition grows

Stations continue to sign on to the coalition, spearheaded by Pappas Telecasting's Harry Pappas, to examine the ratings-gathering process (BROADCASTING & CABLE, July 3). According to Pappas, the number of stations that have joined the coalition stands at close to 200. Just two weeks ago, the membership totaled about 100. In August, a coalition steering committee will be appointed on which Pappas and Milton Maltz, chairman and chief executive officer, will serve. The full council will represent all broadcast sectors, including affiliates and independents.



Drawn for BROADCASTING & CABLE by Jack Schmidt
"I'm going to run by the video store. Want me to pick something up for you?"

Out, damned chip!

If an editorial page can be said to have a life, this one has been spent in pursuit of press freedom. "Radio as free as the press," our founders proclaimed in the first issue. "Committed to the First Amendment and the Fifth Estate," we repeat atop this page each week. In 64 years, we have never seen so serious a threat as the V-chip, which combines government coercion with a futuristic technology that can enforce any Washington whim. It is no less than Big Brother.

In one short week this science fiction fantasy has moved from the back of the class to become teacher's pet in telecommunications policy, proving again that "nothing is so powerful as a *bad* idea whose time has come" (emphasis ours). The V-chip goes far beyond Congress's passing no law that interferes with freedom of the press; it puts the government in the publisher's chair.

The problem is, how do you stop what so many see as a benign solution to the demoralization of society?

The answer is, you fight fire with fire. Back in 1969, Senator John Pastore (D-R.I.) mounted a historic threat to broadcaster freedom when he asked CBS to prescreen its programs for the National Association of Broadcasters—an idea that was the V-chip of its day. Frank Stanton, then president of CBS, resisted massive pressure from the government and his own affiliates to say no. Instead, he instituted the practice of prescreening CBS programs for TV critics. The other networks followed suit in an unmatched spirit of openness that continues to this day.

Senator Pastore and his successors would have been running TV their way for a quarter century had Stanton not deflected their charge. The broadcasters of this day must similarly fight fire with fire: in this case, technology with technology. Viewers should have their refinement of choice, not courtesy of the United States government, but through

the same free enterprise system that built radio, television and cable in the first place. It's coming as a matter of course with the digital revolution: Once faced with 500 channels, the viewer has no choice but to utilize navigators, menus and other devices to winnow out his favorite attractions; that same process can be used to avoid the unwelcome.

What must be avoided is any system that allows the government to make judgments about individual programs or categories of programs; that nation must not create a G-chip. To the extent that blocking mechanisms emerge naturally with the information highway, they should be welcomed; to the extent that they are mandated by the federal government, they should be resisted at all costs.

Credibility gap

When the airwaves are used to deceive the public by those charged with serving it, the offense is serious in the first degree. Just ask Charles Van Doren, Sonny Bloch and, now, the executive team of WWRC(AM) Washington—accused, respectively, of rigging quiz shows, touting bad investments or faking a phone call to a talk show. Last week, the number-two executive at WWRC added the last offense to the list, planting a fake call to Oliver North, his own talk host. The planted call was in opposition to lifting the ownership caps on radio, a point of view now being lobbied by the Coalition for Broadcast Diversity, which is led by the owner of the selfsame station. That they all went about it in such a self-destructive way need not reflect on the validity of their cause, but it won't help.

The long-range value of this episode should be to remind broadcasters everywhere that they are fiduciaries of the public interest and should live their lives as if every action would appear on the front page of the *Washington Post*—or even the "Style" section.

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