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Broadcasting

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& Cable

GETTING AHEAD OF THE CURVE

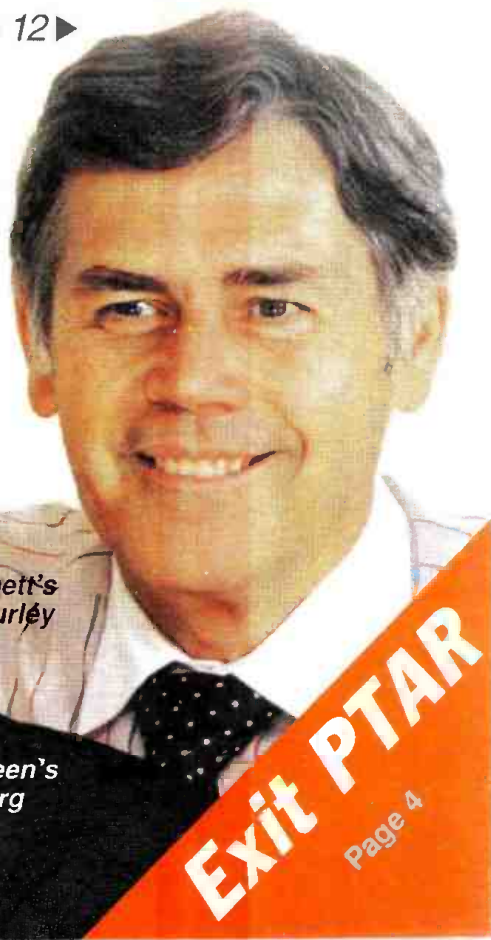
It's begun. Even before Congress changes the rules, the big players are jockeying for position in **The New Broadcasting.** Westinghouse, with CBS, would create the largest group yet; Gannett, with Multimedia, advances a giant step; Evergreen Media, with Pyramid, moves to No. 2 in radio..... *page 12* ▶



Group W's
Korn



Gannett's
Curley



Evergreen's
Ginsburg

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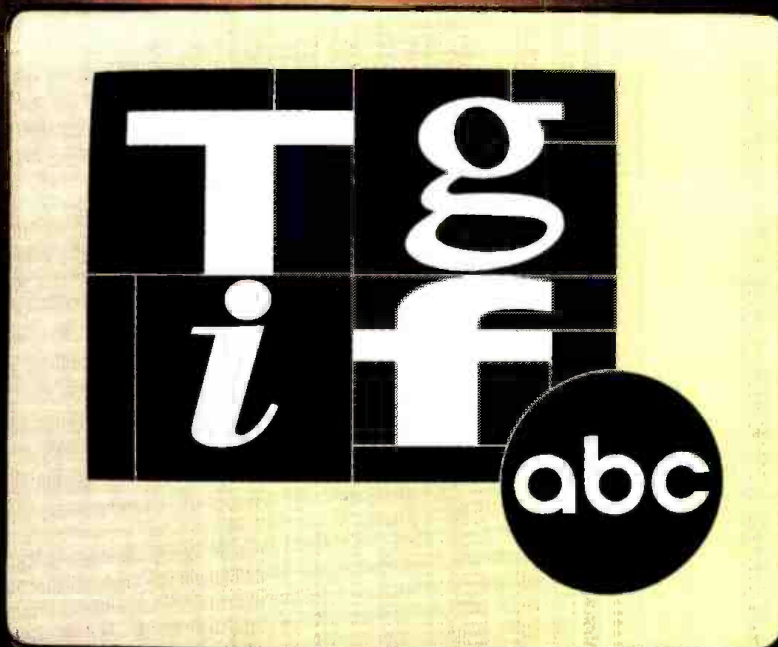
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Exit PTAR
Page 4

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ABC's TGIF line-up. They are "Full House," "Family Matters," "Married...With Children" and "The Simpsons."

To help you reduce your risk in determining what network sitcoms will work for you in syndication, don't look at cards. Just look at history. If they're hits on FOX or ABC's TGIF, they'll be hits five-days-a-week for your station.

FUNNY SHOWS. SERIOUS BUSINESS.



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Predicting syndication success with network sitcoms is never easy.

Since the 1986-87 season, 270 sitcoms have premiered on CBS, NBC, ABC and FOX. Of those, only 18 made it to syndication. Surprised? Even more shocking, of those strips, only 6 have really worked.

What's the secret of the "successful six"? Look where they came from. Four of the six that worked came from FOX or

**THIS CANNOT PREDICT
IF A NETWORK SITCOM
WILL MAKE IT BIG
IN SYNDICATION.**



Fast Track

MUST READING FROM BROADCASTING & CABLE

JULY 31, 1995

TOP OF THE WEEK

PTAR officially scrapped The FCC's decision last week to scrap all aspects of the prime time access rule in one year will further push the programming production and distribution environment toward market equilibrium and reshuffle the programming deck in local markets, say station, syndication and network executives. / 4

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At a projected 29 share, ABC's 'Home Improvement' is expected to dominate Tuesday nights this fall. / 24

PROGRAMING



The unblinking Eye

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Leslie Moonves entertains hopes that CBS will catch up to the other networks in two years. / 20

Eat, drink and watch 'Seinfeld'

This fall's national syndication launch of *Seinfeld* will be cross-promoted by General Mills and Coca-Cola. The deals carry \$25 million in media weight. / 22

CABLE

TCI buys Viacom Cable

With Viacom's cable system in its corner, TCI's reach will grow to about 27% of the nation's 65 million sub-

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EZ radio group hops Internet wave

Determined to make money online, EZ Communications will receive a share of the money from Internet users that its stations attract. / 31

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Progressive Networks' RealAudio is the first system to bring real-time audio on demand to the Internet. CBS, ABC and NPR are among the companies that want to incorporate sound into their sites. / 32

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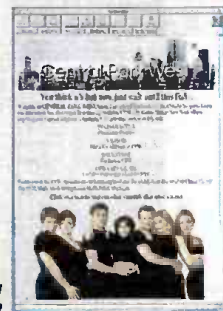
Multimedia boosts Gannett into top 10

Gannett's \$1.7 billion buy of Multimedia places Gannett among the 10 largest broadcast group owners. However, three crossownership situations that violate FCC rules must be sorted out. / 36

WASHINGTON

Telcos seek VDT changes

Although telephone companies are not focusing on the same issue, they all want to cut something from the FCC's video dialtone rules. / 39



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PTAR repeal revamps programing market

Among possible results is greater competition for off-net sitcoms

By David Tobenkin

The FCC's decision last week to scrap all aspects of the prime time access rule in one year is expected to be less than momentous in impact—but only when viewed in the near term and by itself, say station executives, syndicators and networks.

When viewed as but another element in a continuing deregulatory environment, a trend that also includes loosening of ownership rules and this November's slated end of the fin-syn rule, they say it will further push the programing production and distribution environment toward market equilibrium and reshuffle the programing deck in local markets.

"I think this ruling, along with fin-syn, brings the marketplace back into balance," says former Disney Television and Telecommunications Unit chairman Rich Frank, a leading proponent of the rule's repeal. "This is no longer a medium with a scarcity of access; there is room for everyone to get on now—you just have to be good."

The single biggest effect of repealing the rule, which allows networks to program only three of the four prime time hours weekdays and prohibits ABC, CBS and NBC stations in the top 50 markets from buying off-network shows that aired on those networks, is likely to be increased competition for smaller-title, off-network sitcoms with adult audiences.

"It will add at least one station and possibly two in each top-50 market bidding for sitcoms," says Warner Bros. Domestic Television Distribution President Dick Robertson. "PTAR wasn't about the public interest, it was about how much sitcoms cost stations. I would expect one affiliate station in each market that runs first-run shows in access—the affiliate in third place—to go to sitcoms."

Others are not so sure, given that the heavy network and news commitments of affiliates add up to potential audience-flow problems if sitcoms are



Anticipating PTAR repeal, 10 Big-Three network affiliates bought 'Seinfeld' to run in access.

added to the mix and could result in an inability to move shows on the schedule if they don't work in access. "I've always believed that affiliates of the traditional networks would not be big bidders for off-net sitcoms," says UPN CEO Lucie Salhany. She has told UPN affiliate executives concerned about the ruling's potential for more competition that its effects likely will be limited.

WB Network CEO Jamie Kellner also says he doesn't think the rule's repeal will lead to more competition from Big Three network affiliates for shows on which many of his own new network's affiliates may bid.

However, some independents and new network affiliates chastised the FCC for the ruling's short phase-out window. "I don't argue with the overall intent of what they are trying to do, but after 25 years of being in place I would have thought the phase-out period would have been longer," says Bob McAllan, president of Press Broadcasting, owner of WB affiliate WKCF-TV Orlando, Fla., the 22nd market. "We do our planning for buying sitcoms in cycles longer than one year, and when we planned to bid for upcoming shows we didn't anticipate competition from network affiliates."

When coupled with the end of the fin-syn rules it clearly is a big benefit

for the Big Three network O&O groups, bringing the networks one step closer to being able to own the shows they air on their networks, then clear them on their O&Os in key time periods.

"This means our O&Os can now program access in the best way possible, as we own and produce more and more programing, it will reach its true market value instead of an artificial cap," says Martin Franks, CBS Inc. senior vice president. "Reed Hundt and his colleagues deserve credit for taking one of the oldest, most out-of-date rules off the books," he says.

Indeed, sitcoms are expected to be the most likely first target of the networks' expansion into syndication, given that it is the type of programing network executives know best and that is most marketable.

The ruling is a blow to leading syndicators of first-run shows in access that currently dominate top-50-market affiliates' schedules—among them Paramount Domestic Television and King World Productions.

However, in many markets, replacing such first-run shows with off-network access programs will not be an option, since the leading producers of first-run access product already have wisely renewed their shows years in advance.

Top first-run access shows such as King World's *Jeopardy!* and *Wheel of Fortune* and Paramount's *Entertainment Tonight* have been cleared in most of the country for the next several seasons.

A source close to King World—perhaps most vulnerable to the ruling, since it has no off-network programing and four access shows—notes that besides such renewals, all its access shows are performing well. *Wheel* and *Jeopardy!* still enjoy commanding leads over all other syndicated programing; *Inside Edition* is one of the two top general-interest news magazines, and *American Journal* is the only general-interest news magazine not to show a ratings drop May-to-May.

But new first-run shows for access



*“R*esults are in from more than 200 markets and Oprah Winfrey remains far and away the nation’s top-rated television talker...a 95% margin over her closest rival...”

*Robert Feder,
TV Critic
Chicago Sun Times*

*“T*he Oprah Winfrey Show provides a strong vehicle for Sears to reach its target customer. More importantly, *The Oprah Winfrey Show* provides quality programming that Sears is committed to offering its customers and their families.”

*Richard Anderson,
Broadcast Media Manager
Sears Roebuck & Co.*



would have a harder time getting launched and those that are struggling to gain or maintain their foothold in access would face difficulty.

Beyond access-targeted shows, the ruling may make it harder for syndicators to use leverage to get new shows on stations in any daypart. Rights to top-rated access shows are the incentive that many syndicators use to get stations to clear their new talk and other projects in other time slots. Fewer first-run access projects would translate into less leverage.

Although high-priced blockbuster off-network shows such as *Seinfeld* and *Home Improvement* are unlikely to see increased license fees, it is the second-tier sitcoms, which now sell for dramatically less money, that would be the biggest beneficiaries, according to syndication and station reps.

The biggest beneficiaries could be upcoming off-network shows such as *Frasier* and *Ellen* that skew older and are question marks for making back their license fees if stations had to schedule them in younger-skewing early fringe dayparts.

The news is especially welcome to

top-50 market stations that banked on PTAR's repeal and bought pricy sitcoms such as *Home Improvement* and *Seinfeld*. Ten Big Three network affiliates in the top 50 markets bought *Seinfeld* for its 1995 launch and now will be able to run it in access beginning in 1996, says Columbia TriStar Television Distribution President Barry Thurston, who is syndicating the show.

Only 30-minute off-network shows—sitcoms—and some reality strips are likely to be helped by the rule because such shows play better than heavier fare in access and because the central portion of the country has only 30 minutes of access.

One relative loser from the ruling is Fox Broadcasting Co. and Fox's Twentieth Television syndication arm. Right now, since Fox programs fewer than the minimum number of hours per week that the FCC uses to define a network, it is exempted from the PTAR (and fin-syn) regulations, meaning that shows that air on the network can be sold to top 50 market affiliates for access.

"We think that PTAR has led producers to invest less with their projects with us than with Fox," says one non-

Fox network source. "They see the back-end potential here is less, so they aren't willing to deficit as much."

The ruling also removes a resulting advantage to Twentieth Television, which programs much of the Fox network's schedule and handles its distribution. Still, Fox officials, who have had their own regulatory battles of late, welcome the deregulatory PTAR ruling. "We support and applaud any action that promotes healthy competition in the marketplace," says Twentieth Television President Greg Meidel in reaction to the ruling.

Despite removal of the prohibition on the three networks on programming the access hour, most observers say that affiliates will not allow them to take back that valuable time.

The abolishment of the fin-syn rules, which would prohibit the network from taking a financial interest or actually syndicating the shows on its schedules if it added several more hours and qualified as a network, would allow Fox to expand into a larger network without being forced to compromise its interest in network shows or their syndication. ■

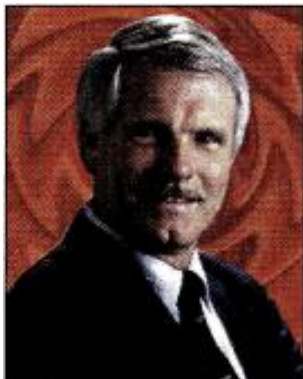
Turner eyes \$1.65 billion KW bid

Stock swap could net Turner \$500 million to put toward CBS or buying out TW stake

By Rich Brown

Talk of a possible sale of King World Productions to Turner Broadcasting heated up again last Friday, just as the FCC was dealing its blow to the syndication business with its decision to sunset the Prime Time Access Rule (see story, page 4).

Turner Broadcasting was said to be proposing a stock swap worth an estimated \$1.65 billion for the New York-based company, which built its business by syndicating such popular shows as *Oprah*, *Jeopardy!* and *Wheel of Fortune*, the latter two in access time periods opened up by PTAR. One of the jewels in the King World crown is a cash reserve of \$500 million, which analysts say could be used to



Ted Turner, the man who would be King World

strengthen a Turner bid for CBS or to buy out Time Warner's 18% stake in Turner Broadcasting.

At least one analyst says Time Warner could throw a monkey wrench into any King World deal, considering Time Warner's reputation for bridling Turner's maverick instincts.

"There are an awful lot of personalities that would have to be satisfied,

not the least of which is [Time Warner Chairman] Gerry Levin," says analyst Darrice Grippo of MacDonald Grippo and Riley.

The board of Turner Broadcasting System first discussed a possible purchase of King World Productions in early June, but shelved a decision for future evaluation. Among the board

concerns at the time were declining ratings of *Oprah*. Winfrey has a yearly option to bow out of the talk show, despite the fact that the show has been cleared by most stations through 2000.

King World has been courting possible suitors for several months and has been reporting strong earnings throughout the process. Increased cash flow from *Oprah* license fees helped the company to report a 23% boost in second-quarter net income, which rose from \$25 million to \$29.9 million. Sales grew from \$132.3 million to \$143.7 million when compared with the same period last year.

But just how successful King World and other syndicators will be in the future remains to be seen in the wake of the FCC's decision on Friday to sunset the PTAR rules effective Aug. 30 1996 (see story, page 4).

Negotiations between the companies were said to be ongoing at press time. ■



“Oprah’s lead-in and news tie-ins helped make our 5:00 p.m. news #1 this May for the first time ever! Oprah’s high quality topical programming provides us with unique news tie-in opportunities.”

*Terry Connelly,
President & GM
WJLA, Washington, DC*

“Many talk shows rely on gratuitous subject matter to attract an audience. The Oprah Winfrey Show has consistently taken the high road. We believe that the association with Oprah’s show has a positive effect on our clients and their products.”

*Rino Scanzoni,
Executive Vice President
Director of National Broadcast
Televest*



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Talk Show...No one else comes close!

SALLY JESSY RAPHAEL	4.3/16
THE MAURY POVICH SHOW	4.0/15
MONTEL 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



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*“I’m committed to
doing responsible
television that will
make a difference.”*

Oprah Winfrey



Commissioners diverge on digital

ATV proposal raises issues of flexibility, public interest

By Chris McConnell

The actual decisions may be a long way off, but FCC commissioners last week voiced differing views on how the advanced TV regulatory picture ultimately will look.

Issuing the first in a three-part series of advanced TV proceedings, commissioners offered diverging comments on how the rules should treat the issues of public interest obligations and spectrum flexibility.

The proposal issued last week raised questions about both subjects and invited comments on whether there should be minimum HDTV broadcasting requirements; how the transition to digital broadcasting should be defined; how the analog spectrum should be recovered; whether mandatory receiver standards are needed; the impact of digital TV on must-carry and other laws, and whether

there should be special considerations for small-market broadcasters.

The commission's notice tentatively concluded that existing broadcasters should get the first crack at obtaining a digital license and that they should have freedom to offer a mix of high-definition, standard-definition "and perhaps other services."

But the extent of that flexibility drew different responses from commissioners. Commissioner Andrew Barrett worried that broadcasters will not provide HDTV without a requirement to do so and said he will consider reversing his support for granting broadcasters a second channel if there is no minimum HDTV rule.

Chairman Reed Hundt contended that such a requirement might be more meddling than the prime time access rule (PTAR) killed by commissioners at the

same meeting, although he also said commissioners should keep an open mind until comments come in this fall. Hundt, who said he would prefer that Congress—rather than the FCC—tackle the ATV issues, speculated that mandating one channel of HDTV would preclude multiple channels of standard-definition programming. "It would be a prohibition on speech," he said.

Hundt also cited children's educational TV as an area where government intervention could be warranted. "It is our kids who stand to gain the most, and to lose the most, from our decisions in this proceeding," Hundt said in a statement on the rulemaking.

Commissioner James Quello, however, voiced concern about "the specter of social contracts," in which the government would extract program requirements from broadcasters in exchange for digital broadcasting rights.

Hundt has suggested that broadcasters might provide children's educational TV or other types of programming as "in-kind compensation" for flexibility in the second channels. Last week he also suggested that broadcasters implement contracts in each market stipulating plans for educational programming (see story, page 11).

While Quello and Barrett cited the preservation of free, over-the-air TV as an overriding concern, Hundt also maintained that the FCC previously has not needed to take any action to achieve such a result. He asked whether there will be any need for the FCC to "meddle" in the digital age to achieve such a result.

Commissioners were more in agreement on the issue of heading off any broadcast efforts to keep both channels. In addition to preserving free TV and fostering the transition to digital TV, the FCC proposal states as one of its goals the recovery of spectrum "in contiguous blocks for new, as-yet-undefined services."

"There isn't any person here who hasn't heard, 'We'll never give it back,'" Hundt said. Commissioner Rachelle Chong questioned FCC General Counsel Bill Kennard on the likelihood of winning in court if broadcasters refuse to give the analog channel back. Kennard predicted a win.

Later this fall, the FCC will launch two more rulemaking proceedings covering the allotment and assignment of channels for digital TV and the adoption of a digital transmission standard. ■

2nd channel: To free or not to free?



Senator Pressler

Awarding broadcasters a free second channel to make the transition to digital television is "outrageous," Henry Geller told the Senate Commerce Committee last week.

Broadcasters "are not entitled to 12 mhz," said Geller, former FCC general counsel and National Telecommunications and Information Administration chief. If broadcasters are awarded a second channel, it should be returned to the government on a "date certain," he said.

Geller made the statements during a hearing on spectrum reform held by Senate Commerce Committee Chairman Larry Pressler (R-S.D.). The hearing kicked off Pressler's search last week for the \$14 billion in spectrum revenue called for in the Senate budget proposal.

Geller also suggested that the government could raise revenue by ending public interest regulation of the broadcasting industry. In return, broadcasters could be charged a "3% fee" on their gross revenue, with the revenues from the fees used to finance public television.

Panelists said it will be difficult to repeat the success of the first broadband PCS auctions, which raised \$7.7 billion for the U.S. Treasury. That sale was driven by scarcity, but as more spectrum goes to market, they said, prices naturally will fall.

Panelists at the hearing included Stanley S. Hubbard, president, Hubbard Broadcasting; Wayne Perry, vice chairman, McCaw Cellular and AT&T Wireless Services, and Peter Pitsch, Progress & Freedom Institute.

Although Pressler did not single out any particular slice of spectrum for the auction block, he asked if broadcasters should be charged for their digital spectrum.

—CSS

Hundt seeks station-community kids contracts

FCC chairman wants to base license renewal on performance

By Chris McConnell

Reed Hundt wants broadcasters to put their public interest pledges in writing. The FCC chairman last week proposed that broadcasters draw up contracts in each community stating their plans for children's educational TV programming.

"In each market all broadcasters would state concretely and specifically how they intend to give parents a choice of high-quality, decent, nonviolent and educational programming, and how they would give parents the power to choose," Hundt said. "Then we at the FCC could base their license renewal on their success or failure in performing as they had promised."

Hundt suggested the "Contracts for Kids and Community" while criticizing the state of children's programming in particular and TV programming in general. "We wonder if television is hindering rather than helping our efforts to teach values to our kids," he said. Some of the figures he quoted included: 80% of Americans think TV is harmful to society; more than 90% of programs during children's prime

viewing hours are violent, and the average child in the U.S. watches more than 1,000 rapes, murders, armed robberies and assaults each year.

Hundt insisted that he was not pointing a finger at broadcasters or advertisers, but at the FCC for not insisting on "specific, concrete and real" public interest commitments from broadcasters during the initial grant of licenses: "When we gave out broadcast licenses, we made a colossal mistake." He added that the commission more recently turned the 1990 Children's TV Act into "another defeat for kids" by not requiring specific time commitments for children's educational TV.

Hundt said that the FCC now has a chance to rectify the problem with the transition to digital television. Citing last week's rulemaking on digital TV (see page 10), Hundt said the second broadcast channel will offer "a second chance to figure out how TV can help us raise our kids."

He said the FCC should eliminate rules restricting commercial competition in broadcasting and set new rules to implement the Children's TV Act. He

also voiced support for technology "like the V-chip" that enables parents to block unwanted programming. Of the market-by-market contracts, Hundt maintained that the commission "would have clear commitments by which to measure whether broadcasters have met their public interest obligations."

Broadcasters greeted the idea coolly. "That's the dumbest thing I ever heard of," said one, adding that the contracts would be impractical. "When are we going to get people who understand our business?"

Others also raised questions about the feasibility of a local public interest contract system. Hubbard Broadcasting TV Division President/CEO Rob Hubbard asked what community entity would approve the contract. He also worries that those striking the contract with broadcasters would have little knowledge of the broadcast business and as a result make unrealistic demands.

Others maintained that the children's television programming picture is not so bleak. Morgan Murphy Stations President Elizabeth Murphy Burns cited children's television projects at her stations and said policymakers are not taking such efforts into account.

The National Association of Broadcasters said: "Broadcasters have substantially increased the amount of children's educational and informational programming they air since the Children's TV Act took effect." ■

Telco-reform bill heads for House passage

Long-distance lobbying given little chance to derail measure

By Christopher Stern

Barring any last-minute legislative snarls, the House is expected to adopt a telecommunications-reform bill this week.

Long-distance companies continued to step up their efforts to derail the bill, which they say unfairly favors Baby Bell entry into their business. Although AT&T and other long-distance companies lobbied Congress hard last week, congressional observers gave them little chance of killing the legislation.

The House Rules Committee is scheduled to meet today (July 31) to decide which amendments will be allowed when the full House takes up

the bill later this week. Republican leaders have placed a priority on taking up the telecommunications bill before the House begins its four-week August recess on Friday.

House Democrats were optimistic last week that Representative Ed Markey (D-Mass.) would be allowed to introduce an amendment on the V-chip, along with two others limiting deregulation of broadcasting and cable.

Unlike the Senate, which spent a week debating the telecommunications legislation, the House is expected to spend less than a day on the bill. The House, through its Rules Committee, also strictly limits the number of

amendments that can be offered on the bill while it is debated.

Markey's broadcast ownership amendment would limit any increase in the TV ownership cap to 35% of the national audience. Television group owners currently are not allowed to own stations with a total reach of more than 25% of that audience. The House bill would increase that cap to 50%.

The Markey amendment also retains the broadcast/cable crossownership ban, but does not affect provisions of the bill that eliminate ownership rules for radio. In addition, Markey plans to introduce an amendment severely curtailing efforts to deregulate cable rates. ■

continued from front cover

GETTING AHEAD OF THE CURVE

News analysis by Harry A. Jessell

and Chancellor, with Shamrock, would set the new dollar record for an all-radio acquisition.

These four companies are betting that bigger is better. It's simple economics: Size brings not only economy of scale but also muscle in dealing with programmers, equipment vendors, advertisers and, in some cases, networks.

They are also driven by broadcasting's historic record of delivering high operating margins for well-run companies. These days, those margins are looking especially good as the economy thrives and advertising dollars flow.

With the exception of Chancellor's, all the deals exceed the FCC's current ownership or crossownership limits. Radio groups are now limited to 20 AMs and 20 FM's and no more than four stations in a market. TV companies top out at 12 stations and coverage of 25% of the nation's television homes. They may own only one station in each market and also face local newspaper and cable restrictions.

As a result, Group W, Evergreen and Gannett will have to ask for FCC approvals conditioned on Congress or the FCC subsequently relaxing the rules. If the rules changes never come, they could be forced to divest stations to come back into compliance.

But the betting in Washington these days is that the FCC will not be faced with forced divestitures. Pressed by broadcasters for whom bigger is best, Congress is on the verge of loosening ownership limits to an extent unimaginable a few years ago.

The House bill headed for floor action this week would eliminate all radio limits—national and local—and permit TV groups to cover up to 50% of the nation's TV homes and own two stations in one city. It would also clear the way for local TV-newspaper or TV-cable combinations. The Senate bill is more moderate, capping TV ownership at 35% (high enough to accommodate Group W/CBS) and retaining the crossownership bans. The FCC has its own proceeding to relax the limits, which will come to fruition if Congress fails to act.

Westinghouse Electric Corp. has turned to broadcasting as the means of reinstating itself as a corporate powerhouse (see story, page 14). If its imminent \$5 billion bid for CBS sticks, Group W Chairman Bill Korn will head a company with a TV network, 15 TV stations covering 33% of the nation and 39 radio stations.

Gannett was moved to plunk down \$1.7 billion for Multimedia primarily to acquire its newspapers (see story, page 36). But the owner of *USA Today* intends to hang on to the five network-affiliated TV stations and operate a 15-station group reaching 14% of the country. Gannett President **John Curley** was not discussing his corporate thinking last week.

Evergreen Media President **Scott Ginsburg** simply has a rapacious appetite for radio. In February, his company went from 11 stations to 22 with its takeover of Broadcasting Partners. And two weeks ago, it announced a \$307 million bid to acquire Pyramid Communications' 12 stations. When the dust settles, it will count 23 FM's and 11 AM's.

Threatening to trump Evergreen last week was **Chancellor Broadcasting Co.** According to industry sources, the Dallas-based group will pay around \$400 million to acquire the Shamrock Broadcasting group (see story, page 16). If the deal comes down, its station portfolio will comprise 21 FM's and 12 AM's.

Given looser ownership limits, it's likely that consolidation will accelerate, especially in radio, where the economies and opportunities of common management are greater. But it is far from clear what The New Broadcasting will look like.

Broadcasting could go the way of cable, and other segments of the entertainment industry, says Alan Kassan, senior vice president, Dean Witter. "You end up with a big-six or big-seven oligopoly."

But just because TV can consolidate doesn't mean it will, says Tom Wolzien, an analyst at Sanford C. Bernstein & Co. Only the four networks and Tribune are close to the current caps, he points

out. "If none of the others had bought up to the caps before, why would they buy up to the caps now?"

Most of the push to liberalize the rules comes from the networks. CBS wants to sell and doesn't want rules restricting the ranks of potential broadcast buyers. (If Group W makes a bid, most believe there will be at least one competing offer.) But Fox and possibly NBC are in the buy mode. With higher caps, they will look at the mid-size groups and make quantum leaps in size and coverage.

If the newspaper restrictions go, other broadcaster-publishers would be free to buy or start newspapers in all their TV markets. Asked what the most likely impact of the rules changes would be, a broadcast lobbyist shot back: "A Murdoch tabloid in Washington."

The changes may be greatest in radio, where it would be anything goes under either the House or the Senate bill. Evergreen would not have to stop at 34 stations, or 100 or even 1,000. What's more, it could acquire as many stations in a city as its financial backers would allow.

Many broadcasters are not enamored of The New Broadcasting, feeling it puts them in the position of having to buy or sell. Indeed, some broadcasters have formed a group to lobby against wholesale deregulation of TV and radio ownership.

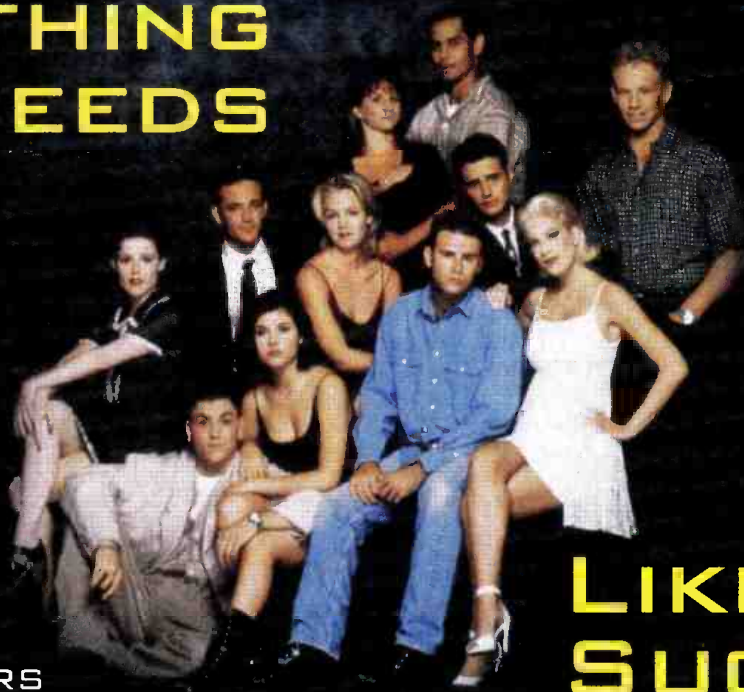
Evergreen's Media president Scott Ginsburg says the concern of the smaller broadcasters is unwarranted. Even in Chicago, where Evergreen would own five FM's, there is plenty of room for others to compete. "We are not in any way, shape or form going to control the marketplace," he says.

If the rules change, radio will simply be on the same footing as TV stations are today. "Has there been any lack of public service, any lack of commitment to the employees or to the community because a VHF station in a major market controls 30% of the audience and 40% of the revenues?" Ginsburg asks.

Deregulation is good for radio and good for the country, Ginsburg argues. "The more profitable you are, the better a public servant you are. It's that simple."

NOTHING SUCCEEDS

AS A WEEKLY
BEVERLY
HILLS 90210
DELIVERS
A DRAMATIC
INCREASE IN
WOMEN VIEWERS



LIKE SUCCESS

RATINGS %INCREASE

NEW YORK/WPIX	SUN/8 PM
LOS ANGELES/KTLA	SAT/2 PM
LOS ANGELES/KTLA	SUN/3 PM
CHICAGO/WBBM	SAT/12:30 AM
PHILADELPHIA/WGBS	SUN/5 PM
SAN FRANCISCO/KOFY	SAT/6 PM
BOSTON/WSBK	SAT/4 PM
DETROIT/WXON	SUN/5 PM
HOUSTON/KTXH	SAT/11 AM
SEATTLE/KTZZ	SAT/7 PM
CLEVELAND/WJW	SAT/4 PM
MIAMI/WBFS	SUN/5 PM
DENVER/KTVD	SUN/11 AM
PHOENIX/KPHO	SUN/11 PM
SACRAMENTO/KQCA	SAT/11 AM
CHARLOTTE/WJZY	SAT/11 AM
KANSAS CITY/KCTV	SAT/10:30 PM
NORFOLK/WGNT	SUN/4 PM
BIRMINGHAM/WABM	SAT/10 PM
FRESNO/KAIL	SAT/7 PM
KNOXVILLE/WKXT	SUN/6 PM
CHATTANOOGA/WRCB	SAT/7 PM
JOHNSTOWN/WJAC	SAT/12:30 PM
LINCOLN/KHGI	SAT/12 M
FARGO/KTHI	SAT/12 M
BAKERSFIELD/KUZZ	SUN/7 PM
LUBBOCK/KCBD	SAT/12 M
ANCHORAGE/KYES	SAT/4 PM
TUSCALOOSA/WDBB	SAT/5 PM
ANNISTON/WNAL	SAT/2 PM

W 18-34

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SOURCE: NIELSEN, MAY 1995 VS. MAY 1994



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Group W: A different drummer

Legendary Don McGannon shaped company into industry leader; newcomer Bill Korn has guided pioneer broadcaster through five bumpy years to become bidder for CBS

By Steve McClellan

Don McGannon is a hard act to follow. The legendary broadcaster who headed the company in the 1960s and '70s made it an industry leader and public service standard bearer. But current Group W Chairman Bill Korn has made his own, if different, mark. In the bottom-line '90s, observers both inside and outside the company see value in having a savvy marketer at the head of its broadcasting unit.

Indeed, the trend in broadcasting and cable today is to position networks and program services as brands, not unlike the \$3.2 billion worth of brands Korn was

that exhibition will continue to be important with increasing value. Beyond that, they will have the critical mass to do what they haven't done in 15 years, which is to become a factory for content creation and distribution."

McGannon's legacy was a career devoted to community



Group W's Korn

mum pressure to generate profits. "He thought profit margins in the mid-30s was a great business," says a former Group W manager. "Compared to most American businesses, it was and still is." But many broadcasters have margins in the 40% range or higher.

It has been a bumpy ride for Group W in the five years Korn has been with the broadcaster, the nation's first, which celebrates its 75th anniversary in the business this year.

Like many broadcast-

ers in the early 1990s, Group W was hit hard by the recession. Revenue dropped from \$858 million in 1990 to \$812 million in 1993. In one year, 1991, operating profits plummeted \$54 million, to \$133 million.

Korn's response was to focus on costs. Several sources say Korn trimmed close to 20% off the company's cost base.

A good chunk of the cost cutting came from layoffs, which sources say totaled between 200 and 300, or roughly 10% of a work force that now totals 2,000 employees.

The biggest swing of the ax came with the decision to cancel *Evening Magazine*, which eliminated about 100 jobs. Also eliminated was the syndicated Group W Newsfeed service, as well as local talk/public affairs shows at most of the stations.

Beyond that, Group W staffers who lived through the cuts say stations were given cost-reduction goals, but that it was pretty much left up to each station to figure out how to reach those goals.

The focus on costs, coupled with the economic recovery, has made the broadcast segment one of Westinghouse Electric Corp.'s strongest performers. In 1994, Group W posted record revenue, \$870 million, and record profit, \$203 million, the best performance among the parent company's major business seg-

Group W Earnings, 1990-94

(in millions)

	1994	1993	1992	1991	1990
Revenue	\$870	\$812	\$814	\$832	\$858
Operating profit	\$203	\$145	\$165	\$133	\$187

Source: Company annual reports

Group W Evening Newscasts '90 vs. '95

Station	May 1995 6 p.m. news hh r/s	Rank vs other affs.	May '90 6 p.m. news hh r/s	Rank vs other affs.
KYW-TV Phil.	6.1/12	2nd	6.2/12	3rd
KPIX-TV S.F.	5.7/12	3rd	5.7/12	3rd
WBZ-TV Boston	6.7/14	3rd	10.7/21	2nd
KDKA-TV Pitts.	11.7/22	1st	20.7/39	1st
WJZ-TV Balt.	11.4/24	1st	18.2/40	1st

Source: Petry Television SNAP analysis comparing May 1995 Nielsen Station Index household rating and share with May 1990 NSI hh r/s. WBZ-TV switched from ABC to CBS affiliation last January; WJZ-TV switched from NBC to CBS, also in January.

responsible for marketing at Frito-Lay in the 1980s. Although some question Westinghouse's pursuit of CBS without prior network experience, others say Korn may be just the executive to lead the company out of its doldrums and into the brand-conscious age of the information superhighway.

Many see the play for CBS as a great opportunity for Group W to recapture its leadership position in broadcasting. "It would be an excellent fit," says David Salzman, who ran Group W stations and Group W Productions during the McGannon years. "The business has three main parts: exhibition, distribution and production," says Salzman, now partnered with Quincy Jones in a Los Angeles-based entertainment company. "They're doubling their bet

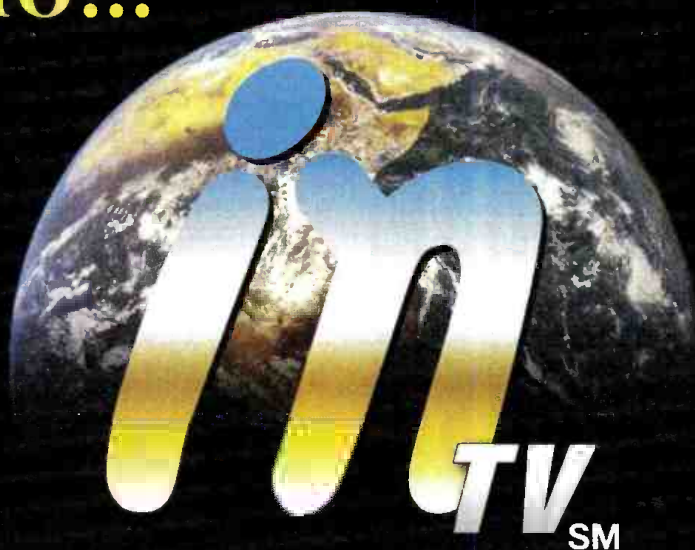
service through local programming. Under his watch, Westinghouse also developed innovations that forever changed industry practices, including the creation of the barter syndication business with *The Mike Douglas Show*, as well as syndicating first-run daily cartoon strips.

Local programming wasn't just good practice; *PM Magazine* was syndicated as *Evening Magazine*, providing Group W with a decade-long cash cow. "He really believed in serving the local community," says a former Group W executive who worked under McGannon. "It wasn't just lip service with him."

Despite a reputation for being above the fray, McGannon also was known as a tough businessman. But those who knew him say he didn't exert maxi-

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ments. Profit margins at the stations have climbed from mid-30% to an average 50%, sources say.

Company insiders say Korn did what had to be done. "To some extent we'd been cruising through the late '80s, when business was wonderful and nobody was really looking that hard," says one Group W station manager. "The reality was that in 1990, the bottom fell out. What we wound up doing, we would have done with or without Bill Korn. He made it happen quicker."

"He didn't just go in and slash and burn," says another observer. Sources note that news staffs at all the stations remained intact. In fact, they say, most of the news departments at Group W stations have increased the number of program hours, which could not be done with drastic personnel cuts.

Others point out that Korn is willing to spend money when it makes sense, and has approved expansion of sales departments, market development programs and local station ventures of one form or another. "He's not saving his way to profitability," says one company insider. "For every dollar saved cutting a local show, he's spending five or 10 on *Day & Date*," a reference to the \$40 million-plus joint syndication production with CBS debuting this fall.

"He looked at the whole process of how the group does business. He forced the stations to talk to each other more and to rely on one another when it made sense. The effort was to make the process sound so that when you enter the next recession, you don't have to take 20% of the people out so you don't start losing money."

Station sources defend the axing of local talk programs. "It makes no sense to keep a lightly viewed show in an important time period," says one station executive. "You have to figure other ways to serve the community." One example: the creation of a local prime time news magazine at KYW-TV.

It's hard to know what will happen if Group W and CBS do get together, but sources last week seemed intrigued by the possibilities. Although CBS has undergone many job cuts throughout the Larry Tisch (CBS chairman, president, CEO) years, some question the effectiveness of those cuts. "I don't believe it was judicious cutting," says a Westinghouse insider. "In broadcasting, [CBS's] margins are a lot lower than ours. They must have expenses that aren't producing value for the viewers of the stations."

Chancellor close to deal for Shamrock stations

Acquisition would create third-largest-billing radio group

By Donna Petrozzello

Although executives at both Shamrock Broadcasting and Chancellor Broadcasting were tight-lipped about rumors that the companies were in the final stages of an acquisition agreement last week, industry brokers and insiders say the deal will happen. What's more, they say the deal presages continued consolidation among top radio groups.

"This is yet another example of how important mass and bulk is in a [soon to be] deregulated radio industry," says station broker Glenn Serafin. "We're seeing the first steps in a new era of radio. We'll see mega-deregulation in a few years."

"In the space of one month we've seen three of the biggest radio companies cease to exist," adds broker Gary Stevens, referring to the recent acquisition by Evergreen Media Corp. of radio stations owned by Pyramid Communications and Broadcasting Partners Inc. "It is consolidation, and I expect it to continue," Stevens says. "If you want to stay around, what is important now is size and [number of] stations."

Neither Shamrock President Martin Loughman nor Chancellor spokesman Roy Winnick would comment on the deal. However, several brokers say that Shamrock is considering a deal totaling close to \$400 million in a stock acquisition by Chancellor.

If the Shamrock group is sold for that amount, it would surpass last week's acquisition of 12 Pyramid stations by Evergreen for \$306.5 million.

Under the proposed acquisition, Chancellor would emerge as the third-largest-billing, radio-only group owner, behind Infinity Broadcasting and Evergreen. Chancellor would increase its holdings from 14 stations to 33. Burbank, Calif.-based Shamrock owns 12 FM and seven AM stations in 12 markets. Dallas-based Chancellor owns nine FMs and five AMs in six markets.

Shamrock's WHTZ(FM) New York and KZLA(FM)-KLAC(AM) Los Angeles would give Chancellor its first outlets

Chancellor's portfolio

WUBE(AM)-WUBE-FM Cincinnati
WYGY(FM) Hamilton, Ohio
WALK-AM-FM Patchogue, N.Y.
KTCJ(AM)/KTCZ-FM/
KDWB-FM* Minneapolis
WOCL(FM) De Land, Fla.
KMEN(AM)-KGGI(FM)
San Bernardino-Riverside, Calif.
KHYL(FM) Auburn, Calif.
KFBK(AM)-KGBY(FM)
Sacramento, Calif.

*purchase pending FCC approval

Shamrock's portfolio

KLAC(AM)-KZLA(FM) Los Angeles
WHTZ(FM) Newark, N.J.
WWSW(AM)-WWSW-FM Pittsburgh
KABL(AM)/KNEW(AM) Oakland, Calif.
KBGG(FM)*/KSAN-FM San Francisco
WDFN(AM)-WWWW-FM Detroit
KFAN(AM)-KEEY-FM Minneapolis
KXKL(AM)-KXKL-FM Denver
KMLE(FM) Chandler, Ariz.
KZDG(FM) Greeley, Colo.
WFOX(FM) Gainesville, Ga.
KTBS(FM)** Lake Jackson, Tex.

*formerly KABL-FM **formerly KRQT(FM)

in the nation's top two radio markets.

According to billings estimates from *Duncan's 1995 Radio Market Guide*, the combined billings of Shamrock's stations totaled \$104.3 million in 1994. The combined billings of Chancellor's stations, according to *Duncan's*, totaled \$60.1 million.

Rumors of the proposed deal between Chancellor and Shamrock follow a \$6 million bid by Chancellor in March for the outstanding stock in SFX Broadcasting Inc. That bid was turned down by the SFX board.

If Chancellor acquired Shamrock, there is speculation the deal may affect a recent rights deal between Shamrock's KNEW(AM) Oakland-KSAN(FM) San Francisco and the NFL's Oakland Raiders.

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WB, UPN explain fall fixes

Salhany satisfied with UPN so far; WB refocuses on families

By David Tobenkin

UPN Chief Executive Lucie Salhany and WB Network Chief Executive Jamie Kellner are aware of their networks' shortcomings and have changed their fall prime time schedules to address the problems, they told attendees of the Television Critics Association press tour in Los Angeles.

Citing as an example *Sister, Sister*, which is leaving ABC, and *Kirk*, Kellner said The WB Network's fall schedule will appeal to families rather than its current core target audience of young men. Salhany said UPN's cancellation of all its shows save *Star Trek: Voyager* followed the conclusion that none of the shows were working.

Returning WB shows will feature less of the edginess that prompted criticism that they were inappropriate for younger viewers and offensive to some older ones. In the case of *The Parent 'Hood* and *The Wayans Bros.*, new executive producers have been added. Rick Hawkins (*The Carol Burnett Show*, *Major Dad*) joins *The Wayans Bros.*, and Marc Warren and Dennis Insler (*Full House*) join *The Parent 'Hood*.

WB has also ordered seven episodes of Spelling ensemble drama *Savannah*, about four Southern girls in New York.

UPN's three new dramas, *Live Shot*,



Lucie Salhany outlines UPN's fall programming strategy to TV critics.

Nowhere Man and *Deadly Games* are better fits with the audience attracted to the network by *Voyager*, said Michael Sullivan, president of entertainment, UPN.

Despite a significant drop this summer in UPN ratings, especially its *Star Trek: Voyager* flagship show, Salhany is satisfied with the network's performance after six months. Even with the decline, she said, "We're still beating the ratings Fox had after it had been on the air two years."

WB has averaged a 1.8 Nielsen rating and a 3 share season-to-date through July 16, roughly half UPN's 3.5/6. In recent weeks, however, with *Voyager* in repeats, the two have run neck-and-neck.

Salhany said the *Voyager* drop was partly due to a decision to move four

original episodes produced for airing in June and July to the beginning of the network's new season, which starts Aug. 28.

UPN plans to add a third night of programming in mid-March, but Salhany said it might be another night instead of Wednesday, as previously announced.

Like UPN, WB will attempt to get an early start on the new season, hoping to beat the onslaught of competition from the new shows of the larger networks.

WB will launch new sitcom *Kirk* on Wednesday, Aug. 23, at 8:30 p.m. The show will repeat in that slot a week later and move into its normal Sunday 8 p.m. slot on Sept. 10. WB's Wednesday night lineup will debut Sept. 6.

The network also announced that Warner Bros. Animation will produce a new high-profile dramatic animated show, *Superman*, that will join its Kids WB Saturday morning block in September 1996. The show was described as similar in theme to Warner Bros. Animation's *Batman*, which has been a hit on the Fox Children's Network, but lighter in tone.

Both networks continue to face severe clearance challenges. The addition of 10 affiliates to UPN, for a total 134, has increased its clearance total of primary affiliate coverage to 73% of the country—88% when secondary affiliations are added. Eight of the 10 new affiliates previously carried only one UPN show, *Voyager*.

WB is carried in 81% of the country, with 19% of that coverage provided by superstation WGN, Kellner said. ■

Goldwyn finds new haunts

Samuel Goldwyn Television is developing a kids weekly adventure/game show tied to the *Tales from the Crypt* horror franchise for launch in fall 1996.

Secrets of the Cryptkeeper's Haunted House is a half-hour series aimed at children and teenagers ages 6-14. Two teams enter a haunted house and compete by solving physical challenges, riddles and questions. The events feature computer-generated graphics that bring ghosts to life and a \$350,000, 40-foot haunted house set with trap doors, secret rooms and illusions.

The distribution channel for the project has not yet been determined, with broadcast network, cable or first-run syndication all possibilities.

The show is part of the same franchise that spawned HBO and Fox Broadcasting adult horror anthology series *Tales from the Crypt*, which will be syndicated as



More 'Crypt' from Goldwyn

a weekly Saturday night project this fall by Genesis Entertainment; as an ABC-TV Saturday morning animated kids' show, *Tales from the Cryptkeeper*, and as three motion pictures.

The project will not duplicate the ABC-TV show because that project is animated and targets a younger audience, says Dick Askin, Samuel Goldwyn Television president.

The series was created by Eytan Keller (*America's Funniest People*, *American Gladiators*) and Jack Wohl, president, *Tales From the Crypt* Produc-

tions. Executive producers are Keller and Wohl; the other *Cryptkeeper* franchise partners are feature film producers and directors Richard Donner, David Giler, Walter Hill, Joel Silver and Robert Zemeckis.

Nelvana Enterprises will support the launch with a teen-targeted merchandising push.

—DT

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and Director of the National
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Moonves says CBS schedule will stay same

New Bochco series, 'Public Morals,' slated for 1996

By David Tobenkin

Recently installed CBS Entertainment President Leslie Moonves told reporters at the Television Critics Association press tour in Pasadena, Calif., that while there will be some tinkering with shows he inherited from previous CBS management, he does not plan to change the basic prime time schedule beyond a previously announced switch.

"There are shows I like and shows I don't like," Moonves remarked, declining to elaborate. "But I am behind the schedule. We have quality programs and quality producers."

The recent move by Moonves sent Warner Bros.' *John Grisham's The Client* to 8-9 p.m. (ET) on Tuesday and *New York News* to 9-10 p.m. on Thursday (BROADCASTING & CABLE, July 17).

That move resulted in the drama *The Education of Matt Waters* being pushed back to a midseason order. However, Moonves said he is behind the show, expressing confidence in star Montel Williams's ability to do the show as well as to continue hosting his syndicated talk show. Production on *Waters* will begin in mid-September, Moonves said.

Some casting changes are being made to fall shows, including the addition of *Models Inc.*'s Kylie Travis to



Leslie Moonves (r) with Hallmark Hall of Fame Productions Creative Director Dick Welsh (c) and President Brad Moore. CBS has signed an exclusive deal for specials.

Central Park West and Joe Morton (*Under One Roof*) to *New York News*. Moonves also said that he likely will be patient with the shows, noting that the network now has few replacements ready and that all new series on the fall schedule have 12 or more episodes ordered.

Moonves announced a 10-telefilm deal for Hallmark Hall of Fame specials that is the first exclusive network deal ever made for the long-running series. The deal includes three movies for 1995-96 and four each for 1996-97

and 1997-98.

Also announced was the network's first series from Steven Bochco Productions under that producer's deal with CBS. *Public Morals*, a half-hour sitcom produced with Jay Tarses, likely will air in fall 1996.

Moonves hopes the badly lagging network will be on a par with the other networks within two years.

The former head of Warner Bros. Television confirmed that he signed a clause with WBT that prevents him from bringing additional key WBT

Krisel, Cranston head SKG animation

DreamWorks SKG has hired two top Walt Disney Television Animation executives, former WDTA president Gary Krisel and WDTA senior vice president of development Bruce Cranston, to head a new television animation division. Both will join the new studio in January 1996 when their contracts with Disney expire. The executives, who at Disney created the Disney Afternoon syndicated kids block and direct-to-video animated feature film sequels such as *The Return of Jafar*, will produce direct-to-video animated features and television shows for syndication and emerging markets.

Given DreamWorks' alliance with ABC, the studio is expected to assume a prominent role in supplying kids programming for that network, which trails the Fox Children's Network on Saturday mornings and faces potent new competition from the new UPN and WB Networks.

ABC, however, has denied published speculation that the network might turn over programming of its Saturday morning block to DreamWorks, speculation spurred by the fact that no replacement has yet been named for children's programming president Jenny Trias, who left the network in May. "We expect [DreamWorks] to become a significant supplier to the network, but when and to what extent has not been determined," said an ABC spokesman.

No titles have been given to the two new DreamWorks executives, per DreamWorks practice. There also were reports that *Friends* story editors Mike Sikowitz and Jeffrey Astrof will join DreamWorks under an overall television production deal after the hit show's upcoming second season ends. The pair previously wrote for Warner Bros. series *Hangin' With Mr. Cooper*. They could not be reached for comment. —DT

executives to the network for the next 18 months—save for Billy Campbell, who joined as executive vice president of CBS Entertainment. The deal also called for CBS to order five Warner Bros. series during the next five years.

Opening for Moonves at the gathering was David Letterman, whose razor-sharp repartee came days after Letterman's being bested for a week for the first time by NBC's *The Tonight Show*. Noting NBC's good fortune in being the first talk show to schedule Hugh

Grant after his scandal broke, and conceding that his own interview with the actor six days later was less-than-breakthrough, Letterman said his show will make amends: "We're supplying most of our guests with hookers and hoping they'll get arrested."

And on the pending deal for Westinghouse to buy CBS, Letterman said: "By the way, if this deal goes through, you could all go home with freezers."

A day later, CBS screened a re-edited version of the pilot of Univer-

sal Television's new suspense series, *American Gothic*, in which a controversial scene's level of violence was reduced. In the revised version, a scene in which a character hits his daughter over the head with a shovel has been shortened, implying rather than showing the blow and eliminating the sound of the impact. Also shortened was a subsequent scene in which the lead sheriff character (Gary Cole) walks up to her and breaks her neck. ■

Warner touts young-skewing shows

Says its research shows targeting youth is key to off-net success

By David Tobenkin

Warner Bros. Domestic Television Distribution has begun selling the off-network rights to youthful sitcoms *Living Single* and *Hangin' With Mr. Cooper* and says it expects premium prices for the shows based on their youth appeal.

WBTD already has decided to bypass a group-sales deal in the top three markets for the shows after receiving inadequate offers and instead will sell individually to top-market stations, says WBTD President Dick Robertson. A total 100 episodes of each show will be made available to stations for a fall 1996 launch of *Cooper* and a fall 1997 launch of *Living Single*.

Living Single is being offered on a cash-plus-one-minute-barter basis. *Cooper*'s terms have not yet been determined, but Robertson says a straight barter deal is possible if stations decline to pony up what he thinks the show is worth.

Although the shows are much lower rated in their network runs than *Seinfeld* and *Home Improvement*, this year's major fall entries, Robertson says that based on the past track record of off-Fox sitcoms and sitcom strips off ABC's Thank Goodness It's Friday young-skewing sitcom block, the two new shows may be better matches with young-skewing audiences of Fox and independent stations in the new off-network shows' likely early fringe and access homes than are higher profile, older-skewing shows nearing off-network launches.

Robertson says that of the off-network sitcoms that have debuted since Fox became a viable network in 1986-87

and then were stripped, only six of the shows have been successful. Two of those (*Full House* and *Family Matters*) are TGIF shows; two are Fox shows (*Married...With Children* and *The Simpsons*). The remaining two, off-ABC show *Roseanne* and off-NBC show *Fresh Prince of Bel-Air* have high teen and kids demographic ratings. Three, (*Fresh Prince*, *Full House* and *Family Matters*) are syndicated by Warner Bros.

"If it works on Fox or TGIF, it will work in syndication," Robertson says. "The older [skewing] shows cannot work; they haven't worked in eight years. They cannot work because the audience responsible for their success during their network run is different from that watching them in syndication."

However, while older-skewing off-network sitcoms did appear on average, to have a tougher time of it based on WBTD research, many younger-skewing off-network sitcoms tanked as well. Robertson explained the success of older-skewing shows such as *Cheers* and *M*A*S*H* by noting that those

shows did better with kids and teens than has been widely acknowledged.

WBTD already has cleared *Martin* for a fall 1996 syndication debut in 77% of the country. Robertson said that the show ultimately will average more than \$1 million per episode, a figure roughly one-third the amount Buena Vista Television has gotten for episodes of its *Home Improvement* strip. Robertson thinks many *Martin* stations will wish to buy network lead-out *Living Single* as well, and he predicts *Living Single*'s price will top that of *Martin*.

In the Sept. 19, 1994-May 24, 1995 Nielsen ratings, *Hangin' With Mr. Cooper* at 9:30 p.m. earned a 10.9 Nielsen national household rating and a 19 share, dropping only slightly from the 11.2/20 of lead-in *Step by Step*. *Living Single* earned a 8.6/14, up slightly from the 8.0/13 of lead-in *Martin*. Both shows were down slightly from the preceding season.

The next season could be the test for *Living Single*. It will move from 8:30 p.m. to 8 p.m. on Fox's schedule, losing its *Martin* lead-in. ■

Melancholy Baby

A list of top weekly syndicated kids shows in May supplied to *Broadcasting & Cable* by station rep Petry and published in the July 24 children's special omitted one top-10 show, Claster Television's *Baby Huey*. That show ranked fourth among weekly kids shows in May 1995, with a 3.2 Nielsen NSI rating and a 17 share among kids 2-11, compared to a 3.2/19 for programming in the time period a year earlier. The show earned a 3.1/18 for kids 6-11, compared to a 3.0/21 time period predecessor. Among teens, the show earned a 0.9/13, compared to a 1.3/15 a year earlier.



Eat, drink and watch *Seinfeld*

Cross-promotion with General Mills, Coke valued at \$25 million; to include TV ad support in October and November

By David Tobenkin

Columbia TriStar Television Distribution will support the national syndication launch of *Seinfeld* this fall with cross-promotions with General Mills and Coca-Cola/Packer Plastics valued at more than \$25 million in media weight.

"These nationwide cross promotions provide a tremendous impact to our fall launch campaign," says CTTD Senior Vice President of Marketing Robert Cook. "The value-added promotions, combined with the comprehensive media package we supply to the stations, should guarantee that everyone in America knows that *Seinfeld*, which is the number-one rated series on tele-

vision, is now airing in syndication six days a week."

The General Mills promotion, which runs during the fourth quarter and into next year, will be featured on up to seven million packages of General Mills' Multi-Grain Cheerios, Sun Crunchers, Clusters and Nature Valley Low Fat Granola. The company will support the campaign with national and regional free-standing insert drops and an on-air television schedule in October and November.

Signage on the cereal boxes will promote the syndicated launch, a national watch-and-win sweepstakes and a 100th episode videocassette offer, which will be available to con-



SYNDICATION MARKETPLACE

Marino to lead Four Point drama expansion

American Gladiators producer Four Point Entertainment has hired former Twentieth Television Executive Vice President Peter Marino to lead the independent production company's expansion into hour drama and action series. In the new post of executive vice president, Marino will also seek to broaden the company's core talk and reality strip business, as well as its involvement in telepictures and miniseries, says Four Point Chairman Shukri Ghalayini.

Before joining Twentieth, Marino oversaw programming at Tribune Entertainment and was a driving force behind the creation of *Geraldo*. Since leaving, he has developed several projects that will remain separate from the Four Point deal, including *Firehouse Kids*, a children's project with Chicago public station WTTW(TV). In development at Four Point are a talk show that has been pitched to several syndicators, a back-door pilot commitment this fall from the UPN Network for a one-hour show and a PBS series set for January called *Great Drives*. The company is also negotiating with A&E to supply a dramatic show and is preparing two new morning shows

for the Discovery Channel. Marino will also supervise existing Four Point shows *American Gladiators*, *Gladiators 2000* and NBC daytime series *The Other Side*.

Renegade production begins season four

Genesis Entertainment action hour *Renegade* has started production on its fourth season, which will begin airing the week of Sept. 11 on more than 130 stations. The show stars Lorenzo Lamas and is produced by Stu Seagall Productions Inc. in association with Renegade IV Enterprises

Brown to head Bohbot unit

Bohbot Communications has created a new program acquisitions and development unit to evaluate and recommend new programming projects and tapped former Tyco Toys Vice President of Licensing Kaaren Lee Brown to head it as senior vice president. Based in Bohbot's new Los Angeles office, Brown will make recommendations and evaluations for programs for Worldwide Television Distribution, Home Video and Licensing and Merchandising as well as develop creative presentations for broadcast networks, cable networks and home video companies.

Soul Train sponsors

McDonald's, Johnson & Johnson and Coca-Cola have been lined up as advertisers in the first *Soul Train Lady of Soul Awards* syndicated special, airing live Aug. 6 and cleared on over 130 stations by Tribune Entertainment. The two-hour special is being produced by *Soul Train's* Don Cornelius, who is marking his 25th year with that syndicated music program. The awards honor African-American women in the entertainment industry. —DT

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending July 16. Numbers represent average audience/stations/% coverage.)

1. Wheel of Fortune	10.2/227/98
2. Jeopardy!	8.7/219/98
3. Oprah Winfrey Show	7.0/238/99
4. Entertainment Tonight	6.2/179/94
5. Wheel of Fortune-wknd	5.6/181/81
6. Ricki Lake	5.4/227/98
7. Family Matters	5.3/195/93
7. Inside Edition	5.3/180/93
7. Star Trek: Deep Space Nine	5.3/236/99
10. Hard Copy	5.2/190/95
11. Jenny Jones	5.1/206/95
12. Baywatch	4.9/228/97
13. Married...With Children	4.8/179/94
14. Roseanne	4.7/183/94
15. Fresh Prince of Bel-Air	4.6/141/84
15. Hercules Journeys	4.6/193/97

PROGRAMMING

sumers free with two proofs of purchase. The hour video features classic clips from *Seinfeld*'s first five seasons. The grand prize for the contest will be an all-expense paid trip to Hollywood for two and a tour of Sony Pictures Studios.

Coca-Cola/Packer Plastics in its promotion will offer *Seinfeld* collector's cups at retail outlets where there is Coca-Cola fountain service.

The cups will feature memorable quotes from the series' characters and will be customized with the market's

local station and time period for *Seinfeld* syndicated broadcasts. C-C/PP will support the campaign through point-of-purchase materials and will look for local cross-promotion opportunities with *Seinfeld* stations and local retail outlets.

PEOPLE'S CHOICE: Ratings according to Nielsen, July 17-23

Week 44	abc	CBS	NBC	Fox	UP/N
	6.8/12	10.0/18	10.6/19	4.3/7	2.7/4
MONDAY	8:00	23. <i>The Nanny</i> 9.7/19	29. <i>Fresh Prince</i> 8.8/17	73. <i>Encounters</i> 5.0/9	83. <i>Star Trek: Voyager</i> 3.4/6
	8:30	18. <i>Dave's World</i> 10.2/19	32. <i>In the House</i> 8.7/16		
	9:00	12. <i>Murphy Brown</i> 10.9/19	8. <i>NBC Monday Night at the Movies—A Matter of Justice, Pt. 2</i> 11.5/20	82. <i>The Great Defender</i> 3.6/6	87. <i>Pig Sty</i> 2.0/3
	9:30	15. <i>Cybill</i> 10.6/18			87. <i>Platypus Man</i> 2.0/3
	10:00	25. <i>Chicago Hope</i> 9.3/16			
TUESDAY	8:00	39. <i>Full House</i> 7.9/16	48. <i>Wings</i> 6.9/14	57. <i>Fox Tuesday Night Movie—Thunderheart</i> 6.3/12	90. <i>Legend</i> 1.8/4
	8:30	33. <i>Thunder Alley</i> 8.6/17	46. <i>J Larroquette</i> 7.3/14		
	9:00	10. <i>Home Imprvmt</i> 11.1/20	27. <i>Frasier</i> 9.1/16		87. <i>Marker</i> 2.0/4
	9:30	17. <i>Coach</i> 10.4/18	36. <i>J Larroquette</i> 8.0/14		
	10:00	14. <i>NYPD Blue</i> 8.8/16	14. <i>Dateline NBC</i> 10.7/19		
WEDNESDAY	8:00	29. <i>Me and the Boys</i> 8.8/19	71. <i>Search and Rescue</i> 5.3/11	80. <i>Beverly Hills, 90210</i> 4.0/8	94. <i>The Parent 'Hood</i> 1.2/3
	8:30	21. <i>Ellen</i> 9.9/20			92. <i>The Parent 'Hood</i> 1.4/3
	9:00	4. <i>Grace Undr Fire</i> 12.2/23	35. <i>Dateline NBC</i> 8.5/15	83. <i>Party of Five</i> 3.4/6	90. <i>The Wayans Bros.</i> 1.8/3
	9:30	5. <i>Roseanne</i> 12.1/21	42. <i>Law and Order</i> 7.7/14		92. <i>Unhap Ever After</i> 1.4/3
	10:00	6. <i>Primetime Live</i> 11.9/22			
THURSDAY	8:00	54. <i>Matlock</i> 6.5/13	26. <i>Mad About You</i> 9.2/19	70. <i>Martin</i> 5.4/11	
	8:30	71. <i>McKenna</i> 5.3/10	22. <i>Hope & Gloria</i> 9.8/19	64. <i>Living Single</i> 6.0/12	
	9:00	36. <i>Day One</i> 8.0/15	2. <i>Seinfeld</i> 15.6/29	76. <i>New York Undercover</i> 4.9/9	
	9:30	45. <i>48 Hours</i> 7.5/14	1. <i>Friends</i> 16.7/29		
	10:00		3. <i>ER</i> 14.0/26		
FRIDAY	8:00	39. <i>Family Matters</i> 7.9/18	68. <i>Unsolved Mysteries</i> 5.7/13	81. <i>TV Nation</i> 3.8/9	
	8:30	41. <i>Boy Meets World</i> 7.8/17			
	9:00	36. <i>Step by Step</i> 8.0/17	42. <i>Dateline NBC</i> 7.7/16	52. <i>The X-Files</i> 6.6/13	
	9:30	44. <i>Hangin w/Mr. C</i> 7.6/15	56. <i>Homicide: Life on the Street</i> 6.4/13		
	10:00	7. <i>20/20</i> 11.8/24			
SATURDAY	8:00	86. <i>Last Days of Russell</i> 3.1/7	61. <i>Movie of the Week—How the West Was Won</i> 6.1/13	55. <i>Cops</i> 5.8/14	
	8:30			61. <i>Cops</i> 6.1/14	
	9:00	78. <i>ABC Saturday Family Movie—The Adventures of Huck Finn</i> 4.8/10	24. <i>Walker, Texas Ranger</i> 9.4/19	58. <i>America's Most Wanted</i> 6.2/13	
	9:30				
	10:00				
SUNDAY	7:00	33. <i>Am Fun Videos</i> 8.6/18	73. <i>Lost Civilizations</i> 5.0/11	85. <i>Sliders</i> 3.3/7	
	7:30	13. <i>Am Fun Videos</i> 10.8/22			
	8:00	52. <i>Lois & Clark</i> 6.6/13	79. <i>seaQuest DSV</i> 4.4/9	50. <i>The Simpsons</i> 6.7/13	
	8:30			58. <i>The Critic</i> 6.2/12	
	9:00	19. <i>ABC Sunday Night Movie—Firebirds</i> 10.0/18	19. <i>NBC Sunday Movie—The Substitute Wife</i> 10.0/18	47. <i>Married w/Chld</i> 7.1/13	
WEEK AVG					UPN: 2.3/4; WB: 1.5/3
STD AVG					UPN: 3.5/6; 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

Special Report

AGENCY FORECAST

ABC picked to repeat in prime time

Agency consensus taps 'Caroline in the City' as top share-getter among newcomers

By Morrie Gelman

And the prime time winners for the 1995-96 network fall season are ABC, again, by a nose; *Caroline in the City* (freshman show most likely to succeed), and *ER* (top share-getter among returning series).

At least that's the early line from BROADCASTING & CABLE's annual survey of ad agency handicappers.

ABC, which narrowly won the 1994-95 prime time season, is being given the nod to eke out a repeat in the upcoming season. According to the survey of 10 agencies (see chart), the same 20-share average ABC commanded last season will be good enough to win again. It will be nip-and-tuck all the way, say agency forecasters, with NBC hanging tough, matching last season's 19-share performance despite being projected to win only one night of the week.

The consensus, contrary to industry buzz, does not show CBS losing ground in 1995-96, but instead holding the line at an 18-share average. On a night-by-night basis, ABC is predicted as the clear winner, with agency executives giving it four nights: Monday, Tuesday, Wednesday and Friday. NBC gets Thursday by a wide margin, while CBS is given the weekend. Forty-one prime time network series premiere this fall—a high-water mark that is the product of fallout from the previous season and the addition of two fledgling networks, UPN and WB, which are fielding eight new series between them.

Of the 41 new entrants, this year's survey suggests only one as a probable hit: NBC's *Caroline in the City*. Ironically, *Caroline* is from CBS Entertainment Productions. Creators Fred Barron and Marco Pennette (*Dave's World*) developed the show for CBS TV, which passed on it. Freed to shop it around, the producers went to NBC, whose development people made extensive—and by all accounts constructive—production notes and comments.



ABC is predicted to win four nights on the strength of (clockwise from top left) returning shows such as 'Grace Under Fire' and newcomer 'Hudson Street'; CBS is given the weekend, thanks to veterans including 'Walker, Texas Ranger'; NBC is expected to dominate Thursday with newcomer 'Caroline in the City' and veteran 'ER.'

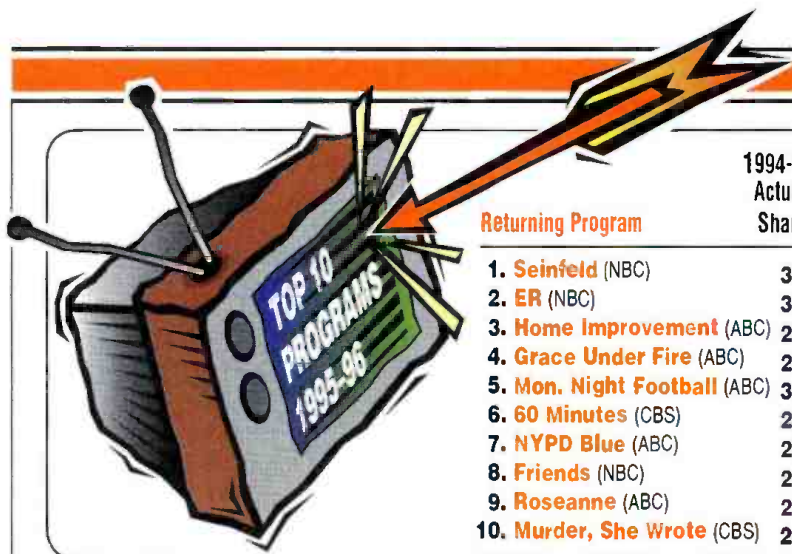
Appropriately tweaked and goosed, the result subsequently was scheduled in the wheelhouse of NBC's powerful Thursday night lineup, hammocked between *Seinfeld* and *ER*. The latter, which went into last season as an estimated 20-share performer, wound up with an impressive 33 share for the season, even better than *Seinfeld*.

Although NBC's *Caroline*, thanks to its positioning, is voted most likely to succeed among the freshman class, the program is no shoo-in. Going into last season, the agency consensus tapped *Madman of the People* as the single likely hit, principally because it, too, was comfortably sandwiched between *Seinfeld* and *ER*.

But, as last year's special report sug-



gested, that hammock was no guarantee of comfort: "Although *Madman of the People* meets two of the criteria for a hit show," last year's report noted "failure to retain at least 80% of its lead-in could still prove the kiss of death." That observation proved prescient. Despite the



Returning Program	1994-95	1995-96
	Actual Share	Est. Share
1. Seinfeld (NBC)	31	31
2. ER (NBC)	33	33
3. Home Improvement (ABC)	29	29
4. Grace Under Fire (ABC)	29	25
5. Mon. Night Football (ABC)	30	29
6. 60 Minutes (CBS)	28	28
7. NYPD Blue (ABC)	27	28
8. Friends (NBC)	25	26
9. Roseanne (ABC)	24	22
10. Murder, She Wrote (CBS)	24	18

New Program	Est. Share
1. Caroline in the City (NBC)	24
2. Jonathan Silverman, The Single Guy (NBC)	23
3. Hudson Street (ABC)	22
3. Wilde Again (ABC)	22
5. Almost Perfect (CBS)	19
5. Pursuit of Happiness (NBC)	19
5. Can't Hurry Love (CBS)	19
8. Bless This House (CBS)	18
8. If Not for You (CBS)	18
10. Murder One (ABC)	17
10. John Grisham's The Client (CBS)	17

esteemed James Burrows as director, the Aaron Spelling organization behind it and veteran star Dabney Coleman in the lead, *Madman*, at a solid 23 season share, was unable to hold a sufficient share of *Seinfeld*'s lead-in audience and became a less-than-one-season wonder.

Other freshman series tapped as possible winners:

NBC's *Jonathan Silverman: The Single Guy* is picked most likely (after *Caroline*) to succeed, with an estimated 23 share for the new season.

ABC's *Wilde Again* (aka *Naked Truth*) and *Hudson Street*—with an estimated 22 shares each—are picked as solid choices by the forecasters.

According to the survey, *Almost Perfect* and *Can't Hurry Love*—both on CBS—and NBC's *Pursuit of Happiness* are projected as 19-share performers.

None of the new UPN or WBN series is predicted to be a potential hit. Other than the returning *Star Trek: Voyager*, all Paramount and Warner network series have single-digit share levels projected. Although post-screening enthusiasm for ABC's *Murder One* and CBS's *Bless This House* was warm, the consensus is that rescheduling these hopefuls from their current 10 p.m. Thursday and 8 p.m. Wednesday slots, respectively, is the best hope for each to make it to hit status.

Agency experts forecast that last season's NBC surprise hits, *Friends* and *ER*, again will perform at highly acceptable levels. *Friends*, which was estimated to receive a 20 share going into last season, but actually pulled a 27 Nielsen share, is estimated at a 26. *ER* was last year's biggest surprise. Estimated as a 20-share performer, it averaged a 33. (The agencies have estimated that it again will get a 33 share.)

The forecast for the new season's highly publicized program shifts is not as uniformly sanguine. The venerable *Murder, She Wrote* is expected to lose six share points (from 24 to 18) in its shift from Sunday to Thursday on CBS.

The agency consensus has *Mad About You* suffering a four-share-point drop when it moves from its NBC Thursday night stronghold to the highly competitive Sunday lineup. Specifically, the forecast is a 21 share this coming season as compared with last year's 25.

The prediction for ABC's *Roseanne*, which shifted from Wednesday at 9:30 to Tuesday at 8, is for a continued downturn. The agency forecast has *Roseanne* (in its final season) dropping to a 22 share estimate from its 24 share in 1994-95.

Sitcoms dominate the six-network prime time schedule for 1995-96, with a record 60 series—new and returning—slated.

Reports of the death of the hour drama continue to be overrated, with

14 new weekly hour series joining the 18 already on the air.

One principal theme of the new crop of shows is the prominent role the media plays in storylines. Such shows lay claim to 8 1/2 hours of the prime time schedule, including *Caroline* and the Mary Tyler Moore vehicle, *New York News*.

The 1995-96 agency forecast reflects a strong upfront selling season that buyers and sellers alike describe as "unprecedented." Among the exceptional events preceding this year's survey: The upfront prime time market virtually sold out in 72 hours; agencies made client recommendations and network buys before screening all the pilots; unit prices and CPMs on at least one network were up more than 20%, and total ad expenditures in the upfront market hit all-time highs.

Among other agency findings:

The agencies project a logjam of programs all seeking advertiser-friendly 18-49-year-olds.

A total 61 programs last season (64% of the total schedule) were projected to perform in the "marginal" to "disaster" categories: a 19 share or less.



THEN AND 'NOW'		
NETWORK	ESTIMATED SHARE '95-'96	ACTUAL SHARE '94-'95
abc	20	20
CBS	18	18
NBC	19	19
FOX	13	12
UPN	6	6
WBN	3	3

Handicapping prime time

The following chart shows ad agency consensus on share estimates and nightly averages for the established and emerging networks for the 1995-96 season. Ten leading ad agencies were polled. From their handicaps of the fall prime time season, a consensus share prediction was calculated for each program and each night of the new season. ABC is predicted to edge out NBC for the season crown. NBC's 'ER' takes top share honors, with a predicted 33. Sandwiched comfortably between 'Seinfeld' and 'ER,' 'Caroline in the City' is voted most promising newcomer (24 share).

New show titles are in bold; returning shows occupying a new time period are in italic; projected winner of time slot is tinted yellow; projected winning share for night is red.

*—new network

MONDAY	abc 18	The Marshal—15		Monday Night Football—29		
	cbs 23	The Nanny—20	Can't Hurry Love—19	Murphy Brown—20	If Not For You—18	Chicago Hope—21
	nbc 19	Fresh Prince—16	In the House—16	NBC Monday Night at the Movies—22		
	fox 12	Melrose Place—15		Partners—10	Ned & Stacy—10	
	upn 8	Star Trek: Voyager—12		Nowhere Man—4		
TUESDAY	abc 26	Roseanne—22	Hudson Street—22	Home Improvmt—29	Coach—24	NYPD Blue—28
	cbs 17	John Grisham's The Client—15		CBS Tuesday Movie—18		
	nbc 20	Wings—20	NewsRadio—18	Frasier—23	Pursuit of Happiness—19	Dateline NBC—19
	fox 11	Fox Tuesday Night Movie—11				
	upn 4	Deadly Games—4		Live Shot—5		
WEDNESDAY	abc 21	Ellen—19	Drew Carey—14	Grace Under Fire—25	Wilde Again—22	PrimeTime Live—22
	cbs 16	Bless This House—18	Dave's World—18	Central Park West—16		Courthouse—15
	nbc 17	seaQuest DSV—15		Dateline NBC—16		Law & Order—21
	fox 14	Beverly Hills, 90210—18		Party of Five—10		
	wb 3	Sister, Sister*—4	The Parent Hood—3	The Wayans Bros.—3	Unhappily Ever After—3	
THURSDAY	abc 15	Charlie Grace—14		The Monroes—14		Murder One—17
	cbs 16	Murder, She Wrote—18		New York News—17		48 Hours—14
	nbc 28	Friends—26	Single Guy—23	Seinfeld—31	Caroline in the City—24	ER—33
	fox 11	Living Single—13	The Crew—10	New York Undercover—11		
	abc 22	Family Matters—21	Boy Meets World—21	Step By Step—19	Hangin' with Mr. Cpr—18	20/20—25
FRIDAY	cbs 15	Dweebs—12	Bonnie—15	Picket Fences—17		American Gothic—15
	nbc 16	Unsolved Mysteries—16		Dateline NBC—16		Homicide: Life on the Street—17
	fox 14	Strange Luck—11		The X-Files—16		
	abc 14	Maybe This Time—12	J Foxworthy—12	ABC Family Movie—15		
	cbs 18	Dr. Quinn, Medicine Woman—19		Touched by an Angel—15		Walker, Texas Ranger—20
SATURDAY	nbc 15	JAG—13		John Larroquette—15	Home Court—12	Sisters—17
	fox 13	Martin—13	The Preston Episodes—12	Cops—13	Amer's Most Wanted—14	
	abc 18	America's Funniest Home Videos—16		ABC Sunday Night Movie—20		
	cbs 23	60 Minutes—28		Cybill—20	Almost Perfect—19	CBS Sunday Movie—22
	nbc 19	Brotherly Love—15	Minor Adjustments—14	Mad About You—21	Hope & Gloria—19	NBC Sunday Movie—20
SUNDAY	fox 12	Space: Above and Beyond—11		The Simpsons—15	Too Something—12	Married with Children—14
	wb 3	Pinky & the Brain—3	Sister, Sister*—3	Kirk—3	Simon—3	First Time Out—2
						Misery Loves Company—11
						Cleghorne!—2

For 1995-96, the number of series forecast to deliver 18-and-under share levels rises to 83—73% of the total schedule.

There is about the same number of estimated "hits" (25 share or higher)—11 last season and nine for the one upcoming. Similarly, programs "on the cusp" (20-24 share) remain constant—21 in the coming season; 23 last season. The "bulge" of anemic shows (11-19 share) rises from 56 to 65, and "bombs" (10 share and lower) more than triple, to 18 from last season's five.

The following is a night-by-night consensus agency analysis:

Sunday

Agency prognosticators see the strength of *60 Minutes* and the *Sunday Movie* saving the night for CBS, despite the move of *Murder, She Wrote* and the substitution of sitcoms *Cybill* and *Almost Perfect* in the 8-9 slot.

The tightest competition of the night will involve the three movie presentations. Agency forecasters predict 20-share averages for the movies on ABC and NBC, and a 22 share for that on CBS.

Monday

In the early evening (8-9), CBS's *The Nanny* and newcomer *Can't Hurry Love* are expected to beat NBC's *Fresh Prince* and *In the House*. UPN's one strong series, *Star Trek: Voyager*, comes in at a 12 share. ABC's *Monday Night Football*, with a projected 29 share, comes out strongest of any Monday night series. On the power of the NFL alone, Monday goes to ABC.

Tuesday

NBC's two-hour block of comedies (with *Pursuit of Happiness* as the only new entry, 9:30-10) is projected to run second to ABC's 8-10 p.m. comedies *Roseanne*, *Hudson Street*, *Home Improvement* (at a projected 29 share, the top performer of the night) and *Coach*. *NYPD Blue*, with a 28-share estimate, helps ABC lock up its second night of the week.

Wednesday

Ellen (ABC's hit from last season) wins the 8-8:30 half-hour by a whisker. The projected runner-up is *Bless This House* on CBS. Fox's *Beverly Hills 90210*, also with an 18-share estimate, is picked to tie the CBS combo of *Bless This House* and *Dave's World*. Later in

the evening, ABC is predicted to continue to win time periods with *Grace Under Fire* (25) and *Wilde Again* (22) at 9-10. In the closing 10-11 hour, with only the traditional three networks competing, ABC's *PrimeTime Live*, with a 22-share estimate, takes the time period versus the 21 share for NBC's returning *Law and Order* and the 15 share for CBS's new *Courthouse*. This adds up to another predicted ABC win.

Thursday

Score one for NBC. The agency executives think that NBC's lineup remains competition-resistant. According to the forecast, NBC will win every half-hour, from the rescheduled *Friends* (26 share) to the rookie *Single Guy* (23) and from *Seinfeld* (31) to *Caroline in the City* (24), topped by *ER*, whose projected 33 share is the highest estimate for any prime time program next season. In the closing hour, ABC's *Murder, One*—Steven Bochco's latest break-the-envelope drama—is thought capable of hit status if moved from under the scalpel of *ER*. Even faced with this stiff competition, *Murder, One* is given a respectable 17-share

estimate by agency swamis, while CBS's *48 Hours* is considered a 14-share series.

Friday

ABC's four returning half-hour comedies—*Family Matters* (22), *Boy Meets World* (21), *Step by Step* (19) and *Hangin' With Mr. Cooper* (18)—are predicted to carry the 8-10 span. ABC's *20/20* is seen winning 10-11 handily with a 25 share. Sweeping all six half-hours, ABC runs away with Friday night, according to the agency experts.

Saturday

CBS is predicted to own the night, and it owns all three 8-11 programs on its schedule, which are in-house productions. *Dr. Quinn* (19), the re-scheduled *Touched by an Angel* (15), and Chuck Norris as *Walker, Texas Ranger* (20) carry the low-HUT evening for CBS. ■

Morrie Gelman, veteran Hollywood correspondent for BROADCASTING & CABLE and other publications, is president of Ventures in Media, a Westlake Village, Calif.-based informational packaging and market research firm.

Changing Eye-identity

CBS had five of the 11 new fall series tapped by handicappers as most likely to succeed. To help draw younger viewers to those fresh faces, CBS has launched a series of edgy on-air IDs to help it rework its conservative image.

Gone are the staid IDs featuring a graphic of a flat eye, the voiced-over "This is CBS," and a concluding musical signature. In their place are four series of a total 50 new IDs. Two of the series feature talent from CBS prime time series, with one version against colorful backgrounds and featuring three-dimensional sculptures of the CBS eye; the other features light backgrounds and photography with more stylized camera angles, black-and-white footage and unusual variations of the eye on a screen in the background.

"Over the past three years the strategy was to take the network back to the Tiffany era, which was a good strategy for the time, but now there's so much change in the marketplace that the network made a major decision to try to appeal to a younger audience and be fresher and more original in [its] presentation," says Billy Pittard, partner at graphic design firm Pittard Sullivan, which created the new look.

The campaign was developed by Pittard, designers Paul Newman and Curt Doty and producer Ann Epstein in conjunction with CBS Vice President, Advertising and Promotions, Mike Mischler, and Executive Vice President, Marketing and Communications, George Schweitzer. Pittard also tips his hat to Fox promotions. "Fox has made it safe for the other networks to do new things just because of how edgy and young they've been," says Pittard.

—DT



TCI adds Viacom systems for \$2.25 billion

MSO will up its sub count to 17 million, 27% of basic homes

By Rich Brown

The ever-growing reach of Tele-Communications Inc. is growing again—to about 27% of the nation's 65 million cable subscribers.

TCI's recently announced \$2.25 billion deal for Viacom's cable systems adds another 1.2 million subs to the 15.8 million already served by systems owned in whole or in part by TCI. Pending completion of the Viacom deal and another agreement with Chronicle Publishing, TCI is poised to reach more than 17.3 million subs in the U.S. Roughly 14.2 million of those will be served by systems wholly owned by TCI.

The distribution boost brings TCI closer to FCC limits, which prohibit cable system operators from serving more than 30% of homes passed by cable. (TCI's wholly and part-owned systems passed 23.6 million homes, according to the company's 1994 annual report. A TCI spokesperson says that the company does not have current homes passed figures.) But those rules might change—a federal court has declared the subscriber limits unconstitutional, and the FCC has stayed the rules pending an appeal.

Virtually all the nation's top multiple system cable operators have been swallowing up smaller cable systems to prepare for the anticipated onslaught of competition from telephone companies, direct broadcast satellite and wireless cable. Operators say that

among the benefits of consolidation are greater access to investment capital, greater leverage in dealing with equipment suppliers, and greater return on their marketing dollars.

TCI executives last week indicated that owning larger-market clusters also will help them to roll out telephony ser-

Castro up in the air

It is unclear what will become of Viacom's state-of-the-art cable system testbed in Castro Valley, Calif., after sale of the system to Tele-Communications Inc. "We haven't decided yet what is going to happen in Castro Valley," says TCI spokesman Bob Thomson. "We need to sit down and study how Castro Valley fits into our other testing programs."

Viacom faced a variety of hurdles with the digital interactive TV trial, ranging from digital transmission issues to difficulties in defining tools to create applications. AT&T, an original partner in the project, ended its participation earlier this year. —RB

vice to subscribers. TCI spokesman Bob Thomson says the company is particularly encouraged by the pro-competitive stance taken by public utilities commissions in two of the key states involved in the Viacom deal: California and Oregon.

The Viacom deal will enable TCI to expand its existing cable system presence to 90% of the San Francisco market (1.3 million subscribers); 90% of the Seattle market (900,000), and about 60% of the Portland, Ore., area (300,000). The deal also gives TCI systems serving about 145,000 additional subs in Nashville and about 54,000 in Dayton, Ohio.

The tax-free spin-off of the Viacom systems has TCI initially paying \$350 million in cash for control of a new company carrying \$1.7 billion in debt. TCI also will reimburse Viacom about \$128 million for capital expenditures spent on the Viacom systems during negotiations. The deal is expected to close in first quarter 1996, pending FCC approval, the IRS, and local municipalities in charge of the franchise agreements. An earlier attempt at reaching a TCI-Viacom deal collapsed in March when the government put a stop to the FCC's controversial minority tax certificate program.

Analysts are concerned that added debt associated with the \$2.25 billion purchase of the Viacom systems might impact TCI's rating on Wall Street. TCI's senior vice president of mergers and acquisitions, Gary Howard, says the company made a point of outlining the structure of the Viacom deal to Moody's Investor Service, which last week said it is continuing its ongoing review of TCI for potential downgrade of the company's debt ratings. ■

Viacom vs. TCI: Settling a suit among suitors

Last week's big cable system deal did not bring an end to Viacom's antitrust suit against TCI, but a settlement appears imminent.

TCI executives say they are on the brink of settling the nearly two-year-old lawsuit, which charged TCI Chief Executive John Malone with using "bullyboy" tactics to seize monopoly control of America's cable industry. According to the suit, Viacom-owned programming services were being forced into onerous carriage agreements with TCI because of the MSO's size.

TCI Senior Vice President of Mergers and Acquisitions Gary Howard said on Tuesday that TCI and Viacom have completed program carriage agreements and

that compliance with those agreements will result in the settlement and release of the lawsuit. He would not offer specifics on the agreements.

It appears that there are no further developments on year-old rumors that the companies are looking to merge TCI's Encore and Viacom's Showtime pay-TV movie services. No such negotiations were taking place as of last Tuesday, according to Howard.

Just how long TCI and Viacom will stay friendly dealmakers remains to be seen. TCI already is working on a music video programming service, The Music Zone, which could pose a threat to Viacom's MTV and VH1 networks (BROADCASTING & CABLE, July 24). —RB

TCl gives a 'Damn'

Tele-Communications Inc. (TCI) plans to launch its own daily political/news program titled *Damn Right!*

The program, initially to be carried by a combination of commercial broadcasters, cable and public TV network outlets, reportedly will cover public issues such as the privatization of the Grand Canyon and the case for ending income taxes.

Program producer for *Damn Right!* is Robert J. Chitester, former manager of WQLN-TV Erie, Pa.; executive producer is John K. Andrews Jr., director of public affairs for TCI.

Andrews says *Damn Right!* is part of a group of public affairs projects being developed by TCI. "We've been exploring several options for the company to start experimenting with ramping up some of its public affairs programming."

A nightly half-hour version of *Damn Right!* will be syndicated through Multimedia Entertainment and also will be carried by Multimedia's NewsTalk Television cable network. Material from the show will be excerpted for a weekly pub-

lic TV version.

Host of *Damn Right!* will be David Asman, a senior editor for the *Wall Street Journal's* editorial page. The series will be produced at Multimedia's studio in New York.

HSN, IFE get pieces of Jake

Cable networks International Family Entertainment and Home Shopping Network (HSN) each have acquired 20% of Body By Jake Enterprises Inc. (BJE). Fitness expert Jake Steinfeld, BJE founder/chairman, will keep controlling interest. Terms of the deal were not disclosed. BJE also has made a joint marketing agreement with HSN covering sale on HSN of Body By Jake brand fitness items as well as joint development by BJE and HSN of future BJE merchandise.

Jackson on HBO

HBO on Dec. 10 will present *Michael Jackson: The History Concert*, a new special starring the controversial performer in an as-yet-unspecified New York City arena. Jackson's last HBO special, in Octo-

ber 1992, received a 21.4 rating/34 share in HBO homes, according to A.C. Nielsen Co. data supplied by the pay-TV network.

Anastos joins Lifetime

Veteran TV personality Ernie Anastos is leaving his daily hosting gig on Multimedia's NewsTalk Television to become a host of Lifetime's *Our Home*. Anastos joins Boni Montgomery on the morning show, which features tips on decorating, crafts, gardening, cooking, family finances, health and beauty.

Playboy/TVN deal

Direct-to-home satellite pay-per-view company TVN Entertainment Corp. has reached a deal with Playboy Entertainment Group to exclusively distribute the new AdultVision channel to the C-band home satellite dish market. The company also will distribute the channel on a non-exclusive basis—packaged together with TVN's TheatreVision Plus PPV programming/transaction service—to the cable market. —JM

TCl invests in Faith & Values

Religious channel will be converted to for-profit venture

By Rich Brown

Top multiple system cable operator Tele-Communications Inc. has found religion. It's taking a 49% stake in the Faith & Values Channel.

TCI programming arm Liberty Media Corp. is expanding its already large cable network portfolio with the addition of the religious channel, which now reaches 24.1 million cable homes. Its sole partner will be the National Interfaith Cable Coalition, which has run the network as a not-for-profit channel since 1988.

Subsidiaries of the NICC and Liberty Media—VISN Management Corp. and Vision Group Inc., respectively—will jointly own the channel through a new company, F&V Channel. Coinciding with the change in ownership is a conversion of the channel into a for-profit entity.

TCI already has been handling affiliate relations and advertising sales for the channel through its Vision Group

Inc. division. The MSO also has been advancing funds to the network to cover shortfalls in operating expenses. F&V Channel President Nelson Price says this transaction will convert TCI's advance into equity.

Liberty Media President Peter Barton says that all profits of the channel

for at least the next three years will be reinvested in new programming and in building viewership. New original programming already slated for fall includes *Inspiration Please*, a quiz show on religion; *Keeping the Feast*, featuring cooking lessons by PBS personality Jeff Smith; *Our Generations*, a daily talk show co-hosted by Florence Henderson and her daughter, Barbara Chase; *Our Show*, a daily magazine-format show for ages 49-plus, and live daily coverage of Pope John Paul II's visit to the U.S. in October. ■

Burke to head WTBS

Turner Classic Movies Vice President and General Manager Bill Burke has been named president of Turner flagship WTBS-TV Atlanta. He replaces Terry Segal, who resigned from the company last week.

Burke will be responsible for all aspects of operations, marketing, programming and development at WTBS-TV. The 19-year-old network consistently ranks among the most-watched basic cable networks in the country, although its second-quarter prime time A.C. Nielsen ratings slipped from 2.2 to 1.9 compared with the same period last year.

Burke joined Turner in 1992 as a director of business development and began working full time at TCM as assistant general manager in January 1994.



Burke

—RB

Continental, Comcast join Cox/TM team

New partners boost Outdoor Life, Speedvision; 'other' Outdoor channel keeps on plugging

By Jim McConville

Comcast and Continental Cablevision have signed on as equity partners in the Times Mirror/Cox programing partnership.

The investment will cut Times Mirror's stake to 10%. That will leave Cox with the largest stake (45%), but the new partners (22.5% each) have an opportunity eventually to become equal partners with Cox in the venture.

As part of the deal, the two new partners say they expect to launch TM/Cox's planned channels, Outdoor Life and Speedvision. According to Cox, it will carry the channels on its expanded basic tier, which reaches 3.2 million subscribers.

Comcast President Brian Roberts says of the investment: "We believe that in addition to providing special interest programing, both Outdoor Life and Speedvision have the potential to become specialty video retailing outlets for a variety of merchandise. Our

experience with QVC makes these types of programing services especially appealing."

Continental Vice Chairman Tim Neher says, "In this competitive era, it is becoming increasingly important for cable operators to make strategic investments in [the] content business." He calls Outdoor Life and Speedvision "especially attractive."

Speedvision, the channel for plane, boat and automobile aficionados, is slated to launch in first quarter 1996.

Outdoor Life had been slated to launch this month, but Times Mirror's recent fiscal reassessment had put all its operations, current and planned, under renewed scrutiny.

Outdoor Life President and CEO Roger Werner had said earlier in the week that he expected cable systems to start picking up the channel "fairly quickly." Times Mirror/Cox has pledged to spend \$100 million each to launch Outdoor and Speedvision.

Following announcement of the new

partners, Werner said "plans for Outdoor Life and Speedvision are on track." He said that Outdoor Life's launch may be further delayed, however, "due to the change in ownership structure."

Meanwhile, the news of the new capital infusion to Outdoor Life could not have been well received at the "other" outdoor channel. "It's sort of been a struggle identifying our own network in the marketplace, with Outdoor Life's very expensive marketing campaign pushing into the segment that we're in," says Andrew Dale, vice president of production, the Outdoor Channel. Created by brothers Perry and Thomas Massie as an outgrowth of their gold prospecting hobby, the Temecula, Calif.-based Outdoor Channel started airing on low-power satellite systems in June 1993.

The Outdoor Channel is the name Times Mirror/Cox originally chose for its network, but it had to change it to Outdoor Life after a court ruled that the Outdoor Channel had first dibs.

The Outdoor Channel filled its initial 45 hours of weekly programing primarily with prospecting programs and a library of old westerns. Prospecting has shrunk to 15% of channel programing, replaced by programs on fishing, sailing, scuba diving, hunting, shooting and other outdoor pursuits.

Dale says the channel's predominantly male viewership will change as the network adds more programing appealing to female viewers.

The advertiser-supported Outdoor Channel averages six minutes of commercials per half hour.

Outdoor Channel now reaches 2 million subscribers in the U.S., Canada, Mexico and the Caribbean. The network is carried by 26 small regional cable operators reaching approximately 400,000 subscribers. It also is carried by 19 low-power TV affiliates and on C-band and other TVRO satellite systems. Outdoor Channel Chairman and CEO Perry Massie says the network's goal is to reach a combined 4 million viewers by the end of 1995.

Dale says the network is talking with major MSOs and satellite systems about carriage, but he concedes the going is rough. ■

PEOPLE'S CHOICE: TOP CABLE SHOWS

Following are the top 15 basic cable programs for the week of July 17-23, 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. O.J. Simpson Trial	CNN	Tue 7:00p	2,749	4.2 2.9
2. O.J. Simpson Trial	CNN	Wed 5:00p	2,680	4.1 2.8
3. O.J. Simpson Trial	CNN	Tue 5:30p	2,652	4.0 2.8
4. O.J. Simpson Trial	CNN	Wed 5:30p	2,633	4.0 2.8
5. O.J. Simpson Trial	CNN	Thu 5:30p	2,618	4.0 2.7
6. O.J. Simpson Trial	CNN	Mon 5:00p	2,593	3.9 2.7
7. News Update	CNN	Thu 6:15p	2,589	3.9 2.7
8. O.J. Simpson Trial	CNN	Tue 7:30p	2,552	3.9 2.7
9. O.J. Simpson Trial	CNN	Mon 5:30p	2,537	3.8 2.7
10. O.J. Simpson Trial	CNN	Tue 8:00p	2,532	3.8 2.7
11. Rugrats	NICK	Sun 10:00a	2,472	3.9 2.6
12. O.J. Simpson Trial	CNN	Tue 6:25p	2,465	3.7 2.6
13. O.J. Simpson Trial	CNN	Mon 6:25p	2,406	3.6 2.5
14. O.J. Simpson Trial	CNN	Tue 6:00p	2,391	3.6 2.5
15. O.J. Simpson Trial	CNN	Thu 7:30p	2,276	3.4 2.4

Following are the top five pay cable programs for the week of July 17-23, ranked by households tuning in. Source: Nielsen Media Research.

1. Movie: 'Wolf'	HBO	Sun 10:30p	2,218	9.4 2.3
2. Movie: 'Mart Lawrence You So Crazy'	HBO	Sat 10:00p	2,207	9.4 2.3
3. Movie: 'Wolf'	HBO	Tue 8:00p	2,144	9.1 2.2
4. Movie: 'Demolition Man'	HBO	Sun 8:00p	2,118	9.0 2.2
5. Movie: 'Body Language'	HBO	Sat 8:00p	2,078	8.8 2.2

Telemedia

THE INTERACTIVE WORLD OF VIDEO, VOICE AND DATA

Week

The Internet

EZ sees money in the Net

Group owner hooks up with Internet access provider to put its stations on the Web

By Harry A. Jessell

Like other radio broadcasters, EZ Communications is putting its radio stations on the Internet.

But determined to make a buck, the Fairfax, Va.-based group also will sell Internet access through Internet Express, a five-year-old access provider based in Colorado Springs, Colo.

EZ will receive a share of the access revenue from the Internet users its stations attract, says Michael Rau, president of the Radio Data Group, EZ's new media unit. Aside from providing the Internet link for users, Internet Express will supply navigational software—the browser—and handle sign-on, billing and customer support.

Country-formatted KMPS-AM-FM Seattle, which already has a home page up and running, will add program audio in August. EZ's other stations will introduce audio-enhanced Web services within six months. EZ has 21 stations in seven markets: Seattle; Sacramento, Calif.; St. Louis; Pittsburgh; New Orleans, and Charlotte, N.C.

The browser will be customized for each station, says Bill Thomas, marketing director, Internet Express. If EZ signs a user in Seattle, the first thing the user will see when he logs on will be the local KMPS-AM-FM home page. Users in Pittsburgh will see the WBZZ(FM)-WZPT(FM) site.

Pricing isn't finalized, Rau says. But EZ/Internet Express is considering a \$10 sign-on fee, a basic monthly fee of around \$10 and a usage fee of, say, \$1.25 per hour after the first 10 hours, he says. The browser software will be given away.

EZ has big plans for the World Wide Web. Using new "streaming" software, the stations plan to offer live and on-demand program audio along with the

usual text and graphics (see box).

"We're going to make our home page as much of a living, breathing radio station as we can," Rau says.

In addition to program audio, each home page will contain community events, news, advertising sales information, playlists and links to other EZ station home pages. The content will be "dynamic and changing," Rau says.

Rau thinks that EZ also can make money selling pages within the stations' services to advertisers: "It's like a billboard."

KMPS-AM-FM is selling ads, and the rates "will firm up as we are able to guarantee the number of users," Rau says, adding that the demographics of PC users are highly desirable for advertisers.

But for the time being the real driver is the revenue from selling the Internet access, says Rau. "We don't need a big share of the gross to make a profit."

What's more, the deal with Internet Express relieves each station from having to pay for maintaining the Web sites—about \$1,000 per site per month.

Rau encourages other radio executives to explore and exploit

the Internet. In fact, he says, EZ has taken a minority position in a consulting firm that specializes in helping broadcasters onto the Internet.

Radio stations that get started now will no longer have to fear the future, according to Rau: "They will actually be a part of it."

TM

The cat's whisker of the '90s

You don't need a \$10 radio to listen to radio anymore. All you need is a \$2,000 personal computer with access to the Internet.

As part of its Internet push, EZ Communications stations plan to introduce Web services featuring live program audio.

Owners of PCs equipped with speakers and a 14.4 kbps (or faster) modem will be able to tune into their local EZ station or any one of the group's other Internet-ready stations. The group has 21 stations in seven markets.

Key to the PC-radio service is the new StreamWorks encoder and software from Xing Technology Corp., Arroyo Grande, Calif. (<http://www.xingtech.com>). The \$2,500 encoder permits stations to digitize their audio and pump it onto the Internet in real time, says Xing President Howard Gordon. Any state-of-the-art browser should be able to receive the audio, he says.

The audio quality is limited primarily by the market—that is, the modem speed of the targeted users. A 14.4 kbps modem will deliver only AM quality audio, Gordon says. Given faster modems and high-speed lines, the encoder and software are capable of CD-quality stereo, he says.

According to Gordon, Xing has been working with a number of broadcasters other than EZ, including Hearst's WBAL(AM) Baltimore, and noncommercial KLCC(FM) Eugene, Ore., and WKSU-FM Kent, Ohio. For testing, Xing has been using signals from KKAL(AM) San Luis Obispo and KWB(FM) Pismo Beach, both California.

Gordon expects Internet-minded radio stations to quickly embrace the technology. "We fully expect 100 stations to be up and running by the end of the year," he says. "The whole broadcasting world is going to look a lot different in 12 months."

It's more than a \$2,000 radio, Gordon says. Internet users eventually will be able to tune into stations not only in the U.S. but also around the world, he says.

EZ hopes to introduce the audio service at at least some of its stations by the end of August, says EZ's Michael Rau. —HAJ

StreamWorks

Calendar

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.

Oct. 17—The Cable Online Summit: Raising the Speed Limit on the Information Superhighway, sponsored by Kagan Associates. Waldorf-Astoria Hotel, New York. Contact: (408) 624-1536.

Online Services

CBS the latest to use RealAudio

Progressive Networks' service is boosting audio over the Internet

By Mark Berniker

When Rob Glaser left Microsoft to start a new venture focused on bringing music and sound to the Internet, he had no idea how quickly it would take off.

Progressive Networks' RealAudio is the first method to bring real-time audio-on-demand over the Internet, and in only a few months the company has signed major radio networks (including National Public Radio and ABC Radio Networks) and other Internet providers interested in incorporating sound into their sites.

"RealAudio is the first on-demand application that is being widely deployed using standard multimedia personal computers and requiring no billion-dollar infrastructural upgrade," says Rob Glaser, president/CEO of Progressive Networks.

Last week Progressive announced that another group of major companies—CBS, MCI, Starwave, Time Inc., Nomura Research and Dow Jones—will use RealAudio in their Internet sound applications.

CBS will use RealAudio as part of its CBS Up To The Minute News service, which

is available through the broadcast network's Internet site.

"Our first intention is to put our headlines in audio clips on our Internet site," says

Finding radio on the Net

MIT list of radio stations on the Internet

<http://www.mit.edu:8001/activities/wmbr/otherstations.html>

Radiospace

<http://www.radiospace.com/welcome.html>

RadioNet

<http://www.radionet.com/radionet>

Airwaves Radio Station Page

<http://radio.aiss.uiuc.edu/~rrb/stations.html>

Radio Stations On The Web

<http://american.recordings.com/WWWoM/radio/radio.html>

Radio On The Web

<http://www.us.itd.umich.edu/~wcbn/stations.html>

Yahoo's Radio List

<http://www.yahoo.com/Entertainment/Radio/Stations/>

Index-Broadcasting Link

<http://www.algonet.se/~nikos/broad.html>

Critical Mass Media

<http://www.cmmnet.com/stations.html>



music copyrights over the Internet.

The music industry is concerned that there will be copyright abuses if Internet users are able to download songs and play them back without paying for the rights.

"We're seeing those issues being resolved in a rational way, and downloading via RealAudio is not a substitute for compact-disc quality music," says Glaser.

He says that RealAudio is ideal for sampling music, or sound bites, and may work well with promotion rather than as a substitute for digital audio.

Glaser says deals increasingly are being struck between Internet music providers and the music licensing firms ASCAP and BMI, yet there still is a need for formal legal rules regarding music and audio copyright for the Internet.

RealAudio can be reached at <http://www.RealAudio.com>.

TM/

Online Services

CBS joins America Online, talking with Microsoft

Broadcaster expands online distribution; its priority is the Internet

By Mark Bernstein

CBS has struck a deal with America Online to bring the network's content to the growing commercial online service.

America Online already carries on its service a well-developed area from Capital Cities/ABC and recently ended its relationship with NBC, which opted to be part of The Microsoft Network. CBS is in talks with The Microsoft Network to supply information about its programming to the new online service, scheduled to debut in August.

George Schweitzer, CBS Television Network executive vice president, marketing and communications, says CBS is interested in expanding the number of sites by which online users can access information about the network.

CBS had an exclusive deal with Prodigy, but when talks broke down to renew that agreement Schweitzer looked at his online options.

CBS's deal with America Online is an "open-ended financial arrangement" with the option to renew if both parties are pleased with the arrangement. Schweitzer says CBS

will pursue a "non-exclusive online strategy."

The CBS deal gives a boost to America Online's bid to become the leading source of online information about television and other main-

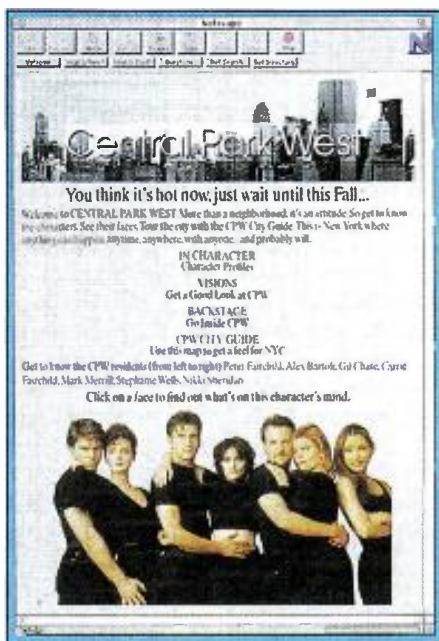
lineup online, including areas dedicated to new shows *Central Park West*, *American Gothic* and *Dweebs*.

Schweitzer sees online as a "value-added extension to the media buy" and describes online advertising as a "developing territory."

One problem with advertising on the Internet is that there are no standardized measurement tools, which are needed for accountability and to establish rates. Several companies are developing software tools to measure online exposure to advertising. "We're looking at all of them, but there is not one standard measurement system," Schweitzer says.

Some online publishers already are charging clients Internet advertising rates for exposure to their sites. Time Inc.'s Pathfinder and *Wired* magazine's HotWired sites are among those that already have advertisers paying for space on Internet sites.

Sources say advertisers are paying roughly \$10,000 per month for an ad on the Internet. Zima, AT&T, MCI and Tower Records are among the companies already buying ad space.



stream media. But there continues to be competition from Prodigy, CompuServe and The Microsoft Network, not to mention the Internet.

"The Internet is obviously our biggest area," says Schweitzer, who claims that CBS has 1.2 million "hits," or visits to its Internet site, per week.

Schweitzer says CBS is interested in attracting a "younger, media-savvy upscale audience" to the network and will promote its fall programming

California to open phone competition

California regulators say they plan to open the market to local phone competition by January. Beginning next year, cable and other companies will be allowed to challenge Pacific Telesis Group and GTE Corp. for local phone services. AT&T, MCI, Sprint and Time Warner Cable are expected to compete in the California local phone market.

Saban plans 'Power Rangers' CD-ROMs

Saban Interactive, a division of Saban Children's Entertainment Group, will introduce five CD-ROMs based on its *Mighty Morphin Power Rangers* show. Saban signed an exclusive distribution agreement with Activision Inc. The five titles include *Mighty Morphin Power Rangers Coloring Book*, *Mighty Morphin Power Rangers Jigsaw Puzzles*, *Mighty Morphin Power Rangers Print Kit*, *Mighty Morphin Power Rangers Screen Saver* and *Mighty Morphin Power Rangers: The Movie Adventure*. The titles will be priced under \$20 and will be available by Christmas.

Nielsen going online with ECN

Nielsen Media Research has created an online service within Entertainment Communications Network (ECN). Nielsen Online will display information on top programs in broadcast network, syndication, cable and Hispanic television as well as a National Data Historical Archive and Hot News & Ratings information. Users of ECN software can access Nielsen Online for free.

Interactive TV developer series set

Sybase will sponsor a series of interactive television developer seminars with Hewlett-Packard, PowerTV and ScientificAtlanta. The New Media Partners Developers College will teach software developers and television producers how to build interactive TV applications. The seminars will be backed by an interactive television development kit, including HP's MediaStream video server, ScientificAtlanta's digital home communication terminal, PowerTV's operating system development environment and Sybase's Intermedia software products. For information: (415) 943-8236.

Leaders lose ground in L.A., Chicago; hang tough in New York

Quarterly Arbitrons rearrange radio rankings

By Donna Petrozzello

Top-ranked radio stations in Los Angeles and Chicago lost their footing while top-rated stations in New York held their ground in the latest Arbitron Spring 1995 radio ratings survey.

Audience size for Tribune Broadcasting's full-service WGN(AM) Chicago slipped from a 7.1 share in the winter 1995 survey to a 5.8 share for spring, pulling the station out of first place in the market. WGN had been the leader since the fall 1994 ratings survey. But in the latest book, Gannett Broadcasting's urban contemporary WGCI-FM Chicago earned a 6.0 share, elevating it to first place.

In Los Angeles, ratings for Spanish KLVE(FM) slipped from first-place standing last winter, with a 5.2 share, to second place for spring, with a 4.7 share. Emmis Broadcasting's contemporary hits KPWR(FM) pushed to the front, earning a 5.2 share for the spring survey compared with a 5.0 share last winter.

In New York, Emmis's "classic soul and smooth R&B" WRKS-FM maintained its top rank in the market, but earned a 6.7 share in the spring survey compared with the 7.4 share it earned last winter. Emmis's other New York FM station, urban contemporary hits WQHT(FM), ranked second, with a 6.1 share for spring—an improvement over the station's 5.4 share last winter.

All ratings were measured for radio usage between 6 a.m. and midnight, Monday through Sunday, reported by listeners ages 12 and older. Arbitron's spring survey measured listening from March 30 through June 21, 1995.

With the decline in share for WGN, other news/talk stations in Chicago improved their ranks. CBS's all-news WBBM(AM) went from a 3.4 share last winter to a 3.8 for spring, and Group W's news/talk WMAQ(AM) rose from a 3.6 to a 4.0. ABC's news/talk WLS(AM) also gained ground, earning a 3.1 share in the spring compared with its 2.9 last winter.

Elsewhere in Chicago, Evergreen Media's personality talk WLUP-FM dipped, earning a 2.4 share for spring compared with a 3.2 last winter. Other Chicago stations improved their rank, particularly adult contemporary WNUA(FM), which earned a 3.5 share; Spanish WOJO(FM), a 3.0; country WUSN(FM), a 4.7, and adult rock WXRT(FM), a 3.1.

In Los Angeles, Spanish Broadcasting System's KLAX-FM slipped, earning a 3.4 share in the spring compared with a 4.5 last winter. Spanish-format KBUE(FM) Long Beach improved its market share, earning a 1.7 for spring, up from its 1.0 last winter.

Spring ratings also upset the balance of Los Angeles-area news stations. Cox Broadcasting's news/talk KFI(AM) pulled ahead, earning a 3.9 share over its 3.4 last winter. The jump placed KFI ahead of CBS/Broadcast Group's all-news KNX(AM), which ranked first

among its news competitors last winter. KNX earned a 3.3 share in the spring survey compared with a 3.7 last winter, placing it just behind KFI for spring.

Among other Los Angeles-area news stations, news/talk KABC(AM) earned a 3.1 share for spring over its 2.6 last winter, and all-news KFWB(AM) remained essentially flat in the ratings, measured at a 2.4 share for spring compared with a 2.5 last winter.

The rankings of other Los Angeles stations improved slightly in the spring survey. ABC Broadcast Group's album rock KLOS(FM) moved from a 2.3 share last winter to a 3.3 for spring, and Evergreen Media's urban contemporary KKBT(FM) went from a 4.0 last winter to a 4.2 for spring.

In New York, all-news WINS(AM) earned a 3.7 share for spring, edging out its all-news competitor WCBS(AM), which scored a 3.2. Adult contemporary WLTW(FM) scored a 4.1 share in the spring survey, surpassing adult contemporary WMXV(FM), which earned a 2.6. Among contemporary hits stations, WHTZ(FM) earned a 4.6 share for spring, beating contemporary hits WPLJ(FM), which earned a 3.6.

Several New York stations gained audience share in the spring book, including soft adult contemporary WPAT-FM, which jumped from a 1.9 share to a 2.4; sports/talk WFAN(AM), from a 2.2 to a 2.5 share, and nostalgia WQEW(AM), from a 1.8 to a 2.2 share.

Other New York stations declined in audience share, including country WYNY(FM), which went from a 2.7 share to a 2.2 for spring; jazz WQCD(FM), from a 3.3 to a 3.0, and classical WQXR-FM, from a 2.8 to a 2.3.

In other top 10 markets, the following stations earned the greatest audience share: news/talk KGO(AM) San Francisco, a 6.9; all-news KYW(AM) Philadelphia, a 7.3; urban contemporary WJLB(FM) Detroit, 9.5; country KSCS(FM) Dallas/Fort Worth, 6.0; WPGC-FM Washington, 8.4; KBXX(FM) Houston, 6.4, and WBZ(AM) Boston, 7.9. ■



Babe gets baseball fever

ABC Radio Networks' Fabulous Sports Babe (Nanci Donnellan) went on location for the All-Star Game in July. Her daily, four-hour talk show was broadcast for a week, alternately from the ballpark in Arlington, Tex., and from ABC Radio Networks headquarters in Dallas. Studio guests included Cherokee Parks (l) of the Dallas Mavericks basketball team and Skip Bayless (r), a sports talk show host in Dallas and reporter for ESPN.

History help wanted

Radio Smithsonian is looking for air checks and tapes of radio programs for *Black Radio: Telling It Like It Was*, an upcoming 13-part series. The show, which will be hosted by Lou Rawls, will be distributed by Public Radio International in January 1996.

Black Radio will "explore the role of radio during the great migration of blacks from the South, trailblazing black disk jockeys and stations, black radio during the civil rights movement, religious broadcasting to the African-American community and the state of black radio today in relationship to its history," according to Radio Smithsonian.

Among items of interest are civil rights coverage from the 1950s and '60s; entertainment programming, including shows featuring air personalities Vivian Carter, Jack Cooper, Frankie Crocker, Yvonne Daniels, Daddio Daylie, Dizzy Lizzy, Jack Gibson, Jocko Henderson, Vy Higginsin, Wolfman Jack (on

XERF, XERB), Hal Jackson, Herb Kent, B.B. King, Gene Nobles, Eddie O'Jay, John R., the Reverend Ike, Del Shields, Donnie Simpson, Tommy Smalls, Pervis Spann, Sly Stone and Vernon Winslow as well as programs with Paul Robeson and Franklin Brown (*Romance of Helen Trent, Our Gal Sunday*). Other items being sought include *King Biscuit Flour Hour* and *King Biscuit Time* shows from KWEN(AM) Memphis in the 1940s and '50s; any material from KDIA(AM) Oakland, Calif., in the 1970s; national commercials for cosmetics, cigarettes, beer and food, and photographs of black radio personalities.

To contribute material or for more information, contact the show's producer, Jacquie Gales-Webb, at the Smithsonian Institution, Radio Smithsonian, American History Building, 12th & Constitution Avenue, NW, Room BB40, Washington, DC 20560; (202) 357-4072, ext. 192.

—MKM

Talk radio network goes on the web

Taylor will offer four niches featuring national talk show hosts

By Donna Petrozello

Tulsa-based Taylor Satellite Talk Radio (TST) plans to expand its national satellite-delivered talk radio programming by broadcasting talk shows over its Internet web site beginning next month.

In June, TST debuted its direct-to-home satellite talk radio service. The service enables subscribers to access the network's national talk shows via an 18-inch satellite dish and radio receiver that houses a low-power FM transmitter. Subscribers are charged \$300 for the dish and receiver and a nominal service charge for each programming channel to which they subscribe.

In mid-August, Internet users will be able to access TST's web site and choose among the network's four programming channels. The web site will include an online index allowing subscribers to select shows according to their preferences.

TST is offering four niche talk formats, including a health channel, a conservative channel, an "issues" channel, and an "ask the experts" channel featuring advice on a range of topics. Nationally syndicated talk show hosts who have signed on to the satellite service include Dr. Laura Schlessinger, Dr. Derrick DeSilva, Jerry Brown, Mike Siegel and Blanquita Cullum.

At the moment, no visuals are planned to accompany the audio programming subscribers can access from the web site, says Shelley Cook, creative marketing specialist at TST. But that may change as the program offerings on the web site are expanded, Cook says. TST plans to have 10 programming channels available by 1997.

About every two months after its debut in August, TST plans to unveil other satellite services, including a direct-to-home music service, satellite television services and distribution to

fiber optic telephone networks with on-demand capabilities.

TST founder Edward Taylor helped to establish cable television's Super-Station TBS and Tempo Enterprises Inc., recently purchased by TCI.

Taylor says he devised the concept of TST to offer avid talk radio listeners the ability to listen to national shows that may not air on a conventional radio station in their market and to listen to the shows uninterrupted.

(For other news about radio on the Internet, see page 31.) ■

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Multimedia buy boosts Gannett into top 10

NBC, Ellis come up short in bid for five network affiliates, other media properties

By Steve McClellan

A last-minute, \$1.7 billion bid by Gannett Co. beat out the competition for Multimedia Inc. last week. Based on 1994 results, the new company will have operating income of more than \$1.44 billion on revenue exceeding \$4.4 billion.

Among the bidders who came up short were groups led by NBC and Ellis Broadcasting. Ellis is thought to have offered \$1.5 billion, but NBC's bid was not disclosed.

The acquisition of Multimedia's five network-affiliate TV stations will give Gannett stations coverage of more than 14% of the country and will place the company among the 10 largest broadcast group owners. Gannett already owns 10 television and 11 radio stations.

Beyond a few facts and figures, Gannett declined to comment on the deal, which was approved by the companies' boards of directors on July 23.

There are three crossownership situations that violate FCC rules between the two companies, according to Multimedia CFO Robert Hamby:

- In Cincinnati, Gannett owns *The Cincinnati Enquirer*; Multimedia owns NBC affiliate WLWT(TV).

- In Oklahoma City, Gannett owns ABC affiliate KOCO-TV; Multimedia operates a cable system.

- In Georgia, Gannett owns NBC affiliate WXIA-TV Atlanta; Multimedia owns CBS affiliate WMAZ-AM-TV and WAYS(FM) in adjacent Macon.

Also, the combination of the Multimedia broadcast properties will give Gannett a total 15 television stations,

putting it over the FCC's ownership cap of 12 stations. Those ownership rules could go away under proposed telecommunications-reform legislation making its way through Congress.

But, as Hamby says, "it's hard to speculate what will happen" with the proposed legislation. In the meantime, the parties will "have to go to the FCC and seek permanent or temporary waivers. The good news is that both Gannett and Multimedia are good citizens with good standing at the FCC. We don't anticipate there being problems," Hamby says.

Until now, Gannett has not been in the cable TV business. While preparing the company's bid, Gannett officials indicated to Multimedia executives that they intended to keep all the assets they acquired, Hamby says.

But that does not obligate Gannett to keep the cable systems. In fact, the betting on Wall Street is that Gannett will find a way to avoid steep capital-gains taxes (based on what Multimedia paid for its properties) and spin off the cable assets in some form of stock transaction. To hold onto the systems, analysts say, would fly in the face of conventional wisdom that says small- and medium-size MSOs rapidly are being gobbled up by bigger players.

Gannett could "borrow a page" from last week's sale of Viacom Cable to Tele-Communications Inc., says Harold Vogel, senior vice president and entertainment analyst, Cowen & Co. TCI is making a spin-off deal and exchange of preferred stock. "Gannett could do a similar deal and achieve the same low tax consequences," Vogel says.

Overall, Vogel says, the deal appears to be a good fit for both companies. Gannett has indicated for some time its desire to build its broadcasting portfolio and re-enter the programming production and distribution business. "It's easier and more efficient to buy the businesses whole than to go out and build them," he says.

In 1994 Multimedia had operating revenue of \$630.5 million and operating income of \$189.4 million. Gan-

COTTONWOOD COMMUNICATIONS

has acquired

KCPM-TV Chico/Redding, California

KSPR-TV Springfield, Missouri

KMID-TV Midland/Odessa, Texas

from the

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FOR

\$32,500,000

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nett's operating revenue totaled \$3.8 billion, while operating income was \$812.8 million.

For the first half of 1995, Multimedia reported operating income of \$93.3 million, up 3%, on revenue of \$326.8 million, up 7%. Newspapers accounted for about 24% of the company's first-half revenue, while broadcasting accounted for about 23%; cable, about

26%; syndication entertainment, about 22.8%, and a home security segment, a little more than 4%.

For the first half of 1995, Gannett reported operating income of \$403.6 million, up 8%, on \$1.928 billion in operating revenue, up almost 5%. Newspapers accounted for about 78% of Gannett's first-half revenue, while broadcasting accounted for a little more

than 11%. The company's outdoor advertising segment contributed 6.2% to first-half revenue.

Gannett is already the nation's largest newspaper publisher, with 82 dailies in its portfolio, including the nationally distributed *USA Today*. Multimedia would add 11 dailies and 49 non-daily newspapers to Gannett's holdings. ■

Changing Hands

Patterson picks up seven radio stations

By Elizabeth Rathbun

Two-month-old Patterson Broadcasting Inc. is making itself heard in the radio world with a planned seven-station buyon the heels of a nine-station purchase in May.

Patterson last Wednesday said it is buying WGRD-AM-FM and WLHT-FM Grand Rapids and WELL-AM-FM and WBXX(FM)-WBCK(AM) Battle Creek, all Michigan, from Liggett Broadcast Inc. The deal's value is \$21.75 million (see "Changing Hands," below).

In May, shortly after its formation, Patterson bought KSSK-AM-FM and KUCD-FM Honolulu; WODE(FM)-WIPI(AM) Allentown, Pa.; KRZR-FM and KTHT-FM, both Fresno, Calif., and WCHY-AM-FM Savannah, Ga., from WP Radio Corp. That deal was worth \$36 million. The buy of WCHY-AM-FM closed last Wednesday.

Patterson is a company in a hurry to buy, says president/CEO Jim Wesley—but only mid-size radio stations. "It's a very efficient market," he says.

Bigger radio stations and TVs are just too expensive right now, Wesley adds.

The company is in such a hurry that if it had the resources, Wesley says, it would buy stations beyond the FCC limit of 20 AMs and 20 FM and wait for Congress to deregulate telecommunications. Several group owners are taking that approach.

Wesley formed Atlanta-based Patterson in May with executive vice president/CFO Jim Strawn and VP/treasurer Roger Heffelfinger. The three have been together since the early 1980s, when they worked at Cox Communications.

■ ■ ■

FCC documents detail Fox's ownership interest in minority-owned Blackstar LLC of Washington. The documents show that Fox Television Stations Inc. has a maximum non-voting interest—of 32.6% in Blackstar's planned purchases of \$65 million, or \$21.45 million. Another 30.3% is held by home shopping station

group Silver King Broadcasting.

The details are contained in Blackstar's application to buy KHGI-TV Kearney and KSNB-TV and KWNB-TV, both Hayes Center, all Neb., for \$12.75 million ("Changing Hands," July 17).

With Fox's and Silver King's help, Blackstar shortly hopes to buy two more stations in the Midwest, says President/CEO John E. Oxendine. "No one else wants to be there," he explains. "I'll be the only game in town."

The Nebraska application goes on to outline Fox's role: "The non-voting members have been insulated from management or operation of Blackstar LLC (or any of its subsidiaries)." Fox will not perform any media-related services for Blackstar except that it "may make an interim loan." And Blackstar "will enter into a network-affiliation agreement with Fox," the documents say.

Blackstar's previously announced plans are to buy VHF stations in markets 50-100 and make them Fox affiliates. ■

The week's tabulation of station sales

TELEVISION

KMTR-TV Eugene, Ore.

Price: About \$9 million

Buyer: Wicks Broadcast Group, N.Y. (Edgar R. Berner, chairman); also owns WCVT(AM)-WLMX-FM Rossville, Ga.; WSSX-FM and WTMA(AM)-WSUY(FM) Charleston and WTMZ(AM) Dorchester, S.C.; WZST(FM) Signal Mountain, Tenn., and WNBF(AM)-WHWK(FM) Binghamton, N.Y.; and is buying KCIT-TV Amarillo and KJTL-TV Wichita Falls, Tex.

Seller: KMTR Inc. (H.E. Davis, 33.7% owner); also owns KMTX-TV Roseburg and KMTZ(TV) Coos Bay, both Ore.

Proposed station trades

By dollar volume and number of sales

This week:

AMs □ 0 □ 0

FM □ \$6,012,500 □ 4

Combos □ \$27,550,000 □ 2

TVs □ \$9,000,000 □ 1

Total □ \$42,562,500 □ 7

So far in 1995:

AMs □ \$63,719,744 □ 96

FM □ \$396,211,613 □ 204

Combos □ \$1,184,033,250 □ 121

TVs □ \$2,366,042,000 □ 75

Total □ \$4,010,006,607 □ 496

Facilities: Ch. 16, 1,919 kw visual, 370.99 aural, ant. 1,685 ft.

Affiliation: NBC

Broker: Kalil & Co.

COMBOS

WGRD-AM-FM and WLHT-FM Grand Rapids and WELL-AM-FM and WBXX(FM)-WBCK(AM) Battle Creek, all Mich.

Price: \$21.75 million

Buyer: Patterson Broadcasting Inc., Atlanta (James Wesley, president); also owns KSSK-AM-FM and KUCD-FM Honolulu; WODE-FM and WIPI-AM Allentown, Pa.; KRZR-FM and KTHT-FM Fresno, Calif., and WCHY-AM-FM Savannah, Ga.

Record quarter for Clear Channel

Clear Channel Communications Inc.'s recent purchase of WHP-TV Harrisburg, Pa., gave the 21-year-old company its most successful quarter ever.

The San Antonio-based company's total assets rose 102% by June 30, to \$524.4 million, compared with \$259.6 million as of June 30, 1994. For the three months that ended on June 30, Clear Channel reports its after-tax cash flow rose 49.5%, from \$11.9 million in 1994 to \$17.8 million. That translates into a record after-tax cash flow per-share price of \$1.01, compared with 69 cents per share during the same period in 1994.

"We are optimistic about the remainder of 1995 and are hopeful that the company's strong performance...will continue," president/CEO L. Lowry Mays said in a company statement released last Wednesday. Clear Channel will continue to buy radio and TV stations, Mays added.

The gains were attributed to improvement in existing station operations and station acquisitions during the past year. Clear Channel owns 15 AM stations, 20 FMs and nine TVs. That last number jumps to 10 with the \$30 million acquisition of WHP-TV ("Changing Hands," July 17). The company in the second quarter also closed a deal on 50% of Australian Radio Network Ltd., which owns eight radio stations in Australia. Clear Channel also spent \$20.5 million to buy 20% of Heftel Broadcasting Inc., another active station buyer and the largest Spanish-language broadcaster in the U.S. —EAR

nah, Ga.

Seller: Liggett Broadcast Inc., Lansing, Mich. (Robert G. Liggett, president/owner); owns WHNN(FM) Bay City/Saginaw, WFMK(FM) East Lansing and WJIM-AM-FM Lansing, all Mich.

Facilities: WGRD(AM): 1410 khz, 1 kw; WGRD-FM: 97.9 mhz, 13 kw, ant. 590 ft; WLHT-FM: 95.7 mhz, 40 kw, ant. 551 ft.; WELL(AM): 1600 khz, 1 kw; WELL-FM: 104.9 mhz, 3 kw, ant. 300 ft.; WBXX-FM: 95.3 mhz, 3 kw, ant. 269 ft.; WBCK: 930 khz, 5 kw day, 1 kw night

Format: WGRD(AM): news/talk, business; WGRD-FM: CHR; WLHT-FM: adult contemporary; WELL(AM): country; WELL-FM: hot country; WBXX-FM: top 40; WBCK: full service

Broker: Blackburn & Co. Inc., Alexandria, Va.

WROV-AM-FM Roanoke/Lynchburg, Va.

Price: \$5.8 million

Buyer: Benchmark Radio Acquisition Fund VIII LP, Baltimore (Bruce R. Spector, Joseph L. Mathias IV, general partners); also owns WYYD-FM Roanoke/Lynchburg, WDSO-FM, WDOV(AM) and WSRV-FM, all Dover/Wilmington, Del.; WWFG-FM and WOSC-FM Salisbury/Ocean City, Md.; WCOS-AM-FM and WHKZ(FM)-WVOC(AM) all Columbia, and WESC-AM-FM and WFNQ-FM Greenville/Spartanburg, all S.C.; WVGO-FM and WLEE-AM-FM Richmond, WUSQ-FM and WNTW(AM)-WFOQ(FM) Winchester/Front Royal, and WLTY-FM, WKOC-FM and WTAR(AM), all Norfolk/Virginia Beach, all Va., and has purchase option for WLNI-FM Lynchburg.

Seller: Atlantic Broadcasting Group,

Goldsboro, N.C. (David Weil, president); owns WZFX(FM) Whiteville, N.C.

Facilities: AM: 1240 khz, 1 kw; FM: 96.3 mhz, 13.8 kw, ant. 2,076 ft.

Format: AM: oldies; FM: AOR

Broker: Bergner & Co.

WVFN(AM)-WVIC(FM) East Lansing and WMMQ-FM Charlotte, all Mich.

Price: \$4.5 million

Buyer: MSP Communications Inc., Northfield, Ill. (Jackson W. Smart Jr., chairman/CEO)

Seller: Goodrich Radio Marketing Inc., Grand Rapids, Mich. (Robert E. Goodrich, president); owns WSFN(AM)-WSNX-FM Muskegon; WMRR(FM) Muskegon Heights and WODJ(FM) Greenville/Grand Rapids, all Mich.

Facilities: WVFN: 730 khz, 500 w day, 17.5 w night; WVIC: 94.9 mhz, 49 kw, ant. 499 ft.; WMMQ-FM: 92.7 mhz, 1.5 kw, ant. 466 ft.

Format: WVFN-WVIC: CHR; WMMQ-FM: classic rock

Broker: Media Venture Partners, Alexandria, Va.

RADIO: FM

WGGR(FM) Greenwood, Ind.

Price: \$2.36 million

Buyer: IBL LLC, Indianapolis (William G. Mays, 51% owner); also owns LPTV in Indianapolis. Mays also is 49% owner of Shirk Inc., which owns WXLW(AM)-WHHH(FM) Indianapolis and weekly newspaper, *Indianapolis Recorder*.

Seller: Greater Greenwood Broadcasting LP, Greenwood, Ind. (Mary

C. Hotopp, general partner); no other broadcast interests

Facilities: 106.1 mhz, 3 kw, ant. 328 ft.

Format: Not on air

WKVE(FM) St. Mary's and WXVE(FM) Spangler, Pa.

Price: \$1,567,500

Buyer: CAM Communications Inc., Ridgway, Pa. (Jon Buehler, president/owner); no other broadcast interests

Seller: Broadcast Communications Inc., DuBois, Pa. (Robert Stevens, president); owns CP for FM in Galeton, Pa.

Facilities: WKVE: 97.5 mhz, 23 kw, ant. 705 ft.; WXVE: 97.3 mhz, 1.75 kw, ant. 610 ft.

Format: WKVE: AOR/classic rock; WXVE: classic rock

KCZY-FM Osage; KCHA-AM/FM Charles City; KCZQ(FM) Cresco and KCZE(FM) New Hampton, all Iowa

Price: \$1.05 million

Buyer: Ingstad Northern Iowa Broadcasting Inc., Fargo, N.D. (James D. Ingstad, owner). Ingstad also owns KWAD(AM)-KKWS(FM) Wadena; KLIZ-AM-FM and KVBR-AM-FM Brainerd; KLLZ-AM-FM Walker; KNSP(AM) Staples; KNUJ(AM) and KXLP(FM) New Ulm; KRFO-AM-FM Owatonna; KNSG(FM) Springfield; KNUJ-FM Sleepy Eye, and KYSM-AM-FM Mankato, all Minn.; KGLO(AM) and KIAI-FM Mason City; KLKK(FM) Clear Lake; KRUU(FM) Boone; KIAQ(FM) Clarion, and KTLB-FM Twin Lakes, all Iowa; KLXX(AM), KBYZ(FM) and KKCT(FM), all Bismark, N.D.; and is applying for new FM at Pillager, Minn.

Seller: Mega Media Ltd., Charles City, Iowa (James B. Hebel, owner); no other broadcast interests

Facilities: KCZY-FM: 103.7 mhz, 6 kw, ant. 154 ft.; KCHA(AM): 1,580 khz, 500 w day, 10 w night; KCHA-FM: 95.9 mhz, 3 kw, ant. 300 ft.; KCZQ: 102.3 mhz, 3 kw, ant. 328 ft.; KCZE: 95.1 mhz, 5.5 kw, ant. 328 ft.

Format: All adult contemporary
Broker: Johnson Communication Properties Inc.

WAJE(FM) New Albany, Ind.

Price: \$1.035 million

Buyer: Excelsior Communications Corp., N.Y. (Stephen L. Brown, president/Franklin Holding Corp., owner); also owns WRKA(FM) St. Matthews, Ky.

Seller: New Albany Broadcasting Co. Inc., New Albany (Peter C.L. Boyce, president); no other broadcast interests

Facilities: 94.7 mhz, 3 kw, ant. 328 ft.
Format: Dark

Telcos pushing FCC for VDT changes

Telco-delivered programming rules to be taken up at September meeting

By Chris McConnell

Telephone companies will be looking to perform some surgery at the FCC on video dialtone rules during the next six weeks. Not all are focusing on the same rules, but all want to cut out something before the commission takes up the issue of telco-delivered programming at its Sept. 14 meeting.

The FCC had been set to issue rules in August on phone companies delivering TV, but put the item on hold at Commissioner James Quello's request. The delay followed a push by Bell Atlantic and other groups to defer the rulemaking until Congress addresses the issue in telecommunications legislation.

"Nobody is going to have a system up and running by September," Bell Atlantic's Eric Rabe says of the delay. "I don't think it's helpful to have a bad rule on the books."

Rabe's company and other telcos have several options for getting into the video business:

- A cable platform, in which the telco essentially obtains a cable franchise and operates a system. Ameritech and BellSouth are exploring this option.

- A common carrier platform, in which the telco acts as a pure "pipe" for programming from other suppliers. The scenario has fallen out of favor with phone companies.

- A hybrid system, in which the telco acts as a common carrier, but also provides its own programming. Bell Atlantic hopes to offer such a service.

With a six-week respite from the FCC rules, Bell Atlantic hopes to convince commissioners that current laws do not necessarily require them to impose cable rules on telcos delivering their own programming. Others planning cable-type systems hope that the FCC will drop common carrier requirements in cases where the phone company is seeking to operate a cable system rather than a video dialtone platform.

And all of the phone companies hope Congress will take care of their problems before the FCC even acts. Current Senate language would eliminate the "Section 214" filing requirement from video

dialtone projects and would spare phone companies providing their own programming on dialtone networks from most of the cable rules. Although current House language is less hospitable to the phone companies—applying a longer list of cable rules—the telcos hope they can change it before all is settled.

But they are not forgetting the FCC. Unlike Bell Atlantic, some even insist they would rather not wait for Congress. "It continues the uncertainty," Ameritech Federal Relations Vice President Gary Lytle says of the rule-making delay. Lytle, whose company plans to operate cable systems in Michigan, says Ameritech was disappointed that the FCC dropped its dialtone rules from last week's agenda.

BellSouth also says it wanted action on the question of whether phone companies operating cable systems rather than common carrier systems need a 214 permit. Although the company favors the wait on setting rules for common carrier systems, it wanted the FCC to "move the ball forward" on telco entry into the cable business.

"That would have been a better result," says BellSouth Interactive Media Services General Counsel Tom Rawls, whose company has announced plans to operate a cable system in Charleston, S.C.

Cable lawyers agree, although they have pushed for a different answer from

the commission. "The longer you wait, the greater chance for the telcos to move forward in a way that Congress may not approve," says Wesley Heppler of Cole, Raywid & Braverman.

"It was a deferred, if not missed, opportunity," says Philip Verveer of Wilkie, Farr & Gallagher. A National Cable Television Association spokesman says his group thinks that all the pending video dialtone business should be put on hold if the commission is deciding to wait for Congress.

Waiting out the Congressional debate is more popular among the telcos favoring hybrid video dialtone systems. Bell Atlantic has insisted the planned FCC rules would have rendered such projects too expensive by applying two sets of regulations on the hybrid dialtone providers.

FCC officials have maintained that they would prefer not to impose the cable rules on such projects, but say current laws offer no alternative. One official says the commission will be open to arguments to the contrary while the issue is pending, but will base decisions on its reading of existing law.

Bell Atlantic's Rabe says his company discovered a way around the problem even under existing laws. Another video dialtone proponent maintains that the FCC has taken greater liberties with the Communications Act in the past and still has won court appeals. ■

NBC gets duopoly waiver for WCAU-TV

The FCC is waiving its duopoly rule to allow NBC to own stations in New York and Philadelphia.

The commission last week granted the waiver to allow the transfer of WCAU-TV Philadelphia to NBC. NBC acquired the station from CBS last November in a four-market station swap. The WCAU-TV transfer required a waiver because the station's signal overlaps with that of WNBC(TV) New York.

Arguing for the waiver, NBC said it plans to expand local news production at the Philadelphia station. NBC pegged the station's current local news output at 14.5 hours per week and said it plans to boost that to 27 hours. NBC also said the increased local news production will include more programming of interest to New Jersey residents.

FCC commissioners cited the pledge in granting the waiver: "NBC has proposed concrete public interest benefits, which we expect they will fully execute."

—CM

ABC Radio adds MPEG compression

By Chris McConnell

ABC Radio Networks is adopting MPEG audio compression. The network last week said it will use the system to distribute some of its programming to affiliate stations.

ABC plans to launch a beta test with some stations next month, with the bulk of the new equipment scheduled to be shipping in September.

The new encoding and decoding equipment will handle MPEG and the "SEDAT" compression system now in use at ABC. A proprietary Scientific-Atlanta compression scheme, SEDAT provides a 3:1 compression ratio.

The new MPEG system will allow ABC to place six digital signals in the

space of one analog transmission, according to Scientific-Atlanta.

"They want to get more up there," says Jack Fenster, Scientific-Atlanta's director of audio and data broadcast systems. ABC's Bob Donnelly agrees, but adds that the network is not dropping SEDAT, which has been in place at the network for about three years.

"We now have the option of going either way," says Donnelly, vice president of engineering, ABC Radio Networks. He stresses that the network does not view one compression scheme as better than another, but wants the flexibility to use MPEG compression as the need arises.

Donnelly says the company initially

will use MPEG compression in distributing music programming.

Donnelly also says the MPEG signals will interface with other equipment that allows broadcasters to receive and hold signals for broadcast at a later time. ABC is working on a "store and forward" project that would employ digital servers using MPEG compression, he says.

The Scientific-Atlanta equipment will employ technology licensed from Canada's MPR Teltech. MPR, a subsidiary of BC Telecom, will provide software implementing the MPEG-1, layer 2 audio compression algorithm. Fenster says that S-A initially will supply the broadcaster with 1,000 of the new MPEG/SEDAT decoders. ■

Cutting Edge

By Chris McConnell

Panasonic Broadcast & Television Systems Co. is supplying equipment for on-air broadcast and post-production of Portland Trail Blazers games. The NBA basketball team this month signed a multimillion-dollar purchase agreement with Panasonic that includes that company's D-5 VTRs and AQ-23W portable 16:9/4:3 switchable digital processing cameras. The equipment will be used in producing other events at the Rose Garden Arena as well as basketball games.

Panasonic also is supplying four AJ-D350 D-3 VTRs to KLRU-TV, the PBS station in Austin, Tex. The station, which produces *Austin City Limits*, plans to shoot and post-produce the 1995-96 season of the music program on D-3 tape.

Sony has sold more Digital Betacam equipment. The company this month said WEDU-TV Tampa, Fla., has bought five DVW-A500 recorder/players and one DVW-A510 machine for its broadcast facility.

Avid Technology last week announced a tape system for backing up projects on workstations. Avid said its new Digital Linear Tape (DLT) system will offer 20 gigabytes of uncompressed storage per cartridge. Users of the system will be able to backup a 9 gigabyte drive in about 90 minutes. Avid also said that its DLT system has a head life of more than 10,000 hours and a tape shelf life of more than 20 years. The tape system is based on Quantum's 1/2-inch DLT 4000 technology and

Cheyenne Software's ARCServe for Macintosh backup software.

Quantel is supplying some equipment to NBC for next summer's Olympics coverage. The company has delivered three Picturebox twin and one Picturebox single still stores to the broadcaster as well as an offline browse station and a Picturebank.

Telezign is supplying a new open for *Wheel of Fortune*. The company says its multimedia pro-

of its "Turbo" editing systems to Asian satellite TV broadcaster STAR TV.

The broadcaster plans to use the nonlinear editing systems in its Hong Kong facility for work on promotions, trailers and programming.

STAR TV, which also bought two Digistations from Lightworks, reaches some 220 million viewers in 53 countries in Asia, India and the Middle East.

PanAmSat this week plans to launch its PAS-4 satellite to the Indian Ocean region. The Hughes-built satellite will cover southern Asia, India, the Middle East and Africa and will carry 16

C-band and 24 Ku-band transponders. Customers on the satellite include Disney, ESPN, HBO, Liberty, Sony, Turner Broadcasting and Viacom International.



duction employs cel animation, 2-D graphics, 3-D computer animation and live action.

Lightworks has sold 11

Classifieds

See last page of classifieds for rates and other information

RADIO

HELP WANTED MANAGEMENT

Fast growing N.E. Group, focusing on small markets, looking for medium and large market GM's/GSM's, interested in making move into ownership. Sales expertise, a proven record, a desire to win, and an understanding that people are the asset are essential. Send all particulars to Box 00506 EOE.

Manager/Sales Manager Oklahoma AM/FM, excellent opportunity for experienced person looking for advancement. Send resume to Galen Gilbert, Box 492, Sulphur Springs, Texas 75483. EOE/MF.

Operations Manager - Live free in the most beautiful mountains you've ever seen in Highlands, NC at 4118 feet. Experienced, mature, sober, trustworthy Operations Manager needed for established successful adult station. Air work, production, included in duties--good communication/people skills a must. Great benefits including maid service, cable TV and all utilities. Send resume, salary history, references, cassette tape and picture to Charisma Radio Corporation, P.O. Box 1889, Highlands, NC 28741. EOE.

WGEM AM FM Radio, a multiple award winning QNI Broadcast Group station, needs an outstanding General Sales Manager to direct marketing of two outstanding properties. Responsible for marketing strategies, staff development and maximizing inventory. AM station is a metro leader with strong news, talk, and sports franchises. FM is area leader with country music and strong ag audience. Outstanding community. Superb quality of life. Affiliated locally with strong TV station. If you have radio sales management experience and what it takes to contribute to an aggressive small-market leader. Send letter and resume to Leo Henning, WGEM AM FM Radio, P.O. Box 80, Quincy, Illinois 62301. No phone calls accepted. WGEM is an Equal Opportunity Employer.

Station Manager qualified to be sales manager or straight sales manager. Strong background in sales, sales training and promotions. Minimum five years management experience or successful track record in sales and sales management. Position requires carrying an account list, representing the owners in the community and a contract. Starting compensation \$60,000 to \$70,000 including base and productivity incentives plus medical. All replies confidential. Interviews last week of August. Send resume, work history and references to: Jim Wallace, Jr. - President, KPQ Radio, P.O. Box 159, Wenatchee, WA 98807. KPQ is an Equal Opportunity Employer.

Sales/General Manager. Small market Southeast Coastal FM. Major retirement area, successful station. Dedicated ownership, excellent compensation package. Reply to Box 00494 EOE.

Radio Sales Manager. Poplar Bluff, Missouri 100,000 watt adult rock n' roll has rare opening. Minimum three years radio sales experience required. Must carry list and direct five person staff. EOE employer. Female and minority applicants are encouraged. Resume and cover letter to Jim Borders, General Manager, P.O. Box 130, Poplar Bluff, MO 63902.

General Manager for Small Market FM - Pacific Northwest. Reply to Box 00507 EOE.

HELP WANTED SALES

Montgomery Alabama's two hottest radio stations are in need of experienced Sales Representatives to handle established accounts and develop new business. Send resumes in total confidence to Human Resource Manager, WHYY/WXFX, P.O. Box 250210, Montgomery, AL 36125-0210. EOE. MF. No phone calls please.

HELP WANTED TECHNICAL

Engineer for Virgin Islands worked with Harris 10K fm transmitters; combiners; satellites; RF; send resume salary needs etc: Chairman, P.O. Box 333, Miami, FL 33280. Available now.

Washington, D.C. consulting engineering firm seeks experienced engineer to work primarily in AM, FM and TV broadcasting matters, with some involvement in other areas of communications engineering (PCS, land mobile, new communications technologies). Applicants should have FCC consulting experience. BSEE or equivalent required. Submit resume to: Rubin, Bednarek and Associates, Inc., 1350 Connecticut Avenue, N.W., Suite 610, Washington, DC 20036.

HELP WANTED NEWS

Reporter. National Public Radio seeks an experienced Reporter to cover national and regional issues in Atlanta. We're looking for a fast, creative journalist with experience working on deadline. Must have a background in both features and hard news. Responsibilities will include developing ideas, gathering information, preparing and presenting reports and program segments. Bachelor's degree or equivalent experience and 6 years experience covering national issues required; radio experience preferred. Send resume and cover letter to: National Public Radio, Human Resources Dept. #741, 635 Massachusetts Avenue, NW, Washington, DC 20001. NPR is an Equal Opportunity Employer.

HELP WANTED ANNOUNCERS

Southeast US FM station needs creative air talent with great attitude and high energy who likes to have fun on the air. Requires five years broadcast experience. Send resume and aircheck to Box 00510 EOE.

WGEM FM, Country 105, an award-winning QNI Broadcast Group station, seeks positive, energetic and experienced radio personality with great pipes for morning drive, production, remotes and personal appearances. Must have solid operations knowledge. WGEM FM is the area country music leader. Outstanding community and quality of life. Affiliated with WGEM AM and TV. State-of-the-art facility, stability, advancement possibilities and benefits. Send tape, cover letter, and resume to Richard Cain, WGEM AM FM, P.O. Box 80, Quincy, Illinois 62301. No phone calls accepted. WGEM is an Equal Opportunity Employer.

Afternoon D.J. for personality all request country show. One to three years on air experience preferred. T & R to Dick Hoff. KMRE, Box 555, Dumas, Texas 79029. Call 1-806-935-4141. EOE.

HELP WANTED PRODUCTION

Radio Producer. Kent State University - WKSU Radio invites applications for the above position to write and develop high quality on-air fund raising productions (live and taped audio); supervise and train volunteers. Qualifications: Bachelor's degree in communications or related field and two (2) years experience in commercial production or equivalent. Excellent oral and written communications, strong editing skills, and thorough knowledge of recording procedures (multi-track and digital) desired. Submit letter of application, resume, production samples and references by August 14, 1995 to: Deborah Daugherty, Producer Search, WKSU Radio, Kent State University, P.O. Box 5190, Kent, OH 44242-0001. Equal Opportunity/Affirmative Action Employer.

HELP WANTED MISCELLANEOUS

New FM Station in rated, small midwest market seeks Program Director, Air Personalities, News Director and Account Executives. Adult format. Excellent growth potential. Challenging and rewarding work. Resume and tape to Box 00508 EOE.

New Station. New Opportunities! KVRQ-FM, Atwater-Merced, CA. We are signing on this fall and are looking for talent in all areas: Morning Drive AT/PD, other air shifts (FT and PT), AM-Drive news, Sales Manager and Account Executives. Only those who can hit the ground running and intend to win the race need apply. Send resumes and tapes with salary history to: GM, KVRQ-FM, 342 South Washington Street, Sonoma, CA 95370. EOE.

SITUATIONS WANTED TALENT

Astrologer seeks radio, cable, media show. I am also available for guest appearances via phone at nite. Mark 718-258-5240 7-11 pm EDT or write: Box 257, Brooklyn, New York 11234.

SITUATIONS WANTED MANAGEMENT

Successful GM seeks medium-small market position, possible buy-in/buy-out. 23 years experience, major and small markets. My group being sold. I can raise cash for the right deal, but will consider work-outs, with great terms. Reply to Box 00493.

Sales Manager/General Manager with heavy creative marketing and advertising background, seeks to get back into radio after an 8-year departure to start two successful businesses. Looking for a 40-50 mile radius of the Phila. Area. Contact Lanny Finer at (215) 322-9724.

GM/GSM experienced in small, medium and large markets needs new opportunity. Sale/LMA make me available immediately. Will relocate (309)755-8311.

General Manager-- Recent sale makes me available. Relocation okay. Small/medium markets. Great track record. Country/Oldies preferred. Ed. (518) 654-2802.

TELEVISION**HELP WANTED MANAGEMENT**

Director of Sales - KABB-TV, a River City Broadcasting station in San Antonio, is seeking an experienced General Sales Manager to lead our sales effort. KABB is a FOX affiliate with a seven day prime-time Newscast expanding to one hour in September. In addition, a Local Marketing Agreement with the UPN affiliate is adding additional sales opportunities and challenges immediately. You must be a master of inventory control and pricing, prime time and news positioning, and new business development, with a thorough understanding of research, sales promotions and special events, traffic and an ability to think outside of the box. Above all else, you must be a leader and teacher. This is a job for pros only who can demonstrate a prior history of success and see an LMA opportunity with a fast growing broadcaster as a long-term career move. Equity opportunity available for the right individual. If you have at least 5 years experience in TV sales management, send your resume to: Mike Liff, VP/GM, KABB-TV, 4335 NW Loop 410, San Antonio, TX 78229. No phone calls or faxes, please. KABB is an Equal Opportunity Employer.

General Manager. SF Broadcasting seeks an innovative and experienced broadcaster to run WLUC -- "The New FOX 11" in Green Bay. Please send resume to: The SF Broadcasting Companies, Suite 310, 600 Jefferson Plaza, Rockville, Maryland 20852. SF Broadcasting is an Equal Opportunity Employer.

WPTY-TV (currently FOX...ABC Dec '95) in Memphis has an immediate opening for an experienced Local Sales Manager. Candidates will be assessed in these areas: Development of New Business, Inventory Control, Training, Sports, Scarborough / TV SCAN and leadership! Respond today to: Chuck Spohn / GSM, WPTY-TV 24, 2225 Union Avenue, Memphis, TN 38104. (901)278-2424 (ph) (901)272-8744 (fx). A Clear Channel Television Station. EOE.

General Manager needed for start-up U.P.N. affiliate in beautiful Northwest growth market. Candidate must be an experienced hands-on leader with strong sales and marketing background. If you have a successful track record of building stations from the ground up and continue to enjoy the energy level it takes to win, send your resume, references and cover letter telling why you would be the ideal candidate to Box 00500 EOE. Women and minorities encouraged to apply.

Local Sales Manager/WOWT-TV, Omaha. We are looking for the right person to lead our 8 person local sales team. Market leadership in local news and our NBC affiliation makes WOWT-TV a great station to sell. Ideal candidate will have success stories in inventory management, station marketing ideas and personnel management. Sales management experience helpful, but a strong selling background may also be considered. Traditional affiliate and FOX/Indy experience preferred. Females and minorities encouraged to apply. EOE. Rush qualifications to: Human Resources/WOWT, 3501 Famam Street, Omaha, NE 68131-3356.

Local Sales Manager We're one of ABC-TV's top small-market affiliates, but the opportunity here is major league. If you are a successful, well-organized local rep with great people skills, this could be your opportunity to lead seven talented salespeople in your own department. Fax resume to EEO Officer, KQTV, St. Joseph, Missouri, 816-364-3787.

National Sales Manager. A First Media Television group owned FOX affiliate in the fast growing 25th market seeks an aggressive, creative, self-motivated with a marketing plan that entails in-depth contacts at the client as well as agency level, at home and on the road. Prior television broadcast sales is a prerequisite and sales management experience is highly preferred. Obtain the required employment application by calling (503) 239-4949. Submit resume and employment application in person or by mail no later than August 13, 1995, to KPDX, 910 NE Martin Luther King Jr. Boulevard, Portland, OR 97232. Women and minorities are urged to apply. EOE.

Office Manager/Public Affairs: WNUV-TV, Baltimore, M.D. is looking for an individual with a command of the English language, types 60 wpm, extremely personable, ability to work well with others, self-motivated, well organized, will be responsible for maintaining the public files, basic knowledge of FCC rules and regulations helpful, production writing skills desired but not a must. EOE. Send resume to: WNUV-TV, Attention: Eddie Edwards, 3001 Druid Park Drive, Baltimore, M.D. 21215. Absolutely no phone calls.

WGEM-TV, Quincy, IL, an award-winning QNI Broadcast Group station, NBC affiliate and news leader seeks experienced, creative, and innovative individual for the position of General Sales Manager. Responsible for marketing strategies, staff development and maximizing inventory. Previous GSM or SM experience necessary. If you have winning record, personality and goal orientation send a cover letter and resume to Ralph M. Oakley, WGEM-TV, P.O. Box 80, Quincy, Illinois 62301. No phone calls accepted. WGEM is an Equal Opportunity Employer.

WSAV-TV, Savannah, GA's NBC affiliate, an Ellis Communications station, is seeking an experienced leader to head our sales team. Candidate should be able to demonstrate at least three (3) years of superior performance in station sales management including revenue forecasting, inventory management, incentive sales, qualitative research, event sales and sales training. To apply contact: John Heinen, V.P., General Manager, WSAV-TV, P.O. Box 2429, Savannah, GA 31402. (912) 651-0300.

HELP WANTED SALES

Traffic Manager Responsible for input of all orders, copy and programming necessary for the accurate production of the daily broadcast log. Acts in liaison with all other departments in television station. Qualifications must include superior organizational skills, computer literacy, and ability to prioritize under deadline pressure. Prior broadcast traffic experience required. Resume and salary history to: Dick Kelly, WTVQ-TV, P.O. Box 5590, Lexington, KY 40555-5590. Park Broadcasting of Kentucky, Inc. is an EOE.

New Business Development Manager. A unique opportunity with a leading southeast CBS affiliate. We have created a new position in our sales department for a creative, energetic individual, committed to building a career in television. Ability to work closely with account executives and communicate creative ideas to clients is important. Client promotions, vendor dollars, and "value-added" are all terms our candidate should be familiar with. Sales promotion and/or marketing background in television, radio or ad agency for a minimum of 2 years is required, as well as being a team player. Please send a letter and resume to WCTV, Skip Painton, Director of Sales and Marketing, P.O. Box 3048, Tallahassee, FL 32315. WCTV, John H. Phipps, Inc. is an Equal Opportunity Employer.

Account Executive. WXIN-TV FOX 59 has an opening for an Account Executive in their production facility, USA Teleproductions. Selected candidate will possess a minimum of five years sales experience and a working knowledge of a production facility. College degree is preferred. Valid driver's license and good driving record a must. Responsibilities include developing new business, monitoring progress of client projects and primary contact in providing service to clients. For consideration, send resume and cover letter noting desired position and where learned of by August 18 to: Personnel Manager, WXIN, 1440 North Meridian Street, Indianapolis, IN 46202. No phone calls. EOE. Job offer contingent upon results of substance abuse testing.

Director of Traffic/Sales Service. Miami Television Station has immediate opening for a seasoned individual with a minimum of 6 - 8 years experience as Traffic Manager or Director of Traffic/Sales Service. Primary responsibility is to effectively manage station's inventory. Must have ability to anticipate inventory problems and opportunities, make recommendations and work closely with sales management. Supervise a staff of 4, and train all new employees on the Bias System. Candidate must possess great managerial, organizational and strong communication skills. EOE. No phone calls, please. Send resume to: General Sales Manager, WDZL, 2055 Lee Street, Hollywood, FL 33020.



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

National Sales Manager. The WB affiliate in the #8 market is seeking a NSM. This position works closely with our national rep to maximize the station's share of business and billings. A solid understanding of ratings, qualitative data and the ability to effectively negotiate is necessary. The ability to lead and communicate both verbally and in writing is expected. A successful track record in sales management is highly preferred. Send resume and cover letter to Personnel Department, KDAF-TV, 8001 John Carpenter Freeway, Dallas, Texas 75247.

Account Executive - ABC affiliate in Tampa-St. Petersburg has an opening for an experienced Account Executive. Minimum 3-5 years experience. Must be able to service, negotiate, and grow established agency accounts as well as develop new business. Knowledge of market research and computers preferred. Send resume to: Account Executive Position, Attn: Local Sales Manager, WFTS-TV 28, 4501 East Columbus Drive, Tampa, FL 33605. No phone calls. EOE/AA.

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.

Traffic Manager and Assistants. KFXA Cedar Rapids Iowa's new FOX TV station seeks a Traffic team. Previous traffic experience necessary for Manager. Manager will build and manage the entire Traffic Department. Traffic's duties include; entering orders into our Columbine traffic system, managing continuity and reconciling the log. Great station, great people, great job! Fax resumes to Larry Blum 216-687-6195. EOE.

HELP WANTED TECHNICAL

MANAGER ENGINEERING OPERATIONS

WGN-TV, Chicago's leading independent station, is looking for the right person to join our Engineering management team.

You will take charge of our extensive daily technical operations: local and superstation master controls, video tape operations, and production studios. Working closely with the Director of Engineering, you will ensure continued smooth operations of our highly automated, extremely busy facility.

We require three solid years of experience managing a TV technical operation. Experience with a diverse work force and a union environment is a plus. Excellent communications and organizational skills, self-motivation, and attention to detail will set you apart.

Resume and cover letter should be sent to:

WGN-TV
Human Resources Department
2501 Bradley Place
Chicago, Illinois 60618
Fax: (312) 528-1387

No phone calls please.
EEO. M/F.

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.

Operations Director, TV. KUFM-TV, Channel 11, University of Montana, Missoula, MT is seeking applicants for the position of Operations Director to coordinate technical and production activities. Three to five years professional experience in high-power television production and broadcasting; and BA degree in electronics, telecommunications or radio/TV broadcasting or related field required. Salary is \$2,032 per month with full benefits package. Missoula is the largest city contained within the Rocky Mountains and offers a broad range of recreational and cultural activities. The University of Montana is an Equal Opportunity Employer. Send cover letter, resume and sample video tape to: Human Resource Services, University of Montana, Missoula, MT 59812. For complete job description, call HRS at (406) 243-6766. Deadline for receipt, August 11.

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 to Box 00505 EOE.

Engineer, Operations/Maintenance. 2 p-t vacation relief positions available. Work all year, up to 32 hrs/wk. Not an entry level position. Job requirements are: Technical school, college or equivalent experience in TV operation and maintenance. Previous experience a must. Some computer literacy important. FCC license required. If you have a positive attitude, are willing to work any shift, get along with others, take pride in quality workmanship, and are a team player; send resume to: R. Pritchard, WFMJ-TV, 101 West Boardman Street, Youngstown, OH 44503. No phone calls, please. EOE.

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

HELP WANTED MARKETING

Marketing Director. One of the south's leading television stations is looking for an aggressive Marketing Director. WBRC is in search of an energetic leader who can take our on-air product to new levels. The Marketing Director will be in charge of promotion, public service and graphics departments and will have strong input in our on-air look. Management experience and a minimum of five years experience in promotion or on-air production is preferred. Send tapes and resumes to: Stan Knott, General Manager, WBRC-TV, P.O. Box 6, Birmingham, Alabama 35201. Equal Employment Opportunity.

HELP WANTED NEWS

Reporters needed for New Jersey bureau of WTZA - Television; an independent station based in Kingston, New York. Must be your own camera operator as well as reporter and editor. NJ residents preferred. 20k. No calls please. Send tape/resume to: TZA Tonight, 721 Broadway, Kingston, New York 12401, Attn: Kathy Gazda.

WANT TO RESPOND TO A BROADCASTING & CABLE BLIND BOX ?

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

NEWS PROMOTION

We're looking for an experienced **WRITER/PRODUCER** for the Number One news station in Baltimore. If you have at least 3 years of experience writing and producing solid, successful news promotion and if you understand that news is a product and viewers are customers, send us a resume and a reel. Now.

P.O. Box 4861
Baltimore, Maryland 21211
Attention: Marketing
EOE

NEWS MANAGEMENT TRAINEE

KABC-TV is seeking a highly motivated individual for a 12-18 month training program to promote diversity in the newsroom. The successful candidate will be involved in all of the phases of television news, including newswriting, producing and assignment desk management. Individual should have a college degree in journalism, communications, or a related discipline, along with a minimum of two years prior work experience. Please send your resume to: **C. Fair, KABC-TV, Dept. NMT-BC, 4151 Prospect Ave., Los Angeles, CA 90027.**



Equal Opportunity Employer

Weathercaster/Reporter. Top 50 CBS affiliate seeks Weather Anchor for weekend mornings who will report for news and help prepare weathercasts during the rest of the week. Will develop weather forecasts into easily understood "on-air" presentations using graphs, maps and other visuals and support other members of the weather team. Must have 2-3 years of television experience. Meteorology degree and NWA/AMS Seal preferred but not required. Knowledge of WSI Weather Spectrum 9000 a plus. Strong desire to grow in Weather and News skills. Send resume to Rob Allman, News Director, WFMY-TV, P.O. Box TV-2, Greensboro, NC 27420. EOE.

Part Time Photographer - Familiarity and experience with BETA and ENG helpful. Send resume and non-returnable demo tape to Willie Redd, News Photography Supervisor, WWBT, P.O. Box 12, Richmond, VA 23201. No phone calls please. EOE.

Our Weekend Sports Anchor just became somebody else's number one! Dakota's own KSFY Television, an Ellis Communications Company needs someone immediately to take his place. Can you enterprise stories? Can you write? Can you deliver? Send non-returnable VHS or 3/4" tape, plus resume and references to: Tom Claycomb, News Director, KSFY-TV, 300 North Dakota Avenue, Suite 100, Sioux Falls, SD 57102. EOE. No phone calls.

Photographer Top 50 ABC affiliate is seeking a dynamic photographer with excellent visual, composition and story telling skills. Minimum of two years experience required. Background in live truck operations a plus. NPPA workshop graduates encouraged to apply. Forward resume and tape ASAP to: Michele Brown, HR #510, WHAS-TV, 520 W. Chestnut St., Louisville, KY 40202. EOE M/F/D/V.

Videotape Editor. Top 10 network affiliate has an immediate opening for a full-time news videotape editor. You will be responsible for editing, taking feeds and using the BASYS newsroom computer system for various newscasts. The right candidate will have the following skills: standard editing, some experience with Sony 900 and/or 2000 editing systems, be able to work unsupervised with numerous deadlines during stressful situations and will have 3 to 5 years experience in a medium to major market. Send tape and resume to: VTE-B&C, P.O. Box 77010, Atlanta, GA 30309. No phone calls. EOE.

News Producer: KNTV, the ABC affiliate in San Jose, California, has immediate opening for an experienced, creative and innovative newscast producer. Minimum five years news writing and producing experience. Must be an organized, energetic and aggressive producer with good news judgement, strong writing and copy editing ability, and excellent people skills. Must be calm and confident under deadline pressures, and deal quickly and effectively with rapidly changing news events. Tape, resume and news philosophy to: Terry McElhatton, News Director, KNTV-TV, 645 Park Avenue, San Jose, CA 95110-2613. EOE.

To place an ad in the Broadcasting & Cable
Classified pages, contact Antoinette Fasulo
TEL: 212.337.7073 • FAX: 212.206.8327
• INTERNET: AFASULO@BC.CAHHNERS.COM

Photographer - Familiarity and experience with BETA, SNG and ENG. One year experience required. Send resume and non-returnable demo tape to Willie Redd, News Photography Supervisor, WWBT, P.O. Box 12, Richmond, VA 23201. No phone calls please. EOE.

Producer. A great opportunity at one of the top television news shops in the country. We're looking for that creative someone who understands the importance of creative storytelling and showcasing. Minimum two years experience. Tape and resume to: Al Setka, News Director, WHO-TV, 1801 Grand Avenue, Des Moines, IA 50309. EOE.

Producer. Midwest talent management company beginning to look for newscast producers. Only those with a recent tape need apply. Send VHS or 3/4" tape to: Talent Management, Attention: Producer Search, 544 East Ogden Avenue, #700-512, Milwaukee, WI 53202.

Sports Anchor/Reporter - Replacement. KBIM-TV, the CBS affiliate in Roswell, New Mexico is currently seeking an experienced Sports Anchor/Reporter. The candidate must have at least one year on-air experience anchoring or reporting sports. The candidate should have the ability to handle live and on-set reporting. Must be proficient with 3/4" filed and editing equipment. Must also possess good people skills and quickly become a quality team player. Must be able to carry up to 50 pounds. Interested candidates should send resume and a non-returnable tape to: David Gonzalez, News Director, KBIM-TV, 214 North Main Street, Roswell, NM 88201. (505) 622-2120. KBIM TV is an Equal Opportunity Employer.

Sports Director/Anchor: It's sports junkie heaven at WSYT-TV! We need a Weeknight Sports Anchor for the FOX 68 News at Ten. If you write great copy, have a good on-air style, shoot, edit, and conduct above average interviews, we want to talk to you. We are the local station for Syracuse University and Big East Football and Basketball as well as FOX's NFL and NHL coverage. We will produce approximately 35 post-game shows and 26 coaches shows. Upwards of two years experience as sports anchor required. Send resume and non-returnable tape to WSYT, 1000 James Street, Syracuse, NY 13203. EOE.

WJHL-TV has an immediate opening for a News Director. CBS affiliate in the tri-cities, TN-VA DMA seeks a leader for an energetic and growing news department. Candidate should be a hands on manager with 3-5 years experience as a News Director. College degree preferred but not required. Salary commensurate with experience. EOE. Apply by resume to: Jack D. Dempsey, General Manager, WJHL-TV, P.O. Box 1130, Johnson City, Tennessee 37605-1130.

We're looking for an Investigative Producer/Researcher. We're losing ours to Boston. The successful candidate will develop I-Team series and segments. We need a new team leader. Send resume and non-returnable tape to: Larry Henrichs, News Director, NewsChannel 13 -- WGME-TV, 1335 Washington Avenue, Portland, Maine 04103. WGME-TV is an Equal Opportunity Employer.

Anchor. We're looking for an enthusiastic, talented Anchor/Reporter to complement our male anchor on one of our evening newscasts. WMTW-TV in Portland, Maine is an up-and-coming aggressive ABC affiliate in the vacation capital of America. Send non-returnable tape and resume to: Maine Anchor, c/o Media and Marketing Incorporated, 600 North Pearl Street, Suite 400, Box 200, Dallas, Texas 75201. No phone calls please. EOE.

Assignment Desk Editor. Minimum of two to four years experience in television news. Assignment desk experience is preferred. Must be able to supervise reporters, photographers and technicians. Must be able to act quickly, calmly and rationally in a crisis situation. Knowledge of satellite and electronic news gathering techniques is helpful. Sound news judgement and strong research skill essential. Must be able to generate story ideas and sources. Submit resumes to: KSTP TV, Amy J. Stedman, Job #107-95, 3415 University Avenue, St. Paul, MN 55114. No phone calls please. Equal Opportunity Employer.

Investigative Researcher/Associate News Producer. Top 50 CBS affiliate seeks individual to co-produce news segments of markets dominant morning program and research/produce stories in stations consumer/investigative unit. 1-2 years news producing experience required. Strong telephone skills and ability to sniff out a story. Good news judgement, organizational skills and attention to details a must. Send resume to Lisa Stevens, Executive Producer, WFMJ-TV, P.O. Box TV-2, Greensboro, NC 27420. EOE.

News Anchor/Producer, Reporters and News Videographer. Dynamic Northern California independent television station is expanding its news department. Live and work in the Wine country, 50 miles from the country's #5 market. We're looking for an experienced Anchor/Producer and Full and Part Time Reporters. Must have strong journalistic skills with on-camera/live shot experience, and be able to edit videotape. Also seeking a Full Time Videographer with excellent shooting and editing skills. Join the Northern California news leader. Send non-returnable tape and resume to Personnel Department, KFTY, 533 Mendocino Avenue, Santa Rosa, CA 95401. Applications accepted until 8/21. No phone calls please. Pre-employment drug testing. EOE. M/F.

News Anchor/Reporter: WFSB, a Post-Newsweek Station, #1 in Southern New England, is looking for a dynamic Anchor/Reporter to Co-Ancor our morning news program. Strong background in broadcast journalism, excellent news judgement and a minimum of 2-3 years prior anchoring and reporting experience required. Please send resume and tape to Mark Effron, VP News, WFSB, 3 Constitution Plaza, Hartford, CT 06103-1892.

News Director: Growing Northeast Indy seeks innovative, high energy, creative News Director. Applicant must be seasoned journalist with a minimum 5 years of successful news management experience. Outstanding benefit package. Send resume to Box 00492 EOE.

Anchor/Assignment Editor-Replacement. The CBS affiliate in Roswell, New Mexico, KBIM TV, is currently seeking to hire an Anchor/Assignment Editor. Successful candidate will have good on air presence to anchor the morning breaks, host noon insert and record afternoon breaks. Should have good organizational skills and be able to provide good quality customer service to both internal and external customers. A degree in broadcasting or equivalent experience is required. Some shooting and editing will also be required. The working hours are 5:30 a.m. - 2:00 p.m. and you must be able to carry at least 50 pounds. Interested candidates should send resume to: David Gonzalez, KBIM TV, 214 North Main Street, Roswell, NM 88201. (505) 622-2120. KBIM TV in an Equal Opportunity Employer.

Managing Editor/Assignment Manager. Take charge leader to supervise news coverage-strong news gut and exceptional editorial judgement-excellent people skills, logistical skills, complete ENG/SNG knowledge. Northeast group-owned. Send resume and news philosophy to Box 00503 EOE.

Morning Show Co-Anchors. Arkansas' number one ABC affiliate seeks two Co-Anchors for one of the country's top rated morning shows. We are looking for a News Anchor with strong writing/reporting skills and a weather anchor to also fill in on evening newscasts. Tapes and resumes only. No calls, please. Contact: Bob Steel, News Director, KATV, 401 Main Street, Little Rock, AR 72201. KATV is an Equal Opportunity Employer.

Executive Producer-Early Morning News: WABC-TV seeks an experienced News Manager to oversee daily 90 minute productions. Candidate should have experience in all phases of news gathering, writing, and production. Must be able to oversee large staff and make decisions under pressure. Send resume to: Henry Florsheim, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are an Equal Opportunity Employer.

News Director. Looking for people and issue-oriented News Director. Great opportunity at group-owned network affiliate in the Southeast. Please send your resume, references, salary history, and brief overview of your management style and journalistic standards to Box 00502 EOE.

Executive Producer. Supervise 5:00 pm, 6:00 pm, and 11:00 pm newscasts. Work to maintain a consistent on-air look for the newscasts - content, formats, pacing, graphics, etc. Oversee production and promotion issues which affect newscast quality, such as late scripts and tapes, supers, and production aspects. Assist in coordination of live coverage, i.e. satellite/tape feeds, reporter and photographer issues. Computer skills a must. Internet knowledge a plus. Must have a minimum of 5 years news experience. College degree in journalism preferred. Please submit resume and nonreturnable tape to WVEC-TV, 613 Woodis Avenue, Norfolk, VA 23510 or at our Hampton Bureau, WVEC-TV, 774 Settlers Landing Road, Hampton, VA 23669. No phone calls. EOE.

General Assignment/Weather Reporter. Excellent writing and reporting skills essential. Must have computer experience. Weather reporting and/or meteorologist degree a big plus! Interviews by appointment only. Send tape/resume to Personnel Manager, P.O. Box 860, Erie, PA 16512. Minorities and women encouraged. EOE.

New Owners, New Direction, New Attitude!!! If you're a proven professional who is ready to move to an aggressive News Department, that is dedicated to being the number one news in the market, we want to hear from you. KLBK, Newscenter 13 in Lubbock, Texas is expanding. We are looking for: News Anchors, Sports Anchors, Producers - all newscasts, Photographers, Reporters, Assignment Editors. We are looking for hard workers, communicators, team players, an attitude that will make you and Newscenter 13 number one. If this describes you please send resumes and non-returnable tapes to: Kurt Kiser, News Director, KLBK-TV, Newscenter 13, 7400 South University Avenue, Lubbock, Texas 79423.

Meteorologist - We're looking for a Meteorologist for Richmond's No. 1 morning newscast. The successful candidate will have two or more years experience, will like working as part of a team and have both presentation skills as well as forecasting skills. Non-returnable tape and resume to: Harvey Powers, WWBT, P.O. Box 12, Richmond, VA 23201. No phone calls please. EOE.

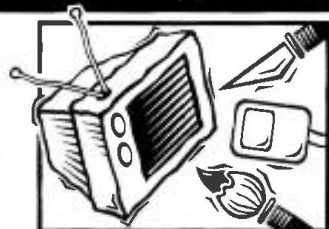
Anchor/Reporter... We're looking for that special communicator with presence for a Weekend Anchor/Reporter position. You must have at least one year commercial broadcast news anchoring experience. This is not an entry level position. No calls. Non-returnable tape and resume to News Director, WFMJ-TV, 101 West Boardman Street, Youngstown, Ohio 44503. EOE.

Western New York's number one source for news has an immediate opening for a Full-Time and Part-Time Photographer. Enterprise and investigative skills, ability to shoot and edit beta to NPPA standards under extreme deadlines, along with a positive, can-do attitude are a must. Requirements: One year experience, college degree, and microwave proficiency are preferred. If you are the best in your newsroom and would like the freedom and coaching to be even better send a resume and non-returnable tape to: Human Resources Generalist, WOKR-TV, 4225 West Henrietta Road, P.O. Box 20555, Rochester, NY 14602-0555. WOKR-TV is an Equal Opportunity Employer. Minorities and women are encouraged to apply.

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.

HELP WANTED PRODUCTION

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Tribune Broadcasting is the nation's largest station group, with facilities in New York, LA, Chicago, Philadelphia, Boston, Denver, Atlanta and New Orleans. We're looking for experienced television art directors and designers, preferably with college degree and TV news background. Skill can range from Quantel to Mac, from Harriet to crayons. Send your resume and tape, but please don't call...

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CMX Editor. WXIN-TV FOX 59 has an opening for a CMX Editor in their production facility, USA Teleproductions. A state-of-the-art facility complete with a CMX Aegis, DI mastering and an Abekas A83 await the right candidate. Digital knowledge and a minimum of five years CMX experience required. College degree preferred. Responsibilities include editing on-line for clients and station and involvement in pre-production and production phases. Ability to work well with clients, perform under deadline pressure and occasionally work erratic hours a must. For consideration, send resume and cover letter noting desired position and where learned of by August 17 to: Personnel Manager, WXIN, 1440 North Meridian Street, Indianapolis, IN 46202. No phone calls. EOE. Job offer contingent upon results of substance abuse testing.

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 Compositum and Litch 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.

Broadcast Graphic Designer: NBC Affiliate seeking television graphic artist with strong broadcast illustration, design and 3-d computer animation skills. Some print experience preferred, send resume and tape to: KMOL-TV, 1031 Navarro St., San Antonio, Texas, 78205, c/o of Art Director.

Senior Promotion Producer: If you want a creative position where your imagination, creativity, ability and experience will be greatly appreciated and \$Rewarded\$, you should apply for this opening. It's with the most aggressive #1 ABC affiliate in the state. Experience in writing, editing and producing required. If you have a great demo tape, send it with resume to: Daryn Leigh, WAAY-TV, 1000 Monte Sano Boulevard, Huntsville, AL 35801.

Lead TV Commercial Producer: Our production department needs a person with 3-5 years experience making TV commercials, promos and PSA's. Beta and digital knowledge required. Experience in writing, editing, shooting, scheduling people and excellent client relations a must. Send non-returnable tape to K. Ferrell, KTVA-TV (CBS), 1007 West 32nd Avenue, Anchorage, AK 99503. Closing date 8/14/95. EOE.

Graphic Artist. WATL seeks Graphic Artist to design and produce print and on-air graphics. Coordinate outside printing and other graphics related services. Minimum 2 years broadcast design or related field. Excellent print design skills with demonstrated knowledge of print production. Thorough working knowledge Apple Macintosh graphic production. If qualified, please send resume and tape to (no phone calls): Personnel Department, WATL 36, One Monroe Place, Atlanta, GA 30324. EOE.

Director/Technical Director. Position available immediately at WTLV Jacksonville. Applicant must be experienced in directing live newscasts and facilitating the production of commercials, promotions and special projects. Send your tape and resume to 1070 East Adams Street, Jacksonville, FL 32202 Attn: Production Manager.

Producer/Writer for a healthcare series with an interactive studio audience telecasting the #1 and #4 markets. You are an extremely seasoned pro with serious studio talk and health credits. You research, write and produce in-depth field pieces. Hands-on editing and audience background a plus. We have 4 stations and a new facility that fulfills your wildest production fantasies. 7 month assignment. Tape and resume to HealthCall, NJN, 50 Park Place, Newark, NJ 07102. EOE. Please, healthcare exp. only.

Production Manager/Director for small market SW television station wanted. Must be able to manage people, work with clients and supervise a department - and be a hands on director who can take charge in a pinch. Right deal for the right person - but no paper pushers please. Send resume with salary history to Box 00498 EOE.

New TV Law Series telecasting in the #1 and #4 markets needs a Producer/Writer and a Moderator. Producer candidates must be extremely seasoned pros with serious talk and legal credits. You research, write and produce in-depth field pieces. Hands-on editing background a plus. Moderators must be attorneys or legal professionals with on-camera hosting credits. 5 month assignments beginning immediately. Tape and resume to The Law and You, NJN, 50 Park Place, Newark, NJ 07102. Please legal exp. only. EOE.

Orlando area opportunity for Videographer/Editor. Must be fast, accurate, creative, able to work odd hours and able to travel. Opening September 1. Tape and resume to The Firm, P.O. Box 309, Citra, FL 32113.

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.

Weekend Producer. Live and work in one of America's most beautiful areas! We're looking for an up and comer who knows how to combine solid journalism and great television. If you're a good writer, creative producer and a well-organized leader, please send non-returnable tape and resume to Alan Mason, News Director, WLOS-TV, 288 Macon Avenue, Asheville, NC 28804. No phone calls. Drug free workplace. Women and minorities are encouraged to apply. EOE.

HELP WANTED PROMOTION

Come shine in the sun! WDZL, WB 39 in Miami is looking for a Program/Promotion Director. We are looking for someone who breaks the mold and the rules. The successful candidate will be able to cut through the clutter and get the message out in the country's most competitive market. We are looking for someone with at least five years experience in promotion tied to a solid programming background. WDZL is part of the cutting edge Renaissance Communications Group. Is this position for you? Send a resume, tape and salary history to: Program/Promotion Manager Search, WDZL WB 39, 2055 Lee Street, Hollywood, FL 33020. No phone calls please. EOE.

Director of Advertising and Promotion. KERO-TV is looking for someone to lead the creative and strategic efforts to make it the station of choice in a very competitive market. Our market size requires creative solutions and excellent execution to maximize our efforts and budget. We believe in winning, hard work, and having fun. Resumes only to: Chris Westerkemp, VP/GM, 321 21st Street, Bakersfield, CA 93301. EOE. M/F.

Promotion/Production Manager. Top 100 network affiliate seeks dynamic, innovative individual to develop and implement creative marketing and promotion concepts. Ideal candidate possesses experience in production and promotion, displays high energy, innovative thinking and self-motivation. If you're a team player who thinks out-of-the-box, rush your resume and cover letter describing your promotion philosophy and accomplishments to Box 00509 EOE.

Promotion Director: Austin, Texas affiliate seeks someone to direct their marketing effort. Must have proven leadership skills, experience with buying other media, strong producing abilities and be able to turn market research into an effective market plan. Send resume and tape to Box 00501 EOE.

On-Air Promotion Manager. Beat the heat and escape to the Blue Ridge Mountains! We are looking for a seasoned Promotion Producer to supervise the on-air efforts of our two stations--WLOS and WFBC. The ideal candidate will have a minimum of three years experience, producing news spots and a college degree. Experience in independent television and knowledge of Avid editing system a plus. Send resume and samples of work to: Personnel, WLOS, 288 Macon Avenue, Asheville, NC 28804. No phone calls. Drug free workplace.

HELP WANTED ADMINISTRATION

Major international sports project seeks Scheduling Assistant Manager with 3-5 years experience in large-scale crew scheduling. College degree, extensive computer skills and experience in ScheduAll software desirable. Send resume to M. Toedt, P.O. Box 1996, Atlanta, Georgia 30301-1996.

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.

SITUATIONS WANTED MANAGEMENT

My stations are being sold! I built them, staffed them, programmed them, and operated them. Now I am ready for new opportunities. Management, equity participation, buyout, etc. References from network executives to the FCC. Prefer small to medium markets midwest or midsouth, but all considered. Reply to Box 00499.

SITUATIONS WANTED PROGRAMMING

Hard working communication professional seeks on-air or behind the scenes employment. M.A. Degree, 2 years hands-on radio and television reporting and programming experience. "Charming" English accent. Call Patricia (301) 871-1408.

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Veteran female weathercaster seeking return to TV. Medium market experience. Excellent writing and live skills. Enjoys public appearances. Specializes in shore and environmental issues. 609/884-0308. Jo.

SITUATIONS WANTED ANNOUNCERS

Female cable entertainment show host seeking move to bigger market. Sense of humor. Excellent production and ad lib skills. 609/884-0308. Mae.

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ALLIED FIELDS

HELP WANTED INSTRUCTION

Film/Video: Miami-Dade Community College seeks a Faculty/Chairperson, Film and Video: 1-07051. Manages, supervises and administers the academic course work associated with Radio/TV, Graphics and Film departments. Supervises instructors; schedules classes, curriculum and program development; manages budget, student issues as well as an assigned teaching load. Reqs: MA in Radio/Television, Communication Science or an appropriate field and 3 years teaching and administrative experience in higher education. Commercial level TV/Radio Production experience and knowledge of film production desired. Salary: Based on Education and Experience. Formal application required: Call 1-800-552-MDCC for an application form. Copies of transcript(s) and 3 work related references must accompany the application. For special accommodations, call the FL Relay Service TDD 1-800-955-8771. Only completed application packages will be considered. EA.EO Employer.

HELP WANTED ADMINISTRATION

Public Information Representative-U.C. Berkeley. *Serve as broadcast/audio/video communications expert. *Develop/maintain contacts; place stories; broker talk show interviews; develop/produce/advise on audio/video productions for campus public relations; write articles; respond to media requests on a wide range of issues; assist in press relations in emergency situation. Qualifications: Professional news writing and reporting (including substantial broadcast) experience. Ability to write quality news copy and to translate from scholar's idiom to popular prose; produce broadcast quality segments; work independently under deadline pressure. Interpersonal skills and news judgment. Familiarity with higher education issues and placing of news stories preferred. Writing samples are required. Salary \$35,400-\$53,000/yr. Submit cover letter and resume by referencing Job #07-570-50 to UC Berkeley Campus Personnel Office, 2200 University Avenue, Room 7G, Berkeley, CA 94720. EOE/AA.

HELP WANTED SALES

WIWU needs salespeople to sell t-shirts and other items. Workers and Injured Workers United is dedicated in fighting for and protecting the rights of Workers and Injured Workers. Please contact: Workers and Injured Workers United, P.O. Box 1545, Evanston, Illinois 60204. Att: Ivor Drummond, President.

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Abbreviations: AOL—assignment of license; ant.—antenna; ch.—channel; ERP—effective radiated power; khz—kilohertz; km—kilometers; kw—kilowatts; m.—meters; mhz—megahertz; mi—miles; TL—transmitter location; w—watts. One meter equals 3.28 feet.

OWNERSHIP CHANGES

Granted

Las Vegas, N.M. (BAL-950621EE)—KNMX(AM) 540 khz (San Miguel Broadcasting Co. Inc.): involuntary AOL to Yvette Gonzales, trustee. *July 19*

Refugio, Tex. (BALH-950522GE)—KZTX(FM) 106.3 mhz (Mazal Broadcasting Co. of Corpus Christi Inc.): involuntary AOL to Sound Leasing Inc., court-appointed fiduciary. *July 11*

NEW STATIONS

FMS

Neosho, Mo. (BPH-941118MB)—KBTN Inc. for new FM at 99.7 mhz, ERP 4.2 kw, ant. 119.7 m. *July 18*

Hamilton, Mont.—Sunbrook Communications Inc. (Fisher Broadcasting Inc., owner; Patrick M. Scott, president; Sunbrook and Fisher, 100 4th Ave. N., Seattle, WA 98109) for 98.1 mhz, ERP 15.3 kw, ant. 130 m.; Grubstate Road, 5.9 km W of Hamilton. Sunbrook owns KRKX-FM, KBLG(AM) and KYA-FM Billings, KDXT-FM and KGRZ(AM) Missoula, KAAK-FM and KXGF(AM) Great Falls, and KAAR(FM), KQUY-FM and KXTL(AM) Butte, all Mont.; and KYSN(FM) East Wenatchee and KXAA(FM) Rock Island, Wash. Fisher owns KATU(TV) Portland, Ore., and KOMO-TV-AM, KVI(AM) and KPLZ-FM Seattle.

Las Cruces, N.M. (BPED-950627MB)—World Radio Network Inc. (Abe C. VanDerPuy, president; Box 3333, McAllen, TX 78502) for noncommercial educational FM at 88.9 mhz, ERP .5 kw, ant. 60 m.; 1.65 mi. W of Jackrabbit Interchange, .45 mi. S of Las Cruces Airport. World Wide Network owns the following FM stations: KVMV McAllen, KBNR Brownsville, KBNJ Corpus Christi, KBNL Laredo, KVER El Paso, and KEPX and KEPI Eagle Pass, all Tex.; KNOG Nogales and KRMC Douglas, Ariz.; and has applications for FMs in Bisbee and Yuma, Ariz., and Corpus Christi, Tex. *June 27*

Saratoga Springs, N.Y. (BPED-950712MA)—Sound of Life Inc. (Dennis Newcomer, president; PO Box 777, Lake Katrine, NY 12449) for noncommercial at 89.7 mhz, ERP .050 kw, ant. 130.7 m.; on Mount McGregor, 7.5 km SW of intersection of rtes. 9 and 87. Sound of Life owns

WFGB(FM) Kingston, WLJP(FM) Monroe, WRPJ(FM) Port Jervis and WPGL(FM) Pattersonville, all N.Y., and is applying for new FMs at Rensselaerville and Grand Gorge, N.Y., and Hawley, Pa. *July 12*

Steubenville, Ohio (BPED-950629MD)—American Family Association (Donald E. Wildmon, president; 1208 Zentwood, Tupelo, MS 38801) for noncommercial educational at 88.9 mhz, ERP .65 kw, ant. 45 m.; Brentwood United Methodist Church, 148 Stevens St., Wintersville. American Family owns WAFR(FM) Tupelo, WQST-AM-FM Forrest and WDFX(FM) Cleveland, all Miss.; and KCFN(FM) Wichita and KBUZ(FM) Topeka, Kan. *June 29*

State College, Pa. (940829MQ)—Board of Trustees of Pennsylvania State University for noncommercial educational at 90.7 mhz, ERP .100 kw, ant. 26 m. *July 13*

Dell Rapids, S.D. (BPH-950710MA)—Arch Edward Beal (3301 N. Markey Ave., Sioux Falls, SD) for 95.7 mhz, ERP 25 kw, ant. 100 m.; 250th St., 5.6 km W of Baltic. *July 10*

Dell Rapids, S.D. (BPH-950629MC)—Conway Broadcasting Inc. (Lars Conway, president/owner; 4415 Fremont Ave. S., Minneapolis, MN 55409) for 95.7 mhz, ERP 25 kw, ant. 100 m.; 6 km W of Baltic. *June 29*

Dell Rapids, S.D. (BPH-950710MB)—Harbor Broadcasting Inc. (J. Thomas Lijewski, president; 111 Marquette Ave. S, No. 1501, Minneapolis, MN 55401) for 95.7 mhz, ERP 9.1 kw, ant. 164 m.; 4.16 km SE of Colton. Harbor has applied for new FMs at Rapid City, S.D., and Hermantown and Deer River, Minn. *July 10*

Rapid City, S.D. (BPH-950626MD)—Conway Broadcasting Inc. (Lars Conway, president/owner; 4415 Fremont Ave. S., Minneapolis, MN 55409) for 106.3 mhz, ERP 100 kw, ant. 300 m.; 1.4 km SW of I-190/I-90 intersection. *June 26*

Rapid City, S.D. (BPH-950626ME)—Steven E. Duffy (1021 Franklin St., Rapid City, SD 57701) for 106.3 mhz, ERP 100 kw, ant. 137 m.; 1625 Skyline Dr., Rapid City. *June 26*

Rapid City, S.D. (BPH-950626MI)—Harbor Broadcasting Inc. (J. Thomas Lijewski, president/owner; 111 Marquette Ave. S., No. 1501, Minneapolis, MN 55401) for 106.3 mhz, ERP 99.2 kw, ant. 349 m.; atop Mount Coolidge, 10.3 km ESE of Custer. *June 26*

Fayetteville, Tenn. (BPED-950703MC)—North Alabama Education Foundation (Richard Dabney, owner; 101 McDade Cir., Toney, AL 35773) for noncommercial educational at 88.3, ERP 2.5 kw, ant. 64 m.; 2.9 km SSW of Fayetteville on Moline Rd. Foundation also is seeking FM at Flint City and educational FM at Killen, both Ala. *July 19*

San Angelo, Tex. (BPED-940311MA)—Center for Telecommunications Services for noncommercial educational at 90.1 mhz, ERP 5 kw, ant. 277 m. *July 10*

Elma, Wash. (950105MB)—Skip Marrow for

102.1 mhz, ERP 6 kw, ant. 100 m. *July 26*

FACILITIES CHANGES

Granted

Cullman, Ala. (BMPH-950627IB)—B.C. Eddins TR as Voice of Cullman for WFMH-FM 101.1 mhz: change ant. to 376 m. *July 21*

Tucson, Ariz. (BPH-941125IJ)—Rex Broadcasting Corp. for KCRZ(FM) 107.5 mhz: change ERP to 82 kw, ant. to 618 m., TL to 7120 Hidden Canyon. *July 21*

Greeley, Colo. (BPED-950420IB)—Trustees for the University of N. Colorado for KUNC-FM 91.5 mhz: change ERP to 90 kw, ant. to 200 m., TL to 5.4 km W of Pierce on Weld Rd. 90. *July 21*

Crawfordsville, Ind. (BPED-941006MA)—Xavier University for noncommercial educational WNDY(FM) at 106.3 mhz: change ERP to 3.4 kw, ant. to 134 m., TL to .17 km SW of Hwy 136, .94 km NW of Crawfordsville city limits. *July 21*

Oak Grove, La. (BPH-941109IE)—KWCL-FM Broadcasting Co. Inc. for KWCL-FM 96.7 mhz: change ERP to 6.9 kw, ant. to 100 m. *July 19*

Beulah, Mich. (BMPH-950206ID)—Roger L. Hoppe II for WRQT(FM) 92.1 mhz: change ERP to 1.6 kw, ant. to 183 m. *July 18*

Burnet, Tex. (BMPH-941118IB)—Maxagrid Broadcasting Corp. for KBLK(FM) 92.5 mhz: change ERP to 1.1 kw, ant. to 167 m. *July 20*

Humble, Tex. (BP-950428AB)—KGOL Inc. for KGOL(AM) 1180 khz: change daytime TL to 1520 Crestwood St., Pasadena, Calif.; reduce daytime power to 8.5 kw; change ant. system. *July 17*

Dismissed

Colfax, Wash. (BP-941107AC)—Dakota Communications for KCLX(AM) 1450 khz: change TL on Hilty Rd., 3.5 km N of Hwy 272, Colfax; change ant. system. *July 18*

Returned

Park City, Utah (BPED-950306MC)—Community Wireless of Park City Inc. for noncommercial educational KPCW-FM 88.3 mhz: change ERP to .085 kw; ant. to 647 m.; TL to apex of Bald Mountain, Wasatch Co., Utah, 4 km SSE of Park City; antenna supporting-structure height, and frequency to 88.5 mhz. *July 12*

Accepted for filing

Lineville, Ala. (BP-950717AC)—Robert A. Perry for wzzx(AM) 780 khz: change ant. system and TL to Blakes Ferry Rd, Lineville. *July 17*

Farmington, Mo. (BPH-950623IE)—KREI Inc. for KTJJ(FM) 98.5 mhz: install auxiliary system. *June 23*

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In support of midnight

EDITOR: It is not true, as Robert Corn-Revere laments ("Mixed Message on the First Amendment," July 10), that broadcast TV will "become the equivalent of the children's reading room" if Congress extends the ban on indecent broadcasting to midnight.

In *FCC v. Pacifica*, the Supreme Court said that the restriction on broadcast indecency protected not just children but also adults in the privacy of their homes, where "the individual's right to be left alone plainly outweighs the First Amendment rights of an intruder."

As Mr. Justice Stevens also pointed out in *Pacifica*, a ban on indecency "will have its primary affect on the form, rather than content, of serious communication." It is not serious communication about human sexuality, reproduction and health that are affected, but rather patently offensive references to sex and excretion.

Patent offensiveness is determined by applying community standards, and while prurience, lewdness and gutter language may not offend many in the entertainment industry, they still offend most Americans.

Mr. Corn-Revere's concern about "censorship" is also misplaced. In *Pacifica*, the Supreme Court specifi-

cally rejected the argument that enforcement of the indecency law entails illegal censorship.

In *Pacifica*, Justice Stevens also pointed out that while some broadcasters may "censor themselves," at most what will be deterred are patently offensive references to excretory and sexual activities, which "surely lie at the periphery of First Amendment concern."—Robert Peters, president, *Morality in Media Inc.*, New York

The value of verbosity

EDITOR: The recent winning record of the FCC's general counsel in court appeals ("Fifth Estater," July 24) has less to do with quality advocacy than with the general inability of the courts to unravel cunningly crafted agency explanations for its various actions. The following anecdotal bit makes my point.

I was the chief of the commission's Office of Opinions and Review in the 1950s when authorizations for the new and desirable TV stations were, after trial before a hearing officer, being awarded to pre-selected political favorites. The Opinions office was in each case required to deliver up a crafted rationale, most of the time without any direction from the commission other than the indicated winner.

At the height of an urgency to

quickly produce a decision in a prominent case, I interrupted the football-pool concentration of one of the young staff attorneys (who later became a prominent general counsel of the commission) to inquire about the progress of his opinion drafting. His response was not to worry, that it was a simple matter to "grind out 75 pages of our kind of crap that no court will ever be able to figure out." Maybe not precisely verbatim (after 40 years), but the idea recaptured for sure and dead-on for the catching word. And history, with rare and random exception, confirms his assessment.

Simply, the generalist courts are outmatched by the concentrated expertness of agency craftsmen who, by overwriting everything, feign scrupulous candor and produce a disarming scent of abundant fairness. So, the agency chalks up face-saving wins on must-carry, indecency and cable rate controls, but sends nervous tremors through the free-speech community. Those little triumphs, in fact, scare the hell out of some of us because now the encouragement is in place to see how much further the boundaries can be stretched with respect to demanding more juvenile programing and for curtailing rowdy program content.—Sol Schildhouse, *Chevy Chase, Md.*

THIS WEEK

July 31-Aug. 4—UTC—The Telecommunications Council 47th annual conference and exhibition (UTC '95). Hyatt Regency & Convention Center, Minneapolis. Contact: (202) 872-0030.

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

Aug. 2—Hollywood Radio & Television Society newsmaker luncheon: "Kid's TV for You and Me." Regent Beverly Wilshire Hotel, Beverly Hills, Calif. Contact: Gene Herd, (818) 789-1182.

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. 5—Activities advisory committee of the *Academy of Television Arts & Sciences* presents "Acting in Commercials: How to Get the Job Done." Academy Plaza Theatre, North Hollywood, Calif. Contact: (818) 754-2890.

AUGUST

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 Caroli-

Datebook

na 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.

Aug. 23-26—Asian American Journalists Association 8th annual national convention. Hilton Hawaiian Village, Honolulu. Contact: (415) 346-2051.

Aug. 24-26—Nebraska Broadcasters Association 62nd annual convention. Omaha Marriott, Omaha. Contact: Dick Palmquist, (402) 333-3034.

Aug. 24-26—West Virginia Broadcasters Association 49th annual convention. The Greenbriar

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.

Resort, White Sulphur Springs, W.Va. Contact: Marilyn Fletcher, (304) 744-2143.

SEPTEMBER

Sept. 6-9—World Media Expo, comprising the National Association of Broadcasters Radio Show (contact: Karen Dada, [202] 429-4194); Society of Broadcast Engineers annual conference (contact: John Poray, [317] 253-0122); Radio Television News Directors Association International conference (contact: Kristen McNamara, [800] 807-8632); and Society of Motion Picture and Television Engineers 137th technical conference (contact: [914] 761-1100). New Orleans Convention Center, New Orleans.

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

Greg Moyer: On a journey of Discovery

Greg Moyer started out in cable writing program descriptions for *The Discovery Channel Magazine*. "Not quite the mail room, but close," he recalls.

Moyer went on to create the fledgling Discovery Channel's marketing and communications department and now, as president/chief operating officer of Discovery Networks and Worldwide Programing, his job is to devise and sell the company's programming to the world.

Moyer actually manages all aspects of Bethesda, Md.-based The Discovery Channel, The Learning Channel, Discovery Publishing and Discovery Pictures. He also develops programming for the international versions of the Discovery and Learning channels, which reach 65 countries.

"I think of him as a statesman for our company," says John Hendricks, chairman of parent Discovery Communications Inc. "He's a very engaging person, extremely bright...an intellectual with marketing savvy."

Using those marketing skills, Moyer for the past few years has been concentrating on establishing The Discovery Channel as a brand not just on TV, but in theaters and on the World Wide Web. "The Discovery Channel is too big to be contained on a small screen," Moyer says. "It can live outside the box...literally."

Moyer signed on with Discovery just six weeks after the cable channel launched in June 1985. He admits it was partly luck that brought him here: He answered a blind classified ad in the *Washington Post*. Moyer was looking to get out of print journalism and into the electronic world. "I sensed there was more room for innovation" in TV than in print, he says.

With the initial title of "undifferentiated assistant to the president," Moyer and the other staff members of The Discovery Channel had little experience in cable. They called their operation "Tree House TV." Moyer recalls.

Discovery at first concentrated on acquiring documentaries. It wasn't until 1989 that it could afford to commission its own under Moyer's guidance as senior VP, programming. Since then, the channel has grown quickly: The number of original programs went from two hours in 1989 to 400 hours this year. "It boggles my mind," Moyer says.

"Somewhat of necessity, and somewhat out of mission," Discovery in its early days



"Discovery will go where we believe our brand will carry us."

Gregory Bradford Moyer

President/COO, Discovery Networks and Worldwide Programing, Bethesda, Md.; b. May 20, 1953; BA, Bucknell University, Lewisburg, Pa., 1975; reporter/editor, Montgomery Publishing Co., Fort Washington, Pa., 1975-76; free-lance photographer/journalist, Philadelphia, 1976-80; director of communications, Center for Science in the Public Interest, Washington, 1980-85; The Discovery Channel: director of communications, 1985-87; VP, marketing and communications, 1987-88; senior VP, programming, 1988-93; Discovery Communications Inc.: executive VP, programming, 1993-94; executive VP, global programming and corporate development, 1994; current position since August 1994; m. Suzanne McCrory, Feb. 13, 1982; two children: David, 11; Christopher, 7.

relied heavily on shows from overseas. The channel had so little money that it couldn't even afford to "revoice" all the shows with an American narrator, Moyer says. But it found a niche among viewers seeking something other than "recycled American product." Moyer cites this as one of his proudest accomplishments: "We've done more to show Americans television from around the world than any other telecaster," he says.

This global emphasis continues. Although 60% of Discovery's programming now is original or co-produced, 30% still comes from overseas, mostly London, while another 10% is acquired from U.S. producers.

This fall, Discovery will enter its "China season" with more than 30 hours of commissioned programming about that country. And on Oct. 1, Discovery plans to launch programming blocks on two channels of CCTV, China's state broadcast network. China "is going to have incredible importance for us in the next century," Moyer says, and Americans need to get up to speed.

Over time, Moyer hopes to create regional shows for Discovery's international markets, which range from Asia to Latin America. In the meantime, "all countries are interested in grizzly bears...or the history of the Forbidden City," he says.

Moyer's fascination with photography led him to documentaries. He had his own darkroom at age 12 and took pictures for school and community publications through college. "He always walked around with a Nikon; [he was] always in the darkroom," says Bucknell University dorm-mate Guy Sousa, now senior vice president, ad sales, fX. Between his intellect and his commitment, it was clear that "this guy [was] going places," Sousa says.

Moyer hopes to guide Discovery into funding its own research and expeditions. His main areas of interest are archaeology, space and the world's oceans. "I think you will see us out on the cutting edge, trying to unearth real discoveries that we will then make television about," Moyer says.

What isn't Discovery into—yet? Broadcast TV, Moyer says with a smile. While "we're not going to buy stations," syndicating Discovery programming is possible. And if Congress passes telecommunications reform, Discovery may branch out into more cable channels, Moyer says. "Discovery will go where we believe our brand will carry us."

—EAR

BROADCAST TV



Breazeale

Tom Breazeale III, GSM, WLTZ(TV) Columbus, Ga., named VP/GM.

Rick Moll, news director, WAOW-TV Wausau, Wis., joins WANE-TV Fort Wayne, Ind., in same capacity.

Henry Yaggi III, president/GM, WUSA(TV) Washington, joins WTNH-TV New Haven, Conn., in same capacity.

Ronnie Loaiza, general assignment reporter, KSEE(TV) Fresno, Calif., joins KFMB-TV San Diego in same capacity.

Diana Sokol, host/producer, *Kids Club*, KDSM-TV Des Moines, Iowa, joins KVC-TV Austin, Tex., as promotion manager.

Christy Kelly, marketing and promotion manager, KYNG(FM) Dallas and KSNN(FM) Arlington, both Texas, joins KTVT(TV) Dallas-Fort Worth as director, community relations.



Lansing

John Lansing, director, news, WBBM-TV Chicago, joins WXYZ-TV Detroit as VP/station manager.

Anthony Maisel, producer, KPRC-TV Houston, joins KDBC-TV El Paso as news director.

Kenneth Hatch, president, KIRO-TV Seattle, named senior VP, television station acquisitions, A.H. Belo Corp. (owner of KIRO). Hatch will work out of Seattle.

Roland Hernandez, president/CEO, Tele-mundo Group Inc., Los Angeles, assumes the management of KVEA(TV) Corona, Calif.

Appointments at KRON-TV San Francisco: **Jim Goldman**, anchor/producer, *Silicon Valley Business This Week*, KICU-TV San Jose, Calif., joins as high tech/business reporter; **Tamara Berry**, producer, KCCN-TV Monterey, Calif., joins as producer/writer.

Margaret Mohr, promotion director, KXAN-TV Austin, Tex., joins KVUE-TV there as creative services director.

PROGRAMING

Craig Hunegs, VP, business affairs, NBC, joins the WB Television network, Burbank, Calif., as head, business affairs.

Appointments at Fox Broadcasting Co., Beverly Hills, Calif.: **Craig Erwich**, director, creative affairs, Stephen J. Cannell Productions, joins as director, current programing; **John McLean**, associate producer, *Matlock*, Viacom Productions, Los Angeles, joins as manager, current programing.



Buckholtz

John Buckholtz, VP, Northeast sales, MTM Television Distribution, New York, named VP, sales.

Jim McKairnes, manager, program planning and scheduling, CBS Entertainment, Los Angeles, named director.

Appointments at CBS Entertainment, Los Angeles: **Sunta Izzicupo**, VP, movies and miniseries, CBS Entertainment Productions, named VP, motion pictures for television; **Billy Campbell**, senior VP, drama development, Warner Bros. Television, Burbank, Calif., joins as executive VP.

RADIO

Ron de Castro, account executive, WHLI (AM)/WKJY (AM) Garden City, N.Y., named retail sales manager.

Dennis Mellott, LSM, Illinois and Wisconsin Radio Networks, joins WSDR (AM)/WSSQ (FM) Sterling and WZZT (FM) Morrison, both Illinois, as GM.

Sharon Chandler, senior account executive, Illinois Radio Network, Chicago, named sales manager.

Sabrina Bunks, sales manager, KLIF (FM) Dallas, joins KYCW (FM) Seattle as GSM.

Michelle Kalarja, NSM, KKRW (FM) Houston, joins KRST (FM) Albuquerque, N.M., as LSM.

Ken Mellgren, regional manager, affiliate relations, talk programing, Westwood One Entertainment, joins the Associated Press All News Radio, Washington, as manager, affiliate relations.

Cindy Thomas, production manager, ABC Radio Networks, Dallas, named director, creative services.

Theresa Hasan, senior research analyst, MediaAmerica Inc., New York, named director, research services.

ADVERTISING/MARKETING

Morris McWilliams, account executive, Premier Advertiser Sales, New York, joins Action Media Group, Los Angeles, as director, Eastern advertiser sales.

CABLE

Lauren Zavier, account executive, New England region, Home & Garden Television, New York, named manager, affiliate sales.

Appointments at International Family Entertainment, Virginia Beach, Va.: **Linda Bowers**, accountant, KPMG Peat Marwick, joins as director, external reporting; **Doug Symons**, senior VP/management supervisor, Bozell Worldwide, Southfield, Mich., joins as VP, marketing.

Maggie Hodges, manager, business affairs, Turner International, Atlanta, named director, network distribution systems.

Andy Heeren, assistant GM, Woodbury, Long Island system, Cablevision Systems Corp., Woodbury, N.Y., named GM, Hauppauge, Long Island, system.

Appointments at Prime SportsChannel Networks, Woodbury, N.Y.: **Brian Ricco**, director, affiliate relations and special programing projects, named VP, distribution; **Bill Roberts**, director, programing, NewSport, named VP, programing and production; **Mike Ryan**, director, programing, named VP, programing.

Jeff Smith, advertising manager, Cablevision Systems, Cleveland, joins The Northern Ohio Interconnect there as GSM.

Appointments at Bravo and the Independent Film Channel, New York: **Ed Palluth**, regional director, named VP, Southern region, Dallas-Fort Worth; **Mary Martin**, manager, business opera-

RTNDA elects eight regional officers

John Spears, news director, KPTV(TV) Portland, Ore., re-elected to represent Alaska, Idaho, Oregon, Montana and Washington; **Jerry Bell**, news director, KOA(AM) Denver, elected to represent Colorado, New Mexico, Utah and Wyoming; **Mark Millage**, news director, KELO-TV Sioux Falls, S.D., re-elected to represent North Dakota, Minnesota, South Dakota and Wisconsin; **Janet Evans-Ferkin**, news director, KLBJ(AM) Austin, Tex., re-elected as regional director for Oklahoma and Texas; **Scott Uecker**, director, news and operations, Network Indiana, Indianapolis, elected to represent Illinois and Indiana; **Steve Smith**, news director, WTV(TV) Cadillac, Mich., elected to represent Michigan, Ohio and West Virginia; **Brian Whittemore**, director, news and programming, WBZ(AM) Boston, elected to represent Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont; **Al Gibson**, news director, CKCO-TV, Kitchener, Ontario, returns to the board as international representative.

tions, named director, planning and administration.

Merlyn Reineke, producer, NET-Political NewsTalk Network, Washington, named program director.

Frank Sorace, manager, sales planning and operations, WNBC(TV) New York, joins CNBC and America's Talking, Fort Lee, N.J., as director, sales planning.

Randall Larsen, director, engineering operations, Cox Communications Western Group, Atlanta, named technical director, cable integration, Cox California PCS there.

Patrice Driscoll-Stigliano, director, affiliate marketing and sales, Prime Sports Network, St. Louis, joins Encore Media Corp., Englewood, Colo., as district sales manager, Northeast region.

Charles Schueler, VP, community affairs, Cablevision Systems Corp., Woodbury, N.Y., named VP, media and community relations.

Claire Zrinc, manager, program research, NBC Network Television, Burbank, Calif., joins Playboy Entertainment Group, Beverly Hills, Calif., as director, programming and acquisitions.

ALLIED FIELDS



Alexander

Linda Alexander, program manager, International Council of NATAS, New York, named general manager.

Doug Spero, reporter, WCBS(AM) New York, joins Norman Hecht Research Inc., Syosset, N.Y., as

director, sales.

Steve Katz, chief supervisor, Associated Press Broadcast News Center, Washington, named assistant managing editor, product development, broadcast division.

Chris Blaser, VP, engineering, Harpo Studios, Chicago, joins Trio Video there as assistant chief engineer.

Robert Bennett, chairman of the board, Trans Atlantic Entertainment Inc., former president of Metromedia Broadcasting and 1994 inductee into the BROADCASTING & CABLE magazine Hall of Fame, has been elected president of the Muscular Dystrophy Association. Bennett has been the association's treasurer since 1991.

Paul Bennett, former director, promotions, Comic Relief, has established PB Management, Los Angeles, to represent actors and comedians, and to coordinate promotional projects for products and companies with marketing needs.

Andras Hamori, co-chairman, Accent Entertainment Corp., joins Alliance Communications Corp., Los Angeles, as president, Alliance Pictures.

Robert Decherd, **James Moroney Jr.** and the late **Joe Dealey**—the last three CEOs of A.H. Belo Corp.—and **Joe Allbritton**, Houston banker and businessman, and owner of television stations across the country, will be inducted into the Texas Business Hall of Fame on Oct. 5 at the organization's annual Awards Dinner at the George R. Brown Convention Center in Houston.

TELEMEDIA

Appointments at GTE Main Street Inc., Stamford, Conn.: **James Hall**, director,



Hall



LaPerla

national accounts, Showtime Networks Inc., New York, joins as VP, affiliate sales; **Nancy LaPerla**, VP, marketing, American Movie Classics, New York, joins as VP, consumer marketing.

Don Griffin, VP, engineering, Interactive Network, San Jose, Calif., joins The ImagiNation Network Inc., Burlingame, Calif., as VP, technology.

DEATHS

Frank Utley Fletcher, 83, retired lawyer and broadcaster, died July 23 of congestive heart failure at his home in Washington. Fletcher began his broadcasting career with the then-



Fletcher in 1970

fledgling FCC in 1934. During his five years with the agency he helped to edit the first volumes of the agency's reports and codify the 1939 FCC Regulations. In 1939 he began his law practice with the firm of Spearman and Robinson, which later became Fletcher, Heald, Rowell, Kenenhan & Hildreth. The firm specialized in communications law. He retired in 1983. Fletcher, working with his family, helped to establish Capitol Broadcasting Co., in Raleigh, N.C. The company owns WRAL(FM) and WRAL-TV Raleigh, N.C., and broadcast facilities in other states. Formerly, Fletcher owned WARL(FM), now WAVA(FM) Arlington, Va. He was president of the Federal Communications Bar Association and a board member of the NAB, among other affiliations. Fletcher is survived by his wife, Nelle; three children from his first marriage; two brothers; three grandchildren, and three great-grandchildren.

—Compiled by Denise Smith
e-mail: d.smith@b&c.cahners.com

Universal Television has signed an exclusive multiyear deal with Alan Cross and Tom Spezialy, co-executive producers of USA Network's original series *Weird Science*, to develop and produce shows for broadcast and cable.

Saban Entertainment's syndicated teens show *Francine Pascal's Sweet Valley High* has been cleared for a second season on 100 stations for 80% coverage. The season premiere of the weekly live-action show begins the week of Sept. 11 in all top 20 markets and on WPIX(TV), a new station in New York.

The FCC's Mass Media Bureau last week said it had met its target for reducing a backlog of appeals of staff decisions. The bureau had announced a goal of July 31 to clear a backlog of appeals of staff decisions concerning assignment and transfer applications that were pending for more than 180 days. The bureau said last Friday that it had disposed of 46 appeals and made recommendations to the commission on disposing of the remaining 10.

The U.S. Court of Appeals in Washington has put the "C-block" PCS auction on hold. The commission had planned to auction

FCC OKs Fox ownership

Fox won an FCC waiver of its ownership structure last week. The commission said Fox still does not meet the 25% foreign ownership benchmark, but also said that forcing a restructuring would not be in the public interest. Commission officials said they based their decision on the absence of evidence indicating foreign influence over Fox and estimates that a restructuring might cost up to \$720 million. The commission also cited Fox's "good-faith reliance" on published FCC rules, which the commission said did not clearly indicate how it would calculate the 25% ownership benchmark.

"It is never easy to prove one's innocence, but the FCC has authoritatively concluded that we told the truth and that we reasonably relied on good faith in our understanding of the law as it existed in 1985," News Corp. Chairman/CEO Rupert Murdoch said of the decision.

NAACP counsel David Honig, whose group had pushed for the FCC investigation of Fox, said the NAACP still is pursuing a petition to reconsider the commission's May 4 ruling, in which the commission granted Fox the option of pursuing a waiver. Honig said the NAACP will base any further actions on the outcome of that appeal.

—CM

about 500 PCS licenses reserved for small businesses on Aug. 29, but had to delay the auction indefinitely last week after the court ruled in favor of a challenge to the FCC's auction rules.

International media company Solomon International Enterprises has acquired 36% of Prime Time Communications, a Spanish television talent management, merchandising and production company, with SIE Chairman/CEO

Michael Jay Solomon named administrative counsel and VP of Prime Time. SIE also will have worldwide distribution rights outside Spain to Prime Time-produced TV product for Spanish networks, including a new sitcom starring popular Spanish comedian Lina Morgan.

Cablevision Lightpath has submitted an application to Connecticut regulators to offer both local and intrastate telephone service. "This is the first time a cable company has applied to offer telephone service in Connecticut," says Beryl Lyons, spokesperson for the Department of Public Utilities of Connecticut. Connecticut regulators will now review Cablevision Lightpath's application; if it is complete and meets all of its guidelines, the commission could act on the application within 60 days. Cablevision's telephone service subsidiary wants to offer local and in-state phone service to residents and businesses in Danbury, Stamford, New Haven and Bridgeport.

Ameritech caught cabling without a license

Score another one for cable's campaign to keep the telcos out of its business. Following a complaint by the National Cable Television Association, the FCC last week was preparing to fine Ameritech as much as \$400,000 for building a cable system in a Detroit suburb without agency permission. Long-standing rules require a Section 214 certificate before constructing video networks. The fine is unwarranted, says Ameritech's Gary Lytle. The 214 rules apply to common carrier networks and not the cable systems Ameritech is building, he says.

NCTA last week also called for a moratorium on 214 approvals and any other telco-video action until the FCC adopts final "video dialtone rules" governing it, now expected in September (see story, page 39).

—HAJ

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Brian Steel, VP of strategic development at Pacific Telesis Group, has joined the new telco media venture TELE-TV as executive VP of strategy and business development. TELE-TV is a joint venture of Pacific Telesis, Nynex and Bell Atlantic.

Affinity Teleproductions Inc. and Sid and Marty Krofft Pictures Corp. have signed a letter of intent to merge. The tentative deal would see outstanding capital stock of Krofft and several related companies representing substantially all of the Kroffts' entertainment holdings exchanged for a combination of cash and shares of stock in Affinity Teleproductions Inc.

Showtime and USA Network have started shooting *Homecoming*, the joint venture-produced original family picture that will run on both cable channels next year. The story, starring Anne Bancroft, will first appear on Showtime in first-quarter 1996 and then on USA in the second quarter.

Sprint Corp. will spin off its cellular unit to comply with federal rules that restrict companies from providing cellular and wireless personal communications services (PCS) in the same area. Sprint Telecommunications Venture is a co-venture with TCI, Comcast and Cox that won PCS licenses covering a population of 182.4 million.

Veronis, Suhler has released details from its ninth annual Communications Industry Forecast stating that **interactive digital media will be "the fastest-growing communications industry segment."** Veronis projects that spending on interactive digital media will grow at a 19.9% compound annual rate during the next five years, reaching \$14.2 billion by 1999 from \$5.7 billion in 1994.

The Discovery Channel is expanding its image. Parent Discovery Communications is dropping the "The" from "The Discovery Channel" and will attach "Discovery Channel" to all its ventures, which include feature films, online and retail. To emphasize this global approach, Discovery Channel's two-year-old logo, "Explore Your World," will be brightened with a full photo of the earth rather than a stylized orb. Target date for the changes: Oct. 1.

HOLLYWOOD

Moonves commits to kids

Although far from the top of CBS's catalogue of woes, Saturday morning kids TV presents newly appointed CBS Entertainment President Leslie Moonves with one of his toughest challenges. The network is in third place behind Fox and ABC, with The WB Network about to debut its own Saturday programming from leading animation supplier Warner Bros. The pressure only increased last week as ABC-allied DreamWorks added top Disney animation talent (see page 20). ABC also owns animation producer DIC Entertainment outright. But Moonves told BROADCASTING & CABLE that CBS is not considering withdrawing from kids animation. In fact, he said, the network has held discussions with Disney and other suppliers about an alliance that would lock in a steady flow of animated programming for the network in exchange for a guaranteed home.

WASHINGTON

Reaching out and touching

AT&T is pulling out all the stops to defeat the House telecommunications-reform legislation. Last week, thousands of AT&T employees were in Washington lobbying against the measure. Now the Bell companies, which are battling the long-distance telco, say AT&T is attacking one of the legislation's chief sponsors, House Speaker Newt Gingrich (R-Ga.). Reportedly, AT&T is pitching the idea to the press that Gingrich has a personal interest in seeing the bill become law, pointing out that his daughter, Jackie Gingrich Zyla, works for BellSouth subsidiary American Cellular Communications Co., based in Atlanta. Zyla joined the company last November (BROADCASTING & CABLE, Nov. 28, 1994); she had been with Sterling Cellular in Roswell, Ga. According to AT&T, however, that's not a tactic they've employed. "It's unlikely that anyone from AT&T would be saying that to reporters—and certainly not in any official capacity that I am aware of," said AT&T spokeswoman Ruthlyn Newell.

Kings get the boot

King World's last best hope for preserving PTAR beyond a year was FCC Commissioner James Quello, generally sympathetic to independent broadcasters who favor the rule. But that hope was dashed in a heated meeting two weeks ago between Quello and King World representatives, including former FCC public affairs director Bill Russell. Quello denies reports that he angrily threw the King World reps out of his office after he refused to yield on a one-year sunset. But, he says, he asked them to leave—something he has never done in his two decades as a commissioner. Russell declined comment.

NEW YORK

London launch for WTN

Wordwide Television News (WTN) continues to invest in new TV services. WTN Vice President Kevin O'Reilly says next month the agency will launch in London a 24-hour satellite news delivery system serving Europe that will complement WTN's newsgathering subsidiary, Starbird. With the fourth-quarter launch of the Asia SAT-2 satellite, WTN will begin to deliver an identical service across Asia. Both systems will be tied together by a WJM teleport to be constructed in Moscow. WTN also will open a news center in New Delhi, India, to manage all of its South Asian news coverage. Already up and running is WTN's trans-Atlantic tap, which allows it to distribute TV news packages from London to the U.S.



Drawn for BROADCASTING & CABLE by Jack Schmidt
"The new owners suggested we switch to an all-Village People format."

Right speech, wrong answer

The chairman of the FCC made an absorbing and challenging speech last week. He delineated in precise and telling fashion how the television industry has fallen short in its mandate to serve children. Indeed, as a litany of things wrong with TV, he left little out. And then, in this page's view, he went wackily off in the wrong direction.

After condemning his and earlier FCCs for failing to give definition to the public interest standard, Reed Hundt suggested that in the future there be "Contracts with America" by which licensees are judged, presumably putting into the hands of the PTA and the city council the power to dictate how television is to perform. "When we gave out broadcast licenses, we made a colossal mistake," the chairman said. "In the bargain with broadcasters on behalf of the public we did not ask for specific, concrete and real commitments from broadcasters to serve the public interest, convenience and necessity."

One need not look far to find an example of how well the contract system works: to the cable industry, and its franchising process, which has fashioned contracts all over America. Has it created great children's programming? Has it created great anything programming? We rest our case.

(Yes, great children's programming—and great anything programming—has been created. But always by the broadcaster and the cable operator. Never by government mandate.)

Hundt is fixated on the "deterioration" of the television medium. Is he on another planet? Television, in our sight, grows increasingly better, both in quantity and in kind. Choice abounds. Convergence sets in. The coming digital channel promises the possibility of whole networks set aside for children's programs. Violence—never really that

big a deal—abates. The *New York Times* declares that prime time programs exceed the movies in quality. Yet, Hundt declares, "80% of Americans think TV is harmful to society, and especially to children." Meanwhile, they flock to the medium in record numbers. (We venture that 90% of Americans think politicians and bureaucrats are undesirable; certainly many in Congress think the FCC is the problem, hence plans to eliminate it.)

Among other things, we're not at all sure that children's TV is as bereft of merit as Chairman Hundt portrays it. We're surely not as sure that violence on television is as prevalent as he thinks (we think the movies are far worse, and that most of the violence one sees on television comes via Hollywood). Our own approach departs from the chairman's by roughly 180 degrees. We say, yes, recognize how far TV has yet to go but recognize that we must rely on the responsible broadcaster to close the gap. That's what's meant by free enterprise. That's what's meant by free press.

As far as the government is concerned, we're with Mark Fowler, the former FCC chairman chastised by Chairman Hundt for turning television over to the marketplace. If the solution isn't there, then there's no solution short of turning children over to a totalitarian TV nanny.

Hundt's fundamental error is in thinking that his job is to remake television in another image, whether or not his own. The unsettling thing about last week's speech is that he finds so many things to fix. There may be room to agree with him on the need for—if not the means for—a better solution to children's TV, but we run out of common ground soon thereafter.

However flawed the chairman's position, broadcasters cannot ignore the problems that brought him to the pulpit. This page may not agree with him, but many—if not most—in the country do. Broadcasters should expend at least as much energy looking for a better way in children's TV as they do in opposing the chairman of the FCC. ■

Lawrence B. Taishoff, chairman
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□ New York 245 West 17th Street, 10011; 212-645-0067; Fax 212-337-7028
Stephen McClellan, bureau chief
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Meredith Amdur, Debra Johnson, international editors

Circulation

Michael Borchetta, subscription promotion director
Leonard Weed, fulfillment director

Manufacturing/Distribution

Founder and Editor
Sol Taishoff (1904-1982)

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Michael Arplno, director
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