

JAN 10

# Broadcasting & Cable

The Newsweekly of Television and Radio

## BUSINESS



Down to the wire on Paramount **6**

## PROGRAMING



Disney adds two weeklies to kids block **15**

## CABLE



Decker Anstrom: NCTA makes it official **61**

VICE PRESIDENT AL GORE  
**Leading the charge  
down the  
superhighway**

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# Fast Track

MUST READING FROM BROADCASTING & CABLE

## TOP OF THE WEEK

**Paramount's superjackpot** QVC Chairman Barry Diller has until next Friday (Jan. 21) to up the ante for Paramount Communications Inc. Viacom last week tendered a bid valued at \$10.2 billion, more than \$2 per share higher than QVC's standing bid. Sumner Redstone got the cash for his high bid by merging Viacom with Blockbuster Entertainment. / 6

**Reading executive tea leaves at CBS** CBS is undergoing internal changes. CBS/Broadcast Group President Howard Stringer has been talking with group Executive Vice President Peter Lund about making Lund president of the network. / 7

**CBS affiliates to help with Olympics** CBS wants its affiliates to help bear the cost of the network's upcoming bid for the 1996 summer Olympics in Atlanta. The price likely will be giving the network more ad time to sell. / 7

**Gore directs superhighway traffic** Vice President Al Gore is at the forefront of a telecommunications revolution. Broadcasters hope the administration's telecommunications plans—known as the National Information Infrastructure—will call for a regulatory review by the FCC of its TV ownership rules. / 10

**Revenue-sharing heads home** Small-market National League teams are preparing to use their leverage—refusing to allow coverage of their Major League Baseball teams' games by opposing teams' rightsholders—to get a satisfactory revenue-sharing agreement in place. / 15

**Fox uses NFL to woo network affiliates** Now that Fox is carrying NFL games, it has approached affiliates of all of its rival networks about switching. Fox is looking to sign affiliates in markets with no Fox affiliate and wants to upgrade where the Fox station has a weaker signal, broadcasters say. / 18



Vice President Al Gore is expected to reveal plans for telecommunications deregulation Tuesday, Jan. 11. / 10  
Photo by Pheobe Bell / Folio Inc.

## PROGRAMMING

### Stern grosses out

The *Miss Howard Stern New Year's Eve Pageant* drew complaints from TV critics but proved a big draw with viewers. The show shattered records for pay-per-view programming—as many as 2.5% of those who could, shelled out \$39.95 each for the spectacle. / 22



Miss Howard Stern was a hit for PPV. / 22

### Rush hour on the road to NATPE

As NATPE nears, a number of syndicators are readying last-minute series entries or looking to regain sales momentum to win over holdout stations. More than 40 series projects have been introduced during the past two months. / 26

### Grove launches first-run foursome

After raising more than \$40 million, Grove Television is launching four new first-run shows for this year. It is the syndicator's most aggressive program-development effort to date. / 26

### Cannell offerings

Cannell Distribution will take out a pair of weekly series for this fall: the half-hour anthology *Peepers* and hour-long frontier drama *Hawkeye*. / 28

### Toward a new TV news agenda

Veteran news executive Ed Fouhy comments on the so-called information superhighway. Fouhy argues that by covering local news and listening to their viewers, stations can survive and even prosper in the new world. / 32

### Cable ratings roundup

USA finished the A.C. Nielsen Co. 1993 calendar year as the highest-rated basic cable network. Close behind was superstation WTBS, which finished as the most-watched network on a 24-hour basis. / 34

## RADIO

### Capcities eyes KMPC

Capcities/ABC is close to a final agreement to buy KMPC Los Angeles, the struggling all-sports AM. If the deal is completed and approved by the FCC, Capcities will have three radio stations and one television station in L.A. / 56



**"Howard Stern is a geek. He's the guy in the carnival who ate the live chicken."**

—Garrison Keillor, host of American Public Radio's *A Prairie Home Companion* and *The Writer's Almanac*

JAN. 10, 1994

### **Superhighway comes to Lake Wobegone**

Garrison Keillor has been monitoring the interactive information revolution from his homes in Wisconsin and Manhattan, and he has come up with some intriguing observations. To wit: "Radio has a future. But it has too little regard for talent. Management has far too high a regard for itself." / 56



Garrison Keillor looks at the future of radio. / 56

### **Revenue up 10%**

Station revenues rose a whopping 10% in November 1993, and were pacing 9% ahead of 1992 levels, according to the Radio Advertising Bureau. That strong 1993 performance has confounded even industry optimists. / 58

## **ADVERTISING & MARKETING**

### **Networks air condom ads**

PSAs emphasizing the importance of using condoms began airing on the four commercial TV networks last week and will run on cable networks and radio. The spots walk a creative tightrope between what the media find acceptable and what will attract the target audience, young adult males. / 59

### **Home Shopping Network has new bag**

Broadcast-cable hybrid the Home Shopping Network is being reshaped and refocused by President/CEO Gerald Hogan. He hopes to take advantage of its considerable back-office resources and distribution to 60 million television homes. / 60

## **WASHINGTON**

### **Anstrom presides over NCTA**

The National Cable Television Association has named Decker Anstrom, its acting president since July, as president. Anstrom promises to examine the association and its programs and push for passage of comprehensive telecommunications legislation. / 61

### **Stern warning: FCC delays station sales**

Before the FCC allows Infinity Broadcasting to buy KRTH-FM Los Angeles, it wants to decide how it will handle indecency complaints in general, including

those against Infinity personality Howard Stern. That review also could hold up Infinity's planned purchase of WPGC-AM-FM Washington. / 62

### **Stock response**

Infinity Broadcasting took a hit on Wall Street as nervous investors decided to take a quick profit rather than ride out the radio giant's battle with the FCC. / 63

### **Talk show less likely**

With Infinity's FCC problems and the raunch that was Howard Stern's New Year's Eve pay-per-view show, Fox has backed off plans to make the shock jock a talk show host. / 64

## **TECHNOLOGY**

### **Video dialtone launch set for September**

Bell Atlantic says it has all the technological pieces in place to start its video-on-demand service in suburban Washington this fall. The \$160 million system will provide service to as many as 250,000 homes. Revenue is expected from homes that will pay perhaps \$7.50 per month for access to the video services. / 66

## **BUSINESS**

### **Litigation of the rich and famous**

Several dozen partners, including basketball star Patrick Ewing, General Colin Powell and members of the musical Jackson family, are suing over the fate of WKBW-TV Buffalo. / 67

### **Monday morning quarterbacking**

What do Wall Street analysts think of Fox's recent acquisition of NFC broadcast rights? / 67

### **Guy Gannett changes name**

Guy Gannett Publishing is now Guy Gannett Communications. The name change reflects an attempt to "diversify" the company from its present print and broadcast focus. / 68



Guy Gannett's new symbol: the Greek letter gamma. / 68

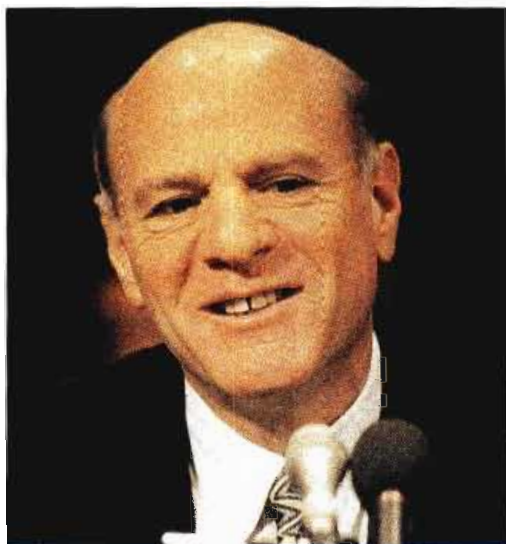
### **Turner execs forced out**

Two high-level executives at Turner Broadcasting System—Turner Broadcasting Sales President John Barbera and Turner Cable Network Sales President Paul Beckham—were forced out last week, sources say. / 68

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## The superjackpot for Paramount

*Blockbuster, Viacom to merge; Huizenga kicks in \$1.25 billion to up tender offer*



*The bid is back to Diller after Redstone's Blockbuster deal*

**By Geoffrey Foisie**

Cash was king last week. And Sumner Redstone regained the throne, at least for the time being, by increasing the cash component of his bid for Paramount Communications to over \$6 billion.

The total value of that bid late Friday was roughly \$10.2 billion, or \$85 for each of Paramount's 120 million shares, more than two dollars per share higher than the standing bid of QVC Networks Inc.

Redstone's new ante was made with only hours to go before QVC's Paramount tender offer might have won. A new deadline, Jan. 21, is now in place and QVC Chairman Barry Diller will have until then to decide whether to one-up Redstone and, if so, where to get the cash to do so.

Redstone's increased cash came from one source, Blockbuster Entertainment, which last week went from ally to merger partner. In the same breath that they announced the new bid the two companies also announced a definitive agreement to merge.

A Viacom-Blockbuster merger would create a company expected to

produce cash flow of \$1.3 billion in 1994 on revenue of \$5.2 billion. The merger is intended to be a tax-free swap stock. It is subject to shareholder approval but not conditioned on the Paramount bid's success.

The immediate money for Viacom's increased Paramount bid will come from Blockbuster, which will buy \$1.25 billion worth of Viacom's class B stock. In the merged companies, Redstone would be chairman, would own 61% of the voting stock and would nominate six of the 11 directors. Blockbuster Chairman Wayne Huizenga would become vice chairman and Blockbuster would nominate three directors. NYNEX, which has also contributed to the Paramount bid, would nominate two directors.

Marc Riely, a securities analyst with McDonald, Grippo & Riely, says a Blockbuster-Viacom merger would fit well with the trend of entertainment companies opening retail outlets: "There is plenty of Beavis and Butthead paraphernalia they could sell."

And Viacom's younger-skewing cable networks, Nickelodeon and MTV could be important, Riely said, in

helping Blockbuster "continue to attract younger people to their stores regardless of how many channels there are on the information superhighway."

Viacom could also be helped by the merger said David Boczar, of New Japan Securities International, "Blockbuster could exploit its database of what rental customers like and don't like to help Viacom's entry into interactive media."

Although little news was coming from the QVC camp last week, some industry executives were starting to question whether Diller really intends to abort Paramount's participation in a fifth network should he gain the studio. The joint Paramount/Chris-Craft effort has risen in stature since Diller first made his bid.

But one person who this week spoke with Diller said the QVC chairman hasn't had a change of heart: "He would have to sell the stations because of cross-ownership problems. Besides, he has his own ideas for a network which may not be the same as Chris-Craft's. I would be surprised if he went ahead with it." ■



# Reading the executive tea leaves at CBS

*Reorganization, elevation of Lund to network president appear in works*

By Geoffrey Foisie

**W**hether CBS will merge with another company is still uncertain. But sometime soon, CBS will undergo significant internal changes—as soon as CBS/Broadcast Group President Howard Stringer and CBS Chairman Laurence Tisch make up their minds about realigning the network's executives.

There are several signs of impending change. Since November 1993 Stringer has been talking with Broadcast Group Executive Vice President Peter Lund about making Lund president of the network. That post has not existed at CBS since 1988, when it was held by Thomas Leahy.

Leahy's purview covered affiliate relations and sales. A Lund presidency would cover additional areas of the network, such as sports and perhaps entertainment.

In fact, Stringer's purpose in reinstating the presidency is said to be his desire to reduce the number of executives reporting directly to him. Elevating Lund might accomplish another purpose: It could insure that Lund, whose contract expires in October, remains at CBS.



Howard Stringer



Jeff Sagansky



Peter Lund

That raises a question concerning several other top CBS executives whose contracts expire this year, including Entertainment Division President Jeff Sagansky. He has been rumored to be interested in a studio job. CBS could get involved in movie production as it expands its production for television.

But one company executive doubts Tisch wants to get into the theatrical film business, noting that he pulled the plug on CBS's joint filmmaking venture with TriStar shortly after taking over the company. "It's really a question of whether Howard can create a big enough empire for Jeff," he said.

If Sagansky leaves or is given other responsibilities, the leading candidate to take over as entertainment division president is Peter Tortorici.

At least one change will be announced as early as this week. The company's executive in charge of Washington lobbying, Martin Franks, will be given additional responsibilities. There had been speculation that Franks might leave following the recent departure of his boss, CBS Senior Vice President Jay Kriegel.

All that Stringer has said for inter-

nal consumption is a remark several weeks ago at a meeting of senior CBS staff members to the effect that a number of people who weren't expecting promotions would get them.

At the same meeting, Stringer announced that he will establish a task force to look at new ventures. At least part of the motivation must be to help find ways to grow the company.

CBS's biggest operating improvement, due to higher ratings and a cyclical economic rebound, may now be behind it. A recent Salomon Bros. report estimated that the company's 1993 operating income, to be reported soon, will more than double, to roughly \$400 million, with virtually all the gain at the television network as opposed to its other properties.

By contrast, the report estimated that 1994 CBS operating income will be up less than 10%, and television network operating income will be flat.

Stringer has been trying to keep speculation about a reorganization to a minimum. "According to one CBS director, he has not even informed the board: 'This is the first I have heard of this.'"

## CBS to ask affiliates to help with Olympics

CBS is expected to ask its affiliate board at today's meeting to help the network bear the financial burden of its upcoming bid on the 1996 summer Olympics in Atlanta.

The price likely will be giving the network more ad time to sell, speculates William Sullivan, CBS affiliate board chairman and KPAX-TV Missoula, Mont., president.

The bidding likely will start in the next two weeks, according to CBS Affiliate Relations President Tony Malara. He did not say specifically what the network would ask from the affiliates, but points out that during the unsuccessful attempt to keep the NFL on CBS, the affiliates pledged their financial support to the network

to keep football. "We were thrilled," he says.

Sharing the cost of the Olympics "is not an unreasonable topic," says Freedom Newspapers Inc. broadcast division president Alan Bell. "Conventional relationships can't continue in an unconventional world."

The meeting is the first since CBS lost the NFL. Malara hopes to make affiliates "comfortable and move on past the loss of the NFL" and to focus on "strategy of just what we program or how much time we return to stations."

Malara adds that affiliates thinking of pre-empting some network programming in an effort to strike a deal with Fox for the NFC games are in for a "tough" conversation.

—JF



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## Al Gore: Directing traffic onto the superhighway

*The vice president is point man for the administration's goal of changing America's communications businesses*

By Kim McAvoy

**F**ew if any would consider Vice President Al Gore a radical. But he is at the forefront of a telecommunications revolution that, if successful, will radically alter the television business and forever change the way most Americans receive information and the way they work.

Gore and President Clinton have said from the start that if the U.S. is going to compete effectively in a global economy, a "fast, flexible information network is as essential to manufacturing as steel and plastic."

The White House calls the initiative the National Information Infrastructure, or more simply, the information superhighway. Some of the highways, Gore says, will be made up of fiber optics, while others will be built of coaxial or wireless technology. But a key point, says the vice president, is that these highways "must be—and will be—two-way roads."

### Gore to outline initiative

This week, the NII initiative is expected to come into sharper focus when Gore speaks on Jan. 11 at a "Superhighway Summit" in Los Angeles,

sponsored by the Academy of Television Arts & Sciences.

But administration insiders say don't count on hearing too many specifics. The finer details on opening local telephone and cable markets to competition, and even the administration's views on broadcast deregulation, are more likely to crop up later this month on Capitol Hill when an administration witness is expected to testify Jan. 26 at a House Judiciary Committee hearing.

Commerce Secretary Ron Brown, in a speech last week at the Museum of Television and Radio in New York, also stayed away from any legislative details. However, he did make clear that the administration believes cable should be in the telephone business, and telephone companies should be allowed into the video programming business. And, Brown says, although restrictions will be removed to allow information businesses to offer any information service, the government won't tolerate anticompetitive behavior, and antitrust measures will be written into the White House legislative package.

Brown did announce the formation

of a 27-member advisory council to assist the task force (see page 14). However, the composition of the task force was sharply criticized for excluding some industries. Noticeably absent were representatives from the television networks, Hollywood studios, local telephone companies and cable operators. The council did include two cable programmers and one broadcaster—Stan Hubbard, head of Hubbard Broadcasting and USSB, the new direct-broadcast satellite service.

### Legislation may be symbolic

Still, Gore's legislation may be merely symbolic. Several telecommunications bills already are pending in the House and Senate. The White House, sources say, is not going to get into a battle with the Hill over these issues, especially since Commerce Committee Chairman John Dingell (D-Mich.) and Judiciary Committee Chairman Jack Brooks (D-Tex.) do not want the Clinton administration's legislation to interfere with their own legislative efforts.

Dingell and Brooks have introduced a bill that would pave the way for regional Bell operating companies to offer long-distance telephone service and to manufacture telecommunications equipment. The bill also would establish certain ground rules for RBOC delivery of information services.

Meanwhile, Gore and Brown met last Wednesday and Friday with business leaders from the telephone, cable, computer and broadcast industries, as well as consumer activists, to discuss those groups' concerns about the information superhighway.

If there was any area of dispute, one participant says, it was over the issue of RBOC entry into the long-distance telephone business. Neither Gore nor Brown indicated where the administration might head on this matter.

There was broad support for the administration's goals, says Andrew Schwartzman of the Media Access Project. Nevertheless, he says, everyone has a "different notion" of what the information superhighway should be.

"There are those who see it as a huge cable system bringing shop-at-home services and video on demand. Some people see it as a huge computer bulletin board, while others see it being used primarily by business." ■



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-TIME, JANUARY 3, 1994



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# Broadcasters demand place on superhighway

By Harry A. Jessell

**T**he heads of three of the four broadcast networks—Fox's Rupert Murdoch, CBS's Larry Tisch and NBC's Robert Wright—last month went to the White House to present Vice President Al Gore with a simple message: In setting policy for the information superhighway, don't forget about broadcasters.

The concern was underscored last week by LIN Television President Gary Chapman. "Some broadcasters fear they'll be the first roadkill on the information superhighway," he told the vice president at a White House meeting.

To avoid becoming "roadkill," broadcasters believe they must get the same legislative relief from structural regulation that the Hill and White House are promising the telephone and cable industries.

Despite their recent entreaties, it looks as though broadcasters may well be forgotten. There appears to be little interest on either end of Pennsylvania Avenue in complicating legislation

with controversial provisions freeing broadcasters from governmental controls.

The National Association of Broadcasters plans to come up with a deregulatory wish list at its board meeting next week in Carlsbad, Calif.

"We will come away with a clear picture of where the industry wants to go," NAB President Eddie Fritts promises.

What broadcasters seem to want most, is relaxation of the national and local ownership caps. Some believe that getting bigger is the only way to insure survival in a world of cable-teleco mergers and partnerships.

The networks are pushing for repeal of the prohibition against their owning cable systems. The restriction is an obstacle to networks' forging strategic alliances with telephone and cable companies.

The FCC is set to award each TV station a second channel in its market for high-definition television. The broadcasters like the idea of a second channel, but they want the flexibility

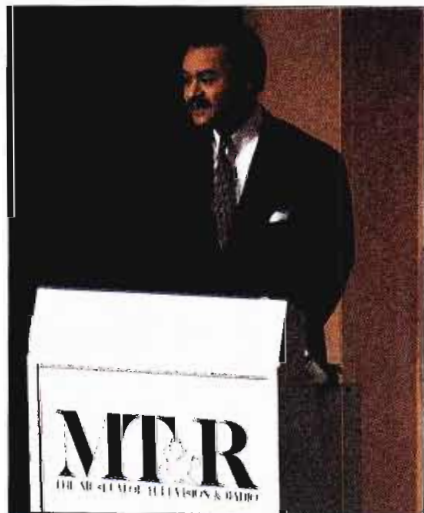
to use it for services other than HDTV. There is a growing interest in broadcasting multiple channels at lower quality, for instance.

The networks also want to get rid of the so-called dual network rules that limit each network to one programming service. If stations are allowed to broadcast multiple channels, then the networks want to be able to provide multiple programming services.

If broadcasters are left out of the superhighway legislation, they may still prevail. The right signals from the Hill or the administration could prompt the Hundt FCC to deregulation. Most of the offending restrictions are FCC rules, not laws.

Nonetheless, some broadcasters are determined to win their freedom on Capitol Hill at the same time the telephone and cable companies do. And some are ready to play hardball, suggesting that it may be easier to accommodate their demands than to ignore them. "If the administration ignores us," says one broadcast lobbyist, "it does so at its peril." ■

## Administration names infrastructure advisers



Stressing the need for "constant communications," Commerce Secretary Ron Brown (above), in a speech last week at the Museum of Television and Radio in New York, named the executives who will advise the administration on superhighway policy.

The 27 members of the National Information Infrastructure Advisory Council:

Co-chairs:

- **DELANO LEWIS**, president, National Public Radio
- **ED MCCracken**, president, Silicon Graphics

Other members:

- **MORTY BAHR**, Communications Workers of America
- **TONI BEARMAN**, University of Pittsburgh
- **BONNIE BRACEY**, school teacher, Virginia
- **JOHN COOKE**, Disney Channel
- **ESTHER DYSON**, Edventure
- **CRAIG FIELDS**, MCC
- **LYNN FORRESTER**, FirstMark Holdings International
- **SEN. CAROL FUKUNAGA** (D-Hawaii)
- **HAYNES GRIFFIN**, Cellular Systems

- **GEORGE HEILMELER**, Bellcore
- **SUSAN HERMAN**, Department of Telecommunications, Los Angeles
- **JAMES HOUGHTON**, Corning
- **STAN HUBBARD**, Hubbard Broadcasting and USSB
- **BOB JOHNSON**, BET
- **BOB KAHN**, Corporation For National Research Initiatives
- **MITCH KAPOR**, Electronic Frontier Foundation
- **DEBORAH KAPLAN**, World Institute on Disability
- **ALEX MANDL**, AT&T
- **NATHAN MYHRVOLD**, Microsoft
- **MAC NORTON**, Wright, Lindsey & Jennings
- **VANCE OPPERMAN**, West Publishing
- **BERT ROBERTS**, MCI
- **JOHN SCULLY**, Spectrum Information Technologies
- **JOAN SMITH**, Oregon Public Utility Commission
- **JANE SMITH PATTERSON**, Adviser, Governor of North Carolina



# Two series coming to Disney Afternoon

By Steve Coe

**A**s part of a \$50 million commitment to the Disney Afternoon, Disney will introduce two series to its lineup for the 1994-95 season, in addition to the previously announced *Disney's Aladdin* series.

Looking to create "theme days" on Monday and Friday, the two new shows will air once a week to start, although both may be stripped the following season.

*The Shnookums & Meat Funny Cartoon Show* will be the new series on Monday Mania, and *Gargoyles* will be the new project on Action Friday. Disney has ordered 13 episodes of each new series. Buena Vista Television, which distributes Disney Afternoon, has cleared nearly 50% of the country for the restructured Disney Afternoon.

Bob Jacquemin, president, Buena Vista Television, says the expansion is a result of several strategies, including company research that suggests young viewers have an appetite for more varied programming than Disney Afternoon has been offering.

"We felt it would be an expansion of the creative palette of Disney Afternoon," he says. "These two new shows are a departure of sorts for the lineup in that each half-hour will be made up of a series of short stories tied together in a 22-minute show. That's different from what we've done since



'Gargoyles' goes after young males.

the debut of the Disney Afternoon."

Jacquemin adds that, to interest young male viewers, *Gargoyles* will offer more action than has been seen in Disney Afternoon fare. The series also serves to "get away from the sameness of the Disney Afternoon."

Another benefit is expanded opportunities for advertisers, Jacquemin says. "These shows offer additional tie-in marketing opportunities for us. Advertisers usually don't tie in to the Disney Afternoon but rather to specif-

ic shows. This offers them a group of new opportunities."

This fall, the Disney Afternoon lineup will consist of *Darkwing Duck* at 3 p.m., *Goof Troop* at 3:30, *Bonkers* at 4 and *Aladdin* at 4:30.

Near Halloween, *Gargoyles* will debut at 4 p.m. Fridays, with *Bonkers* moving to Monday-Thursday.

In January 1995, *The Shnookums & Meat Funny Cartoon Show* will premiere at 4 p.m. Mondays, with *Bonkers* moving to Tuesday-Thursday.

Buena Vista plans to introduce companion half-hours on Monday and Friday in fall 1995 to expand the theme-day programming to an hour within the two-hour block, Jacquemin says. Also, in fall 1996, "any one of the four shows that will have premiered as part of the theme days will probably be stripped."

The addition of the two new half-hours is seen by some station reps as an attempt to broaden Disney Afternoon's demographic base with the older teen or "tween" ratings groups, possibly making the block more attractive to potential suitors. There has been talk recently in Hollywood production circles that Disney is growing increasingly concerned about losing its 3-5 p.m. time periods (largely with incumbent independent stations) to the upstart Warner Bros. or Paramount fifth-broadcast-network efforts. ■

## Revenue sharing in baseball nears home

With spring training less than a month away, it's push-comes-to-shove time on Major League Baseball's revenue-sharing issue. At stake are hundreds of local National League telecasts for the 1994 season.

Several small-market National League teams say they are prepared to use their leverage—refusing to allow coverage of their team's games by opposing teams' rightholders—to get a satisfactory agreement.

After months of negotiations, the major-market clubs have voted down various proposals for increasing revenue-sharing among clubs—currently limited to a small piece of cable TV rights and gate receipts.

Last week in Chicago, the larger clubs again voted down proposals by MLB chief labor negotiator Richard Ravitch and smaller-market teams. But this time, the revenue-sharing advocates fell just one vote shy of the 21 votes needed to pass the resolution.

The eight teams voting down the proposal were: New York Yankees and Mets; Los Angeles Dodgers; Boston Red Sox; Toronto Blue Jays; Baltimore Orioles; Colorado Rockies, and Baltimore Orioles. The owners meet next week in Fort Lauderdale, Fla., where they again will take up the issue.

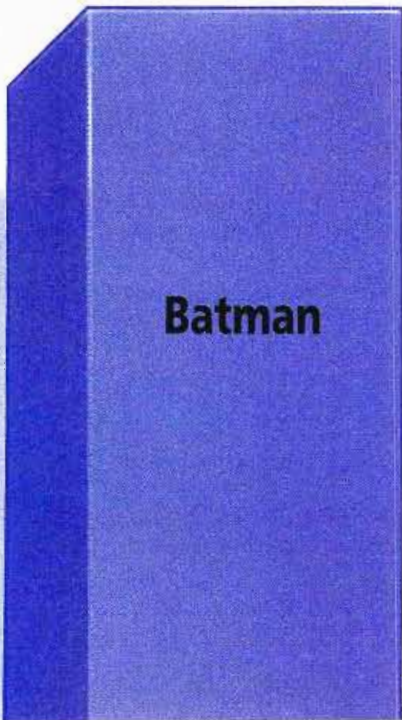
The small-market teams believe they have an ace in the hole: the National League blanket broadcast agreement, which gives each team the right to locally broadcast each other's games. That agreement expired Dec. 28, 1993, with at least five teams refusing to renew it for 1994 (BROADCASTING & CABLE, Nov. 8). The Mets and the Dodgers together make almost \$50 million from local TV rights. "But if half the teams in the league tell them they can't broadcast their games, those rights won't be worth nearly that much," says one small-market team official.

—SM

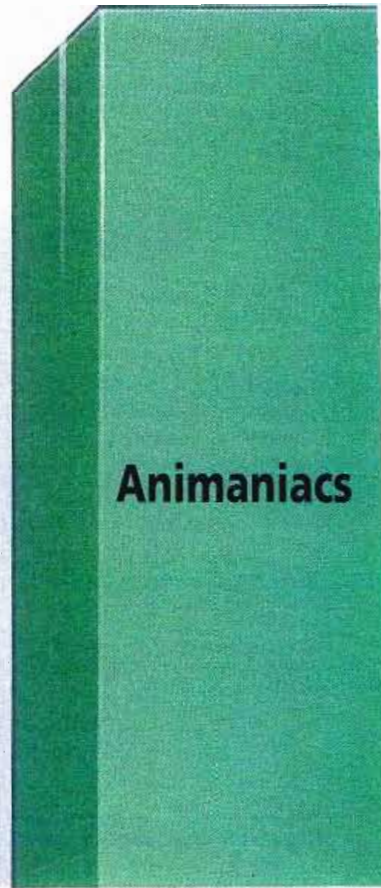




**Bonkers**



**Batman**



**Animaniacs**



# Bonkers Is Sitting Pretty.

## November's #1 Animated Strip!

In the key November sweeps period, BONKERS copped the top spot among all animated strips, moving past Animaniacs and Batman to finish #1 in both Kids demos!

	<u>K2-11</u>	<u>K6-11</u>	<u>Rank</u>
<b>Bonkers</b>	<b>5.7</b>	<b>6.1</b>	<b>#1</b>
Animaniacs	5.5	6.0	#2
Batman	5.3	5.4	#3

Source: NTI, November 1993. Rank among animated strips.

# Bonkers

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# Fox uses NFL to woo network affiliates

*Network also gives back late night to affiliates*

By Joe Flint

Looking to bolster its affiliate lineup before it starts carrying the NFL, Fox Broadcasting is going after rival network affiliates and hopes to meet with several group owners at the NATPE convention this month.

Separately, as expected, Fox is giving back the 11 p.m.-midnight time period to affiliates, effective Jan. 31. Fox is working on a late-night show, and affiliates will give back the time period when the show is ready to launch. Fox's late-night plans are still unclear. The network has had talks with radio personality Howard Stern, but those talks are said to have cooled.

While CBS affiliates may seem the most likely target of Fox's pitch since they no longer have football, Fox also has approached NBC and ABC affiliates about switching. Group owners contacted by Fox include Stauffer Communications, Brisette Broadcasting and Freedom Newspapers.

"We've had a conversation or two since they acquired the NFL," says Gerald Holley, vice president, TV, Stauffer Communications, who adds

that his group is not ready to change affiliation. "Sure it was a blow to lose football, but it's not the end of the world."

Paul Brisette, chairman of Brisette Broadcasting, says he will meet with Fox at NATPE to discuss affiliation switches, adding that he already met with Fox roughly six months ago.

Although Fox's first priority probably will be to sign affiliates in markets with no Fox affiliate, the company also wants to upgrade in markets where its affiliate has a weaker signal than that of the other networks' affiliates, according to broadcasters who have been approached.

Fox's desire to strengthen its lineup is not new. Broadcasters have been approached by Fox before. But having agreed to pay \$1.6 billion over four years for the NFL, Fox is more eager than ever to beef up its lineup.

Fox has roughly 141 broadcast affiliates—adding two just last week, in Chico and Eureka, Calif.—compared with more than 200 each for ABC, CBS and NBC. In terms of national reach the difference amounts to ap-

proximately 6%, but other network executives point out that not all Fox affiliates have the same signal strength of other network affiliates.

In markets where Fox does not have an affiliate, it distributes its signal via the local cable operator on its Fox Net service. Fox executives met last week to determine, among other things, how to tie in its cable coverage with its hopes of attracting new affiliates.

Executives at the other networks are aware of Fox's recent efforts but are not—as yet—concerned. "We don't sense any danger at this moment," an NBC executive says.

Fox has been approached by several small-market CBS affiliates interested in carrying the NFC games. Fox has told those affiliates that they can carry the games if they become full-fledged Fox affiliates. Whether Fox will change that offer to allow CBS affiliates to keep their current affiliation and still carry the games remains to be seen, but CBS affiliates head Tony Malara says the network would have a problem if its affiliates started making such deals. ■

## First channel launched under cable law

It looks like a slow build for the nation's first retransmission-consent channel, The Pittsburgh Cable News Channel, which last week launched on roughly one-third of the market's cable systems with no advertising and all-repeat programming.

But it is still early, say channel partners WPXI(TV) and Tele-Communications Inc., the multiple system cable operator that serves approximately 44% of cable subscribers in the area. Advertisers will begin appearing on the channel this week, and carriage deals are in place that will boost distribution to most of the 850,000 area cable subscribers by the end of the year.

The channel's first original show, a 10 p.m. newscast featuring the WPXI news team, debuts today, Jan. 10. The channel eventually will add more original news, special event and talk show programming, says Mark Barash, programming director, WPXI. For now, the rest of the schedule features rebroadcasts of WPXI newscasts.

Barash expects the channel to be a good promotion-

al tool for the station's newscasts and a source of additional ad revenue. Depending on frequency, spots for charter advertisers range from \$10-\$20 on the low end and \$100-\$150 on the high end, according to market sources. Pricing is comparable to local ad inserts on CNN and Headline News, says Bob Bugle, general sales manager for the local office of Cable Ad Net, the TCI advertising sales division representing the new channel. Cable

systems carrying the channel receive two minutes of ad time per hour, and all other advertising revenue is split between WPXI and TCI.

The Pittsburgh Cable News Channel is the first of several cable channels that are expected to launch as a result of cable reregulation. Under the retransmission-consent provision of the 1992 law, local television stations can negotiate a fee or other compensation from a cable system operator in exchange for their broadcast signal. Tele-Communications Inc. has deals with at least 30 broadcasters to program second channels.

—RB







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## Stern PPV pageant grosses \$16 million

*New Year's Eve show smashes record for pay entertainment event*

By Rich Brown

**T**he Miss Howard Stern New Year's Eve Pageant drew complaints from TV critics but was a hit with viewers, shattering all records for pay-per-view entertainment event programming.

Preliminary numbers show that as many as 2% of the 20 million homes able to get the anything-goes beauty pageant shelled out \$39.95 each for the two-hour spectacle. That amounts to roughly \$16 million in revenue, far outpacing all other non-sports PPV events to date (see chart).

As expected, the outrageous PPV event performed particularly well in New York, Los Angeles and other areas where Stern dominates audiences with his syndicated morning drive radio show. Several systems in New York and New Jersey reported buy rates of 5%-6%, with some showing numbers as high as 9%. Systems in northern New Jersey were reporting numbers about twice as high as those typical for heavy-weight fights, which are traditionally pay per view's strongest category, says Cathy Duva, director of marketing for Main Events, the PPV boxing promoter that also handled the Stern event.

The gross-out humor featured in the Stern special—including a woman who put live maggots into her



**Radio's bad boy crowns Miss Howard Stern 1994.**

### Highest-grossing non-sports pay-per-view events

Event	Universe	Cume Buy Rate	Total Buys	Avg. Ticket Price	Gross Revs.
New Kids on the Block (March 90)	13.7M	2.0	274,000	\$19.95	\$5.5M
The Judds (Dec. 91)	18.5M	1.2	222,000	\$24.95	\$5.5M
Moscow Music Fest (Aug. 89)	13.4M	1.6	214,000	\$19.95	\$4.3M
Rolling Stones (Dec. 89)	13.6M	1.3	177,000	\$22.50	\$4.0M
Guns N' Roses (June 92)	20.0M	0.7	140,000	\$24.95	\$3.5M
New Kids on the Block (Dec. 90)	14.0M	1.1	154,000	\$19.95	\$3.1M

Source: Paul Kagan Associates Inc. estimates.

ing two hours in the history of television."

Pay-per-view executives have mixed feelings about the bawdy event. "On the one hand, it's a positive for the pay-per-view business because it got so many people to buy," says James English, senior vice president, Viewer's Choice, which, along with Request Television, dis-

tributed the event. "On the other hand, it's schlock programming that is rude, crude and offensive." ■

## Fox returns to CNN fold

The Fox Television Stations Group has signed a five-year contract with CNN Television—something of a surprise considering Fox Inc.'s known desire to break free from using outside suppliers for news. The five-year deal is for all nine Fox-owned stations, including WGBS-TV Philadelphia, which Fox is in the process of acquiring from Combined Communications. Fox has said it is committed to launching a newscast on that station. Fox also is introducing news on its recently acquired Dallas and Atlanta stations. The Fox-CNN

relationship was originally set to end last month. In June 1992, Fox Inc. Chairman Rupert Murdoch told affiliates that the network's contract would not be renewed. Instead, Fox signed a one-year renewal deal last December, saying that it would use CNN as a supplement to Fox's fledgling Fox News Service. But last June it folded Fox News Service, clearing the way for a CNN renewal and loosening up money to shift to expanding local news on its O&Os. Fox TV Stations Chairman/CEO Les Hinton did not return calls. —JF



**What are Oprah,**

**Phil, and Sally**

**REALLY talking about?**



# RICKI LAKE.



*Handwritten signature: Ricki Lake*

*Handwritten signature: Ricki Lake*

**The**  
**Garth Ancier**



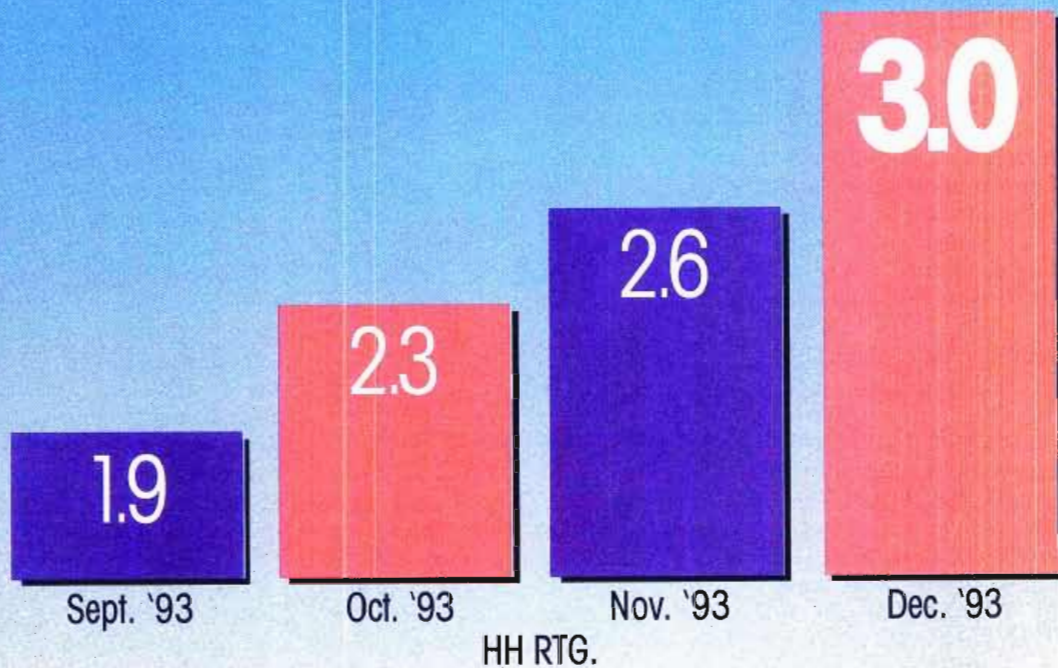
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Source: NIS, GAA-HH Rtg., Week of 8/13-12/20/93. 4th Month vs. Premiere Month, Syndication Talk Shows, 1985-Present.



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# Rush hour on the road to NATPE

*Syndicators weigh in with new entries to race for clearances*

By Mike Freeman

Less than two weeks before the NATPE conference in Miami (Jan. 24-28), a number of syndicators are readying last-minute series entries or looking to regain sales momentum to win over holdout station customers.

Even though development for the 1994-95 season broke early last summer (BROADCASTING & CABLE, June 28), more than 40 other series projects have been introduced into the market the past two months, with perhaps another dozen first-run series deals signed during the past two weeks.

Chicago-based independent supplier Grove Television, with a proclaimed infusion of new outside financing (see story below), is rushing out its largest production slate of four new original series for fall 1994. Topping the list are two series strips, a romance-based talk show, *Heart & Soul*, and a reality-based health magazine titled *Living Well* (formerly *Heartline*). On the weekly front, Grove is launching the sci-fi action-adventure *Space Police* and reality-based *Tough Target*.

The late-development rollouts of weekly action-adventures are particularly unusual, given the longer turnaround time and financing required for the production of bigger-budget hours. New World Television is said to be developing a small-screen adaptation of the popular 1960s theatrical "Valley of the Dolls," with Genesis Entertainment possibly handling distribution for fall 1994 or 1995. Stephen J. Cannell Studios, as reported in BROADCASTING & CABLE Jan. 3, is said to have already produced a pilot for its *Peepers* anthology series and is beginning casting on a "frontier" adventure, *Hawkeye*. Select Media will also be producing a pilot this week of its roller-blading athletic competition, *Blade Warriors* (see box, page 28).

Last-minute additions have similarly swelled the ranks of weekly children's fare to 23 new programs, most of which are entertainment-driven rather than education-oriented



Detective J.J. Bittenbinder of "Tough Target" is one of NATPE's new faces.

vehicles. ITC Domestic Television and Action Media Group will be offering one of the few new educational offerings with the combination live-action/animated wildlife series *Madison's Adventures: Growing Up Wild*, while Summit Media Group has the late addition of video game-based *Mega Man* and Rysher Entertainment is teaming up with Paris-based 4D/

Marina Productions on the animated entertainment weekly *Dog Tracer*. Baltimore-based Litton Syndications is doing a major retooling of its previously unveiled weekly transactional series *Ticket to Paradise* (formerly *Escape*) as well as offering a new half-hour weekend fashion showcase, *Main Floor*, which is being designed for stations to tie in with major local department store chains.

While *Escape* had been positioned as a barter-supported, shared-revenue offering, Litton Syndications President David Morgan says the newly formatted *Ticket to Paradise* will be offered to stations strictly on a revenue-sharing basis. Co-production and fulfillment partner Resort Condominiums International will use the show's entire half-hour running time to sell "ultra-discounted" travel packages, with stations promised "enhanced" percentages of gross sales in their ADI coverage area.

"We have research and other industry information on the response rates from typical travel agency buys by consumers in each of the top 30 markets," says Morgan, who will be concentrating initial clearances for the locally customized show in the top 30-50 markets initially. ■

## Grove takes first-run foursome to Miami

*With infusion of international capital and resources, syndicator makes major programing push*

By Steve McClellan

After raising more than \$40 million on Wall Street and from international investors, Grove Television is launching four new first-run shows for 1994.

The new slate is the four-year-old syndicator's most aggressive program development effort to date, and one crowned by a \$28 million co-production sci-fi series involving French, English, Canadian and Japanese partners.

The weekly series, *Space Police*, will be produced in Canada and the UK, with noted British sci-fi producer Gerry Anderson (*UFO*, *Thunderbirds*, *Fireball XL5*) serving as lead producer. The series (24 hours) tells the story of a veteran cop in the 21st century who moves to another galaxy, where he discovers a different breed of criminal.

Grove has earmarked roughly \$15 million to develop another weekly



A long, straight road stretching into the distance under a blue sky with mountains in the background. The road is flanked by dry, scrubby vegetation. The text is overlaid on the road, centered horizontally and vertically.

**WHAT NEW  
PROGRAM  
CATEGORY IS  
LEADING THE  
WAY ON THE  
ENTERTAINMENT  
SUPERHIGHWAY?**



show and two strips. The weekly is a reality series (26 half-hours) called *Tough Target*, with veteran Chicago police detective J.J. Bittenbinder as host. The show will provide tips, through case studies, re-enactments and the like, on how to avoid becoming a victim of crime.

The two strips are revamped projects from Grove's 1993 development slate. One is called *Living Well*, a health and lifestyle magazine (150 half-hours) being produced in association with the television arm of the American Medical Association. Last year, the company tried a show based on *Prevention* magazine that stations rejected because it was too narrow in scope, says Rich Grove, head of the company that bears his name.

The other strip is called *Heart & Soul* (130 half-hours), effectively a second try at a project begun last year

called *Heartline*. It's a magazine-style program that explores romance, from Dick Clark Productions and Binder/Steinberg Productions. Among the changes are a co-host format with MTV veejay Adam Curry and former Miss Black America Amina Fakir.

The past year has been tumultuous for Grove, the low point being the fizzling of the weekly reality series *Firefighters*, which debuted with high expectations last January. Grove says a major frustration was that *Firefighters* producer Americom International Entertainment refused to consider input from Grove or stations. Americom chief Al Korn could not be reached for comment.

As a result of the experience, Grove says his company will now take an equity position and a co-producer role in projects it syndicates.

"We don't necessarily want creative control, but we intend to have creative input in our shows," he says.

Other changes are taking shape at Grove, including a likely merger this spring with Byrne Enterprises, the New York-based barter sales company headed by Brian Byrne. "We've explored it at some length," says Grove. He says the companies probably will wait until after the syndication upfront season before tying the knot. Byrne has an exclusive deal to sell the barter in Grove Television projects. The four new projects are all-barter shows.

Grove also says he's close to naming a chief operating officer from one of the major networks so that he can spend more time with clients and prospects. The new executive will be based in New York. Grove is based in Chicago. ■

## Jeepers, creepers, Cannell's got 'Peepers'

*On eve of NATPE, hour drama producer unveils half-hour anthology series*

By Mike Freeman

**C**annell Distribution President Pat Kenney officially has confirmed that the Hollywood-based independent will be taking out a pair of weekly series for fall 1994: the half-hour anthology *Peepers* and an hour-long frontier drama, *Hawkeye* (as first reported in BROADCASTING & CABLE Jan. 3).

More than a dozen new weekly action-adventure series are expected to enter the market next season, so Kenney says that Cannell will market *Peepers* as a half-hour dramedy that will fit independents' prime access or late fringe time periods to counter-program NBC affiliates' airings of *Saturday Night Live*. In other cases, he says network affiliates' own weekend access or late fringe time periods will be similarly targeted.

Calling *Peepers* a "quirky and off-beat" anthology series, Kenney describes it as *Love, American Style* meets *The Twilight Zone*. Each half-hour will contain two 15-minute vignettes, introduced by a doting, grandmotherly figure with a habit of snooping into other people's lives.

"People are always curious about what happens behind closed doors, be it a strained relationship, a dys-

functional family or shady business dealing, all of which we'll have fun with," says Kenney. "Our intention is to have a first-run half-hour that is

completely different from all other sitcom and drama fare currently in the market."

Cannell will offer 26 original half-

### Select Media is on a roll

Executives at Select Media Group aren't at all shy about conceding that their fall 1994 weekly, *Blade Warriors*, comes close to being *American Gladiators* on skates. But there's more to it than that, they say. According to Marc Juris, Select's vice president of television program development and production, *Blade Warriors* should not also be interpreted as another "roller derby" show. "It will not be anything like roller derby, because *Blade Warriors* will have much more to do with the dynamics of speed, strength and agility," Juris contends. One of the highlighted games, "Bladeball" sounds outright dangerous. Each week, four contestants will face off against an in-house cast of bulked-up *Blade Warriors* in a game that is essentially like basketball, except the in-line rollerbladers may be rammed, tackled or blocked from hitting a shot into the hoop. Juris said there also will be other obstacle course and agility games. "*American Gladiators* is more for people who are into weightlifting," says Juris, adding, "*Blade Warriors* is more of an athletic competition. In-line skating is a relatively new sport that is realizing phenomenal growth and there has never been anything like this on television." The addition of *Blade Warriors* to the syndication market marks a recent resurgence of hour-long athletic competitions being rolled out for next season. Samuel Goldwyn Television is coming out with a kids version of its highly rated *American Gladiators* called *Camp Gladiators* and a cowboy-style competition known as *Wild West Showdown*. All American Television is also coming out with a bikini-and-brief competition called *BeachQuest*. ■



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**+22%**

ADULTS 18-49

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ADULTS 25-54

% DMA Share Difference Nov '93 vs Nov '92 Time Period  
Source: Nov '93 Nielsen/All Cities

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hours of *Peepers* on a three-minute national/four-minute local barter basis.

As for Cannell's latest hour-long syndicated action-adventure entry, *Hawkeye*, Kenney would say only that the frontier series—based on the writings of 19th Century novelist James

Fenimore Cooper—will have a “frontier theme similar to that of [Cooper's] *Last of the Mohicans*.” Since the series will revolve around the French and Indian wars on the border with Canada, Kenney says Cannell's Vancouver studio facilities will put

location production in “ideal proximity” to the western Canadian frontier.

Twenty-two original episodes of *Hawkeye* will be available beginning in fall 1994, with stations offered an even seven-minute national/seven-minute local barter split for each episode. ■

## ITC is 'Wild' for kids again

Returns to children's programming arena with 'FCC-friendly' offering

By Mike Freeman

ITC domestic television, with the packaging expertise of action Media Group, is getting back into the first-run kids programming business with an “FCC-friendly” hybrid live-action/animation series, *Madison's Adventures: Growing Up Wild*.

Rick Pack, president and CEO of Action Media Group, whose company handles national advertising sales for several kids suppliers, says he brokered a deal in which Los Angeles-based Kookanooga Toons Productions acquired the library of 24 original

episodes of a wildlife home video series produced by the BBC. Pack brought in ITC as distribution agent for the weekly half-hour, which will be offered on an even two-and-a-half-minute local/national barter basis.

Pack says Kookanooga's Phil Menendez will handle the production design and storylines, integrating several new animated wildlife characters, which will appear with a wildcat named Madison in wraparound segments leading in and out of the educational live-action segments. After adding the enhanced animation seg-

ments, Pack says, the production budget will likely fall into the \$200,000-\$250,000 range for each of the planned 26 new episodes.

ITC, he says, will likely be looking for stations to commit to two-year licensing terms, given that stations are apparently being hard-pressed to come up with educational programming to meet license renewal requirements spelled out in the Children's Television Act of 1990. Marketing plans include an educational outreach program to be shipped to schools all over the country. ■

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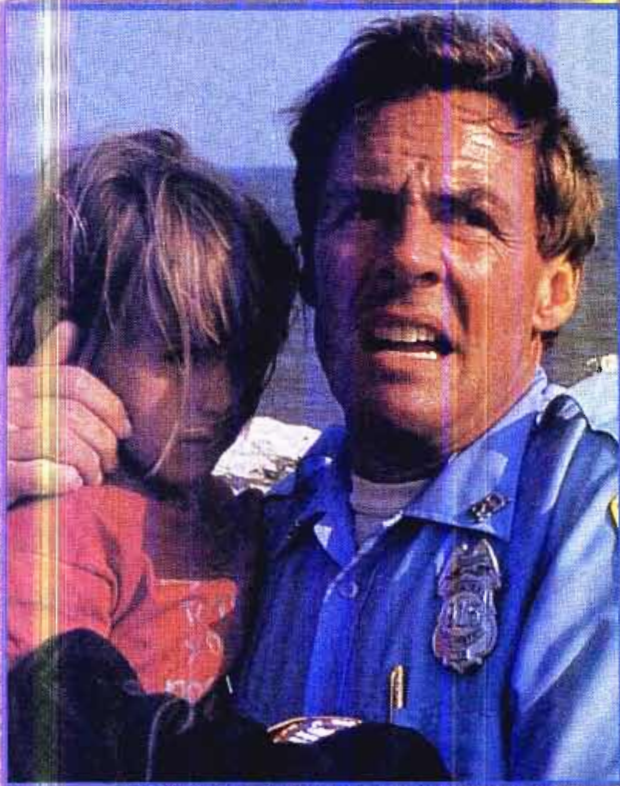


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# Toward a new agenda in TV news

A commentary by veteran news executive Ed Fouhy

**W**hen Vice President Al Gore lifts the curtain on the Clinton administration's information superhighway policy in Los Angeles Jan. 11, he ought to have an attentive audience in every television newsroom in America.

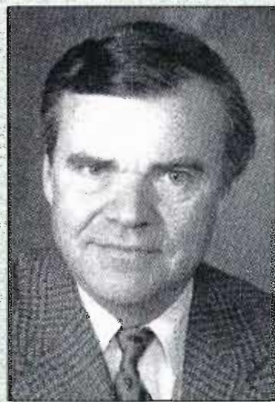
Nothing will change the nature of the television and cable news business more than the converging technologies that will create the misnamed superhighway. Misnamed because what the new media will create is more like a river—a river at flood stage. The technology that will marry the telephone or cable line to the home computer and television set—or an interactive combination of the two—will make it possible for a flood of news, sports and entertainment to enter the home. The choices consumers make with that technology will reshape the TV news world.

The producers of the brave new wired world of information on demand, from a huge variety of sources, will not be respecters of tradition. Television stations, even those with strong local news identities, will be drowned in the information flow unless they strengthen their local reporting. They have a window of perhaps a few years at most before the arrival of the onrushing current.

Local news is the one program element that sets TV stations apart from their competitors. In the new media everyone will have entertainment—scores of channels will offer new movies, old movies and movies on demand, as well as a plethora of other entertainment and talk show forms. But local news, the one growth area of American journalism over the last decade, is the single programming element no other program purveyor (save the local cable operator) can duplicate.

With its knowledge of its circulation area, its roots in the community and, most of all, its well-known news anchors, its "brand name," a station can survive and even prosper in the new world. But to do so it will first have to understand and respond to the growing anger among its viewers.

Pollsters Peter Hart and Douglas Bailey found that anger in their 1991



Ed Fouhy, one of the leading network journalists of his generation, is the new director of the Center for Civic Journalism, an initiative of the Pew Charitable Trusts, which seeks to stimulate civic discourse and public debate of community issues. He is also executive producer of Concord Communications Group, a Washington-based news and public affairs TV production company; he produced the 1988 and 1992 presidential debates. Fouhy was a network news reporter, producer and bureau chief for more than 20 years, serving as CBS News's Saigon bureau chief at the height of the Vietnam war, senior Washington producer of the *CBS Evening News with Walter Cronkite* and later CBS News Washington bureau chief. More recently he was ABC News vice president and Washington bureau chief and executive producer for prime time news magazine programs at NBC News.

landmark study, "The People Versus Politics." They called it "corrosive cynicism, and wrote: "...people's frustration with politics is real, their cynicism about the democratic system runs deep, and their disaffection with the political system is unhealthy for the nation." Researchers have also commented on citizen anger. It is fed by the steady drumbeat of crime news on television and in the newspapers. A bloody spot on the pavement, flashing lights, yellow tape police lines and a body being wheeled to a waiting ambulance are an all-too-familiar feature of the 6 and 11 o'clock news.

Unfortunately, the all but open warfare in too many urban neighborhoods is newsworthy and ought to be covered. But the preoccupation with crime news has a searing impact. Consider this:

- FBI crime statistics tell us yet again this month that violent crime, except murder, is down. Rape, aggravated assault, armed robbery all are down.

- The emphasis on crime reporting is destroying any sense of community, say sociologists. If you doubt that, ask any big-city pastor how hard it is to get people to come out to a church function on a weeknight.

- The emphasis on crime feeds people's sense of powerlessness, a sense that criminals and the conditions that produce them are beyond

the influence of ordinary citizens even though in a democracy, we were taught, we are all policy makers.

Citizens are angry at the media, alarmingly so, as *The Los Angeles Times* learned when they asked people last spring. Preoccupation with crime is one reason. It's as if journalists, in their fixation with urban violence, are willing to destroy the sense of citizenship, a value all Americans still hold dear.

Viewers aren't dumb. They know very well that while crime is a problem in the inner city, most of it is directed against other inner-city residents. Increasingly researchers are hearing the refrain in focus groups—don't waste my time with these trivial stories; tell me something that touches on my life, my job, my family.

Instead of mindlessly repeating conventional formulas, stations have formed journalistic partnerships with newspapers, surveyed their viewers to find out what's on their minds, then gone out and covered the stories viewers told them they cared about.

In the brave new world of the '90s where resources are limited and where unconventional alliances can save money, these journalistic partners may have found a simple way to survive the oncoming flood by doing what other American businesses also had to learn to do in order to survive in tough times: listen to their customers, listen to their viewers. ■





#1 Weekly  
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# Cable ratings roundup

## Basic Cable Ratings: 4Q 1993 vs. 4Q 1992

	Prime time (Mon-Sun, 8-11 p.m.)				Mon-Sun, 24 Hours			
	4Q 1993		4Q 1992		4Q 1993		4Q 1992	
	Rating	HH (000)	Rating	HH (000)	Rating	HH (000)	Rating	HH (000)
TBS	2.3	1,383	2.2	1,328	1.4	836	1.4	834
USA	2.2	1,335	2.2	1,353	1.1	651	1.2	694
ESPN	2.0	1,258	2.3	1,400	0.8	522	0.9	557
TNT	1.8	1,064	1.7	975	0.9	528	1.0	573
NICK	1.0	621	1.1	615	0.9	538	1.0	580
CNN	0.9	587	1.6	959	0.5	336	0.8	492
DISC	0.9	561	1.0	573	0.5	311	0.5	317
LIFE	0.9	547	1.0	547	0.6	371	0.5	261
TNN	0.9	535	1.2	656	0.5	271	0.6	314
A&E	0.9	522	0.9	481	0.6	333	0.5	282
FAM	0.9	517	1.0	590	0.4	249	0.5	257
MTV	0.7	397	0.5	270	0.5	289	0.4	213
HLN	0.3	173	0.4	184	0.3	179	0.4	183
CNBC	0.2	100	0.1	70	0.1	73	0.1	68
CMT	0.4	98	0.5	84	0.4	93	0.5	83
COM	0.3	98	0.4	103	0.2	65	0.2	62
SCI-FI	0.6	88	N/A	N/A	0.4	54	N/A	N/A
TOON	1.0	80	N/A	N/A	0.9	74	N/A	N/A

Superstation WTBS was the top-rated basic cable network both in prime time and on a 24-hour basis during fourth quarter 1993, boosted in part by the strong performance of movies on the channel. The cable network averaged a 2.3 prime time rating representing 1,383,000 households during the quarter, a 5% boost over the same period in 1993.

Most of the basic cable networks showed limited gains or losses in year-to-year comparisons. Those showing the biggest ratings drops in the fourth quarter included CNN, falling from a 1.6 to a 0.9; ESPN, 2.3 to 2.0, and TNN, 1.2 to 0.9. CNN's fourth-quarter ratings were down 44% in a year-to-year comparison. —RB

USA finished the A.C. Nielsen Co. 1993 calendar year as the highest-rated basic cable network, with an average 1,378,000 households watching in prime time, marking the network's fourth consecutive year on top. Close behind, with an average 1,368,000 households in prime time, was superstation WTBS, which finished as the most-watched network on a 24-hour basis.

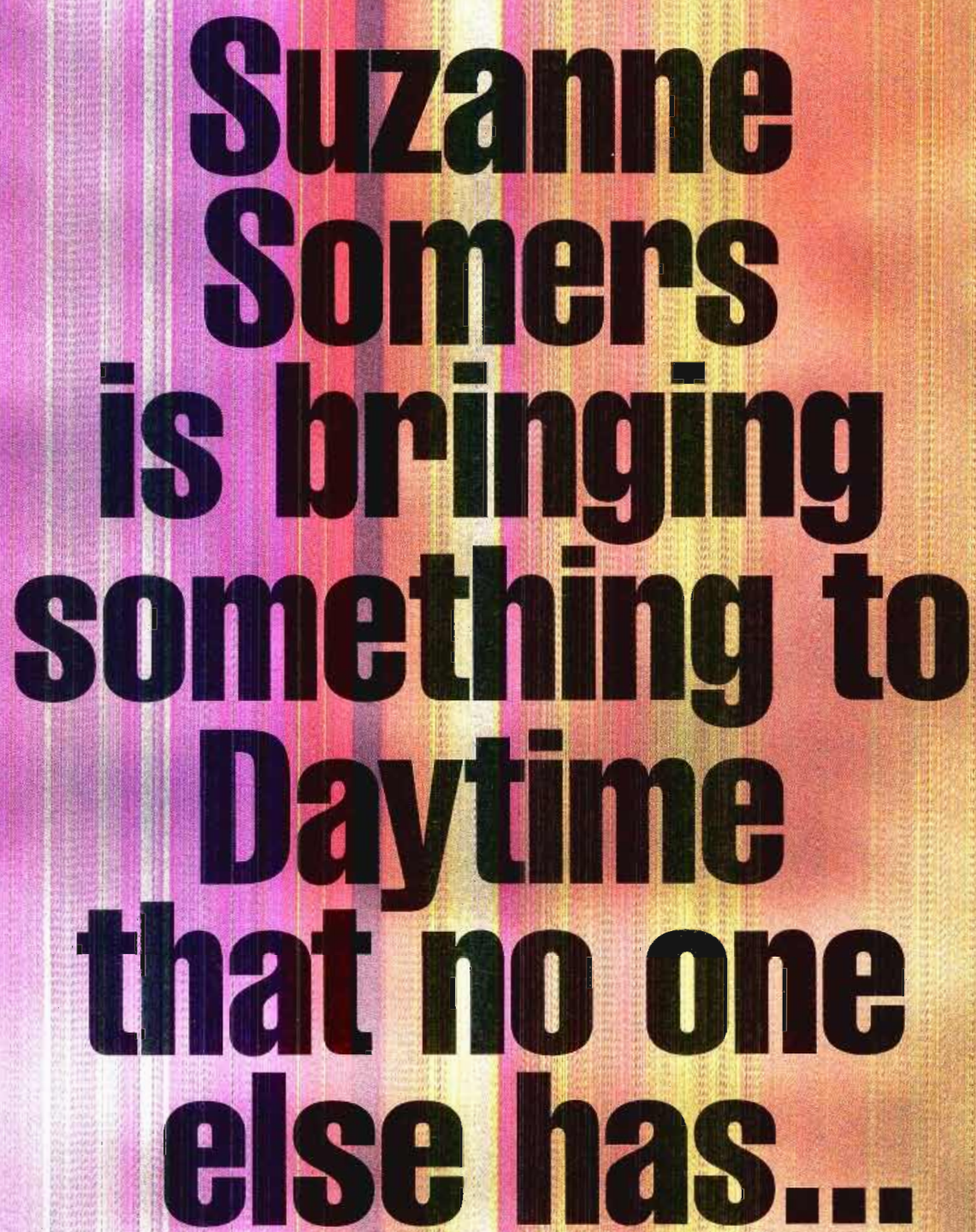
The Turner Broadcasting networks accounted for 11 of the 21 top-rated basic cable shows of the year, primarily tied to the company's NFL coverage on TNT. Nine of the top 21 shows of the year were NFL games on competing network ESPN. CNN had the top-rated show, *The Larry King NAFTA Special*, which averaged 11,174,000 households. —RB

## Basic Cable Ratings: 1993 vs. 1992

	Prime time (Mon-Sun, 8-11 p.m.)				Mon-Sun, 24 Hours			
	1993		1992		1993		1992	
	Rating	HH (000)	Rating	HH (000)	Rating	HH (000)	Rating	HH (000)
USA	2.3	1,378	2.3	1,350	1.1	673	1.2	709
TBS	2.3	1,368	2.2	1,311	1.3	815	1.4	803
ESPN	1.8	1,085	1.8	1,087	0.8	498	0.8	488
TNT	1.7	1,035	1.8	1,010	0.9	552	1.0	560
NICK	1.1	664	1.1	610	1.0	567	1.0	557
CNN	1.0	594	1.2	714	0.6	369	0.7	400
LIFE	1.0	591	N/A	N/A	0.7	376	N/A	N/A
DISC	1.0	575	1.0	555	0.5	318	0.5	310
TNN	1.0	549	1.1	635	0.5	284	0.6	312
FAM	0.9	534	0.9	491	0.4	255	0.5	252
A&E	0.9	507	0.8	429	0.6	321	0.5	255
MTV	0.7	380	0.6	329	0.5	274	0.4	250
HLN	0.4	188	0.3	168	0.3	181	0.3	172
COM	0.4	111	0.4	103	0.2	69	0.2	58
CNBC	0.2	90	0.1	56	0.1	71	0.1	58
CMT	0.4	86	0.4	58	0.4	79	0.4	65
SCI-FI	0.6	79	N/A	N/A	0.4	48	N/A	N/A
TOON	1.1	66	N/A	N/A	0.9	55	N/A	N/A

Lifetime total day Mon.-Sat. 7:30 a.m.-1:30 a.m. (12/28/92-9/26/93) and Mon.-Fri. 7:30 a.m.-1:30 a.m. and Sat.-Sun. 10 a.m.-1 a.m. (9/27/93-12/19/93); TNN Mon.-Sun. 9 a.m.-3 a.m.; Discovery Mon.-Sun. 9 a.m.-3 a.m.; A&E Mon.-Sun. 8 a.m.-4 a.m.; Sci-Fi average is for 6/28/93 to 12/19/93; all other networks are from 12/28/92 to 12/19/93, 6 a.m.-6 a.m. day. Source: A.C. Nielsen Co. data supplied by Turner Broadcasting. All ratings based on coverage homes for each network.





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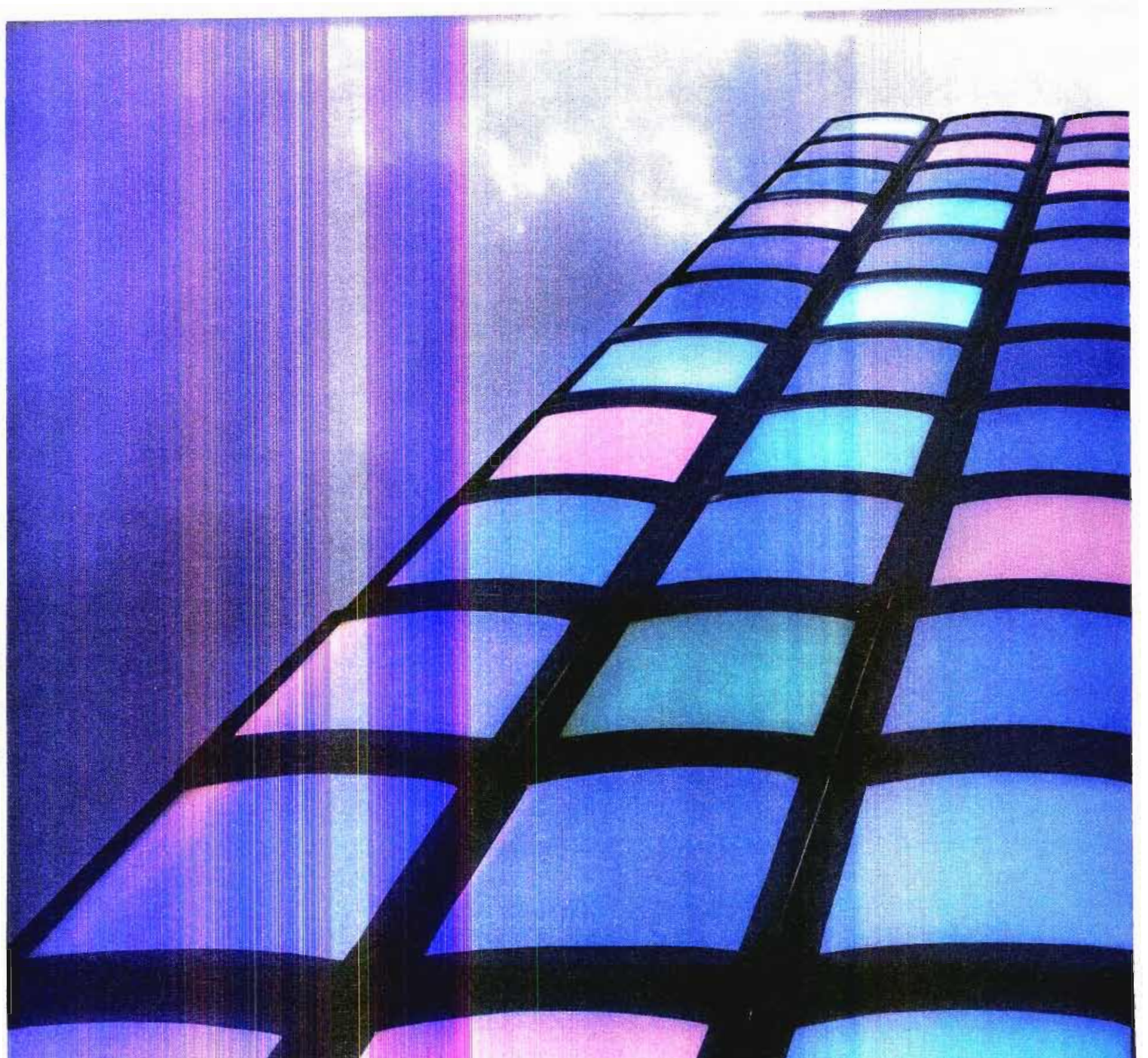
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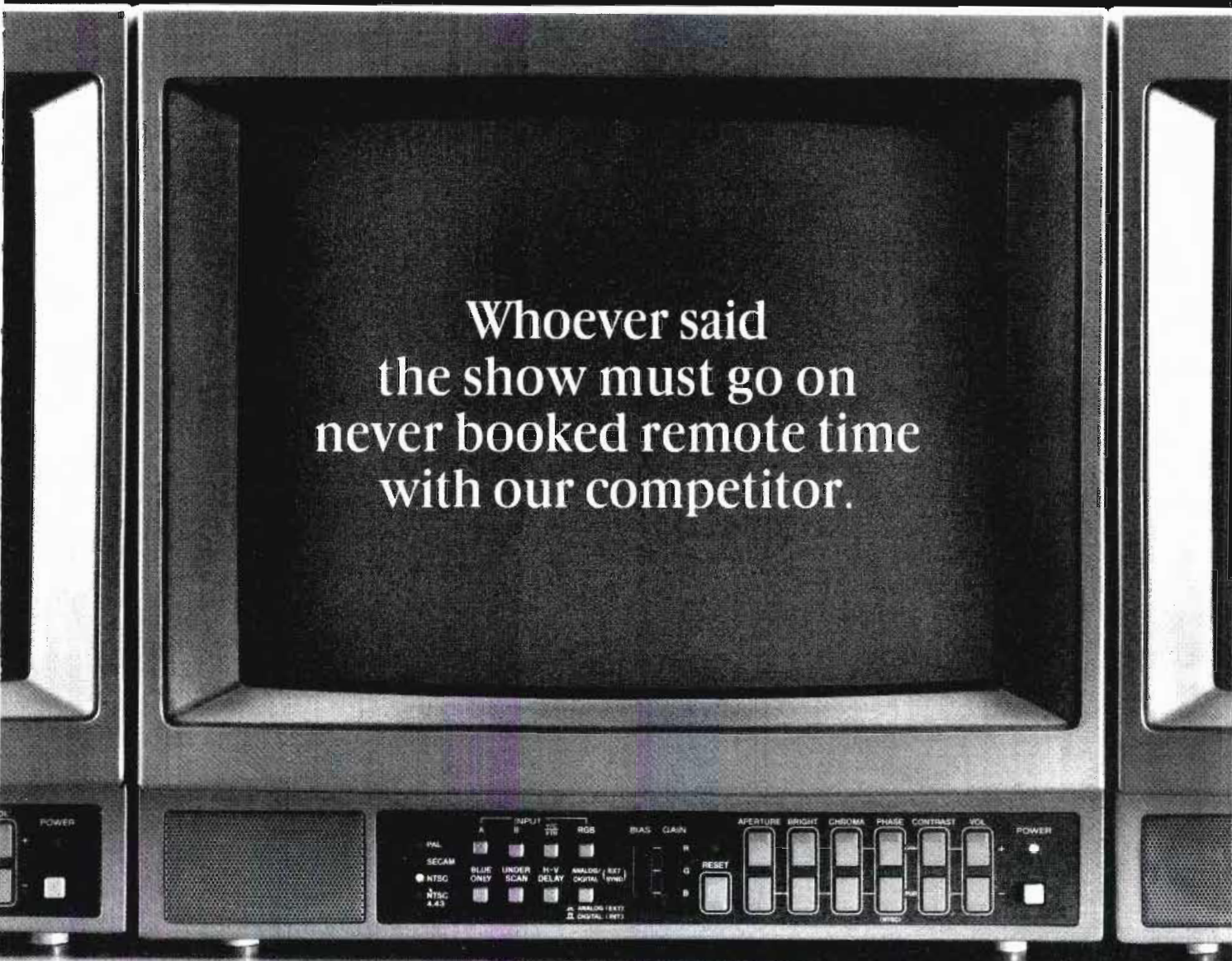


# Ratings Week According to Nielsen, Dec 20-26

	<b>abc</b> <b>ABC</b>	<b>CBS</b>	<b>NBC</b>	<b>FOX</b>	
<b>MONDAY</b>	<b>14.4/24</b>	<b>12.0/19</b>	<b>13.0/21</b>	<b>5.6/9</b>	
8:00	63. Day One 8.2/14	18. Evening Shade 12.4/20	10. Fresh Prince 13.7/22	81. TV Guide 40th Anniversary Special 5.6/9	
8:30		14. Dave's World 12.6/20	16. Blossom 12.5/20		
9:00	3. NFL Monday Night	12. Murphy Brown 12.9/20	11. NBC Monday Night Movies—Moment of Truth: Why Daughter? 13.0/21		
9:30	Football—New York Giants vs. New Orleans Saints	30. Love & War 11.1/17			
10:00	17.2/29	25. Northern Exposure 11.5/19			
10:30					
<b>TUESDAY</b>	<b>13.2/22</b>	<b>12.5/21</b>	<b>9.0/15</b>	<b>5.0/8</b>	
8:00	19. Full House 12.2/21	9. Rescue: 911 14.4/24	75. Saved by the Bell 6.7/11	89. Roc 4.4/7	
8:30	27. Phenom 11.3/19		78. Getting By 6.5/11	91. Bakersfield, P.D. 3.9/6	
9:00	4. Roseanne 16.7/27	25. CBS Tuesday Movie—Christmas on Division Street 11.5/19	56. J. Larroquette 8.9/15	80. America's Most Wanted 5.8/9	
9:30	6. Coach 15.5/25		59. J. Larroquette 8.6/14		
10:00	22. NYPD Blue 11.6/20		21. Dateline NBC 11.7/20		
10:30					
<b>WEDNESDAY</b>	<b>12.4/21</b>	<b>8.4/14</b>	<b>10.7/18</b>	<b>9.5/16</b>	
8:00	61. Thea 8.5/14	38. Ch Brown Xmas 10.1/17	31. Unsolved Mysteries 10.7/18	41. Beverly Hills, 90210 9.8/16	
8:30	46. George 9.3/15	44. Nanny 9.4/15			
9:00	2. Home Improvmt 19.5/32	87. CBS Reports: 1968 4.9/8	38. Now w/Tom and Katie 10.1/16	51. Melrose Place 9.1/15	
9:30	5. Grace Undr Fire 16.6/27				
10:00	36. Lois & Clark 10.2/18	32. 48 Hours 10.6/19	27. Law and Order 11.3/20		
10:30					
<b>THURSDAY</b>	<b>10.9/19</b>	<b>8.5/15</b>	<b>11.5/20</b>	<b>7.3/13</b>	
8:00	47. ABC World of Discovery 9.2/16	47. Garfield's Xmas 9.2/16	35. Mad About You 10.3/18	44. The Simpsons 9.4/17	
8:30		53. Night Before Xmas 9.0/16	22. Wings 11.6/20	66. Cool Like That 7.6/13	
9:00	32. Matlock 10.6/18	58. Eye to Eye with Connle Chung 8.8/15	7. Seinfeld 15.1/26	75. In Living Color 6.7/11	
9:30		67. Second Chances 7.5/14	22. J. Larroquette 11.6/20	83. Herman's Head 5.5/10	
10:00	13. Primetime Live 12.8/23		29. Frasier 11.2/20		
10:30			47. Cafe Americain 9.2/17		
<b>FRIDAY</b>	<b>8.5/21</b>	<b>6.9/17</b>	<b>4.7/12</b>	<b>4.6/12</b>	
8:00	59. Family Matters 8.8/22	73. Disney Christmas Fantasy on Ice 6.9/18	90. Against the Grain 4.1/11	92. Brisco County, Jr. 3.8/10	
8:30	69. Boy Meets World 7.4/19	71. Harry Connick Jr. Christmas 7.1/17	86. NBC Friday Night Mystery—Lady Against the Odds 5.0/12	84. The X Files 5.3/13	
9:00	67. Step By Step 7.5/19	75. Picket Fences 6.7/16			
9:30	64. Hangin w/Mr. C 8.0/19				
10:00	41. 20/20 9.8/23				
10:30					
<b>SATURDAY</b>	<b>6.5/14</b>	<b>9.4/20</b>	<b>10.3/22</b>	<b>5.5/12</b>	
8:00	85. ABC Saturday Night Movie—Yes Virginia, There is a Santa Claus 5.2/11	47. Dr. Quinn Medicine Woman 9.2/20	4. NFL/NFL Post 16.7/38	81. Cops 5.6/12	
8:30		56. Harts of the West 8.9/18		73. Cops 6.9/15	
9:00		36. Walker, Texas Ranger 10.2/21	53. NBA Basketball—Orlando vs. Chicago 9.0/19	88. Front Page 4.8/10	
9:30	51. The Commish 9.1/19				
10:00					
10:30					
<b>SUNDAY</b>	<b>10.4/18</b>	<b>15.1/26</b>	<b>7.0/12</b>	<b>6.5/11</b>	
7:00	38. Am Fun Hm Vid 10.1/18	1. 60 Minutes 20.4/36	79. seaQuest DSV 6.1/10	93. Townsend Television 3.5/6	
7:30	43. Am Fun People 9.6/17				
8:00	20. Am Fun Hm Vid 11.8/20	8. Murder, She Wrote 14.9/25		72. Martin 7.0/12	
8:30		14. CBS Sunday Movie—Broken Promises 12.6/22	65. NBC Sunday Night Movie—Miracle on Interstate 880 7.9/14	62. Living Single 8.4/14	
9:00	34. ABC Sunday Night Movie—The Sting 10.4/18				53. Married w/Chldn 9.0/15
9:30					69. In Living Color 7.4/13
10:00					
10:30					
<b>WEEK'S AVGS</b>	<b>10.9/20</b>	<b>10.6/19</b>	<b>9.4/17</b>	<b>6.3/11</b>	
<b>SSN. TO DATE</b>	<b>12.6/21</b>	<b>12.9/21</b>	<b>11.1/18</b>	<b>7.2/12</b>	

RANKING/SHOW [PROGRAM RATING/SHARE] \*PREMIERE SOURCE: NIELSEN MEDIA RESEARCH YELLOW TINT IS WINNER OF TIME SLOT TELEVISION UNIVERSE ESTIMATED AT 94.2 MILLION HOUSEHOLDS; THEREFORE ONE RATINGS POINT IS EQUIVALENT TO 942,000 TV HOMES





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**Larry Kingen, president and chief executive officer of All Post, Inc., is a 20-year veteran of the videotape post production business. Prior to founding All Post, he was president and chief operating officer of A.M.E., Inc. He believes**

**"digital technologies will lead post production into the 21st century."**

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HEADENDINGS

**New world for cable**

An association for new cable networks is being developed by Nelson Goldberg, president and CEO of Gaming Entertainment Television, the Pittsburgh-based channel scheduled to debut in 1994. A two-day meeting has been called for later this month to discuss the formation of the planned World Cable Program Association.

**Turnabout**

On the heels of Howard Stern's successful New Year's Eve beauty pageant, Reiss Media Entertainment has announced plans to bring the legendary Chippendales male dancers to pay per view in February. The all-male spectacular, which will carry a \$9.95 retail price, debuts on Feb. 8 with special Valentine's Day showings.

**New from GEMS**

Miami-based GEMS Television, the Spanish-language cable service targeted to women, plans to debut an original half-hour weekly show on Jan. 8. The show, which will focus on contemporary and historic women leaders, is the first of a series of new pro-

**Top cable shows and nets**

Following are the top 15 basic cable programs (Dec. 27-Jan. 2), 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 94.2 million households with TV sets. Source: Nielsen Media Research.

Program	Network	Time (ET)	HHs. (000)	Rating	
				Cable	U.S.
1. <i>NFL (Jets-Oilers)</i>	ESPN	Sun. 8p	5,994	9.5	6.4
2. <i>Holiday Bowl</i>	ESPN	Thu. 8p	2,923	4.6	3.1
3. <i>Hall of Fame Bowl</i>	ESPN	Sat. 11a	2,562	4.1	2.7
4. <i>NFL Gameday Sunday</i>	ESPN	Sun. 12n	2,464	3.9	2.6
5. <i>Liberty Bowl</i>	ESPN	Tue. 8p	2,372	3.8	2.5
6. <i>NFL Sportscenter</i>	ESPN	Sun. 11:14p	2,311	3.7	2.5
7. <i>Gator Bowl</i>	TBS	Fri. 7p	2,277	3.7	2.4
8. <i>Sportscenter</i>	ESPN	Sun. 11:30a	2,150	3.4	2.3
9. <i>Sweet Poison</i>	USA	Sat. 10p	2,147	3.4	2.3
10. <i>Are You Lonesome Tonight?</i>	USA	Sat. 6p	2,047	3.3	2.2
11. <i>Peach Bowl</i>	ESPN	Fri. 6p	1,987	3.2	2.1
12. <i>Independence Bowl</i>	ESPN	Fri. 12:30p	1,978	3.1	2.1
13. <i>Rugrats</i>	NICK	Sun. 10:30a	1,948	3.2	2.1
14. <i>Copper Bowl</i>	ESPN	Wed. 8p	1,860	2.9	2.0
15. <i>Murder, She Wrote</i>	USA	Thu. 8p	1,845	3.0	2.0

The top five basic cable services for the week of Dec. 27-Jan. 2 are listed at right; they are ranked by the number of households tuning in during prime time (8-11 p.m.). The cable-network ratings are percentages of the total households each network reaches; the shares are percentages of the total households each network reaches that have their TV sets on during prime time. Source: cable networks based on Nielsen Media Research.

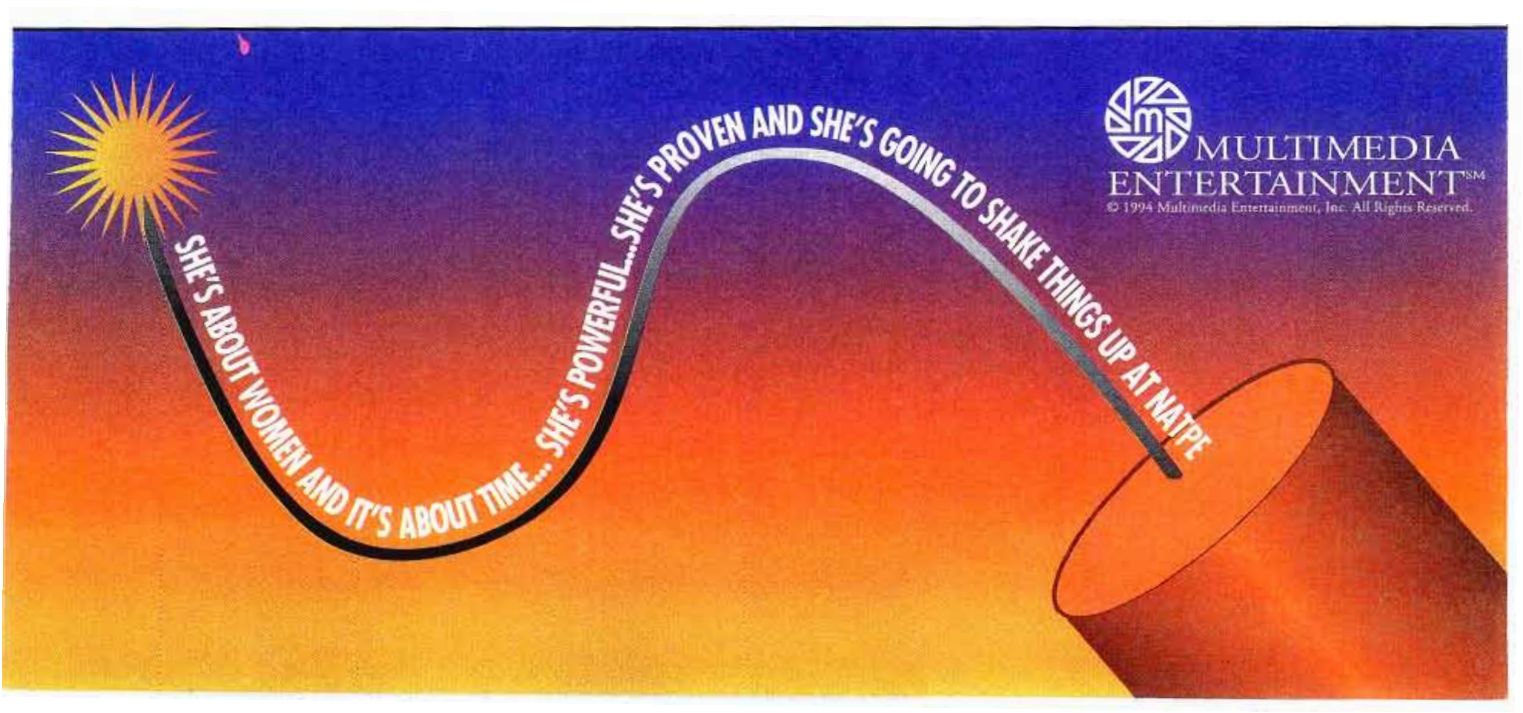
Network	HHs. (000)	Rating/Share
1. <b>ESPN</b>	2,333	3.7/6.0
2. <b>USA</b>	1,363	2.2/3.5
3. <b>TBS</b>	1,145	1.8/3.0
4. <b>WGN</b>	547	1.5/2.5
5. <b>TOON</b>	105	1.2/1.9
5. <b>TNT</b>	708	1.2/1.9

grams expected to launch on the fledgling channel in 1994.

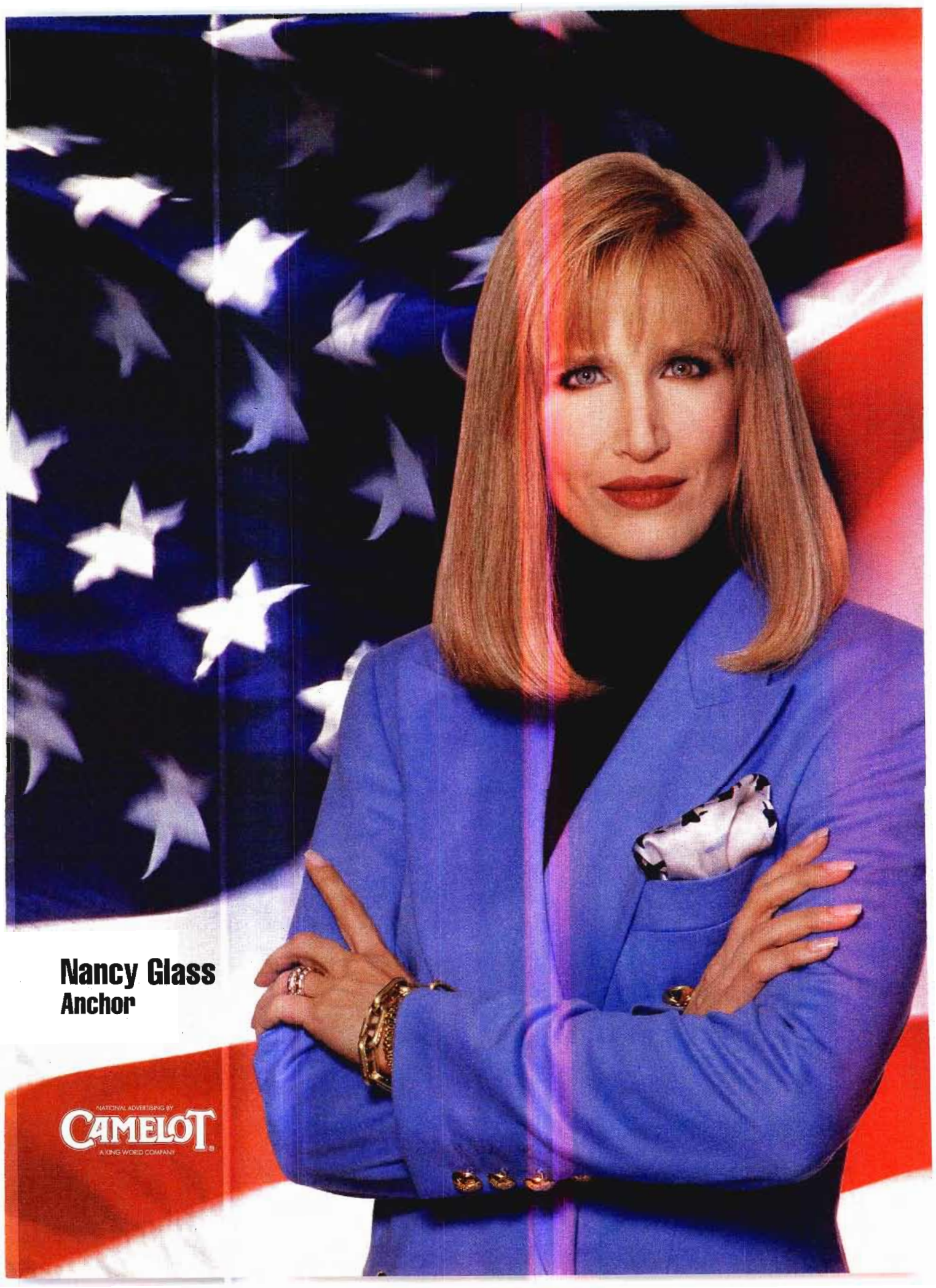
**Fox Tales**

HBO horror series *Tales from the*

*Crypt* will begin airing on Fox Television beginning Jan. 8. HBO will continue to telecast original episodes prior to their broadcast by Fox.







**Nancy Glass**  
**Anchor**

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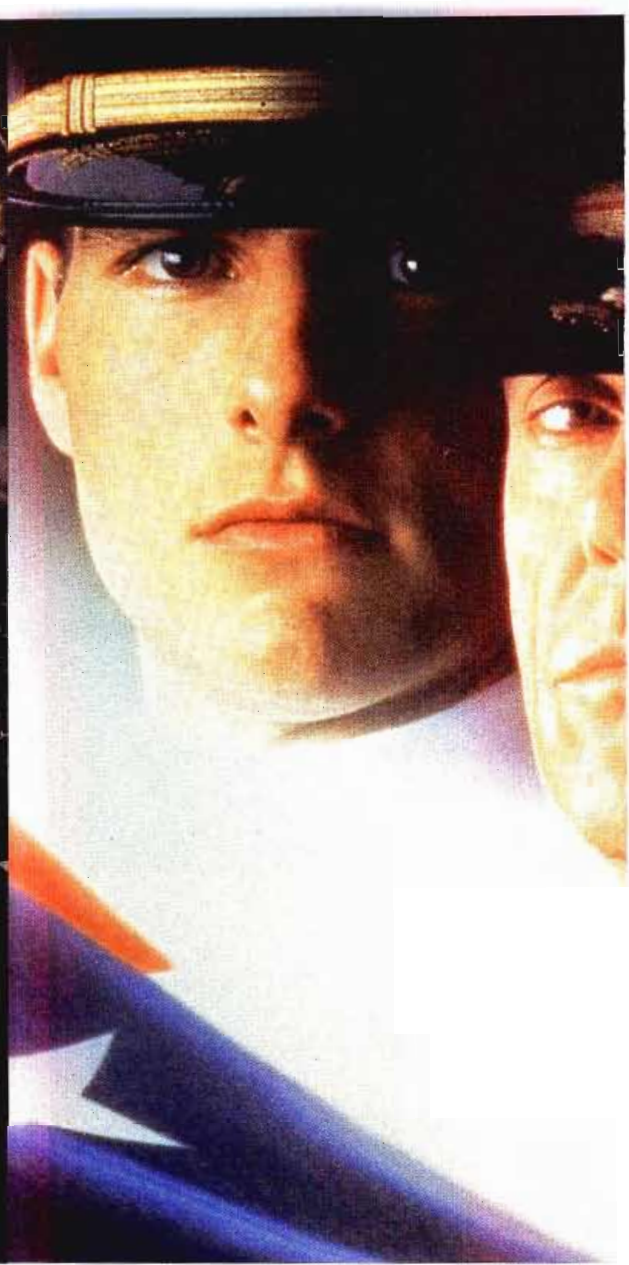
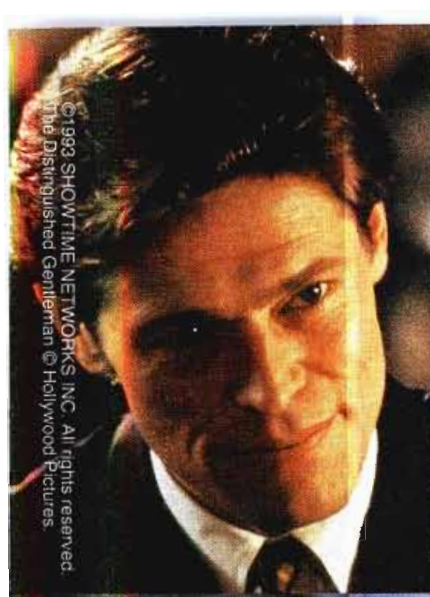
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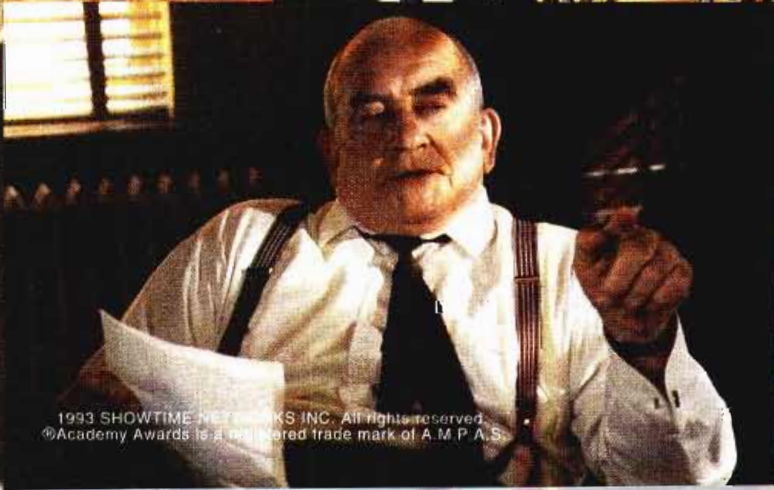




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**SHOWTIME NETWORKS**  
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# Ratings Week According to Nielsen, Dec 27, 1993-Jan 2, 1994

	<b>abc</b> <b>ABC</b>	<b>CBS</b>	<b>NBC</b>	<b>FOX</b>
<b>MONDAY</b>	<b>14.7/24</b>	<b>11.8/20</b>	<b>11.6/19</b>	<b>6.4/10</b>
8:00		23. Evening Shade 12.0/20	21. Fresh Prince 12.2/20	
8:30	33. Day One 10.6/18	23. Dave's World 12.0/20	31. Blossom 10.7/17	72. Fox Night at the Movies—The Sitter 6.4/10
9:00	9. NFL Monday Night Football—Miami Dolphins vs. San Diego Chargers 15.7/27	14. Murphy Brown 13.9/22		
9:30		25. Bob 11.9/19	26. NBC Monday Night Movies—In the Deep Woods 11.6/19	
10:00		33. Northern Exposure 10.6/18		
10:30				
<b>TUESDAY</b>	<b>13.3/22</b>	<b>10.5/17</b>	<b>10.5/17</b>	<b>5.9/10</b>
8:00	18. Full House 12.6/21	17. Rescue: 911 12.9/21		73. Tina Turner Special 6.3/10
8:30	27. Phenom 11.5/18		48. Legend to Legend Night 9.6/15	77. AMW: Criminal Mind 5.4/9
9:00	6. Roseanne 17.7/28			
9:30	10. Coach 15.4/24	54. CBS Tuesday Movie—Flatliners 9.3/15		
10:00	28. NYPD Blue 11.3/19		21. Dateline NBC 12.2/21	
10:30				
<b>WEDNESDAY</b>	<b>13.6/23</b>	<b>9.4/16</b>	<b>11.6/19</b>	<b>7.0/12</b>
8:00	48. Thea 9.6/16	48. Nanny 9.6/16	12. Unsolved Mysteries 14.1/23	62. Beverly Hills, 90210 8.0/13
8:30	37. George 10.5/17	56. Hearts Afire 9.1/15		
9:00	1. Home Improvmt 21.4/34		37. Now w/Tom and Katie 10.5/17	74. Melrose Place 6.0/10
9:30	7. Grace Undr Fire 17.6/28	52. Kennedy Center Honors 9.4/16		
10:00	29. Lois & Clark 11.2/20		41. Law and Order 10.3/18	
10:30				
<b>THURSDAY</b>	<b>10.7/18</b>	<b>10.1/17</b>	<b>11.7/20</b>	<b>7.3/12</b>
8:00	64. Missing Persons 7.8/13	39. In the Heat of the Night 10.4/18	33. Mad About You 10.6/18	52. The Simpsons 9.4/16
8:30			19. Wings 12.5/21	68. Sinbad Show 7.3/12
9:00	44. Matlock 10.1/16	42. Eye to Eye with Connie Chung 10.2/17	8. Seinfeld 16.7/27	71. In Living Color 6.6/11
9:30			14. Frasier 13.9/23	75. Herman's Head 5.9/10
10:00	12. Primetime Live 14.1/25	46. Great TV Moments 9.8/17	61. seaQuest DSV 8.1/14	
10:30				
<b>FRIDAY</b>	<b>9.2/19</b>	<b>8.8/18</b>	<b>5.5/12</b>	<b>4.2/8</b>
8:00	42. Family Matters 10.2/20		76. King Orange Jamboree 5.8/12	83. Brisco County, Jr. 4.2/8
8:30	57. Boy Meets World 8.9/18	51. Diagnosis Murder 9.5/19		
9:00	59. Step By Step 8.5/17		77. NBC Friday Night Mystery—Love Can Be Murder 5.4/12	84. The X Files 4.1/9
9:30	65. Hangin w/Mr. C 7.7/16			
10:00	45. 20/20 9.9/22	68. Picket Fences 7.3/16		
10:30				
<b>SATURDAY</b>	<b>7.1/12</b>	<b>12.7/21</b>	<b>16.4/28</b>	<b>6.3/11</b>
8:00	(nr) Rose Bowl 12.1/21	16. Dr. Quinn Medicine Woman 13.4/22	(nr) Cotton Bowl 14.3/25	70. Cops 7.1/12
8:30				66. Cops 7.6/14
9:00		20. CBS Special Movie—For the Love of Aaron 12.4/21	5. Orange Bowl 17.8/31	79. Front Page 5.3/9
9:30	81. Sugar Bowl 5.2/9			
10:00				
10:30				
<b>SUNDAY</b>	<b>10.1/15</b>	<b>19.4/29</b>	<b>14.1/21</b>	<b>7.4/11</b>
7:00	30. Am Fun Hm Vid 11.0/17	2. 60 Minutes 20.6/32	(nr) NFL Game 2 18.3/29	82. Code 3 4.3/7
7:30	33. Am Fun People 10.6/16		67. I Witness Video 7.5/11	79. Code 3 5.3/8
8:00		4. Murder, She Wrote 17.9/26	39. seaQuest DSV 10.4/15	57. Martin 8.9/13
8:30	31. Lois & Clark 10.7/15			54. Living Single 9.3/13
9:00		3. CBS Sunday Movie—Jane's House 19.5/29	11. NBC Sunday Night Movie—Viper 15.3/23	59. Married w/Chldn 8.5/12
9:30	47. ABC Sunday Night Movie—Heartbreak Ridge 9.7/15			62. Married w/Chldn 8.0/12
10:00				
10:30				
<b>WEEK'S AVGS</b>	<b>11.2/19</b>	<b>12.2/20</b>	<b>11.7/20</b>	<b>6.4/10</b>
<b>SSN. TO DATE</b>	<b>12.5/21</b>	<b>12.8/21</b>	<b>11.2/18</b>	<b>7.1/11</b>

RANKING/SHOW (PROGRAM RATING/SHARE) (nr)=NOT RANKED \*PREMIERE SOURCE: NIELSEN MEDIA RESEARCH YELLOW TINT IS WINNER OF TIME SLOT TELEVISION UNIVERSE ESTIMATED AT 94.2 MILLION HOUSEHOLDS; THEREFORE ONE RATINGS POINT IS EQUIVALENT TO 942,000 TV HOMES



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## Capcities/ABC eyes KMPC Los Angeles

Deal would give company TV-AM-AM-FM combination there

By Peter Viles

**C**apcities/ABC was close to a final agreement last week to buy KMPC Los Angeles, the struggling all-sports AM owned by Gene Autry's Golden West Broadcasters.

If completed and approved by the

FCC, the deal would give Capcities three radio stations and one television station in Los Angeles: KABC(AM), KMPC(AM), KLOS-FM and KABC-TV. Because that combination exceeds FCC limits on radio-TV crossownership, the deal would require a waiver

from the commission and could set a precedent for future duopoly acquisitions by groups that own radio and television stations in the same market.

Washington lawyers said the FCC has not clearly signaled how it will handle such radio-radio/TV combina-



## Thoughts from Lake Wobegone on the superhighway

Garrison Keillor, Lake Wobegone's creator and public radio's foremost entertainer, has been monitoring the interactive information revolution from his homes in Wisconsin and Manhattan, and he has come up with some intriguing observations. The host of *A Prairie Home Companion* and *The Writer's Almanac*, both distributed by American Public Radio, Keillor spoke recently with BROADCASTING & CABLE's Peter Viles.

**There seems to be a consensus among many radio broadcasters that radio is somewhat exempt from all of the changes in media that are creating the so-called information superhighway. How do you see it?**

I think it is all leading toward a kind of interactive, closed-circuit kind of broadcasting, a kind of narrowcasting that eliminates the middle man.

**You really think people won't still want to seek out an entertainer like Howard Stern or yourself?**

Howard Stern's fans soon will get tired of Howard Stern. But they still will want to talk to each other. You know, people who want to talk dirty, or to talk about flatulence. So there will be a way—like 900 numbers or on-line services—for them to meet and talk, but something more efficient, more like broadcasting. There's a combination of radio and the tele-

phone that's coming upon us. And it's going to eliminate a lot of us who are not necessary.

**Don't you think entertainers will always be necessary?**

The people who listen to us are creative and funny, and they're looking for an outlet. They're going to replace broadcasters. They have more interesting stories; they're funnier. Once the door is unlocked, there's going to be a revolution. The people are going to take over the radio station.

**As a broadcaster who has a following, how do you feel about that?**

It makes me glad that I have another line of work—writing. There have been a lot of barriers placed in people's way, and now these barriers are falling—have fallen. And you have talk radio, which allows the public to participate. But now you find out that

the public is more interesting than the guy who is emceeing the show.

**There has been a boom recently in syndicated radio, accompanied by some handwringing from people who say radio is a local medium that should be controlled and programed locally. I take it you don't put much stock in that because yours is a nationally syndicated show.**

But I think it is local. It creates its own localities. And people who adore Rush Limbaugh are part of the same locality.

**Do you think that the way radio is used, particularly by fans of Limbaugh and fans of Stern, has changed in the last five or 10 years? There seems to have been a growth in personality-oriented radio.**

I think it's a great advance in entrepreneurship. But it has meant that the cowboys have moved in and taken over the town. And I believe in the



tions, but the most recent indications are that the FCC will consider such waivers on a case-by-case basis.

There is one precedent: in Bakersfield, Calif., Buck Owens Broadcasting, which already owned an AM-FM combo and a TV station there, won approval last year to buy a third radio station.

Sources familiar with the KMPC deal said Capcities will pay \$17.5 million to \$18 million for the station and likely will agree to continue carrying play-by-play broadcasts of the California Angels, which Autry owns.

But Jim Arcara, president of Capcities/ABC's radio division, said at

presstime that there was no signed contract for the deal. He declined further comment on the talks.

KMPC has not fared particularly well in audience ratings—the station's average share (total week, average quarter hour, persons 12-plus) during the past four Arbitron periods was 0.8. According to *Duncan's Radio Market Guide*, the station billed roughly \$14 million in 1992, 17th in the market.

Capcities stations in Los Angeles fared considerably better: KABC is the market's leading biller, with an estimated \$31 million in 1992, according to *Duncan's*. KLOS-FM billed another \$28.1 million, third in the market. ■

cowboys, but I also believe in the schoolmarm and the mayor and the librarian. And that's missing from broadcasting right now—the force that tries to hold this medium to some standard. The FCC certainly does not do that, and I don't think that universities or schools of journalism do. But I don't think there's any point in the government trying to censor someone such as Howard Stern. That's ridiculous. The technology nowadays is such that censorship makes no sense. Any act of censorship in America today is purely symbolic. We know this. Cable television has brought soft-core pornography to where anybody in America can find it if they want it. And I don't think there's much that anybody can do about that.

**So with all of this fragmentation and all of these outlets, where will the great entertainers of the future find their audience?**

There won't be entertainers as great as the ones that I grew up with simply because there will be so many of them. Nobody in broadcasting will ever have majorities like Lucille Ball did, or like Jackie Gleason or Jack Benny did. With this vast range of radio stations and television outlets, there's very little center anymore. There's no pop music. There's no top 40 that means anything anymore. And this all happened in the last 15 to 20 years. Those television variety shows are gone. And everything you do in music makes a few people feel wonderful and a lot of people groan and

turn away.

**Do you think that commercial music radio will change much?**

In a few years you'll be able to look at a catalogue that comes to your home, and you'll be able to dial up any album that's out and listen to it for a very low price. This data will all come shooting into your home on a cable connection.

**Does the popularity of people like Stern and Limbaugh bother you?**

No. Because I think they are temporary. I think it's fun to watch them try to hold on. Limbaugh, I think, may succeed as some kind of a humorist. He'll have to broaden his act a little bit and get outside of the overweight white male—[chuckling] the overweight white male!—audience. I'm still trying to represent the great middle ground. I talk about all of those things that Howard Stern doesn't talk about: like having children. I talk about the seasons, and cooking, and relatives and holidays—the big middle part of America out there between 102nd Street and Santa Monica.

**Both Stern and Limbaugh are very aggressive in getting everything they can out of their audience, maybe in ways that haven't been done before—pay per view, newsletters, books, computer online services, that kind of stuff. But do they represent to you something new or fundamentally different in radio?**

I don't think so. I think that Rush Limbaugh is a preacher, and there

## GUESS WHO'S BEATING THE DAYLIGHTS OUT OF ARSENIO EVERY NIGHT?

### AVERAGE AUDIENCE

RUSH has a **3.7**

He has a **2.2**

Advantage RUSH **+68%**

Source: NSS 4th quarter '93, week ending 12/5/93



## Radio revenue up 10% in November

The radio industry's remarkably strong revenue performance in 1993 has confounded even the optimists within the industry, who expected a relatively soft November.

Instead, station revenues rose a whopping 10% in November, and were pacing 9% ahead of 1992 levels through the first 11 months of 1993, according to the monthly revenue report issued by the Radio Advertising Bureau.

National spot revenue grew by 14% in November—the fifth month of double-digit growth. And several executives say that the first quarter of 1994 appears to be equally strong, with radio revenue growth continuing to outpace that of broadcast television.

"This is an exciting time for the radio industry and its advertisers," says RAB President Gary Fries. "There is a tremendous amount of change and opportunity in the air, and optimism is high for the coming year."

Many radio executives had predicted that the industry's strong performance in 1993 would slow down in October and November because those months in 1992 benefited from election-year ad spending. —PV

Revenue	Nov. '92- Nov. '93	YTD '92- YTD '93
<b>Local</b>	<b>+9%</b>	<b>+9%</b>
<b>National Spot</b>	<b>+14%</b>	<b>+8%</b>
<b>Total</b>	<b>+10%</b>	<b>+9%</b>

Source: RAB monthly index

have been a lot of preachers in radio, and there always will be. They do wear out. They wear out especially because as they start to slip, they try harder. And nothing is worse in radio than trying too hard. And Howard Stern is a geek. He's the guy in the carnival who ate the live chicken. You know: "Unbelievable! A man would eat a live chicken! Tell your friends about it, and make sure they see him do it too." He stands there with blood dripping down his chin and feathers in his mouth. How could anybody do that?

**Commercial radio is having a terrific year. Stations are selling a lot of commercial time.**

Oh, I think radio has a great future. But it has too little regard for talent. Management has far too high a regard for itself. And their interest in talent is minimal. Their interest in numbers is beyond reason. Radio does not do that well as a medium of music. That's not what it's selling, even when it is playing music all the time. It's selling itself as a headquarters for some kind of group—as a clubhouse. You tune in there, and you belong. I suppose that music can help to give people a sense that they are listening to a station that a lot of people like them are listening to. But music does not do that as well as stories do. And radio has neglected stories.

The only interesting storytellers in

radio are people such as Limbaugh who are very self-serving and immediately have a point to make, an ox to gore. But radio's better than that at telling stories, at creating a reality in people's minds that is powerful and attractive. Anything that is powerful and attractive has commercial applicability. Paul Harvey is a great purveyor of stories. But again, his stories are cut to fit the shape that he already has for them. He's the guy who tries to make wood look like marble. There are very few people who are engaged in telling stories truthfully.

And that's a great lack. Journalists would be the ones to do it, but radio

journalism doesn't exist anymore.

**Do you see that as something you do—tell stories truthfully—or are you in some other genre?**

I try. But to tell a story truthfully on the radio, you can't simply tell it all in your own voice. You can't do it as a performance. To really use radio to tell stories, you have to use a tape recorder. You have to have the real world there.

**NPR does that pretty well, doesn't it?**

I don't think so. To me, [it's] become very predictable and sort of preachy. [It has] sort of a litany of saints, and pays homage to them all, and it's all sort of predictable bohemian liberal stuff.

**Is noncommercial radio changing?**

I think it is. I think there has been an influx of commercial people: people who think commercially. Guys in suits. Guys in suits with charts and pages of numbers. I think that this is a pretty dreadful development.

**So what is it about working in radio that keeps you motivated?**

The work itself is good. The work itself is fun. There are people who are interested in success, and there are people who are interested in the work. I enjoy the work. If I were to walk into a radio station today—in Manhattan, or in Manhattan, Kan.—and see the tapes and the newswire machine and the CDs—I would know what to do. And I would enjoy it. ■

## Major Networks buys Daynet

Major Networks, the Chicago-based network that has been expanding rapidly, announced last week that it has purchased Daynet, a satellite talk network. The purchase price was not disclosed.

Daynet, with roughly 200 affiliates, will be renamed Major Talk. The acquisition brings Major Networks' total affiliate count to 316, the company said.

"Major Talk will lead our expansion into the talk arena, which already includes the highly popular *Morton Downey Jr. Show*," said Chris Devine, president of Major Broadcasting, the parent company of Major Networks.

Michael Castello, president of Daynet, will assume the same role at Major Talk.

Major's other satellite-delivered format networks include Superhit Country, The Force (current album-oriented rock), Adult Hitradio (hot adult contemporary), Light Hits (soft adult contemporary), The Exit (new rock) and The Rhythm of the '90s (dance/contemporary hit radio). —PV



## Television networks air condom PSAs

*Centers for Disease Control awareness campaign evokes some criticism*

By Jim Cooper

**P**SA's emphasizing the importance of using condoms began airing on the four commercial TV networks last week, and also will run on cable networks and radio.

The campaign, sponsored by the Centers for Disease Control (CDC), has provoked some criticism of the networks for airing the spots, which walk a creative tightrope between what the media find acceptable and what will attract the attention of young adult males, the target audience. The six television spots were produced by Ogilvy & Mather for the CDC.

The voice-over for one spot, showing an animated condom joining a couple, whose gender is unclear, in bed, says: "It would be nice if latex condoms were automatic. But since they're not, using them should be." Another spot shows a love scene abruptly ended by a woman when the man says he forgot his condom.

The campaign was announced by Health and Human Services Secretary Donna Shalala last week as the most visible portion of an over-arching attempt to curb the spread of HIV. The airtime donated by the four networks



*In this ad, the man forgets to bring a condom; the woman calls it off.*

is worth \$2 million.

NBC and Fox are airing the ads without alterations. ABC, which began running the ads in prime time the night of the announcement (Jan. 4), has added a tag line to the two spots: "Abstinence is the safest, but if you do have sex, latex condoms can protect you." CBS will not broadcast a spot featuring an HIV-infected coun-

selor and an 800 telephone number.

Some conservative lawmakers and religious leaders have frowned on the PSAs, saying that they cross the line of decency and the networks are irresponsible for airing them.

Under FCC rules, according to a network spokesman, the networks are not required to provide equal time because the spots are not political. ■

# RUSH

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RUSH has a **4.1** vs 1.8 for him

\$40,000 + HOH 1+ yrs college

RUSH has a **3.4** vs 1.5 for him



# Home Shopping Network has a new bag

*New CEO reshapes, refocuses broadcast-cable hybrid*

By Christopher Stern

**N**ow that the Home Shopping Network is not for sale and not in the midst of merger talks, those who follow the electronic retailing industry are taking a second look at the channel.

What they will see is a broadcast-cable hybrid that hopes to take advantage of its considerable back-office resources and distribution to 60 million television homes. They also will see a company that has been reshaped and refocused during the past 11 months by President and Chief Executive Officer Gerald F. Hogan.

Hogan has created his own management team through promotions and new hires. He also has created a new emphasis on customer service. While Hogan may have been seen as a caretaker until HSN's merger with QVC, that no longer may be the case.

## International plans

Hogan joined HSN in February 1993, shortly after John Malone-controlled Liberty Media Inc. bought a majority interest in the shopping network. Since then, the company's own shopping business has appeared to take a backseat to its ongoing merger talks with QVC, in which Liberty also owns an interest.

The clearest indication HSN is emerging from the shadow of the now-defunct QVC merger talks is the announcement that TCI and HSN will enter into a joint venture for international expansion. Although Liberty owns 71% of HSN voting stock, Malone was believed to be more involved with QVC. That may change.

If QVC Chairman Barry Diller's bid for Paramount Communications Inc. is successful, Liberty will sever its ties to QVC. Many think that HSN will benefit from QVC's independence through added attention from Liberty.

## Taking on QVC

Now that the merger is off, HSN is expected to take on QVC in head-to-head competition. "I expect to see a healthy competitor for QVC," says Edward T. Hatch, vice president, media and entertainment analyst, UBS



*HSN has a new emphasis on customer service and will unveil a new look in the spring*

Securities Inc.

Hogan's plans include the debut of a new on-air look in early spring. The company also recently benefited from the FCC must-carry ruling, which added more than 6 million cable subscribers to the channel.

Hogan also is looking to sell his back-office resources to other networks. Although HSN had 20 million customers in 1993, it was operating at 20 percent of its technical capacity, according to Hogan. HSN has signed letters of intent to service other home shopping efforts, including those of Black Entertainment Television and TV Macy's. R.H. Macy's planned shopping channel.

But don't expect HSN to follow QVC's lead into programed shopping segments or to sell merchandise for department stores. "I don't believe in a Saks deal," Hogan says, referring to the department store's deal with QVC. Although Saks sold a lot of merchandise, it says the deal ultimately was unprofitable because of the high margins QVC charges.

While QVC occupies the high end of electronic retailing, Hogan says, HSN will continue to emphasize impulse buying and lower prices.

## Turnover not extraordinary

Since Hogan's arrival, there have been several resignations, including those of Allen P. Allweiss, executive vice president and general counsel; Alan H. Gerson, executive vice president; and Les Wander, executive vice president and secretary.

The turnover is not extraordinary for an incoming president of a company, Hogan says. "I don't think that's a bad record for new management," he says. He has named several of his own executives, bringing back some people who had left the company and promoting others from within.

Sales for the first three quarters of 1993 were \$750.1 million compared with \$794.6 million for the same period in 1992.

Hogan dismisses the idea of a future merger with anyone other than QVC.

Many believed HSN and QVC were a perfect fit. HSN has a large, modern facility that is operating at a fraction of its capacity, but admitted weaknesses in merchandising. On the other hand, QVC is perceived as the ground breaker in its ability to move upscale merchandise, but lacks HSN's back-office resources. ■



## Cable association names Anstrom chief

Acting president tapped from field of 100

By Kim McAvoy

**T**he cable industry didn't look far to find the next president of the National Cable Television Association. Decker Anstrom, the association's acting president since July, was chosen by the board of directors to head the group.

Anstrom signed a three-year contract and is being paid \$400,000 a year. His appointment was announced last week at a press conference after months of speculation about who would get the job. "Decker's extensive experience and proven abilities will insure the cable industry's leadership position on the information superhighway," said NCTA Chairman Dick Roberts, of TeleCable Corp.

Before his appointment as acting president, Anstrom was NCTA's executive VP. He joined the association in November 1987. He had been president of Public Strategies, a Washington-based public policy consulting firm, and before that was assistant director of the Office of Presidential Personnel in the Carter White House.

As NCTA's new president, Anstrom says he will examine the association and its programs. "The strategic review will help us define the clearest



Announcing the decision to name Decker Anstrom (left) president of NCTA were association chairman Dick Roberts of TeleCable (center) and Robert Miron of Newhouse Broadcasting. Miron chaired the search committee.

mission for NCTA and develop the best strategy to insure industry leadership in telecommunications well into the 21st century," Anstrom says. "Everything will be on the table, and we will consult widely."

He also says he is committed to:

- Passage of comprehensive telecommunications legislation.
- Implementation of FCC rules that do not deter investment in programming and technology.
- Acceleration of public relations

efforts to promote cable programming, technology and social contributions, particularly in education.

■ Maintenance of unity and open communication within the industry.

Although Anstrom announced early on that he was not a candidate for the presidency, Robert Miron of Newhouse Broadcasting, who headed the NCTA search committee, says the committee unanimously concluded that Anstrom was the "best possible candidate" of 100. ■

MORRIS SEMIATIN

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Source: NSS-Premiere to date, week ending 12/5/93  
\*Among programs that average 65% coverage



# Stern warning: FCC delays station sales

*1934 act prohibits holding up license transfers because of complaints*

By Kim McAvoy

**T**he fate of Infinity Broadcasting's bid for KRTH-FM Los Angeles remains up in the air at the FCC. Commission sources say that a decision on the sale is forthcoming.

The commission first must decide how it will handle indecency complaints in general, including those filed against Infinity radio personality Howard Stern.

FCC General Counsel William Kennard says that the commission may reach a decision on the indecency matter and the sale of KRTH to Infinity before the end of the month.

What action the commission will take on the sale is unclear. Commissioners Andrew Barrett and Ervin Duggan strongly deny comments

made by fellow commissioner James Quello that they had agreed to indefinitely hold up the sale. "Quello was just wrong," one commission source says. Quello reportedly said that transferring the license for Infinity would be condoning Stern's conduct.

Barrett says that he "never agreed" to hold up the sale, and furthermore, the indecency issue and the transfer of the station are two separate issues. He adds that he and Duggan are consulting with the FCC general counsel on the matter.

## Washington station affected

A delay also could hold up Infinity's planned buy of WPGC-AM-FM Washington from Cook Inlet Radio Partners. In 1992, Barrett made it clear that he did not want to delay the transfer of Cook Inlet stations to Infinity, despite the fact that the FCC had just slapped a \$600,000 indecency fine against Infinity. He said then that the "transfer is a separate matter and

should not be used as an additional means of penalizing the parties for whatever reasons."

Quello could not be reached, but an aide says the commissioner felt that press reports on his comments about KRTH-FM were "taken too far." The aide says it is standard procedure at the FCC not to act on a station sale as long as complaints are pending.

However, a provision of the 1934 Communications Act prohibits the FCC from holding up license transfers because of complaints. Quello's aide agrees with that interpretation of the act but says that the language does not prohibit the FCC from considering the "underlying behavior" of a company when reviewing station sales.

Infinity already has incurred more than \$1 million in fines following complaints about Stern.

FCC Chairman Reed Hundt has recused himself from the KRTH-FM proceeding because his former law firm, Latham & Watkins, represents the sta-

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tion's seller.

This is not the first time the FCC has threatened to quash Infinity's expansion plans in an effort to muzzle Stern.

In December 1992, the commission went back and forth on whether to approve Infinity's \$100 million acquisition of WUSN(FM) Chicago, WZLX(FM) Boston and WZGC(FM) Atlanta, also from Cook Inlet Radio Partners.

**Commission nixes punishment**

The commission's then-chairman, Al Sikes, voted against the deal, saying he wanted a hearing on Infinity's fitness as a broadcast licensee. However, the four other commissioners—three of whom are still on the commission—said Cook Inlet should not be punished and that there was no prior track record at the commission to justify a hearing.

The commission did hit Infinity with a \$600,000 indelicacy fine, which the company is fighting.

As he did then, Infinity President Mel Karmazin recently visited the FCC to try to help smooth the approval process. ■

# Infinity stock dips

By Peter Viles

Infinity Broadcasting took a financial hit on Wall Street as many nervous investors decided to take a quick profit rather than ride out the radio giant's battle with the FCC.

Wall Street analysts insisted that Infinity will not suffer long-term financial damage if the company ultimately prevails in Washington, but its prospects for near-term acquisitions—a key aspect of Infinity's appeal to investors—clearly were hurt.

With the news that the FCC effectively delayed Infinity's purchases of three radio stations, the company's stock dipped 9%—from \$33.25 to \$30.25—on Dec. 31, and dropped another dollar last Monday. The delay could cost Infinity as much as \$5 million by way of a higher purchase price for KRTH-FM Los Angeles. The FCC delay caused Infinity to miss a Dec. 31 closing deadline, which lifted a \$110 million cap on the purchase price; the

new price will be 10 times trailing cash flow, which could exceed \$110 million.

Analysts, however, weren't backing

**Infinity stock on the block**

Although Infinity stock rose in 1993, it has fluctuated recently.

**Average stock prices, adjusted:**

Jan. 93	\$10.31
March 93	\$13.53
May 93	\$16.08
July 93	\$20.40
Sept. 93	\$32.13
Nov. 93	\$25.25
Dec. 93	\$30.25

**Closing prices:**

Dec. 30, 1993	\$33.25
Dec. 31, 1993	\$30.25
Jan. 3	\$29.25
Jan. 4	\$28.50
Jan. 5	\$28.75
Jan. 6	\$29.25



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off the stock. In a report issued last Monday, UBS Securities analyst Ed Hatch renewed his "buy" recommendation on Infinity. Of the stock's drop, he wrote, "We would view the weakness as a buying opportunity for investors to participate in the best company in the radio broadcasting industry, which is benefiting from favorable regulatory trends and advertising growth that has outpaced its television 'big brother.'"

Analysts express confidence that Infinity will win its battle with the FCC. "Clearly, my expectations are that Infinity will be able to continue to make acquisitions," says Alex. Brown analyst Drew Marcus, whose says the stock remains a "strong buy." It is unlikely the FCC will say Infinity is unfit to be a licensee, Marcus adds.

Analysts point out that Stern is hardly the secret of Infinity's success. Stern produces less than 10% of Infinity's cash flow, Hatch says. The company's popularity on Wall Street has been attributed largely to two factors: Infinity's aggressive acquisition strategy and the remarkably high margins it achieves at its stations. ■

## Stern TV talk show less likely

Infinity Broadcasting and Howard Stern's problems with the FCC come at a time when Fox Broadcasting has shown interest in hiring Stern to fill the late-night void on Fox's schedule.

But the FCC's implied threat of rejecting—or at least delaying—Infinity's expansion efforts may keep Fox away from Stern, since it too wants to expand its station holdings.

Fox has been on a roll at the FCC. The studio/network has managed to exempt itself from the financial inter-

est and syndication rules and last year won a waiver of the crossownership ban for the *New York Post* and WNYW-TV.

Fox has told its affiliates that it has been talking with Stern about coming to Fox. But last week it was reported that Infinity's FCC problems, combined with the raunch that was Stern's New Year's Eve pay-per-view show, turned network executives off to the possibility of Stern as a talk show host. —JF

### Washington Watch

**The National Association of Broadcasters is joining other associations in challenging a new tax law that bans certain deductions for lobbying expenses.** NAB and the American Society of Association Executives, among others, are asking the U.S. District Court to declare those provisions in the law unconstitutional.

**Toni Cook Bush**, former senior counsel to the Senate Communications Subcommittee and onetime candidate for the FCC chairmanship, is joining the Washington law firm of Skadden, Arps, Slate, Meagher & Flom. She is joining the firm's communications practice as a partner. —KM

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**SPECIAL REPORT**

Issue Date  
February 28, 1993

Closing Date  
February 11, 1993

# The Migration To Digital

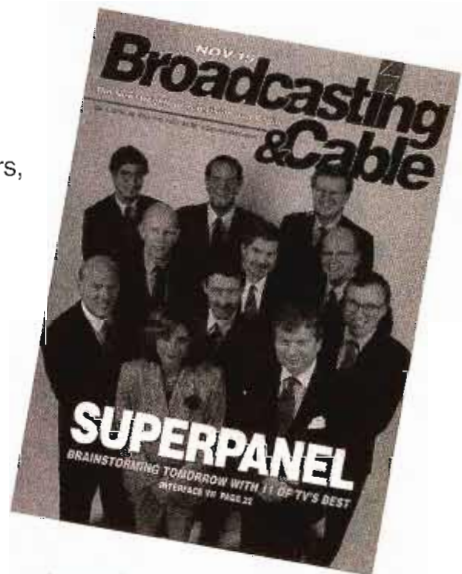
**PART II**

## Component, Composite, Compressed...Explained!

On February 28, 1993, in conjunction with National Teleconsultants, a leading consulting firm for Television broadcasters, Broadcasting & Cable will publish the second installment in its Special Report series . . . The Migration to Digital.

This report will explain to television management, in non-technical language, why there are different architectures for digital, detailing how each one addresses current needs and longer term trends for the television business. This issue will be invaluable to today's General Managers facing the challenge of making significant improvements to their operations in a cost-efficient matter.

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## BA hopes to launch video dialtone in fall

Suburban Washington set to get video on demand from Bell Atlantic in September

By Harry A. Jessell

**B**ell Atlantic says it has all the technological pieces needed to make its ADSL-based (asymmetrical digital subscriber line) video-on-demand service in suburban Washington a marketplace winner later this year.

During the next two weeks, the telco says, it will announce contracts for video switches, video servers, ADSL terminals and set-top converters for a video dialtone system capable of delivering video-on-demand services via conventional telephone lines.

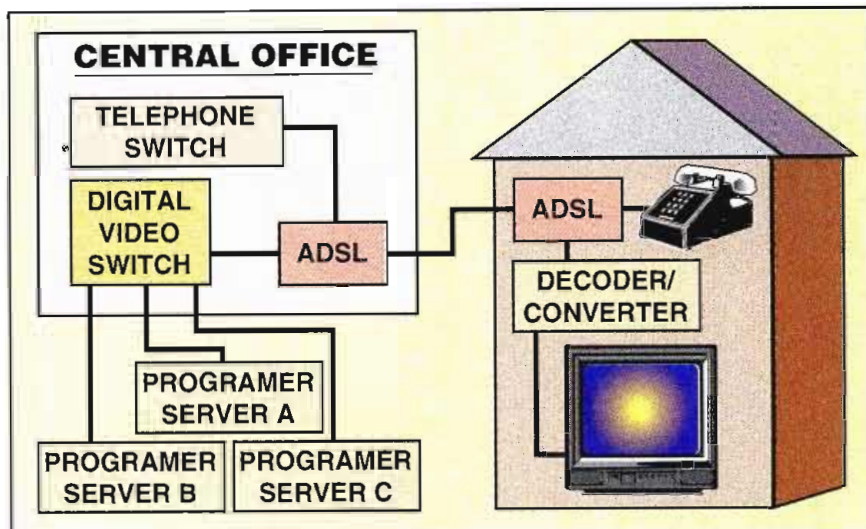
Assuming prompt FCC approval, the telco says, the \$160 million system will be up and running in September, providing services to as many as 250,000 homes in parts of Arlington and Fairfax counties, Va., and Montgomery County, Md.

*Bell Atlantic will announce contracts for a video dialtone system capable of delivering video-on-demand services via conventional telephone lines.*

ADSL technology currently can deliver just one compressed video signal (1.5 mbps) to a home via twisted pairs. But Bell Atlantic thinks that is enough, given the digital video switches that can establish direct links between homes and the programs they choose. Bell Atlantic plans to install switches in 25 central offices in the planned service area.

The programs are stored in remote video servers, specialized large-capacity, rapid-access computer databases. Program providers may own their own servers or share one with others.

Although there are more than a half million homes in the service area, says Ken Van Meter, vice president, infor-



*Bell Atlantic plans to jump into video on demand ahead of others by using the ADSL technology, which permits transmission of compressed video and telephone signals via conventional telephone lines or "twisted pairs." ADSL requires terminals on each end of the line. The home unit separates the telephone signals from the video, forwarding the latter to a set-top converter that decompresses and decodes it for NTSC television sets. Each digital switch serves 4,000 homes but permits only 1,000 simultaneous connections to video services. Service providers store their programs on video servers, which are linked to the digital switches by fiber.*

mation services, Bell Atlantic Video Services, the ADSL system now can reach only about half of them—those within a mile of one of the central offices.

However, Van Meter says, if the ADSL technology improves as expected, it will eventually allow Bell Atlantic to extend the reach of the service to, perhaps, more than 300,000 homes.

Also, Van Meter says, ADSL may eventually be able to carry more than one signal, permitting programers to deliver multiple programs to homes with multiple TV sets.

Bell Atlantic plans to offer video-on-demand movies over the system through its BVS subsidiary. It will provide room on the systems to other programers on a nondiscriminatory basis in accordance with the FCC's video dialtone rules.

(Eleven firms have stepped up to provide such services during a six-month trial involving 2,000 homes in suburban Virginia that Bell Atlantic

hopes to get under way in March.)

Bell Atlantic asked the FCC for expedited action so that it can begin construction in April and commence service as planned on Sept. 1.

Despite a price tag of more than \$160 million, the proposed video dialtone network "is a financially sound undertaking," the telco says in its FCC application.

If the system goes into operation as planned this fall, the application says, it should generate a positive annual cash flow by 1996 and positive cumulative cash flow by 2001. Breakeven, on a discounted cash flow basis, will come in 2003—nine years after launch.

The system will attract revenues in two ways: from homes that want access to the video services (perhaps \$7.50 per home per month) and from video programers that want access to the homes. According to the application, revenues would rise from \$943,000 in 1994 to \$112,550,000 in 2003. ■



## Litigation of the rich and famous

*Celebrity partnership files lawsuit to retain control of WKBW-TV Buffalo*

By Geoffrey Foisie

In this dispute, Patrick Ewing and Dave Winfield are the little guys. The professional athletes are among several dozen partners suing over the fate of WKBW-TV Buffalo.

Their partnership, Queens City III Limited Partnership, owns the ABC affiliate. But securities issued by the partnership, securities that effectively could guarantee control of the station, have passed to Granite Broadcasting.

In a lawsuit filed late last month in Superior Court for Essex County, N.J., the partnership alleges Granite conspired with Prudential Insurance and others to deny the partners the opportunity to repurchase the securities. The various claims include breach of contract, and fraud. "We would think that the damages in this suit might be quite substantial," attorneys for the plaintiff say.

If the partnership's claims are de-

nied, control of the station could pass to Granite by mid-1995 when a \$23 million, 14% note issued by the partnership comes due. Without outside financing, the partnership probably cannot make the principal repayment on the note, now held by Granite. It is secured by the stock of Queens City Broadcasting, the parent company of WKBW-TV's licensee.

One legal source says that it is unlikely the partnership could avoid losing the stock by declaring bankruptcy on the note. To do so, he says, it also would have to file bankruptcy for each partner, not all of whom joined the suit individually. Besides basketball star Ewing and baseball player Winfield, the partners are said to include retired Army General Colin Powell, members of the Jackson family and sportscaster O.J. Simpson. The partnership's chairman is businessman and media investor J. Bruce Llewellyn.

Regardless of the lawsuit's outcome, the partners will have come out whole on their investment. They contributed \$10 million of the \$65 million purchase price in 1986. The station was bought from Capital Cities, which still holds some debt.

The partners got back their investment plus \$2 million in 1989 when Prudential bought a 45% interest in the partnership and lent it another \$20-plus million to buy back some other Queens City debt. Granite now holds the 45% partnership interest plus the note due in 1995.

If Granite gains control, it could end up with a winning investment. The New York-based group owner issued securities worth roughly \$7 million for the Queens City "paper," and with roughly \$65 million in other WKBW-TV debt outstanding, Granite would win if the station maintains a value of more than \$72 million. ■

## Monday morning quarterbacking: Analysts assess Fox's NFL play

What do Wall Street analysts think of Fox's recent acquisition of National Football Conference broadcast rights? The network paid a record \$1.58 billion for four years to wrest away the games from CBS. Here, the analysts speak:

■ "The current belief that this contract will result in losses may prove unduly pessimistic, although it would require numerous levels of success for it to generate profits."—**Richard Simon, Goldman Sachs**

■ "Fox's move is designed to shore up ratings, especially with its key young male demographic, deepen ties with affiliates by offering them a windfall...and improve the overall identity of the network. The surprise to us is that Fox would conclude that it was necessary to accept the likelihood of hundreds of millions in losses on the NFC contract in order to achieve its other strategic objectives. The difference in annual rights payments between Fox's \$395 million for the NFC and NBC's \$217 million for the AFC is, in a word, shocking."—**Jay Nelson, Brown Brothers Harriman & Co.**

■ "Major markets that have NFC teams include Detroit, San Francisco and Phoenix. Given [News

Corp.'s] aggressive [TV station] acquisitions in the last year, we would expect more purchases in markets that dovetail with Fox's goals."—**Jessica Reif, Oppenheimer & Co.**

■ "In view of the enormity of the winning bid, we are quite relieved that CBS did not win and, on balance, believe that it is good for the stock. We have also always believed that the rub-off benefits of NFL football to the networks that air the games have been overstated and that if a network cannot make money on the games themselves or at least keep the loss to a modest number, then it is a bad investment."—**Barry Kaplan, Goldman Sachs & Co.**

■ "With Warner and Paramount threatening to start competing networks, the Fox move virtually eliminates the risk of any affiliate defections. So you could view this more as a capital investment than as an operating expense. We are recommending Clear Channel Communications as a way to play the NFL. They already own the Fox affiliate in Minneapolis and also own one in Jacksonville, which could become an NFC town."—**Drew Marcus, Alex. Brown & Sons** —GF



# Guy Gannett changes last name

By Geoffrey Foisie

**G**uy Gannett Publishing is now Guy Gannett Communications. The name change, effective Jan. 1, reflects an attempt to "diversify" the company from its present print and broadcast focus, says Jean Gannett Hawley, chairwoman of the board and daughter of the 72-year-old company's founder, Guy P. Gannett.

"We have turned the company around financially and are now looking seriously at the acquisition of new businesses," says President and Chief Executive Officer James B. Shaffer.

In a statement, the Portland, Me.-based TV station group owner and newspaper publisher said that acquisition targets will be "emerging companies that add value to information, have long-term growth potential and can be acquired with relatively low levels of capital at risk."

Two weeks ago, Guy Gannett purchased a controlling interest in Mar-Cole Enterprises, a Walnut Creek,

Calif., company that has developed a point-of-purchase, compact-disc-based system that allows shoppers access to information about a variety of products.

To help make the move into other

areas of communications, the company also hired Willard Colston as vice president for new media strategies. Colston formerly was director of new media strategies for the *Los Angeles Times*. ■

## Turner execs forced out

Two high-level executives left Turner Broadcasting System last week. A company spokesman says the resignations are unrelated, but two independent sources say they were forced exits.

Turner Broadcasting Sales President John Barbera, 49, resigned early in the week to pursue other interests. TBS also says Turner Cable Network Sales President Paul Beckham, 51, retired after 23 years with the company. Neither was available for comment.

A source says Barbera and Beckham conflicted with Turner Executive Vice President Terrence McGuirk. McGuirk says Barbera and Beckham resigned after meetings, and both received "terrific compensation." McGuirk denied there was any ill will.

The executive search firm of KornFerry International has been hired to recruit candidates for Barbera's spot. Beckham's position will be filled in the interim by William Grumbles, vice president, worldwide distribution.

Beckham joined TBS in 1971 as a corporate controller. Barbera joined in 1978 as an account executive.

—CS, JC

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## TCI merges with UK group

By Meredith Amdur

**S**tarting off the year with a major international investment, Denver-based Tele-Communications Inc. has taken a \$350 million stake in UK television group Flextech.

Under the deal, TCI will roll its European TV program assets into what now will be the country's second-largest cable satellite program enterprise, after Rupert Murdoch's BSKyB.

The deal, which completes merger talks that began in October 1993, will give TCI a 60.4% share in Flextech, a broad-based media company with interests in The Family Channel, The Children's Channel, UK Gold and UK Living.

Flextech will acquire the European programming assets of TCI subsidiary United Artists European Holdings.

Already a major cable operator in the UK by way of its partnership with US West, TCI is expected to use its new position as a launchpad for further European program expansion. ■



# Changing Hands

This week's tabulation of station and system sales

**WWNC(AM)-WKSF-FM Asheville, N.C., and WOLZ-FM Fort Myers and WFKS-FM Palatka, both Florida** □ Purchased by Asheville Broadcasting Corp. (Frank D. Osborn) from Pine Trails Broadcasting Co. (James T. Cullen Jr.) for \$20.5 million. **Buyer** owns WAZU-FM Springfield, Ohio; WBYB-FM Brunswick, Ga.; WFXK-FM Tarboro, N.C.; WJSU-TV Anniston, Ala.; WNDR(AM)-WNTQ-FM Syracuse, N.Y., and WWVA(AM)-WOVK-FM Wheeling, W.Va. **Seller** owns KRKK(AM)-KQSK-FM Rock Springs, Wyo.; WYGC(FM) Gainesville, Fla., and WAAX(AM)-WQEN(FM) Gadsden, Ala. WWNC has C&W format on 570 khz with 5 kw. WKSF-FM has CHR format on 99.9 mhz with 53 kw and antenna 2,672 ft. WOLZ-FM has oldies format on 95.3 mhz with 97 kw and antenna 453 ft. WFKS-FM has CHR format on 99.9 mhz with 100 kw and antenna 1,201 ft. Filed Dec. 10, 1993 (WWNC: BAL931210GT; WKSF: BALH931210GU; WOLZ: BALH931210GO; WFKS: BALH931210GQ).

**WAXY-FM Fort Lauderdale, Fla.** □ Purchased by Clear Channel Radio Inc. (L. Lowry Mays) from Ackerley Communications Inc. (Barry Ackerley) for \$14 million. **Buyer** owns 15 AMs, 16 FMs and 9 TVs. **Seller** owns WIXT(TV) Syracuse, N.Y.; KKT(TV) Colorado Springs; KGET(TV) Bakersfield and KCBA(TV) Salinas, both California; KVOS(TV) Bellingham and KJR(AM)-KLTX(FM) Seattle, both Washington. WAXY-FM has adult contemporary format on 105.9 mhz with 100 kw and antenna 1,048 ft. Filed Dec. 17, 1993 (BALH931220GJ).

**WGNA-AM-FM Albany, N.Y.** □ Purchased by Liberty Broadcasting (Mike Craven and Jim Thompson) from Barnstable Broadcasting Inc. (Albert J. Kaneb) for \$13.5 million. **Buyer** owns WGBB(AM)-WBAB(FM) Long Island, N.Y., with purchases pending for WHFS-FM and WXTR-FM, both Washington, and WMXB-FM Richmond, Va. **Seller** owns WHLI(AM)-WKJY(FM) Long Island, N.Y.; WGKX-FM Memphis; WSLR(AM)-WKDD(FM) Akron, Ohio; WWKL-FM Harrisburg, Pa., and WHOM-FM Portland, Me. WGNA(AM) has country format on 1460 khz with 5 kw. WGNA-FM has country format on 107.7 mhz with 12.5 kw and antenna 980 ft. *Broker: Star Media Group Inc.*

**WHIT(AM)-WWQM-FM Madison, Wis.** □ Purchased by Enterprise Media Partners Inc. (Edward G. Rogoff) from Media Capital of Madison Inc. (Thomas J. Buono, Michael B. Hesser, P. Richard

Zitelman and John Sandvig) for \$5.625 million. **Buyer** is awaiting FCC approval of purchase of WMRV-AM-FM Binghamton and WBNR(AM)-WSPK-FM Beacon, both New York. **Seller** has no other broadcast interests. WHIT is 5 kw daytimer with country format on 1550 mhz. WWQM-FM has adult contemporary/MOR format on 106.3 mhz with 4.5 kw and antenna 380 ft. *Blackburn & Co.*

**WGRD-AM-FM Grand Rapids, Mich.** □ Purchased by Liggett Broadcast Inc. (Robert Liggett Jr.) from Regional Broadcasters of Michigan Inc. (Alastair B. Martin) for \$3.7 million. **Buyer** owns KMGG-FM Monte Rio (Santa Rosa), Calif.; WBCK(AM)-WBXX-FM and WELL-AM-FM Battle Creek, WHNN-FM Bay City (Saginaw), WFMK-FM East Lansing, and WLHT-FM Grand Rapids, all Michigan; and WLQT-FM Kettering, Ohio. **Seller** owns WKOP(AM)-WAAL-FM Binghamton, N.Y., and WPIC(AM)-WYFM-FM Sharon, Pa. (Youngstown, Ohio). WGRD(AM) has news/talk format on 1410 khz with 1 kw daytime. WGRD-FM has contemporary hits format on 97.9 mhz with 13 kw and antenna 590 ft. *Broker: Blackburn & Co.*

**KTEN(TV) Ada, Okla.** □ Purchased by KTEN Broadcasting Inc. (Lawrence E. Steinberg) from William E. Rutledge, trustee, for \$3.5 million. **Buyer** has interests in WCTP(TV) Charleston, S.C. **Seller** has no other broadcast interests. KTEN is ABC and NBC affiliate on ch. 10 with 316 kw visual, 47.5 kw aural and antenna 1,458 ft. Filed Dec. 14, 1993 (BALCT931214KH).

**WMXW-FM Binghamton (Vestal), N.Y.** □ Purchased by Enterprise Media Partners Inc. (Edward G. Rogoff) from Mix Radio Inc. (David Mitchell and Joseph Reilly) for \$3.25 million. **Buyer** is awaiting FCC approval of purchases of WMRV-AM-FM Binghamton and WBNR(AM)-WSPK-FM Beacon, both New York. **Seller** has no other broadcast interests. WMXW-FM has spectrum adult contemporary format on 103.3 mhz with 6 kw and antenna 1,014 ft. *Blackburn & Co.*

**WOGY-FM Germantown, Tenn.** □ Purchased by Keymarket Communications (Kerby E. Confer) from Ardman Broadcasting Corporation of Tennessee (Myer Feldman) for \$3 million. **Buyer** owns WILK(AM)-WKRZ-FM Wilkes-Barre, WFBG(AM)-WFGY-FM Altoona, and WGBI(AM)-WGGY-FM Scranton, all Pennsylvania; WJCE(AM)-WRVR-FM Memphis; WWL(AM)-WLMG-FM New

## CLOSED!

KFOX(FM)/KRZE(FM), Los Angeles-Riverside/San Bernardino, from Torrance Media Partners and Boulder Ridge Cable TV to Chagall Communications, Inc. for \$14,000,000.

Media Venture Partners represented the seller in this transaction.

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Orleans; WODZ-AM-FM Rome, N.Y., and WZOQ-FM Wapakoneta, Ohio. **Seller** owns KCKN(AM)-KBCQ-FM Roswell, N.M.; WVSR-AM-FM Charleston, W.V.; WPHR-FM Cleveland; WZOU-FM Boston; WCIB Falmouth, Mass.; WIRA(AM)-WQVV-FM Fort Pierce, Fla., and KKCJ(FM) Liberty, Mo. WOGY-FM has easy listening format on 94.3 mhz with 3 kw and antenna 300 ft. Filed Dec. 13, 1993 (BALH931213GP).

**WFXL(TV) Albany, Ga.** □ Purchased by SGA Associates Inc. (R. Douglas Oliver) from Walter W. Kelley, trustee for New South Broadcasting, for \$1.9 million. **Buyer** and **seller** have no other broadcast interests. WFXL is Fox affiliate on ch. 10 with 316 kw visual, 43.6 kw aural and antenna 964 ft. Filed Dec. 15, 1993 (BALCT931216KM).

**WCYK-AM-FM Crozet, Va.** □ Purchased by Clark Broadcasting Co. (Michael L. Douglass) from High Communications Partnership (Terry C. Kile) for \$1.17 million. **Buyer** and **seller** have no other broadcast interests. WCYK(AM) is 1 kw daytimer with country format on 810 khz. WCYK-FM has country format on 102.3 mhz with 4.9 kw and antenna 360 ft. Filed Dec. 10, 1993 (AM: BAL9-31210GV; FM: BALH931210GM).

**KEPS(AM)-KINL-FM Eagle Pass, Tex.** □ 50% interest purchased by Willis Jay Harpole from Mary E. Harpole, both of Eagle Pass Broadcaster's Inc., for \$1.06 million. **Buyer** and **seller** own KVOU-KYUF Uvalde and KVOZ-KOYE Laredo, both Texas. KEPS is 1 kw daytimer with Tejano format on 1270 khz. KINL-FM has adult contemporary format on 92.7 mhz with 3 kw and antenna 255 ft. Filed Nov. 17, 1993 (AM: BTC-931117EB; FM: BTCH931117EC).

**WCKU-FM Nicholasville, Ky.** □ Purchased by Clark Broadcasting Co. (A. James Clark) from High Communications Partnership (Terry C. Kile) for \$875,000 (see WCYK[AM] Crozet, Va., item above). WCKU-FM has urban contemporary format on 102.3 mhz with 3 kw and antenna 300 ft. Filed Dec. 10, 1993 (BALH931210GW).

**WRBR(FM) South Bend, Ind.** □ Purchased by Hicks Broadcasting of Indiana (David Hicks) from Booth American Co. (John Booth) for \$660,000. **Buyer** owns WKMI(AM) Kalamazoo, WKFR (FM) Battle Creek and WRKR(FM) Portage, all Michigan. **Seller** owns WSGW(AM)-WIOG(FM) Saginaw-Bay City, Mich.; WZPL(FM) Indianapolis, and WTOD(AM)-WKKO(FM)/WRED (FM) Toledo, Ohio. WRBR has oldies format on 103.9 mhz with 3 kw and antenna 328 ft. Filed Nov. 30, 1993 (BALH931222GE).

**WCBH(FM) Casey, Ill.** □ Purchased by Effingham Broadcasting Co. (Joseph McNaughton) from Casey Broadcast

Group Inc. (M.N. Sholar) for \$400,000. **Buyer** owns WRMN(AM)-WJKL-FM Elgin and WBIG(AM) Aurora, both Illinois, and WBEV(AM)-WXRO-FM Beaver Dam and WYKY-FM Columbus, both Wisconsin. **Seller** has no other broadcast interests. WCBH has classic hits format on 104.3 mhz with 11.2 kw and antenna 495 ft. Filed Dec. 9, 1993 (BALH-931222GF).

**KSEL-AM-FM Portales, N.M.** □ Purchased by Bergman Broadcasting Co. Inc. (Sandi Bergman) from James and Mona Boles for \$400,000. **Buyer** has no other broadcast interests. **Seller** owns KPOS-AM-FM Post, Tex. KSEL(AM) has adult contemporary/country/oldies format on 1450 khz with 1 kw. KSEL-FM has C&W format on 95.3 mhz with 6 kw and antenna 300 ft. Filed Dec. 2, 1993 (AM: BAL-931206EA; FM: BALH931206EB).

**KIOO-FM Porterville, Calif.** □ Purchased by Buckley Broadcasting Corp. of the San Joaquin Valley (Richard D. Buckley Jr.) from Double M Broadcasting Inc. (Monte Moore) for \$360,000. **Buyer** owns KMGX-FM San Fernando, KNZR(AM) Bakersfield, KLLY-FM Oildale, KKHI-AM-FM San Francisco, KUBB-FM Mariposa and KSEQ-FM Visalia, all California; WOR(AM) New York and WFBL(AM)-WSEN-FM Baldwinville, both New York, and WDRC-AM-FM Hartford, Conn. **Seller** owns KTIP (AM) Porterville, Calif. KIOO-FM has adult top tracks format on 99.7 mhz with 24 kw and antenna 690 ft. Filed Dec. 10, 1993 (BALH931210GN).

**WSV(FM) Petersburg, Va.** □ 55% stock transferred to Walton M. Belle and Charles E. Cummings from Sandra M. Adair Vaughan for \$250,000. **Buyer** owns WREJ(AM) Richmond, Va. **Seller** has no other broadcast interests. WSVV has adult contemporary format on 100.3 mhz with 3 kw and antenna 328 ft. Filed Dec. 1, 1993 (BTCH931217GH).

**KEVA(AM)-KOTB(FM) Evanston, Wyo.** □ Purchased by Rocky Mountain Radio Network Inc. (David B. Smith) from Evanston Broadcasting Co. Inc. (Brent Lambert) for \$200,000. **Buyer** has no other broadcast interests. **Seller** owns WSTJ(AM)-WNVK(FM) St. Johnsbury, Vt., and WIKE(AM) Newport, Va. KEVA has adult contemporary format on 1240 khz with 1 kw. KOTB has country format on 106.3 mhz with 110 w and antenna 1,523 ft. Filed Nov. 24, 1993 (AM: BAL-931206EC; FM: BALH931206EB).

**WLRZ-FM Peru, Ill.** □ Purchased by Valley Plus Broadcasting Inc. (Wayne R. Ulrich) from Starved Rock Radio Project Inc. (Thomas N. Spaight) for \$150,000. **Buyer** has no other broadcast interests. **Seller** has interests in KRNA Iowa City, Iowa. WLRZ-FM has classic rock format on 100.9 mhz with 1.15 kw and antenna 518 ft. Filed Dec. 13, 1993 (BALH-931213GQ).

**KWDS(AM) Prescott Valley, Ariz.** □ Purchased by Prescott Valley Broadcasting Co. (Sanford and Terry Cohen) from Oasis International Communications (Michael MacIntosh) for \$75,000. **Buyer** owns KIHX-FM Prescott Valley, Ariz. **Seller** has no other broadcast interests. KWDS is 1 kw daytimer with religious format on 1130 khz. Filed Nov. 15, 1993 (BAL931005EE).

**KMBY(AM) Capitola and KMBY(FM) Seaside, both California** □ Purchased by Atmor Properties Inc. (Lee Shubert, trustee) from KMBY Inc. (Stephen M. Adams) for \$3 million to \$4 million. **Buyer** owns KAMA(AM)-KAMC-FM El Paso and KLLL-AM-FM Lubbock, both Texas; WRNS-AM-FM Kinston, N.C.; WSOY-AM-FM Decatur, Ill.; WYAF(FM) Conway, S.C., and WYNG-FM Evansville, Ind. **Seller** has no other broadcast interests. KMBY(AM) has Kool Gold format on 1540 khz with 10 kw. KMBY(FM) has AOR format on 107.1 mhz with 860 w and antenna 604 ft. Filed Dec. 10, 1993 (AM: BAL931210GZ; FM: BALH-931210HA).

**WAYV-FM Atlantic City, N.J.** □ Purchased by Osborn Communications Corp. (Frank Osborn) from Radio WAYV Inc. (Robert Forrest) for an estimated \$2 million to \$3.6 million, plus assumption of debt valued at \$3 million. Debt to be assumed at subsidiary level. **Buyer** owns WAZU(FM) Springfield, Ohio; WBYB-FM Brunswick, Ga.; WFXK(FM) Tarboro, N.C.; WJSU-TV Anniston, Ala.; WNDR(AM)-WNTQ(FM) Syracuse, N.Y.; WWVA(AM)-WOVK(FM) Wheeling, W.Va., and WTJS(AM)-WTNV(FM) Jackson, Tenn. **Seller** has no other broadcast interests. WAYV-FM has adult contemporary format on 95.1 mhz with 20 kw and antenna 300 ft. Filed Dec. 13, 1993 (BALH931213GG).

**Proposed station trades**

By dollar volume and number of sales

This week:

AM's □ **\$75,000** □ 1

FM's □ **\$28,945,000** □ 10

Combos □ **\$47,055,000** □ 9

TV's □ **\$5,400,000** □ 2

Total □ **\$81,475,000** □ 22

So far in 1994:

AM's □ **\$445,000** □ 3

FM's □ **\$59,215,000** □ 22

Combos □ **\$58,230,000** □ 17

TV's □ **\$35,900,000** □ 4

Total □ **\$153,790,000** □ 46

For 1992 total see Feb. 1, 1993 BROADCASTING.



# Classifieds

## RADIO

### HELP WANTED MANAGEMENT

**International syndication** of radio programming: Major entertainment company seeks an experienced international sales and marketing pro. We're looking for someone with (1) a proven ability to develop and implement detailed marketing plans; and (2) a solid track record in international sales. Knowledge of foreign markets and experience negotiating cash and/or barter deals is invaluable. Foreign languages a plus. 25% international travel. Base, commission and excellent benefits. EOE. Resume and cover letter to Box A-3.

**General sales manager:** Westchester radio legend. We are looking for the brightest of the bright to manage and develop an outstanding sales team. In return we are offering a learning environment, strong marketing and a great staff. The market offers a high quality of life and the right candidate should view this as a long term career move. Proper candidate should be a strong leader, motivator, goal setter and achiever. He/she should be organized, disciplined and driven to the highest standards of excellence. If you are chosen you will have an excellent income, stability, and community respect in this market of seven hundred and fifty thousand. Stations are group owned. Your response is guaranteed confidential and even if your current situation has presented you with a level of contentment we urge you to reply. Resume to Box A-2. EOE.

**Local sales manager:** WALK FM/AM, Long Island's AC Powerhouse, seeking extraordinary leader/motivator with record of exceptional success in broadcast sales management. Immediate opportunity to join strong, growing group at it's flagship station on Long Island (Nassau/Suffolk), the nation's 14th largest metro. Exceptional opportunity offering great lifestyle, growth potential and excellent income. Sell us! Write to General Sales Manager, WALK FM/AM, PO Box 230, Long Island, NY 11772. All inquiries held strictly confidential. EOE M/F.

**Displaced due to duopoly?** Commonwealth Communications has immediate opening for interim GM for Heritage combo WSPD/WLQR Toledo. Ideal opportunity to continue rebuilding during your transition period. Generous comp. package including bonus arrangement. Please submit resume in writing to David Ritter, 5067 Ritter Road, Mechanicsburg, PA 17055. Fax 717-796-9441. EOE.

**General manager:** KMCM/KMTA, Miles City, Montana needs knowledgeable "can do" person. Reply: 1218 Pioneer Building, St. Paul, MN 55101. EOE.

**Proven radio sales manager/AE:** Growing group operator seeking strong sales manager/account executive for growing, Class C regional FM, with upcoming duopoly acquisition, located in attractive western Virginia market (170,000+TSA). Substantial sales mgt experience required with proven results in small mkt. Competitive compensation package. Please forward credentials and references to Box A-10. EOE.

### HELP WANTED SALES

**Golden opportunity:** Seasoned broadcast sales and management pro needed for direct sales/training position with Western Broadcasting's Sign Marketing Group. The product: Market exclusive Radio-Sign Pro License Agreements. Currently, 64 Sign Pro's licensed nationwide. 50% travel, working with radio and TV broadcast operators nationwide. Base + commission, travel expenses. Must relocate to Montana. Send resume and references to: Mr. Rod Harsell, Sign Marketing Group, 2621 Brooks, Missouri, MT 59801. EOE.

### HELP WANTED TECHNICAL

**Chief engineer/operator** needed for major market high power FM, part of AM/FM/TV/DBS combo - Microwave, 2-way, hands-on studio and transmitter maintenance, frequent remotes. Minimum 5 years as chief, SBE certification. Good communications/people skills necessary. Immediate opening. Competitive salary and benefits. Please contact: General Manager, KSTP-FM, 3415 University Avenue, Minneapolis, MN 55414-3365. Equal opportunity employer.

### HELP WANTED ANNOUNCER

**Massachusetts AM-FM**, seeking news, sports, announcing & production talent. Send resume, tape to: Corydon Thurston, Berkshire Broadcasting, Box 707, No. Adams, MA 01247. EOE.

### SITUATIONS WANTED MANAGEMENT

**Triple threat general manager**, 30 yrs experience. Prime time talent, sales leader, motivator, sales promotion ideas for better monthly base, programmer. Former owner, looking for strong AM/FM & possible equity position. Prefer Intermountain area, but will consider location & future. Call 1-303-356-7186.

**Excellent GM/GSM**. 18 years in radio. All size markets. Superb people skills. Proven sales record. Bottom line oriented. Searching for a people oriented owner or organization in small or medium size market. All opportunities considered. Harry Dyer 417-466-7999.

**Seeking general manager position** in small to medium market with possible future buyout potential. Top biller. Conscientious. Currently in radio and real estate management. Ted 914-357-9425. 399 Rte. 202, Suffern, NY 10901.

**GM/GSM with record of #1's**, may also invest. 303-476-8289.

**Struggling AM?** Sensational new format with national potential GM/GSM. Reply to Box A-11.

**GM/GSM:** Experienced in medium and small market stations. Strong sales/sales training background. Prefer southeast market. 804-384-0127.

### SITUATIONS WANTED TECHNICAL

**Arizona only, chief engineer**, experienced all phases, high power AM and FM, directionals, construction, 20 years experience including top 50/100 markets. Dry warm climate! Reply to Box A-12.

### SITUATIONS WANTED ANNOUNCER

**Versatile disc jockey:** Disc jockey or news. Three years experience. Small market Country. Salary \$1200 a month. Dave 303-278-2169.

### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Highly popular two man morning team** seeking greater opportunity nationwide in any market. First person 20+ years as GM, GSM, PGM director. Second, 8 years news/public affairs director. Both experienced in sales, production, announcing. Will consider immediate posn. T&R 800-707-4848.

## TELEVISION

### HELP WANTED MANAGEMENT

**Business manager** for small television group in the Southwest. Must have accounting degree and a minimum of one year of experience. Send resume and references to Box T-33. EOE.

**National sales manager:** WHTM-TV, Harrisburg, PA ABC affiliate, seeks sales professional with a minimum of 5 years station or rep experience to co-ordinate the activities of all rep offices. College degree preferred. Send resume and qualifications to Frank Ratermann, Sales Manager, PO Box 5860, Harrisburg, PA 17110. EOE.

**General sales manager:** Fast-growing independent Tampa, Florida television station is looking for aggressive sales-oriented manager. Local management and national experience essential. Rep experience preferred. Send resume and references to 2000 W. 41st Street, Baltimore, MD 21211, Attention: Robert Smith. No phone calls, please. EOE.

**Promotion manager:** Smashing promotion makes our growing group a top performer! Sensational opportunity to use all your talents to their utmost. Great team makes us the most promotion oriented company in the business. If you have a solid record or performance as a promotion manager call Carol Callahan at 305-568-2000 for the challenge of learning and achieving greatness. Two years of proven achievement is required. Reply to Box A-6. EOE.

**WSFA-TV in Montgomery, Ala.**, is seeking a general sales manager with a solid track record in both local and national sales. Duties include supervision of and evaluation of the performance of the national sales manager, account executives and local and national sales assistants. Send letter and resume to Harold Culver, Vice President and General Manager, WSFA-TV, PO Box 250251. Phone: 205-281-2900. EOE.

**Extraordinary director of sales:** Group owner needs director of sales for Fox stations. Must have 10 years in national, local station, and rep management experience. Must have strong relationships with buyers throughout the country. Must perform beyond the averages to maximize sales. Must build and maintain superior sales teams. This is a once in a lifetime opportunity to join a great company with good people. Come grow with us. Send resume and salary to Box A-13. EOE.

**Broadcast traffic manager** for WFXG-TV, Augusta, Georgia, the #1 Fox affiliate in the nation and Fox's affiliate of the year. A minimum of 2 years experience in all phases of the Columbine traffic system is required. Must be highly organized and possess management skills. Send resume to WFXG-TV, PO Box 204540, Augusta, GA 30917. EOE.

**Local sales manager:** KBAK-TV (ABC affiliate) Bakersfield, CA. Newly created position for seasoned television professional. Candidate must have knowledge of sales research, inventory control, sales promotions and be able to direct a 6 person sales department. Position available immediately. Send resume, salary history and references to Marlene Heise, Vice President/Marketing KBAK-TV, PO Box 2929, Bakersfield, CA 93303. EOE.

**TV operations manager/executive producer:** Nationally recognized local cable television programming station serving 250,000 viewers, 1 1/2 hours north of New York City, is looking for a leader. The applicant must have the confidence and experience to manage all aspects of a highly successful news/sports/public affairs operation. Qualifications include a strong work ethic, demonstrated video and newscast production experience, management skills, excellent verbal and written communications skills and the ability to motivate a team of highly talented professionals. Send resume with a 3/4" or 1/2" videotape of programming you have produced to: Operations Manager, Cable 6 TV, Cablevision Industries, 25 Industrial Drive, P.O. Box 887, Middletown, NY 10940. No calls! EEO/m/f/h/v.



**Creative services manager:** ABC affiliate needs highly motivated, creative manager to supervise two-person department. Station has excellent news and strong programming, so superb promotion is a MUST! Applicants must be able to edit and produce video pieces, in addition to being responsible for media buys and community outreach campaigns. Send tape and resume to: General Manager, KBAK-TV 29, PO Box 2929, Bakersfield, CA 93303. EOE.

**General sales manager,** WCBD-TV 2 Charleston, SC seeking master of all TV sales, including local, national, inventory control and research. Send resume and references to President, WCBD-TV, PO Box 879, Charleston, SC 29402. No phone calls. EOE M/F. Drug screening. All replies totally confidential.

**Traffic manager:** for KEYT-TV, an ABC affiliate in Santa Barbara, California. Candidate should have previous traffic experience (management preferred). Knowledge of Columbine Systems. Should be detail oriented and possess analytical and people skills. Resume to: General Sales Manager, KEYT-TV, 730 Miramonte Dr., Santa Barbara, CA 93109. No phone calls please. EOE.

#### HELP WANTED SALES

**National sales manager:** Strong network affiliate in top 50 market seeks qualified professional with previous rep or station background. Strictly confidential. Send resume to Box A-9. EOE.

**TV AE: WVIT, a Viacom station,** seeks AE with heavy agency/new business development. Minimum two years sales experience and college degree required. Resumes to: Ron Pulera, WVIT, 1422 New Britain Avenue, West Hartford, CT 06110. EOE.

#### HELP WANTED TECHNICAL

**Chief engineer:** Commercial UHF independent seeks experienced chief engineer responsible for repair and maintenance of transmitter facility, microwave system and studio equipment. Applicant must possess FCC license and knowledge of FCC rules and regulations. Reply to Box A-14. Equal opportunity employer.

**Assistant engineer:** Great entry level position at UHF television station for technical school or college electronics grad. Candidate will have knowledge of FCC rules and regulations. Duties include routine transmitter maintenance and broadcast equipment maintenance/repair. Reply to Box A-15. Equal opportunity employer.

**Director/technical director:** WTVH-5, Syracuse, NY has an immediate opening for an experienced person to direct and switch local programs, commercials, promos and special projects. Supervisory experience a plus. Send VHS tape with examples of newscasts and commercial/promotion production to David Tinsch, WTVH-5, 980 James Street, Syracuse, NY 13203. No phone calls please. EOE.

**Chief engineer:** Small market CBS affiliate with heavy news commitment seeks chief engineer. Duties include oversight of 3 person maintenance staff plus master control operators and operating engineers, hands-on maintenance of studio, control room, transmitter and FCC compliance. This is not a desk job. Send resumes to WLFV-TV, PO Box 2618, Attn: General Manager, West Lafayette, IN 47906. Please, no phone calls. EOE M/F.

**Maintenance engineers:** Network seeks two highly qualified technicians in its Hialeah, Florida facility. Candidates must be experienced in the maintenance of all types of studio, production and ENG field equipment. Send resume to: Telemundo Network, Inc. Human Resources Dept. 2470 West 8th Avenue, Hialeah, FL 33010. EOE.

**General maintenance technician.** Min. 5yrs hands-on experience. New studio facilities, Sat & MW truck. Resume, salary required to: Jerrell Kautz, CE, WCBI-TV-4, Box 271, Columbus, MS 39701-0271. EOE.

#### HELP WANTED RESEARCH

**WPXI-TV (NBC), Cox Broadcasting Pittsburgh (17)** is looking for a research director. The successful candidate must have full and working knowledge of ratings and qualitative research. Candidate will work closely with the local sales staff, national rep, station promotions and programming departments. Must have strong computer skills including experience with BMP, STAR, Market Manager, WordPerfect, Excel, Harvard Graphics and Atlas Mapping or similar systems. Broadcast experience required. Send resume and salary history to: Howard Zeiden, Director of Sales & Marketing, 11 Television Hill, Pittsburgh, PA 15214. EOE-M/F.

**Media research freelancer:** Year-round freelance cable TV audience researcher wanted for NYC-based television production company. Must be familiar with all Nielsen services. Agency, media or cable network research background a plus. Resumes only. 19 West 44th Street, Suite 312, New York, NY 10076. EOE.

**Sales support/research:** WTXF-TV Philadelphia seeks a sales support/researcher to service the sales department. The position requires working knowledge of Nielsen; various qualitative sources such as MRI, Simmons or Scarborough; Media-watch; word processing and computer literacy; and excellent writing skills. Program research a plus. The individual selected will work hands-on with sales and station management and interface with rep research and marketing services. Please forward your resume to Bill Ballard, GSM, 330 Market Street, Philadelphia, PA 19106. EOE.

#### HELP WANTED NEWS

**Small market, CBS affiliate,** is seeking two positions for its computerized newsroom: Reporter and anchor/reporter. Reporter must be able to gather, write and edit three-quarter inch video tape for broadcast. Anchor/reporter requires fluent Spanish and responsibilities include 50% anchoring for a daily mid-day newscast and 50% reporting. Degree and experience preferred for both positions. Send resume and tape to Personnel Director, KLST-TV, 2800 Armstrong, San Angelo, TX 76903. EOE.

**Meteorologist:** KETV, Omaha has an immediate opening for a meteorologist to do morning weather. Qualified candidate will have a degree in meteorology or equivalent experience. Must have AMS seal or ability to obtain it within six months. Three years television weathercasting required. Send tapes to Rose Ann Shannon, News Director, KETV, 2665 Douglas Street, Omaha, NE 68131. EOE.

**Wanted:** Producers and weather talent for new shows. Resumes to Box A-16. EOE.

**Do you have what it takes to be #1?** Strong #2 ABC affiliate with a "new vision", eyeing '94 expansion in the growing Upper Midwest seeking: Producers/assignment desk: Creative and demanding, with vision. Photographer/editors: M-II format. Innovative eye and ear. LIVE experience a plus. Reporters: Tough questioner, ability to dig and cut through the bureaucratise to tell the story. Meteorologists: AMS seal preferred. Kavouras. Clear communicator in a critical weather market. Anchors: No beginners. Experience, communication skills and maturity. Superb writing & reporting skills essential. Sports: Anchors/reporters. Sports background and a tilt toward the non-traditional. Strong work ethic, high motivation and desire to win an absolute must at all positions. This is a competitive situation where professional growth does not stop. If you're a small-market veteran looking for challenge, not retirement, or a beginner looking for experience and education send a 3/4 or VHS (non-returnable) tape & resume to: News Director, KSFY-TV, 300 North Dakota Ave., Ste 100, Sioux Falls, SD 57102. No phone calls. EOE.

**Weather anchor:** Let your personality and presentation shine in our morning newscast. Active coastal weather market. State of the art equipment. Resume and tape to Box A-17. EOE.

**News director-WRIC TV,** Richmond, Virginia. Candidate must possess proven news and management skills with a winning news operation. Only experienced news directors will be considered. Send resumes (no tapes or phone calls) to Ben McKeel, General Manager, WRIC TV, 301 Arboretum Place, Richmond, VA 23236-3464. an equal opportunity employer; women and minorities encouraged to apply.

**Needed now.** A seasoned reporter/anchor who deserves nothing more than to be the best. Exciting overseas opportunity! Must be self starter, team player, concise writer and willing to go the extra mile. If you have what it takes to meet deadlines, beat the competition and succeed at all costs...rush tape and resume the first time to: News Director, Guam Cable TV, 530 West O'Brien Drive, Agana, Guam 96910. This is not an entry level position. EOE.

**Reporter:** Southeast CBS affiliate looking for strong storyteller who breaks stories on a consistent basis. Candidate must have a minimum of two years commercial news reporting experience. Absolutely no beginners. Candidate should have potential to anchor. Send tape, resume and salary history to Elliott Wiser, News Director, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. No phone calls please. M/F EOE. Minorities strongly encouraged to apply.

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

**Reporter/weekend anchor:** Need creative story teller who breaks stories and can anchor a self-produced show. No beginners. Send recent entire cast and reporting. **Producer:** Need 6pm producer who can also coordinate special projects. Send non-returnable VHS or 3/4" tape, and critique of cast to: Karen Frankola, WKJG-TV, 2633 W. State Blvd., Fort Wayne, IN 46808. EOE.

**News producer:** Consumer Reports Television is looking for an experienced news producer/writer who understands consumer reporting. At least 5 years of producing/writing experience in consumer and related fields. Send resume and sample scripts to: Diane Barrett, Consumers Union, 101 Truman Avenue, Yonkers, NY 10703. EOE.

**Looking for very creative reporter** who loves to shoot and edit their own stuff. Needs to be a self starter with tons of story ideas. Fast paced, Rock and Roll format. Send tape and resume to Mark Olinger, News Director, KSHB Fox 41, 4720 Oak Street, Kansas City, MO 64112. No phone calls please. EOE.

#### HELP WANTED PROGRAMMING PRODUCTION & OTHERS

**Computer editor:** Northeast ABC affiliate has immediate opening for producer/director/computer editor. Requirements: 2-3 years experience with Grass Valley 200, 300 switchers and Grass Valley computer editing systems, Ampex ADO. Looking for a creative individual with leadership ability able to work with progressive promotion and production departments. Must meet the demands of a 24 hour news station! Applications accepted through January 17, 1994. Only resumes and tapes will be accepted and all interviews will be by appointment only. No phone calls please! Please send resume and tape to: Stuart Giannini, Production Manager, WPRI Television, 25 Catamore Blvd., East Providence, RI 02914. EOE.



## CLASSIFIEDS

**Videographer/editor:** CBS affiliate and number one station in Richmond, Virginia is looking for a videographer/editor to add to our production staff. Responsibilities include shooting, directing and editing documentary, promotional and commercial material. Attention to detail, high quality standards and professionalism a must! Minimum of two years shooting experience necessary. Send resume, tape and salary requirements to John Gill, Creative Services Director, WTVR-TV, 3301 West Broad Street, Richmond, VA 23230. No phone calls please. M/F/EOE.

**Large financial association** based in Washington, DC is presently searching for a media services manager. The successful candidate will design and implement programs promoting electronic and print media coverage for the association. Utilizing personal visits, telephone contact and direct mail to increase coverage in television and radio newscasts, newspapers and wire service reports. Serve as liaison to vendors (of association information) to the public. Some media relations and management duties will also be performed. This position requires a bachelors degree (or equivalent) in a related field and 5-7 years of related experience in media, preferably television news. Some travel will be required. Experience in the financial industry is strongly preferred. Send your resume and salary requirements to: Human Resources-MRM, 1735 K Street, NW Washington, DC 20006. EOE M/F/D/V.

**Television network:** Seeks to fill a variety of positions needed to build, operate and maintain a new broadcast facility in Hialeah, Florida. The facility will include new studios, videotape and master control areas to be used in conjunction with a new 24-hour news service scheduled to debut in 1994. Audio Operators, directors, maintenance & construction engineers, technical directors, traffic. Send resume to: Telemundo Network, Inc. Human Resources Dept. 2470 West 8th Avenue, Hialeah, FL 33010. EOE.

**Are you interested in international experience?** We are interested in US experience. We are a growing Swedish commercial television station looking for a dynamic on-air promotion producer to write, produce and oversee the promotion staff. Send resume and tapes ASAP to: Promo Department, TV5 Nordic, PO Box 26205, 100 41 Stockholm, Sweden. EOE.

**TV producer with on-air presence:** Must be able to develop interesting story ideas for weekly magazine; direct EFP; interview subjects; write and narrate first-rate scripts; edit video tape; and host in-studio. Minimum two years experience required. Preference given to applicants with studio directing experience. Send resume to Executive Secretary, WVPT-TV, 298 Port Republic Road, Harrisonburg, VA 22801 by January 28. No phone calls. Equal opportunity employer.

**Producer/fundraising:** WPBT, public television in South Florida, has an opening for someone to produce all videotape, live television, studio or remote productions related to fund-raising, marketing and membership activities. We're looking for a creative person with at least three years experience in live studio and remote productions as a producer or associate producer. Must have strong writing skills. Send resume with salary requirements to: Human Resources, WPBT/TV2, PO Box 2, Miami, FL 33261-0002. An equal opportunity employer, M/F/D/V.

**Producers:** Two experienced, versatile producers needed to produce and develop local TV station's entertainment, sports, magazine, game and comedy shows. Resume and cover letter to Box A-18. EOE.

### SITUATIONS WANTED MANAGEMENT

**Copenhagen-based experienced American TV producer** will pursue your TV production and business interests in Scandinavia. Contact: Noel Fox, Cadogan Communications Ltd. Fax (4531) 959582.

### SITUATIONS WANTED TECHNICAL

**Maint. Tech.,** IKE, BVH, BVW, Belacart, Mil. Tim 614-898-9120.

### MISCELLANEOUS

**NBC Chimes.** Less than 50 original 1940's NBC Chimes discovered! Used for networks 60th anniversary. 4"x6" \$135 each; only six 8"x13" \$325 each. S/H \$7.50 each. Checks to: KING, Suite 1314, 220 Park Ave. So., New York City, NY 10003.

## ALLIED FIELDS

### HELP WANTED MANAGEMENT

**Sales managers/sales reps/franchise owners:** Fast growing direct mail division of Cox Enterprises, Inc. has openings for sales managers, sales reps and/or franchise owners in various markets. 25 year old national company. Send resume and letter indicating interest to: Joe Bourdow, Exec. VP, Val-Pak Direct Marketing Systems, Inc., 8605 Largo Lakes Drive, Largo, FL 34643. Offering of franchises is made by prospectus only. EOE.

### HELP WANTED INSTRUCTION

**Baylor University:** The department of communication studies at Baylor University invites applications for an assistant professor in telecommunication. This is a tenure track position, requiring a Ph.D. in Telecommunication, Communication Studies, or related fields. Responsibilities include teaching classes and conducting research in mass communication theory and research methods, including mass media effects and social impact. Applicants should be willing to develop undergraduate and graduate courses and direct graduate level theses. Salary is competitive depending on education and experience. Applicants should submit a letter of application, complete vita, and three letters of recommendation by February 15, 1994, to Lee R. Polk, Chair, Department of Communication Studies, Baylor University, P.O. Box 97368, Waco, TX 76798-7368. Baylor is a Baptist university affiliated with the Baptist General Convention of Texas. As an affirmative action/equal employment opportunity employer, Baylor encourages minorities, women, and persons with disabilities to apply.

**Hunter College, City University of New York,** Department of Communications: Tenure track position for assistant/associate professor of journalism available September, 1994. To teach undergraduate courses in reporting, feature writing and journalism history and criticism. Ph.D. in Journalism or equivalent publication in journalism or related field. Salary: Asst. prof. - \$29,931-\$50,205; assoc. prof. - \$39,003-\$59,994. Send a detailed resume, names and addresses of three references and a selection of recent publications by March 9, 1994 to: Serafina Bathrick, Search Committee, Department of Communications, Hunter College, CUNY, 695 Park Avenue, New York, NY 10021. EOE.

**Graduate assistants (9), Miami University,** in Mass Communication Master's degree program. The following assistantships are available: (1) work for WMUB FM, full time 30kw NPR affiliate, Big Band-Jazz-News format - 2 positions in news, 1 position in operations, 1 position in marketing. (2) 4 positions as teaching & research assistants. (3) 1 position as video production assistant for educational access cable channel. Stipends for 1994-95 academic year approximately \$7,000, plus fee waiver. 3.0 GPA required. Send letter of inquiry immediately to Dr. David Sholle, Williams Hall, Miami University, Oxford, OH 45056. AA/EOE.

**Journalism:** Teach broadcast news and documentary. PhD required, plus potential for research. Screening begins Feb. 1, 1994. Send resume to Broadcast Search Committee, Department of Journalism, Bowling Green State University, Bowling Green, OH 43403. BGSU is an equal opportunity/affirmative action employer.

### HELP WANTED TECHNICAL

**Visiting extension specialist, video:** Office of Agricultural Communications & Education at the University of Illinois, Urbana-Champaign. Visiting academic professional (three year funding), 12-month, full-time position with possibility of recurring permanent funding support in the future. Bachelor's degree required. Three years work experience in professional video production; including writing, producing, shooting, editing, graphics, etc. For full consideration applications should be received by Jan. 14, 1994, Position available Feb. 21, 1994. Send letter of interest, resume, demo reel, and references to: Randy McCabe, 72 Mumford Hall, 1301 W. Gregory Dr., Urbana, IL 61801; telephone 217-333-7175. The University of Illinois is an affirmative action/equal opportunity employer.

### FINANCIAL SERVICES

**Immediate financing** on all broadcasting equipment. If you need \$2,000-\$500,000. Easy to qualify, fixed-rate, long term leases. Any new or used equipment & computers, 100% financing, no down payment. No financials required under \$50,000, refinancing existing equipment. Call Mark Wilson at Exchange National Funding 800-275-0185.

**Equipment leasing:** Application only to \$50,000. Up to \$1.5 million with full financials. New and used equipment. Allen Marshall, Broker. 404-227-8737.

**Lease purchase option:** Refinance existing equipment, lease purchase new equipment, no down payment, user friendly. Carpenter & Associates, 800-760-4020.

### EDUCATIONAL SERVICES

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

### EMPLOYMENT SERVICES

**Home typists,** PC users needed. \$35,000 potential. Details call 1-805-962-8000 Ext. B-7833.

**Grads/reporters/anchors:** Hire a former news director/anchor/15-yr. broadcast veteran to personally critique your tape! Improve your marketability. Send non-returnable 3/4 or VHS tape, resume, and \$50 to News Managers Consultants, 7913 Potter Plaza, Omaha, NE 68122.

**Government jobs** \$16,040-\$59,230/yr. Now hiring. Call 1-805-962-8000 ext. R-7833 for current federal list.

### WANTED TO BUY EQUIPMENT

**Used videotape:** Cash for 3/4" SP, M2-90's, Betacam SP's. Call Carpel Video 301-694-3500.

**Donate electronic equipment** for producing & broadcasting educational formats to D'Var Institute. Receive full IRS deductions. 1-800-33-TORAH. We also accept vehicles, boats and collectibles.

### FOR SALE EQUIPMENT

**AM and FM transmitters,** used, excellent condition, tuned and tested your frequency. Guaranteed. Financing available. Transcom. 800-441-8454, 215-884-0888, Fax 215-884-0738.

**Broadcast equipment (used):** AM/FM transmitters, RPU's, STL's antennas, consoles, processing, turntables, automation, tape equipment, monitors etc. Continental Communications, 3227 Magnolia, St. Louis, MO 63118. 314-664-4497. Fax 314-664-9427.



**For sale:** GI Videocipher II Plus. Single thread encryption system with custom shipping cases. 508-877-2210.

**Brand new TTC 2500B** 2-1/2kw AM transmitter still in original crate. \$12,000 or best offer. Ask for Jessica 702-246-9292.

**Jampro antenna:** Four years old, directional, channel 49, 713-820-4900 Tim.

**Blank tape, half price!** Elcon magnetically evaluated blank 1", 3/4", Betacam and SP videotape available. Also have VHS, M2, D2 and 2". We'll beat any price! Call Carpel Video for catalog 800-238-4300.

**Save on videotape stock:** Evaluated broadcast guaranteed great for resumes, editing & dubbing 3/4", 1" & SPs. Custom loaded VHS. Call I.V.C 800-726-0241 VS/MC.

**CABLE**

**HELP WANTED SALES**

**Account executive** for Western PA turnkey. Experience in cable preferred but not mandatory. Over 70,000 subs. Great opportunity for established cable ad sales person or a radio person who is ready to "move up." Call voice mail 24 hours a day 814-949-6011. EOE.

**HELP WANTED SALES**

**Research Analyst**—Bethesda-based Discovery Networks seeks a detail-oriented research analyst to help maintain ratings estimates in computerized databases. Applicants should have strong communication, mathematical and computer skills, as well as hands-on experience with audience ratings. Other requirements are 1-2 years experience in a broadcast or cable research department or audience research supplier. Send cover letter and salary requirements to Discovery Networks, c/o Ted Hawthorne, Research Department, 7700 Wisconsin Ave., Bethesda, MD 20814. No phone calls accepted. EOE.

**HELP WANTED TECHNICAL**

**Technical supervisor**—Cox CableRep Advertising seeks a video engineer to assume the duties of technical supervisor for Gainesville/Ocala. Applicants must have experience in the following: Strong RF/video and professional Sony playback equipment background, studio equipment maintenance, knowledge of digital and compression technology, LAN, hardware and software experience. Degree and management skills preferred. Ability to interface proactively with sales and traffic personnel to provide support essential. Excellent benefits. Send resumes and references to: Ad Sales Manager, Cox CableRep Advertising, P.O. Box 147012, Gainesville, FL 32614. EOE.

**SITUATIONS WANTED MANAGEMENT**

**GM/GSM available:** Sold out in present system. 303-476-8289.

**We'll give you all the credit.**



**We also accept American Express  
FAX (202) 293-FAST**

**OR MAIL TO: Classified Dept.,  
1705 DeSales Street, NW,  
Washington, DC 20036.**

**RADIO**

**HELP WANTED TECHNICAL**

**StandardNews**

One of America's fastest growing radio networks is seeking qualified **NETWORK CONTROL OPERATORS** for its Washington, DC office. Candidates must have prior radio operations experience and possess basic computer skills to perform technical functions in a very busy network news environment. For immediate consideration, send your resume and cover letter with salary requirements to:

STANDARDNEWS  
Operations Manager  
1301 Pennsylvania Ave. N.W.  
Suite 402  
Washington, DC 20004  
or FAX to (202) 737-3362 EOE

**TELEVISION**

**HELP WANTED NEWS**

**GENERAL ASSIGNMENT REPORTER**

Successful Gulf Coast Fox affiliate in Ft. Myers/Naples seeks General Assignment Reporter. 3 years experience, college degree preferred, minorities are encouraged to apply. No telephone calls, please. Send non-returnable tape and resume to: **Mark Pierce, Station Manager, 621 Pine Island Rd., Cape Coral, Florida 33991.**

We are an equal opportunity employer.

**SITUATIONS WANTED NEWS**

**HIRE A POLK WINNER**

Proven Excellence in Investigative Reporting and Series/Documentary Production  
A can do... team player. Interest in investigations and special projects production. Can have an immediate impact on your market and make a quality difference to your product.  
**Reply to Box T-17**

**HELP WANTED TECHNICAL**

**TECHNICIANS**

CNBC, located in the NY metropolitan area, is seeking highly motivated and team oriented individuals for several freelance positions in technical operations. Candidates should have 2-5 years experience in studio camera, stage managing, chyron, commercial integration, editing and/or ENG camera. Please send your resume to Personnel Manager, CNBC, Box T, 2200 Fletcher Ave., Fort Lee, NJ 07024.

Equal opportunity employer.



**HELP WANTED PROGRAMING, PROMOTION & OTHERS**

**DESIGN DIRECTOR**

Are you a creative art & design genius just waiting for your shot at the big time?

**KCAL-TV** Los Angeles, a part of the Walt Disney Company, may have your dream job!

We're going to find the best local television designer in America with these qualifications:

- 2+ years in design management
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- Macintosh background preferred.

You'll work with a nationally recognized, award-winning promotion & graphics team, at a company where creativity is priority #1.

As part of the Walt Disney Company we offer a salary commensurate with experience and outstanding benefits. Please send cover letter, resume and salary history, videotape including a newscast segment and nonreturnable print samples to: **Human Resources, KCAL-TV, 5515 Melrose Ave., Los Angeles, CA 90038. FAX: (213) 460-6265. NO PHONE CALLS, PLEASE.** Equal Opportunity Employer.



Part of the Magic of The **Walt Disney** Studios ©



HELP WANTED RESEARCH

# RESEARCH MANAGER

KNBC is seeking a Research professional to analyze and prepare all ratings information for sales, news and promotion. Experience making presentations is a must. Responsibilities include coordinating Magid research for news department, conducting and analyzing focus groups for promotion and news, and overseeing vendors.

Qualified candidates will have experience in television, syndication, or advertising agency research. A college degree with emphasis in marketing, business or research is required; an MBA is desired. Must possess knowledge of Nielsen rating systems and computer skills including specialized research packages, spreadsheets, word processing and desktop publishing.

If you possess the above requirements, please submit your resume with salary history to: NBC Employment, Dept. RS, 3000 W. Alameda Ave., Burbank, CA 91523.

KNBC is an equal opportunity employer.



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**JOBPHONE**  
Inside Job Openings, Nationwide

Press 1 Radio jobs, updated daily  
2 Television jobs, updated daily  
3 Hear "Talking Resumes"  
4 To record "Talking Resumes" and employers to record job openings  
5 Entry level positions

**1-900-726-JOBS**  
\$1.99 Per Minute (5627)

**EMPLOYMENT SERVICES CONTINUED**

**1-900-40-RTNDA** Updated Daily  
**RTNDA Job Service**  
85 cents a minute. Listings free.  
Call 202-659-6510 (Fax 202-223-4007).  
Radio-Television News Directors Association  
1000 Connecticut Ave., N.W., Suite 615  
Washington, D.C. 20036

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We save you time.  
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**1-900-787-7800**  
Average call 2-3 mins. Avg. Cost \$5.85 \$1.99 per min.  
Must have a touch-tone phone and be 18 years or older

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Donald E. Wildmon  
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Tupelo, MS 38803  
601/844-5036

**EARLY DEADLINE NOTICE**

Due to the celebration of Dr. Martin Luther King Jr.'s birthday, the Jan. 24 issue will close early. The deadline for classified advertising is Jan. 14, 1994 at Noon.



## FOR SALE STATIONS

## SURPLUS PROPERTY SALES

U.S. Information Agency, Office of Contracts, M/KC, Room 1611, 330 C Street, SW, Washington, DC 20547

**DISPOSAL OF THE VOICE OF AMERICA'S (VOA) MEDIUM WAVE RADIO STATION BROADCASTING FACILITIES AND PERSONAL PROPERTY LOCATED IN PUNTA GORDA, BELIZE, CENTRAL AMERICA**  
**POC Contracting Officer: James W. Durham; FAX 202-205-5466.** Medium Wave Radio Station - The USIA Bureau of Broadcasting's Voice of America (VOA) intends to sell or lease the Voice of America's (VOA) installed radio broadcasting facilities and personal property located in Punta Gorda, Belize (CA). The Belize Radio Station is located at Orange Point on the Gulf of Honduras immediately to the southwest of Punta Gorda, Belize. It transmits programs to Honduras and Guatemala. The station, occupying approximately 240 acres leased from the Government of Belize, is equipped with two 100 kiloWatt Harris medium wave (amplitude modulation), transmitters, two directional antenna arrays; an on-site diesel power plant consisting of five 225 kiloWatt Caterpillar generator sets, satellite terminal equipment, ancillary control and monitoring equipment, five support vehicles, tools, and spare parts. Leasehold improvements consist of radio transmitters, antennas and ancillary equipment, buildings and fences, power generating and distribution systems, water systems, telephone exchange, test equipment and spare parts. Unless otherwise identified by USIA, all property presently on site is offered. Offerors are advised that this offer does not include the land itself nor any right or license to broadcast radio signals from this site. A successor agreement must be concluded between the Government of Belize and a new occupant for land lease, broadcasting license, frequency authorizations, etc. USIA intends to issue a solicitation document for this proposed disposal action by January 1994 with a proposal response date 30 days thereafter. Qualified offerors may request a copy of the forthcoming solicitation by submitting a written request to the USIA Contracting Officer at the above-listed address. All responsible sources may submit an offer which will be considered. (337)

## Southeast - 1994

**Full Class C FM. Big, Big signal.**  
 City grades two major university cities in two states. Also, low-dial AM.

\$1.0 million. Terms.

**AM/FM Combo (Class A) in city of 30,000.** Excellent facilities, equipment, real estate. Owner of 40 years retiring. \$500,000.

**5kw AM/3kw FM. Building plus 14 acres.** Same owner since 1949. Dual city market of 14,000. Profitable for many years. \$375,000. Terms.

**AM/FM combo in Blue Ridge foothills.** Established 1951. Consistently grosses over \$300,000. Asking \$500,000 with real estate. Terms.

**AM Jewel. Only station in county of 70,000.** Secure situation. Resort and retirement area. Grossing over \$600,000. Can cash flow \$250,000. Asking \$850,000.

**SNOWDEN Associates**

MEDIA BROKERS

Dick Paul • Tom Snowden • Paul Reid



919-355-0327

### Big Sky Country Zero Down, Easy terms

AM/FM Combo in small market Eastern Montana. \$525,000 with easy terms, even zero down to the right party. Will also consider a trade. Send inquiry and qualifications to **Box A-19**.

## W. John Grandy

**BROADCASTING BROKER  
 117 Country Club Drive  
 San Luis Obispo, CA 93401  
 Phone: (805) 541-1900  
 Fax: (805) 541-1906**

### ARIZONA

Northeastern Arizona. 5,000 Watt A.M.; 3,000 Watt F.M. (FCC Approval for 25,000 Watts). Only \$150,000. To be relocated. Write or Call Lou or Bea Reynolds, CENTURY 21 Sunshine Realty, P.O. Box 1659, Show Low, AZ 85901. (602) 537-7121.

### Metro FM-South

**Top 50 C-2  
 Market pop. 1.6 million  
 Exclusive Agents  
 504-833-1899  
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## FOR SALE

Full-day, individual seminar for radio investors, given privately to you. Group owner/operator with 25 years experience and ex-NAB General Counsel explain station search, negotiation, financing FCC rules, takeover, and many other topics you choose. Learn how to buy in today's environment. Call Robin Martin or Erwin Krasnow today for details and a brochure.

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### BROADCASTING & CABLE'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING & CABLE, Classified Department, 1705 DeSales St., N.W. Washington, DC 20036. For information call (202) 659-2340 and ask for Mitzi Miller

**Payable in advance.** Check, money order or credit card (Visa, Mastercard or American Express). Full and correct payment must accompany all orders. All orders must be in writing by either letter or Fax 202-293-3278. If payment is made by credit card, indicate card number, expiration date and daytime phone number.

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

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

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed. Any and all errors must be reported to the Classified Advertising Department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

**Rates:** Classified listings (non-display). Per issue: Help Wanted: \$1.70 per word, \$34 weekly minimum. Situations Wanted: 85¢ per word, \$17 weekly minimum. All other classifications: \$1.70 per word, \$34 weekly minimum.

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

**Rates:** Classified display (minimum 1 inch, upward in half inch increments). Per issue: Help Wanted: \$148 per inch. Situations Wanted: \$74 per inch. All other classifications: \$148 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space. Frequency rates available.

**Blind Box Service:** (In addition to basic advertising costs) Situations wanted: No charge. All other classifications: \$20 per ad per issue. The charge for the blind box service applies to advertisers running listings and display ads. Each advertisement must have a separate box number. BROADCASTING & CABLE will now forward tapes, but will not forward transcripts, portfolios, writing samples, or other oversized materials, such materials are returned to sender. Do not use folders, binders or the like. **Replies to ads with Blind Box numbers** should be addressed to: Box (letter & number), c/o BROADCASTING & CABLE, 1705 DeSales St., NW, Washington, DC 20036.

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

For subscription information  
 call 1-800-554-5729.



## Nothing new

EDITOR: In the Dec. 6, 1993, issue of BROADCASTING & CABLE, the article "Old Kentucky home shopping" states that Bacons Department store in Louisville may be the first department store in the country to televise a home shopping show. That honor belongs to Rich's Department Store in Atlanta, and to WSB-TV there, where I produced the first such program more than 43 years ago. The details are contained in an article that I wrote for BROADCASTING in its Nov. 20, 1950, issue.—*Elmo I. Ellis, vice president emeritus, Cox Broadcasting Corp., Atlanta.*

## Circulation, not cume

EDITOR: It is often said that extracting one solid idea from any convention helps to cover the cost of attendance. Last year's National Association of Broadcasters convention added even greater value if our industry would only consider the change.

Far too often we find ourselves attempting to explain "our" way of measuring listener response, while being met with doubting looks and misunderstanding. Meanwhile, competitors (magazines and newspapers) that long ago should have met with drastic changes (downward) in revenues continue to prosper.

Here we are as a maturing and downsizing industry, reacting to the changing media market with more of the same. Can't we consider ending the insanity of pleading for understanding of our own terms (cume) and adopting the strategy of competing media with a similar definition—circulation?

Think of the sales implications when speaking to retailers of the combined audience circulation of competing radio stations, with figures three to four times greater than the competing local daily. How about circulation numbers for specialized formats—such as all news—three times greater than the *New York Times*? Why continue to beat a dead horse (cume) by trying to educate a media-buying community on terms they don't consider user friendly, instead of preparing for the complex-

ities of the 21st century? Circulation instead of cume—try it at your next sales meeting, and see if your staff also understands it a little better.

—*Scott Meier, general manager/VP, WYCD(FM) Royal Oak, Mich.*

## EBS alternative

EDITOR: On page 70 of your Dec. 20, 1993, issue, in the letter "EBS answer," Richard Rudman mentions a "simple" EBS device [that] will cost between \$2,500 and \$3,000, possibly more." From the very outset, TFT, supplier of more than 60% of the EBS equipment in use today has had low initial equipment costs as an objective for its new EBS design. Unfortunately, the estimate is from the other system proponent that uses a 15-year-old European design developed out of fear of sabotage as an attack-warning system. TFT's simple device, which will be used by most broadcasters and cablecasters in conjunction with existing EBS equipment, is targeted to sell for only \$750.

TFT's design also incorporates digital signaling (to further reduce costs and operator training) that is already in use by the National Weather Service. Automatic operation, long sought by broadcasters and mandatory in cable operations, is a fundamental feature of TFT's EIS 911.

Technology is not the issue here, but government regulation is. Technology can serve broadcasters' and cablecasters' needs only in a regulatory environment that will make the saving of lives and property an unbundled service for those who are responsible citizens in their communities.—*Darryl E. Parker, director of marketing, TFT Inc., Santa Clara, Calif.*

## Help us help you get your magazine delivered on time

If you are now receiving BROADCASTING & CABLE via hand delivery, your issue should arrive before 8 a.m. each Monday. If not, please call 800-554-5729 prior to 9:45 a.m. for a same-day replacement copy.

# Datebook

## JANUARY

**Jan. 12**—Q&A session sponsored by *International Radio and Television Society*. Time-Life Building, New York. Contact: Lyvann Oum, (212) 867-6650.

**Jan. 14**—Deadline for entries for 1993 *Peabody Awards*. Contact: (706) 542-3787.

**Jan. 14**—Deadline for entries for 1994 Green Eye-shade Awards sponsored by *Society of Professional Journalists, Atlanta professional chapter*. Contact: (404) 496-9957.

**Jan. 14-20**—*National Association of Broadcasters* winter board meeting. Carlsbad, Calif. Contact: (202) 429-5300.

**Jan. 14**—*New York Festivals* international television programming awards presentation. Sheraton New York and Towers, New York. Contact: Anne White, (914) 238-4481.

**Jan. 15-18**—*MILIA '94* international multimedia content market. Cannes, France. Contact: Barney Bernhard, (212) 689-4220.

**Jan. 18**—"Copyright" for Communications Lawyers, seminar sponsored by *Federal Communications Bar Association*. Washington Marriott, Washington. Contact: (202) 833-2684.

**Jan. 21**—Deadline for entries for the *National Academy of Television Arts and Sciences* 1993-1994 Daytime Emmy Awards. Contact: Trudy Wilson, (212) 586-8424.

**Jan. 23-24**—*Association of Independent Television Stations*. Miami. Contact: (202) 887-1970.

**Jan. 24-27**—*NATPE International*. Miami Beach. Contact: (310) 453-4440.

**Jan. 25-26**—*South Carolina Cable Television Association* convention. Columbia Marriott Hotel, Columbia, S.C. Contact: Nancy Home, (404) 252-4371.

**Jan. 29-Feb. 1**—*National Religious Broadcasters*. Washington. Contact: (703) 330-7000.

**Jan. 30-Feb. 1**—*North American National Broadcasters Association* annual meeting. Maria Isabella Sheraton Hotel, Mexico City. Contact: Kate Normandeau, (613) 738-6553.

## FEBRUARY

**Feb. 1**—Deadline for entries for *National Media Owl Awards*. Contact: (312) 951-6868.

**Feb. 4-5**—*Society of Motion Picture and Television Engineers* advanced television and electronic imaging conference. Chicago. Contact: Carol King, (914) 761-1100.

**Feb. 7**—*Nebraska Broadcasters Association* annual state legislative meeting and hall of fame banquet. Cornhusker Hotel, Lincoln, Neb. Contact: Richard Palmquist, (402) 339-3034.

**Feb. 7-11**—*34th Monte Carlo Television Festival*. Monte Carlo. Contact: (33) 93-30-49-44.

**Feb. 8-9**—*Cable Television of Georgia* annual convention. Westin Peachtree Plaza Hotel, Atlanta. Contact: Nancy Home, (404) 252-4371.

**Feb. 9-12**—*Satellite XIII*, sponsored by *Phillips Business Information*. Sheraton Crystal City, Arlington, Va. Contact: (301) 424-3338.

**Feb. 10-12**—*Satellite Broadcasting and Communications Assn*. Anaheim, Calif. Contact: (703) 549-6990.

**Feb. 17-20**—*Radio Advertising Bureau* managing sales conference and executive symposium. Loews Anatole Hotel, Dallas. Contact: Gail Steffens, 800-722-7355.

**Feb. 21-23**—*Great Lakes Broadcasting conference* and expo. Lansing, Mich. Contact: (517) 484-7444.

**Feb. 23-25**—*1994 Texas Show*. San Antonio Convention Center, San Antonio, Tex. Contact: (512) 474-2082.

## MARCH-MAY

**March 18-21**—*Broadcast Education Association*. Las Vegas. Contact: (202) 429-5354.

**March 21-24**—*National Association of Broadcasters*. Las Vegas. Contact: (202) 429-5300.

**March 24**—*National Association of Black Owned Broadcasters* 10th annual communications awards dinner. Sheraton Washington, Washington. Contact: Fred Brown, (202) 463-8970.

**April 10-12**—*Cable Advertising Bureau*. New York. Contact: (212) 751-7770.

**April 15-20**—*MIP-TV*. Cannes, France. Contact: (212) 689-4220.

**May 22-25**—*National Cable Television Association*. New Orleans. Contact: (202) 775-3669.

• **Major Meetings**



# For the Record

Compiled by BROADCASTING & CABLE based on filings, authorizations and other FCC actions.

## OWNERSHIP CHANGES

Applications for change of ownership now appear in "Changing Hands" (see page 69.) FCC actions on ownership change filings with file numbers and action dates follow:

### Grants

**KBHS(AM) Hot Springs, AR** (BAL931021EF)—Action Dec. 20.

**KKYK-FM Little Rock, AR** (BTCH931208EA)—Action Dec. 20.

**KBIS(AM) Little Rock, AR** (BTC931126EB)—Action Dec. 21.

**KHLT-FM Little Rock, AR** (BTCH931126EC)—Action Dec. 21.

**KWDS(AM) Prescott Valley, AZ** (BAL931005EE)—Action Dec. 17.

**KQSB(AM) Santa Barbara, CA** (BAL931029EA)—Action Dec. 14.

**KLTT(AM) Brighton, CO** (BAPL931013EG)—Action Dec. 10.

**WAVZ(AM) and WELI(AM), both New Haven, and WCKI-FM Hamden, both Connecticut** (WAVZ: BAL931216GS; WELI: BAL931216GS; WCKI: BALH931216GY)—Action Dec. 27.

**WLVU(AM) Dunedin and WLVU-FM Holiday,**

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

**both Florida** (AM: BAL931210GR; FM: BALH-931210GS)—Action Dec. 27.

**WRBQ(AM) St. Petersburg, FL** (BAL931216HE)—Action Dec. 27.

**WGSK(FM) South Kent, CT** (BTCED931130GJ)—Action Dec. 22.

**WLVJ(AM) Royal Palm Beach, FL** (BTC931102EB)—Action Dec. 20.

**WGAA(AM) Cedartown, GA** (BTC931101EB)—Action Dec. 20.

**KSKI-FM Sun Valley, ID** (BALH931207GE)—Action Dec. 22.

**WUFI(AM)-WZNF-FM Rantoul, IL** (AM: BTC-931201GG; FM: BTCH931201GH)—Action Dec. 22.

## FACILITIES CHANGES

### Applications

### FM's

■ **Bakersfield, CA** KCHT-FM 99.3 mhz—Grapevine Radio Inc. seeks one-step app. to change channel.

■ **Crawfordville, FL** WAKU-FM 94.1 mhz—Dash Communications Inc. seeks mod. of CP (BPH920507MD) to make changes; ERP: 3 kw; ant. 140 ft.

■ **White City, FL** WFLM-FM 104.7 mhz—Midway Broadcasting Co. seeks one-step app. to change channel.

■ **Chicago** WKQX-FM 97.1 mhz—Emmis Broadcasting Corp. of Chicago seeks CP to make changes; change: ERP: 8.3 kw.

■ **Quincy, IL** WQUB-FM 90.3 mhz—Quincy University Corp. seeks mod. of CP (BPED910627MC) to make changes; change: ERP: 31 kw; change class to B.

■ **Norway, MI** WZNL-FM 94.3 mhz—Zephyr Broadcasting Inc. seeks CP to make changes; change: ERP: 2.4 kw; ant. 198.3 ft.; TL NE 1/4 of NW 1/4 of Section 32, Township 40 N range 30 W, city of Iron Mountain, County of Dickinson, Millie Hill Communications site; change class to C3 (per MM Docket 93-97).

■ **Cherry Valley, NY** WJIV-FM 101.9 mhz—WJIV Radio Inc. seeks CP to make changes; change: ERP: 11.8 kw.

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## Bert Howard Cohen

**W**hen Bert Cohen graduated from high school nearly 35 years ago, the native New Yorker passed on the chance to work for a map printing company. Instead, Cohen decided to travel the global map.

In a 26-year association with Worldvision Enterprises, Cohen has been the driving force behind the Spelling Entertainment subsidiary's still-burgeoning global expansion as the longtime head of international sales and distribution.

Spending almost 100 days of the year traveling to markets in Europe, Latin America and Asia, he has been aggressively forging a series of major overseas licensing deals for the Worldvision series library and, more important, creating several new channels of distribution for Spelling Entertainment and its parent company, Blockbuster Entertainment.

Having sold a variety of popular Spelling-produced dramas through the years (from *Beverly Hills, 90210* and *Melrose Place* to *Love Boat* and *Mod Squad*) has enabled Cohen to build longtime business bonds with international broadcasters of almost all nationalities.

One of his more recent accomplishments was the creation of Spelling Satellite Networks, which has partnered with Mexico's Multivision (one of the world's largest MMDS operators) on the launch of the Tele-UNO cable channel in Latin America. Tele-UNO, replete with a heavy dose of Spelling series product, launched on PanAmSat last April in Brazil and Spain and expects to expand its reach into other Latin American and European markets throughout 1994.

"The important thing is the need to have a sufficient amount of [programming] software to allow us to partner with local [overseas] entities, private or public, to establish new channels of distribution," says Cohen, president and COO of Worldvision since 1987. Of course, it helps to have the production prowess of Spelling Entertainment and the deep pockets of Blockbuster Entertainment behind Cohen and Worldvision's plans for global expansion. Late last year, Blockbuster



gave the green light to fund Spelling's takeover/merger with Republic Pictures and its vast film library.

Worldvision already has 15,000 hours of series and long-form TV product in its library, but the pending merger with Republic could add another 1,400 movie titles to the Blockbuster/Worldvision vaults. Aside from being known as a prolific producer of B-title westerns and other dramas, Republic has a sizable number of Hollywood classics, such as "It's a Wonderful Life," "Sands of Iwo Jima," "The Quiet Man," "The Pawnbroker" and "High Noon." Until the merger (which is expected to go to a shareholder vote next month) is completed, Cohen and Worldvision have plenty on their menu. Besides *Beverly Hills, 90210* and *Melrose Place*, Worldvision is handling overseas sales of the two-hour Spelling Premiere Network syndicated block (*Heaven Help Us* and *Robin's Hoods*) and network series *Winnetka Road*, *Burke's Law* and other long-form telefilm and miniseries product.

The fact that Cohen has survived

five different management regimes during his tenure with Worldvision is storied in international broadcast circles. In fact, his association with Worldvision started during an earlier incarnation, when it was known as ABC Films and Cohen was director of operations.

With the adoption of the financial interest and syndication rules in 1972, the big three networks were forced to sell their syndication sales divisions. (For the previous four years, Cohen had put ABC Films on the map with the off-network sales of *Combat*, *Ben Casey* and *The Fugitive*.)

Then-president and principal owner Kevin O'Sullivan asked Cohen to stay on with his newly spun-off Worldvision distributorship, with Cohen receiving a boost in title and international sales responsibilities. The other changes in ownership occurred when O'Sullivan sold Worldvision in 1979 to Taft Broadcasting, which sold it in 1987 to Great American Broadcasting, and in 1989, when Spelling acquired it.

"Since the time I was named executive vice president of Worldvision at the same time John Ryan was named president, he and I have worked very closely over the half-dozen years," says Cohen. "But I've never stopped doing the thing I do best, which is international television.

"People often ask me: 'How could you stay for 25 years with the same company?' And I reply: 'If you have six or

seven different management changes in 25 years, you're working for a new boss virtually every three or four years.' I think it is important to note that each of these management changes brought its own cultural identity to Worldvision, and it grew and became more successful through all of these changes." ■

**Executive VP/COO, Worldvision Enterprises, New York; b. Aug. 5, 1942, New York; attended City College of New York, business administration, 1960-62; specialist fourth class, U.S. Army Reserve, Fort Dix, N.J., 1962-63; assistant trainee, Film of the Nations, New York, 1963-64; film coordinator-domestic sales executive, Medallion Pictures, New York, 1964-68; director of operations, ABC Films, New York, 1968-73; VP of operations and international sales administration, Worldvision Enterprises, New York, 1973-81; senior VP, international sales, 1981-87; current position since 1987; m. Janis Heier, 1966; children: Alyssa, 23; Jeffrey, 20.**



# Fates & Fortunes

## BROADCAST TV



Lorinsky

**Clay Lorinsky**, director, business affairs, NBC, Burbank, joins TriStar Television, Culver City, Calif., as VP, business affairs.

**Bianca Pino**, director, development, West Coast, King World Productions, Los Angeles, named VP, programing/development.

Appointments at NBC, New York: **David Sternlicht**, senior general attorney, Capital Cities/ABC, Los Angeles, joins as senior general attorney; **Maya Windholz**, attorney, Dickinson, Wright, Moon, Van Dusen & Freeman, Detroit, joins as assistant general attorney.

**Steve Barbour**, southeast regional sales manager, MTM Television Distribution, Atlanta, named VP, southeast sales, there.

**Aimee Pitta**, director, creative services, New Line Cinema, Los Angeles, named VP.

**George Kieffer**, VP, marketing, InterStar Releasing, Kansas City, joins Group W Videoservices, Pittsburgh, as VP/GM.

Appointments at MCA TV, Universal City, Calif.: **Michael Lever**, director, affiliate relations, King World, Los Angeles, joins as manager, station relations; **Danielle El-lard**, marketing/publicity manager, World Circuit Ltd., London, joins as coordinator, creative services.

Appointments at Saban Distribution, Burbank, Calif.: **Mark Lieber**, VP, West Coast sales, named VP, cable/syndication sales; **Peter Schmid**, VP, East Coast sales, named VP/GM.

**Diane Sutter**, executive VP, operations, Shamrock Broadcasting, Burbank, Calif., named president, Shamrock Television, there.

**Randy Barone**, coordinating producer, ABC's *Good Morning Ameri-*

*ca*, New York, named senior producer, *Good Morning America* and *Good Morning America/Sunday*, there.

**Marlene Sanders**, program director, Women, Men & Media, and former correspondent, CBS News, New York, named director, program development, placement, Columbia University Graduate School of Journalism, New York.

**Jeff Bartlett**, news director, WBZ-TV Boston, named director, news programming, KYW-TV-AM, WMMR-FM Philadelphia.

**Doug Bolin**, projects manager, WQED-TV Pittsburgh, joins *Newton's Apple*, KCTA-TV Minneapolis, as series producer.

**Teresa Gutierrez**, account executive, KWHY-TV Los Angeles, named local sales manager.

**Jonas Jones**, local sales manager, WGBO-TV Chicago, assumes additional responsibilities as GSM.

**Roy Piwinskii**, manager, research, MGM Worldwide Television Group, Los Angeles, joins KCOP-TV there in same capacity.

**Patricia Clifford**, producer, Kushner-Locke Co., Los Angeles, and **Reuben Cannon**, producer/casting director, Reuben Cannon & Associates, Los Angeles, elected to the Caucus for Producers, Writers & Directors.

**Michael Nurse**, VP/GM, WUNI-TV Needham, Mass., named VP/COO, JASAS Station Group, Washington.

**Linda McQueeney**, operations manager, WFTY-TV Washington, named station manager.

**John Cottingham**, GSM, WTOL-TV Toledo, Ohio, named GM, WFIE-TV Evansville, Ind.

**Becky Dan**, promotion manager, WBRC-TV Birmingham, Ala., named VP, promotion.

**John Dawson**, GSM, WSFA-TV Montgomery, Ala., joins WVTM-TV Birmingham, Ala., as GM.

**George Singleton**, VP/GM, KTVE-TV Monroe, La., joins Nebraska Television Network, Kearney, Neb., as GM.

**Krista Bradford**, correspondent, WNBC-TV New York, joins WWOR-TV Secaucus, N.J., as investigative reporter.

**Mario Morrow**, political analyst/consultant, Detroit, joins WDIV-TV there as political analyst.

**Jim Herrington**, political reporter, WXYZ-TV Southfield, Mich., retires.

Appointments at WLWT-TV Cincinnati: **Derrin Horton**, host, ESPN/Focus Marketing's *Black College Sports Today*, Greensboro, N.C., joins as weekend morning sports anchor/reporter; **Rebecca Hain**, reporter, CNN Local Edition Headline News, Covington, Ky., joins as news writer; **Jennifer Russon** sales representative, Reuben Donnelley Co., there, joins as account executive; **George Daniels**, news producer, WTVR-TV Richmond, Va., joins as producer, morning news.

**Tom Allen**, station manager, WEWS-TV Cleveland, joins WRAL-TV Raleigh, N.C., in same capacity.

Appointments at WRGT-TV Dayton, Ohio: **Michael Weinert**, account executive, named regional sales manager; **Dale Woods**, account executive, named local sales manager.

Appointments at WTTV-TV Indianapolis: **Kristin Staskowski**, special events coordinator/producer, named director, research, client services; **Lilliam Garcia**, assistant art director, South Street Seaport Museum, New York, joins as graphic artist; **Bill Bryant**, producer/director, WIPB-TV Muncie, Ind., joins in same capacity; **Rachel Laskowski**, graduate, Purdue University, West Lafayette, Ind., joins as programing-public affairs assistant; **Elizabeth Sprick**, promotions coordinator, St. Louis Muny, joins as coordinator, Kids Club/Kids Fair; **Amy Durham**, promoter, Century Personnel, Carmel, Ind., joins as sales promotion coordinator; **Gregory Kivett**, production manager, WMCC Marion, Ind., and **Kelly Johnson**, sales manager, TV 2, Kent State University, Warren, Ohio, join as account executives.

**Raelin Storey**, weekend anchor/field reporter, KCCO-TV-KCCW-TV Alexandria, Minn., named news director/anchor.



**Bob Danielle**, on-air manager, KSTW-TV Tacoma, Wash., named program director/operations manager.

**Gene Steinberg**, director, creative services, KMSP-TV Minneapolis, joins KPHO-TV Phoenix, as director, program development.

**Jim Prather**, news director, WTMJ-TV Milwaukee, elected a director, WTMJ Inc., there.

**Terry Kowalski**, director, marketing, WTVO-TV Rockford, Ill., joins WTEN-TV Albany, N.Y., in same capacity.

**RADIO**



Bryant



Davenport

Appointments at American Urban Radio Networks, New York: **Glenn Bryant**, VP/GM, WJBT-FM Green Cove Springs, Fla., named director, affiliate relations; **Ronald Davenport Jr.**, attorney, board of governors, Federal Reserve System, Washington, joins as manager, affiliate relations.

**Stephanie Mazer**, senior account executive, WXTR(AM) Washington, joins CBS Radio Networks, New York, as account executive.

**Lynn McAdams**, account executive, WBBM(AM) Chicago, joins CBS Radio Networks there in same capacity.

**Ian Kranitz**, affiliate format specialist, Unistar Radio Networks, Los Angeles, joins CBS Radio Network there as account executive.

**Stacey Dorf**, national ADR promotions assistant, David Geffen Company, Los Angeles, joins Premiere Radio Networks there as regional marketing director.

**Dan Zako**, GSM, WDRE-FM Westbury, N.Y., named VP/GM.

**Michele Skettino**, research analyst, The Interop Radio Store, New York, named research director.

**Rosemary Anselmo**, account executive, McGavren Guild Radio, New York, assumes similar responsibilities for Major Market Radio Sales there.

**Andrea Victoria Barone**, sales associate, Internet, New York, named account executive, Major Market Radio Sales, there.

Appointments at D&R Radio, New York: **Joseph Leake**, account representative, IBM, there, joins as account executive; **Leon Van Gelder**, sales associate, named account executive.

**Jana Cosgrove**, regional sales manager, KUFX-FM Gilroy, Calif., joins Major Market Radio Sales, Los Angeles, as account executive.

**CABLE**



McCauley

**Diane McCauley**, director, video production, Turner Program Services, Atlanta, named VP, advertising, promotion.

Appointments at Turner Broadcasting System, Atlanta: **Robert Morretta**, executive staff software architect, MCI, joins as chief systems architect; **Scott Teissler**, vice provost, University of Chicago, joins as VP, information technology infrastructure.

**Ken Yates**, president, Z Music, Lake Helen, Fla., named chairman.

**Dennis Israel**, VP, marketing, sales, Caribbean Satellite Network, North Miami, Fla., named senior VP.

**John Hamm**, assistant controller, Group W Television Station Group, New York, named controller, sales, marketing, Group W Satellite Communications, Stamford, Conn.

**Lauri Lord**, manager, sports, retail marketing, L.A. Gear, Los Angeles, joins TNT Marketing, Atlanta, as senior manager, marketing promotions.

Appointments at Tribune Entertainment, Regal Communications and OVC's *Can We Shop?!*, New York:

**Larry Ferber**, executive producer, Tribune's *Joan Rivers Show*, there, assumes similar responsibilities; **Catherine Pomponio**, supervising producer, Tribune's *Joan Rivers Show*, there, assumes similar responsibilities; **Bill Lane**, founder, World Wide Thai, New York, joins as VP, merchandising.

**Raymond Hopkins**, senior regional manager, affiliate relations, CNBC, Fort Lee, N.J., joins Prime Ticket, Los Angeles, as director, affiliate marketing.

Appointments at World Championship Wrestling, Atlanta: **Sharon Sidello**, director, marketing, named VP, international development, syndication; **Michael Weber**, director, communications, named director, marketing/pay per view; **Michael Schochet**, director, promotions, WNAC-TV Providence, R.I., joins as director, creative services; **Alan Sharp**, administrative manager, Georgia Dome, Atlanta, joins as public relations manager; **Christine Johnson**, producer, World Wrestling Federation, Stamford, Conn., joins in same capacity; **Gary Juster**, director, arena promotions, named director, business affairs.

New board members, New York chapter, Cable Television Administration and Marketing Society: **Josh Grotstein**, director, business development, CNBC, Fort Lee, N.J., elected president; **Elaine Jones**, VP, marketing/ad sales, Paragon Communications, New York, elected VP; **Stephanie Reina**, marketing manager, Cablevision of Long Island, N.Y., elected secretary; **Steve Goldmintz**, executive VP, advertising/media relations, Wilen Media, New York, elected treasurer.

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## ADVERTISING

Appointments at Temerlin McClain, Dallas: **Diane Seimetz** and **David Wilgus**, creative directors, Tracy-Locke, there, join as associate creative consultants; **Kristi Harden**, account manager, Tracy-Locke, there, joins as assistant account executive; **Anna Goldsmith** and **Michele McMahon**, assistant account executives, named account executives; **Grace Herget**, development writer, Baylor College of Medicine, Waco, Tex., and **Julia Pitlik**, media/public relations manager, CS&A Advertising Inc., Bloomington, Ill., join as media relations program managers; **Gretchen Raiff**, communications director, Texas Railroad Commissioner Mary Scott Nabers, joins as account executive.

## TECHNOLOGY

Appointments at ACTV, New York: **Greg Harper**, president, Com/Tech, there, joins as president, technology group; **William Frank**, managing director, Peridot Associates, there, joins as president, private networks; **Christopher Cline**, president/CEO, Showcase Communications Network Ltd., there, joins as VP, finance, operations.

**Mary Ann Fialkowski**, VP, business development, Rank Video Services America, Los Angeles, named VP, marketing, business development.

## WASHINGTON

**John (Jack) Hurley**, director, broadcast programming, The Freedom Forum, Arlington, Va., named VP, broadcasting.

## INTERNATIONAL

**Gary Bryson**, president/CEO, TeleWest International, London, resigns.

**Susan Bruce-Smith**, head of sales, BFI Productions, London, joins BBC Films there as business manager.

## DEATHS

**Cesar Romero**, 86, actor, best known for his portrayal of the villain-

ous Joker on the '60s TV show *Batman*, died Jan. 1 of complications related to a blood clot after being hospitalized with severe bronchitis and pneumonia at St. John's Hospital and Health Center, Santa Monica, Calif. Romero's career spanned six decades and included films and Broadway. His other TV credits include *The Zane Grey Theatre*, *Playhouse 90* and *Wagon Train*. In 1985-87 he played Jane Wyman's husband on CBS's *Falcon Crest*.

**Robert Heald**, 76, retired partner in the Washington law firm of Fletcher, Heald & Hildreth, died Jan. 2 of cancer at his home in Vero Beach, Fla. He began his law practice with Welch, Mott and Morgan in 1947. Heald was chief attorney of the National Association of Broadcasters in 1955-57. In 1957 he joined Spearman & Roberson as a partner. Spearman & Roberson became Fletcher Heald, Rowell, Kenehan & Hildreth in 1960 and became one of Washington's premiere communications law firms. Heald was elected president of the Federal Communications Bar Association in 1968. He retired in 1983. Survivors include his wife, Gladys, and two sons.

**Martin Rubenstein**, 58, communications consultant and former broadcast executive, died Dec. 31 of a heart ailment at his home in Washington. Rubenstein joined ABC in New York in 1961 where he became VP/GM of the network's news division in 1969. He joined Mutual Broadcasting System in Washington in 1978 as executive VP and a member of the executive committee. He became president of the Corporation for Public Broadcasting in 1985 and resigned the next year. In 1988 he formed his own consulting firm. At the time of his death he was managing partner of Acorn, an international communications consulting firm. Survivors include his wife, Cora, a daughter and a son.

**William Shirer**, 89, journalist and author of "The Rise and Fall of the Third Reich," died Dec. 28 of a heart ailment at Massachusetts General Hospital, Boston. Shirer was working for the Paris edition of the *New York Herald* and the Universal News Service when he was hired by Edward R. Murrow in 1937 to be CBS News's Vienna bureau chief. He

covered wartime Berlin until the end of 1940 and spent the rest of the war as a reporter and commentator. He left CBS in 1947 and joined the Mutual Broadcasting Network, where he was a commentator until 1949. He was blacklisted during the McCarthy era for his support of Hollywood writers accused of communist ties. His "The Rise and Fall of the Third Reich" won the National Book Award in 1961. Survivors include his wife, Irina Lugovskaya, and two daughters.

**Myrna Statland**, 53, reporter for WUSA-TV Washington, died Dec. 28 of cancer at the Hospice of Washington. She worked for WJLA-TV Washington in the early 1970's. Statland joined WUSA as a producer in 1983 and became a reporter in January 1993. She retired in June 1993. Statland was awarded the Ted Yates Award for excellence in journalism by the Washington chapter of the National Academy of Television Arts and Sciences on Dec. 24. Survivors include her three sons and her mother.

**Howard Caine**, 67, character actor who played Major Hochstetter on *Hogan's Heroes*, died Dec. 28 of a heart attack at his home in North Hollywood, Calif. His acting credits include "Judgment at Nuremberg," "Marty" and "Helter Skelter." He appeared in 750 TV shows, including *Gunsmoke*.

**Meredith Wilson Lewis**, 52, broadcast journalist who worked for NBC and cable TV's *World Monitor*, died Dec. 27 of a cerebral aneurysm in Pittsburgh. Lewis was a correspondent for *NBC Nightly News* and *Today* from 1976-84. He then was a producer in Japan and a correspondent and substitute anchor for *World Monitor*, which ran from 1988-92.

**Carlton Reid**, 31, media and marketing executive, died Dec. 26 of heart failure at his home in New York. Reid began his advertising career at the Lintas Agency, New York. In 1987 he joined WNET Newark, N.J., in national program marketing. He secured many corporate underwriting grants to PBS programs in the late 1980's, including Lexus's grant for the *Travels* series. Reid left WNET in 1991. Survivors include his parents and one brother.



## NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Dec. 19. Numbers represent aggregate rating average stations, % coverage)

1. Wheel Of Fortune ..... 14.8/227/99
2. Jeopardy! ..... 12.6/218/99
3. Oprah Winfrey Show ..... 8.9/237/99
3. Star Trek ..... 8.9/246/99
5. Roseanne ..... 8.1/181/96
6. Entertainment Tonight ..... 8.0/176/94
7. Married...With Children ..... 7.5/182/95
8. Inside Edition ..... 7.4/162/91
9. Wheel of Fortune-wknd ..... 7.3/165/73
5. Magic II ..... 8.3/147/89
10. Current Affair ..... 7.2/179/94
11. Fam Fest: Very Brady Xmas... 7.0/195/94
12. Hard Copy ..... 6.9/156/91
13. Star Trek: DS9 ..... 6.7/237/99
14. MGM Lion's Pride ..... 6.4/146/95
15. Fam Fest: White Xmas ..... 6.3/206/95

### From the NBC portion of the Television Critics Association press tour in Los Angeles:

Jay Leno and NBC have agreed on a multiyear extension of Leno's contract as host of *The Tonight Show*. Warren Littlefield, president of NBC Entertainment, announced a slate of new development projects for next season. Actor Ralph Macchio will star in a half-hour sitcom, as will Shawn and Marlon Wayans. Patty Duke will star in a drama that has been given a six-episode commitment, and Melissa Gilbert and Cicely Tyson will team for another new drama. Littlefield also announced that the network has acquired the exclusive broadcast rights to Frank Capra's "It's a Wonderful Life."

### Cable programmers meeting last Friday with Senator Paul Simon

agreed in principle with the concept of establishing a TV violence monitoring office. Simon was scheduled to meet with broadcast network executives on the matter, but at deadline there was no word from broadcasters on the outcome of that meeting. A Simon aide said that discussions with both



The bottom line. A check for \$30,000 from the BROADCASTING & CABLE Hall of Fame to the International Radio & Television Foundation occasioned this presentation in New York last week. L to r: Joyce M. Tudrin, associate executive director of IRTS; Peggy Conlon, publisher of BROADCASTING & CABLE, and Steve Labunski, executive director of IRTS. The third annual Hall of Fame dinner was held in Washington on Nov. 9, honoring distinguished career performance across the Fifth Estate. Also a beneficiary: the Museum of Television and Radio, presented with \$5,000.

groups were "positive and constructive," especially the meeting with the cable industry. Meetings, the aide said, left Simon hopeful that legislation will not be necessary. Further discussions on establishing a TV monitoring office will be held.

**U.S. Court of Appeals in San Francisco last Friday granted GTE a stay of an FCC ruling ordering the telco to shut down its video trial** in Cerritos, Calif., as violation of the cable-telco crossownership ban. GTE has also asked court to reverse ruling.

**Sears and Circuit City will be among the first national retailers to sell DBS service** when the technology debuts in spring 1994. DBS equipment supplier Thomson Consumer Electronics has signed a deal that will make the company's RCA Digital Satellite System available in roughly 800 Sears Brand Central

consumer electronics departments and more than 250 national Circuit City Superstores. DBS program supplier DirecTV has struck deals of its own with both retail chains to offer its programming for sale alongside the equipment.

**Gerald M. Levin**, Time Warner Inc. chairman/CEO/president, will deliver the keynote address at the **31st annual NATPE International conference** in Miami Beach, Jan. 24-27. NATPE Executive VP Phil Corvo will receive the NATPE Chairman's Award; the late producer Jim Henson will be honored with the Lifetime Achievement Award, and CBS correspondent Charles Kuralt will receive the NATPE Educational Foundation Award.

**Fall Arbitron radio results** from the top two markets: **In New York:** WRKS-FM held the top spot with a 5.8 share (AQH, total week, listeners

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12-plus), followed by WLTW-FM (4.8), WABC(AM) (4.6), WCBS-FM and WHTZ-FM (both 4.5). **In Los Angeles:** KLAX-FM continued its dominance, surging to a 7.0 share, followed by KPWR-FM (4.8), KOST-FM (4.4), KFI(AM) 4.3 and KROQ-FM and KIIS-FM (both 4.2). KCBS-FM, with its new Arrow format (all rock-n-roll oldies), surged from 1.6 to 2.8. Complete results next week.

**Southwestern Bell Corp. completed the acquisition of two suburban Washington cable systems** from Hauser Communications, comprising 230,000 subscribers. The closing makes SBC the first Baby Bell to own cable systems in the U.S.

**WCBS-TV New York has bought MCA TV's *The Suzanne Somers Show***, ushering in the first major-market clearance for the fall 1994 talk show strip. The CBS O&O flagship also picked up Pandora International's new weekly kids magazine, *What's Up Network*.

**The Cable Television Administration and Marketing Society announced its board of directors for 1994.** Barry Elson, senior VP, operations, Cox Cable Communications, will serve as chairman. Other officers include: vice chairman, Christopher Forgy, Times Mirror Cable TV; secretary, Dennis Wilkinson, HBO, and treasurer, Charles Ellis, Time Warner Cable.

**Hicks, Muse & Co., the Dallas-based firm that is backing two new radio groups, has reportedly made an offer to buy all of Katz Communications. The offer was valued by one source at \$250 million.** A spokesman for Hicks, Muse declined comment. Katz, which has previously confirmed that investors owning roughly 50% of the company are seeking to sell their stake, said Friday that no deal is imminent.



National Public Radio is getting a facelift. In addition to a new logo created by the New York design firm Chermayeff & Geismar, NPR will move its Washington corporate headquarters in mid-February. NPR's new home will be 635 Massachusetts Avenue, N.W. Washington 20001. The new phone number will be 202-414-2000.

## FCC to table cable action?

FCC sources were saying last week there is a "strong possibility" that the commission will not take up any cable items at its Jan. 19 meeting. Instead, the agency likely will deal with pending cable issues at two commission meetings in early February. It seems the FCC is far from making any decisions on how to handle the cable rate regulation issue. The commission, says one source, is "sensitive" to cable industry arguments that the FCC not adopt new rules that will stifle innovation and investment. However, that source also says, "It's not clear [whether] cable rates were rolled back much the first time, or rolled back at all for some consumers." The FCC also got the go-ahead from the Hill to form a separate Cable Services Bureau. Meanwhile, at the White House last week, the cable industry was making the case against more stringent cable regulations. John Hendricks of the Discovery Channel, while attending a White House meeting on the information superhighway (see story, page 10), advised Vice President Al Gore that if the administration wants to encourage private-sector investment, it should not support policies that decrease consumer spending.

### NEW YORK

#### After the ball

With the NFL gone, CBS Sports no longer has a lock on the Sunday afternoon fourth-quarter schedule. Sources say that the division will have to compete with the entertainment division for the right to continue programming the daypart. Chances are as good as not that some entertainment long-form programs will help fill the NFL void. Some ideas have been ruled out, however, including a Sunday afternoon soap opera and repeats of prime time series offerings. CBS Broadcast Group President Howard Stringer couldn't be reached for comment last week, but he is expected to address the issue this week at an affiliates meeting in San Diego.

#### Bus headed for ABC?

Word last week was that John Madden is headed to ABC *Monday Night Football*, where he will replace Dan Dierdorf in the commentator's box. None of the parties involved would comment on the record. Fox also has pursued Madden, who has been CBS Sports' lead NFL analyst for 13 years.

#### Lifetime targets kids

Lifetime, which has just launched its first prime time news magazine, is

now looking to expand its original programming to yet another genre—kids shows. It's still early in the development process, but the women's network is considering kids shows that could be programmed alongside Lifetime's morning block of parenting shows.

### NASHVILLE

#### Country campaign

ABC and CBS have agreed to air AIDS-awareness PSAs produced by Country AIDS Awareness, a Nashville-based association of country music artists and producers. The spots were produced in conjunction with the American Advertising Federation and the Centers for Disease Control. NBC still is reviewing the ads, and Fox is letting its affiliates make the call.



Drawn for BROADCASTING & CABLE by Jack Schmidt  
"Where does this sign go?"



## A cautionary dissent

On balance, we disagree with the Ed Fouhy opinion piece that occupies page 32 of this issue.

Essentially, his message is that radio and television are devoting too much of their news hole to violence, and that the public at large doesn't want to hear it. Violence, to the suburban middle class, is said to be something that happens to other people—specifically, blacks in the urban ghetto. The Fouhy thesis is that broadcasters should turn their cameras elsewhere, to treat subjects of greater import to the people next door. Presumably, the white people next door. That strikes us as journalistic apartheid.

What bothers us most is Fouhy's deferring journalistic decision-making to the audience. Taking polls to determine what bad news the audience doesn't want this week strikes us as an abdication of editorial responsibility.

Nevertheless, the Fouhy article is important reading. His credentials as a professional journalist are impeccable, and his views must be paid heed. Reactions will be enthusiastically received.

## Monday morning QB

It would be relatively easy to cast our vote with the general media and make much of the black eye CBS took from the NFL negotiations, but we think that may be jumping the gun a bit. After all, it was a money pit for the understandably cost-conscious network, or as Howard Stringer put it: "1994 will be the year that at CBS, the NFL stands for No Football Losses." Still, the network's scramble for an even less attractive AFC package once Fox intercepted the NFC ball suggested that the pigskin may have meant more to CBS than its post-game analysis would suggest. (Fox certainly spared no expense to burnish its image—and in the process drive up the price of NFL packages for the rest of the rightsholders.)

If the question were: "What national TV programing

service combines a top-flight news operation, original and acquired programming and major professional sports coverage?" the *Jeopardy!* answer could now be cable programmer TBS, but not broadcast giant CBS. But if the news is that the CBS of today and tomorrow will not be the CBS of yesterday, we would hardly hold the presses but would suggest the same can and will be said of all media.

It was, after all, the loss of a single sports-rights package (even though it was the last of the big three sports still on the network). It is easy on this page, where hunting season for metaphors never closes, to see it as a metaphor for the shifting fortunes of broadcasting and cable (make that *telecable*), rather than yet another cost savings for a company whose prime time lineup is number one and whose stock has soared under the Tisch touch.

For now, we're resisting the temptation.

## Ready when you are

On the Congress's list of things to deal with when it returns from its holiday this month is a bill that would require warning labels on all beer and wine ads. The damage that the abuse of alcohol can do to lives is all too well documented in our society. But its repair must begin in the home, school and courthouse. Education about the risks and consequences of abuse is crucial. And there must be serious, stiff and consistently applied penalties for drunk driving and domestic abuse—Senator John Danforth's High Risk Drivers bill cracking down on drunk driving, for example.

As a society, our words may shout of the evils of excessive drinking, but if our actions whisper conspiratorially of the acceptability of the occasional buzz, no amount of media micromanagement will turn the tide. And if society is serious about sobering up, serious about making the tough calls as well as the easy, then the media is ready and uniquely able to play a major role in that public information blitz—but as the carrier of a clear public service voice, not a mixed advertising message.

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# FELLOWSHIPS

## Journalists are invited to apply for selection to attend the second annual conference of the Casey Journalism Center for Children and Families at the University of Maryland.

Thirty journalists will be awarded fellowships to attend a week-long conference on "Violence and the Young," June 5-10, 1994. Participants will join leading authorities from government, universities, research groups and the private sector for discussions on the causes and consequences of increasing violence by and against children and youths. The conference will help journalists get beyond the body counts and take a comprehensive look at problems and solutions. Key themes will include the crisis in the juvenile justice system, legislative remedies for gun-related violence, the public health costs of violence, mental health effects on the young, and the role played by media violence. There will also be segments on practical reporting techniques and new models of children's and family reporting from around the country. Last year's speakers included Attorney General Janet Reno and other key decision-makers.

Fellowships cover instruction, lodging, meals and reading material, and a travel subsidy of up to \$300. The Center is operated by the College of Journalism at the University of Maryland at College Park and is funded by the Annie E. Casey Foundation.

### DEADLINE FOR APPLICATIONS:

Postmarked by March 7, 1994

The program is for experienced print or broadcast journalists. To apply, send five copies each of: a resume, statement of up to 500 words stating reasons for wanting to attend and how this will strengthen coverage of children's issues, nominating letter from a supervisor, and three published articles (broadcast journalists send one audiotape or 1/2 VHS inch videotape). **CONTACT: Cathy Trost, Director, Casey Journalism Center, College of Journalism, University of Maryland, College Park, MD 20742-7111. Phone: 301-405-2482.**



1993 Casey Conference fellowship recipients for "The American Family: A Tradition Under Siege." From left to right, bottom row: Diane Granat, The Washingtonian; Barbara Vobejda, The Washington Post; Jane Daugherty, Detroit Free Press; Randi Bjornstad, The Register-Guard, Eugene, Ore.; April Saul, The Philadelphia Inquirer; Sharon Case Randall, Monterey County (Calif.) Herald; Sara Engram, The (Baltimore) Evening Sun. Top rows: Claudia Hampston Daly, WCAL-FM, Northfield, Minn.; Gail Stewart Hand, Grand Forks (N.D.) Herald; Laurie Petrie, The Cincinnati Post; Catherine Clubby, Times Union, Albany, N.Y.; Jeffrey Katz, Congressional Quarterly; Roberta de Boer Durham, The (Toledo) Blade; Matthew Bowers, The (Norfolk) Virginian-Pilot; Carla Marinucci, San Francisco Examiner; Alison Delsite, Beaver County (Pa.) Times; Deborah Cohen, Education Week; John Woestendick, The Philadelphia Inquirer; Linda Matchan, Boston Globe; Margie Fisher, Roanoke (Va.) Times & World News; Pam Adams, Journal Star, Peoria, Ill.; David Fritze, The Arizona Republic; Mary Loftus, The Ledger, Winter Haven, Fla.; Celeste Williams, The Milwaukee Journal; Leslie Baldacci, Chicago Sun-Times; Leslie Dreyfous, The Associated Press; Rebecca Lipkin, ABC World News Tonight "American Agenda"; Mury Mohler, Ladies' Home Journal. Not pictured: Beth Ferking, Newhouse News Service; Charles Madigan, Chicago Tribune.

### Comments from the 1993 recipients:

"This has been better focused and had better people who are doing real things than anything I have been to in 22 years in this business."—*Jane Daugherty, Detroit Free Press*

"Among the most useful conferences I've ever attended."—*Barbara Vobejda, The Washington Post*

"Gave me a new energy and focus and sense that ours is a needed mission."—*Rebecca Lipkin, ABC World News Tonight "American Agenda"*







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