

SEP 19

Broadcasting & Cable

The Newsweekly of Television and Radio

Vol. 124 No. 38 63rd Year 1994 \$3.95 A Cahners Publication

INDIANA STATE UNIVERSITY
SEP 19 1994
MAXWELL LIBRARY

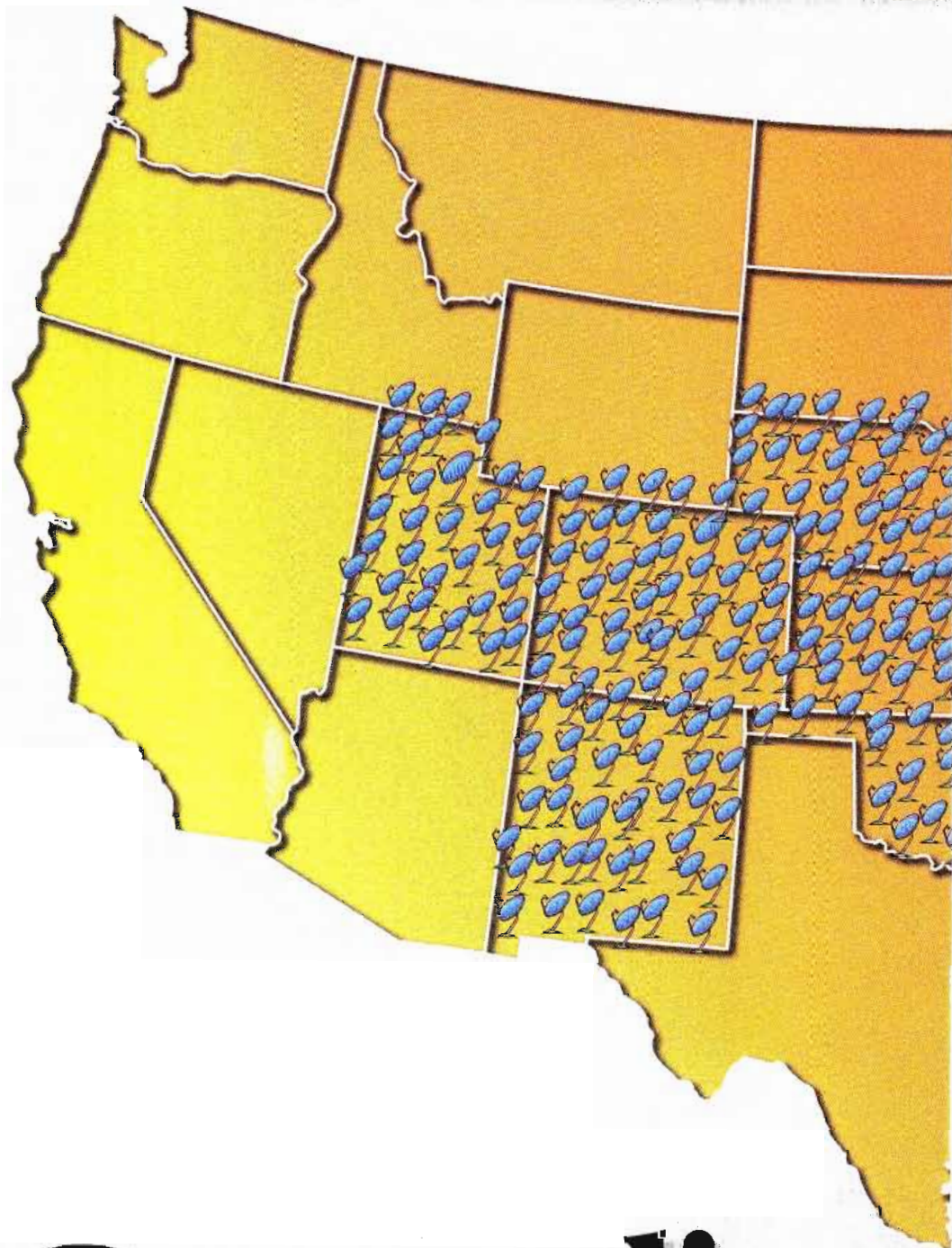
Tom Freston and the **NEW BEAT AT MTV**

**Zeroing In
on NBC**

**Salhany +
Paramount**

**Time Warner,
Newhouse,
Summit: Cable's
Consolidation
Continues**

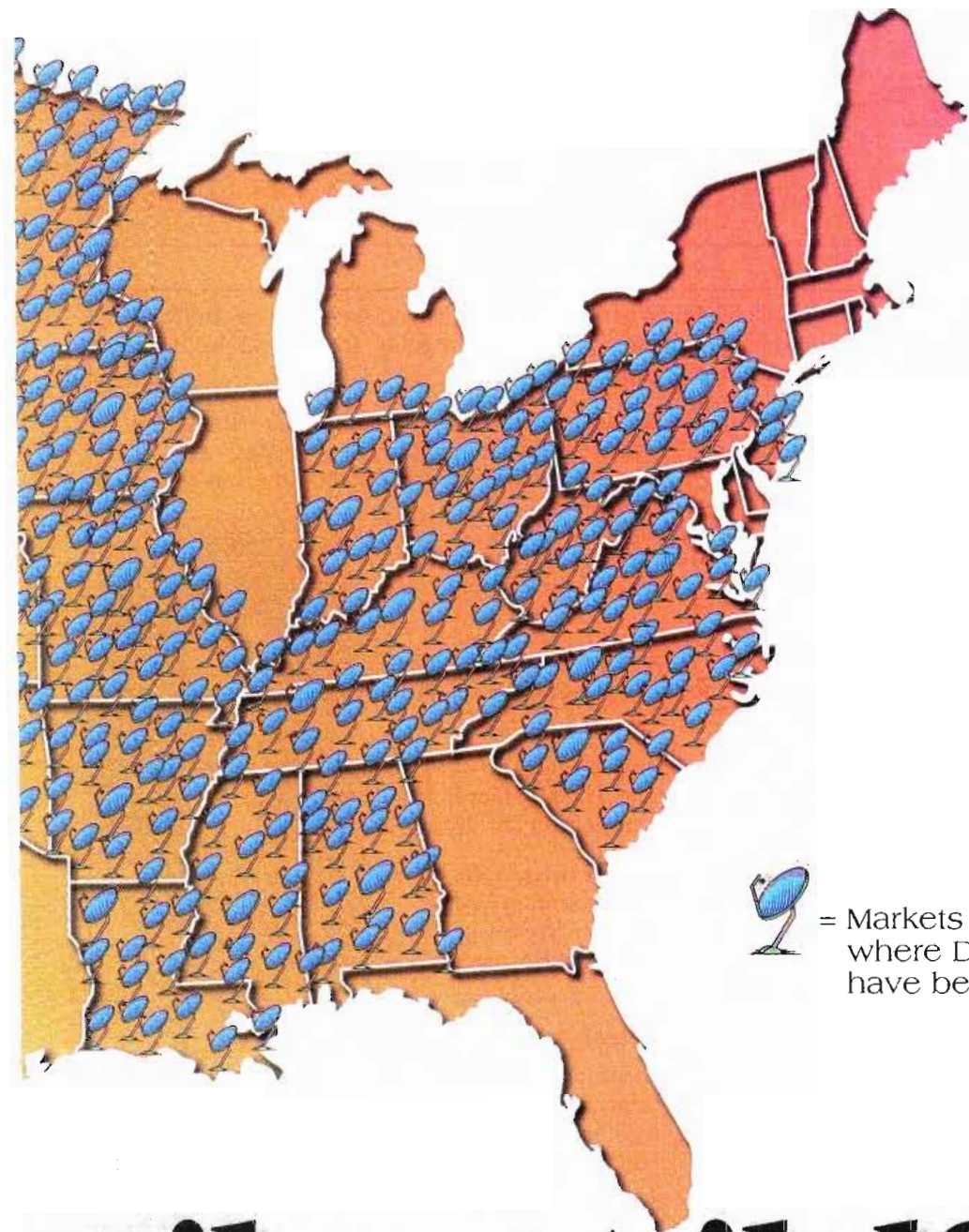
**Telemedia
Week**
Page 31



It's Spreading

Fourteen weeks and running. Consumer sales of DSS™ (Digital Satellite System) have been nothing short of overwhelming. And every day brings us closer to the completion of the national distribution of DSS. As DSS

enters each new market, new opportunities arise for local broadcasters. New advertising revenues from the DSS players. Plus viewers will look to broadcast television more than ever for the outstanding programming



= Markets and areas where DSS™ sales have begun.

Like Wildfire!

and local news they've come to expect. We look forward to the future where DSS and broadcast television will work together to bring viewers a better world of television.

USSB
EXPERIENCE DIGITAL ENTERTAINMENT™

RCA

DSS
DIGITAL SATELLITE SYSTEM

Fast Track

MUST READING FROM BROADCASTING & CABLE

TOP OF THE WEEK

Clinton pushes infohighway bill President Clinton believes the information superhighway bill will pass, although he acknowledges that Republican opposition will make it slow going. It is critical that the bill be passed on schedule, not "two years from now," the President says. / 6

S. 1822: Too little, too late? In an effort to win passage of his infohighway bill in the waning days of Congress, Senate Commerce Committee Chairman Ernest Hollings is trying to accommodate Senate Minority Leader Robert Dole and the local telephone industry. But it may be a case of too little, too late. / 7

NBC-Time Warner deal a question of size General Electric Co. Chairman Jack Welch reportedly favors a deal selling NBC to Time Warner because he wants to keep NBC's owned TV stations. If the stations were sold to Time Warner, crossownership conflicts might arise. / 10

New season kicks off Except for NBC, all the networks debuted new shows or aired premieres of returning shows last week. In one of the less-publicized matchups, CBS's *The Nanny* outrated ABC's *Coach*. / 10

Time Warner: A big MSO gets bigger In two separate deals last week, one with Newhouse and the other with Summit Communications, Time Warner Entertainment increased the number of its "subscribers under management" by 20%. / 12

Four-part harmony in L.A. Shopping-mall strategy comes to trade shows next month with four concurrent conventions at the Los Angeles Convention Center: NAB Radio Show, Radio-Television News Directors Association, Society of Broadcast Engineers and Society of Motion Picture and Television Engineers. / 22



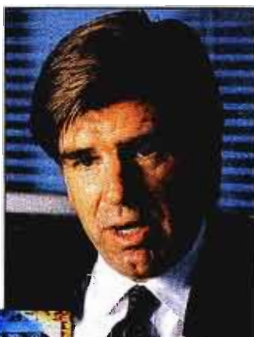
Lucie Salhany has joined the United/Paramount Network, launching in January, as president and chief executive officer. / 18

COVER STORY

Tom Freston: TV's Pled Piper

Led by Chairman Tom Freston, MTV Networks is navigating a period of transition. The company is wasting no time getting involved in the newly merged Paramount-Viacom, creating everything from amusement-park attractions to books to a nationally syndicated TV show. "We have a lot more ideas than we have places to put them," Freston says.

Cover photo by Tom Sobolik/Blackstar / 36



MTV Networks' growth now will be more rapid overseas, Tom Freston says. / 36

PROGRAMMING

Ratings win at Emmys

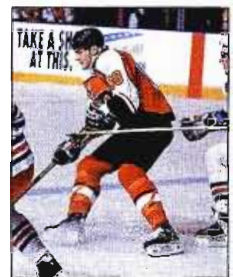
CBS's *Picket Fences* pulled a surprise win over ABC's *NYPD Blue* for best dramatic series at last week's Prime Time Emmy Awards ceremony. But the ceremony itself may have been the biggest winner, delivering a 14.6 rating and a 23 share on ABC. / 26

Dramatic debut for KC switch

An affiliation switch in Kansas City, Mo., sparked thousands of calls from confused viewers and a dramatic effect on initial station ratings in the market. / 27

Fox: The puck stops here

Fox netted another sports franchise last week in a new five-year deal with the National Hockey League. The deal represents the first time in 20 years the NHL has been able to negotiate a broadcast-network package. / 28



Hockey joins Fox's sports stable. / 28

CMT launches new series

Country Music Television on Oct. 1 will launch several new prime time series designed to encourage more appointment viewing of the music video network. / 28

BUSINESS

It's a headache analyzing pain-relief market

Is an "analgesic war" under way? One TV network executive says there was a lot of pain-reliever spend-

"Bob Dole is dedicated to destroying this presidency."

—President Clinton on Republican opposition to information superhighway legislation and other administration initiatives

SEPTEMBER 19, 1994

ing in the upfront advertising market for the fourth quarter, but TV advertising spending for pain relievers, sedatives and sleeping preparations was down in the first half of the year. / 41

WTN signs with CBS

Worldwide Television News and CBS have firmed up a five-year deal making WTN sole provider of the network's international coverage. CBS dropped Reuters to make the move. / 42

RADIO

Network spring ratings dip

Network radio listenership decreased by approximately 8.3% overall among audiences ages 12-plus, with only Westwood One's CNN+ and ABC's Excel network gaining audience share this past spring. The drop is attributed to networks culling stations from their affiliate lists. / 59

Take me out to the ballgame—33,424 times

Sports/talk WJMP(AM) near Akron, Ohio, has not stopped playing Bruce Springsteen's version of "Take Me Out to the Ballgame" as a form of protest since Major League Baseball players went on strike Aug. 12. / 59

American Radio Systems on station-buying fast track

American Radio Systems is in the enviable position of seeing its coffers expand. A new, larger equity base is expected to help the group close AM/FM duopoly purchases in Baltimore and Buffalo this week. / 60



TECHNOLOGY

Telstar woes worry occasional users

While AT&T searches for answers to why its Telstar 402 satellite does not work, space capacity resellers and customers are searching for occasional-use video transponders. / 61

WASHINGTON

BellSouth, Comcast take different sides on infohighway

BellSouth Chairman John Clendenin has blasted Senate superhighway legislation as over-regulatory and

more likely to retard than speed competition between telephone and cable. Meanwhile, Comcast President Brian Roberts says the legislation is "reasonable [and] balanced." / 62

Wangberg calls on cable to rally 'round

Cable needs an information superhighway bill this year, not just to get into the telephone business, but to protect its flank from telco invasion through video dialtone, says Larry Wangberg, chief executive officer, Times Mirror Cable Television. / 62



Ken Burns tells a House subcommittee that his nine-part series 'Baseball' wouldn't have been produced without public television. He was speaking on behalf of CPB funding. / 10



Fox software will be based on TV series. / 31

Telemedia Week

Fox gets interactive

Fox Interactive will release its first two video games in November and plans a series of interactive CD-ROMs for next year, all based on an upcoming animated series and feature film. / 31

QVC banks on smart shopping

On the heels of the Home Shopping Network's decision to go on the Internet, QVC plans to premiere its Q Online service, featuring its proprietary smart agent technology, by early next year. / 31

On infohighway's laugh track

Comedy Central has a deal with CD-ROM publisher Sanctuary Woods to develop a series of CD-ROM discs, but the venture's first title faces delays. The project is not even in production. However, that is only one of the cable channel's forays into the interactive future. / 32

PanAmSat goes DBS

PanAmSat will launch a direct-to-home service to Latin America this spring. Although the company carries cable programming to the region, there still are areas where cable does not reach. / 34

Changing Hands.....	42	Datebook.....	76	Fifth Estater	77
Classified	65	Editorials.....	82	For the Record	74
Closed Circuit	81	Fates & Fortunes.....	78	In Brief	80

Clinton sees passage of infohighway bill

President tells *BROADCASTING & CABLE* he's bullish on prospects, despite Dole's opposition

By Don West

President Clinton believes the information superhighway bill will pass, although he acknowledges that Republican opposition will make it slow going. "Bob Dole is dedicated to destroying this Presidency," Mr. Clinton told *BROADCASTING & CABLE* in an exclusive interview, adding that the Senate minority leader would do everything he could to prevent any of the administration's principal initiatives from passing.

"Any time you have to deal with Dole it's a problem," he said. And "any time you have to deal with [Phil] Gramm it's an even bigger problem." Gramm, Republican from Texas, has not been prominently identified with the information superhighway bill but has opposed the President on many issues. Like Dole, he is considered a possible Republican presidential candidate in 1996.

President Clinton said the Republicans had put holds on all bills co-sponsored by the six GOP members

who voted with the administration on the crime bill. Among them is Senator John Danforth (R-Mo.), co-sponsor of the Hollings bill (S. 1822), the information highway vehicle in the Senate.

The President, identifying the bill as one of his administration's major initiatives for 1994, said it was critical that the bill be passed on schedule, not "two years from now." He noted that prospects for the crime bill also had been bleak, but that the administration had been able to turn it around, albeit at the eleventh hour.

Senator Dole, responding to the President's comment, was less succinct. "On NAFTA [the North American Free Trade Agreement]," he told *BROADCASTING & CABLE*, "Republicans were credited with rescuing President Clinton when a majority of his own party abandoned him. When principles coincide, bipartisanship should prevail. As we did then, Republicans will support the President when he takes America in the right direction, and we will oppose



him when his proposals go in the wrong direction."

The senator did not make clear where he parted with the President on the information superhighway bill, but he has circulated a draft of an alternative bill considered less regulatory than the Hollings bill and more favorable to telephone interests.

"If the President hopes for bipartisanship next year," the Dole statement continued, "in a Congress that I hope will include even more Republicans, then he must begin with a better public policy, a feat that will become more likely if more conservatives and more Republicans are included in the policymaking process."

The President and Vice President Gore, the administration's primary

Gore: Lack of minority ownership 'a disgrace'



Vice President Al Gore is vowing to do more to help increase the number of minorities in the broadcasting and cable businesses.

"It's a disgrace," Gore says, referring to the proportion of minority ownership in broadcasting and telecommunications. "No other word will do.

"We as a country have to do better. I am here to tell you we will do better," Gore told the National Association of Black Owned Broadcasters, which met last week in Washington.

Of the nation's 98,000 telecommunications firms, only 490 are minority-owned, Gore said. There are approximately 31 minority-owned TV stations of 1,155, and about 292 minority-owned radio stations of more than

10,000. Of the 7,500 cable operators, nine are minority-controlled.

"Luckily, we are entering a new telecommunications revolution that presents new opportunities," Gore said. "There is nothing that made me happier than to see the FCC take historic action this year to make sure that minorities can compete effectively" in new industries such as personal communication services. The FCC granted advantages to minorities, women and small businesses in bidding for PCS licenses this summer.

At the same time, Gore urged association members not to let their enthusiasm for new technologies divert too much of their attention from broadcasting.

"Broadcasting is still the foundation of our nation's communications infrastructure. Work with the FCC in its efforts to enhance your participation in broadcasting," Gore advised. —KM

advocate of the information superhighway (see below), are pinning their hopes on a bipartisan majority for S. 1822 in the Senate. They believe that there are sufficient Republican votes to join Democrats in assuring passage in that chamber, putting the final outcome in the hands

of a House-Senate conference. It is there that the principal objections of the telephone industry might be laid to rest, with a result perhaps closer to that of the House bill, which passed by a thundering majority of 423 to 5.

With only four weeks remaining in the congressional session, the burden

is on Senate Majority Leader George Mitchell and Senator Ernest Hollings (D-S.C.) to bring S. 1822 to a successful vote. Across the aisle waits Bob Dole, committed to an obstructionist course. As this week begins, information superhighway legislation is no more than an even bet. ■

Hollings courts Dole, telcos on infohighway

By Kim McAvoy

In an effort to win passage of his infohighway bill in the waning days of Congress, Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) is trying to accommodate Minority Leader Bob Dole (R-Kan.) and the local telephone industry.

Hollings and Dole staffers last week met to discuss the legislation. And it is believed the two senators might get together this week.

Hollings met last week with United States Telephone Association President Roy Neel, Bell Atlantic President Jim Cullen and Bell Atlantic lobbyist Aubrey Sarvis to discuss the bill.

If Hollings can come to terms with Dole and the telcos, the bill's two chief critics, it will go a long way toward insuring passage of S. 1822. The legislation would permit telephone and cable companies to compete with each other and would allow broadcasters to offer new digital services.

But many Senate observers remain skeptical that Hollings can cut a deal. Hollings doesn't have much time. The Senate may adjourn as early as Oct. 7. A U.S. invasion of Haiti would complicate the situation, cutting into the rapidly dwindling Senate time. Hollings also must deal with the nation's cities, state regulators and the computer industry, which have serious reservations about the legislation.

Hollings did clear at least one hurdle last week when the Congressional Budget Office concluded the bill's universal service fund would not result in a tax. An earlier analysis by CBO concluded the universal fund requirements were a tax. But the committee staff amended that section, and the CBO changed its initial assessment.

If the CBO's assessment had not been altered, the tax would have attracted the attention of Senate Finance Committee members and added to S. 1822's political problems.



Hollings, Dole may compromise on bill.

Commerce Committee Republicans Bob Packwood of Oregon and John McCain of Arizona, who voted against S. 1822 in committee, also are formidable obstacles.

The bill is "outrageous and highly regulatory," Packwood told BROADCASTING & CABLE last week. The "domestic content provisions alone are enough to kill the bill," he said. Asked if he planned to offer amendments on the Senate floor, Packwood said, "You bet I will."

McCain has vowed to fight that domestic content provision on the floor. It would require regional Bell operating companies to manufacture telecommunications equipment only in the U.S.

Another positive sign for Hollings: Senate Majority Leader George Mitchell (D-Me.) last week included

the bill among those he would like the Senate to tackle before adjournment.

But Mitchell is not likely to give Hollings more than a day or two for debate. Hollings must thereafter avoid a protracted debate and must settle many of the controversies surrounding his legislation before its called up on the floor.

Some speculated last week that Mitchell might "test the waters" by bringing S. 1822 to the floor on Wednesday (Sept. 21). "Mitchell might put it out on the floor to see what Dole really thinks and to see what the RBOCs will do," one source said.

"We explained our strong reservations, but we also assured him we do want legislation," said USTA President Roy Neel of his meeting with Hollings.

Sources said Hollings was irritated with the RBOCs, and especially with BellSouth Chairman John Clendenin, who blasted S. 1822 in a speech last week (see story, page 62). And Hollings is said to be unhappy about a letter BellSouth sent to shareholders urging them to contact their senators in opposition to the bill.

"This is legislative sausage making; it's messy," Neel said. "The trick is to turn the sausage into filet mignon in 10 days." ■

Taxpayers' infohighway costs: \$152 million

The FCC and the Department of Justice would have to spend \$152 million during the next five years to implement the Senate's information superhighway legislation, according to Congressional Budget Office estimates.

S. 1822, passage of which is uncertain, would open the cable, local telephone and long-distance telephone businesses to competition. It directs the FCC to regulate the competition and conduct studies, surveys and analyses. It empowers the Justice Department to promulgate rules, process applications, hold hearings and litigate appeals.

In a letter to Senate Commerce Committee Chairman Ernest Hollings (D-S.C.), CBO says the FCC's responsibilities would cost \$127 million between 1995 and 2000—\$40 million in 1995, \$35 million in 1996 and smaller amounts in subsequent years. Justice's duties would cost \$6 million—\$7 million in 1995-97 and \$3 million each year thereafter. —HAJ

Meet a few people geniuses at build

*"And I don't eat
meat... 'cause I'm
a vet-rinarian."*

**"HONEY, YOU LOOK FINER
THAN A NEW SET
OF SNOW TIRES."**

...le who are real ...ng your business.

"Most people don't realize that pie is an aphrodisiac."

"I'm water and you're fire...sooo together that makes us steam."

They're everywhere. Taking the nation by storm. On the air. In magazines. At malls. In their very own sweepstakes. Delivering their bad lines to help you pick up new customers. And getting your current subs to make a steady date with a "Sure Thing"—a new movie on HBO every Saturday night.

It's all part of the biggest, freshest, most attention-getting promotion of its kind ever. Building brand-value. And boosting your business.

Whether it just goes to show that when it comes to putting bright new ideas to work for you, HBO is *always* a sure thing.

HBO®

Analysts ponder NBC sale permutations

If owned stations are part of deal, crossownership conflicts may arise

By Geoffrey Foisie

NBC has given up denying that it is for sale. Although there is no doubt that GE is considering selling its network subsidiary, there was disagreement last week over whether all or part of NBC was on the block.

Aside from Time Warner Inc., the Turner Broadcasting System and Walt Disney Co., the names of other potential bidders have cropped up in recent weeks. They include International Telephone and Telegraph, Viacom Inc. and Harcourt General Inc.

One newspaper report last Thursday said that General Electric Co. Chairman Jack Welch favors a deal with Time Warner because he wants to keep NBC's seven—soon to be eight—owned TV stations.

That conflicts with the view of Nicholas Heymann, a former GE financial executive, now a securities analyst for NatWest Securities Corp. Heymann says it is more likely that GE will sell all of NBC.

In a report released last Thursday, Heymann suggests that GE is looking to report a big gain on any disposition. For that reason alone he suggests a

sale is more likely than a joint venture, and that a sale likely would involve the TV stations.

The report, co-authored with Susan Gallagher, says a divestiture of NBC would be part of a larger GE strategy to reduce earnings volatility and realign "GE's asset portfolio, which will probably favor manufacturing businesses over services."

If GE wants to sell all of NBC, then Time Warner, which has discussed a deal excluding the TV stations, might have to find someone to buy them. Time Warner has a major TV station-cable system crossownership conflict in New York, where the company has 1 million subscribers. The crossownership ban is not just an FCC rule, but was written into the 1984 Cable Act and thus would be difficult to get waived.

Time Warner could bring TBS into the deal to help it solve a variety of FCC restrictions. Time Warner owns 19% of TBS, which itself is said to have had discussions with NBC. A Time Warner/Turner/NBC deal also would have to involve Turner's other major shareholder, Tele-Communications Inc., and probably would result

in a complex shuffling of assets.

Another open question is how much NBC might be worth. One analyst pegged the stations' value at around \$2.6 billion; the TV network and cable operations at almost the same amount; and the program syndication operations at \$800 million. That totals \$6 billion, or \$1 billion more than Disney was said to be considering bidding for the network.

Securities analysts who follow Disney were neutral about a possible acquisition. "The biggest question on Disney's stock performance is that people don't know how it will continue to grow at 20%," one says. "Buying a network that grows at 10% or less won't help that unless you buy it at half price." "People are billing this as a strategic imperative; I don't know that it is," another analyst says.

Still, Disney might talk itself into buying NBC for competitive reasons to keep the network from going to Time Warner or another studio, an analyst says. A similar reason appears to have been a major factor in Disney's purchase of KCAL(TV) Los Angeles—to keep it from being bought by MCA, he says. ■

'Nanny' bests 'Coach' as new season rolls

In one of the less-publicized matchups of the fall, CBS's *The Nanny* outrated ABC's *Coach* last Monday in a battle of returning sitcom premieres. With the exception of NBC, all the networks debuted new or returning shows.

Fox has rolled out nearly all of its lineup, with *The X-Files* to debut last Friday. The results, according to the Nielsen weekly ratings, are mixed. With only one airing, it appears that the move of *Melrose Place* to Monday was a good one. The soap averaged a 10.8 rating and 17 share at 8-9 p.m., winning the hour among adults 18-49 and recording the best 8-9 rating ever for Fox.

The debut of *Party of Five* dropped nearly two rating points off its *Melrose* lead-in, with an 8.9/13. *Beverly Hills, 90210*'s season premiere on Wednesday, Sept. 7, pulled in a healthy 14.1/24, but dropped in its second airing of the season to an 11.8/20. The 24 share for *90210* in its season debut was its highest ever. *Models, Inc.* remains a slow build for Fox, with its first two episodes of the new season averaging close to the show's average rating and share during its summer run.

Other highlights for Fox include its Sunday-night line-

up, which has benefited from Fox's NFL schedule. Overall, the night has averaged a 7.8/13.

CBS saw strong season premieres of *The Nanny* and *Dave's World* last Monday, with the former averaging a 12.6/20 at 8 p.m. and the latter a 13.4/21 at 8:30 p.m. The only other CBS show that has debuted is *The Boys Are Back*, which scored a 10.2/16 Wednesday at 8:30.

ABC has premiered six series, four of them new. *All American Girl* bowed Wednesday (Sept. 14) in a special preview at 9:30, averaging a 16.8/27 as *Home Improvement*'s lead-out. Airing in *Girl*'s regular Wednesday 8:30 slot last week was the season premiere of *Thunder Alley*, which averaged a 13.2/21. *Alley* will air at 8 p.m. during the season. *Coach* and its Monday night lead-out *Blue Skies* debuted last week at 8-9 p.m., with the former pulling in a 10.6/18 and *Skies* an 8.4/14. The only other ABC premiere last week through Wednesday was *On Our Own*, which had a special preview on Tuesday at 8:30 and pulled in a 12.2/20. The network's *My So-Called Life* already is floundering, averaging a 7.1/12 in its first three airings on Thursday at 8-9 p.m.

—SC



Don't

Adjust

Your

Set

Time Warner Entertainment: A big MSO gets bigger

'Clusters' improve prospects for growth in telephone business

By Geoffrey Foisie

The lineup of cable system operators in this country probably will look a lot like the telephone companies within three years: about 10-15 top companies, a handful of medium-size companies and a lot of small operators.

That is what some brokers are saying in the wake of new cable system acquisitions by Time Warner. The deals mark the latest in an accelerating move toward industry consolidation that is absorbing many medium-size operations (see chart).

In two separate deals last week, Time Warner Entertainment increased the number of its "subscribers under management" by 20%. The two deals, one an acquisition and the other a joint venture, give the multiple system operator/programming company 8.9 million subscribers.

The largest of the two deals, the

joint venture, brought together 2.8 million Time Warner subs and 1.4 million Newhouse subs. The resulting entity, Time Warner Entertainment-Advance/Newhouse, will be owned in proportion to the subs contributed: one-third by Newhouse and two-thirds by Time Warner, which will handle day-to-day management.

Combining the two operations will create at least two market clusters, one in Albany/Troy, N.Y., and the other in Charlotte, N.C. Also, non-contiguous but geographically proximate cable systems will exist in at least three states: Florida, New York and North Carolina.

In Florida, Newhouse will contribute roughly 140,000 subscribers in Clearwater, about 90 miles from Time Warner's much larger Orlando-based operation. In New York, Newhouse has systems in Syracuse and Binghamton, and Time Warner has sys-

tems in Ithaca and Rochester. And in North Carolina, Newhouse has systems in Wilmington and Morehead/Jacksonville, while Time Warner has systems in Raleigh/Durham, Fayetteville and Greenville.

"Large-scale clusters like these improve the growth prospects not only for our core cable business and in advertising sales, but in the telephone business and future interactive services," Time Warner Chairman Gerald Levin said.

Newhouse had been looking to pair with a larger company, said Robert Miron, president of the company's cable division. "What we lacked was size, certain geographical strengths and a really proficient technical expertise," he said. "We did not want to be a seller, although day-to-day control was not a key issue." The negotiations with Time Warner began several months ago, Miron added.

"The consolidation, particularly as it relates to the top 10 operators, is going to accelerate," says cable broker Rick Michaels of Communications Equity Associates. Rumors were flying at presstime that Time Warner was talking about possible deals with Cablevision Industries and KBLCOM, which together provide cable service to more than 1.9 million households.

And top MSO Tele-Communications Inc. is closing in on a deal with TeleCable Corp., which has a subscriber base of more than 714,000 households.

Cable system operators believe bigger is better, and that domination of the ADI will be critical in the competitive landscape five years from now, says Michaels. He says consolidation is also considered important because it offers various economies of scale.

The other Time Warner deal announced last week was the purchase of Summit Communications' cable division in exchange for securities valued at roughly \$340 million.

The Summit properties are in two areas, one of which will give Time Warner a market-based concentration in Greensboro, N.C. The other Summit system is outside Atlanta. It is contiguous to Wometco's much larger system, which is in the process of being sold to US West, an investor/partner in Time Warner. The transaction works out to roughly \$2,300 per sub. ■

At a glance

Bigger is better when it comes to cable, apparently. Time Warner's recent deals to increase the number of its "subscribers under management" are the latest in an accelerating trend toward industry consolidation. The activity was particularly hot this summer:

June

- Comcast Corp. buys Maclean Hunter of Canada's U.S. cable systems for \$1.27 billion. Maclean Hunter's 550,000 customers expand Comcast's reach to more than 3.5 million households.
- Cox Cable strikes \$2.3 billion deal to combine its cable systems with those of Times Mirror Cable Television, creating a base of 3.2 million households.
- Crown Media's operations, reaching 990,000 households, are sold to Charter Communications and Marcus Cable for \$900 million.
- Adelphia Communications pays \$85 million for control of Tele-Media Corp., adding more than 425,000 subscribers and giving the company a reach of more than 1.6 million households.
- Jones Intercable agrees to sell a piece of the company to Bell Canada International in hopes of funding more cable system acquisitions and expanding its base of more than 1.3 million subscribers.

August

- Tele-Communications Inc. buys TeleCable Corp. for \$1.4 billion. TeleCable's 740,000 customers expand TCI's reach to more than 14.7 million households.
- Cablevision Systems Corp. completes its \$413.5 million purchase of three systems from Sutton Capital Associates.

—RB



We

Control

The

Horizontal

FCC chairman spells out broadcast agenda

By Kim McAvoy
and Christopher Stern

FCC Chairman Reed Hundt told broadcasters last week that he will not tie broadcast deregulation to tighter children's TV rules or to a new public interest standard.

There would be "no mega-deal, no holy bargain," Hundt told BROADCASTING & CABLE after meeting with top network executives and affiliates.

Hundt also shared his broadcast agenda with the executives. That agenda, which he hopes to complete during the next six to nine months, includes: a review of the TV ownership restrictions, repeal of the off-network prohibition of the prime time access rule and adoption of new children's TV rules.

Hundt also said he is determined to move quickly: "I'm against gridlock, and that's my starting point."

Just six weeks ago, Hundt proposed to revisit the "social compact" between broadcasters and the public, linking relaxation of broadcast deregulation to a commitment to women, minorities, children and localism.

"The time has come to reexamine, redefine, restate and renew the social compact between the public and the broadcasting industry," Hundt said at the time.

Hundt avoided talk of the social compact in his remarks last week to

the United Church of Christ. And according to sources, Hundt steered clear of the issue during his discussions with broadcasters. "It never came up," said one participant.

"He never mentioned a quid pro quo" for broadcast deregulation, said one network source. Hundt was "very clear that he wants to do something on children's TV," but that broadcast deregulation and children's TV are "not tied together," said the source. "He's not going to hold up one for the other."

But FCC General Counsel Bill Kennard said last week that TV violence and minority ownership and employment are important issues to Hundt and will be included in the FCC's broadcast agenda.

During the past two weeks, Hundt has discussed his broadcast agenda with NBC President Robert Wright, CBS Chairman Larry Tisch, and ABC/Capital Cities Chairman Tom Murphy. Also last week, Hundt met with the National Affiliated Stations Association (NASA), which includes representatives of the Big Three broadcast networks.



Hundt speaking to the UCC last week in New York.

NASA's Ben Tucker of Retlaw Broadcasting said last week Hundt expressed interest in children's TV, EEO and PTAR.

FCC sources have said the commission is considering launching a rule-making on Oct. 20 to end the prohibition against off-network programming during prime time.

One participant who met with the chairman felt Hundt had backed away from reviewing the social

compact because he "does not want to get bogged down by divisive issues."

According to one source, Hundt may have a notice of proposed rule-making on the local broadcast ownership caps for radio ready for the October meeting. New rules went into effect last week that increased national radio ownership limits to 20 AM stations and 20 FM stations. The ownership rules for TV, however, may not be addressed until November or later.

Hundt also said he would have additional proposed rules on children's TV by December or January.

Commissioner Jim Quello said he would support raising the station cap by four or five stations and the coverage cap to 30%. ■

Gaylord gets CBS affiliates in Seattle and Dallas

Despite ongoing litigation between Gaylord Broadcasting and the Warner Bros. Network, Gaylord has signed an affiliation agreement with CBS for its stations in Dallas and Seattle.

CBS manages to stay on a VHF in Dallas by moving to Gaylord's independent KTVT-TV. The Fox-New World deal had bumped CBS from KDFW-TV. In return, Gaylord wants the CBS affiliation for KSTW-TV, its independent station in Seattle.

CBS has been on Bonneville's KIRO-TV Seattle for 36 years. But before the CBS-Gaylord alliance became fact, Bonneville International Corp. decided to sell KIRO-TV to A.H. Belo Corp. for \$160 million cash.

Belo says in a press release that based on CBS's then-rumored intention to move the affiliation to KSTW-TV, Belo "initially plans to operate KIRO as an independent with a full local news service." But Belo Chief Financial Officer Michael Perry says the company "wouldn't rule out" another network's offer.

CBS distribution President Tony Malara says the affiliation

switches in both markets will happen simultaneously, probably around April 1 of next year. The timing is tied to New World's expected completion of its purchase of Argyle Broadcasting's KDFW-TV Dallas, the current CBS affiliate, as well as to CBS's six-month cancellation notice to KIRO-TV.

"It's not a surprise, but it's certainly disappointing after 36 years as a loyal CBS affiliate," said Glenn Wright, general manager of KIRO-TV Seattle, the outgoing CBS affiliate. Bonneville also owns a CBS affiliate in Salt Lake City, KSL-TV.

"With over 40 hours a week of local programming, including 32 hours of news, we see an opportunity to build on that foundation and become a powerful independent station," Wright said.

Malara said the parting with KIRO Seattle was "bittersweet," but also a reflection of the new era in network affiliate relations.

"More and more I think you're seeing group owners looking to put their properties with one network," he says.

But it's not a hard-and-fast rule, either, he said, citing Gannett's alliance with three networks. —SM,JZ

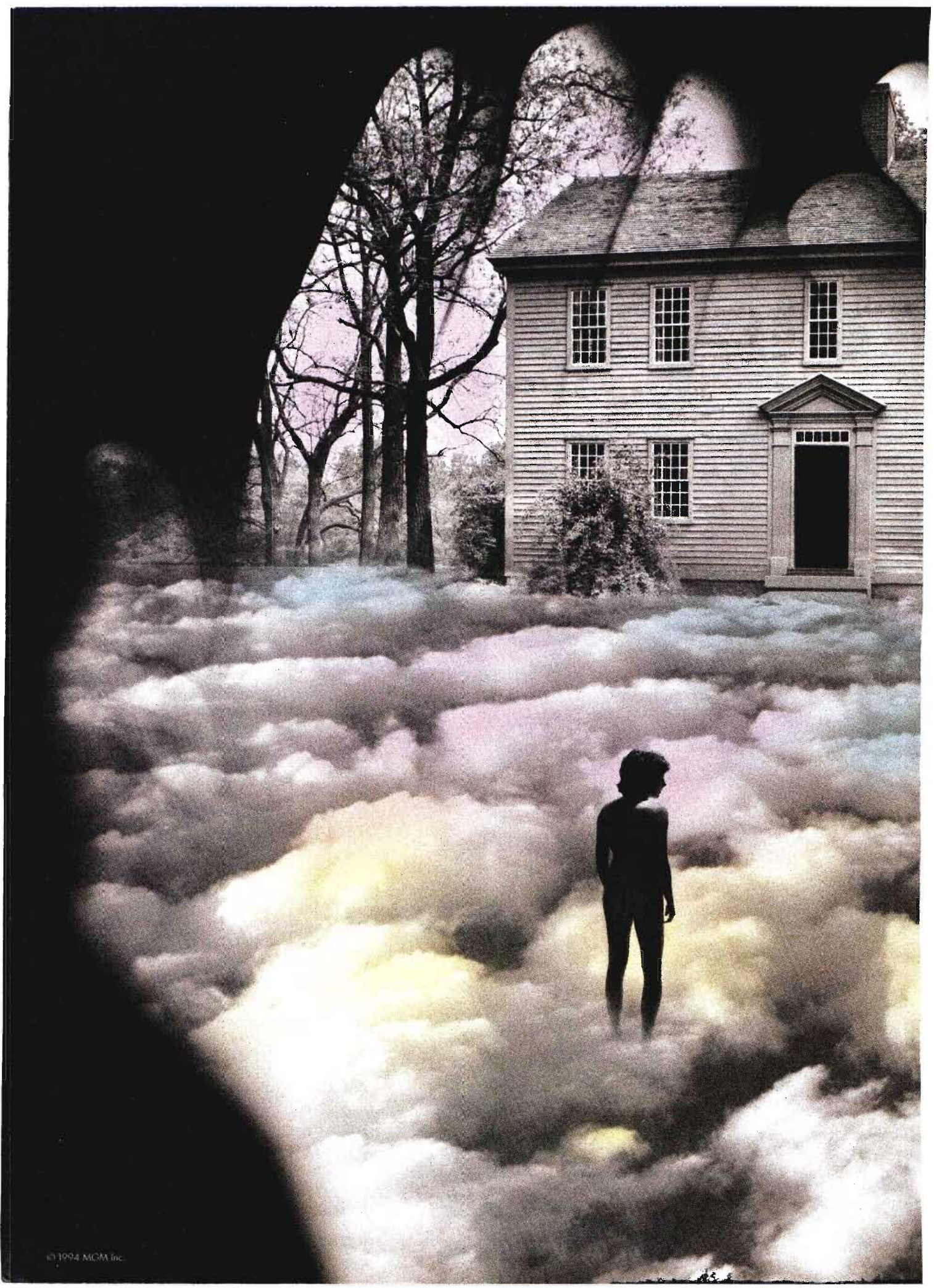


We

Control

The

Vertical





THE
OUTER
LIMITS

We
will
control
all
that
you
see
and
hear



C O M I N G F A L L 1 9 9 5

Salhany's back and U/P's got her

Former Fox Broadcasting head to preside over launch of new network

By Steve McClellan

Lucie Salhany has joined the United/Paramount Network as president and chief executive officer.

The network will launch in January with two nights of programming—Monday and Tuesday—and three one-hour shows, including *Star Trek: Voyager* and two half-hour programs.

Network executives say that they will launch a two-hour afternoon kids block in fall 1997. In preparation for that launch, the network will begin testing and developing new animated product on Sunday mornings as early fall 1995, Paramount Television Group Chairman Kerry McCluggage says.

The network, already sold out for the first season, also will air some weekend movies. Movies are a form of relatively low-cost but lucrative programming to help fund prime time development, the executives say.

The network's goal is to expand to 10 hours of prime time programming and break into the late-night programming business, but the timetable for rolling out that programming remains fluid. "We are in this for the long haul, and there is no rush," Salhany told *BROADCASTING & CABLE* last week.

The move reunites Salhany with Paramount, where she ran the company's domestic syndication division for six years before jumping to Fox in 1991 as head of the Twentieth Television Group. She stepped down in July after network setbacks and differences over management style with Fox Inc. Chairman Rupert Murdoch. The United/Paramount Network is a joint venture between Paramount and



**"We are in this
for the long haul,
and there is no rush."**

**United/Paramount Network
President Lucie Salhany**

BHC Communications, a group owner of eight television stations, including WWOR-TV New York and KCOP-TV Los Angeles.

According to McCluggage, the network's corporate structure is similar to that of the USA Network. Salhany will report to a four-person operating committee headed jointly by McCluggage and Evan Thompson, president of the BHC television group. One additional representative from each company is on the committee.

Salhany's decision to join the network represents a sort of closure for an idea formed during her earlier run at Paramount, when discussions were held with Thompson and BHC about forming a fifth network, she says. But

for numerous reasons the network didn't gel back then.

Before last week's announcement, there were reports that Salhany was demanding an ownership interest in the new network. She declined to discuss any of the terms relating to her contract.

Paramount parent Viacom Inc. reportedly has considered the feasibility of trying to buy one of the major broadcast networks. Salhany says that any concerns she had about the company's commitment to the new network were put to rest by Thompson and McCluggage. "I have no questions about Viacom's support for this network," she says.

So far, United/Paramount has signed 41 primary broadcast affiliates covering 52% of the country, including 14 of the top 20 markets. Major holes include Boston, Detroit, Atlanta, St. Louis and Seattle.

By comparison, the WB Network, also launching in January, claims roughly 74% coverage, but includes the national coverage of superstation WGN-TV Chicago in that figure. The United/Paramount network is not distributing its programming over the national feed of WWOR, according to Thompson.

WB has not released a list of affiliate stations in almost 10 months, but sources say the lineup includes about 25 over-the-air outlets, including the four Gaylord stations. Gaylord and WB are now in litigation over whether they made a deal or not: Gaylord says no and WB says yes. Meanwhile, Gaylord made a deal to affiliate with CBS in Seattle and Dallas (see story, page 14).

Industry observers have been critical of both networks' ability to build a strong enough broadcast station lineup to launch a fifth network. Salhany would say only that a number of key affiliation moves are in the works and will be announced shortly.

Meanwhile, casting problems with *Voyager* will not delay the launch of the show or the network, McCluggage says. Actress Genevieve Bujold pulled out last week, citing unexpected rigors of the production schedule. She has been replaced by Kate Mulgrew. ■

Still in there pitching

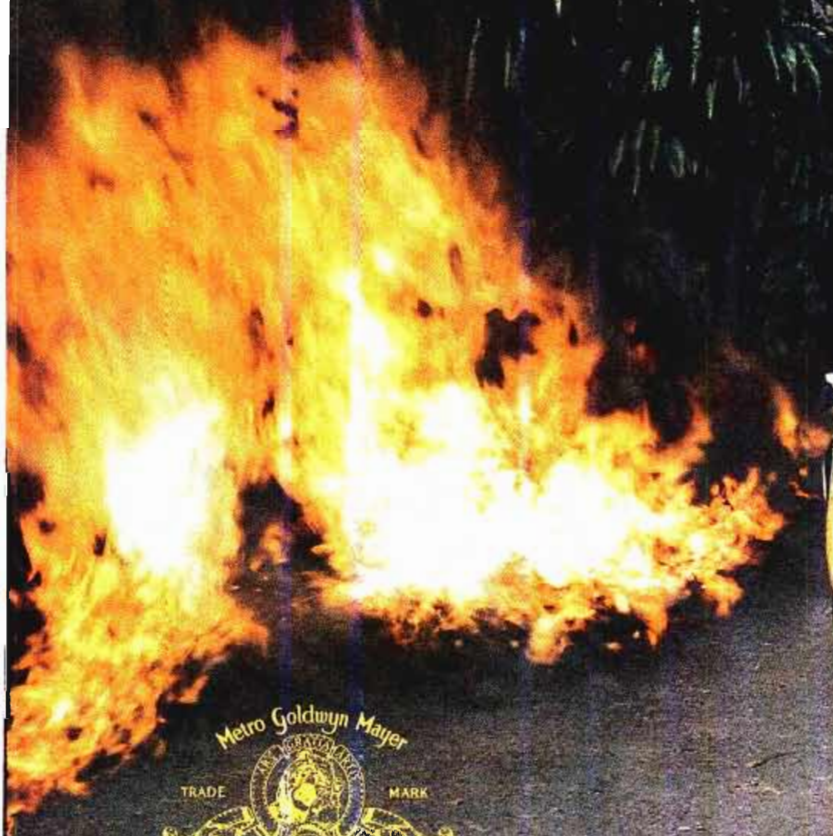
Despite the abrupt end last week to the 1994 baseball season, The Baseball Network, the joint venture among, ABC, NBC and major league baseball to produce and distribute network baseball games, is out selling packages for next season. Several sponsors are already committed through multiyear packages they agreed to this season, including GM, Toyota, Texaco, MCI, Gatorade, Gillett and Avis. This year the network booked \$130 million in sales up to the start of the strike, and expected to book \$165 million in all. The strike forced advertisers to put about \$100 million of that revenue elsewhere. TBN has an initial six-year run, with an out clause for all parties after two years if TBN doesn't generate \$330 million in sales. But sources said it was possible the partners would not count this season since TBN was on track to meet the revenue target.

—SM

**NO WRITER
IN HOLLYWOOD
COULD MAKE
THIS STUFF UP...**

UNEXPECTED. UNREHEA

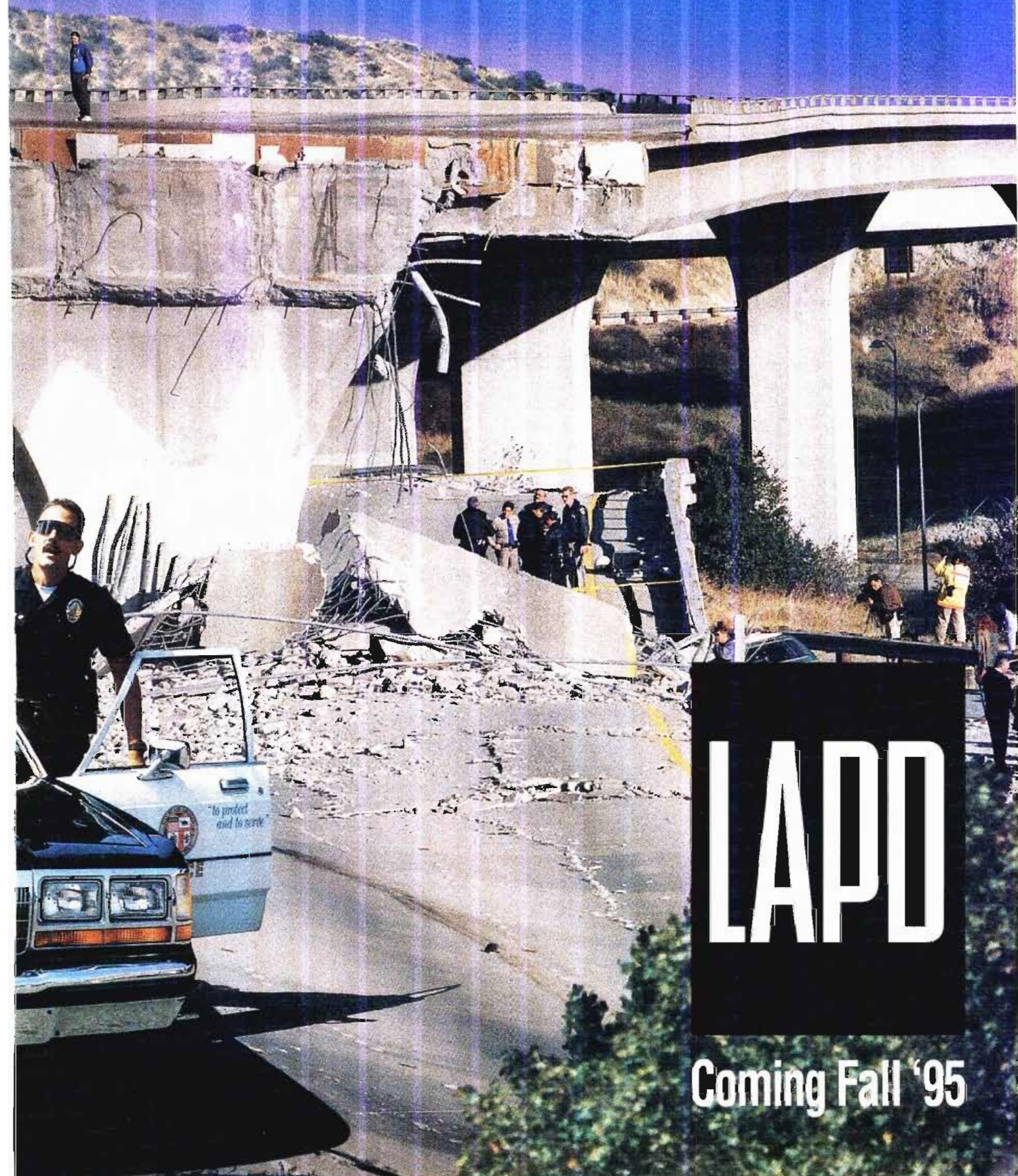
HOLLYWOOD



MGM DOMESTIC TELEVISION DISTRIBUTION

© 1994 MGM Worldwide Television Group
a division of Metro Goldwyn-Mayer Inc.

RSED. UNPRECEDENTED.



LAPD

Coming Fall '95

Four-part harmony in Los Angeles

NAB Radio, RTNDA, SMPTE, SBE conventions combine exhibit floors

By Chris McConnell, Steve McClellan and Julie Zier

Broadcasting groups will bring shopping-mall strategy to trade shows this October when they put on four concurrent conventions.

The one-stop shopping opportunity will provide the industry with a chance to drop by the NAB Radio Show as well as conferences held by the Radio-Television News Directors Association, the Society of Broadcast Engineers and the Society of Motion Picture and Television Engineers. Each of the conferences will occur between Oct. 12 and 15 at the Los Angeles Convention Center.

Although each of the groups still will be holding its own independent conference (complete with a separate conference program), exhibitors will gather in a unified "World Media Expo." The exhibit floor, expected to cover some 131,000 square feet, will include a Radio/Audio Pavilion along with floor space for all the exhibitors.

"It made sense to bring the exhibitors together," says NAB's Lynn McReynolds, explaining the overlap that existed among the previously separate shows. Combining them, the organizations think, will save exhibitors and conference registrants the trouble of attending separate conferences or choosing among the shows.

The new arrangement calls for each organization to administer its own conference. The NAB, which has struck separate deals with each participating organization, is managing the exhibit floor. Contracts with the other groups call for the NAB to pay each a flat fee for their participation, with added bonuses if the exhibitor space exceeds a certain level.

With exhibit floor prices \$17-\$23 per square foot, the NAB expects to see at least \$2.2 million in revenues from the media expo. The association last week said that 465 exhibitors had signed to bring their wares to Los Angeles. McReynolds says that the Radio/Audio Pavilion alone will cover 10,000 more square feet than did the exhibit floor at last year's Radio Show.

Following is a preview of what's on the numerous agendas in Los Angeles:

RADIO —THE NAB— SHOW

NAB Radio

The National Association of Broadcasters may be justified in calling its October conference in Los Angeles "Radio's Hottest Show in Radio's Hottest Market." The show's registration numbers are "running well ahead of last year's," and the NAB has invested \$900,000 more than in previous years, according to NAB President Eddie Fritts. He says it hopes to net \$900,000 from the event.

The Radio Show's chairman, Bill Stakelin, says it will

emphasize three areas: programming, sales and management. The FCC will receive "the straight skinny" on the radio industry, says Fritts. Attending will be Chairman Reed Hundt, commissioners Andrew Barrett, Rachelle Chong and Susan Ness, and 13 FCC staffers. Hundt and Fritts will go one-on-one in a discussion of radio, and the commissioners will hold a roundtable discussion and Q&A breakfast.

David Brenner, Jerry Brown, Pat Buchanan, Jim Hightower and G. Gordon Liddy will be among the talk show hosts broadcasting live from the show. Liddy and Hightower also will discuss the power of the medium at a panel session.

Among other planned sessions are those covering the infohighway, Equal Employment Opportunity rules and ownership rules, as well as numerous technological seminars and a format fair. The Radio Advertising Bureau will hold several sales and marketing panels.

With an expected 12,000-15,000 registrants, 475 exhibitors and 135,000 square feet of exhibit space, the World Media Expo will rank as the fourth-largest broadcasting show in the world. Number one is the NAB Spring Show.



RTNDA

Privacy issues, the impact of budding services such as video on demand, and how new alliances such as Fox-New World and the potential sale of the broadcast networks will affect TV news will dominate the discussion at this year's Radio-Television News Directors convention in Los Angeles.

Before the convention, however, the talk is about whether President Clinton will accept the organization's invitation to address the convention. According to RTNDA President David Bartlett, the President is invited every year and ordinarily sends a polite "regret" shortly after receiving the invitation.

But this year, says Bartlett, instead of a regret the Clinton people followed up with questions about the convention's agenda and who would be in attendance. Speculation is that Clinton is mulling the RTNDA show as a possible platform to speak to Californians shortly before that crucial state's midterm elections in November.

A White House spokesman confirmed last week that the President still was considering the RTNDA as a possible stop. If he does, it will be the first time in the modern era of the organization that the president has addressed its convention (although John F. Kennedy did so by videotape, and Harry S. Truman invited the entire convention—consisting of about a dozen news directors—for a chat in his office in the early 1950s).

The opening general session on Thursday, October 13, moderated by ABC's Jeff Greenfield, will address "news of the future." Time Warner's Paul Sagan and Walter Issacson will be on hand to discuss the company's news-on-demand project in Orlando. Also participating on the panel will be

two executives from CBS Radio: Robert Garcia, Washington-based executive producer, and Tony Masiello, vice president, technical operations; Mel Martin, news director, WINK-TV Fort Myers, Fla., and David Kogen, Reuters.

Two lawyers involved in O.J. Simpson's defense will participate on separate panels dealing with privacy. One session will address tensions between the constitutional rights to a fair trial, free press and privacy, and another will address whether the media has gone too far in probing the private lives of public people.

A Friday morning (Oct. 14) panel, moderated by NBC's Jane Pauley, addresses the issues of health care and crime as news stories, and how the two subjects frequently are interrelated.

So-called family-sensitive newscasts will be the subject of a panel that will include John Lansing, news director at WCCO-TV Minneapolis. Lansing is credited with launching the first such newscast on his station.

Another session will try to make sense of the various mergers and acquisitions, rumored or otherwise, and new alliances (such as Fox and New World) and the impact they're having on the news business. Among the participants: Dick Reingold, news director, WRC-TV; Andy Heyward, CBS News; Mel Karmazin, head of Infinity Broadcasting; Group W Broadcasting's Dan Mason; print and TV news veteran Jerry Nachman; Don Cornwell, chairman, Granite Broadcasting; and Mike Wheeler, general manager, NBC New Media.

Keynote speakers include *60 Minutes'* Andy Rooney, *Meet the Press's* Tim Russert, and retired CBS News veteran Charles Kuralt, recipient of this year's Paul White Award.



SBE

Digits in control rooms and transmitters will occupy the thoughts of broadcast engineers as they gather at the Society of Broadcast Engineers (SBE) conference in Los Angeles.

The conference, which is focusing on new technologies for radio and television, will cover the digital transmission and production equipment making its way into broadcast operations. "We've got radio and television tracks that deal with digital audio and HDTV," says John Poray, SBE's executive director.

The sessions will include a pair of presentations devoted to HDTV, including one paper on the performance of HDTV transmission equipment during this spring's field testing in Charlotte, N.C. Engineers from Harris Corp., Thomson Components and Dielectric Communications also are scheduled to present papers on other parts of HDTV transmission plants, including output amplifiers and "HDTV-ready" UHF transmission systems.

Other segments of the conference will focus on digital technology available to broadcasters. Avid Technology's Roland Boucher, for instance, will present a paper on disk-based video-library systems, while Accu-Weather Inc.'s Joel Myers will discuss automated creation of TV weather graphics.

The FCC's David Bennett also will be on hand to discuss the commission's policy making on ancillary services

in the video portion of the TV signal. Bennett, an engineer with the FCC's Mass Media Bureau, will discuss factors that may influence the commission's policies on the subject. FCC officials have said that the growing number of proposals to use portions of the NTSC signal to deliver digital information have prompted them to consider a rule-making on the issue.

On the radio side, the conference has devoted a pair of sessions to digital technology for radio, including a paper on digital audio production and archival systems. Another scheduled paper will address the MPEG compression algorithm.

In addition to the sessions, the conference this year will be making use of the nearby antenna farm on Mt. Wilson. SBE plans to truck engineers to the farm for a first-hand look at the broadcasting gear placed there by some 20 radio and television stations.

"There's a variety of equipment manufactures [represented]," Poray says, adding that the trip will give engineers a chance to study the old and new in antenna technology. He expects a crowd of about 50 to make the pilgrimage.

Poray says this year's conference will carry more papers dealing with management issues such as budgeting and quality control. "We're getting more into that," Poray says, maintaining that engineers are finding themselves dealing with a growing volume of management questions.

This year's show will not be the first time SBE has held its conference concurrently with another show. Last year the group presented its conference in conjunction with the Radio-Television News Directors Association, a combination Poray says worked well. The SBE show attracted roughly 300 participants, and Poray expects a higher registration this year.

SMPTE

Joining the two conferences this year will be the Society of Motion Picture and Television Engineers, which also plans to devote its show to examining digital technology. Program Vice Chair Frank

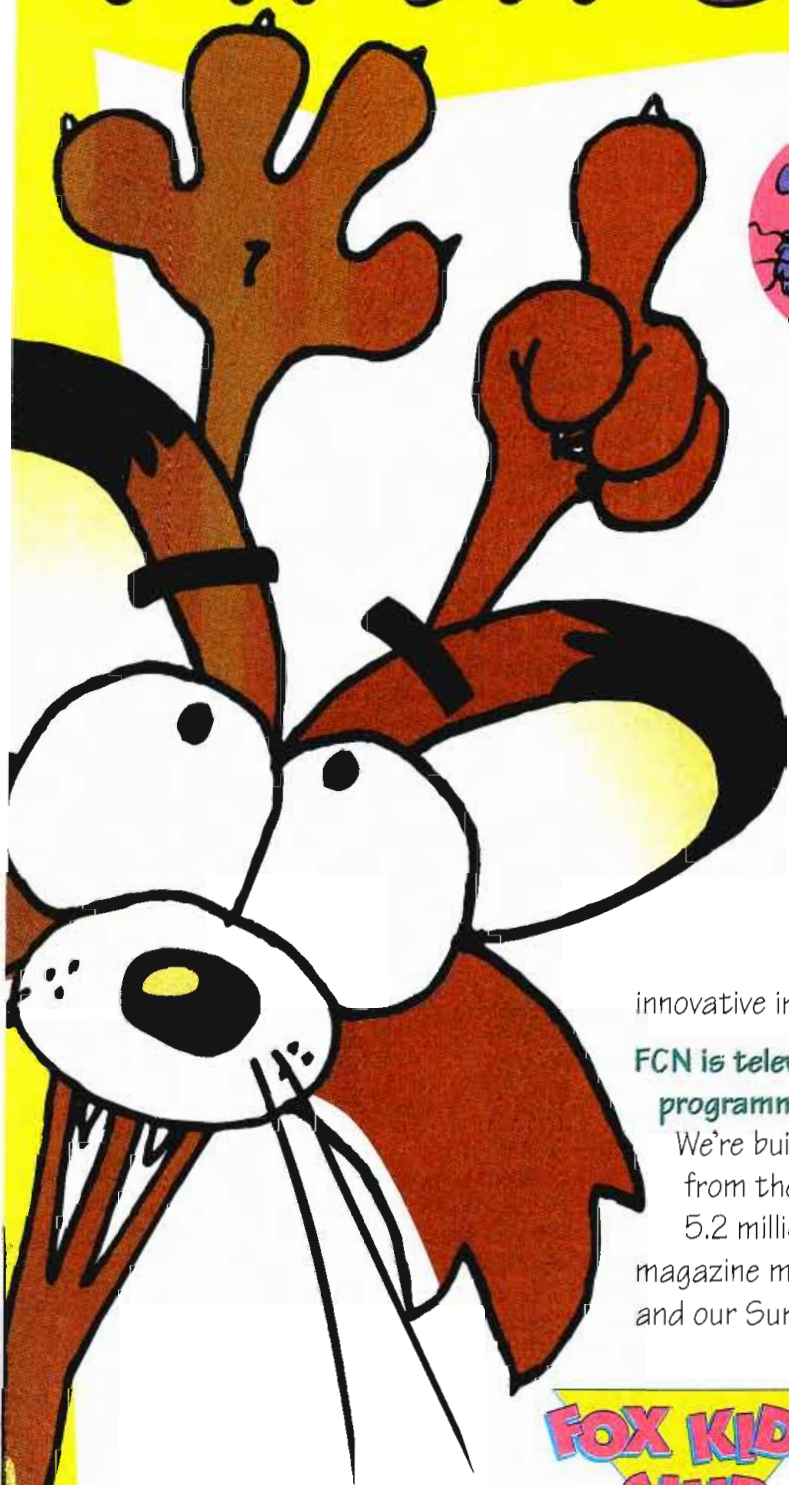
Haney describes digital compression as one of the top areas of attention. He says that papers will include discussions of the newer Wavelet compression approach as well as the MPEG2 compression standard and compression applications for interactive media.

The SMPTE participants also plan to conduct their own discussions on HDTV. This year's agenda calls for a look at the European "coded orthogonal frequency division multiplexing" (COFDM) technology. The technology has prompted broadcast groups including the NAB and the Association for Maximum Service Television (MSTV) to initiate an effort to develop and test it as an alternative to the transmission system now slated for use in the Grand Alliance HDTV standard.

The engineers also will hear a paper on the results of this year's advanced TV field testing, presented by industry consultant Jules Cohen. Other discussions, Haney says, will include presentations on converting from analog to digital broadcast plants. ■



Fifth Season.



We're celebrating
turning five... and
delivering more young
viewers than anyone!

There's no two ways about it...
no one else comes
close to delivering
FOX KIDS NETWORK's
34,000,000 kids and
teens every month!*

Thanks to the most
popular shows around -- like
X-MEN, BOBBY'S WORLD
EEK!STRAVAGANZA and
the #1 kids show, the
MIGHTY MORPHIN
POWER RANGERS
-- plus exciting contests,



innovative interstitials, award-winning PSAs and more.

**FCN is television's most successful children's
programmer because FCN is more than just television.**

We're building a world that kids want to be a part of...
from the powerhouse FOX KIDS CLUB, with more than
5.2 million members; to TOTALLY KIDS, our official
magazine mailed free to over 3.8 million families;
and our Sunday radio show, THE FOX KIDS COUNTDOWN.

**FOX KIDS
CLUB**

**TOTALLY
KIDS**

fox
kids countdown

First Place.

THE FACTS:

Among viewers 2-17, The **FOX KIDS NETWORK** delivers...

332% MORE THAN NICKELODEON

255% MORE THAN ONCE-A-WEEK SYNDICATION

186% MORE THAN NBC

177% MORE THAN ALL M-F SYNDICATION

75% MORE THAN BUENA VISTA

49% MORE THAN CBS

43% MORE THAN ABC



The other guys can talk... but the facts speak for themselves. The FOX KIDS NETWORK delivers the hits, the laughs... and the kids!



**Source: Data based on NTL & NES Dallas Plus, Network 9-20-93 through 6-7-94, Syndication 8-30-93 through 8-7-94 P2-17 (000's) audience estimates for all kids programming aired by each individual program service. Cable service data based on NH 4th Quarter 1993 through 2nd Quarter 1994. Subject to qualification, available upon request.

CBS Tops Emmy list

Franz tops Kelly, 'Picket Fences' tops 'NYPD Blue'

By David Tobenkin

CBS's *Picket Fences* pulled a surprise win over ABC's *NYPD Blue* for best dramatic series at last week's Prime Time Emmy Awards ceremony, while the strength of NBC's 1993-94 rookie show *Frasier* was rewarded with the best comedy series nod.

But the awards ceremony itself may have been the biggest winner, delivering a 14.6 rating (and 23 share) on ABC that was the highest show rating since the special moved in 1987 from the Big Three networks to a six-year, low-rated run on Fox.

NYPD Blue's record 26 Emmy nominations translated into six wins, including a best actor in a dramatic series award. After all the hoopla over whether or not best-actor nominee David Caruso would make an appearance at the show, he did—and lost out to on-screen partner Dennis Franz.

NYPD Blue led all shows in Emmy wins and was followed by *Frasier* and *Picket Fences*, with five wins each; *Oldest Living Confederate Widow Tells All*, with four wins, and *And the Band Played On*; *David's Mother* and *D-Day to Berlin*, with three wins each.

CBS was tops among networks, with 26 Emmy wins, followed by NBC's 14 Emmys, ABC's 13, HBO and PBS's eight each and the Disney Channel's six.

Other top award-winners included *Sisters'* Sela Ward, for best actress in a dramatic series, *Frasier's* Kelsey Grammer, best actor in a comedy series, and *Murphy Brown's* Candice Bergen, best actress in a comedy series.

The best made-for-television movie honor went to HBO's *And the Band Played On*, while PBS's *Prime Suspect 3 (Mystery!)* won for best miniseries. The awards ceremony won its time period, its 14.6/23 besting CBS's 13.0/21 and NBC's 8.1/13. Although that also easily surpassed last year's 13.6/21 on ABC, it was a far cry from the 23.1/36 the show earned in a less fragmented marketplace on NBC in

1986, the year before the show moved to the fledgling Fox network and ratings plunged to an 8.8/14.

The animated performances of



Most Happy Fellas—Fyvush Finkel (above) and Dennis Franz (left) celebrate their respective Emmy wins.

show hosts Patricia Richardson of *Home Improvement* and, especially, Ellen DeGeneres of *Ellen*, helped lighten the three-hour show, which managed to clock in at a half-hour shorter than last year.

DeGeneres was mobile for much of the show, journeying to seats near the auditorium's rafters to ask the roof-dwellers how they would make their way down to the stage to accept their

awards; apologizing to loyal fans outside the building for their poor seats, and walking the auditorium aisles as a pseudo-flight attendant, picking on celebrity audience members as she went.

Memorable acceptance speeches included *Seinfeld's* Michael Richards's purposeful silence for his 30-seconds and *Picket Fences'* Fyvush Finkel's emotional refusal to leave the stage before he'd had his say: "I don't care how much time they gave me [winners were asked to limit acceptance speeches to 30 seconds], I waited 51 years to get on this stage!" said Finkel, clutching his award for best supporting actor in a drama series. ■

KW woos Grodin for late night

King World is close to signing actor-comedian Charles Grodin to host a late-night syndicated program planned for fall 1995.

The Grodin show deal was confirmed by his representatives at United Talent Agency. A King World official had no comment.

Grodin, best known for his feature film roles in films "Beethoven" and "Midnight Run," is a regular guest on the talk-show circuit, including numerous appearances on *Letterman*.

A major question for the show is when it would run. The late-night daypart after 11 p.m. is crowded with successful shows like *The Tonight Show*, *Letterman* and syndicated newcomers such as Paramount's *Jon Stewart Show*, MCA TV's *Last Call* and Columbia's *The Newz*.

One scenario would be for King World to sell the show to Fox affiliates, or to the new United/Paramount and Warner Bros. networks, which for the foreseeable future are not expected to carry programming after 10 p.m., said a UTA source.

The show also will likely test the legendary leverage King World enjoys in getting clearances for new shows based on the success of its heavyweight *Oprah*, *Wheel of Fortune* and *Jeopardy!*

—DT

Dramatic debut for KC switch

Fox, NBC affiliation trade creates initial confusion, ratings swings

By David Tobenkin

The affiliation switch in Kansas City last Monday sparked thousands of calls from confused viewers and an initial dramatic effect on ratings for stations in the market.

The swap, one of the first of many to come, saw former NBC affiliate and New World station WDAF-TV and former Fox affiliate and Scripps Howard station KSHB-TV trade networks.

The day-one ratings effect of the move was a dramatic drop in the ratings of NBC programming on KSHB-TV and a significant rise in the ratings for WDAF-TV, which has moved to a news-intensive format, and for independent KSMO-TV, which has increased its already strong children's lineup as a result of the switch. Ratings on Tuesday, however, appeared to temper those trends. The extent of the viewer shift beyond the initial confusion will take time to gauge.

Nonetheless, the initial effect on NBC's ratings in the market were dramatic and across the board Monday (Sept. 11). NBC's *The Tonight Show* fell from a 4.7 rating and 12 share on Aug. 29 (the most recent Monday not affected by a holiday), to a 3.7/9 on Monday, Sept. 12. And in prime time, a double-run of *The Fresh Prince of Bel Air* fell from 8.6/15 on WDAF-TV to a 5.0/9 on KSHB-TV over the same period. On Tuesday, Fox's telefilm *Deadly Vows* generated an 11.8/20, easily besting the 6.1/10 of NBC's feature film "Wayne's World." NBC's *Date-line NBC* dropped from 14.2/22 Sept. 6 to a 11.5/18 a week later, an effort still good enough to win its time period.


The switch also impacted ratings for KSHB-TV's syndicated product. The station's move of *Coach* from access at 6:30 p.m. to late fringe at 11:30 caused its ratings to wither from a 7.6/15 Sept. 6 to a 2.4/10 a week later, while its access replacement, *Star Trek: The Next Generation*, generated only a 4.3/9 in the time period.

WDAF-TV's new locally produced morning news show debuted to a win in its 7-9 a.m. time period Monday, with a 4.6/20, in no small part because NBC's *Today Show* slid from a 6.8/27

Aug. 29 on WDAF-TV to a 2.7/11 on KSHB-TV last Monday. However, ratings for the new WDAF-TV morning news block fell to a 2.1/9 Tuesday while the *Today Show's* ratings remained in the doldrums. WDAF-TV has doubled its news output from 3.5

to 7 hours of local news per day.

The switch also saw the top-rated Fox Children's Network kids programming block moved from KSHB-TV to KSMO-TV, where it now is being aired out of pattern and minus one of its shows, *Tiny Toon Adventures*. That



When the Pope comes for a visit, you know where to look for coverage.

Every major event during the upcoming Papal visit will be covered right here, on the Faith & Values Channel. From evening prayer at St. Patrick's to the Mass at the Meadowlands.

It's all on Faith & Values Channel.

Faith & Values Channel is your single most comprehensive source of relevant inspirational programming as diverse as the audiences looking for it. We're answering the prayers of viewers looking for something better.


For more information on how you can be a part of this historical event, call

800-522-5131.

FAITH & VALUES
CHANNEL

Building Bridges of Hope and Understanding

Represented by:



Vision Group, Inc.

Marketing & Sales Service
For Cable Networks

has made KSMO-TV, which also carries the Disney Afternoon syndicated block, a kids programming powerhouse. KSMO-TV's airing of Disney show *Bonkers*, for instance, jumped from a 1.5/4 on Aug. 29 to a 3.4/10 Sept. 12. KSMO-TV General Manager Jim MacDonald attributes that jump to the lack of children's programming.

"I think (the acquisition of FCN's shows) will drive the entire early fringe block when you have shows as strong as *Power Rangers* versus staid adult programming," says MacDonald.

In all, KSMO-TV now carries eight and a half hours of children's programming per day weekdays, seven hours on Saturdays and five hours on Sundays.

The placement of an FCN show on a non-Fox affiliate and its airing of the block out of pattern likely will be the unpleasant cost of affiliation switching in the kids network in many markets where New World's news-intensive, former Big Three affiliates are joining Fox. In addition to dropping *Tiny Toon*, three other FCN shows

now are aired by KSMO-TV from 4-6 a.m., although the key Saturday morning FCN lineup remains in pattern.

Viewers in Kansas City flooded the switchboards of the stations with questions about the switch.

WDAF-TV General Manager Ed Piette said his station received 2,500 calls on Monday, but that calls had fallen to 750 Tuesday and 239 Wednesday. The station has spent \$250,000 on cable, radio and newspaper ads in the market to let viewers know about the switches. ■

Fox: The puck stops here

Fourth net picks up some NHL action; ESPN contracts also extended for hockey coverage

By Steve McClellan

Fox netted another sports franchise last week in a new five-year deal with the National Hockey League. In concert with the deal, the NHL extended by two years its five-year agreement with cable carriers ESPN and ESPN 2. Both the cable and broadcast agreements now run through the 1998-99 season.

Sources say Fox paid roughly \$150 million for its five-year deal, while ESPN is said to be paying around \$100 million for its seven-year deal. The Fox deal represents the first time in 20 years that the NHL has been able to negotiate a broadcast-network package.

League and network sources say hockey's expansion to the Sun Belt, where six teams are now in place, coupled with ESPN's promotion of the sport during the past two years and its growing appeal to youth, helped to make the network deal possible.

Taking a page from the National Basketball Association, the NHL also came to the table offering Fox two pre-sold sponsorships—Anheuser-Busch and Nike. Busch already has an ESPN commitment and Nike is mulling such a commitment, officials say.

ESPN and ESPN 2 will air a combined 100 regular-season games per year. In addition, ESPN will start an out-of-market, pay-per-view NHL package and distribute games in syndication around the world.

The Fox package kicks off this coming season with the All-Star

Game and includes exclusive coverage of at least two Stanley Cup Final games and any game-seven matchup.

ESPN gets exclusive rights to the first two rounds of NHL playoff action. For the quarterfinal, semifinal and conference final rounds, Fox will telecast two Sundays of coverage for each and ESPN will televise the remaining matchups in those rounds.

During the course of Fox's five-year deal, regular season regionalized coverage will grow from two or three telecasts in year one to about 20 weekly matchups in the final year of the deal. ■



CMT launches new series

Five new shows added in Gaylord's first major change

By Rich Brown

Country Music Television on Oct. 1 will launch several prime time series designed to encourage more appointment viewing to the music video network.

Five new music video-based programs will be added to the network, marking the first extensive format change since CMT was acquired by Gaylord Entertainment Company and Group W in January 1991. New series will include *Big Ticket*; *Jammin' Country*; *The Signature Series*; *CMT Delivery Room* and *CMT Top 12 Countdown*.

Group W's Lloyd Werner says CMT is making the change based on the success of the network's weekly *CMT Saturday Nite Dance Ranch*, which has a household Nielsen rating 14% higher than CMT's average prime time audience. *Ranch*, which joined the network's Saturday night schedule in the 9 p.m. slot about a year and a half ago, will itself be expanded to a nightly series next month.

CMT executives say the themed shows are expected to make it easier for viewers to know when to find their favorite music. They also say the format will be easier to promote and will

	ABC	CBS	NBC	FOX
MONDAY	16.4/27	9.6/15	9.4/15	6.3/10
8:00	54. Coach 7.9/14	26. The Nanny 9.6/16	44. Fresh Prince 8.4/14	72. Fox Night at the Movies—Don't Tell Mom the Babysitter's Dead 6.3/10
8:30	42. Coach 8.6/15	31. Dave's World 9.4/15	56. Blossom 7.7/12	
9:00	1. NFL Monday Night Football—Los Angeles Raiders vs. San Francisco 49ers 19.9/34	21. Murphy Brown 10.1/16	22. NBC Monday Night Movies—The Black Widow Murders: B.T. Moore 10.0/16	
9:30		34. Love & War 9.2/14		
10:00		29. Northern Exposure 9.5/16		
10:30				
TUESDAY	11.9/20	10.4/17	7.0/12	8.8/14
8:00	14. Full House 12.7/22	18. Rescue 911 10.7/18	80. Apollo Theater Hall of Fame 5.5/9	39. Fox Night at the Movies—Point Break 8.8/14
8:30	15. Sister, Sister 12.4/20			
9:00	5. Roseanne 15.8/25	20. CBS Tuesday Night Movie—Pacific Heights 10.2/17	23. Dateline NBC 9.9/17	
9:30	8. Ellen 14.8/23			
10:00	55. She TV 7.8/14			
10:30				
WEDNESDAY	12.0/20	7.9/13	9.1/15	11.8/19
8:00	40. Before They Were Stars 8.7/15	62. The Nanny 7.3/13	45. Unsolved Mysteries 8.3/14	10. Beverly Hills 90210 14.1/24
8:30		74. Muddling Thru 6.2/10		
9:00	2. Home Improvmt 18.6/29	77. Christy 6.0/9	33. Now with Tom and Katie 9.3/15	31. Models Inc. 9.4/15
9:30	3. Grace Under Fire 17.0/27			
10:00	26. Turning Point 9.6/17	17. 48 Hours 11.0/20	25. Law and Order 9.8/17	
10:30				
THURSDAY	7.6/12	8.3/14	11.9/19	8.1/13
8:00	66. My So-Called Life 6.8/11	47. One West Waikiki 8.1/14	16. Mad About You 11.5/19	49. Martin 8.0/14
8:30				43. Living Single 8.5/14
9:00	82. Lois & Clark 5.4/8	34. Eye to Eye with Connie Chung 9.2/14	4. Seinfeld 16.2/25	49. New York Undercover*
9:30			5. Frasier 15.8/24	
10:00	18. Primetime Live 10.7/18	56. Hotel Malibu 7.7/13	47. Homicide: Life on the Street 8.1/14	
10:30				
FRIDAY	10.2/20	7.7/15	6.8/13	6.8/13
8:00	26. Family Matters 9.6/19	62. Diagnosis Murder 7.3/14	80. Wings 5.5/11	75. M.A.N.T.I.S. 6.1/12
8:30	49. Sat Morning Prev 8.0/15			
9:00	49. Step By Step 8.0/15	49. Burke's Law 8.0/15	64. NBC Friday Night Mystery—Pale Rider 7.1/13	61. X-Files 7.4/13
9:30	40. Hangin w/Mr. C 8.7/16	68. Picket Fences 6.6/12		
10:00	12. 20/20 13.2/25			
10:30				
SATURDAY	7.0/14	8.5/16	5.3/10	6.4/12
8:00		58. Dr. Quinn Medicine Woman 7.6/15	84. Fresh Prince 4.6/9	77. Cops 6.0/12
8:30	67. ABC Saturday Family Movie—Poison Ivy* 6.7/13		85. The Mommies 4.3/8	65. Cops 6.9/13
9:00		37. Walker, Texas Ranger 8.9/17	75. Empty Nest 6.1/12	72. America's Most Wanted 6.3/12
9:30			71. Empty Nest 6.4/12	
10:00	58. The Commish 7.6/15		83. Miss America: Beyond the Crown 5.3/10	
10:30				
SUNDAY	13.1/21	13.5/22	8.7/14	7.6/12
7:00	60. Am Fun Hm Vid 7.5/14	7. 60 Minutes 15.1/27	(nr) NFL Game 2 15.0/29	79. Fortune Hunter 5.8/10
7:30	34. Am Fun Hm Vid 9.2/16			
8:00		11. Boys Are Back 13.3/22	68. Angels: Mysterious Messengers 6.6/11	23. Simpsons 9.9/16
8:30				46. Hardball 8.2/13
9:00	9. Emmy Awards 14.6/23	13. CBS Sunday Movie—Steel Magnolias 12.9/20	37. NBC Sunday Night Movie—Other People's Money 8.9/14	29. Married w/Chldr 9.5/14
9:30				68. Wild Oats 6.6/10
10:00				
10:30				
WEEK'S AVGS	11.2/19	9.5/16	8.3/14	7.9/13
SSN. TO DATE	11.5/19	12.2/21	10.3/17	6.8/11

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

offer sponsorship opportunities that did not previously exist. If all goes well, Werner says CMT might expand the music video series concept to other dayparts in the future.

CMT's prime time shift will be promoted through its own airtime as well as plugs on sister properties The Nashville Network; *Country America* and *Country Weekly* magazines, and

the nationally syndicated radio show *The Nashville Record Review*. CMT also will test local radio, cable and newspaper spots in six markets this fall, says Werner. ■

SYNDICATION MARKETPLACE

'Extraordinary' host

L.A. Law star Corbin Bernsen has been tapped to host MG Perin's *The Extraordinary*, debuting the week of Sept. 26. Actor James Woods hosted the pilot but had to bow out of the series because of theatrical film commitments, according to MG Perin partner Richard Perin. Ironically, Bernsen already had done a segment for the show—one that now will be pulled. In the segment, Bernsen recalled a premonition as a teenager that rock star Jimmi Hendrix would die. "It would be too awkward for Bernsen, as host, to introduce the piece, but the producers are trying to figure out if there's a seamless way it might be used," says Perin. *The Extraordinary*, a one-hour weekly magazine that will tell strange-but-true tales, now is cleared on 117 stations covering 83% of the country, including all top-40 markets.

**DiPrisco out**

The recently named executive producer of Group W Prod.'s new *Marilyn* talk show, Mary Ellen DiPrisco, left the show after one day at its helm, following creative differences with the show's other executive producers, Henner and Henner's husband and manager Rob Lieberman. Group W's vice president of programming, Stephanie Drachkovitch, will take over as executive producer while a successor is sought. Group W President Derk Zimmerman declined comment on DiPrisco's departure but said she is working on several other Group W projects in development. DiPrisco, formerly executive producer of KCAL-TV Los Angeles's one hour daily show *Live in L.A.*, praised Group W and said she looked forward to future collab-

oration with the company on other projects.

Making space for Space

Grove Television Enterprises has cleared its \$36 million weekly, sci-fi fantasy adventure series *Space Precinct* in all top 10 markets for an Oct. 3 launch. Clearances include WPIX-TV New York, KCBS-TV Los Angeles and WPWR-TV Chicago. A total of 24 hour-long episodes are being produced at Pinewood Studios in England. Grove also said that new weekly first-run, half-hour reality series *Tough Target* has been cleared in 110 markets for a nationwide debut this week. Top market clearances include KCBS-TV Los Angeles, WLS-TV Chicago, KPAX-TV San Francisco and WBZ-TV Boston. The show features ex-detective J.J. Bittenbinder demonstrating how

viewers can avoid crime.

Mice rev up

Genesis Entertainment's *Biker Mice from Mars* launches its second season as a strip this week in 160 markets representing 91% of the country. Most stations are airing the animated kids show weekday mornings between 7 and 8:30 a.m. Top clearances include WPIX-TV New York, KCOP-TV Los Angeles and WPWR-TV Chicago.

Ricki milestone

Columbia TriStar Television Distribution has sold its *Ricki Lake* talk show to the 200th station to carry the show, WWTI-TV Watertown, N.Y. The show will be carried in its second season this fall by 208 stations representing 97% of the country.

Top cable shows

Following are the top 15 basic cable programs for the week of Sept. 5-11, 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	Rating U.S.
1. NFL Football	TNT	Sun 8:00p	5,319	8.7	5.6
2. 1994 Music Video Awards	MTV	Thu 8:00p	3,577	6.1	3.7
3. CFA Prime Time	ESPN	Thu 7:56p	2,707	4.3	2.8
4. CFA Prime Time	ESPN	Sat 7:00p	2,574	4.1	2.7
5. Movie: 'Runaway'	TBS	Mon 1:05p	2,344	3.8	2.5
6. Movie: 'Jaws'	TBS	Mon 5:05p	2,282	3.7	2.4
7. Movie: 'Smokey and the Bandit'	TBS	Mon 7:35p	2,250	3.6	2.4
8. NFL Prime Time	ESPN	Sun 7:00p	2,191	3.5	2.3
9. PAC-10 Conference Football	ESPN	Sat 10:15p	2,133	3.4	2.2
10. Movie: 'The Last Starfighter'	TBS	Mon 3:05p	1,931	3.1	2.0
11. Larry King Live	CNN	Thu 9:00p	1,921	3.0	2.0
11. Movie: 'The Devil's Brigade'	TBS	Tue 8:05p	1,862	3.0	2.0
13. Movie: 'She-Devil'	LIFE	Mon 9:00p	1,806	3.1	1.9
14. The Ren & Stimpy Show	NICK	Sun 11:00a	1,770	2.9	1.9
15. Matlock	TBS	Sun 7:00p	1,734	2.8	1.8

The top five basic cable services for the week of Sept. 5-11 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 sets on during prime time. Source: cable networks based on Nielsen Media Research.

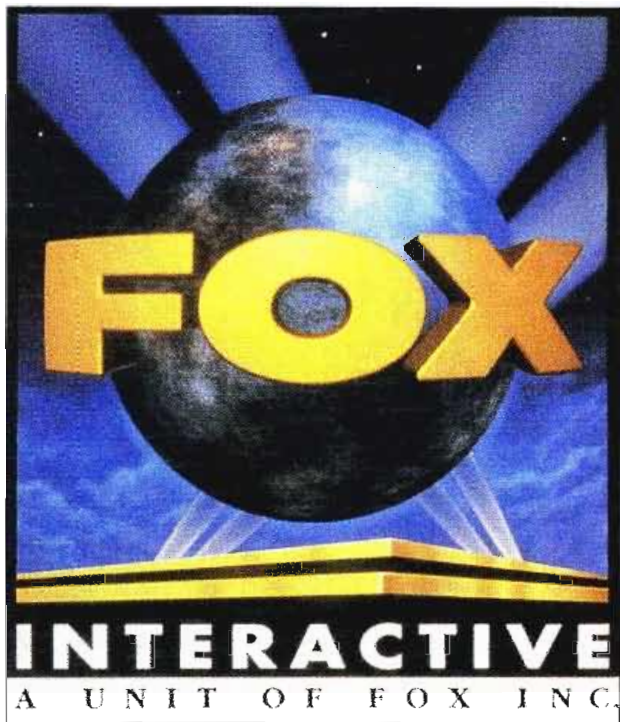
Network	HHs. (000)	Rating/Share
1. TNT	1,610	2.6/4.4
2. TBS	1,461	2.4/4.0
3. ESPN	1,171	1.9/3.1
3. USA	1,169	1.9/3.1
5. LIFE	909	1.5/2.5

Telemedia

THE INTERACTIVE WORLD OF VOICE, DATA AND VIDEO

Week

Interactive



Fox gets interactive

Films, games to be released; CD-ROMs in works

By Mark Berniker

Fox Interactive will release its first two video games in November and has plans for a series of interactive CD-ROMs for next year, all of which are ancillary products to an upcoming animated series and feature film.

The new division, created last May and headed by former Time Warner Interactive executive Ted Hoff, has the capability to create a range of interactive software products, including CD-ROM titles, which the company says it is planning.

There is also the potential of connecting the Fox Interactive video game and CD-ROM software with Delphi Internet. Fox owner Rupert Murdoch purchased Delphi Internet last year and has moved to upgrade the service.

Fox's strategy will be to take an intellectual property, such as a film or a television series, and develop software from the concept or character, including simultaneous releases.

The release of "The Pagemaster" video game, for example, will be concurrent with the theatrical release of the same name starring Macaulay Culkin. The game will be released for Sega Genesis, Super NES and Nintendo Game Boy and will be available in November. Fox Interactive also is releasing video game "The Tick," based on its animated series, in Super NES and Sega Genesis game formats. ■

Online

QVC banks on smart shopping

Q Online to premiere in early '95, pending deal with online leader

By Mark Berniker

On the heels of the Home Shopping Network's decision to go on the Internet, QVC is revealing details about its "smart agent" technology, which it claims will make home shopping a more seamless experience.

QVC plans to premiere its Q Online service, featuring its proprietary smart agent technology, by early next year. QVC now is involved in negotiations with the major online service for a nonexclusive deal likely to be concluded before the end of the year.

"We're not trying to slap QVC on television onto the Internet, Prodigy or America Online, because nobody will be interested in that," says Stephen Tomlin, vice president and general manager of interactive technology for QVC. "We're interested in being on as many of the online services [as] we can negotiate appropriate distribution deals [with]," Tomlin says. Initially, QVC will sign a deal with either Prodigy, America Online or CompuServe, but it plans to make its service available through all of them in the future.

Tomlin says the key is to create an "intelligent servant over the network." He says



QVC's Stephen Tomlin

that what is important is not the delivery pipeline or the ability to send video, audio and data via a network, but rather to create an effective way to access what the viewer wants in a timely and affordable manner.

"The point is you can engage someone interactively, irrespective of the media used, in a way that is personal and unique, while saving them time," Tomlin says. "It's not media richness, it's message relevancy."

Barry Diller has spoken broadly about the use of smart agents for home shopping as a way to help shoppers find what they want without having to graze through vast product databases.

QVC now is setting up
continued on page 35

Forum creates framework for infohighway

The Cross-Industry Working Team (XIWT), more than forty leading communications and computing companies, says it has set some of the broad technical parameters for creation of the National Information Infrastructure (NII). The group issued two papers, one of which spells out the architectural framework for interoperability, universal access, privacy and intellectual property protection on the NII. The second, "Digital Cash," defines how electronic commerce should be conducted. US West, Sun Microsystems, BroadBand Technologies, Sprint and Texas Instruments are among XIWT's members.

Time Warner Cable chooses Prevue

Prevue Networks says it has finalized a deal with Time Warner Cable to make available its interactive data service, Quickvue, which will enable cable subscribers to create customized program listings. Also, cable customers will be able to gain access to additional information available through the next generation of set-top converters expected to arrive on a limited basis next year.

Bell Atlantic, Scripps Howard hook up for hotel directory

Bell Atlantic, Scripps Howard and Video Concierge Interactive will provide electronic directory publishing services to a Ramada Hotel in Atlanta. Through the use of a remote control, guests will be able to order pizza or print a map giving directions to a local restaurant or landmark. Bell Atlantic's InfoTravel service is effectively an electronic yellow pages, which also will offer video check-out and pay-per-view service provided by Scripps Howard Cable TV Co.

StarNet rolls out digital video servers

StarNet says it has installed more than 100 StarNet digital video file servers in the headends of more than 20 cable MSOs around the country, including Comcast, Greater Media, Adelphia, Century, Cablevision Industries, Jones Intercable, Cox, Maclean Hunter, Multivision, Sammons, Suburban, Telecable, Western and TCI. StarNet provides customized marketing, advertising and program services to local cable systems.

Interactive

On laugh track to infohighway

Comedy Central gets serious about its interactive future

By Mark Berniker

Comedy Central's entry into the emerging CD-ROM industry is not going exactly as planned, but it is only one of the cable channel's several forays into the interactive future.

Comedy Central has a deal with CD-ROM publisher Sanctuary Woods to develop a series of CD-ROM discs, but the venture's first project is facing delays. The two announced in January that their first CD-ROM title would be available in the fourth quarter of this year, but company officials confirm that they will not meet that launch date. Plans are for availability next year, but the project has not been given a title and is not even in production. Three other titles also are planned.

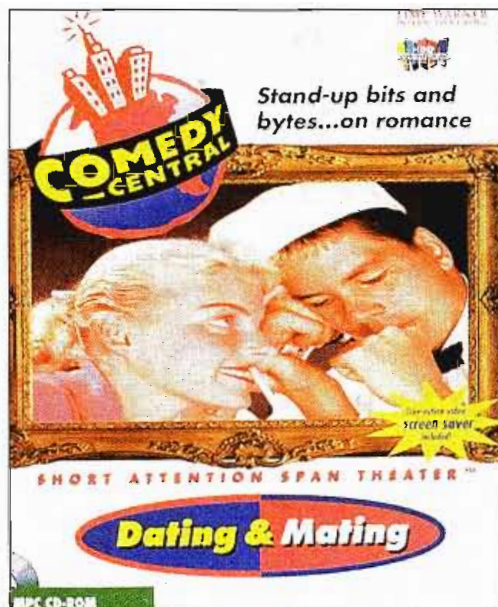
Sanctuary Woods also is developing a cross-platform multimedia authoring tool, dubbed Woodscript, to enable a software title to be published across a number of platforms, including PC, Mac, 3DO and other interactive systems.

Comedy Central sees the CD-ROM venture as a no-lose proposition. "There is no money involved and only a royalty on distribution," says Steven Paul Mark, senior vice president for legal and business affairs, Comedy Central. Mark says that the CD-ROM deals are being seen as a source for ancillary revenue that is "risk free."

Denise Shapiro, a consultant to Comedy Central, says the cable programmer is seeking "different modes of distribution," including online, video-on-demand, book publishing and home video title development. Shapiro emphasized the importance of increasing brand awareness and diversifying into new media formats such as CD-ROM and online.

In addition to its pact with Sanctuary Woods, Comedy Central has a deal with Time Warner Interactive to develop three CD-ROM titles. "Sports Shorts," featuring Adam Sandler from *Saturday Night Live*, will be launched in mid-October and priced under \$20. It will be available for both Mac and Windows software platforms. Comedy Central and Time Warner Interactive already have two CD-ROM titles on the market: "It's All Relative" and "Dating and Mating," which are part of its Short Attention Span Theater Series.

Comedy Central and Time Warner Interac-



CD-ROM title from Comedy Central

tive are working with HBO Downtown Productions on CD-ROM titles. They have a contract for a minimum of the three titles, with an option for at least three more.

Mark can see Comedy Central developing "comedy applications for CD-ROM that are not necessarily for television" within the next two years. "The computer user is someone who comes to Comedy Central often," Mark says.

Comedy Central is on the verge of a deal with one of the major online service providers. Mark says the deal might be concluded "before the end of the month."

Comedy Central is trying to position itself as the infohighway's hub of information about comedy and comedians. The channel is expected to make comedians available for online chat with subscribers and to sell Comedy Central merchandise online as well as create joke forums and offer information about comedy clubs.

Mark says the network has plans to create an area on the Internet, which could increase the channel's domestic and international exposure while creating a computer channel to distribute information and possibly to generate new advertising sales. He says Comedy Central is talking with several telephone companies and will participate in two experimental video dialtone trials.

Beginning in the fourth quarter of this year the network will offer some programming from its archive on a Southern New England Telephone (SNET) video dialtone trial in West Hartford, Conn. Comedy Central also will participate in Bell Atlantic's video dialtone trial in Alexandria, Va.

"The reason we're doing it is that it represents a movement into new technology, and we don't want to be left behind," Mark says. ■

HOW FAR

CAN

VYVX

TAKE YOU?

As far as you want to go.

Vyvx was the first to bring broadcast-quality fiber-optic television transmission to the U.S. and Canada. The first to let you order totally secure broadcast time with just one call. And we're still the networks' choice for premiere events from professional sports championships to the Academy Awards® and major stories from Desert Storm to the Los Angeles earthquake.

One call is all it takes for Vyvx to deliver proven service and innovative solutions – meeting your real applications and transmission needs today *and* tomorrow.

Go ahead and challenge us. You'll see why we're clearly ahead. Ahead of the pack. Ahead of schedule. Ahead of our time.

Give Vyvx a call and we'll take you with us. To the future.

And beyond.

1-800-324-8686

Vyvx Clearly Ahead.™

Calendar

Sept. 26-28—Information Superhighway Summit/San Jose, sponsored by IDG World Expo and McQuillan Consulting. Red Lion Hotel, San Jose, Calif. Contact: Jeff Silha, 800-225-4698.

Sept. 28-29—Convergence '94: Interactive Television, sponsored by Multichannel CommPerspectives, Santa Clara Convention Center and Westin Hotel, Santa Clara, Calif. Contact: Sarah Harvey, 303-393-7449.

Oct. 3-4—The Interactive Multimedia Conference, sponsored by The New York Society of Security Analysts and The New York New Media Association. One World Trade Center, Suite 4447, New York. Contact: Vincent Catalano, 212-912-9249.

Oct. 4—Broadcasting/Cable Interface, 8th annual conference, sponsored by BROADCASTING & CABLE and the Federal Communications Bar Association, Omni Shoreham Hotel, Washington. Contact: Joan Miller, 212-337-6940.

Oct. 5-7—CD-ROM Expo/Boston, sponsored by IDG World Expo. World Trade Center, Boston. Contact: Mitch Hall & Associates, 617-361-2001.

Oct. 10-13—The Conference on Interactive Marketing/West, sponsored by Interactive Marketing Inc. The Camelback Inn, Scottsdale, Ariz. Contact: Andy Batkin, 310-798-0433.

Oct. 11-13—Seventh Annual MultiMedia Expo, sponsored by American Expositions Inc. Moscone Center, San Francisco. Contact: Victor Harwood, 212-226-4141.

Oct. 18-20—Defining the Electronic Consumer, sponsored by Jupiter Communications. Park Central Hotel, New York. Contact: David Schwartz, 212-941-9252.

Oct. 25—Eighth annual Advanced Television Update, sponsored by the Association for Maximum Service Television. ANA Westin Hotel, Washington. Contact: MSTV, 202-861-0344.

Satellite

Panamsat goes DBS

Satellite system plans Latin American service for spring 1995

By Chris McConnell

PanAmSat is getting into the direct-to-home satellite business.

The separate satellite system last week said it will launch a direct-to-home service to Latin America this spring once its PAS-3 satellite is orbiting. Additionally, the company said it has tapped Space Systems/Loral (SS/L) to build a new satellite to provide the service.

The plan calls for PanAmSat to broadcast about 80 digital channels from three spot beams on the PAS-3 satellite, scheduled for launch onboard an Ariane rocket this November. The SS/L satellite—to be called the PAS-5—is scheduled for delivery in late 1996. PanAmSat will place the satellite in the same orbital slot as PAS-3. Once that PAS-5 is orbiting, PanAmSat said, the company will be able to add more than 225 additional digital channels to Latin America.

The move, says PanAmSat President Fred Landman, represents the next logical step in providing television to people. "We're in the business of distributing programming," Landman says. Although PanAmSat carries cable programming to the region, he says, there are still areas where cable does not reach.

"There's a large opportunity out there," Landman says, maintaining that satellite technology has evolved enough to send the programming from the PAS-3 to rooftop antennas in the 24- to 36-inch range. The company plans to target transmissions toward Brazil, the Argentina/Uruguay region and Mexico.



PanAmSat will go to the Space Systems/Loral FS-1300 model satellite for its direct-to-home venture.

Landman says each region initially will receive a separate program package of roughly 30 channels. Once the PAS-5 is operating, the packages will grow to the 80-90 channel range. Landman says the satellite will not require viewers to buy new receiving equipment. Both the PAS-3 and PAS-5 satellite will broadcast the material on the Ku-band. The newer PAS-5 satellite will carry 30 transponders.

The planned programming package will include both Latin American and international material, including material from the U.S. and Europe. Landman, who pre-

dicts that the company will begin to announce programming packages around year's end, envisions "national" channels collecting material from local broadcasters. He stresses the importance of providing a mix of material rather than transmitting only U.S. material into Latin America.

The source of the receiving equipment last week was undetermined. Landman says PanAmSat still is negotiating with compression providers. He speculates that the project will involve equipment manufacturing or assemblage in local Latin American regions. "We see this as a market that could do very well," Landman says. ■

Microsoft's Marvel online service catches eye of TCI

Microsoft hopes to launch its Marvel online service next spring along with its Windows 95 operating system. The service is expected to be simple to use and will be hooked directly into Microsoft's operating system and software.

Ziff-Davis, Ticketmaster and Consumer Reports are reported to be information providers for the service. Microsoft also is working closely with Tele-Communications Inc. on software for interactive television as well as a television channel about personal computers and software.

QVC

continued from page 31

arrangements with an array of vendors and is creating a database of thousands of products that smart agents will peruse based on an individual's demographic and psychographic profile.

Tomlin says QVC will entice consumers to complete a "user profile," which will enable them to "train" their own smart agent. On the question of privacy, Tomlin says that subscribers will have a contract assuring them that the information will not be resold to advertisers or others.

QVC is talking a lot about the potential of smart agents, which Tomlin says fall into a few broad categories: artificial intelligence, relational database tools, interface design, consumer behavior research and some proprietary software.

As far as cable networks go, QVC has a definite leg up as an information processor, given its capacity to process electronic retailing orders.

But QVC and HSN are grappling with how to maintain their market edge as technology evolves and home shopping services become available through not only television but also evolving computer networks.

Tomlin says QVC also plans to make Q Online available through Internet, but that creating a direct connection to the Internet is not the key to the future of the company's business. Diller has said QVC will invest more than \$10 million in online and multimedia during the next few years. QVC's focus is on the personal computer market, and Tomlin thinks that providing a compelling service for this market will be profitable.

Tomlin says QVC will experiment with several price points for Q Online, which he says will be a subscription service. The annual subscription fee, he says, likely will be \$40-\$50, with chances for credits, rebates and coupons with purchases.

QVC is not currently involved in any CD-ROM or interactive television development projects, and is focusing exclusively on the PC-with-modem market, which Tomlin says exceeds 5 million households.

Tomlin says QVC has been invited to participate in almost every interactive television trial planned to date, but has refused to get involved for a variety of reasons. The technology model is "immature"; the business model is a "wild guess," and one definite cost would be devoting time and resources to something that QVC is not convinced consumers really want, Tomlin says. ■

**BROADCAST MANAGEMENT PLUS Announces
Comparagraph Plus - First In A New Suite Of
Windows Based Products!!! Comparagraph Plus
opens your WINDOW to greater profits.**

It's New And It's NOW!

Comparagraph Plus - Software providing television programming and sales professionals **In-House** analysis capability to track programming position in a market's broadcast and cable environment now ... in **WINDDWS**, an invaluable new tool to look at several different views & windows simultaneously.

In Comparagraph Plus:

- **Group Owners & Networks** can analyze on screen, station schedules in multiple markets, with side by side windows. Makes "what if" scenarios quick and easy. Compare and change programming, rating and CPP assumptions to test how such changes effect station rating, CPP and all rates.
- **General Managers & Program Directors** instantly, easily forecast the effect market programming changes will have on their station's rating, CPP and rate assumptions. Improves programming decisions by modeling future programming changes in the market's competitive environment.
- **Sales Managers** can now get a handle on competitive market rates as **BMP's Comparagraph Plus** gives an instant picture on how your station's programming and rates stack-up against the competition.
- **Account Executives** can present buyers an accurate portrait of the market rate structure to negotiate buys from a stronger position. **Comparagraph Plus** windows let you see and manipulate on screen, all CPP information to be in a position to recommend what competitor to package your station with in order to meet buyer's goals.

**Comparagraph Plus - It's NEW - It's WINDOWS
And It's Available ... NOW!!!**

Call us NOW - 1-800-359-9993



Broadcast Management Plus
Computerized Control for Broadcast Sales & Programming

900 Veterans Blvd. Ste. 630, Redwood City, CA 94063 • 1-415-261-3800 Fax: 1-415-261-3608



Tom Freston: The Pied Piper of Television

MTV caught the eyes and ears of a generation, sparking spin-offs and a host of competitors. It's currently a period of transition for parent MTV Networks, the Viacom division that is rapidly diversifying and expanding its reach around the world. The company is wasting no time getting involved in the newly merged Paramount-Viacom, creating everything from books to a TV show, *The Jon Stewart Show*, which just last week debuted in national syndication. Viacom's pre-merger businesses were led by MTV Networks during second quarter 1994 with \$198.3 million in revenue, a 21% boost over the same period last year. Nevertheless, the company continues to reinvent its various properties. In an interview with **BROADCASTING & CABLE**'s Rich Brown, MTV Networks Chairman & CEO Tom Freston talks about the company's busy transitional period.

Have things changed at MTV Networks since the Viacom-Paramount merger?

We're doing several things together. Nickelodeon and MTV are working on building attractions in the Paramount [amusement] parks. We have three projects in place with Simon & Schuster—a Nickelodeon [book] line, a Nick Jr. line and a Nick at Nite line. We are working with Viacom-New Media, which now involves Paramount, on CD-ROM and cartridge games. And we're in discussions with Paramount for an overall television-development arrangement with MTV Productions.

What would that be?

It would basically be a first-look deal. They would help us fund the development of new types of television projects that would be for outlets other than MTV itself.

Some people argue that synergy doesn't really exist in large corporations. But it seems to be at work here.

Synergy is an awful word, and it's hard to pull off in a company—particularly companies that have creative products, because they're not going to necessarily work with somebody just because they're in the same company. Our arrangements with Paramount pretty much allow us to do what we want to do with our creative imprint, and we're utilizing [Paramount's] undeniable organizational, distribution and technical resources. We're off to a good start. The *Jon Stewart Show* [which debuted this month in syndication] is more synergy than you've seen in many of these other companies.

What is the potential for MTV Networks as an outside producer?

I've had this discussion with [Viacom Entertainment Chairman] Jonathan

COVER STORY

Dolgen and, obviously, MTV would be perfectly suited to, and willing and able to, produce several music specials a year for the Paramount Network. We have relationships with all the other broadcast networks, and we have in development certain properties that would probably be a lot more interesting and successful on networks other than MTV. One of the strengths we have in this company, and I think one of the things that really sets us apart, is very big—and I think very good—in-house creative resources. Our decision early on was to keep most of the creative process in-house. Consequently, we have a lot more ideas than we have places to put them. And we're not about to fill up the MTV schedule with more and more nonmusic programming.

MTV Networks seems to be growing more and more diversified. What is the current revenue breakdown of the company?

Our international business now is perhaps 25% of our revenues, double that of just a couple of years ago. I think within five years we'll see maybe 35% to 45% of our revenues coming from international sources. Merchandising and records and all of that other stuff [not including domestic or foreign television operations] is probably about 10% of our business but is growing very rapidly. For example, we're about to announce an MTV home-video line that will feature a lot of our wholly owned programming.

Tell us more about your international plans.

The rapid growth period for MTV networks, I think, is behind us. There's still substantial growth ahead, but if you look abroad, where the bulk of our MTV subscribers are now, the growth is going to come much more rapidly. And if you take as a central thesis that the world is getting smaller and that the audience, particularly MTV's audience of people under 34, is increasingly internationalized and increasingly similar in terms of their tastes and the types of products that they use, you'll find that there is a growing pool of international advertisers and brands [that] are seeking to globalize at the same rate.

That seems to be an idea shared by Much Music, the Canadian music video network that has just begun distribution in the U.S. What do you make of Much Music coming into the U.S. while you and other American programmers are facing difficult regulatory hurdles in Canada?

It's ridiculous. It's easier for us to operate in Vietnam and Lebanon than it is to operate in Canada. Canada's about

the only country in the world we have a problem operating with. And I find it ironic that in the age of NAFTA, in the era of free trade, that we would see such protectionism so close to home. I mean, if MTV is not bad for people in Poland, what's the problem with Canada? And I find it rather ironic that Much Music can easily come here, but we are—as are Country Music Television and Nickelodeon—not allowed to operate in Canada. It sort of reeks of 19th-century trade protection. Ultimately, though, I cannot imagine in five years that the Canadian government, particularly with the advent of DBS, is going to be able to keep all these U.S. services from their borders.

In any case, Much Music is seeking distribution here in the U.S., as are several other new and would-be music video networks [see chart]. What does that mean for the MTV and VH-1 franchises domestically?

Well, we know there's going to be more competition. That's a fact of life, and we just have to get better at it. Our concern is that the competition is indeed fair competition. And I think, when one looks at the record-company 'cartel,' as it is proposed, one has to assume that for five such fierce competitors to get together, one might think that fair competition is not topmost on their agenda. If it's such a good business, why are five people doing it together? This is sort of an unprecedented combination. It would be as if all the major American automobile makers decided they wanted to open showrooms together. They're reported in the press as saying one of the reasons they want to do that is because then they will have the ability to raise the licensing fee for music videos to outlets such as MTV. That sounds like a cartel to me. It parallels their experience in Europe, where we currently are involved in a dispute with the EEC because the companies collectively license music videos to MTV and everybody else. There is no negotiation. You have five record companies posing as a collection society. It's not 400 starving composers that need collective representation; it's five multibillion-dollar, multinational companies that claim that unless they act collectively they cannot successfully negotiate against MTV and other outlets.

What about the competition from the other new music video networks?

I don't think you're going to see any widely distributed new basic service of any kind. I think most cable operators

They want their own MTV

Unnamed Record Company Network—Time Warner, Bertelsmann, EMI, Polygram, Sony and Ticketmaster are planning channel slated to launch next year. Now undergoing antitrust investigation by Justice Department.

BET On Jazz: The Jazz Network—To be launched in 1995 by Black Entertainment Television, which itself programs heavy dose of music-video programming.

The Box—Delivered to more than 20 million homes, including cable, broadcast (low power TV) and satellite.

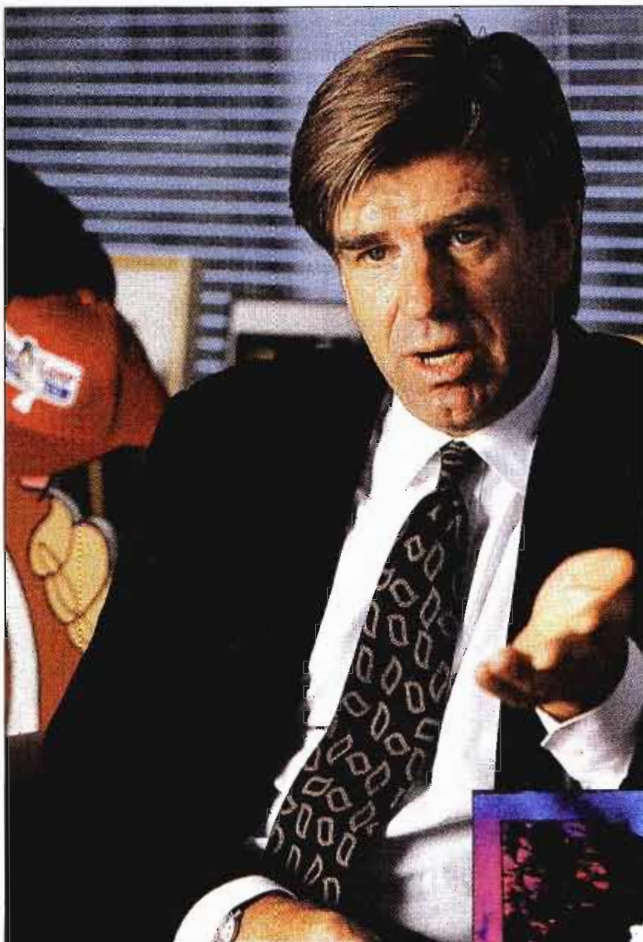
Country Music Television—The Nashville Network sister service reaches more than 27 million homes in the U.S. and Canada.

MOR Music—Home shopping/music video hybrid is distributed to more than 8 million homes, including cable and satellite dish.

Much Music—Toronto-based channel distributed in U.S. by Cablevision Systems Corp. programming arm Rainbow Programming. Currently 1 million households in the U.S.

Telehit—Mexico-based music video network soon to be launched in the U.S. by Galavision.

Z Music—Delivers Christian music to more than 6 million households.



MTV Networks

2nd Quarter

1994 Revenues \$198.3 million



MTV—59 million U.S. households; multimedia projects through Viacom New Media; audio releases; MTV Productions (TV production); book publishing with Simon & Schuster; movie production.

Nickelodeon/Nick at Nite—60 million U.S. households; Nickelodeon Studios in Orlando; *Nickelodeon* magazine; book publishing partnership with Simon & Schuster; Nickelodeon Entertainment Products (home video and audio); Nickelodeon Toys; Nickelodeon Family Classics, which will produce its first musical, "A Christmas Carol," at The Paramount Theater this winter; multimedia projects through Viacom New Media; Nickelodeon Pictures; Nickelodeon Extreme Baseball, an action/adventure area for kids at New York's Shea Stadium.

VH-1—Almost 50 million U.S. households.

International—MTV and its global affiliates reach 240 million homes worldwide. Divisions include MTV Asia, MTV Europe, MTV Brasil, MTV Internacional, MTV Japan, MTV Latino. Recent deals struck for MTV with South African Broadcasting Corporation; Doordarshan (India); Apstar (Asia). Company also operates Nick UK and a planned service, VH-1 UK, set to launch Sept. 30.

already have four or five or even six music channels. They're not going to stand in line to pay a license fee for a seventh or an eighth unless it's available on an la carte basis or on a tier just like any of the other new services. We're really talking about services that are thought of as on the third tier of the magazine rack. So, is there a niche for it? Sure. Can they be successful? Why not. I think, though, you have to look at the type. It's going to be a very different type of business.

But what if a hybrid music video/home shopping network like MOR Music TV comes to a cable system operator and guarantees that operator a piece of the merchandise sales? What is going to stop that operator from choosing MOR over MTV?

Well, that's clearly a decision an operator can make when his contract expires. We've seen it happen in the past. Generally, though, MTV's been put back on. The missing person in that equation is the consumer and what they have to say about it. We have a very active, loyal audience and I think our job is to keep them active and loyal and happy. And that's really a product of good promotion and creativity. So it's really incumbent upon us to keep MTV vital and important, so that an operator feels he's getting value enough from it to leave it on.

There seems to be a perception out there that MTV is moving away from music videos just as these competing networks are coming on-board. Do you buy that?

This notion that MTV is playing less music is wrong. It's a notion that I think is being promoted by some of the record companies. The record companies are putting out more and more releases, and there's a finite number of places to promote them on television. So there's an inherent frustration in our relationship with the record companies. That is true not only for MTV but also for radio. In 1991 we programmed 27 hours a week with nonmusic programming on MTV. In 1994 we programmed 19 hours a week of nonmusic programming on MTV. MTV programs over a thousand videos a week.

We put more and more money into our music programming with things like the MTV Beach House and more than 30 hours live from Woodstock. MTV plays a wider mix of music and a more current mix of music than virtually any radio station in America. But that still isn't enough for many of the record companies because they have more product than we can handle. Just running music videos back-to-back does not a very strong network make. Our excursions into the world of politics with *Choose or Lose* or into the world of sort of TV verite with *The Real World* or into cutting-edge animation with *Beavis and Butthead* or *Liquid TV* have been very successful in terms of making MTV a bigger place, a more important place. And those are the types of shows, too, that advertisers tend to gravitate toward.

So 'The Box,' which programs virtually all music videos, is not an interesting network?

No, no, "The Box" is an interesting network. "The Box" is a totally different idea. You know, it's very hard to think of a lot of shows that have been on TV for 13 years that are still successful and still judged to be creatively vibrant and interesting. Arsenio Hall is a great example of someone who came on the scene and was tremendously hip. It was the

show of the moment, and one of the risks of being the show of the moment is that one day your moment's over. MTV is in rather a vulnerable position because it's sort of out there on the leading edge of what's going on in the popular culture. It has, for 13 years, managed to reinvent itself, stay interesting, keep its audience levels up, and I think that's quite an accomplishment.

So MTV continues to reinvent itself.

Yes. I think the diversification of MTV from a pure music network to a network that's not only about the music but about the things the music is about has worked well for us. That's not to say that there's no value in a service like "The Box." Obviously, it fills a niche. It goes after a very active audience that's of very high interest to the record companies—anyone who is willing to pay \$3 to watch a music video is very likely to be a high buyer of prerecorded music. We also will be, in mid-October, moving VH-1 into a much more pure music type of format (see story, page 40). So I don't mean to demean the value of music videos or how well they've worked for MTV, because obviously music videos are at the heart of MTV's success. They bring in a large part of its currency; they bring in a large part of its reason to watch; and certainly are central to its identity. We'd be crazy to walk away from that. But I think it's an overstatement to say, as some do, that we are consciously moving away from music videos. If anything, we're playing more of them than we were three years ago.

Why have long-form programming on MTV?

It works. The consumers like it. We think it's a way to sort of stretch ourselves out and make MTV a bigger, more interesting, more vital place for its audience. CNN and E! have been in the same situation—continual short-form programming, which, while perhaps convenient for description purposes, has a lot of problems when it comes to ratings and programming. You don't get listings; it's hard to bring attention to anything. Long-form programming serves sort of as a punctuation mark, if you will, and as a way to bring attention to the network. On MTV, music is going to remain our top priority. A lot of our music has worked itself into half-hour or hour programming specials. We find that to be more promotable; it makes more

sense for the viewer. I think we have 11 different music franchises on MTV now—from "Alternative Nation" to "Headbanger's Ball"—that are packaged, if you will.

How difficult is it to make breakthrough cable programming?

It's extremely difficult. I think that, one, you have the notion that you're a cable network working against you. We used to find it interesting when we put the "MTV Video Music Awards" in syndication that it would get a higher

rating in a replay on WNYW-TV New York than it did in its original broadcast on MTV. So there's something to be said about traffic patterns and the values of the big networks, in terms of having audience turnout.

Nickelodeon seems to have had a fair amount of success with breakthrough, high-rated original shows. Why?

I think Nickelodeon has done a wonderful job in creating a terrific, fun image with its audience. The audience is extremely loyal. Nickelodeon is



Heavyweight Features. Lightweight Price.



Call The Associated Press for details on AP NewsCenter.
The last newsroom system you'll ever need.

800-821-4747

See us at RTNDA, Booth #3106.

VH-1 aims younger with music-driven remake

The way MTV Networks executives describe it, VH-1 is like a small house sitting on some great beachfront property.

While the older-skewing music video network manages to turn a profit with a distribution base of almost 50 million homes, its success has not approached that of sister networks MTV and Nickelodeon. The MTV Networks brass hope to change that.

VH-1 in October begins a repositioning designed to attract younger—25-40-year-old—viewers to the network. The plan is to focus entirely on music videos and music information and to deliver it with a more aggressive, self-effacing attitude. Many of the changes are expected to be implemented by the end of first quarter 1995, at which time the network plans to launch a major consumer-advertising campaign.

"Our goal at VH-1 is to provide a next step for the MTV graduate," says John Sykes, president of the network and an original creator of MTV. "Whereas you used to leave the cool, hip MTV and go to a very traditional adult contemporary channel, today's 28-year-old is very young, very connected and wants to be in touch with music."

Sykes is prepared to give up some of the 40-plus viewers who were targeted by VH-1 in the past. "Our feeling is that when you're well into your 40s, chances are you're not



Melissa Etheridge and k.d. lang on VH-1

even looking for music on television anymore," says Sykes. "There is a great span of time between age 25 and 40 when people will go to the set and will stay in touch with music, and that's where we want to target our programming."

To accommodate the busy daytime schedule of many 25-40 year olds, the VH-1 programming lineup during the day will be revamped to include 20-minute segments similar in structure to an all-news format. Each 20-minute segment will start with a current hit music video, followed by a host package (including album reviews and brief artist interviews) and then by a new artist music video and closing with a

classic music video. Music videos featured on the network will be 70% current and 30% oldies, exactly the opposite mix of VH-1 today.

Long-form, music-driven programming at night will include a roundup of music-related news and information of the day; a roundtable featuring some of the nation's top music critics; a show featuring hit videos and music personality interviews from the 1980s; a music newsmagazine and a show that will present all current number-one songs in formats ranging from rhythm and blues to country.

"The greatest criticism I'd love to get would be, 'I turn on this channel and all I see is music,'" says Sykes. —RB

also as wide a variety of television for children as exists anywhere. You've got everything from the equivalent of soap operas to action adventures, game shows, sitcoms and the like. It's offbeat and it's irreverent and yet very much embraced by its audience. My bet is that more and more cable programming will break through. It's interesting—if you talk to kids who are nine years old, they don't see CBS, NBC and ABC as being the big places. And that generation is going to grow up a generation in whose mind there's more parity between cable networks and broadcast networks.

What is the status on new network development at MTV Networks?

Well, our foremost priority is a potential shopping network that would be based on different types of entertainment products—everything from CDs to books to CD-ROMs to merchandise. We are now testing that under a program we call *The Goods*. It's not our intention at all to have home shopping programs on MTV, Nick at Nite or VH-1, which is where we're doing this test.

Is there potential for new network concepts other than home shopping?

Yes. Well, we have looked at, specifically, ideas along the lines of a 24-hour Nick at Nite. We have looked at the idea of a 12-hour block of noncommercial Nick Jr. And we have long had plans for MTV II and III. They're very easy to develop and program, and we have done our research. But they are basically on hold due to the channel-capacity restrictions that we all know so well.

There was talk that the recent departure of Mitch Semel as head of programming at Comedy Central was tied to growing pressure from parent companies Viacom and Time Warner. Are you happy with Comedy Central?

I'd say Mitch did a good job in taking Comedy Central to a certain level. Comedy Central, it should be noted, is ahead of its business plan. It should end the year with, I think, about 31 million subscribers, which puts it sort of in a nice second tier. We'd like to have 51 million, and it's going to be harder to get to 51 million than it would have been 10 years ago. But it still has a good critical mass. It occupies a great niche. We want to see its awareness go up and the quality of the programming improve. And we want the personality of the service, importantly, to continue to develop.

Is the service in the black yet?

It is not yet in the black but it is close to break-even. By the end of next year, it will break even.

You're moving into domestic feature-film production with your first feature ["Joe's Apartment," entering production next spring with the David Geffen Co.]. Isn't it a tough business?

Well, it isn't a very good business unless you're the distributor, which we're not. I look at the feature-film business as more of a way to promote the network and make the network a bigger place, and maybe make a little money on the side. But as we become more familiar with the economics of Hollywood, we become increasingly disillusioned with the financial situation. We can make a lot more money selling merchandise and CDs than we do making motion pictures, so I pity the many young producers who work their way to Hollywood. ■

It's a pain analyzing headache market

Spending down for first half of year; exec says upfront market was active

By Geoffrey Foisie

Some think the early stages of a marketing battle among over-the-counter pain relievers such as Tylenol and Advil is under way, with the newest "analgesic" product, Aleve, said to have put \$50 million into TV network coffers.

Others disagree that an "analgesic war" has begun. One TV network executive says there was a lot of pain-reliever spending in the upfront advertising market for the fourth quarter, but it hasn't carried over heavily into the scatter market. Although some advertisers increased spending, others "came out" of the market, he says.

According to Competitive Media Reports, TV advertising spending for pain relievers, sedatives and sleeping preparations was down 7%, to \$146.1 million, in the first half of the year. Of that, the broadcast networks received almost 75%, with the remainder split in slightly descending amounts among cable, syndication and spot.

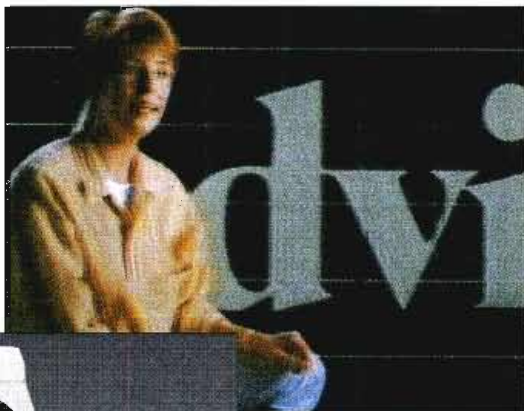
Petry National Television President William Shaw says his firm has seen better results than the CMR data, but many "corporate" medicine buys are "volume." They tend to be more price-sensitive, and thus more easily bumped in a tight market, he says.

David Schwartz, senior vice president, domestic sales, Seltel, says his firm has noticed recent avail activity targeted to demographics such as 35-plus and 50-plus.

At least two new products were launched this summer: Tylenol Extended Relief and Aleve. Tylenol is by far the most popular pain reliever, according to point-of-sale data compiled by Information Resources Inc.

A spokesman for Procter & Gamble, which distributes Aleve, would say only that the product is marketed on both broadcast and cable television. The drug is manufactured by Palo Alto, Calif.-based Syntex Corp.

There is at least one wrinkle in Aleve's marketing strategy: a lawsuit against Procter & Gamble filed last month by American Home Products, maker of the second-largest brand-name product, Advil. The suit alleges that the Aleve campaign is false



Drug wars: New pain-relief product Aleve, left, faces a suit by the maker of Advil, mentioned above in yet another competitor's ad. The suit, filed against Aleve distributor Procter & Gamble, accuses Aleve of false advertising.

advertising and disputes the ads' claim that Aleve is a longer-lasting pain reliever.

Other marketing methods being used for the new drug reportedly include couponing, direct-mail sampling and crosspromotion with at least one other P&G product. There also are ads produced for medical professionals, but that campaign will not use television or radio. ■

Clear Channel buys Albany station

After four years on the block and at least two failed deals, Fox affiliate wxxa-TV Albany, N.Y., was sold to Lowry Mays's Clear Channel Communications for \$25.5 million.

wxxa-TV owner Heritage Broadcasting reportedly was under pressure from its lenders to sell the station. Heritage President Mario Iacobelli disagrees. "The banks have been behind us all the way," he says.

With its estimated \$2.5 million-\$3 million 1994 cash flow, noted as "respectable for that market" by one industry observer, wxxa-TV sold at a multiple of eight-and-a-half to nine times.

"It's a fair price," says media broker Larry Wood, one of four who tried to sell the property. He had lined up Clarence McKee, a one-time partner in WTVT(TV) Tampa, Fla., to buy the station for \$23.5 million, but the deal collapsed.

Ben LaRue of H.B. LaRue Media Brokers, also was enlisted to sell the station. About a year ago, he brought in Stephen Cannell of Cannell Communications and

Marty Pampadour of ML Media Partners to look at wxxa-TV. But neither owner wanted to pay \$25 million for a station that was worth \$20 million, LaRue says.

Without a news operation, wxxa-TV turned off many potential buyers. "It bothered people that they would have to invest about a million dollars in a newscast before they would see any return," LaRue says.

However, the past six months have seen dramatic change in the value of network affiliates. The affiliate wars have prompted a surge in station prices and sales. Fox football better positions the station in the Albany market, which is loyal to the N.Y. Giants. And Albany's ADI rank will strengthen from 52 to 49 in January 1995 because of the inclusion of additional counties.

"We feel the station has a lot of upside," says Clear Channel President Dan Sullivan. Clear Channel plans to invest \$1.5 million-\$2 million in a 10 p.m. newscast "as soon as possible," Sullivan says.

—JAZ

Changing Hands

This week's tabulation of station and system sales

KLUV-FM Dallas/Fort Worth □ Purchased by Infinity Broadcasting (Mel Karmazin, president/CEO) from TK Communications Inc. (John Tenaglia, president/CEO) for \$51 million. **Buyer** owns KVIL-AM-FM Dallas; WZRC(AM)-WXRK-FM/WFAN(AM) New York; KROQ-FM/KRTH-FM Los Angeles; WJJD(AM)-WJMK-FM/WUSN-FM Chicago; WIP(AM)-WYSP-FM Philadelphia; WJFK-FM/WPGC-AM-FM Washington, D.C.; WBCN-FM/WZLX-FM Boston; KXYZ(AM) Houston; WZGC-FM Atlanta; WJFK/WLIF-FM Baltimore; WQYK-AM-FM Tampa-St. Petersburg, Fla., and KOME-FM San Jose, Calif. **Seller** owns WHOO(AM)-WHTQ-FM Orlando and WSRF(AM)-WSHE-FM Miami-Fort Lauderdale, both Florida. KLUV-FM has oldies format on 98.7 mhz with 100 kw and antenna 1,591 ft. *Broker: Star Media Group Inc.*

WPLR(FM) New Haven, Conn.; WGNE-FM Titusville, Fla.; WKNN-FM Pascagoula, Miss., and KOLL(FM) Maumelle, Ark. □ Merger of Southern Starr Broadcasting (Bob Long) into Multi-Market Radio Inc. (Bruce Morrow and Michael Ferrel, co-CEOs) for estimated \$25 million-\$26 million plus assumption of debt worth an additional \$6 million-\$8 million. Deal is structured to swap 1,856,532 shares of Southern Starr stock for \$13.75 per share or cash

plus Multi-Market stock alternative. **Buyer** owns WHMP-AM-FM Northampton, Mass.; WYAK-AM-FM Surfside Beach and WRXR-FM Aiken, both South Carolina, and WPKX(FM) Enfield, Conn. **Seller** has no other broadcast interests. WPLR has AOR format on 99.1 mhz with 14.1 kw and antenna 950 ft. WGNE-FM has country format on 98.1 mhz with 50 kw and antenna 462 ft. WKNN-FM has hot new country format on 99.1 mhz with 100 kw and antenna 1,012 ft. KOLL has oldies format on 94.9 mhz with 96 kw and antenna 1,843 ft. *Broker: The Sillerman Companies Inc. and Wertheim Schroder & Co. Inc.*

WXXA-TV Albany, N.Y. □ Purchased by Clear Channel Communications Inc. (Lowry Mays) from Heritage Broadcasting Group for \$25.5 million. **Buyer** owns 11 AMs, 17 FMs and 8 TVs. **Seller** owns WWUP-TV Sault Ste. Marie and WWTV-TV Cadillac-Traverse City, both Michigan. WXXA-TV is Fox affiliate on ch. 23 with 3,020 kw visual, 302 kw aural and antenna 1,200 ft. *Broker: Kalil & Co. Inc.*

KVIA-TV El Paso, Tex. □ Purchased by News-Press & Gazette Co. (Dave Bradley Jr., president) from Marsh Media Inc. (David Weir, partner) for \$19.9 million. **Buyer** sold its five sta-

tion TV group to New Vision Television last year for \$110 million and has no other broadcast interests. **Seller** owns KVII-TV Amarillo, Tex. KVIA-TV is ABC affiliate on ch. 7 with 316 kw visual, 31.6 kw aural and antenna 820 ft. *Broker: Blackburn & Co. Inc.*

KDMI(AM)-KHKI-FM/KGGO-FM Des Moines, Ia. □ Purchased by Community Pacific Broadcasting Co. LP (David Benjamin, president) from American Radio Systems Inc. (Steven Dodge, chairman/CEO) for \$11 million. **Buyer** owns KKSD(AM)-KBFX-FM/KASH-FM Anchorage and KFIV(AM)-KJSN-FM Modesto, Calif. **Seller** owns WRKO(AM)-WBMX-FM Boston; WZMX-FM/WNEZ(AM)-WRCH-FM Hartford, Conn.; WMMX-FM/WONE(AM)-WTUE-FM Dayton, Ohio; WYRK-FM Buffalo, WCMF-FM/WRMM-AM-FM Rochester, and WBNF(AM)-WHWK-FM Binghamton, all New York; WQSR-FM Baltimore, and is pending assignee of WCGY-FM Boston, WECK(AM)-WJYE-FM Buffalo, N.Y., and WBZT(AM)-WIRK-FM West Palm Beach, Fla. KGGO-FM has rock format on 94.9 mhz with 100 kw and antenna 1,066 ft. KHKI-FM has religious format on 97.3 mhz with 115 kw and antenna 450 ft. KDMI has rock format on 1460 khz with 5 kw. *Broker: Blackburn & Co. Inc.*

WXKB(FM) Cape Coral, Fla. □ Pur-

WTN signs \$10 million deal with CBS

Worldwide Television News and CBS have firmed up a five-year deal making WTN sole provider of the network's international coverage.

Industry sources estimate the contract's value at slightly less than \$10 million. The agreement stipulates three years of service with an option for CBS to renew for two more.

"From our point of view, this is a better future deal," CBS News President Eric Ober says. "We were absolutely not dissatisfied with Reuters," but servicing, pricing and available material were important factors in deciding to leave Reuters, Ober says.

A four-year agreement between WTN and the British Broadcasting Corp. in late July played a larger role in CBS's decision. The BBC also had been a Reuters customer. The BBC-WTN deal involves coverage-sharing, and WTN will hold exclusive distribution rights to BBC news footage.

"This deal is another reflection of the need for efficien-

cies in news gathering," says Donald Wear Jr., former CBS Broadcast International senior vice president and general manager.

CBS and WTN worked together until late 1991, when CBS struck a deal with Visnews (which merged into Reuters) for reportedly half the cost. Ober says the change was not an issue of price but of dissatisfaction with WTN at the time. Those problems have been addressed, Ober says.

"CBS could have struck a deal with AP, which is getting into the business," says Terry O'Reilly, WTN's vice president/Americas. "A five-year deal to us is a vote of confidence."

In addition to signing CBS and the BBC, WTN provides news footage to ABC, which is an 80% owner of WTN. NBC long has been affiliated with Reuters.

"The two deals together are worth well into eight figures," O'Reilly says of the BBC and CBS deals. The CBS contract should begin in November. —JAZ


DIGITAL BETACAM NOW.

SONY



We knew when we moved to digital component it had to be compatible with our current systems. Digital Betacam® VTRs hook up to what we have without A/D or D/A converters on every piece of equipment. You can buy Digital Betacam next week and not have to worry about the analog equipment you already have. You don't have to start over. As far as quality, Betacam SP® format is good, but when you put the two side by side, you can see a visible difference. I also like the four channels of digital audio, particularly for multilingual applications. We get great service from Sony, and their being an international company ensures excellent service around the world, which is very important to us. For us, Digital Betacam equipment is a perfect fit—a good marriage. I think that the Digital Betacam format is the most innovative thing that Sony's ever done.

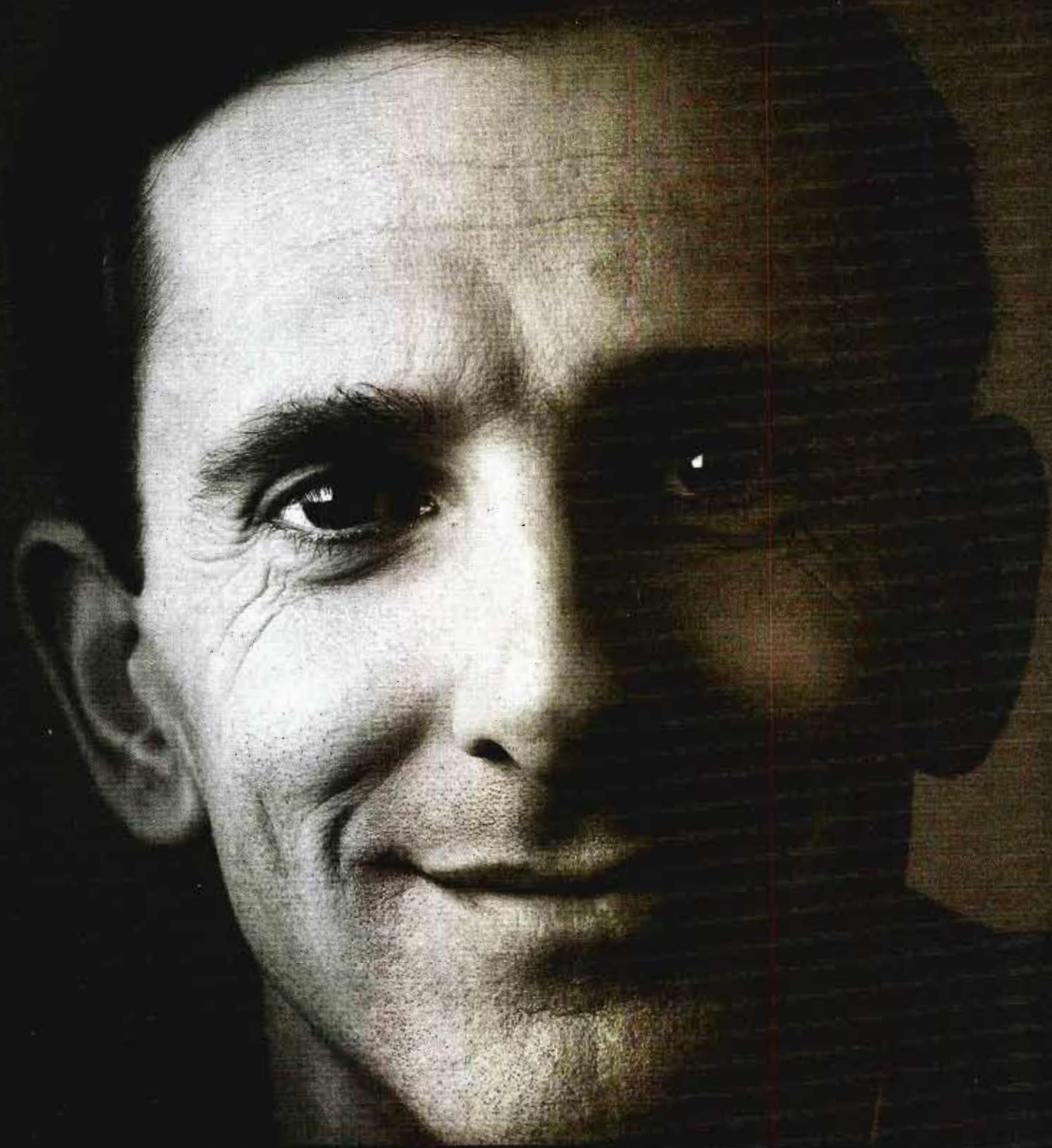
—E.B. (Gene) Wright, VP/Engineering, Turner Broadcasting System



With Digital Betacam equipment we're able to service clients who, in the past, were using analog component equipment, like Betacam SP. We give them improved picture quality without additional costs. In addition, the playback quality of an analog tape is actually better, when played on a Digital Betacam VTR. What's important to us is that Digital Betacam has closed the gap in digital formats between D-2 and D-1. We have a central machine room that has almost 100 VTRs. The Digital Betacam machines just plug in and fit the system. We've never run into a situation that anybody was complaining or that anyone could even point to artifacts that were a result of compression. It's performed flawlessly.

It's the best introduction of a new format that I've ever experienced.

— Moshe Barkat, President, Modern Videofilm



We air all our movies on the Encore™ and Encore 8/Starz!™ channels on Digital Betacam VTRs. When Starz! was conceived, we wanted to be on the leading edge of digital technology, so it was natural for us to go with Digital Betacam VTRs. It holds a two hour movie on one tape and is compatible with our analog library. The technical quality of the picture is sharper, clearer and the colors are more vibrant. Put the same movie side by side, analog vs. digital, you see a difference. In our post-production area, Digital Betacam VTRs allow us to do pre-read. For an editor/producer team, it really simplifies their life. Sony makes the best tape machines on the market. I believe that in 5 or 10 years, we'll be in a non-linear world. Since I'm digital (on tape) with Digital Betacam equipment now, when file server technology is enhanced, I'll be in a great position to make that transition. I think this is the first step into the non-linear world.

—Warren P. Kaplan, VP/Program Operations, Encore Media Corporation

DIGITAL BETACAM. THE NEWS IS OUT.

The move to digital component is here. With Digital Betacam equipment you get the image quality of 4:2:2 without the expense. You get a flexible format that will address your applications. And you get it all at your own pace. Digital Betacam's unique compatibility lets you transition your facility a little at a time—and leaves plenty of room for future developments.

MARKET PROVEN. MARKET INSPIRED.

The Digital Betacam format makes sense. With customer input

and evaluations, Digital Betacam equipment was developed to address your needs today as well as tomorrow. You've had a glimpse of the future, and its promises, and videotape is clearly the medium of choice and will continue to be for years to come. And even in a world with non-linear workstations, the Digital Betacam format positions you to feed digitally onto a file server. The move to digital is yesterday's news. The Digital Betacam format offers the best digital component

solution—from acquisition to on-air playback—with the 4:2:2 quality you're looking for in a format that applies to the real world today and tomorrow.

Call 1-800-635-SONY ext. 422 for more information or better yet, call your Sony Account Manager or Representative for a practical demonstration as Gene Wright, Moshe Barkat and Warren Kaplan did.

INNOVATION AT WORK.



Sony Business and Professional Products Group
3 Paragon Drive, Montvale, NJ 07645-1735
© 1994 Sony Electronics Inc.

SONY

Reproduction in whole or in part without written permission is prohibited. All rights reserved.
Sony, Betacam and Betacam SP are trademarks of Sony.

chased by Beasley Broadcasting (George Beasley) from WRCC Partners (Henry Vara and Betsy Cameron, principals) for \$3.7 million. **Buyer** owns WTEL(AM)-WXTU(FM) Philadelphia; WTSB(AM)-WKML(FM) Lumberton and WYED-TV Goldsboro, both North Carolina; WPOW(FM) Miami, WRXK(FM) Bonita Springs, WWCN(AM) North Fort Myers, and WJHM(FM) Daytona Beach, all Florida; KAAZ(AM) Little Rock, Ark.; WGAC(AM) Augusta and WGOR(FM) Martinez, both Georgia; WLYZ(FM) Greer, S.C., and is proposed assignee of WAJY(FM) New Ellenton, S.C. **Seller** has no other broadcast interests. WXKB has CHR format on 103.7 mhz with 50 kw and antenna 273 ft. *Broker: Stan Raymond & Associates Inc.*

WAMX(AM) Saline and WIQB(FM) Ann Arbor, both Michigan □ Purchased by American Media Management (Arthur Kern and Alan Beck) from Mediabase Research Corp. (Gary Kughn and Richard Kughn) for \$3.6 million. **Buyer** has interests in WUBE-AM-FM Cincinnati and WYGY(FM) Hamilton, both Ohio; KTCJ(AM)-KTCZ (FM) Minneapolis; KMEN(AM) San Bernardino, KGGI(FM) Riverside and KHYL(FM) Auburn, all California; WOCL (FM) Deland, Fla.; WALK-AM-FM Patchogue, N.Y., and is proposed assignee of WTKA(AM)-WQKL(FM) Ann Arbor, Mich. **Seller** is limited partner in proposed assignee and has no other broadcast interests. Consummation of transaction is contingent on consummation of buyer's simultaneous purchase of WTKA(AM)-WOKC(FM) Ann Arbor, Mich. (see below). WAMX has oldies format on 1290 khz with 500 w. WIQB has rock format on 102.9 mhz with 49 kw and antenna 499 ft. Filed Aug. 25 (AM: BAL940825GJ; FM: BALH940826GK).

WIXI-FM Naples Park, Fla. □ Purchased by Radio Equity Partners LP (George Sosson, president/COO) from Wodlinger Broadcasting Inc. (Stephen Wodlinger, president) for \$3.35 million. **Buyer** owns WCKT-FM Lehigh Acres, Fla.; WDDM-FM Columbia, S.C.; WHYN-AM-FM Springfield, Mass.; WWBB-FM Providence, R.I.; WSJS(AM)-WTQR-FM Winston-Salem, N.C.; WREC(AM)-WEGR-FM/WRXQ-FM Memphis; WNOE-AM-FM/KLJZ-FM New Orleans, and KXXY-AM-FM/KTST-FM Oklahoma City. **Seller** has no other broadcast interests. WIXI-FM has AC format on 105.5 mhz with 7 kw and

antenna 594 ft. *Brokers: Kozacko Media Services and Jorgenson Broadcast Brokerage.*

WOWC(FM) (formerly WZBQ) Jasper, Ala. □ Purchased by Ameron Broadcasting Inc. (Menlo Smith, chairman) from Sis Sound Inc. (Alec Grant, president/director) for \$3.185 million. **Buyer** owns WERC(AM)-WMJJ (FM) Birmingham, Ala. **Seller** owns WZPQ(AM) Jasper, WJRD(AM) Russellville, WLDX(AM) Fayette and WZBQ(AM) Tuscaloosa, all Alabama. wowc has AC format on 102.5 mhz with 13 kw and antenna 2,028 ft. Filed Aug. 23 (BAL940823GF).

WTKA(AM)-WQKL(FM) Ann Arbor, Mich. □ Purchased by American Media Management (Arthur Kern and Alan Beck) from MW Blue Partnership (Thomas Walker) for \$800,000. (See WAMX[AM]). **Seller** has no other broadcast interests. WTKA has AC format on 1050 khz with 5 kw day, 500 w night. WQKL has jazz format on 107.1 mhz with 3 kw and antenna 289 ft. Filed Aug. 25 (AM: BAL940825GG; FM: BALH940825GH).

WLRM(AM) Ridgeland and WLIN(FM) Gluckstadt, both Mississippi. □ Purchased by New South Radio Inc. (F.E. Holladay, president/director) from Aileron Communications Inc. (William Neville III) for \$750,000. **Buyer** owns WALT(AM)-WOKK(FM) Meridian and WSYE(FM) Houston, both Mississippi, and KMLB (AM)-KJLO(FM) Monroe, WZHT(FM) Troy, WXVI(AM) Montgomery, WDJR(FM) Enterprise and WMCZ(FM) Millbrook, all Alabama. **Seller** has no other broadcast interests. WLRM has motivational format on 780 khz with 5 kw. WLIN has soft AC format on 101.7 mhz with 3 kw and antenna 300 ft.

KLWT(AM)-KCLQ-FM Lebanon, Mo. □ Purchased by Country Music Communications Inc. (Max Pearson, president/director) from Lebanon Broadcasting and Leasing Ltd. for \$350,000. **Buyer** owns WLEE(AM) Richmond, Va.; KDEW-AM-FM DeWitt, KBCN-FM Marshall, KERX-FM Paris and KLRA-AM-FM England, all Arkansas, and KLWT(AM)-KCLD-FM Lebanon, KMAC (FM) Gainesville and KTRI-FM Mansfield, all Missouri. **Seller** has no other broadcast interests. KLWT has C&W/news/talk/sports format on 1230 khz with 1 kw. KCLQ-FM has pure gold format on 107.9 mhz with 50 kw and antenna 365 ft. Filed Aug. 18 (AM:

SOLD!

WVUE-TV, New Orleans, WALA-TV, Mobile/Pensacola, WLUK-TV, Green Bay, KHON-TV, Honolulu, McHale VideoFilm from Burnham Broadcasting Company, Peter Desnoes, Managing General Partner, to SF Broadcasting L.L.C., Thomas Herwitz, President and Chief Executive Officer for \$267,000,000.

Brian E. Cobb
and
Randall E. Jeffery
Brokers

RANDALL E. JEFFERY
RANDALL E. JEFFERY, JR.
407-295-2572

GEORGE I. OTWELL
513-769-4477

ELLIOT B. EVERS
415-391-4877

BRIAN E. COBB
CHARLES E. GIDDENS
703-827-2727

RADIO and TELEVISION
BROKERAGE • APPRAISALS



MEDIA VENTURE PARTNERS

WASHINGTON, DC
ORLANDO • CINCINNATI
SAN FRANCISCO

Subject to F.C.C. approval

BAL940818EA; FM: BALH940818 EB).

WJRB(AM) Bradenton, Fla. □ Purchased by Osvaldo Onoz from Cameron-Reese Broadcasting of Bradenton Inc. (Ronald Cameron, principle) for assumption of debt valued between \$75,000 and \$100,000. **Buyer** and **seller** have no other broadcast interests. *Broker: Hadden & Associates.*

KRBR(TV) Duluth, Minn. □ Purchased by Fant Broadcasting Co. Inc. (Anthony Fant, president) from Robin Brandt for \$50,000 plus option to purchase remaining 51% for \$300,000. **Buyer** owns KHGI-TV Kearney, KSNB-TV Superior and KWNB-TV Hayes Center, all Nebraska; WNAL-TV Gadsden, Ala.; WWHO-TV Chillicothe, Ohio, and is the proposed assignee of WFDG-TV New Bedford, Mass., and KTVC(TV) Cedar Rapids, Ia. KRBR is not on air, licensed to ch. 21 with 955 kw visual and antenna 590 ft. Filed Aug. 22 (BAPCT940822KG).

WABL(AM) Amite, La. □ Transfer of control of licensee, Amite Broadcast-

Proposed station trades

By dollar volume and number of sales

This week:

AMs □ \$150,000 □ 2

FMs □ \$61,237,000 □ 5

Combos □ \$50,475,000 □ 7

TVs □ \$45,452,500 □ 4

Total □ \$157,314,500 □ 18

So far in 1994:

AMs □ \$104,080,814 □ 113

FMs □ \$662,550,363 □ 235

Combos □ \$1,145,480,700 □ 173

TVs □ \$1,723,573,834 □ 54

Total □ \$3,605,705,691 □ 589

ing Co. Inc., from Ruth and Tom Gillen to Henry and Phyllis Harrison for \$50,000. **Buyer** is purchasing 75% of stock. WABL has news/talk/C&W format on 1570 khz with 500 kw.

KKFT(TV) Fort Scott, Kan. □ Purchased by Interstate Television Group Inc. (Anita White, president/director) from Family Broadcasting Co. Inc. (Jerry Montgomery, president) for a price not to exceed \$2,500. **Buyer** has

no other broadcast interests. **Seller** has no other broadcast interests. KKFT is Fox affiliate on ch. 20 with 5,000 kw visual, 500 w aural and antenna 765 ft. Filed Aug. 26 (BAPCT940826KF).

WELG(FM) Rogers City, Mich. □ Purchased by Ives Broadcasting Inc. (Robert Currier) from David Karschnick Jr. for \$2,000. **Buyer** owns WHAK(AM) Rogers City, WBMB(AM)-WBMI(FM) West Branch and WHST(FM) Tavas City, all Michigan. **Seller** has no other broadcast interests. Filed Aug. 25 (BALH940825GI).

WHUC(AM)-WRVW(FM) Hudson, N.Y. □ Purchased by Straus Media Group (Eric Straus, president) from Colgreen Broadcasting Co. (Orin Lehman and Albert Heit, partners) for \$475,000. **Buyer** owns WCKL(AM)-WCTW(FM) Catskill/Kingston and WELV(AM)-WWWK-FM Ellenville/Middletown, both New York, and WFTR-AM-FM Front Royal, Va. **Seller** has no other broadcast interests. WHUC has full service/talk format on 1230 khz with 1 kw. WRVW has oldies format on 93.5 mhz with 3 kw and antenna -15 ft. ■

BUSINESS BRIEFS

TCl appeal dismissed

The Connecticut State Superior Court has dismissed an appeal by Tele-Communications Inc. of an overbuilder's franchise. "Now that this legal impediment has been removed, we are anxious to move ahead in our plans to bring an advanced fiber-optic cable network to the Hartford area and to compete head-to-head with TCI," says Karen Jarmon, vice president, FiberVision, which obtained the franchise.

TBS ownership change predicted

The current ownership structure of Turner Broadcasting System is "not stable," according to Larry Petrella of J.P. Morgan Securities. "We expect that an eventual change in ownership is possible, with either or both Time Warner and Tele-Communications cashing out; such a move by either could put the company in play," Petrella says in a recent research report that recommends Turner's stock. The report notes that Turner's stock has been under pres-

sure due to such factors as the "underperformance of CNN," Goodwill Games losses that more than doubled expectations and the baseball strike. However, future developments promise an improvement in earnings, Petrella says. Among these developments are the lack of money-losing special-event sports, lower losses at start-up networks and inclusion of profits from the syndication of *Seinfeld*.

C-TEC plan criticized

A recent analyst's report on C-TEC suggests that that company should drop its proposed rights offering plan, in which the company would issue one right for each of 16.5 million shares currently outstanding. Then, each right, with \$20, would be able to purchase one new share of stock.

Salvatore Muoio, an analyst with Gabelli & Co., says the company should drop the proposed deal. First, he notes, the stock market's reaction to the plan has been "to drive the public price of C-TEC common

stock from \$35 per share to \$24 per share at a time when most publicly traded media companies have surged in price." Second, management is proposing financing without having communicated "strategic" reasons for doing so to its shareholders. He also criticizes the plan for giving inside shareholders an "oversubscription mechanism" that would allow them to increase ownership disproportionately. "In light of the alternatives available," Muoio says, "we find it incredulous that the rights offering option was pursued."

ASCAP ruling stands

A federal district court has upheld important aspects of an earlier court victory won by TV stations against ASCAP, the TV Music License Committee says. The court decision involved the owned TV stations of ABC, CBS and NBC, and upheld both the "correctness" of an earlier magistrate judge's decision and the revision of a "per program" formula that lowered the cost for TV stations using that method of music license fees, the committee says. —GF

JDS On the Move

The largest software supplier to the electronic media enters its second 25 years with big plans for the future.

By Kathy Haley

IN A NONDESCRIPT OFFICE PARK in Memphis, Tenn., a mainframe computer, housed in a temperature controlled, environmentally "clean" room, hums quietly next to a smaller room filled with huge batteries—one of the computer's two back-up power supplies. In another adjacent room, operators sit in front of terminals, watching for signs of trouble and making sure the computer's response time is as rapid as possible. Not far from the operators, scores of tiny red lights flash on and off as a large bank of modems delivers an incessant flow of new data to the mainframe.

It feels like the command center for a nuclear weapons complex, but it isn't. It's the nerve center for 200 TV stations spread across the U.S. and Canada, and many American cable networks, which rely on the computer to traffic every commercial that will run on their air today and for the next several months. BIAS, the software system run on the mainframe, is the fastest, most efficient traffic and billing automation system serving the broadcasting industry today. It has been humming away, without serious interruption and with annual enhancements, since the late 1960s, providing its clients with a constant flow of data processing, even when some clients' facilities were knocked off the air because of earthquakes, fires, hurricanes or other disasters.



Top Team (l-r): Bill Dodson, VP chief financial officer, Bruce Grayson, VP research and development; Mike Jones, President; Ed Papazian, VP general manager agency/rep services.

The meticulously maintained BIAS operations center is among the elite of installations of its kind, giving its clients a fast response time matched only by the best computer service bureaus in the world. It is also, clients say, a symbol of the level of service and advanced technical know-how they've come to associate with the company that built it—Jefferson Pilot Data Services (JDS).

Founded in 1969, JDS is the largest and most technically advanced data processing company serving the broadcasting industry's traffic and billing—and more recently—its sales automation needs. It is the only traffic and billing software company that offers two approaches to automation: in

addition to BIAS's service bureau approach, the company also offers a pair of in-station traffic and billing systems, JDS 2000 and JDS 1000, for TV, cable networks and radio stations that want to operate and maintain their own computer hardware.

As it celebrates its 25th anniversary this year, JDS is getting ready to unveil a major innovation in broadcast automation: a new software system, I-40, that's so powerful and flexible it could revolutionize the way stations, cable networks and even complicated local cable systems and cable advertising interconnects sell and traffic their commercials. In addition, the company is finalizing a major new electronic product, DirectAgency Rep Exchange or DARE, that

Founded in 1969, JDS is the largest and most technically advanced data processing company serving the industry.

will permit ad agencies and TV station reps to transmit and update orders electronically, and avoid the mistakes that can occur now because orders are updated with handwritten notes or verbal exchanges.

And that's not all. JDS recently moved BIAS to a faster, much more powerful computer and did the same for systems it operates in New York for TV rep firms and ad agencies. At the same time, JDS programmers in New York have been working on major new applications for RepLine, a system that helps TV rep firms track orders and communicate with client stations, and MediaLine, a system that helps ad agencies plan, buy, traffic and evaluate the effectiveness of media campaigns.

In addition, JDS programmers in New York and Memphis have been updating RepLine, MediaLine and SalesLine, the first software system that extends automation into station sales departments, to give them a "Windows" look and feel. This will make them accessible even to rep, agency and station executives who have never been comfortable using a computer.

JDS client support staffers are also working constantly to install two of the company's fastest growing products: SalesLine and PC SESAMI, a system that permits station sales executives to package research generated by their rep firms into presentations for local advertisers.

JDS has long been known for keeping its products out front of the competition when it comes to technical advances. In fact, it spends a larger percentage of its revenues annually on R&D than most data processing companies do (see page S9).

But equally important to its client stations and cable networks, JDS is known for going out of its way to fulfill its clients' everyday needs—from taking a new user's call about data entry problems to adding new software enhancements and reporting capabilities so its systems will keep up with rapidly changing industry needs. "JDS leads

the market in customer service," says Mark Mayo, vice president of finance and administration for Boston's WHDH-TV. "They take care of your needs and questions and problems and they constantly upgrade and improve their product. Other companies just don't meet the standards JDS has set in customer service and in meeting the needs of the broadcast industry."

Bob Apfel, business manager for Capital Cities/ABC owned and operated Philadelphia, says he gives JDS "high marks" for both customer service and technical acumen. "And now that they're coming out with a whole new traffic product, it shows they're planning for the future too."

JDS's goal, as it heads into its second 25 years, is to continue leading its industry, not only in technical advances and cus-

tomers service, but also in the number of clients it serves. The company already supplies data processing services to more than 50% of the TV station marketplace and is the dominant supplier among cable networks. Its introduction of I-40 will permit it to expand its customer base dramatically to include cable systems, cable advertising interconnects and other complicated multi-channel operations.

"I-40 is the first totally new broadcast/cable automation product our industry has seen in over a decade," says JDS President Mike Jones. "This innovation will dramatically 'raise the bar' competitively in the marketplace, setting a new standard for others to follow. Our investments in I-40 and our new BIAS mainframe are indicative of our financial strength and our long-term commitment to this industry."

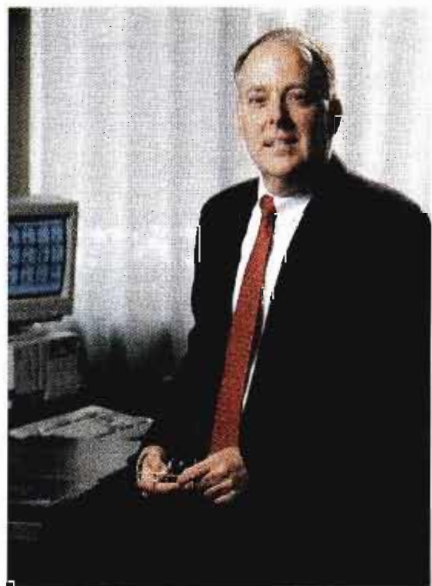
Products for the 21st Century

A revolutionary new automation system and major hardware and software upgrades put JDS way ahead of the pack

TRAFFIC AND BILLING HAS ALWAYS BEEN considered, well, a ho-hum part of the broadcasting and cable industries. But in recent years, as bottom line pressures have changed the way stations operate and as cable companies have worked to beef up their ad sales efforts, managers have grown increasingly interested in how their automation systems can help them maximize revenue. And as stations build multichannel operations through duopolies, local marketing agreements and locally programmed cable channels, their need for sophisticated software and hardware is intensifying rapidly.

"Ten years ago, a station bought a traffic and billing system and didn't think about sales," says Mike Jones, president of Jefferson Pilot Data Services Inc. But as stations shifted their attention to revenue generation, personal computers began spreading from the traffic department into sales and managers began to demand more information from their traffic and billing databases. Today, many stations run local area networks, which staffers can use to access ratings information, the traffic and billing database, research generated by a rep firm and software programs for word processing, accounting and other tasks.

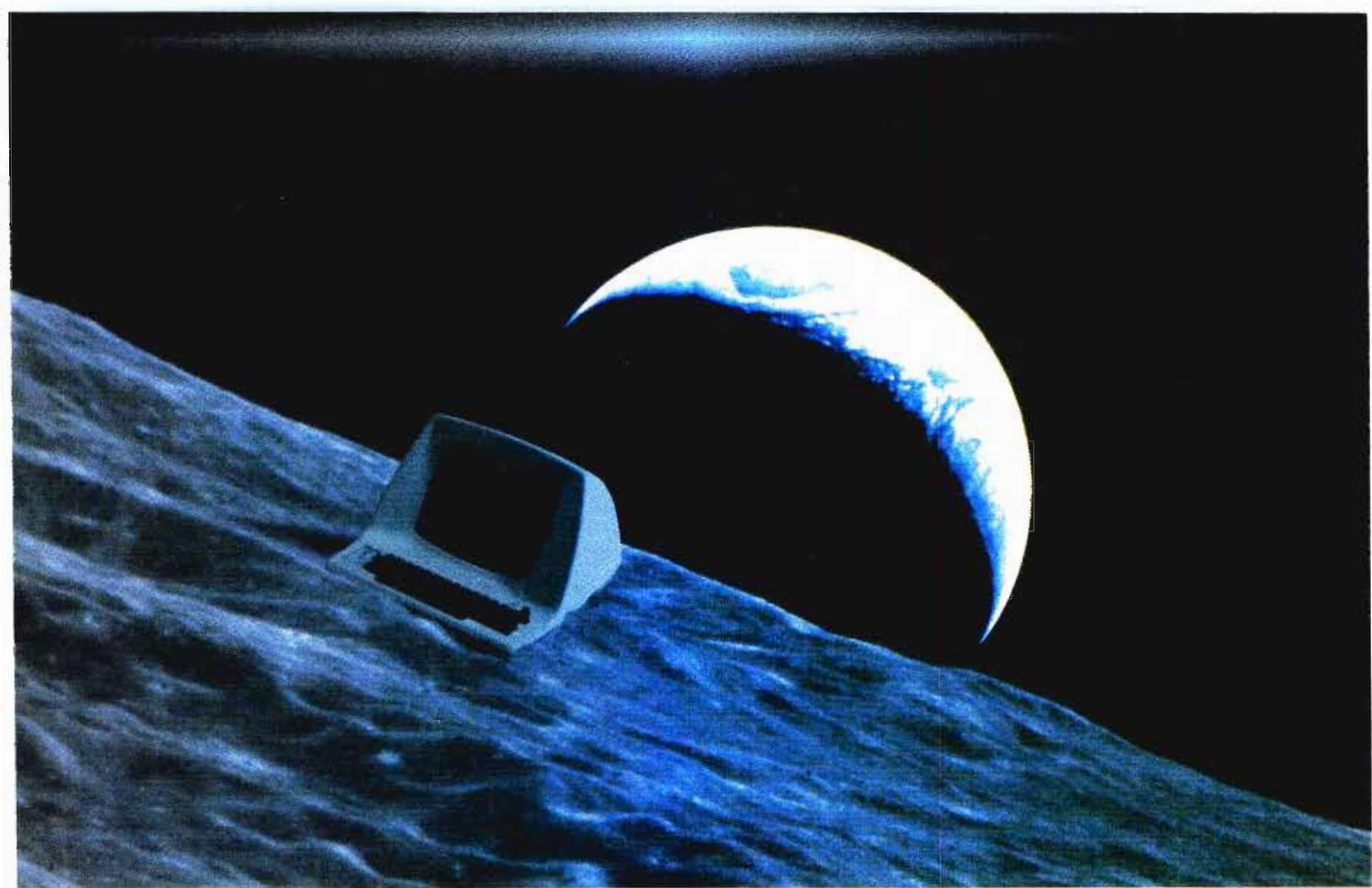
As automation has spread through the station, software companies have raced to keep up with managers' need for more and



Jefferson-Pilot Data Services (JDS) President Mike Jones

more reports and their requests for changes in the way their systems function. Stations and cable networks began asking for more access to their databases, so they could customize information for advertiser presentations or corporate reports.

As the wave of change mounted, JDS responded with a multimillion dollar investment in upgrading its products—and also creating new ones—for the future.



In 1969, We Took Our First Step In Broadcast Automation.

Ever since, we've introduced our customers to a whole new world.

From our beginning in 1969, JDS is still the world's foremost provider of computer technology and services to broadcasters, national sales representatives, advertising agencies, media buying services and cable networks.

We introduced BIAS, the industry's first on-line, real time management system, JDS 2000/1000, in-house traffic management systems. SALESLINE, the first broadcast software to link sales and traffic on-line. And our newest development, I-40, the first new broadcast/cable automation system in a decade that will completely change the way our customers do business.

A history of getting there first. A giant leap ahead of the rest.



Automation's New Era

The most significant of its investments will result in the introduction early next year of I-40, the most advanced traffic, billing and sales database ever created for the broadcasting and cable industries. I-40 is an open-architecture, integrated database written in a CASE tool. To computer people, that's cutting edge.

To stations, cable networks and cable operators, I-40 will be the most powerful, flexible traffic, billing and sales database they have ever worked with. It will be able to handle the traffic and billing needs of a complicated cable interconnect or many-station radio duopoly just as easily as it takes care of the task for a single TV station. "This will be the world's first true multi-feed, multichannel system," Jones says. (A single TV station is a single feed, single channel operation; a cable system is single feed, multichannel and an interconnect is a multi-feed, multichannel operation).

Skip Sawyer, JDS sales manager, says I-40 will be a boon for radio duopolies, cable network groups or other entities that want to package spots across several networks and traffic them together in one database. "Many companies would love to do this, but they'd have to hire extra personnel just to handle the trafficking problems it would create, so they don't go forward," he says. "I-40 will solve that problem."

One of I-40's most important features, Jones says, is the fact that it will be able to function as a station's or cable operator's central database, making it much easier for all of the computerized systems, including local area networks and other databases, to communicate and interact with one another. This feature, known as integration or interoperability in the computer software field, is considered the wave of the future, because businesses need their systems to be flexible enough to communicate and work easily with one another.

In addition, I-40 will be able to function as what James Estep, JDS manager of systems and programming, calls, a "client/server," meaning that its data will flow easily through the local or wide area networks that are becoming increasingly common at sta-

tions. The client/server approach, which Estep says will be part of I-40, will make it extremely easy for people to transfer data from the traffic, billing and sales database into another format, a Lotus or Excel spreadsheet for example. "Today, you have to be a highly sophisticated, highly trained end-user to be able to do this," Estep says. "Eventually, I-40 will let you simply drag the information from one piece of software to another, just as you can today on a PC with Microsoft(R)



Station/cable sales and marketing (l-r); Susan Harris, acct. exec.; Claude Morris, acct. exec.; Nancy Willingham, marketing coordinator; Cindy Marshall, acct. exec.; Kayla Wills, acct. exec.; Antoinette Cheney, trade relations coordinator; Holly Holmes, acct. exec.; Mary McCormick, acct. exec.; Susan Whalen, acct. exec.; Skip Sawyer, Manager.

Windows(TM)-based applications."

Another critically important I-40 feature is its open architecture, which will permit stations to do something more and more are hankering to do: create their own, customized reports. Presently, stations must hire JDS or some other highly experienced software designer to create custom reports for them. "People have become very used to what they can get out of a personal computer, and that's what they want out of our system," Estep says. "With I-40 a person with expertise in PC software can easily customize reports from the database."

I-40's flexible design also makes it vastly easier for JDS to enhance its database with new features. Presently, if JDS or any other traffic and billing software supplier wants to add a new feature to its product, its designers must spend weeks or even months rewriting software codes to make sure the new feature is compatible with every inch of the existing database.

Because I-40 is written in a special envi-

ronment called a CASE (Computer Aided Software Engineering) tool, JDS won't have to write code to create new enhancements. Instead, its programmers will design the enhancement and the tool will rewrite all of the necessary code in substantially less time than it would take a team of people to do the job.

"Only about 20 percent of the time it takes to create an enhancement goes into actual design work," Estep says. "The rest goes into writing code, and we won't have to do that anymore."

Jones says the CASE tool will make JDS programmers, "five to 20 times more productive" when it comes to adding new features to I-40. "We're the only company that's made this kind of investment in our product. Our competitors are still doing it the old fashioned way, writing code, one line at a time."

Tools for Managers

Station executives who were briefed about I-40 at JDS's Customer Conference in June maintain the software is a dramatic departure from anything else in the marketplace. "If they keep going the way

they're going they'll blow their competition away," says Cindi Haas, traffic manager at WFAA-TV Dallas.

Haas likes I-40 because it will use Windows-like screens to make it easy for sales reps and managers to look into the database and get immediate updates on what inventory has been sold, at what price and how much is left. (Current systems will permit access to inventory information, but most sales managers don't know how to access the data, Haas says, so they ask traffic for a printout, and that gets out of date seconds after it's in the manager's hands).

I-40 will bring sales managers into the loop because it will include SalesLine, a popular product that, until I-40, has been only available to JDS's BIAS customers (see sidebar). I-40 will also be a real-time database, as opposed to the batch databases common today. That means it will be able to communicate constantly with other vital databases, like the one in a station's operations department which orders cart machines to actually play commercials. Currently such commu-

To stations, cable networks and cable operators, I-40 will be the most powerful, flexible traffic, billing and sales database they have ever worked with.



Operations team (l-r); Bob Bell, supervisor tech support; Jack Brown, supervisor ops support/Data Products; Dale Walters, supervisor computer operations; Tommy Powell, manager.

nications are done in big spurts, once a day. That means that spots arriving after a transmission must be keyed in in operations instead of in traffic—an inefficient, annoying situation for traffic and operations staff members.

I-40 is designed to operate on the IBM AS/400 minicomputer, a machine that is increasingly popular with stations, particularly larger ones. For stations that do not need the sophistication and power of I-40, JDS will continue to enhance and maintain its other traffic systems.

Tomorrow's Hardware Today

But while I-40 is a revolutionary new product, it isn't the only innovation underway at JDS. In July, the company implemented a major hardware upgrade for its BIAS system, a service bureau that maintains its clients' traffic, billing and sales databases on a large mainframe computer that is carefully protected from power failures and natural disasters. Clients of JDS 2000/1000 maintain their databases at their own locations, as will clients of I-40.

The new BIAS computer, a Unisys A17J, has much more power than the trio of mainframes it replaced and it is also expandable, so JDS can add memory and disks as it needs to in future years.

The more powerful machine will make it easier for JDS to add new features to its BIAS software and it will also eliminate the occa-

sional processing bottlenecks that can slow response time down at peak times in the broadcast year.

"We've got some major enhancements we've wanted to add to BIAS, but we haven't been able to, simply because of a lack of disk space," Estep says. "Now we have the disk space to do those enhancements."

As JDS programmers and operations staff in Memphis worked nights and weekends to prepare to transfer the huge BIAS database to the new machine, the company's New York-based programmers undertook a similar task for clients of RepLine and MediaLine, software systems that serve TV rep firms and ad agencies. JDS moved its two largest rep clients and its two largest agency clients from IBM Series One minicomputers to much more powerful IBM RS/6000s. The new machines improved response time dramatically. "Reports that took hours or even overnight to generate are now available in 15 minutes," says Mark Eagle, assistant general manager of JDS's New York operation and chief of its software design group. One popular ad agency report that took 15 minutes to generate on the old machine now takes four seconds. JDS also moved its New York service bureau, which serves reps and agencies that want their databases managed for them, to a new RS/6000 as well.

The hardware upgrades for RepLine and MediaLine turned those systems into real-time databases that update themselves con-

Completing the Triangle

One of the most exciting products in the works at JDS is DARE, or Direct Agency Rep Exchange, a software system that will allow advertising agencies to electronically transmit spot TV orders to television rep firms. A joint venture with Donovan Data Systems, DARE will have its greatest impact on agencies, which now rack up considerable overhead sorting out discrepancies between what they ordered and what they're being billed for. The discrepancies arise because most of the negotiations that go on among agencies, reps and stations are done over the phone or via fax and changes or updates in an order may not make it into the agency's computerized buy tracking system.

With DARE, an agency media department will input an order and transmit it to the appropriate rep which will finalize the order with its station client. Any updates or changes in the order can be added as they occur. The rep will no longer have to re-input the order, and once the deal is finalized, rep and agency can make sure, electronically, that their orders match.

"DARE will be a wonderful time-saving service," says Bob Calandrucio, president of Vitt Media International. JDS and DDS began testing DARE in July and the companies expect to have it up and running next year.

Once DARE is functioning, JDS will have closed the final leg of the electronic triangle that links agency, rep and station as they negotiate spot TV buys. JDS built the other two legs during the mid 1980s, when it introduced Electronic Contract, a system that allows reps to transmit orders to stations' computer systems and EI Express, which permits stations to transmit invoices to agencies. About 180 JDS station clients use EC while roughly 100 use EI Express.

stantly instead of only periodically, the way its competitors still do, says Bob Howard, JDS vice president, sales and marketing. In addition, the new hardware permits the software to operate in an open environment, which means clients have much more access to their databases than ever before and can manipulate the data in them for customized reports. "The entire ballgame now in computing is client/server platforms," Howard says. "It's where the technology is going, and JDS is there. We are offering our clients the opportunity to jump on the open-systems bandwagon to their hearts' content. They can actually build products around us to develop useful information tools for their clients and for themselves internally."

Along with the new hardware, there are major software enhancements underway for

Real People. Real Solutions.



In real Time.

Call JDS and you'll have an answer in seconds, because your service history is right at our fingertips.

Our people work in consultation, service, sales, design, systems and engineering. Constant retraining means we stay ahead of changing needs in the broadcast industry so you can, too.

Because we aren't satisfied with just providing computer technology and services. We create capabilities. Such as BIAS, the industry's first on-line, real time management system or JDS 2000/1000, the well-known in-house traffic management systems. SALESLINE, the first on-line link between sales and traffic. And now I-40, the first new broadcast/cable automation system in a decade.

At JDS, it's more than a promise. It's real.





Rep client support (l-r): Lawson Caldwell, manager, PC Sesami; Karen Rothstein, manager rep client support.

RepLine, MediaLine and SalesLine. All three will get what software designers call "Windows front-ends," which means the databases can be accessed not only the old fashioned way, by typing in commands, but also with a few clicks of a mouse on a Windows-like screen.

This upgrade will be critically important for top managers and company CEOs, who use reports on a daily basis but can't access the system themselves. "Top managers don't want to learn how to type in codes, so they call the computer department and ask for a printout," Eagle says. "With the Windows interface, they'll be able to use a mouse to choose from a list of popular reports and call them up on screen anytime they want or print them out themselves."

The Windows interface will make it much easier for large organizations that experience lots of turnover, like agency media departments, to train their people on the system, Eagle says. In addition, it will eliminate the rekeying that often takes place today when someone wants to transfer data from one system to another to create a report or presentation. "With the Windows environment, people will key something in once," Eagle says. "Then, if they want it in a spreadsheet form, they'll just press the spreadsheet button and pick Lotus, Excel or Quatro."

More Power for Users

Another important software upgrade for RepLine and MediaLine is Reporter, a database within a database that allows clients to

easily create their own reports, instead of having to hire JDS or some other sophisticated software designer to do it for them. "This will give the reps the ability to write products for their clients that differentiate their services from those of other reps," Howard says. (Computer folks call this "data warehousing" and it, like open architecture and real-time database, is a hot trend in computing circles.)

MediaLine will also get a major new PC-based product this fall called BuyFocus, which Eagle says will be, "the easiest-to-use pre-buy system on the market." BuyFocus will operate on a PC, have a Windows interface and will be an open system, so it will

connect with any other Windows product an agency buyer is using. "If you wanted to put your finished schedule in an Excel spreadsheet, you could do that with the touch of a button," Eagle says.

JDS's major investments in I-40, new computers and significant software upgrades are allowing it to stay a step ahead of the rapidly changing automation needs of the electronic media. "We continually pursue the latest technologies and methods in product design and development," says Bruce Grayson, JDS vice president of research and development. "I-40 launches a new era in automation software for the broadcast/cable industry."

Sales Success Story

The news at JDS isn't all about new products and major hardware and software upgrades. The company continues to install and train clients on two of its hottest selling newer products, SalesLine and PC SESAMI.

SalesLine, which to date has been installed in over a dozen BIAS stations, is a system that expands automation from traffic into the sales department by allowing account executives to enter information about pending orders into a PC, where it is stored and updated until it is finalized, then sent via local area network to the general sales manager for approval and then transmitted to the traffic database. Linda Hodgkins, JDS manager of product support, says,

"Salesline's biggest initial advantage is that it cuts down dramatically on what traffic managers call, 'busy work,' the tedious job of deciphering notes about an order that have been scribbled by an account executive on a piece of paper or printed out—but without all the details—from a PC."

Along with eliminating the redundant step of having traffic staffers input data from notes taken on paper, SalesLine also moves the credit check procedure out of traffic and into sales, where AEs can be alerted to clients that might be bad risks before, instead of after, they finalize the deal. And with SalesLine, AEs transmit orders to the general sales manager for approval, a procedure that is safer than using paper, which can get lost in the process. "We have eliminated the paper-intensive trail involved with processing orders," Hodgkins says.

"SalesLine gives AEs more time to sell and more information, so they can do their jobs better."

Future SalesLine features include a revenue reporting package that will let stations store historical revenue data for as many years as they'd like. (BIAS and JDS 2000 currently allow about three years' historical data, but some stations want to keep much more in their systems). Another future enhancement is an inventory management tool that will let sales managers track pending and actual business from both national and local spot sales. Another is a post-buy analysis system that will streamline the task of reporting back to agencies on how well their spots delivered. "Twelve more stations have signed up for SalesLine with installations booked through second quarter '95," Hodgkins says.

Even more established than Salesline is PC SESAMI, an electronic tool that lets stations customize research they've gotten from their rep firms for presentations to local advertisers. (SESAMI is an electronic link from JDS that allows rep firms to transmit to client stations copies of the research the rep has done to market the station's programming to advertisers).

JDS is working on linking PC SESAMI with Salesline, so stations using both can track business coming in both nationally and locally through an electronic interface from proposals to orders to contracts.



Linda Hodgkins, manager product support.

A Firm Foundation

The resources of Jefferson Pilot Corp. and a highly experienced technical staff keep JDS on the leading edge in data processing

IN THE DATA PROCESSING INDUSTRY, a solid financial base is as critically important as the need for a team of highly experienced and talented programmers. JDS has both.

A subsidiary of insurance giant Jefferson-Pilot Corp., JDS generates revenues of about \$28 million annually in an industry with total revenues of about \$50 million. It serves roughly 350 TV stations and 150 radio outlets with one or more of its services and it also serves a majority of the major cable networks.

"We provide back office services that are very important to the running of our clients' businesses," says Bill Dodson, JDS vice president and chief financial officer. "Our clients need to know that we're very secure and stable and that we're going to be around for years to continue serving their needs."

JDS, Dodson says, "is a very stable, well financed and financially advantaged company."

JDS annually spends a higher percentage of its revenues on research and development—about 15 percent—than do most companies in the data processing industry.

That's one reason JDS was able to invest millions in I-40, a software system that will allow it to expand its market to include cable systems and interconnects and that will make it much easier for the company to develop markets overseas. "We're the only software company serving the electronic media's traffic and billing needs that could afford to make this kind of commitment," says JDS president Mike Jones.

JDS's commitment to I-40, as well as its investment in major hardware and software upgrades for its core products (see page S2), are calculated to give the compa-



Bill Dodson, VP chief financial officer and Karen Williams, controller.

ny a jump on growth in the coming decade, but they aren't JDS's only effort at staying ahead of the pack in technology. JDS annually spends a higher percentage of its revenues on research and development—about 15 percent—than do most companies in the

data processing industry, according to a 1992 survey by the Information Technologies Association of America. The ITAA survey, the association's most recent, found that the top 20 publicly traded software companies spent just under 10% of their sales on R&D.

Customers maintain this constant reinvestment is one of the reasons they feel confident in doing business with JDS. Paul McTear, executive director of finance at Providence Journal Co.'s broadcast and cable division, says his company decided to go with JDS back in the mid 1980s in part because of the software supplier's willingness to invest in its products. "We saw a company that had a broad base and that was willing to invest in keeping its system current with the changing business climate," he says. "We didn't see that in some of the other companies."

Personnel makes the difference

Along with its stability and firm financial footing, JDS has a staff of highly experienced software designers and programmers, many of whom have worked for the company almost since its inception.



Station/cable systems & programming (standing l-r); Kim Boone, coordinator I-40; Dave Mashburn, coordinator DEC software; Bart Etter, coordinator DG software; James Estepp, manager; Janet Weeks, coordinator BIAS applications; (seated) l-r); Andy Wilkins, coordinator in-house applications; Bruce Grayson, VP research and development; John Chase, coordinator 2000/1000; Warren Chin, supervisor.

"JDS can often create enhancements faster than other companies can because our people have all been here a long time and they're familiar with how the software works and how stations work," says Dorothy Simon, JDS marketing communications specialist. James Estep, who heads up all systems design at the company's Memphis headquarters, is a 19-year veteran of JDS, while Eagle, who heads up the design team in New York, has been working there 12 years. Jones, JDS president, is one of the company's founders. Average tenure for programmers is 11 years.

"JDS's technical people are excellent. They're very responsive and they've gone out of their way to make sure we're satisfied," says Robin Roberts, president of National Media.

Chris Hartmann, senior vice president and director of information systems at Grey Advertising, maintains that JDS's recent conversion of several major clients, including Grey, from an IBM Series One computer to an IBM RS/6000, is indicative of its technical skills. "They completely rewrote their software to run on the new machine, which is a monumental task, and then they switched us over to the new platform in a single weekend," Hartmann says. "It's almost unheard of to switch complete platforms like that. To have all the programs and all the terminals and all the printers work right from the start was phenomenal. That alone is testament to JDS's technical savvy."

Bernie Guggenheim, senior vice president and director of media information services at Lintas Media, says his agency had a similar experience when JDS switched its system to

the RS/6000. "This kind of switchover is traumatic," he says. "Every bit of media we do is in that machine and we have well over 300 people interacting with it every day from Miami to Los Angeles. We had an awful large number of nervous people in our senior management, but JDS accomplished the switch in a weekend. We literally began the cutover on a Friday morning and were up and running Monday morning."

As with Grey, Lintas encountered no glitches once its people arrived and began working on the new system, Guggenheim says. "I've described it as a non-event. That's a tremendous compliment to JDS and all of the people involved in the switchover."

JDS's willingness to reinvest constantly in

its products and people have allowed it to keep its number-one position in serving the electronic media's traffic and billing automation needs despite fierce competition. Interestingly, the company has at the same time kept its staff relatively lean. It also returns a profit each year that, like its commitment to R&D, substantially outpaces the norm in data processing, where profit margins in recent years have fallen, on average, to below 3 percent.

Dodson attributes this to the company's investment in the right kinds of people. "We have a lot of expertise in a lot of areas, so we need a lot of specialists, but we manage to get by with few generalists. We've been profitable for many years and we're very proud of that."



Agency/rep systems & programming (standing l-r): Bob Williams, director PC products; Cyndy Ritzler, director rep products; Howard Josefson, rep systems manager; Rob Yampolsky, sr. program analyst; (seated l-r): Peter Halpern, se. program analyst; Mark Eagle, assistant general manager; Abigail Lyne, director agency products.



Bob Howard, VP sales & marketing

JDS Boosts Marketing Effort

High tech companies face the constant challenge of keeping clients and prospects aware of their products' expanding capabilities. With all of its product lines, JDS has an especially tough time keeping the industries it serves apprised of all the enhancements it's adding to its software systems.

In order to do the best possible job of communicating, JDS is expanding its marketing department and has appointed Bob Howard, a 16-year company veteran, to the new position of vice president, sales and marketing. "Consistent and frequent communication with our clients is vital to the success of our business," says JDS president Mike Jones. "We want to know what our clients need and we want them to know that we are fulfilling those needs."

Howard adds: "JDS has the widest variety of feature-rich products in the media industry. We have products for stations, cable networks, reps and agencies, plus products to link them all together. We can provide terrific benefits and our marketplace needs to hear more about them."

Setting an Industry Standard

Customer service at JDS goes way beyond the norm,
in part because its people try so hard

A STATION CAN USE THE MOST SOPHISTICATED computer software in the world, but if the traffic manager can't pick up the phone and instantly get help when there's a problem printing out the log, that software isn't worth the floppies it's backed up on. That's why many station managers say they use JDS—they know they can call anytime, 24 hours a day, seven days a week, and someone knowledgeable will get on the line and help them get back in business.

In fact, many customers say JDS's customer service effort is far superior to anything else out there.

"There's a personal attention that I think draws people and keeps them with JDS," says Mark Mayo, vice president of finance and administration at WHDH-TV Boston. "It's a personal attention you don't get from other vendors. I've talked with other broadcasters who have used different systems and who have switched to JDS and they all tell me the same thing: the difference is how you're treated as a customer."

Al Lustgarten, manager of information services for Hearst Broadcasting, adds: "JDS has a very well-run support system in place for dealing with its clients. They're very responsive to our inquiries and our needs...and their customer service people are of a very high caliber."

And at Chicago's WGN-TV, where the needs of a superstation complicate the traffic and billing situation, station manager John Vitanovic says, "JDS's service is great. We've always gotten a good response on any special projects we've asked them for."

JDS maintains three customer service, or "client support" departments, as the company likes to call them, two in New York and the other in Memphis. It also has a technical support operation that installs and helps customers maintain computer hardware and also maintains the BIAS mainframe. All four operations use similar methods to achieve the high standard of excellence JDS is known for.

First, they hire reps with experience on the systems they're going to be working



Agency/rep services (seated): Ed Papazian, VP general manager; Mark Eagle, assistant general manager.

with. "We try to find people who have worked in two or three different jobs at an agency," says Donna D'Alesio, JDS's New York-based director of client support. "Those people are in the best position to try to understand what our clients want."

Both D'Alesio and Bob Livingston, who is manager of JDS's Memphis-based station/cable customer service operation, also get each of their reps out into the field fre-

*Many customers say
JDS's customer service effort
is far superior to anything
else out there.*

quently, so they can stay up with technical changes in their clients' operations. "If a person works only on the phone, they never get to see what the stations look like or feel the pressure of the front line," Livingston says. "This way they all get to enrich their experience."

Both operations, as well as the company's rep client support and tech support departments, use a computerized system that keeps track of the company's clients, what products they use and what hardware they have so that when a call comes in, a customer service rep can pull up the client's file and be better able to understand what's going on. The system also helps JDS track what kinds of problems are being called in. "If we go back and find a station calling in a lot with general questions, say about order entry, that points to a station that may need some consultation," says Livingston. "If we see the same problem cropping up across a



Station/cable customer service: (seated) Bob Livingston, manager; (standing l-r) Ford Markle, supervisor 2000 support/testing; Donna O'Brien, 2000 supervisor; Sandy Lundy, BIAS supervisor; Jerry Littenberg, manager PC products; Lou Meyer, supervisor 2000 product support.

Building for the Future

Investments in total quality management and exacting technical standards position JDS as a formidable competitor

number of stations, that means we need to take some action."

Action in this case means going to the software designers and letting them know it may be time for a change in the system. JDS client service departments are instrumental in relaying information about customer needs to the company's designers.

"We are playing a big role in serving as user advocates in designing I-40," Livingston says. "The CSRs are closest to what clients do day to day and understand how they operate."

In tech support, the mission, in addition to installing computers and local area networks at JDS client stations, is to help clients keep those machines and networks functioning. "We take the first call on all the equipment we sell, and we try to help the client troubleshoot," says Tommy Powell, JDS manager of operations, who oversees tech support and the meticulously maintained BIAS operations center.

Powell's operation also keeps a constant watch over all communications lines connected with the BIAS mainframe, testing the lines frequently so JDS can alert the phone company if a problem is developing on one of its lines. It also does constant diagnostics on the BIAS mainframe, so it can deal with problems as they're developing instead of once they're full blown, and it even monitors the Memphis electric company, so it can deal more effectively with power failures if they occur.

But careful procedures aren't the only way JDS ensures a top-flight customer service effort. There's also an attitude on the part of its people that clients say sets it apart. "They are an incredible group of people who have gone above and beyond to help us grow with computers in ways that enhanced our performance," says Peter Grazioli, systems manager for Adam Young Inc. "JDS's client support people have been incredibly helpful to our company."

Ed Papazian, vice president and general manager of JDS's New York operation, believes staffers' tendency to go out of their way to get customers what they need is part of the JDS culture. "It's like a family here," he says. Susan Whalen, a JDS account executive based in Memphis, concurs: "So many of us have worked here for a long time, and we've had clients like Belo, Providence Journal, Scripps-Howard, Tribune, and United/Chris Craft for many years. It's easy to work really hard for clients you know and respect."

JDS MAY SET THE STANDARD IN ITS industry for technical and customer service excellence, but the company isn't looking forward to business as usual during the next 25 years. Instead, it's embarked on a long-range program of reworking the way it operates, from the ground up, to make sure it stays on the leading edge in software design.

"This is another example of our investing in the business in order to stay dominant," says Robert Anderson, who heads up JDS's Total Quality Management initiative. TQM is a management approach that requires a company to completely rethink the way it does business with the goal of doing it much more efficiently.

One of the most important principles of TQM is that the way a company does things is just as strategic as its investments in new equipment and people, Anderson says. "What's beginning to be different at JDS is that when it's time for us to invest and redo things, we don't just do it in the traditional areas of new product marketing or engineering. We also are investing in the area of improving our operational abilities."

That means a painstaking process of people sitting down and talking over how they've always done things and figuring out

how to do them in a way that will cut down on re-work and make similar tasks easier in the future.

"For example, if a client wants a new report that includes numbers that don't exist in the database because we aren't currently calculating them, the fastest way to get that report is to create a program that goes in and gets the numbers and processes them and comes out with what's needed on the report," Anderson says. "But the best way is to rethink the way the data is laid out in the database and to think of ways of creating permanent data in the database, stored in reasonable places, that would contain those numbers or the antecedents to them. So the next time somebody asks for a change to this report we're talking about, the programmer won't have to rethink this whole big process. The programmer will look at the data model and see where a new number is stored and say I can reuse that."

"We are developing reusable code," Anderson says. "It's one of the hallmarks of doing it right the first time."

Doing it right the first time also means delivering a product that does exactly what the customer wants, and JDS, as part of its TQM effort, has tightened up its procedures for determining what clients are asking for.



Total Quality Management Session led by Robert Anderson, TQM Manager.



It's About Time

That's what makes the broadcast industry tick. And it's what our research and development is all about.

At JDS we lead the way in giving salespeople the power of the computer at the point of sale through SALESLINE. We've also just added a new Unisys A17J mainframe to ensure optimum response time, as well as capacity.

And now I-40, the first new broadcast/cable automation system in a decade that redefines industry software.

From our introduction in 1969 of BIAS, and JDS 2000/1000, JDS has given you the power to seize the second.

Because your customers won't wait.



THE LARGEST SUPPLIER OF MEDIA SOFTWARE IN THE WORLD

"We are not willing to create an enhancement based on four or five conversations with a client," Anderson says. "We now make clients very carefully read a requirements statement and sign off on it first." Whenever possible, JDS will also let customers try out a prototype of the enhancement or new product, Anderson says. This way, customers can tell JDS programmers

*If change happened as fast
in the aerospace industry as
it has happened in data
processing, then six months
after Kitty Hawk, we'd have
been on the moon.*

what's right and what's not so right about the way the software functions.

As JDS tightens up its procedures, clients will begin to see enhancements delivered more quickly. "As quality goes up, other things the customer cares about improve also," he says. "Things take less time once you get the process down."

JDS's efforts at implementing TQM have already won it the 1994 Greater Memphis Award for Quality, a citation given to companies that have embarked on an effective TQM campaign. Its investment in TQM will also make it more competitive in the future. "Other software companies are throwing away a lot of programming effort," Anderson says. "We are learning not to."

In another component of its TQM effort, JDS is pursuing ambitious standards for design excellence established by the Software Engineering Institute. SEI is an industry think-tank set up by Carnegie Mellon University to give American software designers the means to meet what is expected to be a major challenge from overseas companies during the coming decade. In trying to help American designers stay the best in the world, the SEI established five levels of software development with the first level being the lowest and the fifth a theoretical point of excellence no one's achieved yet.

"Ninety percent of the shops are at level one," explains James Estep, JDS manager of systems and programming. "We hit level two

in some areas, level one in others."

Estep's team has begun using a computerized program to track how efficiently it creates new products and features, with the goal of climbing as high on the SEI scale as it possibly can. "It's been proven that if you are at a certain SEI level, your cost performance is significantly better," Estep says. "SEI measures your quality, not just your quantity, so by striving to reach higher levels, you produce better results at a lower cost."

Estep says software designers should all be pursuing this kind of quality management, in part because new hardware and software tools are changing the ways designers work and in part because of the real threat of competition from abroad.

"Our profession is only about 35 years old," Estep says. "If change happened as fast in the aerospace industry as it has happened in data processing, then six months after Kitty Hawk, we'd have been on the moon."

Estep adds that someday, companies will choose software design firms by finding the ones with the most efficient, productive programmers, no matter what country they work in. "If a firm from India comes in with certified level-3 designers, it can take business away from American companies that haven't achieved that standard," he says. "That's an important reason for all this quality work we're doing. We want to be one of the companies that wins in a contest like that."

Paper, Paper Everywhere

Client service at JDS doesn't stop with 24-hour-a-day phone support and a constant vigilance about helping customers with their computer needs. It also includes literally tons of paper, some of it pre-printed with customers' logos, stored in warehouses all over the U.S.

"Some clients don't want to mess with ordering invoice forms and other kinds of paper, so we order and store it for them," says Jack Brown, manager of JDS's Data Products division. Brown adds that JDS can often get a cheaper price for paper and forms because it buys so many more than a single client would ever need.

"We also sell computer ribbons, cables, anti-glare screens and other things clients don't want to have to go out and shop for," Brown says. "We try to be a one-stop shopping place for clients that prefer that."



Data Products Group (l-r): Babs Meyer, sales service coordinator; Jack Brown, supervisor Data Products/ops support; Tommy Powell, manager operations; Tina Taylor, sales rep; Bridgett Jackson, sales rep; Cindy Rial, sales services coordinator.

Network radio audience dips in spring ratings

Loss of affiliates cited for lower numbers compiled by network ratings service

By Donna Petrozzello

Network radio listenership decreased by approximately 8.3% overall among audiences aged 12-plus with only Westwood One's CNN+ and ABC's Excel network gaining audience share, according to RADAR 49, the spring 1994 network radio ratings report.

Among the top three radio networks—ABC, Westwood One and CBS—audience share for their adult networks fell by 9.7% and audience share for their young adult networks dipped by 2.2%, said ABC Radio senior VP of research and development, Bill McClenaghan. RADAR 49 was released earlier this month and is compiled biannually by Statistical Research Inc. of New Jersey. Ratings were tracked from April 1993 through April 1994.

Statistical Research analyst Miriam Murphy reported lower decreases, saying that overall share among audiences 12-plus fell by 8%, adult network listening fell by 9.6% and young adult network listening fell by 1.6%.

McClenaghan said network ratings have fallen because an increasing number of stations have been dropped from their affiliate lists. He also estimated a 4% decrease in the "gross number" of stations affiliated with network radio as compared with RADAR's fall 1993 report.

"There have been a number of stations that have left network radio because the networks have taken much tighter control of their clearances," McClenaghan said. "The networks are now more likely to cut stations if they are not carrying the appropriate amount of network commercial inventory."

According to RADAR and McClenaghan's analysis, Westwood's CNN+ was the only network to gain a sizable increase in audience share, up 10.8% from fall estimates. Audience share for ABC's Excel network, geared toward rock stations, also increased a meager 2% from last fall, McClenaghan said.

RADAR 49 is the first ratings report issued after the reconfiguration of the Westwood One Radio Networks last May, which incorporated several net-

works into Westwood One that formerly were under Unistar, NBC Radio and the Mutual Broadcasting System.

Westwood One Radio Networks division president, Bill Hogan, said the five new Westwood One networks—Westwood AC, Westwood CNN+, Westwood Country, Westwood Young Adult and Westwood Variety—reached their targeted socioeconomic and demographic audiences and performed as expected in RADAR 49.

ABC Radio captured nine of the top 10 network programs and 16 of the top 20 programs among listeners aged 12-plus for all broadcasts except overnight. Among network personali-

ties, veteran ABC newscaster Paul Harvey swept the survey, boasting 5.8 million listeners for his weekday morning news show; 4.4 million for his weekday, midday show, and 3.2 million for his Saturday morning show.

CBS claimed four of the top 20 slots with its weekday morning *Osgood File* and weekday 7 a.m. news program. ABC's Prime and Platinum networks pulled in 11 of the top 20 programs. Westwood One programs were not included because they did not fit the survey criteria of having network commercials within the program—which the CBS and ABC programs had, McClenaghan said. ■

Infinity gains duopoly in Dallas

Infinity Broadcasting's purchase of oldies KLUV(FM) Dallas for nearly \$51 million is one of the largest radio deals in Dallas and gives the company its first FM duopoly in the market with adult contemporary KVIL-AM-FM.

Although KLUV's estimated annual revenue is \$5 million-\$7 million, according to James Duncan's latest "American Radio" market survey, Infinity CFO Farid Suleman says the company purchased KLUV for "less than 10 times what we expect cash flow to be in the first year." Infinity expects to close the deal in early 1995, subject to FCC approval, Suleman says.

Annual revenue at KVIL-AM-FM is estimated at more than \$20 million, according to Duncan's survey. KVIL has broadcast rights to Dallas Cowboys football games.

Infinity purchased the Dallas property from Fort Lauderdale, Fla.-based TK Communications, which also owns WSRF(AM) and WSHE(FM), both Fort Lauderdale, along with WHOO(AM) and WHTO(FM), both Orlando. —DP

Take me out to the ballgame— 33,424 times

Sports/talk WJMP(AM) near Akron, Ohio, has not stopped playing Bruce Springsteen's version of "Take Me Out to the Ballgame" since Major League Baseball players went on strike Aug. 12.

WJMP Vice President Bob Klaus says that as of noon Monday the station will have played the song 33,424 times. Klaus calls the programming decision a "form of protest to keep the spotlight on the strike" until a settlement is reached, even if it is months away. Not even the calling off of baseball season last Wednesday changed his plans.

WJMP has suspended its normal slate of programming, which includes a good share of syndicated talk shows from the American Sports Radio Network. Local advertisers have not bailed out, Klaus says, but the station no longer airs ads by national advertisers that are featured on the network programs.

Klaus says listeners still tune in, but only for a few minutes to see if the station is keeping its promise of running the song until the strike is settled. To keep people's interest, WJMP is asking listeners to mail in cassettes with other versions of the song. —DP

American Radio Systems on station-buying fast track

Group soon will own 10 AMs, 15 FM in Northeast

By Donna Petrozello

One of the fastest growing new radio groups, American Radio Systems, also has the financial backing behind its recent nine station purchases, and its coffers are expanding. American Radio announced late last week that it completed a refinancing deal with Chemical Equity Associates, affiliated with Chemical Venture Partners and Chemical Bank, and with ABS Capital Partners, affiliated with Alex. Brown & Sons, that will increase the company's available bank credit from \$85 million to \$150 million.

The larger equity base is expected to help the group close pending AM/FM duopoly purchases in Baltimore and Buffalo this week, says American Radio co-CEO David Pearlman. The group also has deals pending to purchase WBZT(AM)-WIRK-FM West Palm

Beach, Fla., along with WCGY(FM) Lawrence (Boston), Mass. With the deals expected to close within the next month, American Radio will own and operate 10 AM and 15 FM stations, mainly in the Northeast.

American Radio Chairman/CEO Steve Dodge says the increased equity will help the group create "duopolies in our existing markets and to enter carefully selected, attractive new markets."

American Radio was created last November by the merger of Atlantic Radio, headed by Dodge; Stoner Broadcasting, led by Tom Stoner, now director and chairman of Ameri-



can's executive committee, and Multi Market Communications, led by Pearlman. John Gehron is co-CEO of American with Pearlman.

Since its inception, the Boston-based group spent nearly \$100 million to buy nine stations that would increase its duopoly standing in large and mid-size markets,

including Boston; Dayton, Ohio; Rochester, N.Y.; Des Moines, Iowa; and Hartford, Conn. Although there had been talk of making stock available to the public to help finance these early purchases, Pearlman says financial backing from Chemical Venture Partners, Chemical Bank and the Bank of New York preempted the group's need to go public.

Last week's refinancing deal will also push back any plans the group may have considered recently about an initial public offering of stock. However, Pearlman does not rule it out for the future. ■

RIDING GAIN

Investigation expanded to question OmniAmerica management

Former OmniAmerica Communications radio engineer William Alford admitted at a Cleveland county court hearing last week that he cut wires to disrupt morning jock Howard Stern's live, on-site simulcast on WNCX(FM) Cleveland in June. Assistant County Prosecutor Craig Weintraub said he is now investigating the possibility that OmniAmerica management at the group's WHK(AM), WMJI(FM) and WMMS(FM), all Cleveland, had some knowledge of the wire cutting incident before it occurred. Weintraub said he also is considering the possibility that Alford did not act alone. The disruption cut off Stern's broadcast for less than a minute.

Dean Thacker, OmniAmerica co-owner and vice president of the group's Cleveland WMJI(FM), said Alford acted on his own and that any investigation would reach that

conclusion.

Stern was broadcasting from Cleveland on June 10 to celebrate his show's high ratings on classic rock WNCX, which is owned by Metroplex Communications and is a competitor of album rock WMMS. Alford pled guilty to disruption of public service, a third-degree felony that carries a maximum two-year jail sentence, and to criminal trespassing, a misdemeanor, Weintraub said.

Stern gains affiliate in Miami

Infinity's controversial morning man Howard Stern pegged his 18th affiliate last week with the addition of 1970s oldies WBGG(FM), formerly WXY(FM), in the Fort Lauderdale/Miami area. The station will begin broadcasting Stern on Sept. 21.

Shamrock's Loughman named to CEO post

Shamrock Broadcasting President Martin Loughman has replaced Bill Clark as CEO of the Burbank,

Calif.-based broadcast group. Clark will remain chairman of the board of the group, which boasts two TV, 10 FM and 7 AM stations, with duopolies in six cities including Los Angeles and Detroit.

President Clinton works weekends on 'Hightower Radio'

National talk show host Jim Hightower of ABC's *Hightower Radio* hosted a 30-minute chat with President Clinton on Saturday, Sept. 10. The President called in to the talk show, based at KVET(AM) Austin, Tex., to discuss White House policy on Haiti and health-care reform, and complimented the show, which Hightower describes as one "that comes from the countryside to the power centers" in Washington. Hightower worked with Clinton's administration when Clinton served as governor of Arkansas and Hightower was the Texas agriculture commissioner.

Telstar woes worry occasional users

Failure comes with C-band transponders already in short supply

By Chris McConnell

While AT&T searches for answers to why its Telstar 402 satellite does not work, space capacity resellers and customers will be searching for occasional-use video transponders.

Last week's satellite loss, users say, comes with C-band transponders for occasional-use video already in short supply. With the ASC-1 satellite reaching its end of life earlier this month and more scheduled to follow suit by the end of next year's first quarter, the Telstar's loss was unwelcome news to occasional-use customers and brokers anxious for some new C-band transponders.

"We needed the satellite," says Keystone Communications Account Manager Melodee Baird. Global Access Telecommunications Services, another capacity reseller, estimates the Telstar 302 and Galaxy 3 satellites—both sources of occasional use transponders—will reach the end of their lives between the year's fourth quarter and the first quarter of 1995.

The short supply, Global Access Operations Manager Scott Lenahan adds, will wreak havoc with scheduling satellite backhauls for sports.

"It's going to be desperate around here," says ESPN Network Facilities Manager Bill McNamara, adding the programmer already is having trouble finding capacity this month. McNamara and others say the loss of the Telstar 402 means AT&T will have to find space for its fulltime customers on other satellites.

The space, they say, will come out of the occasional-use transponder supply. Finding C-band space for occasional-use video, Keystone's Baird adds, presents a particularly tricky problem because it requires frequency coordination. Users looking to schedule satellite time thus find themselves limited from the start to a specific set of frequencies. Baird says she expects to see more companies respond to the shortage by sending

signals up to satellites on Ku-band frequencies.

Other satellite users agree the Ku-band option is gaining popularity. While the band is more vulnerable to interference from rain, the high availability is sending several occasional-use customers to the Ku-band market. Raycom Inc. Distribution Manager Stephanie Frazier says her company plans to deliver its college basketball transmissions on Ku-band frequencies.

While the strategy works well as long as affiliates have a Ku-band antenna, Frazier says, interference problems can show up if the transmission has to travel through a rain cloud. Dewayne Williams of Home Team Sports (HTS) adds his company conducts nearly all of its backhauls on Ku-band frequencies.

"There's more of it out there," says Williams, engineering manager at HTS. He adds that a serious downpour can knock a signal off the satellite but says that has not happened to his company's transmission yet. ESPN's McNamara adds that his company also sees Ku-band as an option, but has tried to stay away from using the band during the fall hurricane season,

particularly in covering football games. While baseball and auto racing postpone events for rain, McNamara says, football continues through anything.

McNamara and others also hold out little hope that shifting backhauls from satellite to fiber will provide much help. While most of the big league sports stadiums are hooked to fiber, they say, most of the college arenas are not.

The occasional-use customers do not

expect to see more C-band transponders anytime in the near future. Hughes Communications does not plan to launch its Galaxy 3R satellite until September of next year and GE American Communications does not plan on launching its GE-1 satellite until the first half of 1996. "The shortfall may last for as much as a year," says Global Access's Lenahan.

AT&T holds a launch spot in 1996 for its Telstar ground spare, now called the Telstar 402R. The company last week was working with Martin Marietta Astronautics to move up the launch of the satellite, which is scheduled for completion by Martin Marietta Astro Space by year's end. ■

"It's going to be desperate around here."

ESPN Network Facilities Manager Bill McNamara

Orion signs Starbird for SNG

Orion Atlantic last week signed up a European marketer for its satellite newsgathering (SNG) service.

Orion Atlantic, which hopes to launch its Orion 1 satellite in November, signed London-based Starbird Satellite Services Ltd. to market international SNG services to European customers. Orion and Starbird say they plan to initially offer analog transmission services with digital services to follow.

Starbird's Richard Aggus says the company will be able to offer access to the Orion satellite from London as well as from other European locations. Based in Worldwide Television News Broadcast Services headquarters in London, the company operates a fleet of SNG facilities around the world. Aggus adds that he sees a growing market for the SNG business in Europe. "News is a voracious user [of satellite services]," Aggus says.

Built by British Aerospace, the Orion satellite will carry 34 Ku-band transponders. The SNG services offered by Orion and Starbird are scheduled to begin in January

—CM

Telco, cable take infohighway sides

BellSouth's Clendenin blasts bill; Comcast's Roberts calls it balanced

By Harry A. Jessell

Cable generally has backed the so-called information superhighway legislation now struggling through Congress, believing that it would accelerate the industry's entry into telephone.

Telephone generally has opposed it, arguing that it would unreasonably hamper its industry's entry into cable and the long-distance business.

The contrast clearly was evident in speeches last week at a Washington conference sponsored by *Telecommunications Reports* and The Yankee Group.

BellSouth Chairman/Chief Executive Officer John Clendenin on Tuesday blasted the legislation as overregulatory and more likely to retard than speed competition between telephone and cable—the stated goal of the legislation.

Comcast President Brian Roberts said the following day that, although not perfect, the legislation is “reasonable [and] balanced,” allowing cable into telephony while permitting telephone into cable and long-distance through a “logical sequence.”

Clendenin argued that the legislation has many faults that must be corrected. The bill—S. 1822 in the Senate—“encourages BellSouth to invest outside our basic service territory while handcuffing us within our region,” Clendenin said.

It also provides for the creation of a “huge fund” to insure universal service, said Clendenin. “Will it work? I don't know, but we better be sure we have it right before we write it into a law that is supposed to guide us well into the next century.”

The bill requires telephone companies to provide video and telephone services through separate subsidiaries, which denies their customers the benefits of economies of scale. “This will certainly increase the overall costs for both players, costs the customers will ultimately have to pay. What's the logic of this?” Clendenin asked.

The House companion bill requires

the FCC to conduct more than four dozen proceedings to implement it. “In an increasingly complex marketplace where speed is the imperative for success around the globe, are four dozen new proceedings the way to achieve our twofold goals of more choices for consumers and faster deployment of the information superhighway?” Clendenin said.

Besides regulating the telcos' entry into new businesses, Roberts said, the legislation “insures interoperability, number portability and the other things that are essential before we can really compete for local phone customers; guards against unfair cross-subsidization by the phone companies of their video business, and sets the stage for the kind of vigorous, sustained competition that will benefit all Ameri-



BellSouth Chairman John Clendenin, left; Comcast President Brian Roberts

cans while preserving and advancing universal phone service.”

If the legislation fails this year, Roberts added, cable won't be to blame. “It was the phone companies who went to the Hill and took the position that one senator characterized as ‘my way or the highway.’” ■

Times Mirror's Wangberg calls on industry to rally 'round

By Christopher Stern

Cable needs an information superhighway bill this year, not just to get into the telephone business but to protect its flank from telco invasion through video dialtone, says Larry Wangberg, chief executive officer, Times Mirror Cable Television.

“The local phone companies have been attempting to launch a sneak attack on the notion of fair competition through a series of video dialtone proposals at the FCC,” Wangberg told the Washington Metropolitan Cable Club last Wednesday.

Wangberg said the legislation would protect the cable industry from the more than two dozen video dialtone (VDT) applications that have been filed by the regional Bell operating companies and local telephone

companies.

“Under the current circumstances, these applications are little more than an attempt by the phone companies to enter the cable business outright, without any of the safeguards and competitive provisions that would be provided by the legislation pending in Congress,” Wangberg said.

The National Cable Television Association and other consumer groups have filed petitions against every one of the VDT applications now on file at the FCC. Cable claims the telcos will illegally use telephone subscribers' revenues to pay for the construction of the advanced interactive video systems.

Cable also objects to telcos offering their own programming on the VDT systems. The NCTA and others say telco programming would violate Con-

gress's mandate that the advanced interactive video platforms serve as common carriers.

Although he generally was supportive of the legislation, Wangberg had some objections to the Senate version of the bill, S. 1822. He claimed the bill would allow rural telcos into the cable business, while rural cable companies would remain barred from the phone business. Wangberg also said the bill holds out the possibility that rural cable companies could be blocked from interconnecting with local telephone exchanges.

As Congress's October recess nears without any movement on the legislation, many Capitol Hill observers say the likelihood of passage of a comprehensive telecommunications bill decreases. Wangberg said he still is optimistic. ■

Independents: Keep off-net rule

Reports that the FCC is scrutinizing the prime time access rule are making independent television stations and Fox affiliates nervous.

They are opposed to any change in the rule, which, among other things, effectively bans network affiliated stations in the top 50 markets from airing off-network shows between 7 and 8 p.m. The FCC is considering eliminating the ban, which the independents and Fox affiliates see as the heart and soul of the rule. Without the ban, the non-network affiliates will have to go up against their financially stronger competition for the purchase of shows such as *Roseanne* and *Cheers* for air between 7 and 8 p.m.

"Make no mistake: Eliminating the off-network rule is tantamount to a repeal of the entire prime time access rule," James Hedlund, president of the Association for Independent Television Stations, wrote in a letter to the FCC.

Hedlund added that ending the off-network ban "would have the perverse effect of protecting Big Three network affiliates, which dominate local television markets, while at the same time hurting the competitive position of struggling independent and new emerging network stations."

The networks, along with syndicators such as Disney, are pushing the FCC to relax the rule, which was introduced to promote the kind of marketplace diversity that some say the emergence of cable now guarantees. —CSS

CPB makes budget plea

Public broadcasting officials last week made their pitch for continued high budget authorization levels for the Corporation for Public Broadcasting.

The star witness last Monday before the House Telecommunications and Finance Subcommittee was Ken Burns, producer/director of the nine-part *Baseball* series, scheduled to begin airing this past Sunday on the Public Broadcasting Service. Burns testified that without PBS there would be no *Baseball* nor would there have been his 1990 production *The Civil War*, the most-watched series in PBS history. PBS is partially funded by the Corporation for Public Broadcasting, which in turn is funded by the federal government.

Subcommittee members warned that CPB must justify why it continues to seek budget authorization levels—the amount it may spend—higher than the amount it is appropriated—the dollars it actually gets. CPB is seeking authorization of \$425 million per year for fiscal years 1997-99. That amount was authorized for 1996, but \$312 million is expected to be appropriated.

"It is an important thing to maintain an authorization level at the one we have now," or \$425 million, said CPB President Richard W. Carlson. It shows the money-dispensing Appropriations Committee that public broadcasting has support elsewhere in Congress, he said.

Subcommittee Republicans took a different line. It's time to bring "authorization levels in line with fiscal realities," said Jack Fields of Texas. "The burden is on the public broadcasting community," agreed Michael G. Oxley of Ohio. "We're going to have to do more with less...and clearly, this is a good place to start."

Questions about fairness that held up a previous authorization are being addressed, Carlson said. The system is encouraging "honest, fair and balanced...programming" by encouraging new producers, stressing fairness to employees, sponsoring "town



Ken Burns, producer/director of the PBS series 'Baseball,' tells the House Telecommunications and Finance Subcommittee that "commercial television...offers a diet of junk food. Public television offers something that is nutritional." PBS President Ervin S. Duggan listens.

meetings" and setting up e-mail and a toll-free telephone line, Carlson said.

PBS is going even further, said its president, Ervin S. Duggan: It has asked journalists and scholars to review a controversial documentary. Details were not available.

The subcommittee is expected to vote on the CPB authorization this month, with the full House Energy and Commerce Committee vote expected by early October. Action has not been scheduled by the Senate Commerce, Science and Transportation Committee. —EAR

First Amendment attorney Floyd Abrams last week argued against California's environmental marketing law, saying it violates the First Amendment rights of companies making environmental claims about their products. The Association of National Advertisers Inc. and other organizations are challenging the law. Abrams argued for them before the U.S. Court of Appeals for the Ninth Circuit last Tuesday. "By placing certain words 'off limits' unless the speaker meets an arbitrary standard, the law chokes off the political and commercial speech rights of manufacturers as protected by the First Amendment. Rather than encouraging companies to discuss the environmental attributes of their products, the California law could have the reverse effect of barring the most important and wholly accurate communications about such attributes," Abrams said. In 1992 the U.S. District Court for the Northern District of California upheld the law.



Washington Watch

Since 1990 Comcast has been ably represented in Washington by Joe Waz, executive

vice president/general counsel of the Wexler Group, a lobbying firm. That isn't changing. But beginning Nov. 1, Waz will be on the Comcast payroll full time as vice president, external affairs, and public policy counsel. In making the outside-to-inside transition, Waz will move to Philadelphia, where Comcast is headquartered. Waz says his role will expand. Instead of simply federal relations, he will be responsible for local and state government affairs and public relations. As it grows and moves into the telephone business, "Comcast has to talk to a lot more audiences than it ever has before," he says.

FCC Chairman Reed Hundt last week made good on his promise to abandon the idea of a so-called productivity offset for the cable industry. Cable operators currently can pass the full cost of inflation through to subscribers. Under the offset, operators would have had to reduce the allowable increase for inflation by 2%. The offset is used in telephone regulation to encourage the industry to lower costs. This past spring, Hundt indicated that the FCC would reject its own proposal to apply the offsets to the cable industry. Bell Atlantic Chief Executive Officer Ray Smith in February cited the offsets as a reason his company abandoned plans to merge with cable giant Tele-Communications Inc. National Cable Television Association President Decker Anstrom hailed Hundt's decision, saying, "This action removes a cloud of uncertainty that has affected cable companies and the financial community."

The FCC's David Solomon last week was named acting deputy general counsel. Solomon replaced Renee Licht, who moved to the Mass Media Bureau as deputy chief. The FCC also named Anthony Williams director of the Office of Small Business Activities. Meanwhile, Catherine Kisse-Sandoval has moved to OSBA from the Office of International Communications. That office is being replaced by the newly created International Bureau. The moves are part of the FCC's ongoing reorganization.

The FCC's former acting Cable Bureau chief, Sandy Wilson, has moved to the private sector. Wilson, who already had left the agency, joins Cox Enterprises' Washington office as public policy director.

The seven regional Bell operating companies are sticking together. Last week, the telcos issued a press release reiterating their opposition to S. 1822. They apparently want lawmakers to know they are in sync on the issue and that "significant changes" must be made to the legislation before they can support it. Representatives from all seven companies—Ameritech, Bell Atlantic, BellSouth,

US West, Nynex, Pacific Telesis and Southwestern Bell—and the United States Telephone Association met in Chicago earlier this month. They called for specific revisions so that, among other things, the measure "better preserves the concept of universal service; gives phone companies and cable companies simultaneous entry into each other's markets; reduces regulatory burdens, rather than increasing them as it does now; [and] keeps limits on the price of phone services but encourages companies to become more efficient."

Edited By Kim McAvoy

More than 200 cable operators from 44 states will make the rounds on Capitol Hill tomorrow to drum up support for S. 1822, the Senate's controversial information superhighway bill. The National Cable Television Association organized the rally as part of its ongoing effort to get the bill passed. The measure would clear the way for cable to enter the local telephone business.

The FCC last week confirmed that it has delayed all important cable-related items until at least Oct. 20.

One FCC staff member says the long-awaited decision on rules for adding programming to cable systems may not even make the October meeting agenda. There also is ongoing internal debate at the FCC over the reconsideration of video dialtone rules. The stumbling block for the VDT decision is the complicated cost-allocation issue. The cable industry claims that telephone companies want to use revenue from regular telephone subscribers to subsidize construction of the interactive video platforms. Staff members also are debating the degree to which the telcos will be allowed to place their own programming on the VDTs. The cable industry opposes any telco programming, claiming that it would violate a congressional mandate that the VDTs operate as common carriers.

The American Family Association's Rev. Donald Wildmon has issued his 16th annual rating of sex and violence on the broadcast networks. There is an average of 47.38 acts of sex, violence and profanity during each network prime time hour, according to Wildmon. Fox, which was included in the survey for the first time, led the pack in almost every category. The only area in which Fox did not surpass the other networks was that of depictions of "sex outside the marriage," where it trailed slightly behind NBC. In all other categories, Fox was profane and indecent at almost twice the rate of the next highest-rated network, Wildmon's survey indicates. Wildmon also noted that of all the sexual innuendo on the networks, more than 86% referred to sex outside marriage. At the current rate, there will be a total of 45,955 incidents of sex, violence and profanity on the networks this year, Wildmon estimates. For years Wildmon has criticized the networks for airing too much sex and violence and for programming that he says does not promote family values.

Classifieds

See last page of classifieds for rates and other information

RADIO

HELP WANTED MANAGEMENT

Top 100, Killer GSM Wanted. Strong people skills, direct and agency sales management abilities, plus a track record of being a positive motivator. The right person is in line for the GM job. Company is growing by leaps and bounds. Show me you're a hands-on bottom-line winner capable of over-achieving quota 13 months a year. EOE, M/F. Reply to Box 00116.

Executive Director for the National Association of State Radio Networks, Inc. (NASRN). Must be a proven leader with outstanding leadership skills and have experience in fiscal control, public relations, publications, membership development, and convention planning. General knowledge or experience in the state radio network industry is a plus. B.A. degree or equivalent in the radio/media industry preferred. Please send detailed resume to: Executive Director, National Association of State Radio Networks, 263 3rd Street, 5th Floor, Baton Rouge, Louisiana 70801. NASRN is an equal opportunity employer.

News/Talk WCHS, Charleston, West Virginia seeking News Director to manage staff of three and anchor morning drive. Tape/resume/references ASAP to Rick Johnson, Operations Manager, West Virginia Radio Corporation, 1111 Virginia Street East, Charleston, WV 25301. West Virginia Radio Corporation is an equal opportunity employer.

Sales Manager One of America's great radio stations, WNAX AM/FM, Yankton, South Dakota. We need you to help our sales staff serve clients in our five state coverage area. This is a great opportunity for an experienced sales manager that wants to be a part of a great opportunity. Former sales manager promoted to general manager. Send resume to Cindy Weiland, GM, WNAX Radio, 1609 Highway 50 East, Yankton, SD 57078. E.O.E.

Florida On-Line Editor. We are adding to our editorial staff and looking to fill a second shift position. This position has great growth potential. Must have GVG switcher, edit controller, and Abekas A-57 experience. Reply with resume, demo reel and salary requirements immediately to: Jim Dorriety, General Manager, Venture Productions, 16505 NW 13th Avenue, Miami, FL 33169/Fax 305-621-0803.

HELP WANTED SALES

East Coast's fastest growing resort market. Golf, the beach, entertainment. WJYR seeks experienced radio salesperson interested in selling top rated, established format in Myrtle Beach. A great opportunity available now. Call or rush resume to GM, WJYR, 706 21st Avenue North, Myrtle Beach, SC 29577. 803-488-3189. EOE.

Account Executive. The Ohio News Network, the newest of the statewide radio networks, the newest member of NASRN, is looking for an account executive. This position is an opportunity to get in on the ground floor of a network with almost forty affiliates. If you're looking for a challenge, we're looking for someone with at least three to five years experience to hit streets with this new project. You must know radio, strategic selling and how to deal with both agencies and direct accounts. Please send a resume, salary history and references to: Tom Pierce, GSM, Ohio News Network, 175 South Third Street, Columbus, Ohio 43215.

HELP WANTED TECHNICAL

Experienced Chief Engineer - Experienced AM Directional and FM Engineer needed for one of the Midwest's finest facilities. A great place to live and work. Send resume and salary history to Box 00087. This is not just a job, it's a great career opportunity. E.O.E.

Chief Engineer for radio and TV stations at state university. SBE certification or first class license a strong plus. Demonstrated ability to maintain and repair professional audio and video equipment. Three years professional experience essential. Associate degree required, Bachelor degree preferred. Must work well with students and enjoy mentor capacity. Full time position. Annual salary high 20's. We will begin reviewing applications on October 3, 1994. AA/EOE. Send resume to: Linda Witter, The College At New Paltz, Sub 428, New Paltz, NY 12561.

HELP WANTED NEWS

Radio News Anchor/Reporter. KCRG-TV in Cedar Rapids is Eastern Iowa's 24 hour news source. We're now expanding our news commitment to include a new all news radio station. If you're the best, send resume and non-returnable tape to: Bob Smith, News Director, KCRG-AM, Box 816, Cedar Rapids, IA 52406. EOE.

SITUATIONS WANTED MANAGEMENT

Problems with ASCAP, BMI, SESAC? Fees too high, audit claims, annual and per program reports. Call for help today. Bob Warner 609-395-7110.

Does your sales effort require steady hands or a magician? Experienced pro can build and lead solid team. Advertising sales and marketing...not sleight of hand. Return to Florida or your Southern/Mid-Atlantic 40+ market challenge. GM/GSM. Mark (610)525-8854.

SITUATIONS WANTED PROGRAMMING PROMOTION & OTHERS

PD or Operations Manager for Oldies or AC. Experienced. Computer-literate. Let's talk! Jim Ayers. 404-933-0147.

SITUATIONS WANTED NEWS

Dynamic News Anchor with more than 20 years experience on the move. Dependable, hard working and energetic. Seeking position with small/medium size market station in southwest, southeast or midwest. Reply to Box 00117.

Basketball PBP expert. Also football, baseball and rugby. Sportscaster camp grad. Willing to relocate. Johnny Reid (415) 967-1521. Have tape, resume.

MISCELLANEOUS

Syndicator/New Markets. The owner of a currently on-air, New York City radio program for business owners seeks experienced syndicator to market the program to other major markets or radio stations may inquire directly. Please indicate your interest on company letterhead and fax it to June Gallop at (212) 687-1371.

TELEVISION

HELP WANTED MANAGEMENT

Promotion Manager - WGUV-TV and WGK-TV needs a dedicated person with 5 years promotion experience in advertising, marketing, journalism or promotion preferred. 3 years management experience preferred. Familiarity with broadcast and print promotion. Excellent writing and organization skills, ability to work well with and lead promotion and art departments. Must be able to work in management team environment. Ability to serve as teacher for students. Develop and implement all advertising, promotional and public relations activities for television and radio station. Manage media relations and publicity. Supervise art and promotion department. Oversee all station print production and editor for monthly station program guide. Manage budgets, supervise on-air/off-air promotion. BA/BS in relevant field preferred or appropriate combination of experience and education. Starting salary \$29,400. Send letter of application, resume and non-returnable writing samples to: Michael T. Walenta, 301 West Fulton, Grand Rapids, MI 49504-6492. Please note how you became aware of this position. Applications must be postmarked September 30, 1994. EEO/AA/ADA.

WICS-TV in Springfield, Illinois is seeking a News Director. Responsibilities include editorial, personnel and financial oversight of 30 person news department. Newly remodeled newsroom, Beta, Live trucks, and Basys equipped. Must be able to lead dominant dedicated news staff and synergize with station General Manager and Department Heads. Must coordinate daily product with satellite station in the same market. Community involvement an important asset. Duties could also include substitute anchoring. Seven years in television news, 3 in management required. Send references, salary, and tapes of three recent evening newscasts to: WICS-TV, ATTN: Personnel Director, P.O. Box 3920, Springfield, Illinois 62708. WICS-TV is an equal opportunity employer.

For all your Classified Needs, Call Antoinette Fasulo

Tel: 212-337-7073 • Fax: 212-206-8327

BROADCAST NEWS PROFESSIONALS

Have you ever dreamt of building a major market, Network-Affiliated News Division from scratch?
WFTS, Channel 28, Tampa Bay's new home of ABC, is turning your dreams into a reality!

We're searching for experienced NEWS professionals familiar with the latest major market level hardware and techniques, for the following key positions (available October, 1994):

•**Producer-Directors
Technical Directors**
(Abekas A83, GVG200)

•**Floor Managers
Associate Directors**

•**Post Production Editors**
(GVG 251)

•**General Assignment Audio
Studio Camera/MCR Personnel**
(Neve/BTS LDK9/Odetics)

•**Graphics/C.G. Operators**
(Chyron iNfiNit//Abekas A72)

•**Graphic Designers**
(High-end paint systems and PowerPc 8100/80s)

•**News Promotion
Writer/Producers**

Send resume and 3/4" or VHS reel to:

**Luis V. Romero • BC9
Operations Manager
WFTS-TV
4501 East Columbus Drive
Tampa, Florida 33605**

Closing Date: October 3rd, 1994.

Please, no phone calls! Due to the expected volume of applicants, we regret that we cannot return materials and will contact only the applicants that closely match our requirements. Thank you for your understanding. WFTS/Scripps Howard Broadcasting Company is an Equal Opportunity/Affirmative Action Employer.

WFTS 28
T A M P A B A Y

FOX BROADCASTING COMPANY

Manager Sales Research & Marketing

Fox Broadcasting Company is currently seeking a Manager to work in our New York Research and Marketing Department. The ideal candidate will have a marketer's understanding of media data, possess excellent organizational and communication skills, have the ability to work in a fast-paced team-oriented environment, and be able to handle multiple tasks.

Responsibilities include providing research and marketing support to Fox National Sales and Fox Sports. Requires 3-5 years' media research and/or marketing experience with strong computer interest and skills, including knowledge of Nielsen computer systems, Lotus 1-2-3 and/or Excel. Experience with graphics software and desktop publishing a plus.

We offer competitive salaries and benefits. Please send resume with salary history to: **Fox Broadcasting Company, Attn: MA-193, P.O. Box 900, Beverly Hills, CA 90213. EOE.**



Local Sales Manager. Challenging opportunity for a highly motivated team player to join one of America's fastest growing broadcast groups. The winning candidate will possess excellent people skills and a strong disciplined work ethic. Our LSM will be organized and lead by example. Candidate must have successful track record in broadcast sales and/or management. An outstanding career move for an individual committed to excellence. Send resume to Stephen Mann, G.S.M., WTTO-TV, P.O. Box 832100, Birmingham, AL 35283. EOE, M/F.

Program/Promotion Director to review product availabilities and manage program schedule; good eye for graphics to oversee promotions; minimum 3 years experience. Resume to: KTXH-TV Personnel, 8950 Kirby Drive, Houston, TX 77054. Paramount Stations Group is an equal opportunity employer.

Program Operations Manager. WPBT in South Florida has an opening for an individual with at least 3 years of progressive experience in PTV operations. Position implements the monthly program schedule and directs preparation of daily broadcast log, supervises Traffic staff, and oversees operation of program division computer systems. Knowledge of FCC regulations and PBS operational practices. Computer experience essential; ProTrack experience a plus. Experience in supervising staff, setting up operational systems and quality control measures helpful. Salary commensurate with experience. Send resume including salary requirements to: Human Resources, WPBT, P.O. Box 2, Miami, FL 33261-0002. EOE, M/F/D/V.

Promotion Manager needed to lead station program and news promotion efforts to bury an O & O. If your tape is not your work, read no further. As a smaller market manager or a hungry #2, you need to be creative and aggressive with hands-on skills in planning and implementing promotion campaigns. You will have managed people at least two years and have examples of successful news promotion. Send resume to Box 00114 EOE.

Business Manager: Prefer candidates with MBA, but will consider persons with BS in accounting or equivalent experience. Must know Word Perfect and Lotus 1-2-3. Prefer 3-5 years accounting management experience; candidates must have experience in generating financial statements, budgeting, receivables, payables, payroll, and yearend closings. Excellent fringe benefits; salary negotiable. Send resume to: Gary R. Bolton, VP & General Manager, WROC-TV, 201 Humboldt Street, Rochester, NY 14610. EOE, M/F.

General Sales Manager: KCPM, the NBC affiliate in Chico-Redding, CA has an immediate opening for an aggressive sales leader with at least four years of local sales management experience. Must be a great communicator, recruiter and trainer. Candidate should demonstrate exceptional motivational and team building skills. Should have strong management skills in pricing, inventory analysis, forecasting and budgeting. This Northern California hyphenated market is on the move and the right candidate will seize this opportunity waiting to happen. Mail or fax resumes to: Barbara Goldfarb, General Manager, KCPM-TV, 180 East 4th Street, Chico, CA 95928-5412. Telephone (916) 893-2424. Fax (916) 893-1033.

National Sales Manager. Outstanding opportunity for a dedicated, organized sales professional to join one of America's fastest growing broadcast groups. The individual will have either NSM or rep firm experience and be extremely knowledgeable on selling estimates. Strong negotiating skills a must. Excellent position for a proven sales leader. Send resume to Stephen Mann, N.S.M., WTTO-TV, P.O. Box 832100, Birmingham, AL 35283. EOE, M/F.

HELP WANTED SALES

WSYX-TV is looking for a hard working enthusiastic, highly motivated sales professional to handle an active account list. Qualified candidate will have an applicable college degree and a minimum of 2 years broadcast sales experience. This is a great opportunity for the right person who can join this outstanding sales organization immediately. Qualified person should send resume to: WSYX-TV, P.O. Box 718, Columbus, OH 43216-0718 ATTN: Account Executive. No phone calls please. Women and minorities are encouraged to apply. Pre-employment drug testing. EOE, M/F/D.

WKEF-TV, NBC, Dayton, Ohio is seeking a Local Account Executive. Must be a self-starter and able to create new business. College degree, and 2-3 years experience in broadcast sales helpful. Send resume with cover letter to Herbert Thorndal, Local Sales Manager, WKEF-TV, 1731 Soldiers Home Road, Dayton, Ohio 45418. No phone calls please. EOE/M/F.

Account Executives, WAKC-TV, Cleveland/Akron experienced local salespeople needed for ABC affiliate. If you are aggressive, creative and have excellent communication skills, send your resume to: Peter Acquaviva, WAKC-TV 23, 853 Copley Road, Akron, OH 44320. EOE, M/F.

Account Executive - WHTM-TV, an ABC affiliate in the 44th market, has an immediate opening for an experienced account executive with strong customer service and negotiating skills along with a track record of new business development. Requires 3 years media sales experience and familiarity with Nielsen/Star. Send resume and cover letter to: Frank Ratermann, General Sales Manager, P.O. Box 5860, Harrisburg, PA 17110. EOE.

Local Account Executive. College degree, minimum 2 years media sales, self starter, computer literate. Resume before October 14 to Judy Baker, WCYB-TV, 101 Lee Street, Bristol, VA 24201. No phone calls. EOE/M/F/H/V.

Account Executive. KMBC-TV, Kansas City's #1 television station, is looking for a strong experienced account executive. Prefer no less than two years local broadcast sales experience. Must be able to demonstrate strong skills in business development, marketing and knowledge of rating services. Please send resume to Bob Brandt, Local Sales Manager, KMBC-TV, 1049 Central Street, Kansas City, MO 64105. Women and minorities are encouraged to apply. EOE.

National Account Executive. Sinclair Broadcast Group is growing and expanding. We are presently interviewing for the position of National Account Executive. Individuals will be based in Chicago and Los Angeles. These individuals will be our spot sales liaison between our stations and our rep firms. Individuals must have at least three years TV broadcast experience and have a proven record of overachievement in their broadcast career. Please send a detailed work history of achievement to: Steve Marks, General Manager, WBFF-TV Fox 45, 2000 West 41st Street, Baltimore, MD 21211. WBFF-TV and Sinclair Broadcast Group are equal opportunity employers.

WVNY-TV, ABC affiliate in Burlington, Vermont, needs an experienced account executive skilled in promotion and new business development. Send resume to: Charles Cusimano, WVNY-TV, 100 Market Square, Burlington, VT 05401. WVNY-TV is an equal opportunity employer.

HELP WANTED TECHNICAL

MAINTENANCE ENGINEER

WNYC seeks a TV Maintenance Engineer. Responsibilities include trouble-shooting and repair of all electrical and mechanical equipment, perform preventative maintenance on equipment, responding to requisitions for emergency repair, removing and installing equipment. Requirements include BA degree in Electronics or equivalent military school or job experience, 2 years TV maintenance engineering or technical trouble-shooting, valid NYS driver's license. Send resume:

WNYC

HR Department 13-M, 1 Centre Street,
26th Floor, NYC 10007. EOE. M/F/H/V.

Television Engineer, WVVI, Washington, DC UHF independent seeks engineer experienced in all phases of broadcast operations with emphasis on transmitter and microwave systems maintenance. FCC license. EOE. Contact Elwood Edwards 216-535-7831.

NOTICE:

Due to a typographical error an *incorrect* fax number appeared in this ad last week. The correct number is (214) 991-4995

CHIEF ENGINEER FLORIDA

Our client, a leader in the television production industry, is looking for an exceptional engineering professional to lead the engineering department of their fully integrated, state-of-the-art television production facility. The position is responsible for the daily and long term operation of the department, including the maintenance and updating of equipment, systems and documentation, supervision of technical personnel, and development and implementation of operating and capital budgets.

Qualified candidates should have extensive engineering experience, preferably in a television production environment. Strong analytical, organizational and managerial skills. Ability to develop relationships with a large creative staff.

Our client offers a comprehensive benefits package, competitive salary and stimulating work environment.

For confidential consideration please forward resume and salary history to:

ROBERT A. STONE – R.A. STONE & ASSOCIATES
5495 BELTLINE ROAD • SUITE 153
DALLAS, TEXAS 75240
FAX (214) 991-4995

Our client is an equal opportunity employer and is committed to diversity in the work force.

Maintenance Engineer to repair and support broadcast-quality university facility producing academic, distance learning and nationally broadcast projects. Requires: Associate's degree in electronics or equivalent in experience as a broadcast television engineer. Emphasis on Betacam, D2 and 1" formats, BVP-5 and BVP-270 cameras; GVG 1600 switcher, fiber optic transmission systems, Horizon Router; Ampex Vista and ADAPT switchers, ADO-100, and Alex character generator; Bosch Mach One editor. Must be familiar with analog and digital video. No sign language skills required at time of application. Must be willing to learn and show proficiency within a reasonable period time. Full-time extended temporary position up to one year contract. Salary range: 29K to 34K depending upon qualifications and experience. To apply, send resume or come to: Gallaudet University, Personnel Office, Reg. 94085, 800 Florida Avenue, NE, Washington, DC 20002-3695. EOE/Women and minorities are encouraged to apply.

WXMT-TV accepting applications for technical operations position. Requires computer literacy, with experience in audio, video and transmitter control. Resume to CE, 300 Peabody Street, Nashville, TN 37210. EOE.

Maintenance Engineer. TV station UHF transmitter and studio experience. Maintain 24 hour on-air station. Assist with camera maintenance, transmitter, microwave and Sony Beta Cam SP/Sony LMS. Burbank. Send resume to Box 00115 EOE.

Chief Engineer. KVVV-TV/Houston seeks a chief engineer. Requires extensive experience on maintenance of Townsend CST120 transmitter, installation and maintenance of studio and master control equipment; microwave and UHF transmitter technology a must. Will be responsible for staffing, supervision, and building/facilities maintenance. Five + years engineering management a plus. Fax resumes and salary history to the attention of Ted Travis, Station Manager, at (713) 286-4541, or call (713) 286-4245. EOE.

Maintenance Engineer. KUHT Television, an auxiliary enterprise of the University of Houston System, is seeking an experienced Studio Maintenance Engineer. Successful applicants will be able to install, calibrate, operate and repair analog and digital audio, video, and radio frequency equipment. A BSEE or BSEET is required (Equivalent professional experience and education may substitute) as well as a General Class FCC Radio Telephone Certificate and knowledge of current FCC rules and regulations applicable to a network television broadcasting environment. Also required: SBE certification or equivalent professional recognition of technical accomplishment and three years demonstrated maintenance success to the component level, in a professional broadcast or production environment. This is a full time position with a good benefits package which is currently open. Interested candidates should send a letter of application, including resume and three professional references to: Ms. Flor Garcia, KUHT-TV, 4513 Cullen Boulevard, Houston, Texas 77004, postmarked by October 15, 1994. Minorities and women are encouraged to apply. The University of Houston is an equal opportunity employer.

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

Assistant Chief Engineer. Qualified applicant will be familiar with scheduling, maintenance, installation and operation of all RF and studio equipment; including transmitter, satellite, and ENG. Applicant will assist in budgeting and planning and should be computer literate and have strong management and interpersonal relation skills. Position will report to the Chief Engineer. Applicants should send resume to Human Resources, KOTV, P.O. Box 6, Tulsa, OK 74101. EOE, M/F.

Chief Engineer. The University Television Center at Mississippi State University is accepting applications for the position of Chief Engineer. Minimum qualifications: two years technical experience in electronics, broadcast engineering, or related field, plus six years of hands-on experience in television engineering maintenance; a working knowledge of television production, maintenance, and radio frequency engineering; and demonstrated ability in KU band uplink design, operation, and maintenance. Preferred qualifications: Ten years experience in television engineering with seven years experience in maintenance with experience in supervising technical personnel. Send resume to: David N. Hutto, University Television Center, P.O. Box 6101, Mississippi State University, Mississippi State, MS 39762. Applications will be accepted through November 1, 1994, or until the position is filled. MSU is an AA/EEO.

Maintenance Engineer. Immediate opening for maintenance engineer for mobile operation in the mid south region. Five years minimum experience in related field. Looking for responsible individual capable of installation, maintenance and technical expertise in all areas of remote video production. Must be able to deal effectively with clients and crew. Excellent benefits. Apply to: Director of Finance, WYES-TV/Channel 12, P.O. Box 24026, New Orleans, LA 70184-4026. WYES-TV is an equal opportunity employer.

CMX Editor: KEYT is in search of a top notch CMX editor to join creative team to edit commercials and long form projects. Candidates must have strong technical and DOS background. Eager to work long hours and no attitudes. 2-3 years experience on CMX based systems, working knowledge of Paint Box a plus. Salary depends on experience. Resume and demo tape to KEYT-TV, P.O. Box 729, Santa Barbara, CA 93102, ATTN: Production Manager. No phone calls! EOE.

Maintenance Specialist. WTRF-TV (Wheeling/Steubenville-136 Market) is seeking an experienced individual in the area of installation, repair and maintenance of broadcast equipment. This person should also be familiar with RF and be computer literate. This position may become the assistant CE. If you live and breath TV and have a minimum of five years experience send your resume and salary requirement by September 29, 1994 to: Personnel Director, WTRF-TV, 96 16th Street, Wheeling, WV 26003. EOE.

TV Maintenance Engineer: Needed in Gulf Coast vacation market. Must be a highly motivated and versatile individual who is a team player. Must have 3-5 years experience repairing 3/4", M2-1" tape equipment and other ENG and studio equipment. FCC General Class License required. Send resume to D. Bush, WJHG-TV, P.O. Box 2349, Panama City, Florida 32402. EOE.

Chief Engineer: Chief Engineer retiring 1 November. Looking for highly qualified experienced CE in all aspects of broadcast engineering to oversee/maintain transmitter and studio equipment. FCC general license; SBE certification required. Submit resume with salary requirements to Box 00110 EOE.

Top 10 NE market UHF station seeks hands-on chief engineer with transmitter, fiber optic, one-inch VTR, betacam, and general studio equipment maintenance experience. FCC license and knowledge of FCC rules and regulations required. Degree and substantial engineering and management experience necessary. EOE. Send resume/salary requirements to: Reply to Box 00096 EOE.

Broadcast Engineer - DC area appraiser seeking engineers for inventory and valuation of radio and/or television broadcast operations. Full, part-time or subcontract positions considered. Send resume to Pete Bowman, BIA, 14595 Avion Parkway, #500, Chantilly, VA 22021.

WTXL-TV, ABC in Tallahassee, Florida, has openings for Assistant Chief Engineer and a maintenance technician. Salary based upon experience and technical skills. Send resume to: General Manager, WTXL-TV, 8927 Thomasville Road, Tallahassee, Florida 32312.

HELP WANTED NEWS

Photographer - Prefer candidates with 3-5 years experience in shooting and editing hard news. Looking for a person with good eye for shooting and a team player. Experience with 3/4" gear preferred. Station planning to upgrade to Beta in 1995. Send resume and non-returnable tape to: Jon Greene, News Director, WROC-TV, 201 Humboldt Street, Rochester, NY 14610. EOE, M/F.

Weekend Producer/Field Producer. Seeking aggressive person to "own" four weekend newscasts. Must be creative, innovative and have strong leadership skills. We are committed to being #1 by having an exciting and compelling newscast. Field producing serves as another outlet for bright thinkers with fresh ideas. Tape and resume to Box 00112 EOE.

Weather Anchor - Move to a sunny, top-50 city in the Southeast. We have an opening for a weekend weather anchor who will also provide weekday reporting for environment-related news stories. Meteorologist degree preferred; AMS seal and minimum one year experience necessary. Weather is especially important in our market; we're looking for excellent credibility plus personable communications skills. If you're looking for a people-oriented company that demands and recognizes your best work, please reply with resume/tape to Box 00120 EOE.

WDEF-TV is looking for weekend sports anchor/reporter. Great growth opportunity. Fine tune and practice your career with people who want to share, teach and help. Do the big league bit on weekends and be a great local story teller on weekdays. Team player. Must shoot and edit alone as well as work with videographer. Experience required. Women and minorities are encouraged to apply. Send tape and resume to Rick Russell, News Director, WDEF-TV, 3300 Broad Street, Chattanooga, TN 37408. EOE.

Video: Experienced on line and non linear editors needed in Washington, D.C. immediately! All systems. Fax resume: 703-841-9355, Job Bank: 301-552-7000. Mediatemps. Many positions available.

Talk Host/Hostess. We are looking for the next Oprah or Donohue. West Coast major market. Send VHS tape (non-returnable) and resume to Producer, 269 Pacific Avenue, Solana Beach, CA 92075.

TV News Reporters. Creative, memorable, story teller. Live experience essential. No beginners - minimum of three years TV news experience. Please send resume and tape to Billy Otwell, Assistant News Director, WTNH-TV, 8 Elm Street, New Haven, CT 06510. No phone calls please. EOE.

Newsreader: Pacific Northwest's leading news station is seeking a part-time newsreader to write news stories for several newscasts; field produce; and assist producers in managing scripts, videotapes, and supers for newscasts. If you are creative with strong writing skills and want to work in a fast paced, competitive environment, please send your resume to: King 5 TV, HR Department-Ref. 94A27, 333 Dexter Avenue North, Seattle, WA 98109. No phone calls, please. EOE-M/F/D/V.

Producer/Writer: Major market East Coast station seeks experienced news producer/writer. Ideal candidate is an excellent writer and self starter who has produced daily newscasts. Familiarity with NewStar computer system a plus. Please send resume and writing sample to: Bart Feder, WABC-TV, 7 Lincoln Square, New York, NY 10023. No telephone calls or faxes please. We are an equal opportunity employer.

Ozarks leading news department is seeking a full-time videographer. Minimum two years experience required. Tape demonstrating general spot, and live abilities and resume to Steve Snyder, KOLR-10 News Director, P.O. Box 1716, Springfield, MO 65801. EOE.

Photographer. Leading Gulf Coast station looking for individual who can shoot, edit and set up live shots. S-VHS cameras. Edit to Beta. At least two years experience preferred. Resumes and tapes to Chuck Bark, News Director, WALA-TV, P.O. Box 1548, Mobile, Alabama 36633. EOE, M/F.

Promotion Writer/Producer: If you're a top-notch writer and producer, thrive on deadlines and have an inexhaustible bag of promotional tricks you'd love to try, send your tape now! We need a strong creative person with 2-4 years news promotion experience to join our team. Send tape and resume to: Cathy Gugerty, WTNH, 8 Elm Street, New Haven, Connecticut 06510.

Reporter - Experienced - Live - Local - Latebreaking. Make it happen for our 6, 10 and 11pm. Weekend anchoring possible. No calls send 3/4 and VHS nonreturnable. Steve Schwaib, WVIT-TV/30, 1422 New Britain Avenue, West Hartford, CT 06110. Women and minorities encouraged to apply, EOE.

Senior Writer/Producer - Handle news and program promotion including promotion for weekly prime time news magazine show. Experience in writing and producing news series promotions; location production (tape and film) including directing; design and post graphic animation; previous station and/or ad agency experience essential. Send resume to Dick Goggin, KYW-TV, Independence Mall East, Philadelphia, PA 19106. EOE, M/F, ADA.

Sports - Weekend Anchor/Reporter. NBC affiliate in the Southeast looking for a strong sports anchor/reporter. Must have minimum two years anchoring, producing, tape shooting/editing and reporting experience. Send tape and resume to News Director, WCIV-TV, P.O. Box 22165, Charleston, SC 29413. EOE/MF. No phone calls, please.

Sports Anchor/Reporter. WCBD-TV in beautiful Charleston is still looking for the right person to anchor sports and produce enterprise sports reports. Prior commercial TV experience preferred. Experience as a shooter and editor helpful. EOE, M/F, drug test mandatory. Prior applicants need not apply. Telephone calls will disqualify you. 3/4" tape, resume and references to News Director, WCBD-TV, P.O. Box 879, Charleston, SC 29402.

NEWS PROMOTION PRODUCER

KCAL Television seeks a creative, highly motivated, production-oriented producer to handle daily on-air news topical, series, and franchise promotion. The person we seek has excellent writing skills, an eye for graphics and editing and great taste in music and fine wine. Your resume and reel should communicate multiyear experience in broadcast promotion, along with a unique visual style. You will work with an award-winning marketing, graphics and editing team in a creative, individualized atmosphere.

We offer excellent benefits, competitive salary and the best weather in the business. Rush your cover letter, tape and resume to: **Human Resources, Dept. BC919, KCAL-TV, 5515 Melrose Avenue, Hollywood, CA 90038-3149.** NO PHONE CALLS, PLEASE. Equal Opportunity Employer.



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

General Assignment Reporters - Top-50 market in a great Southeast city seeks experienced reporters with excellent writing skills who can deliver high-impact stories. We want reporters committed to understanding the market -- professionals who can anticipate issue, develop contacts, and provide more than just "telling" the news. If you are motivated by a people-and-product-oriented company that will demand your best work, please reply with resume/tape/salary history to Box 00119 EOE.

11 P.M. Producer. Seeking strong, talented leader for late newscast. We're pulling out all the stops for this show. No traditional stackers-only a person willing to take charge and take calculated risks. A new thinker who is happy with the idea of viewer interaction. Radio background as well as solid television experience would be ideal. This is not a job for beginners. We value life experience, energy, creativity and sweat equity. Tape and resume to Box 00113 EOE.

Take charge type needed for weekend Anchor/Producer at medium market, take charge TV station. Definitely not a job for the timid or inexperienced. Send resume and nonreturnable tape to Box 00105 EOE.

Co-Anchor: WBNG, Binghamton, New York's dominant News Leader is looking for an anchor to compliment our male co-anchor at 6pm and 11pm. No beginners and no phone calls. Rising stars and polished pro's please send tape and resume to Bob Longo, News Director, WBNG-TV, 12 Gateway Plaza, Johnson City, NY 13790.

Photographer: WKRN, the ABC affiliate in Nashville, has openings for creative and energetic news photographers. If you shoot NPPA award winning video, are a creative editor and like to work hard send us your best work. Non-returnable tapes. No calls. Tapes and resumes to News Director, WKRN, 441 Murfreesboro Road, Nashville, TN 37210.

Part-Time and/or Full-Time Director/Technical Director for 24 hour local news channel. Must be able to switch and direct fast paced newscasts, sports and talk shows. Knowledge of Sony DVS 8000 a plus. Send non-returnable tape with director track to: Mark Iacofano, News and Programming Personnel Manager, CLTV News, 2000 York Road, Suite 114, Oak Brook, IL 60521. CLTV is an EOE. No phone calls.

News Producer. KSDK, blockbuster top 20 station, searching for mainline producer. Must be creative, assertive, organized. Candidate needs at least four years newscast experience, superb writing and teasing skills. Excellent opportunity long term career satisfaction. Send resume, tape and news philosophy to Warren Canull, Director Human Resources, KSDK, 1000 Market Street, St. Louis, MO 63101. No calls. EOE.

News Producer. WICS-TV is looking for an aggressive, creative, and organized News Producer for fast paced morning show. Excellent writing skills a must. Overnight hours. Monday thru Friday. Send non-returnable tape/resume to: Personnel Director, WICS-TV, 2680 East Cook Street, Springfield, IL 62708. WICS-TV is an equal opportunity employer.

News Photographer: WICD-TV in Champaign, Illinois (NBC) seeks videographer with minimum one year shooting/editing ENG experience. Applicants must show creativity, enthusiasm and initiative. Tape and resume to: Myron Bennett, WICD-TV News 15, 250 Country Fair Drive, Champaign, Illinois 61821. No phone calls. EOE.

General Assignment Reporter. Full-time. Must be able to package and be an excellent storyteller. One year minimum experience. Right person needed immediately. Salary negotiable. Send tape and resume to Keith Silver, News Director, WWLP-TV22, P.O. Box 2210, Springfield, MA 01102-2210. No calls please. EOE.

Reporter/Anchor - WCBD-TV in beautiful Charleston seeks an aggressive journalist to produce general assignments and investigative reports. Will also be considered for weekend co-anchoring. College degree, prior commercial television experience preferred. 3/4" non-returnable tape, resume and references to News Director, WCBD-TV, P.O. Box 879, Charleston, SC 29402. EOE, M/F, drug test mandatory. Prior applicants need not apply. Telephone calls will disqualify you.

Reporter wanted for Edward R. Murrow award winning newsroom at A.P. station of the Year. This is an opportunity to work in one of the best small market newsrooms in the country. You will report, shoot, edit and possibly anchor. Tapes and resumes (no phone calls) to: Les Sachs, News Director, WGEM-TV, 513 Hampshire Street, Quincy, Illinois 62301. Deadline: September 26. EOE.

Promotion Senior Writer/Producer: Top 60 affiliate seeks senior writer/producer to join our team. We're looking for a strong writer with out-there creativity who knows how to produce killer spots. We're an innovative station in a fiercely competitive market with all the toys you need to make hot spots. Successful candidate will have 2-3 years promotion experience, hands-on editing skills, strong understanding of positioning and a resume and non-returnable demo reel: KOTV, Personnel, 302 South Frankfort, Tulsa, OK 74120. An AH Belo Corporation. EOE.

Reporter/Weekend Weather Talent needed by Midwest affiliate. Minimum two years experience. Computer experience a plus. Send resume and non-returnable tape to Box 00100 EOE.

News Photographer/Editor. Minimum two years experience shooting and editing TV news. Must be willing to work nights and weekends. Please send resume and tape to John Roll, Video Manager, WTNH-TV, 8 Elm Street, New Haven, CT 06510. No phone calls please. EOE.

Executive Producer - Terrific top-50 market in the Southeast seeks an experienced news professional for the #2 management position in a growing news operation. This person will provide hands-on leadership in a people-oriented, results-focused company. Strong editorial judgement and management skills are required, as well as creativity and flexibility for a fast paced, "more news, less chatter" product geared to originality, impact and excellence. If you're interested in joining a team of high-achievers, please reply with resume/tape/salary history to Box 00118 EOE.

General Assignment Reporter: Top market station seeks an experienced general assignment reporter. Live newsroom experience a must. Send resume and tape to Henry Florsheim, WABC-TV, 7 Lincoln Square, NY, NY 10023-0217. No telephone calls or faxes please. We are an equal opportunity employer.

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

For all your Classified Needs,
Call Antoinette Fasulo 212-337-7073

Executive Producer: WAFB News currently is taking applications for Executive Producer. In addition to solid journalistic skills, candidate should have extensive knowledge of all electronic news gathering equipment, including computers, operations and maintenance scheduling. Candidate also should have a minimum of 3-5 years producing experience in a Top 75 market. Excellent opportunities for career advancement within the station and AFLAC Broadcast Division. Send resume to: Liz Golson, News Director, WAFB-TV, Box BC, 844 Government Street, Baton Rouge, LA 70806. EOE.

Co-Anchor: KATV-Little Rock, one of the top ABC affiliates in the country is looking for the right person to compliment our female anchor at 6:00 and 10:00. Must have a minimum of 3 years anchor experience. Send non-returnable tape and resume to: Bob Steel, News Director, KATV, 401 Main Street, Little Rock, AR 72201. No calls. KATV is an equal opportunity employer.

Assignment Editor. Seeking that unique individual who truly understands it's teleVISION. A person who is innovative, creative, and flexible. Someone who doesn't rely on news releases and who abhors news conferences and file footage. Must be a SUPER person-faster than a speeding bulletin, able to leap tall tales, more powerful than PR practitioners, organized and able to deploy resources to the max in a single bound. Sense of humor mandatory. Looking for a team leader with strong interpersonal skills. Experience required. No phone calls. Cover letter and resume to Station Relations, WLEX-TV, P.O. Box 1457, Lexington, KY 40591. EOE. Females and Minorities encouraged.

Weekend Co-Anchor/Reporter. Seeking mature person to team with female weekend co-anchor. Must be a team player and self-starter. Strong reporting experience required. We're going all out to be #1. If you understand the personal commitment and hard work that takes, send a recent tape and resume to Box 00111 EOE.

HELP WANTED PRODUCTION

Producer. WTOL-TV is looking for a creative, organized, professional who can produce viewer friendly newscasts. Three of our producers have advanced to Top 10 Markets. Please send resume with news philosophy and non-returnable tape to: Personnel Director-10, WTOL-TV, P.O. Box 1111, Toledo, Ohio 43699-1111. No phone calls. WTOL is an equal opportunity employer.

News Producer: WKRN, the ABC affiliate in Nashville, is looking for excellent news producers. Successful candidates will have outstanding organization, people management and writing skills and great news judgement. No show stackers or clock watchers. Two years experience and college degree preferred. Non-returnable tapes. No calls. Send tapes and resumes to News Director, WKRN, 441 Murfreesboro Road, Nashville, TN 37210.

Commercial Production Editor with creative flair to edit local commercials, industrials and on-air programs. At least one year's experience editing TV commercial production. Excellent working knowledge of Ampex Vista and Ampex 4100 switchers, Abekas A51, Ampex Ace Editor with Beta SP or 1" time code editing, Dubner 20K CG, ESS-3 Still Store, 3/4" and Beta SP field and studio cameras and deck and New-Tech video toaster. Send resume, tape, and salary requirements to Box 00102 EOE. M-F.

Producer/videographer/editor who loves the outdoors and can handle a 1/2 hour program from conception to air. Large syndicated outdoor show looking for individual capable of field-producing, shooting and posting. Travel involved. Send resumes and demo tapes to P.O. Box 407, Brainerd, MN 56401.

Promotion/Marketing Manager for top ABC affiliate in the Carolinas. Candidate must have tape that can be verified as their own work, and be up to speed on most production equipment. Send tape, cover letter and resume to WCBD-TV, Personnel Dept. #871, P.O. Box 879, Charleston, SC 29402. EOE M/F Drug Screening.

Topical News Promotion Producer: ABC affiliate is looking for that rare breed of promotion producer - one who wants to live in the newsroom and has the creative ability to write sizzling and compelling promo copy (under deadline) on a daily basis. Experience and good writing skills required. If you are up to the challenge, send tape and resume to: Jan Wade, Director of Station Operations, WKRN-TV, 441 Murfreesboro Road, Nashville, TN 37210. We are an equal opportunity employer.

WSYX-TV is looking for a creative/cutting edge "hands on" production oriented producer with at least 2 years of producer experience. Do you have vision, the ability to write effectively, and the skills to write effectively? Send demo and resume ASAP to: WSYX-TV, P.O. Box 718, Columbus, OH 43216-0718 ATTN: Promotion Producer/Director. No phone calls please. Women and minorities are encouraged to apply. Pre-employment drug testing. EOE, M/F/D.

Videographer/Editor. Unique, ground-level opportunity to edit on Avid, shoot on SVHS at production facility making rehab videos. Macintosh and non-linear editing experience essential. Competitive salary, great benefits. Send resume, tape, salary history to: VPC, P.O. Box 338, Suite 209, Dublin, OH 43017.

HELP WANTED PROGRAMMING PROMOTION & OTHERS

PROMOTION WRITER/PRODUCER

Looking for the perfect fit? 3-5 years of experience in affiliate TV news promotion with positive team attitude and work ethic to match. Strong writing skills a must, with b'ground in film, videotape and audio production. D-2 suite, k-scope, Abekas, Inifinit, Henry, Harriet and more.

Human Resources
WFAA-TV
606 Young Street
Dallas, Texas 75202
EOE - M/F



Broadcast Designer/Paintbox. WCCO-TV, CBS O & O is seeking Quantel paintbox whiz for News, Promotion and Sales projects. Great station, great people, new equipment! Send tape and resume to: Catherine Wompey, Design Director, WCCO-TV, 90 South 11th Street, Minneapolis, MN 55403. EOE.

Strong, Southeast ABC affiliate looking for aggressive No. 2 in Promotions Department. If you work best under stress, can write compelling copy, and have the ability to edit it all together, send us your reel. Although primary focus will be topical promotion, you must also be able to organize public relations projects and create all types of news promotions. Must have 2-4 years experience and creative flair for attracting viewers. College degree in broadcasting or related field required. Minorities are encouraged to apply. Send 3/4" reel, resume, and cover letter to WAAY-TV, Attention Daryn Leigh, Promotions Manager, 1000 Monte Sano Boulevard, Huntsville, Alabama 35801. No phone calls. Pre-employment drug testing. EOE.

WDTN is looking for a talented promotion writer/producer to join our marketing and promotion department. Responsibilities include the writing and production of daily topicals as well as image, and special projects. Applicant should have two years experience in TV promotion or news, superior writing and editing skills and post production experience. College degree preferred. Work schedule must be flexible. Should be computer literate. Send resume and tape to Personnel Admn., WDTN TV2, P.O. Box 741, Dayton, Ohio 45402 M/F/V/H.

Broadcast Designer/Harriet. WCCO-TV, CBS O & O is seeking qualified Harriet/Paintbox/Infinit! Designer. High-end News and Promotion projects can be yours! Good money, hours and environment. Former designer left after 6 years. Hurry! Send tape and resume to: Catherine Wompey, Design Director, WCCO-TV, 90 South 11th Street, Minneapolis, MN 55403. EOE.

Promotion Producer: Move to the beautiful Northwest and energize a powerhouse ABC station! Looking for strong news promotion producer to complement award winner staff and high-end gear! Beta editing required, post production experience preferred. Send your resume and tape now to one of the best broadcast companies in the business! Attn: Colette Roof Rees, KATU, P.O. Box 2, Portland, OR 97207. EOE.

SITUATIONS WANTED MANAGEMENT

VP Operations or General Manager. 14 years management experience at major market 50kw station, plus corporate responsibilities for group operations. Ability to build, train and lead. Excellent credentials. Philadelphia/Mid-Atlantic area preferred. Contact Jennifer Lear Downing (610) 265-6648.

SITUATIONS WANTED TECHNICAL

Seasoned team of Engineering and Production personnel seeking a new challenge; Startups, Production and Operation. With your resources and our talent, we will build a bright and prosperous future together. Reply to Box 00099.

We'll give you all the credit

VISA	MC	AMEX
		

Fax: 212-206-8327
or mail to: Antoinette Fasulo
245 West 17th Street
New York, NY 10011

PROGRAMMING SERVICES

JOHN DRISCOLL
DIGITAL
VOICE OVER

Now he's available
to your station
Digitally
Same day/Next day
818.766.0491
818.766.0457

DEMO LINE 818.766.6980

National Weather Network
Localized TV weathercasts Via Satellite
including your own ON-AIR Meteorologist

- * A new local SALES Opportunity!
- * Short form stand alone insert updates!
- * Full length Weathercast with Anchor toss!
- * Completely customized for your market!
- * Experienced AMS ON-AIR Meteorologists!
- * Cash/Barter cost effectiveness!



Call: Edward St. Pe' 601-352-6673

RESUMES

RESUMES RESUMES

If your resume isn't a "WINNER", it's a "KILLER". Do it right, call: Career Resumes - Free consultation, 800/800-1220. Free Critique and price quote, 800-927-4611 Fax.

MISCELLANEOUS

The Public Broadcasting Service National Program Policy Committee will meet at 1:00 pm on September 29, 1994 and at 9:00 am on September 30, 1994 at the PBS offices, 1320 Braddock Place, Alexandria, Virginia, to discuss PBS's National Program Service evaluation, budget and other business.

Career Videos. Our professionals prepare your personalized resume tape. Unique format, excellent rates, proven success. Coaching/job search assistance. 708-272-2917.

I'm Retiring. Your Golden Opportunity. Boom growth area. 21 new plants soon. 1 KW fulltime non directional in the 50th market. S.E. automated. \$250K (205) 424-8544.

The Ohio State School of Journalism invites applications for the distinguished Kiplinger Midcareer Program in Public Affairs Reporting for 1995-96. The program leads to a master's degree. Fellows appointed receive full tuition plus a living stipend to spend one calendar year on campus. Course work includes seminars in journalism and a wide selection in the liberal arts. A reporting trip to Washington is included. Applicants must have a bachelor's degree and three or more years fulltime experience in public affairs reporting. Minority and third world candidates are encouraged to apply. Application deadline is January 15, 1995; priority is given to those who apply by December 31. Classes begin in September. For applications, writer or phone: Kiplinger Program, School of Journalism, O.S.U., 242 West 18th Avenue, Columbus, OH 43210, (614) 292-9087- or 292-2607-8544.

CABLE

HELP WANTED MANAGEMENT

EXECUTIVE PRODUCER

Executive Producer to oversee all aspects related to the creation of our quality programming. Must be able to motivate staff, enhance team relationships, prepare and administer budgets, and direct vendors to ensure successful on-air execution of the service. Qualifications: a minimum of 6 years of experience producing sporting events and programming, managing employees and budgets. For consideration, please forward resume and salary requirements to: **SportsChannel Chicago, 820 Madison Street, Oak Park, IL 60302.** No phone calls will be accepted. An equal opportunity employer.

SportsChannel Chicago, a leader in regional cable tv sports programming, seeks imaginative



THE GOLF CHANNEL IS TEEING UP!

With a January '95 launch date and the financial backing of six MSO's, TGC is seeking top Cable and Advertising professionals to join its foursome of success in Orlando, Florida.

TRAFFIC MANAGER

Must have a minimum of five years experience with broadcast or cable traffic systems. Must be able to demonstrate ability to create and manage a start up's traffic department. Strong PC based computer skills a must. Will be responsible for all aspects of TGC's small base of advertisers. For immediate consideration, please send salary history and resume to:

Human Resource Director/The Golf Channel
7580 Commerce Center Drive
Orlando, FL 32819
(Fax: 407.248.1914)

Counsel. ESPN, the Total Sports Network, seeks a Counsel for its Legal Department located in Bristol, Connecticut. The selected candidate will be intensively involved in drafting, reviewing and assisting in the negotiating of contracts and other documents; overseeing conduct of litigation; and investigating questions of unauthorized use of ESPN's intellectual property. The individual will also assist in analyzing federal, state and local laws and regulations to ensure compliance with contractual and other legal obligations. Candidates must be law school graduates with three (3) to five (5) years experience in entertainment, communications and/or intellectual property law; experience with an MSO or satellite programmer would be a plus. The successful candidate will have excellent academic credentials and be admitted and eligible to practice in one or more states. Qualified individuals interested in applying, please send your resume and salary requirements to: ESPN, Inc., ESPN Plaza, Bristol, CT 06010, Attn: Human Resources Department, Department BC9/94TT. An equal opportunity employer.

Studio/Mobile EIC Video/Transmission Engineer. 20 years broadcast experience including major television network and national mobile production facilities. FCC licensed/SBE Senior Television certified. For resume and information: (908) 494-9443.

WANTED CREATIVE MANAGER

Direct creative design for a dynamic international entertainment corporation. Must be equally proficient in print, video and computer design, 3-5 yrs. agency, broadcast or cable network experience with nationally competitive design capabilities. Send resume and work samples to The Family Channel, Personnel Dept., P.O. Box 2050, Va. Beach, VA 23450-2050.

No phone calls, PLEASE! EOE



HELP WANTED TECHNICAL

CNBC, a cable service of NBC, is looking for an audio engineer experienced in live and taped TV production.

Strong candidates should have work experience using the Yamaha 4000. An understanding of patching, mix minus, phase cancellation, RF miking, and dolby mismatch is also a must. If you have the ability to thrive under deadline pressure and work well in a team environment, please send your resume to: Personnel Manager, AE2, CNBC, 2200 Fletcher Ave., Fort Lee, NJ 07024. We are an Equal Opportunity Employer.

AUDIO ENGINEER



FIRST IN BUSINESS • FIRST IN TALK

HOME & GARDEN TELEVISION NETWORK is seeking to fill full-time positions in the following technical areas:

Network Operators - must have cart machine, switcher, beta SP, 1" tape, audio cart and Chyron experience. Must be familiar with satellite transmission principals and their application in a network environment.

On-Line Editors - Minimum 3 years experience in broadcast level boy required. EDL management skills o must.

Off-Line Editors - AVID, Immix or similar experience essential.

Library/Research Supervisor - Experience in videotape and reference archival, ranging from tracking and classification systems to storage systems, to database implementation and maintenance. Must be very service-oriented.

We offer a comprehensive salary & benefits package. Qualified candidates should send a confidential resume with salary requirements to:

**Human Resources,
HOME & GARDEN TELEVISION NETWORK
P.O. Box 50970, • Knoxville, TN 37950.**

Equal Opportunity Employer



Director/Technical Director of Video - Acting as "Crew Chief," you will be responsible for the technical production/direction of live-taped interstitial programming and various other videotaped elements of our on-air programming. Requires 3-5 years related experience, a college degree and a background in Grass Valley 300 series switchers or Sony/Ampex equivalents. You must have excellent visualization, communication and leadership skills, as well as the ability to juggle multiple projects under deadline pressure. For consideration, rush your resume and salary history to: Game Show Network, Attn: Human Resources, 10202 West Washington Boulevard, Suite SPP 2850, Culver City, CA 90232-3195. Equal opportunity employer. MFDV. No phone calls please.

Master Control Operator - You will operate and maintain broadcast automation, monitor related programming and confirm integrity of daily broadcast activity. Must have 3-5 years related experience, college technical training and familiarity with broadcast automation systems and digital/analog broadcast signals. Must be knowledgeable in broadcast quality test equipment and measurement devices. Computer literacy and the ability to follow through with direction under deadline pressure are essential. For consideration, rush your resume and salary history to: Game Show Network, Attn: Human Resources, 10202 West Washington Boulevard, Suite SPP 2850, Culver City, CA 90232-3195. Equal opportunity employer MFDV. No phone calls, please.

Maintenance Engineer - Position involves installing, maintaining and repairing analog/digital video and television equipment including switchers, editors, audio consoles, studio cameras, graphics equipment, routing switchers, broadcast automation, and videotape machines. A BS degree in Engineering is preferred, along with 5-7 years experience in analysis, troubleshooting and repair of complex analog/digital video, audio, RF, communications, data and related control systems. Hands-on background in maintenance of satellite Earth station transmitters and receivers is a plus. Knowledge of digital encryption is desirable. For consideration, rush your resume and salary history to: Game Show Network, Attn: Human Resources, 10202 West Washington Boulevard, Suite SPP 2850, Culver City, CA 90232-3195. Equal opportunity employer. MFDV. No phone calls, please.

HELP WANTED PRODUCTION

TCI has openings on all shifts for Video Tape Editors at its National Digital TV Center in Denver, including the following: **On-Line Video Tape Editor:** Edit high-end promotional material. Work with producers and directors to determine the "look" of the material. Switch complicated live and post production effects. Qualifications: Minimum 5 years as an on-line editor. Creative special effects skills. Proven proficiency with Abekas A-83, A-66, A-72, A-51, CMX Omni1000E and general graphics equipment. Very recent position with similar duties and equipment. Technical expertise a plus. **Avid Editor:** Edit promotional and long length program material. Responsible for weekly show assembly. May fill in on on-line suite for less complicated editing. Collaborate with producers and directors. Qualifications: Minimum 3 years as editor, minimum 2 years as Avid or other non-linear editor. Creative skills a must. Experience with Mac based equipment helpful. Send resume with salary history and a letter of application for the specific job to Editor Search, 4100 E. Dry Creed Road, Littleton, CO 80122, or fax to (303) 486-3891. No phone calls. A drug test is required of successful applicants. Non-smoking environment. Applications accepted until positions are filled. EOE.

Producer/Director of Audio - You will be responsible for audio direction/operation, as well as the production and execution of all audio related elements of our on-air image, on-line, promotion and commercial materials, including live audio direction of interstitial programming. Requires 2-5 years related experience with upper level audio equipment. For consideration, rush your resume and salary history to: Game Show Network, Attn: Human Resources, 10202 West Washington Boulevard, Suite SPP 2850, Culver City, CA 90232-3195. Equal opportunity employer. MFDV. No phone calls, please.

Producer - Sunday Journal. Producer needed to assist in the production of an on-going live, magazine format program for C-SPAN airing Sunday mornings. Four years related television experience required. Knowledge of public affairs and its key players in addition to proven editorial judgement a must. Send resume and cover letter to C-SPAN, Human Resources/B&C, 400 North Capitol Street, NW, Suite 650, Washington, DC 20001. EOE.

HELP WANTED NEWS

On-line editor - You will produce the most sophisticated and impactful elements for the network through the hands-on creation, facilitation and editing of videotaped programming and marketing materials. Requires a college degree and 3-5 years related experience, 3+ years of which must include experience with tape formats (D1, D2 Beta SP, 1", 3/4" SP), switching equipment (GVG, Ampex or Sony), CMX edit controller or equivalent, Chyron Infinite, and Still Store. Heavy promo experience required. Non-linear training is desirable. For consideration, rush your resume and salary history to: Game Show Network, Attn: Human Resources, 10202 West Washington Boulevard, Suite SPP 2850, Culver City, CA 90232-3195. Equal opportunity employer. MFDV. No phone calls, please.

ALLIED FIELDS

JOB SERVICES

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** per min. JOBPHONE, NEWPORT BEACH, CA

JOB OPPORTUNITIES NATIONALLY

- Professional, Technical & Production
 - Cable & Broadcast TV, Film...
- 2x month, 6 issues/\$35, 12/\$60, 22/\$95.

Subscribe today. Send check/MQ to:
ENTERTAINMENT EMPLOYMENT JOURNAL™
 Dept. 550, 7095 Hollywood B. #815
 Hollywood, CA 90028
 For more info call: (800) 335-4335
 In CA: (213) 969-8500

TV JOBS
 Get a job without going broke.
Medialine
 THE BEST JOBS ARE ON THE LINE
 for more about how you can get daily updated job information call
800-237-8073
 Since 1986

TV News entry-level employment is our specialty. Send non-returnable tape and resume to M.C.S., Box 502, Santa Ysabel, CA 92070. 619-788-1082.

EMPLOYMENT SERVICES

California Broadcast Job Bank

For application information call

(916) 444-2237

California Broadcasters Association

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

Just For Starters: Entry-level jobs/internships in TV and radio news. National listings. For your first job call: 415/566-7513!

Reporters, Anchors and Producers!!! You deserve the best chance to achieve your career goals. NEWSDirections can help. Affordable, reliable, professional. (615) 843-0547.

WANTED TO BUY EQUIPMENT

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

SALES TRAINING

LEARN TO SELL TV TIME

Call for FREE Info Packet
ANTONELLI MEDIA TRAINING CENTER
(212) 206-8063

EDUCATION SERVICES

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

FOR SALE EQUIPMENT

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 313-664-9427.

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.

BLIND BOX RESPONSE

Box Number
245 West 17th St.
New York, New York 10011
Tapes are now accepted

Overstock Sale! 10KW Klystron transmitter. 6-1/8" Dielectric rigid transmission line and components. Andrew transmission line components. Call LARCAN-TCC, 303-665-8000, EXT. 114, for complete list.

TV Transmitters, uplink trucks, satellite HPA's, exciters, large antenna's and related RF and uplink equipment bought and sold. Megastar (702) 386-2844.

FOR SALE STATIONS

**MANCHESTER
NEW HAMPSHIRE AM**

WKBR 1250 (ON AIR)

5,000 WATTS DAY & NIGHT

FOR SALE BY OWNER -

\$ 290k +LAND OPTION 617-449-5618

FOR SALE

Full-day, individual seminar for radio investors, given privately to you. Group owner/operator with 26 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.

The Deer River Group
Washington, DC - (202) 659-3331

KUVA-FM

Uvalde, TX--San Antonio area.
Spanish format. Best offer.
Call Al Moll 918-299-2021
evenings. Real estate included.

Priced to sell. Two AM/FM combos in Oregon. One power giant. Positive cash flows. Principals only. 619-772-1715.

For Sale. Syndicated nostalgic/big band radio network. 170 plus affiliates in 36 states. For information call 1-800-765-8226.

Profitable combo in Central Texas. FMs on Florida east coast and New Jersey. New FM north Florida. Beckerman Associates, 813-971-2061.

FOR LEASE

**67 kHz SUBCARRIER
FOR LEASE**

Full Class B New York City Station
Transmitting
from World Trade Center.

INQUIRE:
Mr. Dachel, WNYC
(212) 669-7706

FINANCIAL SERVICES

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

MISCELLANEOUS

Anchors, Reporters, Producers! You're looking for a job and you're not getting any response. C...Marketing Works "Tips on Tape" audiocassette not only critiques your work, we tell you what can give you the edge. Call 603-888-6788.

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, 245 West 17th Street, New York, NY 10011. For information call (212) 337-7073 and ask for Antoinette Fasulo.

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

New Deadline is Monday at 9:00am Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday. A special notice announcing the earlier deadline will be published. Orders, changes, and/or cancellations must be submitted in writing. NO TELEPHONE ORDERS, CHANGES, AND/OR CANCELLATIONS WILL BE ACCEPTED.

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

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

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.70 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. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space (when camera-ready art is provided). Frequency rates available.

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

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

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

For the Record

OWNERSHIP

Granted

WXFX(FM) Prattville, AL (BALH940711-GE)—Action Aug. 29.

KOLD-TV Tucson, AZ (BTCCT940728-LH)—Action July 28.

KYCY(FM) San Francisco (BALH940712-GF)—Action Aug. 15.

WFSB(TV) Hartford, CT (BTCCT940715-KK)—Action Aug. 30.

WFYV-FM Atlantic Beach, FL (BTCH-940331GT)—Action Aug. 15.

WGUL(AM) Dunedin, FL (BAL940622GN)—Action Aug. 19.

WTPX(FM) Fort Lauderdale, FL (BALH940517GG)—Action Aug. 19.

WAPE-FM Jacksonville, FL (BTCH-940331GS)—Action Aug. 15.

WIVY-FM Jacksonville, FL (BALH940-628GQ)—Action Aug. 18.

WJXT(TV) Jacksonville, FL (BTCCT9407-15KL)—Action Aug. 30.

WGUF(FM) Marco, FL (BALH940629GK)—Action Aug. 19.

WTVJ(TV) Miami (BALCT940826KE)—Action Sept. 6.

WPLG(TV) Miami (BTCCT940715KM)—Action Aug. 30.

WGUL-FM New Port Richey, FL (BALH-940622GO)—Action Aug. 19.

WTMC(AM) Ocala, FL (BAL940715EA)—

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

Action Aug. 30.

WSAV-TV Savannah, GA (BTCCT94-0728LM)—Action Aug. 26.

WBBA-AM-FM Pittsfield, IL (AM: BAL-940516GE; FM: BALH940516GF)—Action Aug. 26.

WDIV-TV Detroit (BTCCT940715KJ)—Action Aug. 30.

WDOW-AM-FM Dowagias, MI (AM: BAL940708GG; FM: BALH940708GH)—Action Aug. 29.

WJTV(TV) Jackson, MS (BTCCT9407-28LO)—Action Aug. 26.

WHLT(TV) Hattiesburg, MS (BTCCT940-728LP)—Action Aug. 26.

KMRN(AM)-KDEE(FM) Cameron, MO (AM: BAL940331EA; FM: BAPH940331EB)—Action Aug. 30.

KLTI(AM) Macon, MO (BAL940516GG)—

Action Aug. 26.

KDAM(FM) Monroe City, MO (BALH-940516GH)—Action Aug. 26.

KPTM(TV) Omaha, NE (BALCT9408-15KE)—Action Sept. 6.

WTKW(FM) Bridgeport, NY (BAPLH94-0301GF)—Action Aug. 22.

WECT(TV) Wilmington, NC (BTCCT9407-28LN)—Action Aug. 26.

WRQN(FM) Bowling Green, OH (BALH-940527GE)—Action May 27.

WHK(AM) Cleveland (BTC940331GQ)—Action Aug. 15.

WMJI(FM) Cleveland (BTCH940331GN)—Action Aug. 15.

WMMS(FM) Cleveland (BTCH940331GR)—Action Aug. 15.

WLOH(AM)-WHOK(FM) Lancaster, OH (AM: BTC940331GO; FM: BTCH94033-1GP)—Action Aug. 15.

WRVF(FM) Upper Arlington, OH (BTCH940331GN)—Action Aug. 15.

WHOT-AM-FM Youngstown, OH (AM: BAL940708GE; FM: BALH940708GF)—Action Aug. 22.

KTLS(FM) Ada, OK (BTCH940715KI)—Action Aug. 30.

KALV(AM) Alva, OK (BAL940715EC)—Action Aug. 30.

KEVU(TV) Eugene, OR (BALCT94-0124KG)—Action Sept. 1.

WETG(TV) Erie, PA (BALCT940517KE)—

SERVICES

BROADCAST DATABASE
dataworld
MAPS
Coverage/Terrain Shading
Allocation Studies • Directories
P.O. Box 30730 301-652-8822
Bethesda, MD 20814 800-368-5754

EDS
BROADCAST DATA SERVICES
A Div. of Moffer, Larson & Johnson, Inc.
• AM, FM, TV, H-group databases
• Coverage, allocation and terrain studies
• FCC research
703 824-5666 FAX: 703 824-5672

RF Systems, Inc.
• Transmitter and Studio Installation
• RF Test and Measurement
• Microwave and Satellite Engineering and Installation
908-563-1144 24A World's Fair Drive
Somerset, NJ 08873

Stainless, inc.
New Towers, Antenna Structures
Engineering Studies, Modifications
Inspections, Erection, Appraisals
North Wales, PA 19454
215 699-4871 FAX 699-9597

Shoolbred Engineers, Inc.
Structural Consultants
Towers and Antenna Structures
Robert A. Shoolbred, P.E.
1049 Morrison Drive
Charleston, S.C. 29403 • (803) 577-4681

LDL COMMUNICATIONS, Inc.
RF DESIGN & INSTALLATION SPECIALISTS
LARCAN SOLID STATE TRANSMITTERS
ALAN DICK ANTENNAS & COMBINERS
LEBLANC & ROYLE TOWER SYSTEMS
14440 CHERRY LANE CT. LAUREL MD 20717
TEL: 301-498-2200 FAX: 301-498-7952

IDB FOR WORLDWIDE SATELLITE TRANSMISSION SERVICES CONTACT:
IDB COMMUNICATIONS GROUP
10525 WEST WASHINGTON BLVD.
CULVER CITY, CA 90232-1922
213-870-9000 FAX: 213-240-3904

NATIONWIDE TOWER COMPANY
ERECTOR - DISMANTLES - ANTENNA - RELAMP
ULTRASOUND - STRUCTURAL ANALYSIS - PAINT
INSPECTIONS - REGUY - ENGINEERING
P.O. BOX 130 POOLE, KY 42444-0130
PHONE (502) 533-6600 FAX (502) 533-0044
24 HOUR EMERGENCY SERVICE AVAILABLE

Tower Design and Analysis
Tower Inspections
Tower Design Modifications
Construction Inspection
"Scabbing" Techniques
Public Involvement Programs
Simulated Video Imaging
KCI TECHNOLOGIES
3601 Six Forks Road, Suite 209 • Raleigh, NC 27609 • (919) 791-9214
Internet: towers@kci.com

WOW! WHAT A LOW RATE!
TELECONFERENCING AS LOW AS
Reserve your next conference call by calling
Eagle Teleconferencing Services
15¢ PER MINUTE
212-758-3283

contact
BROADCASTING MAGAZINE
1705 DeSales St., N.W.
Washington, D.C. 20036
for availabilities
Phone: (202) 659-2340

PROFESSIONAL/SERVICE DIRECTORY RATES
52 weeks - \$55 per insertion
26 weeks - \$70 per insertion
13 weeks - \$85 per insertion
There is a one time typesetting charge of \$20. Call (202) 659-2340.

PROFESSIONAL CARDS

du Treil, Lundin & Rackley, Inc.
A Subsidiary of A.D. Ring, P.C.

240 North Washington Blvd.
Suite 700
Sarasota, Florida 34236
(813) 366-2611

MEMBER AFCCCE

CARL T. JONES
CORPORATION

CONSULTING ENGINEERS
7901 YARNWOOD COURT
SPRINGFIELD, VIRGINIA 22153
(703) 569-7704

MEMBER AFCCCE

LOHNES AND CULVER
CONSULTING RADIO ENGINEERS

8309 Cherry Lane
Laurel, MD 20707-4830
(301) 776-4488



Since 1944

Member AFCCCE

**COHEN, DIPPELL AND
EVERIST, P.C.**
CONSULTING ENGINEERS

1300 "L" STREET, N.W. SUITE 1100
WASHINGTON, D.C. 20005
(202) 898-0111

Member AFCCCE

MLJ
Moffet, Larson & Johnson, Inc.

Consulting Telecommunications Engineers
Two Skyline Place, Suite 800
5203 Leesburg Pike
Falls Church, VA 22041
703-824-5660
FAX: 703-824-5672
MEMBER AFCCCE

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS

Box 280068
San Francisco, California 94128



(415) 342-5200
(202) 396-5200

Member AFCCCE

CARL E. SMITH
CONSULTING ENGINEERS

AM-FM-TV Engineering Consultants
Complete Tower and Rigging Services
"Serving the Broadcast Industry
for over 50 Years"
Box 807 Bath, Ohio 44210
(216) 659-4440

Jules Cohen & Associates, P.C.
Consulting Electronics Engineers

Suite 600
1725 DeSales, N.W.
Washington, D.C. 20036
Telephone: (202) 659-3707
Telecopy: (202) 659-0360

Member AFCCCE

**E. Harold Munn, Jr.,
& Associates, Inc.**

Broadcast Engineering Consultants
Box 220
Coldwater, Michigan 49036
Phone: 517-278-7339

Mullaney Engineering, Inc.
Consulting Telecommunications Engineers

9049 Shady Grove Court
Gaithersburg, MD 20877
301-921-0115

Member AFCCCE

HATFIELD & DAWSON

CONSULTING ENGINEERS
4226 SIXTH AVE. N.W.
SEATTLE, WASHINGTON 98107
(206) 783-9151; Facsimile: (206) 789-9834
MEMBER AFCCCE

F.W. HANNEL & ASSOCIATES

Registered Professional Engineers
911 Edward Street
Henry, Illinois 61537
(309) 364-3903
Fax (309) 364-3775



**Radio/Tv Engineering
Company**

"Serving Broadcasters over 35 Years"

Consultants: J. Nurwood, J. Pasternak, Pres.
1416 Rio Vista Lane, Los Osos, Ca. 93402
Ph. (805) 528-1996 & Fax: (805) 528-1922

C.P. CROSSNO & ASSOCIATES
CONSULTING ENGINEERS

P.O. BOX 180312
DALLAS, TEXAS 75218
TELECOMMUNICATIONS (FCC, FAA)
CHARLES PAUL CROSSNO, P.E.
(214) 321-9140 MEMBER AFCCCE

JOHN F.X. BROWNE & ASSOCIATES
CONSULTING ENGINEERS

BLOOMFIELD HILLS Broadcast • Cable
810-642-6226 • Wireless •
WASHINGTON
202-293-2020 Member AFCCCE

D.C. WILLIAMS, P.E.

Consulting Radio Engineer
Member AFCCCE
Post Office Box 1888
Carson City, Nevada 89702
(702) 885-2400



COMMUNICATIONS TECHNOLOGIES INC.
BROADCAST ENGINEERING CONSULTANTS

Clarence M. Beverage
Laura M. Mizrahi

P.O. Box 1130, Marlton, NJ 08053
(609) 985-0077 • FAX: (609) 985-8124

contact

BROADCASTING MAGAZINE
1705 DeSales St., N.W.
Washington, D.C. 20036
for availabilities
Phone: (202) 659-2340

STEVEN J. CROWLEY, P.E.
Consulting Engineer

1133 15th St., N.W., Suite 1200
Washington D.C. 20005
Telephone (202) 223-1101
Fax (202) 223-0806
Member AFCCCE

Suffa & Cavell, Inc.

Consulting Engineers
10300 Eaton Place, Suite 450
Fairfax, Virginia 22030
(202) 332-0110 (703) 591-0110
Fax (703) 591-0115
Member AFCCCE



ENGINEERING COMPANY

BILL CORDELL, P.E.
11111 Katy Freeway, Suite 380
Houston, Texas 77079
(800) 966-8885 Fax: (713) 984-0066
Communications Engineering Consultants
Member AFCCCE

DON'T BE A STRANGER

To Broadcasting & Cable's 117,323 Readers
Display your Professional or Service Card here
It will be seen by station and cable TV system
owners and decision makers

* 1989 Readership Survey showing 37 readers
per copy

**George Jacobs
& Associates, Inc.**

Consulting Broadcast Engineers
Domestic & International
Member AFCCCE
Suite 410 8701 Georgia Ave.
(301) 587-8800 Silver Spring, MD
20910

AFCCCE
Association of
Federal Communications
Consulting Engineers

P.O. Box 19333
20th Street Station
Washington, DC 20036
(810) 642-6226 / (202) 293-2020

PROFESSIONAL/SERVICES DIRECTORY NEW RATES, EFFECTIVE JANUARY 1, 1994

52 weeks - \$55 per insertion
26 weeks - \$70 per insertion
13 weeks - \$85 per insertion

Action Sept. 6.

WUSL(FM) Philadelphia (BALH940517-GH)—Action Aug. 19.

WBAW-AM-FM Barnwell, SC (AM: BTC-930818EB; FM: BTCH930818EC)—Action Aug. 31.

KABY-TV Aberdeen, SD (BTCCT9407-28LJ)—Action Aug. 26.

KPRY-TV Pierre, SD (BTCCT940728LK)—Action Aug. 26.

KSFY-TV Sioux Falls, SD (BTCCT9407-28LI)—Action Aug. 26.

WUAT(AM) Pikeville, TN (BAL940628EF)—Action Aug. 29.

KPRC-TV Houston, TX (BTCCT9407-15KG)—Action Aug. 30.

KSAT-TV San Antonio, TX (BTCCT940-715KH)—Action Aug. 30.

Dismissed

KNUS(AM) Denver (BAL940120EA)—Action Sept. 7.

KWTA(FM) Electra, TX (BAPH9404-26GG)—Action Aug. 19.

KXRX(FM) Seattle (BALH940712GE)—Action Aug. 15.

FACILITIES

Applications

Paradise Valley, AZ KXLL(FM) 105.9 mhz—Scottsdale Talk Machine & Wireless

Co. Inc. seeks mod. of CP to make changes; ERP: 11 kw; class changed to C3 (per MM docket 93-68).

Ludlow, CA KDUQ(FM) 105.7 mhz—First American Communication Corp. seeks mod. of CP to make changes; ERP: 6 kw; ant. -50 m.; TL: 3.5 mi. W of intersection of Ludlow Rd. & Crucero Rd. in Ludlow, San Bernardino Co., CA.

Glenwood Springs, CO KMTS(FM) 99.1 mhz—Colorado West Broadcasting Inc. seeks CP to change ERP: 10 kw.

Indianapolis WICR(FM) 88.7 mhz—University of Indianapolis seeks CP to make changes; ERP: 5 kw; change class to B.

Hardinsburg, KY WHIC-FM 94.3 mhz—H.I.C. Broadcasting Inc. seeks mod. of CP to change ERP: 40 kw and change to non-directional antenna.

Lawrence, MA WCGY(FM) 93.7 mhz—Gowdy Family LP seeks CP to make changes: ERP: 34 kw; ant. 179 m.; TL: 1 km NNE of intersection of interstate 95 and State Rte 128 (intersection 30), near S. Lynnfield, Essex Co., MA, and change antenna supporting-structure height.

Maryville, MO KNIM(AM) 1580 khz—Nodaway Broadcasting Corp. seeks CP to reduce day power to 710 w; change TL 2 km S of Maryville adjacent to Hwy 72 bypass, Maryville, MO. Make changes antenna system.

Belgrade, MN KSCY(FM) 96.7 mhz—Gilbert Broadcasting Corp. of Montana seeks CP to make changes; ant.: 228 m.; TL: proposed site is located 26.62 km from Belgrade, MT, on a bearing of 115.3 degrees true.

St. Joseph, MN KKJM(FM) 92.9 mhz—St. Joseph Broadcasters seeks mod. of CP to change ant.: 151 m.; ERP: 11 kw; TL: 2 km S intersection of interstate 94 and Co. Rd. 159, Collegeville, MN and add DA.

Harve, MT KPQX(FM) 92.5 mhz—North Montana Broadcasters Inc. seeks CP to install auxiliary antenna system.

Central, NM KNUW(FM) 95.3 mhz—Mel-Mike Enterprises Inc. seeks mod. of CP to make changes: ERP: 7.7 kw; ant. 471.9 m.; TL: 1.89 km W of Pinos Altos Mountain.

Las Vegas KXPT(FM) 97.1 mhz—Lotus Broadcasting Corp. seeks CP to make changes: ERP: 9.5 kw; ant. 1148 m.; TL: Mt. Potosi Broadcast Site and change antenna supporting structure height.

Geneva, NY WFLK(FM) 101.7 mhz—MB Communications Inc. seeks CP to make changes: ERP: 1.92 kw; ant. 122 m.; TL: SW of intersection of NY Rtes 96 and 336, town of Varick, Seneca Co., NY. 2.7 km from MacDougall Hamlet at 90 degrees true.

Greenfield, OH WVNU(FM) 97.5 mhz—Southern Ohio Broadcasting Inc. seeks CP to change ERP: 3.25 kw.

THIS WEEK

- Sept. 19-22**—National Association of Telecommunications Officers and Advisors 14th annual conference. John Ascuaga's Nugget, Sparks/Reno, Nev. Contact: Renee Winsky, (202) 626-3160.
- Sept. 20**—Talk on "The Globalization of the Entertainment Industry," sponsored by The Global Business Association. Speaker: John Healy. The Roger Smith Hotel, New York City. Contact: Doris Gitman, (212) 929-7521.
- Sept. 20**—Investing in Wireless Telecom, Waldorf-Astoria, New York. Sponsored by Kagan Seminars Inc. Contact: Genni Russell, (408) 624-1536.
- Sept. 20**—CTAM New York Blue Ribbon Breakfast The Rainbow Room, New York City. Speaker: Roger Ailes. Contact: Rebecca Kramer, (212) 266-3888.
- Sept. 21-22**—Cable Telco Values and Finance, Waldorf-Astoria, New York. Sponsored by Kagan Seminars Inc. Contact: Genni Russell, (408) 624-1536.
- Sept. 22**—IRTS Foundation news-maker luncheon "Media Maria," The Waldorf-Astoria, New York. Contact: (212) 867-6650.
- Sept. 22-23**—Institute of Electronic & Electrical Engineers' Broadcast Technology Society 44th annual broadcast symposium, Washington, D.C. Contact: Susan Crawford, (202) 659-3707.
- Sept. 22-25**—Women in Communications Inc. 1994 annual conference and Communicator's Expo, Dallas. Contact: Margaret Jenkins, (703) 920-5555.
- Sept. 23**—1994 Service to Children Symposium presented by National Association of Broadcasters; sponsored by McDonald's. ANA Hotel, Washington, D.C. Contact: (202) 429-5425.
- Sept. 24**—American Women in Radio and Television northeast area conference. Hershey Hotel, Hershey, Pa. Contact: Terri Dickerson-Jones, (703) 506-3290.

SEPTEMBER

Sept. 26-28—The Information Superhighway Summit. Co-sponsored by IDG World Expo Corp.

Datebook

and McQuillan Consulting, Red Lion Hotel, San Jose, Calif. Contact: Jeff Silva, (800) 545-3976, or Glen Whelden, (617) 491-6754.

Sept. 27—"Political Advertising: Pitfalls and Profits," tele-workshop sponsored by NATPE. Contact: Jeff Eggleston, (310) 453-4440.

Sept. 27-28—Kentucky Cable Television Association annual fall meeting, Dravynbridge Inn, Fort Mitchell, Ky. Contact: Flonda Wright, (502) 864-5352.

Sept. 30—22nd annual regional convention of the Society of Broadcast Engineers Sheraton Int'l Convention Center, Liverpool, NY. Contact: John Soergel, (315) 437-5605.

Sept. 30-Oct. 1—American Women in Radio and Television north central area conference. Intercontinental Hotel, Chicago. Contact: Terri Dickerson-Jones, (703) 506-3290.

OCTOBER

Oct. 3—"Zap—Tuning in to the Consumer," conference sponsored by the Cable Television Administration and Marketing Society Inc. Trump Plaza Hotel & Casino, Atlantic City. Contact: Ann Dorman, (703) 549-4200.

Oct. 3-4—Strategic Multimedia Conference. Sponsored by Frost & Sullivan. Lake Buena Vista, Florida. Contact: Amy Arnell, (800) 256-1076.

Oct. 4—Broadcasting & Cable Interface. Three-city teleconference (Washington, New York and Hollywood) co-sponsored by Federal Communications Bar Association, International Radio & Television Society and Hollywood Radio & Television Society. Information: Joan Miller, (212) 673-6940.

Nov. 7—Broadcasting & Cable 1994 Hall of Fame dinner. New York Marriott Marquis. Information: Steve Labunski, Circle Special Events, (212) 686-2200.

- Oct. 10-14**—MIPCOM, international film and program market for TV, cable, video and satellite. Palais des Festivals, Cannes, France. Contact: Barney Bernhardt, (212) 689-4220.
- Oct. 12-15**—National Association of Broadcasters Radio Show, Los Angeles. Contact: Doug Wills, (202) 429-5350.
- Oct. 12-15**—Radio and Television News Directors Association international conference, Los Angeles. Contact: Doug Wills, (202) 429-5350.
- Oct. 12-15**—Society of Broadcast Engineers engineering conference, Los Angeles. Contact: Doug Wills, (202) 429-5350.
- Oct. 12-15**—SMPTTE 136th annual technical conference, Los Angeles. Contact: Doug Wills, (202) 429-5350.
- Oct. 16-21**—NIMA International's fifth annual meeting and trade exhibition, The Mirage, Las Vegas. Contact: David Savage, (202) 962-6342.

NOVEMBER

- Nov. 6-9**—Canadian Association of Broadcasters/Western Association of Broadcast Engineers joint convention and national trade show, Winnipeg Convention Centre, Winnipeg, Manitoba. Contact: Nathalie Samson, (613) 233-4035.

DECEMBER

- Dec. 1-3**—MP Asia, international film and program market for TV, cable, video and satellite. Hong Kong Convention and Exhibition Centre, Hong Kong. Contact: Barney Bernhardt, (212) 689-4220.

JANUARY

- Jan. 23-26**—32nd annual National Association of Television Programming Executives (NATPE) program conference and exhibition, Sands Expo Center, Las Vegas. Contact: (310) 453-4440.

CONTINUING

Northridge **Sept. 30**—"Community Music: On the Air," exhibition and seminars presented by The Museum of Broadcast Communications, Chicago. Contact: Anne Barlow, (312) 629-6026.

• **Major Meetings**

Andrew Richard Lack

A look at NBC News President Andrew Lack's career provides some starkly opposing images. There's the would-be filmmaker, a graduate of Boston University's School of Fine Arts. There's the producer of slick commercials, selling the virtues of Tide soap and other fine products from the Procter & Gamble empire. Then there's the globe-trotting field producer in search of the big international story with roving CBS anchor Dan Rather.

There's the guy sitting in an editing room for hours on end, creating and finessing the look of the next generation of television news magazines. Finally, there's the news executive, traveling the world to piece together what he hopes will be a global news and information network.

The common thread is how Lack sees himself first and foremost: a program producer and "fellow traveler" with the 1,300 or so NBC News staffers he's been managing since taking the helm of the division in April 1993.

Before being named to head NBC News, Lack perhaps was best known for creating what in 1985 was a radically different kind of news magazine for network television—CBS's *West 57th*. The model for the program was "Rolling Stone" magazine; it was to be a blend of serious politics and pop culture.

It also created a furor within CBS News, pitting the Old Guard, in the person of Don Hewitt and the *60 Minutes* crowd, against the Young Guard, headed by Lack, who were perceived as heretics more interested in form than in substance.

For the record, Lack insists that some of the old-timers gave him open support, including Mike Wallace and Ed Bradley, with whom he worked on a number of programs.

In his memoir about his tenure as president of CBS News in the mid-1980s, Ed Joyce recalls that Hewitt developed an "almost obsessive jealousy" of Lack. Hewitt feared the division was grooming Lack "as the next Don Hewitt," Joyce recounts in "Prime Times Bad Times."

West 57th was canceled in 1989, the victim of neglect, Lack says. "It was a



schizophrenic time at CBS," he says. The news division went through four presidents in as many years. The program became a political football that "got lost in the executive shuffle."

Before joining NBC, Lack, 47, spent his entire news career—16 years—at CBS. The years he spent producing *West 57th* provide the most vibrant memories Lack has of his time at the Tiffany network.

Another memory that sticks is slogging along the Afghan frontier with Rather shortly after the Russian invasion in 1979. Lack recalls it almost as if it were a religious experience.

"Journalistically, it was the most challenging time of my life," Lack says. Although he's a little paunchy now, he was 40 pounds heavier then. Lugging 30 pounds of camera gear, he and Rather trekked by foot, donkey and tractor for more than 100 miles, out of touch with New York for almost a week. They were the first American journalists to get TV footage out of the war-torn country.

Lack doesn't like to talk in great depth about his pre-CBS days. "There wasn't much of a life," he says. Right after college, he spent three years as

resident director of the Cleveland Playhouse. He also directed a theatrical film, the name of which he insists he can't remember.

Then it was back to New York for a three-year stint in the advertising business, first at Benton & Bowles and then at Wells, Rich & Green, where he headed the unit that produced TV commercials for Procter & Gamble products. "It was a wonderful place to go and learn storytelling on TV," he says. "It requires great discipline to tell a story in 30 seconds."

In some CBS circles, Lack developed a reputation as "Mr. Hollywood," given his advertising stint and his interest in film. In his last year at CBS, he got a commitment to produce some made-for-TV movies of which he produced one, *With Hostile Intent*.

Lack says he earned a bad rap with that film. "I love new challenges and at the time at CBS, there were no new challenges. I made one terrible movie and it caused me no end of trouble.... It only made me love journalism more."

Lack says his appointment at NBC News surprised him and many others. However, those who know him say NBC made a smart move.

President, NBC News, New York; b. May 16, 1947, New York; BFA, Boston University, 1968; resident director, Cleveland Playhouse, 1969-72; commercial producer, Benton & Bowles, 1973-74; head, Procter & Gamble commercial production unit, Wells, Rich & Green, 1974-76; producer, CBS News, 1976-81; executive producer, 1981-93; current position since April 1993; m. Betsy Kenny, Sept. 26, 1992; one child, Joanna, 14.

"You think of Andy in terms of not being one of 'them,' not being a suit," says Bob Sirott, one of the original reporters on *West 57th* and now an anchor and managing editor of a two-hour morning news show on Fox-owned WFLD-TV Chicago. He recalls celebrating Lack's birthday

one year by "kidnapping him and taking him to Chicago for a Cubs game. There aren't too many bosses that would roll with that situation.

"So my first reaction was either NBC has a guy in charge of news unlike any other person who's had that job, or Andy decided to get some sort of personality transplant," Sirott recalls. "But he's the same old Andy, and NBC is better off for having hired him."

—SM

BROADCAST TV

Appointments at Hanna-Barbera, Hollywood, Calif.: **Bill Dennis**, VP, administration and personnel, Burbank, named GM, Fil-Cartoons, Philippines; **Alan Keith**, controller/ chief accounting officer, Hanna-Barbera Entertainment Co. Inc., named controller, Hanna-Barbera Inc.; **Gary Stokes**, assistant news director, KTRK-TV Houston, named news director.



Sardi

Mauro Sardi, VP, international pay TV operations/ special projects, WB International Television Distribution, Burbank, Calif., named senior VP.

Bob Steel, broadcast news consultant, Cranford Johnson Robinson Woods, Little Rock, Ark., joins KATV(TV) there as acting news director.

Thomas Axtell, VP, development, Alverno College, Milwaukee, joins KLVX(TV) Las Vegas as GM.

Bill Steiger, reporter, WIS(TV) Columbia, S.C., named managing editor.

Appointments at WYTV(TV) Youngstown, Ohio: **Donna Mettee**, reporter, WPXI(TV) Pittsburgh, joins as anchor/reporter; **Heather Weber**, week-night weathercaster, WHIZ-TV Zanesville, Ohio, joins as weekend weathercaster/reporter.

Appointments at KDVR(TV) Denver: **John O'Laughlin**, creative services director, named promotion manager; **Joan Golden**, director, public affairs/community events, named marketing director.

Khalim Piankhi, manager, community affairs/executive producer, local programming, WUSA(TV) Washington, named director, community affairs.

Paula Lyons, consumer editor, *Good Morning America*, Boston, joins WBZ-TV there in same capacity.

Bonnie Schneider, weekend weathercaster/reporter KPLC-TV Lake Charles, La., joins WXII(TV) Winston-Salem,

INTV elects two, re-elects four



The Association of Independent Television Stations Inc. (INTV) elected two new members to their board: Jerry Carr (l), VP/GM, WBFS-TV Miami Fla., Combined Broadcasting of Miami Inc., and Norris Reichel (r), VP/GM, WOFL-TV Orlando, Fla., Meredith Corporation.



The following electees are incumbents who were returned to the board: Richard Ballinger, president/CEO, Act III Broadcasting, N.Y.; Linda Cochran, VP/GM, WSYT-TV Syracuse, N.Y.; Sharon Moloney, senior VP/GM, WXTX-TV Columbus, Ga.; and Brook Spector, VP, Cannell Communications.

N.C., in same capacity.

Mark Schaefer, assistant chief engineer, WFLA-TV Tampa, Fla., named director, engineering.

Anthony Venti, director, communications, Federal Emergency Management Agency, Washington, joins KMID(TV) Midland, Tex., as news director.

Denise Dufala, news co-anchor, WJW-TV Cleveland, joins WOIO(TV) there as news anchor.

Marc Cox, reporter, KMOV-TV St. Louis, Mo., named weekend anchor/reporter.

Joe Riddle, news producer, KGTV San Diego, joins KCCI-TV Des Moines as assistant news director.

Julie Brannon, news anchor, WEVU-TV, Naples, Fla., joins WTOG-TV St. Petersburg, Fla., as weekend news anchor.

Michele A. Cordoba, director of advertising and promotion, KVEA-TV Los Angeles, joins KMEX-TV there as marketing director.

David Collins, reporter, WRC-TV Washington, joins WMAR-TV Baltimore as weekend reporter.

Julie Johnson, congressional correspondent, *Time* magazine Washington bureau, joins ABC News there as Justice Department correspondent.

Amy Levy, freelance producer, film/television, joins Target Video News, New York, as distribution manager, broadcast services.



Kasparian

Appointments at CBS/Broadcast Group, New York: **Gregory Kasparian**, director, audience analysis, named VP, television audience measurement; **Teddy Reynolds**, director, affiliate research,

named director, affiliate and international research.

Christopher Mohler, VP, National City Corp., Toledo, Ohio, joins WFND(TV) Findlay, Ohio, as GM.

RADIO

Marty Loughman, president/ chief operating officer, Shamrock Broadcasting Inc., Burbank, Calif., named CEO.

Ruth Josenhans, account executive, ABC Radio Networks, Dallas, Tex., named sales manager.

Forrest Goodman, sports editor, the *Delta Democrat-Times*, Greenville, Miss., joins WDTL-FM Cleveland, Miss., as news/sports director.

Joyce Lieberman, engineer, WHYY-FM Philadelphia, named supervising engineer.

CABLE

Appointments at The Home & Garden Television Network, Knoxville, Tenn.: **Robert Baskerville**, director, production operations, E! Entertainment Televi-

sion, Los Angeles, joins as director, production; **Vickie Shipp**, account executive, WXYZ-TV Detroit, joins as national sales manager.



Robert W. Ross, executive VP, Turner International Inc., Atlanta, named president.

Rick Kiolbasa, assistant manager, Lincoln (Neb.) CableVision, named regional business manager of CableVision's Nebraska/Wyoming region.

Katie Miles-Ley, human resources generalist, Sprint International, Reston, Va., joins TCI East Inc., Bethesda, Md., as director of employe relations and development.



Carole Robinson, senior VP, communications, MTV Networks, New York, named senior VP, corporate communications.

Appointments at Showtime Networks Inc., New York: **Bruce Gillman**, VP, human resources, Viacom Cable, there, joins as senior VP, human resources; **Kim Lemon**, director, program information and research, named VP, research.

Edward Smallwood, research director, Cable AdNet, Charlotte, N.C., named manager, marketing.

Dalton Delan, VP, programing and production, The Travel Channel, Atlanta, named senior VP.



Kelvin Westbrook, partner, Paul, Hastings, Janofsky & Walker, New York, joins Charter Communications, St. Louis, as executive VP.

Appointments at Landmark Communications Inc. Networks, Atlanta: **Jennifer Powell**, coordinator, continuous improvement, The Weather Channel, named VP, organizational develop-

ment; **Alan Galumbeck**, VP, new technologies, broadcasting & video enterprises division, named senior VP; **Lisa McCabe**, programing assistant, The Travel Channel, named local advertising sales representative.

ALLIED FIELDS

Gary G. Weik, president/chief operating officer, KBLCOM Inc., Houston, joins Spectravision Inc., Richardson, Tex., as chairman/CEO.



Gilbert

Dean Gilbert, executive VP, group operations, KBLCOM Inc., Houston, joins Positive Communications, Pleasanton, Calif., as president/CEO.

Appointments at Nielsen Media Research, New York: **Ronald Meyer**, VP, western sales manager, named senior VP/director, marketing, Nielsen Station Index; **Thomas Hargreaves**, VP, eastern sales manager, named VP/NSM, Nielsen Station Index.

SATELLITE/WIRELESS

Appointments at United States Satellite Broadcasting: **Jonathan Hill**, regional sales manager, Philips Consumer Electronics, Knoxville, Tenn., joins as northeastern regional sales manager, Richmond, Va.; **Dennis Lumley**, western regional manager, Galaxy Satellite Programming, Denver, joins as western regional sales manager there; **Paul Malmquist**, inventory control manager, Best Reception Systems, Knoxville, Tenn., joins as southeastern regional sales manager, Atlanta.

MULTIMEDIA

Peter McDonald, president/CEO, Don-Tech, Chicago, joins Ameritech Corp. there as president, advertising services business unit.

Brownlee Currey Jr., president, Nashville Banner Publishing Co., Nashville, joins Osborn Communications Corp., Greenwich, Conn., as director.

DEATHS

James T. Aubrey Jr., 75, died Sept. 3 of a heart attack. He was perhaps the most successful TV network president in history—and among the more controversial. Aubrey was responsible for a string of rural-based comedies on the CBS network, including *The Beverly Hillsbillies* and *Green Acres*, and was known for his relentless dedication to the bottom line. Many called him "The Smiling Cobra": He was both handsome and, in a negotiation, deadly. Aubrey's end at CBS was as dramatic as his rise; he was called back from a Miami trip by CBS Inc. President Frank Stanton in 1965 and summarily dismissed. The reason is still the subject of official rectitude, but it was widely surmised that Aubrey's habits of high living finally exceeded CBS's tolerance, despite his business success. Aubrey never again reached to television's heights, although he continued to produce for television in Hollywood.



Aubrey

—Compiled by Denise Smith

Jerry Vernon, account executive, has been selling CBS Radio since 1960. At 80, he is the oldest active employe at CBS, New York. The company threw a surprise party for Vernon on Aug. 25. Pictured (l-r) are Peter Lund, president, CBS Television Network; Nancy Widmann, president, CBS Radio Division; Vernon; Gene Jankowski, former president, CBS/Broadcast Group, and Robert Kipperman, VP/GM, CBS Radio Networks.



Capital Cities/ABC Inc. has extended ABC Entertainment President Ted Harbert's contract

for four more years. Harbert has been network entertainment president for two years, heading prime time entertainment programming for ABC.

ABC's Tuesday-night sketch comedy show *She TV* has been canceled after five shows—one shy of its initial order. The Carsey-Werner show fell victim to declining ratings. A Barbara Walters special will fill the show's 10 p.m. slot this week, as earlier planned, while a rebroadcast of the season premiere of *Coach* and new show *Blue Skies* will take its place on Sept. 27. C-W also announced that Tim Flack, former head of comedy development at CBS Entertainment, will develop a half-hour series for CBS in association with C-W.

NBC affiliate KPRC-TV Houston has preempted the network's *Late Night with Conan O'Brien* from its 11:30 p.m. time slot and moved up Warner Bros. Domestic Television Distribution's new syndicated *Extra: The Entertainment Magazine* into the slot. NBC says it will allow the preemption, a softening of previous threats to drop affiliates that pull its product.

USA Networks Entertainment has tapped CBS veteran Rod Perth as chief programmer for USA Network, Sci-Fi Channel and USA Pictures. Perth will have dual titles as president and executive vice president of programming, the latter a post that has been vacant since David Kenin moved to CBS Sports last April. Perth, most recently in charge of late-night and non-network programming at CBS, helped to bring David Letterman to the network. He will be based in Los Angeles.

Emmy-winning television writer-

Heading to Haiti

Big Three and CNN network correspondents and crews were dispatched to Port-au-Prince, Haiti, last week as an invasion appeared imminent. CBS's Dan Rather, Bob Simon and Vicki Mabrey were already there. NBC sent Jim Maceda, Fred Francis and Rick Davis, and may send anchor Tom Brokaw. ABC is sending Linda Pattillo, Chris Bury, Jim Wooten, Jim Laurie and Ron Claiborne, with Peter Jennings remaining in New York. CNN has dispatched Rob Reynolds, Jim Clancy, Harris Whitbeck, Christiane Amanpour and Richard Blystone, with anchor Bernard Shaw remaining in Washington. None of the networks had planned specials on the possible invasion as of last week.

—DT

creator Lynda La Plante and Scripps Howard Productions have agreed to develop and produce prime time drama series and long-form projects for television. La Plante's *Prime Suspect 3 (Mystery!)* recently won the Emmy for best miniseries, but the *Suspect* franchise is not included in the deal.

KALB-TV Alexandria, La., broadcast live last Thursday (Sept. 16) the gunshot suicide of a man who had just killed his wife hours before and was holding police at bay. Some viewers were outraged, but station News Director Jack Frost said that live coverage was justified, and that the station didn't have the technical facilities to delay the live broadcast.

Members of the National Association of Black Owned Broadcasters called on FCC commissioners Andrew Barrett, Susan Ness and Rachele Chong to issue a stay on a rule that increases ownership limits in radio to 20 AMs and 20 FMs. The only problem was that the rule went into effect Friday, the same day that the panel discussion was taking place. After repeated requests from the National Black Media Coalition's Pluria Marshall and others to stay the rule, Barrett put his foot down. "I think that it's asinine to ask us to run back to the commission and vote on it in two hours."

Fox affiliate KTVU-TV San Francisco's Sunday (Sept. 11) football matchup between the Kansas City Chiefs and the San Francisco 49ers—a match pitting the home town team against former 49ers and present Chiefs quarterback Joe Montana—delivered a whopping 38.9 rating/74 share for the 10 a.m.-1:30 p.m. game. That was the best regular season day game rating in the Bay Area since 1985.

Robert Ross has been named president of Turner International. Ross, who had served as Executive Vice President of Turner International, will oversee sales at Turner Broadcasting System's 11 overseas offices.

Cable system operators Cox, Newhouse, Adelphia, Triax and American Cable Entertainment have signed affiliation agreements with The Talk Channel, the 24-hour talk network to be launched by Multimedia Entertainment on Oct. 1. New Talk Channel hires include former WCBS-TV and WABC-TV New York anchor Ernie Anastos and former Showtime Entertainment Group executive Lee Tenebruso, now vice president of marketing for the channel.

The A&E parent previously known as **Hearst/ABC/NBC has been renamed A&E Television Networks.**

Printed in the U.S.A. Founded in 1931 as *Broadcasting*, the News Magazine of the Fifth Estate. *Broadcasting-Telecasting* introduced in 1945. *Television* acquired in 1961. *Cablecasting* introduced in 1972. *Broadcasting/Cable* introduced in 1989. *Broadcasting & Cable* introduced in 1993. *Broadcasting & Cable* is a registered trademark of Reed Publishing (Nederland) B.V., used under license. *Reg. U.S. Patent Office.

Incorporating The Fifth Estate TELEVISION Broadcasting

Broadcasting & Cable (ISSN 0007-2028) (GST #123397457) is published weekly, except at year's end when two issues are combined, by the Cahners Publishing Co. Cahners Publishing Co., at 245 West 17th St., New York, NY 10011, is a division of Reed Publishing USA, 275 Washington St., Newton, MA 02158-1630; Robert L. Krakoff, Chairman/Chief Executive Officer; Timothy C. O'Brien, Executive Vice President/Finance and Administration; John J. Beni, Senior Vice President/General Manager, Consumer/Entertainment Division. Second-class postage paid at New York, NY, and additional mailing offices. Postmaster, please send address changes to: *Broadcasting & Cable*, PO Box 6399, Torrance, CA 90504-0399. *Broadcasting & Cable* copyright 1994 by Reed Publishing USA. Rates for non-qualified subscriptions, including all issues: USA, \$117; Canada, \$149 (includes GST); Foreign Air, \$320; Foreign Surface, \$169. Except for special issues where price changes are indicated, single copies are \$3.95 US. Please address all subscription mail to: *Broadcasting & Cable*, PO Box 6399, Torrance, CA 90504-0399. Microfilm of *Broadcasting & Cable* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, MI 48106 (1-800-521-0600).

Home Box Office has extended a contract with 20th Century Fox films that will give the pay-TV network exclusive rights to the studio's films through 2004. The deal is estimated to be worth more than \$750 million.

MGM Worldwide Television Group and Showtime Networks Inc. have heaved up their production arrangement for new episodes of series *The Outer Limits*, with Showtime doubling its production order from 22 to 44 hours and MGM launching the series in first-run syndication beginning fall 1995. As part of the deal, Showtime will reduce its pay window from 15 months to nine months.

Kelly News & Entertainment, the Los Angeles-based production and distribution arm of Kelly Broadcasting, **will syndicate *Safe Streets*,** a one-hour, weekly first-run reality series in September 1995. The series, hosted by actor Tim Reid, will spotlight victories in the war on crime.

New World Entertainment Programming Chairman Brandon Tartikoff has struck a deal with Warner Books, publishing subsidiary of Time Warner Inc., to develop novels with potential for adaptation to film and television. The deal calls for at least three novels during the next two years, with New World to have first look at television-oriented titles and Warner Bros. at feature-film-oriented titles covered under the arrangement. One of the titles under the imprint will be *Superstition*, author R.L. Stine's foray into the adult hardcover horror genre.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Sept. 4. Numbers represent aggregate rating average/stations/% coverage.)

1. Wheel of Fortune	12.2/225/99
2. Jeopardy!	10.3/217/99
3. Oprah Winfrey Show	8.3/237/99
4. Entertainment Tonight	7.8/184/95
5. Star Trek: Next Generation	7.7/245/99
6. Nat'l Geog On Assignment	7.5/190/96
7. Hard Copy	7.1/169/94
8. Roseanne	7.0/177/96
9. Baywatch	6.6/205/95
10. Married... With Children	6.2/183/94
11. Star Trek: DS9	6.1/227/98
12. Inside Edition	6.0/169/95
13. A Current Affair	5.7/189/96
13. Family Matters	5.7/181/92
15. Cops	5.6/172/92

Where's the compact?

Many in the public-interest community were expecting FCC Chairman Reed Hundt last week to advance his theory of the new social compact for broadcasters and other franchise holders of the nation's airwaves. But what they got instead was the short version of Ethics 101. The setting was the United Church of Christ's Interchurch Center in New York, where Hundt delivered a luncheon speech last Tuesday (Sept. 13). He talked about the need for universal access to the information superhighway, which is old news, but no word of the social compact. "I wish he'd been more hardhitting and practical and not so esoteric," said Dr. Beverly Chain, director of the Department of Communications, UCC. One audience member, an executive at a prominent industry trade group, offered a more blunt assessment: "It was the most contentless speech I've heard." —SM

NEW YORK

Sauter shifts gears

Van Gordon Sauter is no longer president of Fox News. Fox never announced the departure and, under a consulting agreement, Sauter continues to advise the Fox-owned stations on news issues. Outside of its owned-stations' efforts, the network does not have much U.S. TV news presence. However, Rupert Murdoch is said to be formulating a network news plan.

WASHINGTON

Cable conversation

FCC Chairman Reed Hundt's outreach during the past two weeks hasn't been limited to just the broadcasting industry. Hundt also has held a series of meetings with cable operators and programmers to discuss the FCC's adoption of so-called going-forward rules, designed to encourage cable operators to add new programming services without causing big jumps in subscriber fees.

Among those with whom he's talked: Continental Cablevision's Amos Hostetter; Time-Warner's Gerald Levin and Joe Collins; Comcast's Ralph and Brian Roberts; Turner Broadcasting's Ted Turner, and Discovery Communications' John Hendricks.

NEW YORK

Botwick resigns

Terry Botwick, president, Hearst

Entertainment Distribution, has resigned.

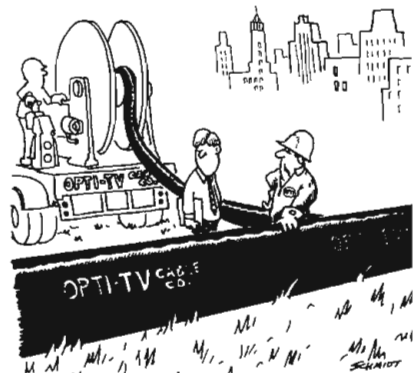
Sources say differences over development and distribution strategies between Botwick and his boss, Hearst Entertainment Chairman Bruce Paisner, led to the departure. Meanwhile, William Kunkle, senior vice president and general manager of the distribution division, continues day-to-day management of that unit.

LOS ANGELES

Fit for air

The latest in fitness-and-nutrition-advice shows on radio will come from none other than diet guru Richard Simmons.

The energetic star of exercise videos and the "Deal a Meal" diet, plans to launch a call-in, self-help and nutrition show to be syndicated by Westwood One Radio Networks next January.



Drawn for BROADCASTING & CABLE by Jack Schmidt
"No, we're not burying it. It's for the O.J. Simpson trial."

Too good to be true

It was easier to be up in arms about Reed Hundt when he was going full tilt for the social compact ("The time has come to reexamine, redefine, restate and renew the social compact between the public and the broadcasting industry," the chairman told this magazine in July). Now that Hundt appears to be abandoning that initiative, it's hard to know what to do. Cheer him on, we suppose.

Certainly, we're in his corner on any plan to deregulate the broadcasting industry, as he was signaling last week in a New York outreach to top industry executives. That's a process that can only be simplified by not having a public-interest quid pro quo for every deregulatory advance. And if that's the way the wind is blowing, we're all for it.

We just haven't given up on the devil we know in Reed Hundt. The chairman has a mission, and it's not to be just an outstanding telecommunications administrator. He believes that broadcasting is special, and he wants to treat it that way. We're content for broadcasting to be treated like all other media. Do us no favors, Mr. Chairman, if it means we must surrender the First Amendment and the right to free enterprise.

We'll believe the social compact is behind us when the First Amendment becomes the law of the land for radio and television. Not this afternoon.

When the eye didn't blink

Back before there were affiliate square dances, cable MSOs to push, or get pushed around by, and telcos throwing their considerable weight into the ring, there were the three networks and executives like CBS President Jim Aubrey.

If you remember *The Beverly Hillbillies* or *Green Acres* or *Petticoat Junction*, you remember Jim Aubrey, who helped to usher in the rustic programming era of ratings dominance for CBS.

But there was nothing folksy about Aubrey, who, if he found himself in the vicinity of a crackerbarrel would have the competition over it in a New York minute. He was at home in an era without political correctness, when the immense power of the networks was symbolized by the intimidating black tower on West 52nd Street and was used unsparingly in negotiations with the programming community.

Aubrey, who died two weeks ago at the age of 75, left the network in the mid-1960s at the height of his and CBS's success, by some accounts a victim of personal excesses that might have in some measure mirrored the corporate culture of power that dominated the Big Three at the time.

Grand slam

They really should have called it the Alternative Broadcasting Service. That's what public broadcasting is at its best: something you won't see anyplace else. So it is with *Baseball*, Ken Burns's trademark treatment of the national pastime and of the American spirit. It's so good you ache to have it somewhere on the commercial system—with which, let's face it, we feel more at home. Granted, at 1 1/2 hours the jury is still out on how much of a good thing the audience can take; *Baseball* may get a break by being the only baseball around these days.

But our point is, there's genuine excellence here, and all in television can be proud of the association. And inspired by it. Swinging for the fences is the way to get home runs.

Lawrence B. Taishoff, chairman
Peggy Conlon, publisher

Editorial

Donald V. West, editor/senior vice president
Harry A. Jessell, executive editor
Mark K. Miller, managing editor
Kira Greene, assistant managing editor (special projects)
John S. Egerton, assistant managing editor
David R. Borucki, art director
Rick Higgs, systems manager
Kim McAvoy, Washington bureau chief
Elizabeth Rathbun, assistant editor
Chris McConnell, Christopher Stern,
Julie A. Zler, staff writers
Denise P. Smith, Kenneth R. Ray, production artists
Winslow Tuttle, Catharine Garber, proofreaders
□ New York 245 West 17th Street, 10011; 212-645-0067; Fax 212-337-7028
Geoffrey Foisie, bureau chief
Stephen McClellan, chief correspondent
Mark Berniker, senior editor (interactive TV)
Rich Brown, assistant editor (cable)
Donna Petrozello, staff writer
□ Los Angeles 5700 Wilshire Blvd., Ste. 120, 90036; 213-549-4100;
Fax 213-937-4240
Steve Coe, bureau chief;
David Tobenkin, staff writer
□ London Europa House, 54 Great Marlborough St., W1V1DD;
44-71-437-0493; Fax 44-71-437-0495
Meredith Amdur, international editor

Circulation
Michael Borchetta, subscription promotion director
Leonard Weed, fulfillment director

Founder and Editor
Sol Taishoff (1904-1982)

**Broadcasting
& Cable**
1705 DeSales Street, N.W.
Washington, DC 20036
Phone: 202-659-2340
Circulation: 800-554-5729
Editorial Fax: 202-429-0651 □ Advertising Fax: 212-337-6947

Manufacturing/Distribution

Michael Arpino, director
Bob Gaydos, advertising production director
Sharon Goodman, production services director
Louis Bradford, distribution director
William Cunningham, distribution manager
Jose Medina, quality assurance manager
Jacqueline Panepinto, production assistant
Yvonne Yang, production assistant

Advertising Production

Jennifer Allen, production manager
212-463-6527; Fax 212-463-6655

Cahners Consumer/ Entertainment Publishing Division

John J. Beni, senior VP-general manager
Lawrence B. Taishoff, adviser
Richard Vitale, VP-operations & planning
Robin Ruskin Linder, VP-telemarketing
Barrie Stern, VP-creative services
James Borth, circulation director

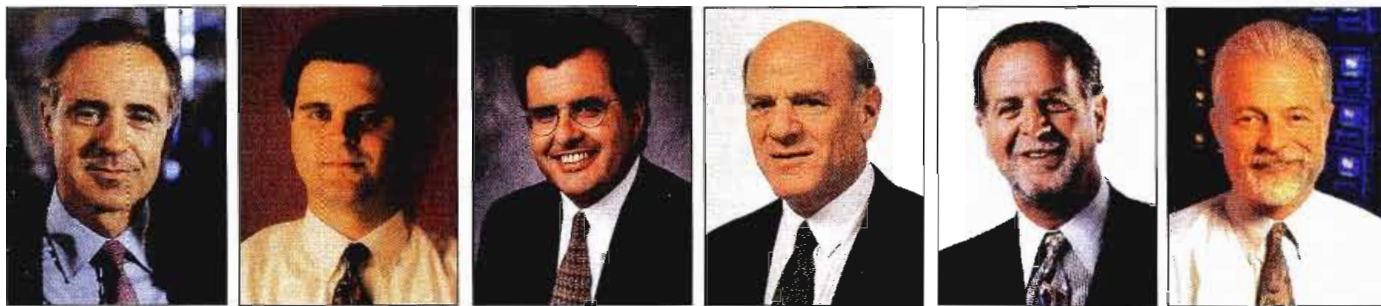
**Cahners Publishing Co./
Read Publishing (USA) Inc.**
Robert L. Krakoff, chairman-CEO

Advertising

□ New York 212-337-6940; Fax 212-337-6947
Randi T. Schatz, international sales director
Robert Foody, Karen Brady, account executives
Stacie Mindich, marketing/sales support coordinator
Joan Miller, executive secretary
Sandra Frey, executive assistant
Antoinette Fasulo, classified advertising manager
Classified 212-337-7073; Fax 212-206-8327
□ Los Angeles 213-549-4100; Fax 213-937-5272
Gary Rublin, national marketing director,
director of syndication advertising
Michael Brooks, account executive
Erika Sedey, administrative assistant
□ Washington 202-659-2340
Doris Kelly, sales service manager

Advertising Representatives

Ayer Communications (West Coast equipment
advertising): 714-366-9089; Fax 714-366-9289
Yukari Media (Asia): (81) 6 956 1125;
Fax (81) 6 956 5015
Max Montocchio, BCC (Europe):
(44) 71 437 0493; Fax (44) 71 437 0495
Laura Boy, Access Communications (Europe):
(33) 37 48 44 60; Fax (33) 37 48 35 66
BROADCASTING & CABLE
(United Kingdom): (44) 71 637 3663;
Fax (44) 71 580 5559
Broadcasting & Cable Yearbook
Editorial 908-464-6800 Circulation 800-521-8110
Advertising 212-337-6943



SUPERPANEL II



■ Bringing together (from four points of the compass) a critical mass of television's chief executives in the satellite teleconference of the year. Appearing from Los Angeles, New York, Washington and Orlando (above, left to right): Frank Biondi of Viacom-Paramount, Steve Case of America Online, Peter Chernin of 20th Century Fox, Barry Diller of QVC, Rich Frank of Disney, Eddy Hartenstein of DIRECTV, Robert Iger of ABC Television, Kay Koplovitz of USA Networks, Trygve Myhren of Providence Journal Co., Ray Smith of Bell Atlantic, Howard Stringer of CBS and Brandon Tartikoff of New World.

INTERFACE VIII

■ Superpanel II will be the pivot point for Interface VIII, the industry's premiere telecommunications seminar, presented simultaneously in Los Angeles (the Beverly Hilton), New York (the Grand Hyatt) and Washington (the Omni Shoreham). Also appearing in those locations:

Los Angeles

CO-SPONSORED WITH HOLLYWOOD
RADIO & TELEVISION SOCIETY

Ed Casaccia of the Orange County News Service;
Linda Ellman producer
James Erlich of ICFX Inc.
Terry Hershey of Time Warner
Beth Kennedy writer/producer
Michael King of King World
Thom Kozik of The Persona Group
Greg Meidel of Twentieth Television
David Nuell of EXTRA
Ruth Otte of Knowledge Adventure
Dick Robertson of Warner Bros.
Shelly Schwab of MCA

Washington

CO-SPONSORED WITH FEDERAL
COMMUNICATIONS BAR ASSOCIATION

NATIONAL KEYNOTER: The Honorable **Reed Hundt**, chairman, FCC
WASHINGTON KEYNOTER: The Honorable **Edward J. Markey**, chairman, House Telecommunications Subcommittee
FCC commissioners **James H. Quello**, **Rachelle Chong** and **Susan Ness**
John Abel of the NAB, in debate with **Robert Rast** of General Instrument
Dennis Leibowitz of Donaldson, Lufkin & Jenrette
David Londoner of Wertheim Schroder
Steve Rattner of Lazard Freres & Co.
Jessica Reif of Merrill Lynch & Co.

New York

KEYNOTER: **Richard C. Notebaert**, chairman-CEO of Ameritech

Bill Airy of TCI
Robert Alter of CAB
Mike Drexler of Bozell
Chuck Dutcher of Conus
Ed Horowitz of Viacom International
Bernard Kalb of CNN
Scott Kurnit of Prodigy
Sylvie Lalonde of Le Groupe Vidéotron
Dennis Leibner of N. S. Bienstock
Joe Peyronnin of CBS News Primetime
Al Sikes of Hearst Corp

Look for Interface VIII on Prodigy

Reservations (\$350 including lunch) and program, information, contact Joan Miller at 212-337-6940



all roads lead here

Navigating the ever-changing global media market can be full of unexpected bumps and wrong turns. The 1995 NATPE Conference and Exhibition will be your road map to success in the worldwide television industry.

Programming content drives our industry and content is what NATPE is all about. From January 23 to 26, we'll offer informative seminars, high powered daily General Sessions and more than 20 topical workshops. In addition, there will be over 400 exhibiting companies from every aspect of the television programming universe — everything you need to place you at the vanguard of current innovations in programming and technology.

Register now and reserve your space at the world's premiere programming marketplace.

1 9 9 5
Natpe

Sands Expo Center, Las Vegas
January 23-26
Paving the Way for Innovative Ideas

For Information on Attending, Exhibiting and Advertising
call the NATPE office at 310-453-4440 or call toll-free

1-800-NATPE GO
(1 - 8 0 0 - 6 2 8 - 7 3 4 6)